



City of Westminster

Local Centre 35: Maida Vale

Shopping Area Health Check Survey



**Summer
2007**

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(i) Background

(ii) Purpose of the Study

This study will help inform the Council's Local Development Framework (LDF) process, including the formation of the Council's Core Strategy. The last full Health Check Surveys were carried out in 2002, updating 1997 surveys, and included detailed analysis of Westminster's 39 Local Shopping Centres.

Planning Policy Statement (PPS) 6: Planning for Town Centres, states that Local Authorities should measure the vitality, viability and health of their town centres, recording how this changes over time.

The London Plan (2004) aims to enhance London's town centre network by enhancing access to goods and services, and to strengthen the wider role of town centres in London.

Based on the advice in PPS 6 and the London Plan, shopping centres in Westminster have been designated on the basis of their size, catchment, character and function.

Local centres are small shopping centres, usually with convenience goods shops, local service uses, restaurants and pubs, mainly providing facilities for people living or working nearby, which the City Council wishes to safeguard in accordance with national guidance.

Westminster's UDP policy SS7 seeks to protect the designated Local Shopping Centres for the service they provide to residents, visitors and workers, and because they reduce the need to travel.

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

London Plan, GLA (2004)

Westminster City Council Unitary Development Plan (2007)

(iii) Health Checks in Westminster

The City of Westminster is divided into two zones in terms of retail policy, the Central Activities Zone (CAZ) and CAZ Frontages; and areas outside the CAZ. The CAZ contains the two international shopping centres in London, the West End and Knightsbridge, as well as numerous small parades and individual shops. Outside the CAZ there are 7 District Centres and 39 Local Centres designated in the UDP.

In 2007, the District and Local Centres health check reports were all updated, as were 17 shopping areas inside the CAZ.

(iv) Methodology

The Council has considered the indicators of vitality and viability recommended in PPS6. It is evident that a large number of shopping areas in Westminster do not function as town centres in the way suggested by PPS6. For example, accessibility by public transport is considered to be excellent for all the larger shopping areas, and Local Centres are accessible for people to walk to. Few customers need to drive to centres in Westminster, and the availability of car parking is not always

important. The night-time activity in many areas in Westminster is also much greater than an average shopping centre. The indicators recommended in PPS6 have therefore been adapted for the Westminster situation. The information collated and analysed in Westminster's Local Centre health checks surveys is described below;

Land Use

(1) Diversity of town centre uses

The amount of space used for different functions such as shopping, leisure, cultural and entertainment activities, pubs, cafes, and restaurants. This section considers the range of A1 uses, and compares the current diversity of land uses to previous Local Centre Health Check Surveys dated 1997 and 2002. It also includes the proportion of vacant street level property.

Accessibility

(2) Pedestrian flows (footfall): measure the vitality of the Local Centres, and were conducted on comparable days of the week. Each Local Centre is compared to the average for all of the Local Centres combined;

(3) Accessibility: The whole of Westminster has a Public Transport Accessibility Level (PTAL) score of 6, the highest level achievable. This study therefore concentrates on ease and convenience of access;

Environment

(4) State of the town centre environmental quality assessment: includes a subjective assessment of problems such as security, air pollution, noise, clutter, litter and graffiti, as well as positive factors such as trees, landscaping and open spaces. Each centre is assessed as per the Attractions table 5, and the Daytime Amenity table 6 in the 2002 Health Check Survey. A comparison is made between the 1997 and 2007 surveys.

(5) Daytime amenity: comprises qualitative measurement of the amenity within the local centre, assessing its cleanliness, security, and identity.

(6) Relative performance of the centre: measures the performance of the centre compared to the Westminster Local Centre average in terms of land use, attractiveness, and daytime amenity. Graphs compare the performance of centres relative to one another, and consider the centre's strengths, weaknesses, opportunities and threats, which are highlighted in a SWOT analysis diagram.

(7) The potential capacity for growth or change of centres in the network: opportunities for centres to expand or consolidate, typically measured in the amount of land available for new or more intensive forms of town centre development. Based on levels of demand, assessments are made to ascertain how much capacity each Local Centre has to accommodate retail growth, looking at retail related planning applications and appeal decisions in and around the Local Centres. Consideration is given to whether the current Local Centre boundaries and Core and Secondary Frontage designations are still valid. Consideration is also be given to whether the Council's UDP policy SS7 is still valid to enable the Council to enhance the vitality and viability of the Local Centres;

(8) Summary of health check:

Contains a comparison of the relative performance of each centre, and summary of land use assessment as per the 2002 Health Check reports. General comments and analysis of each centre are included, along with any problems/issues; with reference to night-time activity, comparison with other centres inside Westminster and London-wide – looking at competition from nearby shopping centres, including those outside the borough. A classification as ‘in decline’, ‘neutral’, or ‘healthy’; plus whether things have improved, deteriorated, or remained the same since 2002 (see 2002 Health Checks, Tables 6 and 7) is also included. Where a Local Centre is considered to be “in decline” or “neutral”, consideration is made on ways to improve the vitality and viability of the Centre.

Local Centre 35: Maida Vale

1. Introduction

1.1 Location

Maida Vale is a small linear local centre serving residents in the Maida Vale area of north Westminster. The centre was previously called Maida Vale north, and lies in close proximity to Maida Vale London Underground station. The catchment area of the local centre is restricted by the proximity to other local centres such as Nugent Terrace to the east and Lauderdale Road/Castellain Road to the west, Kilburn Park Road to the north and Clifton Road to the south.

