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SCOPE OF CHAPTER

- 6.1 Shopping is an essential part of everyday life. It is an activity still predominantly carried out by women (Source: Shopping Surveys for L.B. Newham, 1996) so the quality, quantity and location of shopping facilities has a major impact on their lives. The majority of shopping floorspace is located in town centres which also provide a focus for the community and can provide a range of service uses and leisure and cultural facilities. Retailing itself provides a significant number of jobs and town centres are increasingly becoming a focus for other employment uses.
- 6.2 This Chapter covers a wide range of issues and land uses, all of which relate to shopping and the other functions of town centres. It includes policies relating to the Borough's major and district town centres down to local centres, as well as free-standing major shopping developments. It includes uses besides shops which may be suitable in town centres such as banks, restaurants, leisure and community uses. Shopping policies inevitably impact on other policies covered in the UDP. For example, retailing provides a large amount of employment, shoppers require transport, and a good quality environment increases the attraction of shopping centres to traders and the public.
- 6.3 The scale and type of new shopping development that can be attracted to Newham depends to a large extent on the state of the national economy and retailing trends of the time. However, the Council can influence decision-making through such means as site identification, land assembly and comprehensive improvement packages for town centres.

VISION FOR THE FUTURE

- 6.4 The improvement of town centres as more lively, dynamic areas offering a wide range of shops and services will make an important contribution towards the Council's Vision. Over the period of the Plan, substantial high quality, modern shopping facilities, selling food and other goods, will be attracted to Newham. Town centres, with their excellent public transport links, will be the main focus for this improved and expanded shopping provision. All Newham residents, workers and visitors will have easy access to a range of shopping facilities. Stratford will also cater for the wider north east London area, as will Green Street in its role as a specialist Asian centre. Shopping facilities will also have developed in the Docklands area to cater for the new communities in that part of the Borough.
- 6.5 The shopping environment will be much improved. Customer facilities such as toilets, baby changing areas and children's play facilities will be readily available. Disabled people will have easy access both within the shopping centre and into the shops.
- 6.6 The main town centres of Stratford, East Ham and Green Street will have increased vitality in the evenings as well as in the daytime. They will offer excellent leisure, arts, cultural and community facilities. Stratford in particular will have a wider range of uses, an evening economy and more people living in the town centre, as well as additional office and business space.
- 6.7 In order to realise this vision, the Council has developed a set of objectives and a strategy which are detailed below. These, together with the assessment of current issues, have guided the formulation of policies contained in the Policy section of this chapter.

OBJECTIVES

- 6.8 The Council's objectives for shopping and town centres are as follows:
- a) giving preference to the location of major new retail and leisure developments in town centres in line with the sequential test in PPG6;
 - b) encouraging an improved range of modern shopping facilities for Newham residents, workers and visitors focused on town centres;
 - c) regeneration of town centres in the Borough through the strengthening of the retail function, particularly food shopping, diversification of uses, development of the evening economy, particularly leisure uses, and comprehensive environmental improvement;
 - d) encouraging new shopping and related uses to meet the needs arising from new development;

- e) consolidation of retail uses in the Borough's shopping centres and allowing change from retail use elsewhere where the demand and need no longer exist; and
- f) encouraging shopping development that meets the needs of Newham's population in terms of public transport accessibility, access for disabled people and people with mobility difficulties, and customer facilities such as toilets, baby changing areas and play areas.

STRATEGY

- 6.9 Although there is scope in Newham for additional high quality modern shops it has, in its existing hierarchy, the basis for a well-distributed and comprehensive range of such facilities. The main centres and many of the smaller ones are lively and well-used, with good public transport connections and a high proportion of pedestrian trade (Source: Shopping Surveys for L.B. Newham, 1996).
- 6.10 The Council will seek to sustain and enhance the vitality and viability of its town centres. The need for investment in an increased range and quality of shopping facilities is recognised. Major new development will, however, be directed towards the existing centres, particularly Stratford, where the potential for major new development exists. Large modern food stores will be encouraged to locate in town centres. This will strengthen their role and protect them from the adverse impacts of out-of-centre developments. Exceptions to town centre locations may be considered where existing shopping provision is inadequate, and where there are no suitable town centre or edge-of-centre sites available. This will be done in accordance with the Government's 'sequential test.'
- 6.11 The future role of the town centres will continue to be seen as broader than simply retail-based. In accordance with PPG6, further diversification of uses within town centres will be encouraged, particularly arts, cultural, entertainment, community and housing uses. Activities which bring people in after normal shopping hours will be particularly encouraged as a way of increasing community safety and enhancing the attractiveness of these centres.
- 6.12 In recent years, there has been considerable investment in Stratford, Green Street, East Ham and Canning Town by the public and private sectors, with further development schemes proposed over the Plan period. PPG6 includes the requirement for local planning authorities to prepare detailed development strategies, action plans, traffic management strategies and strategies relating to the evening economy for their town centres. These should be done in conjunction with the private sector and other relevant parties. The Council has commenced the production of 'Action Plans' for each of its town centres, to be issued as Supplementary Planning Guidance. This will fulfil the requirements of PPG6 and the Council's Vision.
- 6.13 So as to achieve a strong retail focus within the main centres, primary shopping frontages have been defined where retail uses will predominate. However, the importance of service uses as part of vibrant shopping centres is recognised and secondary shopping frontages have been designated where such uses will be encouraged within limits.
- 6.14 High vacancy rates within some of the local centres, as well as on the peripheries of the main centres, indicate that a surplus of shops exists in some areas of the Borough. The careful management in the contraction of floorspace supply is therefore required. The approach adopted is to encourage the concentration of retail uses within the designated hierarchy. The centres have been tightly defined to reflect what is considered viable.
- 6.15 The Council recognises that the improvement of the quality of the town centres' environment will make a major contribution towards attracting new investment and shoppers. Under its Local Environment Strategy the Council has funded environmental improvements to enhance Stratford, Green Street, Forest Gate, Canning Town and Beckton.

CURRENT ISSUES

- 6.16 The objectives and strategy above will address the current land use implications of the issues facing the Borough. These are detailed below.
- 6.17 Shopping provision in Newham can be defined in terms of a hierarchy of centres. 'Strategic Guidance for London Planning Authorities' (RPG3, 1996) designates Stratford and East Ham as Major Centres. Outside these two centres, the Council defines Green Street, Forest Gate, Canning Town and East Beckton as District Centres, and has designated seventeen Local Centres which generally comprise the more important shopping parades. The Local Centres are not

considered to be town centres (Please refer to Appendix SH1, Map SH1 and the Proposals Map for further information). The Major and District Centres together are referred to as 'Town Centres'. Outside these defined areas, a significant number of smaller parades and individual shops also make important contributions to the hierarchy. However, there is a large number of vacant shops, and there is a long-standing trend towards change of use to other purposes.

- 6.18 The Beckton Gateway area has become a location for large-scale retail and leisure development. However, despite the proximity of the various developments to each other, the degree of integration, particularly in relation to the ability to travel between the various elements by means other than motor vehicles, is poor. The Council will therefore encourage, or require, as necessary, developers and operators to carry out measures to mitigate this problem.
- 6.19 The floorspace figures in the following sections are taken from the Council's shopping centre surveys of 2000. The figures for national multiples are taken from Hillier Parker's 'Shopping Centres of Great Britain' (1996).

