City of Westminster

Local Centre 38: Shirland Road Junction

Shopping Area Health Check Survey

Summer 2007

Contents

(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 **38: Shirland Road Junction**

1. Introduction

1.1 Location

This small local centre is located in the north west of Westminster, and serves residents in the Maida Vale area. This is a small local centre located around the Shirland Road and Elgin Avenue junction, in proximity to both Maida Vale and Warwick Avenue London underground stations. The centre's catchment area is restricted by other nearby centres such as Harrow Road District Centre to the south, and local centres at Harrow Road (east) to the south, Shirland Road/ Chippenham Road to the north and Lauderdale Road/Castellain Road to the east.

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)

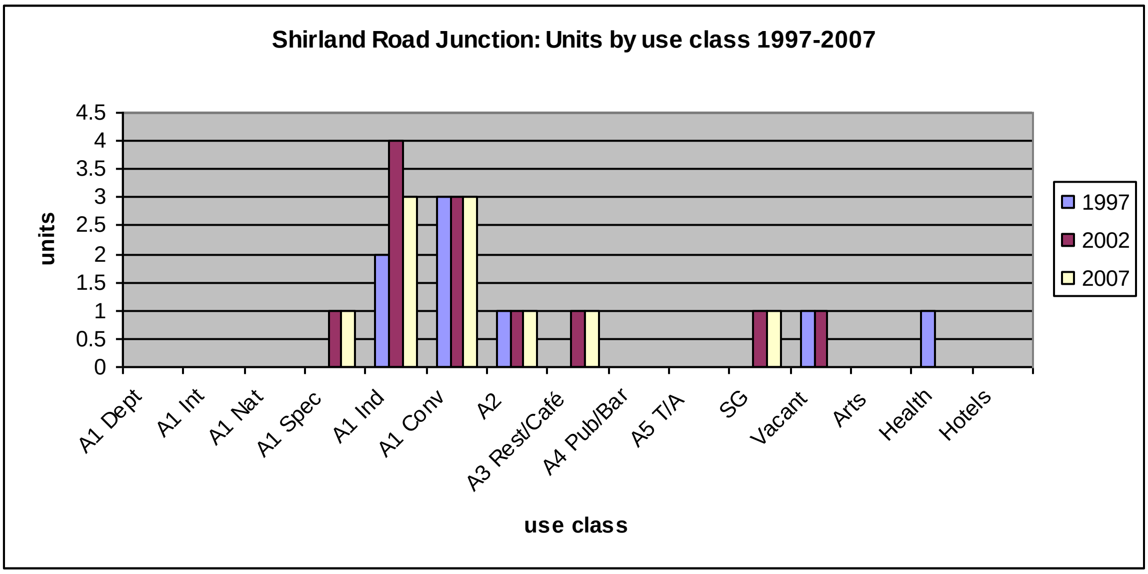
Use Class		Number of Units 1997	Number of Units 2002	Number of Units 2007
Class A1 Retail		5	8	7
	Department/principle stores	0	0	0
	International retailers	0	0	0
	National retailers	0	0	0
	Specialist Independent	0	1	1
	Independent	2	4	3
	Convenience	3	3	3
Class A2		1	1	1
Class A3		2	1	1
	Restaurant/Café	N/A	1	1
Class A4	*Pubs/Bars*	N/A	0	0
Class A5	*Takeaway*	N/A	0	0
	Takeaway/Restaurant	N/A	0	0
Sui Generis		0	1	1
Vacant Units		1	1	0
Arts/Culture		0	0	0
Health uses		1	0	0
Hotels		0	0	0
TOTAL		10	12	10

Source: Land Use Survey July 2007

In total there are 10 units, a decrease of two units due to the removal of two residential units from the local centre survey. In general, as the centre is very small, it has remained reasonably stable.

The number of A1 retail uses in Shirland Road Junction has decreased by one unit since 2002, which has involved the loss of an independent retailer. The number of Class A2 uses has stayed the same, as has the number of Restaurant/Café/Bar uses.

There is one Sui Generis use, which is a laundrette, and outside of A-class uses the centre does not contain any hotels, arts or health uses.



2.2 Range of A1 Uses

Shirland Road Junction has no department stores, international or national retailers. The centre has 7 Class A1 retail units including 3 convenience stores, 1 specialist retailer and 3 independent retailers. The specialist retailer is a carpet shop and the independent stores include two hairdressers. The high proportion of comparison shops and no multiple retailers suggests that Shirland Road Junction serves local residents with a mix of convenience and comparison shopping facilities.