Figure 1: Local Centre Boundary 2007



2 Land Use

2.1 Range of Uses

This centre comprises a range of shopping and other town centre uses. The diversity of uses represented in the centre is summarised in Table 1 below.

Table 1: Range of Town Centre Uses (1997-2007)

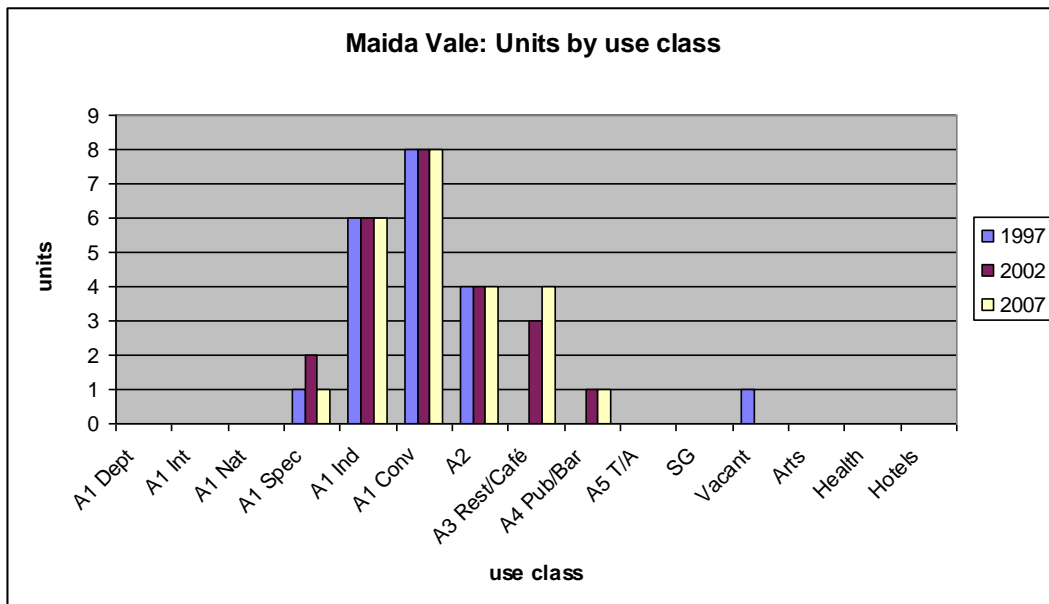
Use Class		Number of Units 1997	Number of Units 2002	Number of Units 2007
Class A1 Retail		15	16	15
	<i>Department/principle stores</i>	0	0	0
	<i>International retailers</i>	0	0	0
	<i>National retailers</i>	0	0	0
	<i>Specialist Independent</i>	1	2	1
	<i>Independent</i>	6	6	6
	<i>Convenience</i>	8	8	8
Class A2		4	4	4
Class A3	<i>Restaurant/Café</i>	4	4	5
Class A4	<i>Pubs/Bars</i>	N/A	3	4
Class A5	<i>Takeaway</i>	N/A	1	1
	<i>Takeaway/Restaurant</i>	N/A	0	0
Sui Generis		0	0	0
Vacant Units		1	0	0
Arts/Culture		0	0	0
Health uses		0	0	0
Hotels		0	0	0
TOTAL		24	24	24

Source: Land Use Survey June 2007

In total there are 24 units, the same number as recorded in the 2002 survey. The general picture is one of stability between 2002 and 2007.

The number of A1 retail uses in Maida Vale has decreased by one unit since 2002, which has entailed the loss of a specialist retailer. The number of Class A2 uses has stayed the same and the number of Class A3 Restaurant/café's uses has increased by one unit, which was a change of use from an A1 specialist retailer.

Outside of A-class uses the centre does not contain any Sui Generis uses, vacant units, hotels, or arts or health uses.



2.2 Range of A1 Uses

Maida Vale has no department stores, international or national retailers. The centre has 15 Class A1 retail units including 8 convenience stores, 1 specialist retailer and 6 independent retailers. The specialist retailer is an antiques shop, while the independent stores include a hairdresser, a florist, and a travel agent. The high proportion of comparison shops and no multiple retailers suggests that Maida Vale serves local residents with a mix of convenience and comparison shopping facilities.

2.3 Total Retail Floor space

Total retail floor space in Maida Vale is broken down in Table 1. In total, Maida Vale has 2,024 sqm of retail floor space, which is below the average of 2,965 sqm for the 39 Local Centres in the City. Maida Vale has a high proportion of A1 convenience floor space, accounting for nearly a third of the total in the centre, and significant comparable proportions of A1 independent, A2 and A3 Restaurant/Café. The centre contains one A4 pub/bars but does not contain any A5 take away's, which is lower than the Local Centre average. The centre has a lower than average proportion of A1 comparison floor space, 24% compared to the overall average of 41% for all local centres.