Stratford Town Centre

- 6.20 Stratford is the largest of Newham's town centres and has approximately 51,000 m² (549,000 ft²) gross of retail and service floorspace, with a main catchment area covering the north west part of Newham and parts of Tower Hamlets and Waltham Forest. It includes a range of national multiple retailers and services and independent traders. Stratford is also a major location for public and private sector employment, and an important cultural centre; a cultural quarter based on the Theatre Royal and the cinema is being progressed. Further proposed developments will enhance these roles over the Plan period. Stratford, including the town centre, has been targeted as a 'showcase' area in the Council's Vision, where major improvements will be directed.
- 6.21 Major public and private sector investment in recent years has made significant improvements to the centre, including its environment, public transport connections, traffic management and housing provision. City Challenge status, running from 1993 to 1998, has been particularly important in bringing investment to the area. The construction of a combined international and domestic station on the Channel Tunnel Rail Link, programmed for completion in 2007, will be a major boost to the area (please refer to the Urban Regeneration and Transport Chapters for further details).
- 6.22 However, despite the attributes of the centre and its prospects, there are a number of concerns. These include the shortage of comparison goods floorspace. Expansion is necessary to offer more choice to shoppers and to be able to compete with centres in other boroughs. These concerns are verified by Hillier Parker who show that in terms of the presence of selected national multiple retailers, Stratford's position nationally amongst shopping centres declined from 213 in 1984 to 234 in 1995. However, the proportion of vacant floorspace fell in the centre as a whole (disregarding the temporary vacancy of the former 'Living' store) and in the primary shopping frontage between 1989 and 2000, which is an indication of increasing confidence.

East Ham Town Centre

- 6.23 East Ham is the second largest of the Borough's town centres and has approximately 41,000 m² (441,000 ft²) gross of retail and service floorspace, serving primarily the north eastern part of the Borough. It has a range of national multiple retailers and service uses and independent traders. Large amounts of public investment since the mid-1990s have transformed the shopping environment, especially with the construction of the bypass and the pedestrian priority scheme. There has also been a considerable amount of investment by individual private businesses.
- 6.24 There are a number of concerns about East Ham, particularly the lack of a large modern food store and the age and suitability for modern retailing requirements of many premises. Hillier Parker found that East Ham declined in rank from 196 to 302 from 1984 to 1995. The proportion of vacant floorspace in the centre as a whole and in the primary shopping frontage decreased between 1989 and 2000.

Green Street District Centre

- 6.25 Green Street is the third largest of the Borough's town centres and has approximately 35,000 m² (377,000 ft²) gross of retail and service floorspace. It has a small number of national multiple retail and service uses, and a large number of independent traders. Its two main functions are as a centre serving the immediate surrounding area and also as a specialist Asian centre, serving a sub-regional catchment area.

6.26 Although the number of national multiples has declined in recent years (Hillier Parker shows a drop in rank from 364 to 636 from 1984-95), demand for floorspace is high, reflected partly in the small proportion of vacant floorspace in the centre as a whole and in the primary shopping frontage in 2000.

Canning Town District Centre

6.27 Canning Town has approximately 13,000 m² (140,000 ft²) gross of retail and service floorspace centred on Rathbone Market. It serves mainly the immediate surrounding residential area. It has a small number of national multiple retail and service uses and a range of independent traders.

6.28 The centre is showing serious signs of decline. For example the number of national multiple retailers has fallen - the Hillier Parker ranking fell from 724 to 888 between 1984 and 1995; the proportion of vacant floor space increased between 1989 and 1997, although it has since decreased. However, major investments in the centre and surrounding area have been made, and further schemes proposed, particularly under the SRB and ERDF, and it is envisaged over the Plan period that significant improvements will be made in the town centre itself including the provision of new retail floorspace and the enhancement of the quality of the built environment. The Canning Town Centre Action Plan is intended for adoption as Supplementary Planning Guidance in 2001.

Forest Gate District Centre

6.29 Forest Gate has approximately 20,000 m² (215,000 ft²) gross of retail and service use floorspace. It serves mainly the immediate surrounding residential area. It has a small number of national multiple retail and service uses and a range of independent traders. There are particular concerns about the lack of a large modern food store, the quality of the built environment, the levels of traffic congestion, and the range and quality of shops and services available. There has been a drop in the number of national multiples and the Hillier Parker ranking fell from 489 to 888 between 1984 and 1995. The proportion of vacant floorspace decreased significantly between 1989 and 2000 and additional retail floorspace has been provided as part of the redevelopment of the former Telephone House.

6.30 The Council successfully bid for SRB funding for the Forest Gate and Plaistow area, which includes the town centre. The Programme will cover the period 1999/2000 to 2006/2007 and it is intended to identify specific projects which will address the economic and environmental problems of the centre. An Action Plan for Forest Gate Town Centre was adopted as Supplementary Planning Guidance in 1999.

East Beckton District Centre

6.31 This is the Borough's only purpose-built District Centre, constructed in the mid-1980s, and centred on a large ASDA food store. It contains approximately 9,000 m² (97,000 ft²) gross of retail and service use floorspace and serves primarily the immediate surrounding residential area. All the sites on the land to the west of the centre have been or are being developed.

Other Shopping Provision

6.32 Newham has a number of out-of-centre major retail developments constructed since the mid-1980s. These include retail warehouse parks at Beckton, Beckton Gateway and Canning Town and a Savacentre at Beckton. A group of retail developments has grown up in the Beckton Gateway area but which have inadequate public transport, walking and cycling links to each other and nearby residential areas.

6.33 The Council is concerned about the possible adverse effect that major new out-of-centre retail development may have on existing town centres. Its policies relating to this type of proposal reflect government advice in PPG6 in that development outside centres will only be permitted subject to a number of specific criteria. Some new development, however, may be necessary to serve new or proposed residential and other uses in certain parts of the Borough.

Local Centres

6.34 There are no clear trends across the Borough's Local Centres as a whole, with some having a good representation of shops and services and others showing obvious signs of decline. The Local Centres designated in the Plan reflect the Council's objective to retain where reasonable and practical a viable spread of such facilities across the Borough. Outside the designated areas, there are a large number of smaller parades and individual shops which have an

important function in the hierarchy. The Council would wish to see these facilities retained, but the general market trend is for the gradual loss of retail premises to other uses, and protection by planning policies would be unrealistic.

POLICIES FOR SHOPPING AND TOWN CENTRES

Consolidation of the Shopping Hierarchy

6.35 The consolidation and improvement of existing shopping centres is essential if the Borough's residents, workers and visitors are to have convenient access to a wide range of goods and services, reflecting the objectives of the Council's Vision and Urban Regeneration Strategy. It also allows potential developers to build on earlier investments and infrastructure and for existing retailers and service providers to remain and expand. The Council has identified specific roles for each of the centres and will use planning policies to maintain and, where necessary, improve the shopping function of these centres so as to maintain their position within the retail hierarchy. New shopping development and other appropriate uses such as services and leisure, will be encouraged to locate in the Major and District Centres. Government guidance, particularly PPG6 and PPG13, strongly supports the role of town centres. However, the Council recognises that due to factors such as the continuing changes in the retail industry, the hierarchy should not be seen as inflexible, as the role, and size, for example, of some of the centres may change over the Plan period. The shopping hierarchy is listed in Appendix SH1.