2.3 Total Retail Floor space

Total retail floor space in Shirland Road Junction is broken down in Table 1. In total, Shirland Road Junction has 1,151 sqm of retail floor space, which is above the average of 2,965 sqm for the 39 Local Centres in the City. Shirland Road Junction has a high proportion of A1 convenience floor space, accounting for nearly 50% of the total. The other five use classes make smaller, more comparable contributions to the overall retail floor space total in the centre. The centre does not have any A4 pubs or A5 takeaways. The centre also has a lower than average proportion of A1 comparison floor space, 21% compared to the overall local centre average of 41%.

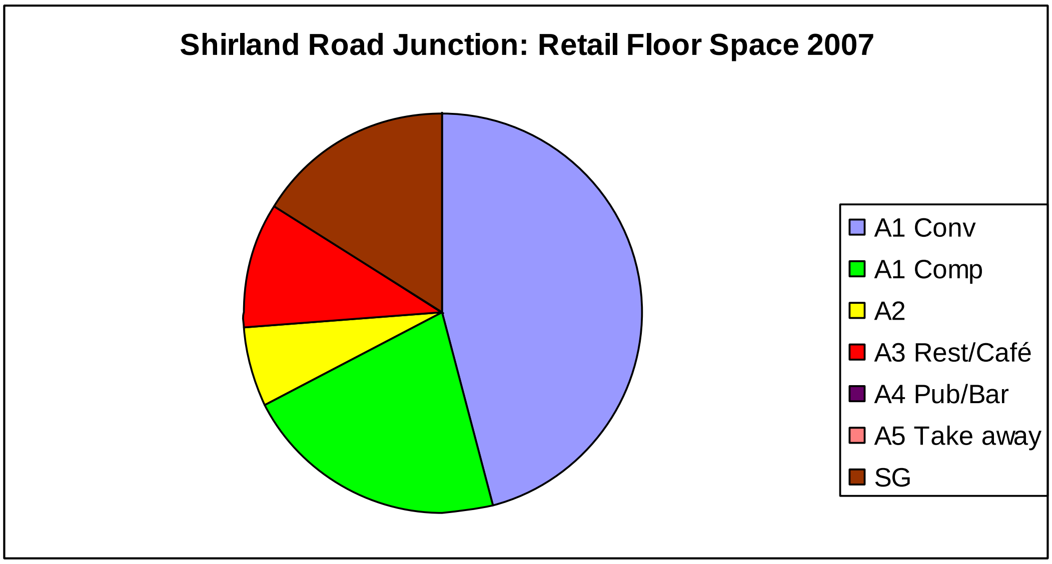


Table 2: Total Retail Floor space 2007

Use Class	Floor Space	% Floor Space	All local centres average floor space %
A1 Conv	528	45.9	**16.1**
A1 Comp	246	21.4	**40.5**
A2	74	6.4	**10.6**
A3 Rest/Café	116	10.1	**13.3**
A4 Pub/Bar	0	0.0	**5.6**
A5 Take away	0	0.0	**2.9**
SG	187	16.2	**3.2**
Vacant	0	0.0	**7.7**
Total	**1151**	**100**	**100**

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

Shirland Road Junction is a Local Centre with a limited selection of local services and food shops, mostly due to the size of the centre. There are no banks or building societies, and the single A2 use is an estate agent. The Local Centre does not provide the same range and selection found in large Local Centres or District Centres.

2.4 Proportion of Vacant Street Level Property

The unit vacancy rate in Shirland Road Junction is lower than the average rate for Local Centres in the City of 9%, as no units are vacant in the centre. This represents a decrease from 2002 when there was a single vacant unit. 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
Shirland Road Junction	**10% (1 unit)**	**8.3% (1 unit)**	**0% (0 units)**	**9% (3 units)**

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

3. Accessibility

3.1 Pedestrian Flows (footfall)

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

3.2 Accessibility on foot and by public transport

Shirland Road Junction is mostly accessible by bus, with the bus routes 6, 187 and 414 running along Shirland Road. The centre is reasonably close to several London Underground Stations, with Maida Vale (Bakerloo line) located to the east and Warwick Avenue (Bakerloo Line) to the south. The local centre is close to both Harrow Road (A404) and Maida Vale (A5), both of which join the A40 (M) Westway, one of the main arterial roads through central London.