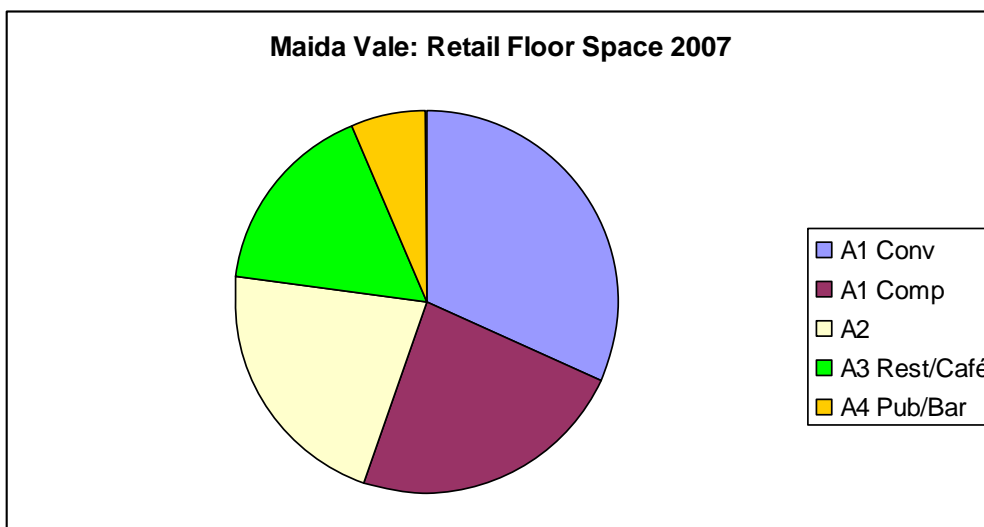


Table 2: Total Retail Floor space 2007

Use Class	Floor Space	% Floor Space	All local centres average floor space %
A1 Conv	643	31.8	16.1
A1 Comp	478	23.6	40.5
A2	439	21.7	10.6
A3 Rest/Café	335	16.6	13.3
A4 Pub/Bar	129	6.4	5.6
A5 Take away	0	0.0	2.9
SG	0	0.0	3.2
Vacant	0	0.0	7.7
Total	2024	100	100

Source: City of Westminster GIS System and site survey June 2007

Maida Vale is a Local Centre with a selection of local services and food shops. There are two banks in the centre, and the other A2 uses are estate agents. The Local Centre provides a good range and selection of services compared to other Local Centres or District Centres.

2.4 Proportion of Vacant Street Level Property

The unit vacancy rate in Maida Vale is lower than the average rate for Local Centres in the City, as there are no vacant units in the centre. This was the same in 2002, illustrating the long term health of the centre when compared to the overall local centre vacancy average of 9%. The national average vacancy rate for shopping centres is over 10%.

Table 3: Level of Vacant Street Level Property 2007

	% Vacant Units 1997	% Vacant Units 2002	% Vacant Units 2007	% Local Centre Average 2007
Maida Vale	4.2% (1 units)	0% (0 units)	0% (0 units)	9% (3 units)

Source: City of Westminster GIS System and site survey June 2007

3. Accessibility

3.1 Pedestrian Flows (footfall)

The centre was found to be busy in terms of pedestrian vibrancy when the Health Check Survey was carried out on a weekday afternoon in June 2007.

3.2 Accessibility on foot and by public transport

Accessibility is one of the greater strengths of Maida Vale local centre. Maida Vale London Underground station (Bakerloo Line) is located in the local centre, and several bus routes serve Maida Vale including routes 16, 98 and 332. Also, Maida Vale/Edgware Road (A5) is one of the main arterial roads through north-west London, and links to the A40 (M) Westway to the south.

4. Environmental Quality

4.1 State of the Centre's Attractions and Environmental Quality / Attractions

The attitudinal assessment of the attractions and amenity of the centre is summarised in Table 5 below. The centre's overall score for attractions is 38.5%, meaning that the centre offers a good range of attractions. This is higher than the Local Centre average of 28.5%, and ranks Maida Vale =10th out of the 39 Local Centres in the City. The centre has a poor provision of multiple retailers, cultural/community events, sport and leisure facilities, local services and employment space. Maida Vale's main strengths are the provision of independent and food shops, and the number of banks in the centre.

Table 4: Attractions within the Local Centre 2007

ATTRactions	2002			2007		
	Good=2	Average =1	Poor=0	Good=2	Average =1	Poor=0
Retail Provision						
Prominence of multiple retailers			X			X
Prominence of independent shops		X		X		
Availability of food shopping	X			X		
Prominence of specialist shops		X			X	
Quality of market (frequency, variety etc)	-	-	-	-	-	-
Quality of retail environment		X			X	
Art/Culture						
Quality of restaurants (availability, number etc)		X			X	
Quality of pub/club/bars			X		X	
Range of cultural/ community events (theatre, concerts)			X			X
Availability of sports and leisure facilities			X			X
Service Provision						
Local services (information, library etc)			X			X
Employment/ office space			X			X
Bank/ building society provision	X			X		
Total	8/26			10/26		
Percentage	30.8%			38.5%		
Rank	=12th			=10th		

Source: City of Westminster site survey June 2007

4.2 Daytime Amenity

Maida Vale is a relatively attractive Local Centre, with a day time amenity rating of 65.2% compared with the average for all Local Centres of 63.7%, and is ranked =18th out of the 39 Local Centres in the City. The centre is only rated as being poor in two categories, both of which are in the town centre identity category. The centre is rated as being good in 7 of the 12 security categories, including evidence of drunkenness, rough sleepers, street drinkers and illegal street trading. The centre is rated less well in the general category, with 6 of the 8 categories rated as being average, with the other two categories rated as good, which are the presence of street debris and special street features.