POLICY SH1: SUBJECT TO OTHER POLICIES IN THE PLAN, INCLUDING SH11, SH12 AND SH14, THE COUNCIL WILL ENCOURAGE THE CONSOLIDATION OF THE SHOPPING HIERARCHY AS CONTAINED IN APPENDIX SH1, WILL SEEK TO IMPROVE THE CENTRES AND EXTEND THEIR RANGE OF FACILITIES AND MAY PERMIT RETAIL DEVELOPMENT OUTSIDE THE EXISTING HIERARCHY.

Stratford Town Centre

6.36 Please refer to paragraphs 6.20 - 6.22 for background information on Stratford. Stratford is, along with East Ham, one of the two main administrative, retail and cultural centres in the Borough. It has many strengths such as an historic core with some attractive buildings, a vibrant theatre and a street market. It is situated in a strategically important location at the head of the Thames Gateway and at the centre of a major public transport interchange, with the City of London a ten minute rail journey away. However, Stratford currently functions very much as a local shopping centre with a relatively small catchment area. It fails to offer either the retail choice or support facilities which consumers have begun to expect.

6.37 It is necessary to put Stratford on a better footing to compete more effectively with existing and future retail developments. Both the GLA and the Council recognise that Stratford is in need of regeneration.

6.38 The most important development scheme in recent years is a mixed use development, centred on a major new food store, on the former Civic Centre site. This also includes a library, a hotel, and smaller retail units.

6.39 In general, the Council's objectives for Stratford are aimed at transforming it into a cosmopolitan centre of quality and are as follows:

- a) To improve the quality and quantity of the shopping floorspace, both food and non-food;
- b) to develop the emerging 'evening economy' to add vitality to the centre after normal shopping hours, and in particular the developing cultural quarter based on the Theatre Royal and cinema;
- c) to increase the proportion of visitors to the centre who use public transport, walk or cycle;
- d) to further improve the quality of the environment in the centre;
- e) to increase the number of people living in the centre; and
- f) to increase the number of people employed in the centre.

POLICY SH2: THE COUNCIL, WORKING IN PARTNERSHIP WITH OTHER INTERESTED BODIES, WILL PROMOTE AND ENCOURAGE THE REGENERATION OF STRATFORD TOWN CENTRE BY SECURING DEVELOPMENT FOR THE PURPOSE OF IMPROVING THE TRADING POTENTIAL, EVENING ECONOMY, QUALITY OF THE BUILT ENVIRONMENT, LEISURE ACTIVITIES AND COMMUNITY FACILITIES OF THE TOWN CENTRE AND BY THE DEVELOPMENT OF OPPORTUNITY SITES. KEY PROJECTS INCLUDE:

- A) THE DEVELOPMENT OF HOTEL AND CONFERENCE FACILITIES BASED ON THE OLD WEST HAM TOWN HALL (PROPOSAL NO. Ir1);
- B) THE FURTHER DEVELOPMENT OF OFFICES (USE CLASS B1);
- C) THE ESTABLISHMENT OF A CREATIVE LIGHTING SCHEME TO ENHANCE THE APPEARANCE OF THE TOWN CENTRE;
- D) THE DEVELOPMENT OF ARTS, CULTURE AND ENTERTAINMENT FACILITIES FOCUSED ON THE THEATRE ROYAL (PROPOSAL NO. M3);
- E) THE DEVELOPMENT OF A COMBINED DOMESTIC AND INTERNATIONAL STATION ON THE CHANNEL TUNNEL RAIL LINK (PROPOSAL NO. MOZ1 (PART));
- F) THE DEVELOPMENT OF THE ANGEL LANE SITE FOR MIXED USES, TO COMPRISE PRIMARILY EMPLOYMENT-GENERATING USES (USE CLASS B1) (PROPOSAL NO. MOZ1);
- G) THE DEVELOPMENT OF THE FORMER EMPLOYMENT EXCHANGE SITE FOR MIXED USES, TO COMPRISE PRIMARILY EMPLOYMENT-GENERATING USES (USE CLASS B1)(PROPOSAL NO. MOZ1); AND
- H) THE EXPANSION OF THE TOWN CENTRE INTO STRATFORD RAIL LANDS (PROPOSAL NO MOZ1).

A boundary has been defined for Stratford. Please refer to the Proposals Map.

- 6.40 In order to fulfil its function as a strategic centre Stratford requires the development of further retail space, in particular comparison goods floorspace, so as to expand the choice of shopping. A lack of new retail development is likely to lead to the long-term decline of the centre.
- 6.41 Stratford is well placed to serve a wider population by public transport and to cater for the growth in population in the Docklands area. However, there are limited opportunities for expansion within the tightly constrained town centre.
- 6.42 Development opportunities exist on the Stratford Rail Lands (adjacent to the centre). The Rail Lands are separated from the town centre by a major railway line and any retail development in this area should be fully integrated with the town centre itself in order not to adversely affect the town centre's vitality and viability (please refer to Policy UR14 and reasoned justification for further information).

East Ham Town Centre

- 6.43 Please refer to paragraphs 6.23 - 24 for background information on East Ham. East Ham is the Borough's second most important town centre and provides an important focus for retail, civic, leisure, service and employment activities in the eastern half of Newham. The continued success of East Ham's retail function is considered essential, as it underpins the viability of the centre as a whole. Significant improvements have been made since the mid-1990s. For example, the relief road opened in 1994, a pedestrian priority scheme was completed in the main part of High Street North in 1996, new public car parks have been constructed and a Controlled Parking Zone (CPZ) came into operation in 1995 (extended in 1997).
- 6.44 Two major development sites have been identified in the town centre. The first is bounded by Barking Road, High Street North, Pilgrim's Way and Ron Leighton Way, on which the Council supports primarily retail uses with preference for a food store. On the second site, based on the Town Hall complex, a mixed-use development comprising office, residential and community use is supported. This site will retain the best of the examples of municipal architecture. The redevelopment of the former East Ham baths site for a major new leisure complex is due for completion in 2001, and London Underground is carrying out a major refurbishment of East Ham Station, due for completion in 2002. A site has been identified for a potential car park in Southend Road. Implementation of this proposal will be subject to the assessment of need during the Plan period.

