



Kilburn High Road Uses Analysis Report

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1. Introduction

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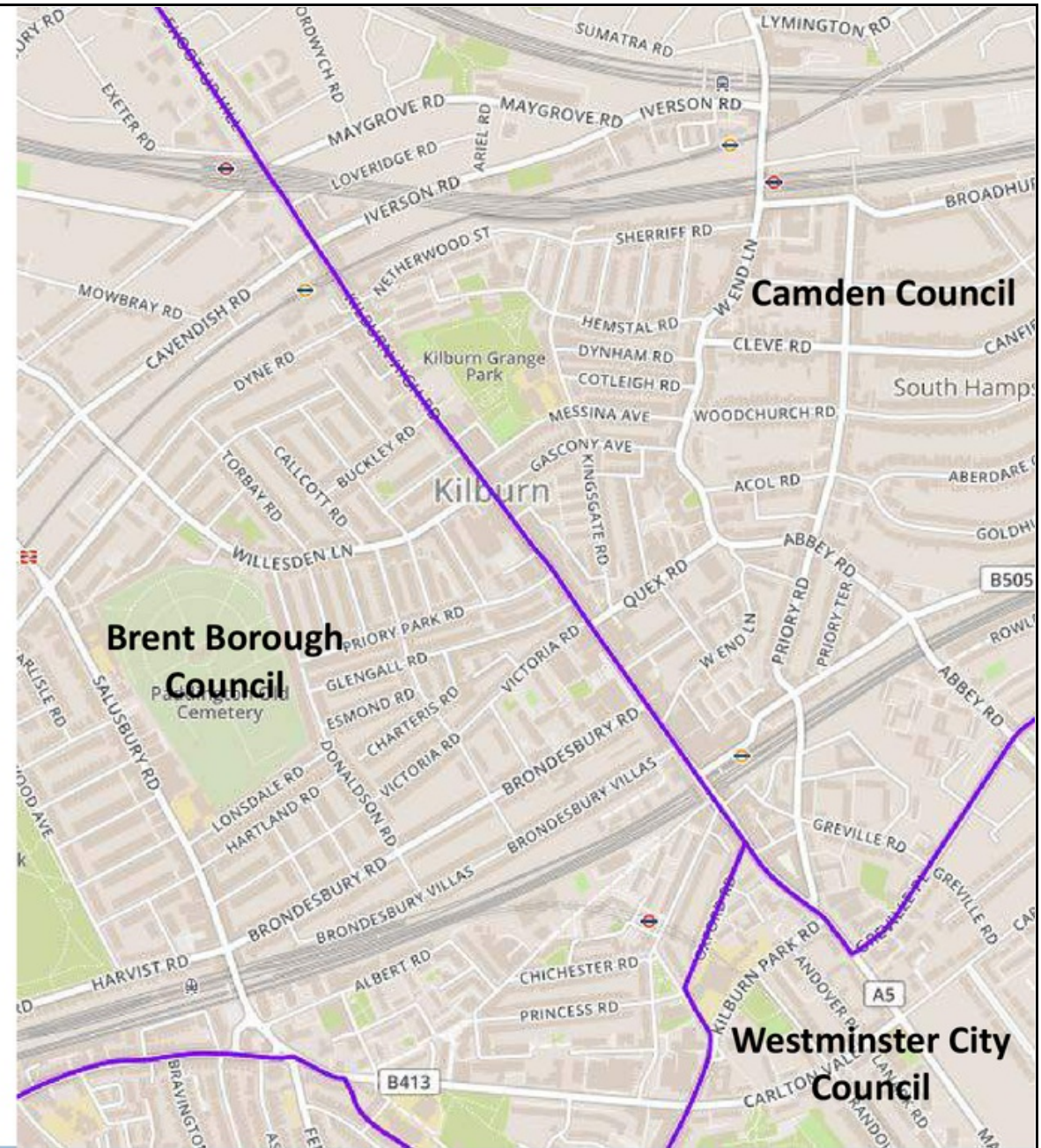
1.1 Project Brief

Kilburn High Road is one of 17 priority town centres within the Brent Borough Council Authority area. With the High Road itself divided between Brent Borough Council, Camden Council and Westminster City Council, as shown on the map opposite.

Brent Borough Council are taking the lead in relation to Kilburn High Road, which has been selected alongside 8 others for development and investment.