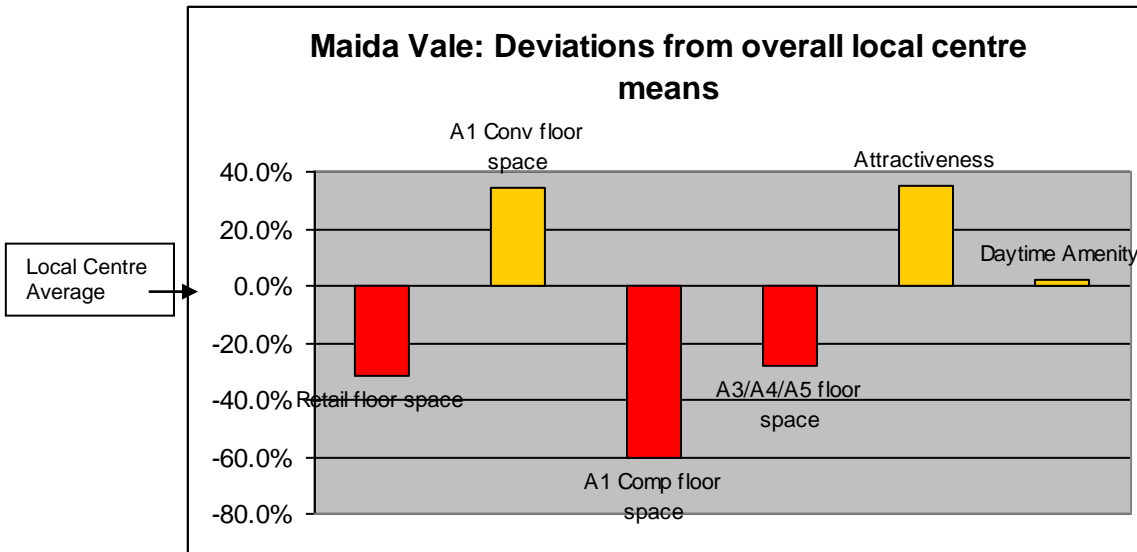
Table 5: Day Time Amenity within the Local Centre 2007

AMENITY – DAYTIME	1997			2002			2007		
	Good=2	Average=1	Poor=0	Good=2	Average=1	Poor=0	Good=2	Average=1	Poor=0
Overall environment of public areas in the centre									
General Cleanliness in Shopping Hours:									
Presence of litter		N/A			X			X	
Presence of refuse bags on the street		N/A				X		X	
Evidence of street fouling		N/A		X				X	
Presence of glass/glasses/other debris incl. Food and food containers/wrapping		N/A		X			X		
Condition	X				X			X	
Quality of buildings	X				X			X	
Special features (pedestrianisation, Street furniture, etc)		X				X	X		
Impact of vacant sites	X				X			X	
Security									
Evidence of Vandalism and Graffiti (incl. on street furniture)		N/A			X			X	
Security during shopping hours (availability, access, security etc)	X				X			X	
Ease of passage for pedestrians (incl. presence Of obstacles eg illegally parked vehicles)		N/A		X			X		
Evidence of drunkenness, anti-social Behaviour, rowdiness		N/A		X			X		
Presence of rough sleepers		N/A		X			X		
Presence of beggars		N/A		X			X		
Presence of street drinkers		N/A		X			X		
Evidence of touting (e.g. mini cabs, rickshaws, Prostitution, drug dealing etc.)		N/A		X			X		
Presence of illegal street traders e.g counterfeit goods, hot dogs, peanuts etc.		N/A		X			X		
Effectiveness of any deterrent measures (CCTV, police patrols, door security etc)		X			X			X	
Quality of street lighting		X			X			X	
Safety perception in shopping hours	X				X			X	
Identity of town centre									
Features which identify the centre (eg flagship stores, buildings etc)	X					X			X
Promotion/ Street events			X			X			X
'Feel good' factor of town centre	X				X			X	
Total	21/26			26/46			30/46		
Percentage	81.0%			60.9%			65.2%		
Rank	N/A			=24th			=18th		

5. Performance of the Centre

5.1 Relative Performance of the Local Centre 2007

Figure 5: Deviation of centre from the mean for Local Centres 2007



Maida Vale is a reasonably small Local Centre with a lower than average amount of retail floor space when compared to the overall average for the 39 local centres. This is also true for A1 comparison floor space figures, and for food and drink floor space figures (A3/A4/A5). However the centre compares favourably to the average in terms of A1 convenience floor space, which is above the average. In terms of the rating of the physical environment, the centre has above average ratings for attractiveness and daytime amenity.

5.2 Strengths, Weaknesses, Opportunities and Threats
SWOT analysis

Strengths	Weaknesses
Unit occupancy	Lack of local services
Pedestrian vibrancy	
Accessibility	
Opportunities	Threats

6. Future capacity

6.1 Potential Capacity for Growth

Between 2002 and 2007, there were two permitted planning applications in the local centre involving A-class uses. The first application involved the continued use of a premises as a coffee shop (mixed class A1/A3), while the second application involved the erection of an extension to provide additional A3-class restaurant space.

Additional capacity could be accommodated in any vacant retail units.