POLICY SH3: THE COUNCIL WILL CONTINUE TO PROMOTE EAST HAM AS THE MAIN CENTRE FOR THE EAST OF THE BOROUGH BY PERMITTING PROPOSALS WHICH WOULD IMPROVE ITS TRADING POTENTIAL AND BY ENCOURAGING REDEVELOPMENT. KEY PROJECTS INCLUDE:

- A) EXTENSION TO AND DIVERSIFICATION OF THE RETAIL, LEISURE AND COMMUNITY FACILITIES CONTENT OF THE TOWN CENTRE BY REDEVELOPMENT OF PROPERTIES SITUATED BETWEEN PILGRIM'S WAY AND BARKING ROAD (PROPOSAL NO. sh3), AND ELSEWHERE;

- B) PROVISION OF ADDITIONAL OFF-STREET PARKING FOR SHOPPERS (PROPOSAL NO. t17);
- C) REDEVELOPMENT OF THE FORMER EAST HAM BATHS FOR LEISURE USES (PROPOSAL NO. lr3); AND
- D) REDEVELOPMENT OF THE SITES AROUND THE TOWN HALL COMPLEX FOR MIXED USE, TO INCLUDE OFFICES, RESIDENTIAL AND COMMUNITY USES (PROPOSAL NO. m6).

A boundary has been defined for East Ham. Please refer to the Proposals Map.

Green Street District Centre

6.45 Please refer to paragraphs 6.25 - 26 for background information on Green Street. The Council recognises the dual function of Green Street as a sub-regional specialist Asian shopping centre and a district shopping centre for the central area of Newham. Green Street contains one of the Borough's main markets, Queen's Market. In addition to its shopping function, Green Street offers considerable potential for leisure and community uses serving the needs of local people.

6.46 Whilst Green Street is a very popular and busy shopping centre within the Borough and amongst Asian shoppers throughout the sub-region, it suffers from a poor environment and problems of traffic congestion.

6.47 The Green Street area, which includes the town centre, is benefiting from SRB finance up to 2001/02. The elements of the bid programme that affect land use planning include the redevelopment of Queen's Market, environmental improvements, a traffic management scheme, CCTV, a public car park and the access fund, enabling the accessibility of local commercial and voluntary sector premises to be improved for disabled people and people with mobility difficulties.

6.48 The Council introduced a Controlled Parking Zone in the Upton Park area in 1999.

POLICY SH4: THE COUNCIL WILL PERMIT PROPOSALS AND PROMOTE AND ENCOURAGE DEVELOPMENT WHICH WOULD SUSTAIN THE ROLE OF GREEN STREET AS A DESIGNATED DISTRICT CENTRE, A SPECIALIST ASIAN SHOPPING CENTRE AND A FOCUS FOR LEISURE, COMMUNITY USES AND TOURISM. PROPOSALS INCLUDE EXTENSIONS TO THE RETAIL, LEISURE AND COMMUNITY FACILITIES CONTENT OF THE TOWN CENTRE THROUGH THE REDEVELOPMENT OF THE FORMER BUS GARAGE (PROPOSAL NO. sh1) AND THE FORMER ACE CINEMA (PROPOSAL NO. m4 [PART]).

A boundary has been defined for Green Street. Please refer to the Proposals Map.

Canning Town District Centre

6.49 Please refer to paragraphs 6.27 - 6.28 for background information on Canning Town. Major public investments were made during 1997/98 in improvements to Rathbone Market and in the installation of CCTV, in order to improve the Centre's attractiveness. The completion of the transport interchange in 1999 makes Canning Town one of the most accessible areas of the Borough, and this is expected to contribute towards attracting major investment in town centre-related and other development to the area. The town centre boundary has been extended in order to provide sites for such development, which will include a new food store in the Manor Road/Barking Road area.

6.50 The Council has designated a Controlled Parking Zone (CPZ). This is intended to prevent on-street commuter car parking and the associated problems.

POLICY SH5: THE COUNCIL WILL, WORKING IN PARTNERSHIP WITH OTHER INTERESTED BODIES, PROMOTE AND ENCOURAGE THE REGENERATION OF CANNING TOWN DISTRICT CENTRE. KEY PROJECTS INCLUDE:

- A) A PROGRAMME OF ENVIRONMENTAL IMPROVEMENTS;
- B) THE DEVELOPMENT OF A FOOD STORE (PROPOSAL NO. sh4); AND
- C) TOWN CENTRE-RELATED 'FLAGSHIP' DEVELOPMENT ON THE A13 FRONTAGE (BIDDER STREET AREA) (PROPOSAL NO. MOZ6).

A boundary has been defined for Canning Town. Please refer to the Proposals Map.

Forest Gate District Centre

- 6.51 Please refer to paragraphs 6.29 - 6.30 for background information on Forest Gate. Forest Gate is showing signs of decline. Particular problems include traffic congestion, the generally poor quality of the built environment, the lack of public off-street car parking, and the limited range and quality of local shops and services. There has been no significant public or private investment in recent years. However, there is significant potential and opportunity to reverse this decline, particularly given the availability of SRB and Local Environment Strategy funding from 1999.
- 6.52 The Council has produced an 'Action Plan' for the town centre and adopted it as Supplementary Planning Guidance in 1999 (SPG Note 'Forest Gate Town Centre Action Plan'). The Plan will guide public and private sector investment in Forest Gate over the Plan period. The proposals in the Action Plan are likely to be incorporated into the SRB programme.
- 6.53 The former Telephone House site (now known as Donald Hunter House), where development is now complete, on the corner of Woodgrange Road and Romford Road, was the main development site in the centre suitable for retail development. The new retail floorspace has helped to sustain and enhance the vitality and viability of the town centre.

POLICY SH6: THE COUNCIL WILL, WORKING IN PARTNERSHIP WITH OTHER INTERESTED BODIES, PROMOTE AND ENCOURAGE THE REGENERATION OF FOREST GATE DISTRICT CENTRE. KEY PROJECTS INCLUDE:

- A) A PROGRAMME OF ENVIRONMENTAL IMPROVEMENTS;
- B) THE RECONSTRUCTION OF THE A114/A118 ROAD JUNCTION TO IMPROVE TRAFFIC MANAGEMENT AND FACILITIES FOR PEDESTRIANS AND CYCLISTS;
- C) INVESTIGATION OF THE DESIGNATION OF A CONTROLLED PARKING ZONE (PROPOSAL NO. t24); AND
- D) A PUBLIC SHORT-STAY CAR PARK (PROPOSAL NO. t40)

A boundary has been defined for Forest Gate. Please refer to the Proposals Map.

East Beckton District Centre

- 6.54 Please refer to paragraph 6.31 for background information on East Beckton. A boundary has been defined for East Beckton. Please refer to the Proposals Map.

POLICY SH7: THE COUNCIL WILL, IN PARTNERSHIP WITH OTHER INTERESTED BODIES, SUPPORT IMPROVEMENTS TO THE EAST BECKTON DISTRICT CENTRE. KEY TASKS INCLUDE THE INVESTIGATION OF A CONTROLLED PARKING ZONE (PROPOSAL NO. t20).

- 6.55 The existing Beckton Retail Park located to the north of Windsor Terrace is not within the District Centre and is intended solely for the provision of non-food retail warehouses. A change of use for part of one of the latter units to food retailing was permitted in 1994, but the Council recognises that this permission constitutes an exception to planning policy for the area and affirms that further food retailing in the Retail Park will be resisted.

