

**Report on
Non Retail Uses in Shopping Areas**

April 2007

**Planning Services
Strategic Directorate (Community)
Borough of Spelthorne
Council Offices
Knowle Green
Staines
Middlesex
TW18 1XB**



1. Introduction

- 1.1 This report presents information on retail and non retail uses in shopping areas in Spelthorne. It covers all the Borough's town centres and local shopping parades with frontages of ten or more units.
- 1.2 Planning Policy Statement 6 "Planning for Town Centres" recognises the importance of focussing retailing on existing centres to help maintain their vitality and viability given that they are likely to be the most accessible locations for shopping. It states in paragraph 2.17 that primary and secondary frontages within town centres need to be realistically defined and paragraph 2.55 comments that the mix of uses in local centres should be carefully managed.
- 1.3 An important aspect of maintaining the focus of existing centres for retailing is controlling the number and location of non retail uses. The findings of the Retail Study in 2004 and the 2007 update identify a continuing shopping role for the four main centres in the Borough with scope for expansion in Staines. In addition a range of smaller centres and parades providing local shopping facilities is important to ensure the accessibility of facilities for all sections of the community.
- 1.4 The findings set out in this report provide background information relevant to Policies TC2, TC3, and TC4 of the Spelthorne Development Plan – Core Strategy and Policies Development Plan Document (DPD). These policies cover firstly development in the Staines town centre shopping frontage, secondly, development in Ashford, Shepperton and Sunbury Cross centres, and thirdly local shopping centres and parades. The policies seek to maintain an appropriate level of shopping facilities as well as enable the provision of a range of other local service facilities.
- 1.5 Unless otherwise specified all information relates to a survey carried out by the Council in June 2006. Businesses occupying units in the shopping frontage are classified in the tables by Use Class under the Town and Country Planning (Use Classes) Order. The relevant classes are:
- A1 Retail shop, excluding a shop for the sale of hot food
 - A2 Financial and professional services
 - A3 Restaurant or cafe
 - A4 Public house or wine bar
 - A5 Hot food takeaway
- A combined total is provided for classes A3, A4 and A5. Businesses falling outside these Use Classes are shown as "others". These include activities outside any Use Class (e.g. launderettes) and activities in other classes (e.g. offices in Use Class B1). Vacant units are allocated to the authorised use of the premises.
- 1.6 Other information on factors relevant to the vitality and viability of the Borough's town centres is contained in the Spelthorne Retail Study (2004)

2. Staines Town Centre

- 2.1 Information on the proportion of retail and non retail units in different parts of Staines town centre is shown in Table 1.
- 2.2 Figures for primary and secondary areas relate to the boundary of these areas as shown on the LDF Draft Proposals Map. There are two changes to the shopping area boundaries in the 2001 Local Plan. Firstly the extreme west of the High Street to the west of Thames Street, together with units on the west side of Thames Street are moved from the “core” area (the Local Plan equivalent of the primary area) into the secondary area. This reflects the relatively peripheral nature of this area, compared to the rest of the primary area, reinforced by its exclusion from the pedestrianisation of the High Street to the east. Secondly some properties in the extreme east of the former secondary area no longer have a shopping designation as they no longer perform a shopping role.
- 2.3 Within the primary area separate information is included for the Elmsleigh Centre, the new developments of Two Rivers and Tilly’s Lane and the relevant part of the High Street.

Table 1 Retail and Non Retail Uses in Staines Town Centre

Area	Total Units	Total A1	%	Total A2	%	Total A3-A5	%	Total Others	%
Primary Area (total)	150	124	83	11	7	11	7	4	3
Elmsleigh Centre	54	53	98	0	0	0	0	1	2
Two Rivers (incl Norris Road)	29	27	93	0	0	2	7	0	0
Tillys Lane	16	10	62	0	0	6	38	0	0
High St (within Primary Area)	51	34	67	11	22	3	6	3	6
Secondary Area (west)	73	28	38	27	37	14	19	4	5
Secondary Area (east)	47	21	45	13	28	12	26	1	2
Total	270	173	64	51	19	37	14	9	3

Source: Spelthorne Borough Council survey. For further information see paragraph 1.3

3. Ashford, Shepperton and Sunbury Cross Town Centres

3.1 Information on the proportion of retail and non retail units in Ashford, Shepperton and Sunbury Cross town centres is shown in Table 2.

Table 2 Retail and Non Retail uses in Ashford, Shepperton and Sunbury Cross Town Centres

Town Centre	Total Units	Total A1	%	Total A2	%	Total A3-A5	%	Total Others	%
Ashford	165	101	61	32	19	22	13	10	6
Shepperton	82	47	57	14	17	10	12	11	13
Sunbury Cross (total)	47	30	64	9	19	4	9	4	9
The Parade	26	15	58	7	27	2	8	2	8
Park N Shop	21	17	81	1	5	2	10	1	5

Source: Spelthorne Borough Council survey. For further information see paragraph 1.3

3.2 The figures relate to the area within the defined “Shopping Area” for each town centre as shown on the LDF Draft Proposals Map. In Ashford the boundary differs from that shown in the 2001 Local Plan in that parts of the frontage on the north side of Church Road have been excluded because they consist of residential, educational and other uses not appropriate to a shopping frontage. In Shepperton minor amendments have been made to the boundary in the north east of the centre to more accurately reflect the current boundary of the shopping centre. In Sunbury Cross the shopping area boundary is unchanged from the 2001 Local Plan.

3.3 Sunbury Cross has two distinct areas, the Parade on the north side of Staines Road West and the “Park N Shop” centre on the south side. Results for these areas are presented separately. The figures exclude the Tesco store on the edge of the centre.

4. Local Shopping Centres and Parades

4.1 Information is presented in Table 3 for smaller centres and parades containing ten or more units. Each has a significant shopping function.

Table 3 Retail and Non Retail uses in Local Shopping Centres and Parades

Centre	Total Units	Total A1	%	Total A2	%	Total A3-A5	%	Total Others	%
The Avenue and Thames St, Lower Sunbury	32	15	47	4	12	5	16	8	25
The Broadway and Stainash Parade, Kingston Rd, Staines	25	18	72	2	8	4	16	1	4
Clare Road, Stanwell	22	15	68	1	5	4	18	2	9
Staines Road West, Ashford	18	13	72	1	6	3	17	1	6
High Street, Stanwell	12	7	58	2	17	2	17	1	8
Edinburgh Drive, Staines	11	9	82	0	0	2	18	0	0
Woodlands Parade, Felthamhill Road, Ashford	11	8	73	0	0	2	18	1	9
Feltham Road, Ashford	10	4	40	1	10	2	20	3	30

Source: Spelthorne Borough Council survey. For further information see paragraph 1.3