7. Health of the Centre

Table 6: Summary of Health Check Assessment 2007

Subject	Subject Matter	Data	Number	Sq M	
RETAILING	Floor space	Total Floor space		2,024	
		Total Convenience (A1)		643	
		Total Comparison (A1)		478	
		Total Service (A2)		439	
		Total A3		335	
		Total A4		129	
		Total A5		0	
		Total Sui Generis		0	
		Total Vacant		0	
	Retail Offer	Total Number of Shop Units		24	
		Total Number of A1 Units		15	
		a) Convenience shops		8	
		b) Department/principal stores		0	
		c) Prestige international shops		0	
		d) National comparison retailers		0	
		e) Specialist Independent shops		1	
		f) Independent shops		6	
		Total Comparison Multiples		7	
		Total Number of A2 Units		4	
		Total Number of A3 Units		4	
		Total Number of A4 Units		1	
		Total Number of A5 Units		0	
		Total Number of Sui Generis		0	
		Total Number of Vacant		0	
	Market	Days of operation		0	
		Number of stalls		0	
	Proposals	Changes of use A1 to A2		0	
Changes of use A1 to A3			0		
Changes of use A1 to A4					
Changes of use A1 to A5					
ARTS/CULTURE		(cinemas, galleries, theatres etc.)	0		
HEALTH USES		(clinics, surgeries etc.)	0		
HOTELS			0		

In terms of its vitality and viability, and general economic health this centre is considered to be 'healthy', as it was when last surveyed in 2002.

Appendices

Views of Local Centre 35: Maida Vale

Land Use Table (Westminster land use survey 2007)

Land Use Map (GOAD 2007 retail data, Westminster land use survey 2007)

Location map of all local centres

Glossary of Terms (from previous reports)

Views of Maida Vale local centre



The core shopping frontage on the south side of the local centre, containing important local services such as the convenience store and one of the two banks in the centre.

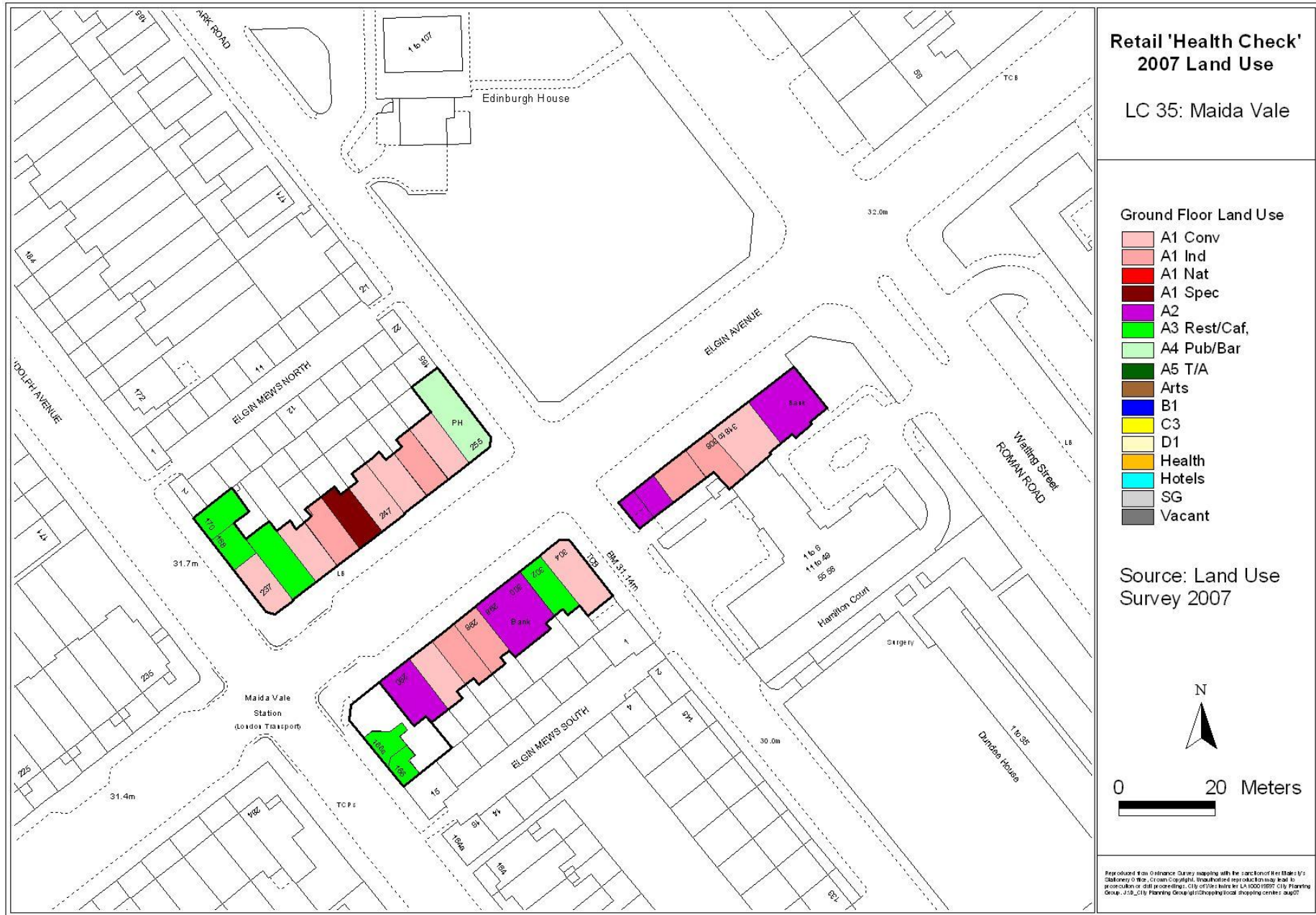


The secondary shopping frontage at the eastern end of the local centre, containing the second bank in the centre.