Primary Shopping Frontages

- 6.56 Primary shopping frontages have been defined for each of the Borough's town centres (Please refer to Appendix SH1 and the Proposals Map). They represent the retail core of a centre and are generally those frontages which are most convenient for shoppers. Within these frontages the Council will aim to retain the dominance of retail uses together with appropriate non-retail uses so as to ensure the continuation of a viable shopping area. Limited exceptions to the general presumption against loss of retail uses may be permitted for those service uses that complement the retailing function and particularly for those that add vitality to the centre during and/or after shopping hours. This should also improve community safety.

POLICY SH8: WITHIN PRIMARY SHOPPING FRONTAGES CHANGE OF USE FROM USE CLASS A1 WILL NOT BE PERMITTED UNLESS APPLICANTS CAN DEMONSTRATE THAT THE PROPOSED USE WOULD MAINTAIN THE VITALITY AND VIABILITY OF THE CENTRE AND WOULD NOT ADVERSELY AFFECT THE RETAILING FUNCTION.

Secondary Shopping Frontages

- 6.57 Secondary shopping frontages have been defined for the Borough's town centres with the exception of East Beckton District Centre where size is considered to make it inappropriate for a secondary frontage (Please refer to Appendix SH1 and the Proposals Map). Within the secondary shopping frontages the Council considers that service uses can make a positive contribution to the vitality of the centre and provide a useful function. However, retailing is still considered to be the dominant use in such areas. Normally this will mean that retail uses should comprise at least 50% of the frontage in individual parades. Proportion of floorspace may also be taken into account where the parade comprises units of irregular shape and size. In addition there should be no concentration of non-retail uses that results in excessive 'dead' frontage to the detriment of the parade and the centre as a whole.
- 6.58 Certain other uses, particularly for leisure and community purposes, may also be appropriate, contributing to the diversity of the area, to its use outside normal shopping hours and thereby to community safety and in meeting the needs of the local community.

POLICY SH9: IN ORDER TO PRESERVE THE PREDOMINANT RETAIL FUNCTION OF SECONDARY SHOPPING FRONTAGES, PERMISSION WILL BE GRANTED FOR CHANGE OF USE FROM RETAIL USE (USE CLASS A1) PROVIDED THAT:

- A) THE PROPOSED USE IS COMPLEMENTARY TO THE RETAIL FUNCTION OF ANY FRONTAGE - THIS INCLUDES USE CLASSES A2 AND A3 WITH OTHER USES CONSIDERED ON THEIR MERITS; AND
- B) THE PROPOSED USE WOULD NOT RESULT IN AN OVER-CONCENTRATION OF NON-RETAIL USES IN INDIVIDUAL PARADES THAT WOULD ADVERSELY AFFECT THE PREDOMINANCE OF THE RETAILING FUNCTION BOTH WITHIN THE INDIVIDUAL PARADE AND THE RETAIL CENTRE AS A WHOLE.

Local Centres

- 6.59 In addition to its designated town centres, the Council has defined 17 Local Centres (Please refer to Appendix SH1, Map SH1 and the Proposals Map) where it will seek to maintain the predominance of retailing.
- 6.60 The Local Centres continue to provide an important local facility particularly for disabled people, people with mobility difficulties and those without access to a car. Constraints on those sections of the community make visits to shopping centres difficult and time consuming.
- 6.61 However, the Council also recognises that the effect of changes in retailing has led to a decline in demand for small shop premises in many locations and this in turn has led to an increase in the number of vacant premises and non-retail uses. The effects of long term vacancies can lead to a deterioration in the appearance, attractiveness and security of the property and/or parade.
- 6.62 The Council has and will continue to monitor changes of use from retailing and the level of vacancies in Local Centres. If an application is submitted for a change of use from retailing, the Council will require the applicant to produce evidence that the retail use is no longer viable. Normally the property will have been vacant for at least six months before the Council will consider that its viability for retail use can be questioned. As most of the premises affected are next to or close to residential areas, the type of alternative uses will be restricted so as to minimise impact on adjoining properties.

POLICY SH10: IN DEFINED LOCAL CENTRES, CHANGES OF USE FROM USE CLASS A1 WILL BE PERMITTED WHERE:

- A) THE PROPOSED USE WOULD MAINTAIN THE VITALITY AND VIABILITY OF THE CENTRE;
- B) THE APPLICANT CAN DEMONSTRATE THAT THERE IS NO DEMAND FOR RETAIL USE;
- C) THE PROPOSED USE WOULD NOT ADVERSELY AFFECT THE FUNCTIONING OF THE REMAINING SHOPS; AND
- D) THE LOSS OF RETAIL PREMISES WOULD NOT UNACCEPTABLY IMPAIR RETAIL PROVISION IN THE LOCALITY.

NEW SHOPPING DEVELOPMENT

Food Stores

- 6.63 The Council considers that the existing town centres should remain the main focus for the development and expansion of food shopping in the Borough. However, since the mid-1980s there has been increasing interest in the development of out-of-town stores. Those operating include SavaCentre (Beckton), with Tesco (Barking and Bromley-by-Bow) just outside the Borough boundaries. New development outside the centres that draws significant amounts of trade away from Newham's town centres may have an adverse impact on their vitality and viability, and this will need to be a consideration in assessing new proposals. Government planning guidance (particularly PPG6 and PPG13) supports the continued role of town centres as the main focus for shopping provision.
- 6.64 Furthermore, the existing town centres are best placed to reduce the number of car trips for shopping since they have good bus and rail connections and are centres for other travel-generating activities. They allow easy access to shops for those who do not have access to a car. In Newham, where only 46.5% of households own cars (1991 Census) and where daytime access to a car for the purpose of shopping is even lower, this is vital.
- 6.65 PPG6 and PPG13 support the need to site new retail development so as to minimise car travel; generally, the most suitable sites are within town centres although in exceptional circumstances, development may be permitted elsewhere (please refer to paragraphs 6.40 and 6.65). Accordingly, the Council has allocated specific sites on the Proposals Map in East Ham town centre and has identified indicative locations on Stratford Rail Lands, in Canning Town and the Urban Village Phase 2 that are suitable for food store development. The Council will assess proposals for other sites in accordance with the sequential test set out in PPG6. Preference will be given to town centre sites where suitable sites or buildings suitable for conversion are available, followed by edge-of-centre sites, District and Local Centres and only then out-of-centre locations that are accessible by a choice of means of transport.