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 7.7%, meaning that this is one of the least attractive centres. This is significantly lower than the Local Centre average of 28.5%, and means the centre is ranked =37th out of the 39 Local Centres in the City. The centre is only rated as being average in two categories, the prominence of independent shops and the general quality of the retail environment. The remaining categories are all rated as poor.

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	1/26			2/26		
Percentage	3.8%			7.7%		
Rank	39th			=37th		

Source: City of Westminster site survey July 2007

4.2 Daytime Amenity

Shirland Road Junction is rated more positively in terms of daytime amenity and is a relatively attractive local centre, with a day time amenity rating of 63% compared with the average for all Local Centres of 63.7%, and is ranked =22nd out of the 39 Local Centres in the City. The centre is only rated as being poor in three categories, all relating to the identity of the town centre, such as the absence of special street features, street events and identifying features. The centre is rated positively in terms of security, with 6 of the 12 categories rated as being good, such as evidence of drunkenness, rough sleepers, street drinkers and illegal street trading. The remaining six categories in the security sub section are all rated as average. The centre is also rated fairly positively in the general cleanliness sub section, where three of the eight categories are rated as good.

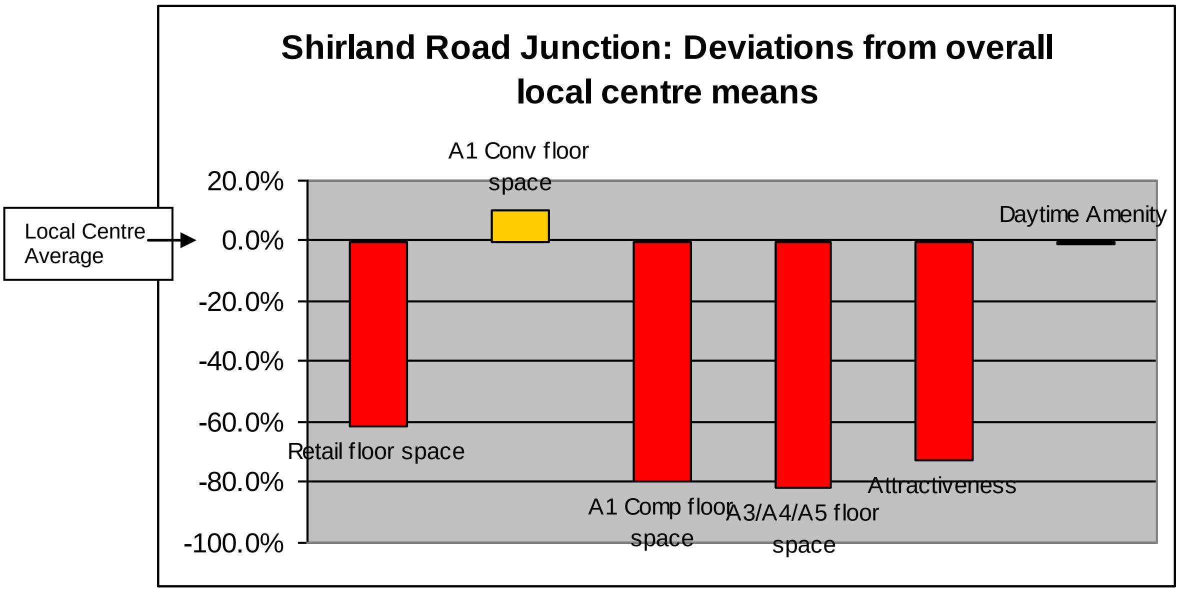
Table 5: Day Time Amenity within the Local Centre 2007

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, ricksaws, 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	15/26			29/46			29/46		
Percentage	58.0%			63.0%			63.0%		
Rank				=18th			=22nd		

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



Shirland Road Junction is a 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), both of which are well below the local centre average. However, A1 convenience compares favourably to the overall average. In terms of the rating of the physical environment, the centre has a well below average attractiveness rating, illustrating that the centre has little to offer, however the daytime amenity rating is much closer to the average.

5.2 Strengths, Weaknesses, Opportunities and Threats

SWOT analysis

Strengths	Weaknesses
A1 provision	Environmental quality
Unit occupancy	
Opportunities	**Threats**
	Low pedestrian vibrancy

6. Future capacity

6.1 Potential Capacity for Growth

Between 2002 and 2007, there was one permitted planning application in the local centre relating to A-class uses. The application was a renewal of planning permission for the use of premises as an A3-class restaurant.