The core frontage on the north side of the local centre, with a lot of clutter on the street outside of the bookshop, and other shops.

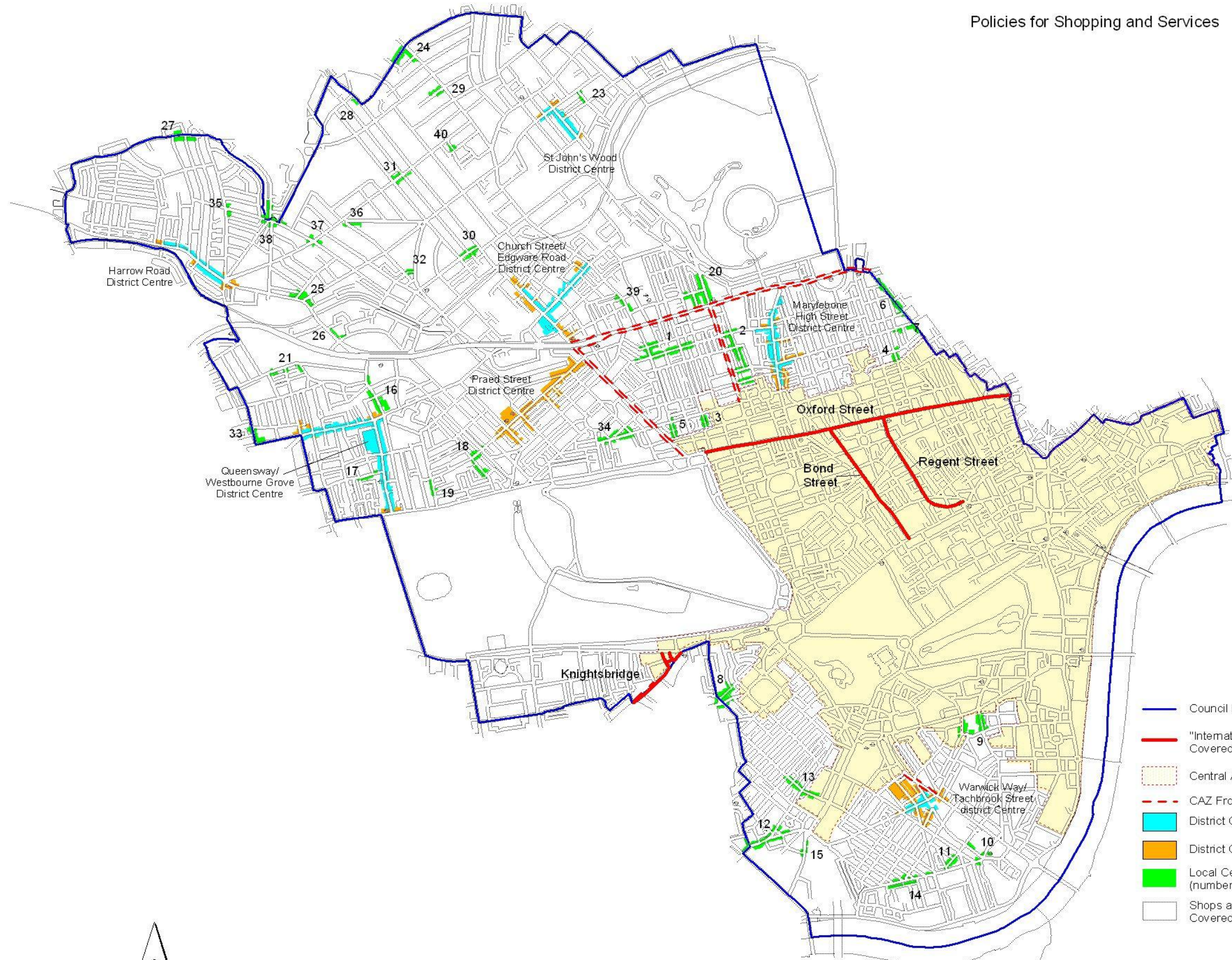
MAIDA VALE																						
ADDRESS	FASCIA	DESCRIPTION	USE	A1 Conv	A1 Dept	A1 Int	A1 Nat	A1 Spec	A1 Ind	A2	A3 Res/Caf	A3 Pub/Bar	A3 Takeaw.	A3 Res/TA	B1 Offices	S G	Vacant	Health	Hotels	Arts	Leisure	2002 Use
237ELGIN AVENUE	THRESHERS	OFF LICENCE	A1 Conv	1																		
239ELGIN AVENUE	CELADON	RESTAURANT	A3 Rest/Café								1											
241ELGIN AVENUE	VINEYARD CHEMIST	CHEMIST	A1 Conv	1																		
243ELGIN AVENUE	PERSIS HAIR & BEAUTY	HAIRDRESSERS	A1 Ind						1													
245ELGIN AVENUE	VALE ANTIQUES	ANTIQUES	A1 Spec					1														
247ELGIN AVENUE	SOLOMON SUPERMARKET	GROCERS	A1 Conv	1																		
249ELGIN AVENUE	N & S NEWSAGENT	NEWSAGENT	A1 Conv	1																		
251ELGIN AVENUE	MAIDA VALE FLORIST	FLORIST	A1 Ind						1													
253ELGIN AVENUE	ELGIN SUPERMARKET	GENERAL STORE	A1 Conv	1																		
255ELGIN AVENUE	THE ELGIN	PUBLIC HOUSE	A3 Pub/Bar									1										
288ELGIN AVENUE		LONDON UNDERGROUND STATION																				
290ELGIN AVENUE	ASHLEY MILTON	ESTATE AGENTS	A2							1												
292ELGIN AVENUE	SUPERSAVE	GENERAL STORE	A1 Conv	1																		
294ELGIN AVENUE	CHANNEL FILMS.COM	VIDEO STORE	A1 Ind						1													
296ELGIN AVENUE	HARLEQUIN	DRYCLEANERS	A1 Ind						1													
298-300ELGIN AVENUE	NATIONAL WESTMINSTER	BANK	A2							1												
302ELGIN AVENUE	CAFÉ ROMA	RESTAURANT	A3 Rest/Café								1											
304ELGIN AVENUE	FOOD CORNER	SUPERMARKET	A1 Conv	1																		
306ELGIN AVENUE	SALES AND LETTINGS	ESTATE AGENTS	A2							1												
308ELGIN AVENUE	HAJ AND UMRA	TRAVEL AGENT	A1 Ind						1													
310ELGIN AVENUE	NO NAME	DELI/CAFÉ	A1 Ind						1													A1 Ind
312-314ELGIN AVENUE	CHEMIST	CHEMIST	A1 Conv	1																		
316-318ELGIN AVENUE	BARCLAYS	BANK	A2							1												
166-166ARANDOLPH AVENUE	STREET HAWKER	RESTAURANT	A3 Rest/Café								1											
168-170RANDOLPH AVENUE	STARBUCKS	CAFÉ	A3 Rest/Café								1											A1 Spec
				8	0	0	0	1	6	4	4	1	0	0	0	0	0	0	0	0	0	0
		TOTAL		24																		
Survey Date				A1	A1	A1	A1	A1	A1		A3	A3	A3	A3	B1							
June 2007				Conv	Dept	Int	Nat	Spec	Ind	A2	Res/Caf	Pub/Bar	Takeaw.	Res/TA	Offices	S G	Vacant	Health	Hotels	Arts	Leisure	