POLICY SH11: LARGE FOOD STORE DEVELOPMENTS WILL BE PERMITTED AT EAST HAM (PROPOSAL No. sh3) STRATFORD RAIL LANDS (PROPOSAL NO. MOZ1) CANNING TOWN (PROPOSAL NO. sh4) AND THE URBAN VILLAGE PHASE 2 (PROPOSAL NO. MOZ 10). ELSEWHERE, LARGE FOOD STORE DEVELOPMENTS WILL BE PERMITTED PROVIDED THAT:

- A) THERE WOULD BE NO ADVERSE EFFECT ON THE VITALITY AND VIABILITY OF ANY NEARBY TOWN CENTRE, INCLUDING NEARBY TOWN CENTRES OUTSIDE THE BOROUGH;
- B) THE SITE IS ACCESSIBLE BY A CHOICE OF MODES OF TRANSPORT, INCLUDING PUBLIC TRANSPORT, WALKING AND CYCLING. THE CAPACITY OF THE PUBLIC TRANSPORT SYSTEM AND LOCAL HIGHWAY NETWORK SHOULD BE ADEQUATE TO COPE WITH THE FORECAST INCREASE IN TRIPS GENERATED, OR IF IT IS NOT, CAN BE MADE SO;
- C) THE PROPOSAL WOULD NOT HAVE A SIGNIFICANT ADVERSE EFFECT ON THE OVERALL TRAVEL PATTERN IN THE AREA, OR LEAD TO AN UNACCEPTABLE INCREASE IN THE LENGTH AND NUMBER OF CAR TRIPS, AND CONSEQUENTLY THE LEVEL OF CO₂ AND OTHER POLLUTING EMISSIONS TO THE DETRIMENT OF THE ENVIRONMENT;
- D) ANY PROPOSAL WITHIN A MAJOR OPPORTUNITY ZONE WOULD ENABLE COMPREHENSIVE DEVELOPMENT IN ACCORDANCE WITH THE MIX OF USES IDENTIFIED IN THE PLAN (PLEASE REFER TO URBAN REGENERATION CHAPTER); AND
- E) THERE ARE NO SUITABLE TOWN CENTRE SITES AVAILABLE AND THE PROPOSED LOCATION MEETS THE SEQUENTIAL TEST IN PPG6.

Retail Warehouses

- 6.66 The Council recognises that shops selling certain durable goods (retail warehouses) may be better located outside town centres. Unlike convenience goods, shoppers do not use these outlets on a daily or weekly basis and the goods sold are generally of a bulky nature, for example DIY equipment, white goods and flat-pack furniture. Traffic generation is relatively low, large floorspaces are required and turnover per square metre tends to be much lower than for convenience food retailing.

6.67 The Borough has four retail warehouse parks, at Canning Town, the London Industrial Park, East Beckton, and Beckton Gateway. In accordance with PPG6, it is essential that new developments should not adversely affect the overall vitality and viability of existing town centres, should be accessible by a choice of means of transport in order to minimise use of the car, and should be located where the capacity of the road network is adequate. (Please refer to Policies T2 and T3 for further information). In addition the Council is concerned that retail developments in MOZs are not of such a scale that it would discourage other types of development and therefore prejudice the comprehensive development of an MOZ as a whole.

POLICY SH12: RETAIL WAREHOUSE DEVELOPMENTS WILL BE PERMITTED IN OR ADJACENT TO TOWN CENTRES AND IN THE EXISTING RETAIL WAREHOUSE PARKS AT CANNING TOWN AND BECKTON. ELSEWHERE, RETAIL WAREHOUSES WILL BE PERMITTED PROVIDED THAT:

- A) THERE WOULD BE NO ADVERSE EFFECT ON THE VITALITY AND VIABILITY OF ANY TOWN CENTRE INCLUDING NEARBY TOWN CENTRES OUTSIDE THE BOROUGH;
- B) THE SITE IS ACCESSIBLE BY A CHOICE OF MODES OF TRANSPORT, INCLUDING PUBLIC TRANSPORT, WALKING AND CYCLING. THE CAPACITY OF THE PUBLIC TRANSPORT SYSTEM AND LOCAL HIGHWAY NETWORK SHOULD BE ADEQUATE TO COPE WITH THE FORECAST INCREASE IN TRIPS GENERATED, OR IF IT IS NOT, CAN BE MADE SO;
- C) THE PROPOSAL WOULD NOT HAVE A SIGNIFICANT ADVERSE EFFECT ON THE OVERALL TRAVEL PATTERN IN THE AREA, OR LEAD TO AN UNACCEPTABLE INCREASE IN THE LENGTH AND NUMBER OF CAR TRIPS, AND CONSEQUENTLY THE LEVEL OF CO₂ AND OTHER POLLUTING EMISSIONS TO THE DETRIMENT OF THE ENVIRONMENT;
- D) ANY PROPOSAL WITHIN A MAJOR OPPORTUNITY ZONE WOULD ENABLE COMPREHENSIVE DEVELOPMENT IN ACCORDANCE WITH THE MIX OF USES IDENTIFIED IN THE PLAN (PLEASE REFER TO THE URBAN REGENERATION CHAPTER); AND
- E) THERE ARE NO SUITABLE TOWN CENTRE SITES AVAILABLE AND THE PROPOSED LOCATION MEETS THE SEQUENTIAL TEST IN PPG6.

Retail Impact Study

6.68 To ensure that any major new development does not adversely affect existing town centres, an assessment of impact is necessary. Although retail impact studies are not infallible, they are none the less useful in assessing impact and applicants will be encouraged to submit them where necessary.

POLICY SH13: APPLICANTS WILL BE REQUIRED TO SUBMIT A RETAIL IMPACT STUDY FOR ANY PROPOSED DEVELOPMENT THAT WOULD BE LIKELY TO IMPACT ON THE VITALITY OR VIABILITY OF A NEARBY TOWN CENTRE.

Shopping in Areas of New Development

6.69 The Council considers that it is important that in new areas of major development, particularly residential areas, that adequate shops and services are provided. Normally this will mean that the catchment area for the proposed retail development should be limited to the immediate surrounding area. Any proposal that might affect a larger catchment area will be subject to the considerations of Policies SH11-13 in particular.

6.70 The Council has identified the south east side of Royal Victoria Dock (Phase 2 of the Urban Village project) as suitable in principle for retail and other appropriate uses. It is likely to serve the function of a District Centre in the Borough's shopping hierarchy. At this stage, it is likely that a high quality retail scheme including a medium-sized food store together with specialist retailing, and other appropriate uses, will be sought around the Pontoon Dock area. Shed-type retail development will not be acceptable.

6.71 The Council has also identified an opportunity for a new Local Centre close to West Ham station, as part of MOZ4A. This would serve existing and proposed developments in the vicinity.

POLICY SH14: SUBJECT TO OTHER POLICIES IN THE PLAN, THE LOCAL PLANNING AUTHORITY WILL PERMIT THE PROVISION OF LOCAL SHOPS AND SERVICES TO MEET THE DEMANDS ARISING FROM NEW DEVELOPMENT. THE SOUTH EASTERN SIDE OF ROYAL VICTORIA DOCK (PHASE 2 OF THE URBAN VILLAGE) HAS BEEN IDENTIFIED AS SUITABLE IN PRINCIPLE FOR RETAIL AND ASSOCIATED USES (PROPOSAL NO. MOZ10); AND PART OF MOZ4, ADJACENT TO WEST HAM STATION, HAS BEEN IDENTIFIED AS SUITABLE IN PRINCIPLE FOR A NEW LOCAL CENTRE.