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**		**1,151**
		Total Convenience (A1)		**528**
		Total Comparison (A1)		**246**
		Total Service (A2)		**74**
		Total A3		**116**
		Total A4		**0**
		Total A5		**0**
		Total Sui Generis		**187**
		Total Vacant		**0**
	Retail Offer	**Total Number of Shop Units**	**10**	
		Total Number of A1 Units	**7**	
		a) Convenience shops	**3**	
		b) Department/principal stores	**0**	
		c) Prestige international shops	**0**	
		d) National comparison retailers	**0**	
		e) Specialist Independent shops	**1**	
		f) Independent shops	**3**	
		Total Comparison Multiples	**4**	
		Total Number of A2 Units	**1**	
		Total Number of A3 Units	**1**	
		Total Number of A4 Units	**0**	
		Total Number of A5 Units	**0**	
		Total Number of Sui Generis	**1**	
		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 'neutral', as it was when last surveyed in 2002.

Appendices

Views of Local Centre 38: Shirland Road Junction

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

Views of Shirland Road Junction local centre

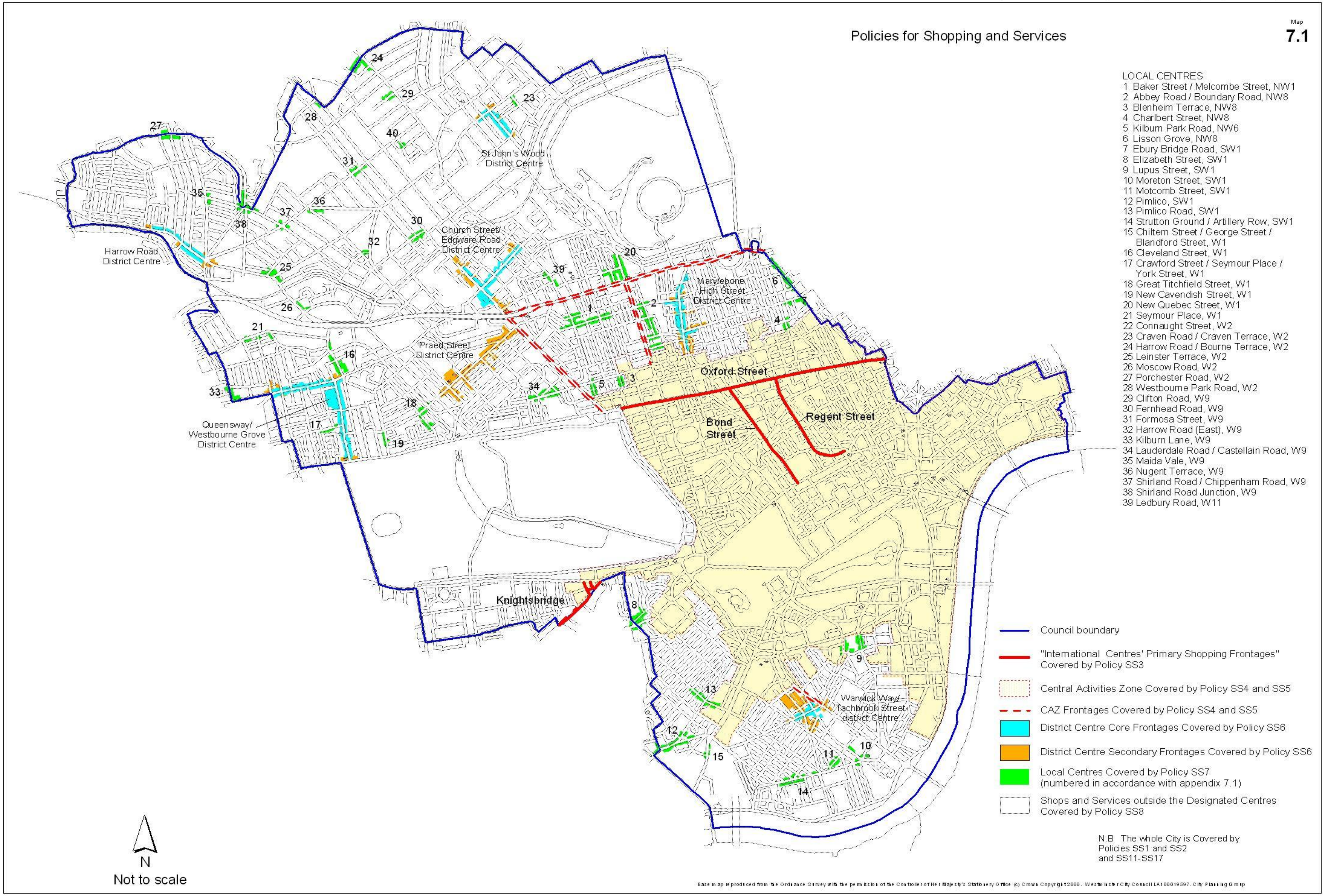
The east end of the local centre, with wide clear pavements, mature trees and reasonably well kept shop fronts.