Policies for Shopping and Services

Map
7.1

- LOCAL CENTRES**
- 1 Baker Street / Melcombe Street, NW1
 - 2 Abbey Road / Boundary Road, NW8
 - 3 Blenheim Terrace, NW8
 - 4 Charlbert Street, NW8
 - 5 Kilburn Park Road, NW6
 - 6 Lisson Grove, NW8
 - 7 Ebury Bridge Road, SW1
 - 8 Elizabeth Street, SW1
 - 9 Lupus Street, SW1
 - 10 Moreton Street, SW1
 - 11 Motcomb Street, SW1
 - 12 Pimlico, SW1
 - 13 Pimlico Road, SW1
 - 14 Strutton Ground / Artillery Row, SW1
 - 15 Chiltern Street / George Street / Blandford Street, W1
 - 16 Cleveland Street, W1
 - 17 Crawford Street / Seymour Place / York Street, W1
 - 18 Great Titchfield Street, W1
 - 19 New Cavendish Street, W1
 - 20 New Quebec Street, W1
 - 21 Seymour Place, W1
 - 22 Connaught Street, W2
 - 23 Craven Road / Craven Terrace, W2
 - 24 Harrow Road / Bourne Terrace, W2
 - 25 Leinster Terrace, W2
 - 26 Moscow Road, W2
 - 27 Porchester Road, W2
 - 28 Westbourne Park Road, W2
 - 29 Clifton Road, W9
 - 30 Fernhead Road, W9
 - 31 Formosa Street, W9
 - 32 Harrow Road (East), W9
 - 33 Kilburn Lane, W9
 - 34 Lauderdale Road / Castellain Road, W9
 - 35 Maida Vale, W9
 - 36 Nugent Terrace, W9
 - 37 Shirland Road / Chippenham Road, W9
 - 38 Shirland Road Junction, W9
 - 39 Ledbury Road, W11



- Council boundary
- - - "International Centres' Primary Shopping Frontages" Covered by Policy SS3
- Central Activities Zone Covered by Policy SS4 and SS5
- - - CAZ Frontages Covered by Policy SS4 and SS5
- District Centre Core Frontages Covered by Policy SS6
- District Centre Secondary Frontages Covered by Policy SS6
- Local Centres Covered by Policy SS7 (numbered in accordance with appendix 7.1)
- Shops and Services outside the Designated Centres Covered by Policy SS8