Shopfront Design

6.72 Good shopfront design forms an essential part of the Council's strategy to improve the overall shopping environment, to encourage economic regeneration and to improve community safety. Well-designed shopfronts can also improve the attractiveness of shops to potential customers. Security measures, such as grilles and shutters, have become an increasingly important element of shopfront design. In considering planning applications the Council will need to strike a balance between shopkeepers' requirements for security and the need to create an attractive shopping environment outside shopping hours. Solid shutters can produce dead, hostile surroundings and attract graffiti. By contrast, a well designed grille can increase both the shop's security and its contribution to community safety, by allowing out-of-hours window shopping and enabling light from within the shop to illuminate the street.

6.73 PPG6 stresses the need to improve the vitality and viability of town centres, including the evening periods. The use of solid shutters is considered therefore to be contrary to this guidance. Circular 5/94 'Planning Out Crime' does not favour the use of solid shutters as they may encourage criminal activity when widely used in a town centre. The Council therefore opposes the use of solid shutters on shopfronts.

6.74 Further information can be found in SPG Note 'Shopfront Design Guide'.

POLICY SH15: THE COUNCIL WILL REQUIRE ALL SHOPFRONTS TO BE SENSITIVELY DESIGNED IN ACCORDANCE WITH THEIR SETTING. THE USE OF SOLID SHUTTERS SHOULD BE AVOIDED.

OTHER RETAIL PROVISION

Street Markets

6.75 The Council recognises the contribution to retailing provision that the existing street markets provide in Stratford, East Ham, Green Street and Canning Town. These markets, in general, complement the other shopping facilities provided in the area and can, indeed, attract new customers in their own right. Queen's Market in Green Street is a particularly strong attraction in the area.

6.76 The Council considers that the need does not currently exist to provide for additional street markets in Stratford, Green Street, Canning Town and East Ham. Proposals in shopping centres not currently served by markets, and in new centres that may be developed over the Plan period, may be allowed subject to specific facilities being provided for shoppers and traders. Specialist and craft markets will be considered favourably, since they can add to the diversity and range of goods in a shopping centre.

6.77 There are a number of potential environmental problems sometimes associated with street markets, but these can be reduced through good management of individual stalls and the general market area. The Council will normally grant a temporary planning permission in the first instance so as to monitor the situation.

POLICY SH16: NEW STREET MARKETS WILL NOT NORMALLY BE PERMITTED IN EAST HAM, GREEN STREET, STRATFORD OR CANNING TOWN. EXCEPTIONS TO THIS POLICY MAY BE MADE IF THE PROPOSED MARKET IS OF A SPECIALIST NATURE AND WOULD NOT DUPLICATE FACILITIES ALREADY PROVIDED AT MARKETS IN THE AREA.

POLICY SH17: STREET MARKETS WILL BE PERMITTED IN NEW AND EXISTING SHOPPING CENTRES, OTHER THAN THOSE LISTED IN POLICY SH16 ABOVE, WHERE THE COUNCIL CONSIDERS THAT THE VITALITY, CHOICE AND ATTRACTIVENESS OF THE CENTRE WILL BE ENHANCED BY THE MARKET AND THAT THERE WILL BE NO MAJOR DISTURBANCE TO LOCAL RESIDENTS, NO UNACCEPTABLE DISRUPTION TO PEDESTRIAN

OR VEHICULAR TRAFFIC, ESPECIALLY BUSES, AND WHERE ADEQUATE PROVISION IS MADE FOR PARKING OF TRADERS' AND SHOPPERS' VEHICLES.

POLICY SH18: IN ORDER TO ASSESS THEIR EFFECTS FOR THE PURPOSE OF CONSIDERING RENEWAL, PLANNING PERMISSION FOR NEW MARKETS WILL BE GRANTED FOR A PERIOD NOT EXCEEDING ONE YEAR.

- 6.78 Subject to there being no adverse effect on existing shopping centres, and the provision of adequate facilities for traders and shoppers, temporary markets on vacant land may also be acceptable.

POLICY SH19: TEMPORARY MARKETS MAY BE PERMITTED ON VACANT LAND AWAITING REDEVELOPMENT WHERE THE LOCAL PLANNING AUTHORITY CONSIDERS THAT THE VITALITY AND CHOICE OF SHOPPING ACTIVITIES WILL BE ENHANCED AND THERE WOULD BE NO ADVERSE IMPACT ON THE VITALITY AND VIABILITY OF ESTABLISHED CENTRES, AND THAT THERE WOULD BE NO MAJOR DISTURBANCE TO LOCAL RESIDENTS, NO UNACCEPTABLE DISRUPTION TO PEDESTRIAN OR VEHICULAR TRAFFIC, ESPECIALLY BUSES, AND WHERE ADEQUATE PROVISION IS MADE FOR PARKING OF TRADERS' AND SHOPPERS' VEHICLES.

Hot Food Takeaways and Restaurants

- 6.79 Hot food takeaways and restaurants are popular and useful and can maintain the liveliness and attractiveness of shopping centres beyond normal shopping hours. However, the Council considers that, whilst the main centres are a suitable location for this type of use, they should with very limited exceptions be located outside the primary shopping frontages (Please refer to Appendix SH1 and the Proposals Map).

- 6.80 Hot food takeaways and restaurants may give rise to certain problems such as noise, smells, litter and road safety problems associated with on-street parking. Careful consideration must be given to the effects on residential properties, particularly in locations adjacent to or close to residential accommodation. In addition, traffic generation and on-street car parking can be a particularly relevant issue on main roads and at road junctions and the Council will give careful consideration to these issues when any applications are submitted and will, if necessary, attach conditions to minimise environmental nuisances. (Please refer to SPG Note 'Hot Food Takeaways and Restaurants' for further guidance).

POLICY SH20: THE COUNCIL WILL PERMIT DEVELOPMENT OF HOT FOOD TAKEAWAYS AND/OR RESTAURANTS;

- A) IN SECONDARY SHOPPING FRONTAGES, SUBJECT TO POLICY SH9;
- B) IN LOCAL CENTRES, SUBJECT TO POLICY SH10; AND
- C) IN SHOP PREMISES OUTSIDE AREAS DESIGNATED AS SECONDARY SHOPPING FRONTAGES OR LOCAL CENTRES. ELSEWHERE, SUBJECT TO OTHER POLICIES IN THE PLAN, APPLICATIONS WILL BE CONSIDERED ON THEIR MERITS.

Amusement Centres

- 6.81 Amusements can be associated with noise and other disturbance but this can often be reduced by good management and by suitable noise insulation, self-closing doors etc. Conditions may be attached to any planning consent, where necessary, to ensure that these measures are implemented.

- 6.82 Potential problems can also be avoided by location in appropriate areas, generally secondary shopping frontages (Please refer to Policy SH9). The Council will resist their location within any of the primary shopping frontages and Local Centres where the retail function should predominate (Please refer to Appendix SH1 and Proposals Map). In addition amusement centres will be resisted close to various sensitive uses which include housing, hospitals, schools, hotels and places of worship. If consent is granted it may be initially for a temporary period to assess the effects of the use on the adjoining area and to ensure that an adequate management regime is provided (Please also refer to SPG Note 'Amusement Centres and Arcades' for further information).

- 6.83 Interested parties are informed that the operation of amusement arcades requires an 'Amusements with Prizes Machines' permit. The Council limits the number of these permits to nine in the Borough as a whole at any one time.