The western end of the local centre, with mature trees, but also with rubbish on the street.

The east end of the local centre viewed from Elgin Avenue, with a wide, clear pavement, mature trees and bicycle parking facilities.

SHIRLAND ROAD JUNCTION																						
				A1	**A1**	**A1**	**A1**	**A1**	**A1**		**A3**	**A3**	**A3**	**A3**	**B1**	**S G**	**Vacant**	**Health**	**Hotels**	**Art**	**Leisure**	**2002 Use**
ADDRESS	**FASCIA**	**DESCRIPTION**	**USE**	**Conv.**	**Dept.**	**Int.**	**Nat.**	**Spec.**	**Ind**	**A2**	**Res/Caf**	**Pub/Bar**	**Takeaw.**	**Res/TA**	**Offices**							
117SHIRLAND ROAD	HAIR AND TANNING STUDIO	HAIRDRESSERS	A1 Ind						1													
119SHIRLAND ROAD	NIRVANA	RESTAURANT	A3 Rest/Café								1											
121SHIRLAND ROAD	READINGS NEWSAGENTS	NEWSAGENTS	A1 Conv	1																		
123SHIRLAND ROAD	CLEANERS - DRY CLEANING	DRY CLEANERS/LAUNDERETTE	SG													1						
125SHIRLAND ROAD	PEMBERTONS ESTATE AGENTS	ESTATE AGENTS	A2							1												
127SHIRLAND ROAD		RESIDENTIAL/OFFICE																				
129SHIRLAND ROAD	CARPET WORLD	CARPET SHOP	A1 Spec					1														A1 Spec
131SHIRLAND ROAD		RESIDENTIAL																				
131ASHIRLAND ROAD	CHECKERS UNISEX SALON	HAIRDRESSERS	A1 Ind						1													
131BSHIRLAND ROAD	LE PETIT VENICE SANDWICH BAR	SANDWICH SHOP	A1 Ind						1													
97ELGIN AVENUE	ELGIN FOOD & WINE	NEWSAGENTS	A1 Conv	1																		A1 Conv
128ELGIN AVENUE	THRESHERS	OFF LICENCE	A1 Conv	1																		
				3	0	0	0	1	3	1	1	0	0	0	0	1	0	0	0	0	0	
		TOTAL		10																		
Survey Date				A1	A1	A1	A1	A1	A1		A3	A3	A3	A3	B1							
July 2007				Conv.	Dept.	Int.	Nat.	Spec.	Ind	A2	Res/Caf	Pub/Bar	Takeaw.	Res/TA	Offices	S G	Vacant	Health	Hotels	Art	Leisure	


Retail 'Health Check' 2007
LC 38: Shirland Road Junction
Ground Floor Land Use
A1 Conv
A1 Ind
A1 Nat
A1 Spec
A2
A3 Rest/Caf,
A4 Pub/Bar
A5 T/A
Arts
B1
C3
D1
Health
Hotels
SG
Vacant
Source:
2007 Land Use Survey
N
0
20 Meters
SHIRLAND ROAD
Westside Court
1 to 26
107 to 113
Oak Tree
House
Chesney
Court
25.5m
26.5m
25.7m
26.5m
BM 25.88m
TCB
LB
145
135
125
157
99
97
114
112a
128
120
110
108b
108
123
130
142
144
113
111a
111
102
1 to 12
14 to 21
1 to 28


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
St John's Wood District Centre
Harrow Road District Centre
Church Street/ Edgware Road District Centre
Marylebone High Street District Centre
Praed Street District Centre
Queensway/ Westbourne Grove District Centre
Oxford Street
Bond Street
Regent Street
Knightsbridge
Warwick Way/ Tachbrook Street district Centre
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.B The whole City is Covered by Policies SS1 and SS2 and SS11-SS17
N
Not to scale

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 & Café's: Primary purpose is sale and consumption of food on the premises (excludes internet café's, 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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City of Westminster

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