N
Not to scale

N.B The whole City is Covered by Policies SS1 and SS2 and SS11-SS17

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Glossary of Terms

A1	Shops, retail warehouses, hairdressers, undertakers, travel and ticket agencies, post offices, dry cleaners, pet shops, sandwich bars, retail showrooms, and domestic hire shops.
A1 café type uses	Shops such as sandwich bars or coffee shops selling food and drinks to be consumed mainly off the premises, but not hot food takeaways. Examples include certain Pret a Manger shops, Costa Coffee and the Seattle Coffee Co. shops.
A2	Banks, building societies, bureau de change, estate and employment agencies, professional and financial services, telephone bureaux, betting offices and beauty salons (excluding hair).
A3	Restaurants & Cafés: Primary purpose is sale and consumption of food on the premises (excludes internet cafés, which are A1).
A4	Drinking Establishments: Premises where the primary purpose is the sale and consumption of alcoholic drinks on the premises.
A5	Hot Food Take-away: Premises where the primary purpose is the sale of hot food to take away.
B1	Business uses such as offices, research and development and industrial uses.
CAZ	Central Activities Zone (CAZ). The CAZ is an area of mixed uses, many of which contribute directly to the national, regional and local economy. It is this mix of activities and their supporting resources which underpins the success of London's economy.
CAZ Frontages	Frontages outside CAZ shown on the UDP Proposals Map where the City Council envisages the maintenance or growth of Central London Activities.
Comparison	A1 floorspace selling predominantly durable items and not in convenience use.
Convenience	This is based on the classification provided by the unit for Retail Planning Information (URPI) set out in URPI brief 99/2. The classifications are: food, alcoholic drink, tobacco and other goods (newspapers and magazines, cleaning materials and matches). For the purposes of this assessment, convenience includes shops selling food or drink (excluding A1 café-type uses), newsagents, (including specialist tobacco stores), chemists (including Boots the Chemist stores) and post offices.
Core Frontages	Shopping frontages identified in District Centres and some Local Centres. Within these areas UDP policies aim to maintain a high concentration of shops.
District Centre	District Centres provide a range and level of services below GLA defined Major Centres, but above that of Local Centres, and are a focus for shopping and other town centre activities.
Department/ principle store	This includes the main department stores such as John Lewis, Liberty, and Selfridges, as well as variety stores such as Marks & Spencer and Virgin Mega-stores.
Experian GOAD	An independent retail data consultancy who provide maps of ground floor uses in shopping centres.
Greater London Authority (GLA)	A new form of strategic government for London established in July 2000.
Gross Floorspace	Floorspace of buildings on all floors including external walls, half the thickness of parting walls and circulation areas.
Independent store	This includes non-convenience stores (see definition above) irrespective of size, that are not considered to be specialist retailers (see definition overleaf), that are operated by retailers that are not included within national retail chains or groups.
Local Shopping Centres	Smaller shopping centres defined in the UDP where the City Council will aim to safeguard shopping facilities for local residents, and concentrations of specialist shops.
LPAC	London Planning Advisory Committee

National retailers	This includes all retailers (Class A1 only) that operate within the context of a national retail chain or group, such as Sears. A schedule of all national retail multiples can be found in Retail Directory of the UK 2002 (Hemming Information). Specialist shops that are part of a retail chain or group, such as Whittards and Thorntons, are classified as national retailers. Although there are national chains of betting shops, such as Ladbrokes, these are classified as A2 uses and not national retailers.
PPG6	Planning Policy Guidance Note 6 - Town Centres and Retail Developments
Prestige international retailers	This includes prestigious retailers that operate in more than one country, such as Gucci, Gianni Versace, and Giorgio Armani. It also includes flagship stores that are only found in select town centres in Britain. National airline shops, such as British Airways, have also been classified as international retailers.
Primary Frontages	Internationally recognised shopping destinations. The Primary Frontages defined in the UDP are Oxford Street, Regent Street, Bond Street and Knightsbridge/Brompton Road.
Secondary Frontages	Shopping frontages identified in District Centres, where an element of non-A1 uses may be allowed.
Sex establishment	Premises for the provision of goods or services of a sexual nature, requiring a licence.
Retail floorspace	This is all A1, A2, A3 and sui generis floorspace, and vacant floorspace of any of the aforementioned categories.
Specialist independent	Similar to an independent store, but this category reflects the quality and specialisation of the retailer so that a shopper may make a specific shopping trip to that shop. For example, The Pen Shop on Regent Street or antique shops.
Stress Areas	Areas designated in the Replacement UDP that have become saturated with A3 and entertainment uses to the extent that their character is being eroded.
Sui generis	Sui Generis is a term that refers to a use on its own. Any planning use not falling within a specific class within the Use Class Order falls within this category. Examples of sui generis uses in shopping centres are launderettes, mini cab offices, amusement centres and car showrooms.
Town centre	Town centre is defined in Annex A of PPG6 to cover city, town, and traditional suburban centres, which provide a broad range of facilities and services which fulfil a function as a focus for both the community and for public transport. It excludes parades of purely local significance.
Town Centre Health Check	Required under PPG6, these contain information on the mix of uses, environmental quality and general economic health of shopping centres/areas.
UDP	Unitary Development Plan produced by Westminster City Council as the statutory development plan for Westminster.
Vacancy	This category includes vacant street level units, as well as units that are under alteration. However, if at any time the survey was completed it was evident who the unit would be occupied by, the unit was treated as being occupied.
Welfare advice centres	These are classified as A2 uses.
Zone A Rent	The rental level per square metre achieved on the first six metres of a shop unit.

Information Sources

- Planning Policy Statement 6: Planning for Town Centres:
www.communities.gov.uk/planningandbuilding/planning/planningpolicyguidance/planningpolicystatements/planningpolicystatements/pps6/
 - The London Plan, The Mayor's Spatial Development Strategy 2004:
www.london.gov.uk/mayor/strategies/sds/index.jsp
 - Westminster City Council's Replacement Unitary Development Plan (RUDP) policies relating to Shopping and Services are available on the Council's website:
http://www3.westminster.gov.uk/docstores/publications_store/UDP_Chapter_07_Shopping_&_Services_Adopted_January_2007.pdf
Policy SS7 deals specifically with the Local Centres
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