Further information regarding permits can be obtained from the Council's Chief Executive's Department. It should be noted that the granting of planning consent does not guarantee a permit.

POLICY SH21: SUBJECT TO THERE BEING NO ADVERSE EFFECTS ON NEARBY PROPERTIES, PARTICULARLY FROM NOISE, FAVOURABLE CONSIDERATION TO AMUSEMENT CENTRES MAY BE GIVEN IN SECONDARY SHOPPING FRONTAGES AS DEFINED IN POLICY SH9. THE LOCAL PLANNING AUTHORITY WILL RESIST SUCH DEVELOPMENT IN PRIMARY SHOPPING FRONTAGES, CLOSE TO SCHOOLS, HOSPITALS, PLACES OF WORSHIP, RESIDENTIAL USES AND HOTELS.

Car Showrooms and Car Sales

6.84 Car showrooms can generate a large amount of vehicle movement which can lead to obstruction of traffic and pedestrians particularly where such uses are concentrated. There is, therefore, a need for this type of development to be sensitively located away from the main shopping centres and residential areas so as to minimise associated problems.

POLICY SH22: CAR SHOWROOMS WILL BE PERMITTED ONLY OUTSIDE SHOPPING CENTRES AND AWAY FROM RESIDENTIAL AREAS. IN DETERMINING APPLICATIONS, THE COUNCIL WILL TAKE INTO CONSIDERATION:

- A) DISTURBANCE TO RESIDENTIAL AREAS;
- B) OBSTRUCTION TO THE PUBLIC HIGHWAY;
- C) DISRUPTION TO TRAFFIC FLOWS;
- D) AVAILABILITY OF ADEQUATE REAR ACCESS TO THE SITE; AND
- E) ADVERSE EFFECT OF THE CUMULATIVE IMPACT OF SIMILAR USES IN THE LOCALITY.

Recycling

6.85 Increasing concern about the environment, and the need to comply with legislation, has resulted in many public and private sector organisations, including major retailers, making efforts to ensure that their products and activities minimise damage to the environment. The incorporation of recycling facilities within new retail developments is one important way of achieving this objective. This would generally apply only to larger-scale developments. PPG6 also supports the provision of recycling facilities for glass, cans, plastic and newspapers, in superstores and supermarkets with dedicated car parks.

POLICY SH23: FOR RETAIL DEVELOPMENT COMPRISING 2,000 SQUARE METRES GROSS FLOORSPACE OR ABOVE, THE COUNCIL WILL NEGOTIATE, WHERE APPROPRIATE, WITH THE OBJECTIVE OF SECURING ON-SITE FACILITIES TO CATER FOR RECYCLING OF GLASS, CANS, PLASTIC AND PAPER.

SCHEDULE OF PROPOSALS: SHOPPING AND TOWN CENTRES

Proposal No.	Location	Policy Ref. No.	Proposal	Comment
sh1	Former Bus Garage, Green Street E7	SH4	Retail development	Planning permission granted subject to s106 Agreement. Commencement/ completion dates not programmed
sh2	Queen's Market Green Street E13	SH4	Market improvements	Improvements now completed.
sh3	East Ham Town Centre, E6	SH3 SH11	Retail development with leisure and community uses	Retail/residential development on part of site complete
sh4	Manor Road/ Barking Road area, Canning Town, E16	SH5 SH11	Food store	No extant planning permission
MOZ1	Stratford Rail Lands (Part) E15	UR12 SH2	Mixed development including retail to complement Stratford town centre	As referred to in the Urban Regeneration Chapter, Schedule of Proposals
MOZ4	West Ham station area, E15	SH14	Mixed development including new local centre	No extant planning permission
MOZ10	Royal Victoria Dock (South Side), E16	SH15 UR5	Mixed use including retail development	As referred to in the Urban Regeneration Chapter, Schedule of Proposals
MOZ14	Former Beckton Gas Works E6	SH11 SH13, UR3	Food/non food retail development (part)	As referred to in Urban Regeneration Chapter Schedule of Proposals
m1	Aldersbrook Hostel, Romford Road, E12	SH23	Mixed use development including car showrooms	No extant planning permission for major development
m4	Former ACE Cinema, 1-26 Carlton Terrace, Green Street E7	SH4	Redevelopment or adaptation for retail and other uses	Planning permission for mixed use including retail. Commencement/ completion dates not programmed

APPENDIX 1: SHOPPING HIERARCHY

	Primary Shopping Frontage	Secondary Shopping Frontage
MAJOR CENTRES:		
1. STRATFORD	1-65 The Mall 68-92 The Mall	2-106 The Broadway
2. EAST HAM	3-135a High Street North 34-140 High Street North 1-3 Myrtle Road 2-12 Myrtle Road 1a-4a Myrtle Road	2-32 High Street North 142-190 High Street North 143-193 High Street North 194-202 High Street North 201-217 High Street North 1-8 Station Parade
DISTRICT CENTRES:		
3. GREEN STREET	Queen's Market 1-20 Carlton Terrace 1-8 St Stephens Parade 272-394 Green Street 287-297 Green Street	299-375 Green Street 1-6 Station Parade 222-270 Green Street
4. EAST BECKTON	ASDA store 1-15 Mary Rose Mall	No secondary shopping frontage designation
5. CANNING TOWN	22-24 Barking Road 110a Barking Road Rathbone Market	110-160 Barking Road 2-6 Beckton Road
6. FOREST GATE	15-73 Woodgrange Road 22-38 Woodgrange Road	1a-3a Sebert Road 2-18 Sebert Road 3-10 Sebert Road 79-119 Woodgrange Road 299-329 Romford Road 304 Romford Road 2-24 Upton Lane 1-13 Upton Lane 40-66 Woodgrange Road 70-110 Woodgrange Road 1-13 Woodgrange Road
LOCAL CENTRES		
7. ABBEY ARMS		360-408 Barking Road 329-383a Barking Road 2a-10 Balaam Street 1-43 Balaam Street
8. BOLEYN		2-40 Barking Road 17-59 Barking Road
9. CHURCH STREET		2-20 Church Street
10. CUNDY ROAD		1-15 Cundy Road

11. EAST HAM HIGH STREET NORTH	347-359 High Street North 350-368 High Street North
12. EAST HAM HIGH STREET SOUTH	94-126 High Street South
13. FREEMASONS ROAD	11-55 Freemasons Road
14. GREENGATE	528-584 Barking Road 531-553 Barking Road 1-7 Prince Regent Lane
15. MANOR PARK	703-735 Romford Road
16. NORTH WOOLWICH	1-8 Woodman Parade
17. PLAISTOW HIGH STREET	97-115 Plaistow High Street
18. PLAISTOW ROAD	95-129 Plaistow Road 55-59 Stephen's Road
19. STRATFORD ROAD	2-32 Stratford Road
20. TERRACE ROAD	4-16 Terrace Road 1-13 Terrace Road
21. VICARAGE LANE E6	3-17 Vicarage Lane
22. VICARAGE LANE E15	39-57 Vicarage Lane
23. WALTER HURFORD PARADE	1-21 Walter Hurford Parade