There are 5 core areas, as identified by Brent Borough Council, that will be key in securing the future of the Boroughs Town Centres, these are:

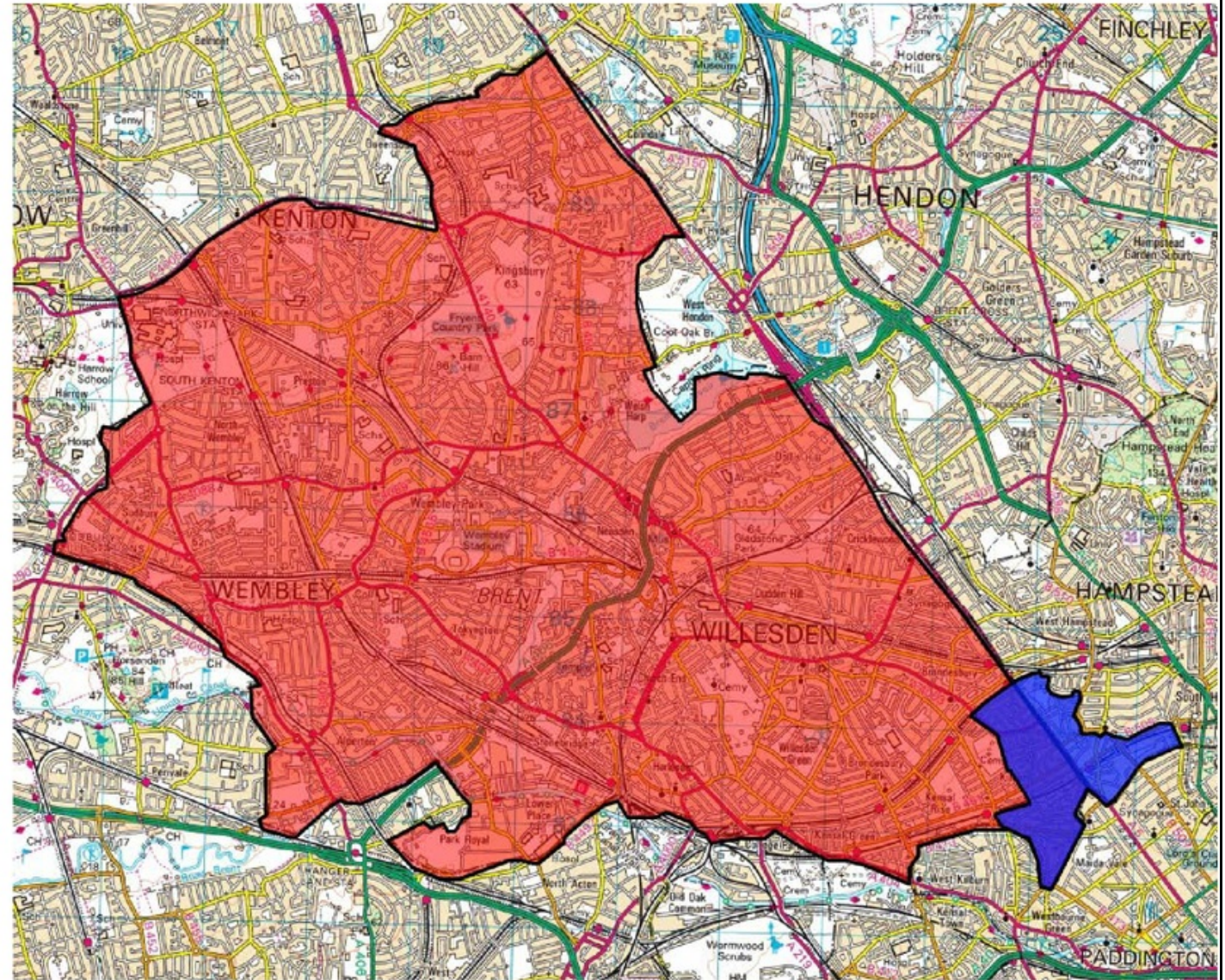
- ❖ Retail
- ❖ Economic Growth
- ❖ Accessibility and Attractiveness
- ❖ Community Based
- ❖ Housing



The main aim of this report and assessment is to focus on the uses of the High Road in terms of its composition both at street level and the space above, alongside the use of the Road as a whole.

Identifying key uses and seeking to determine alterations and improvements that will increase the vitality of the area whilst maintaining its character and distinctiveness.

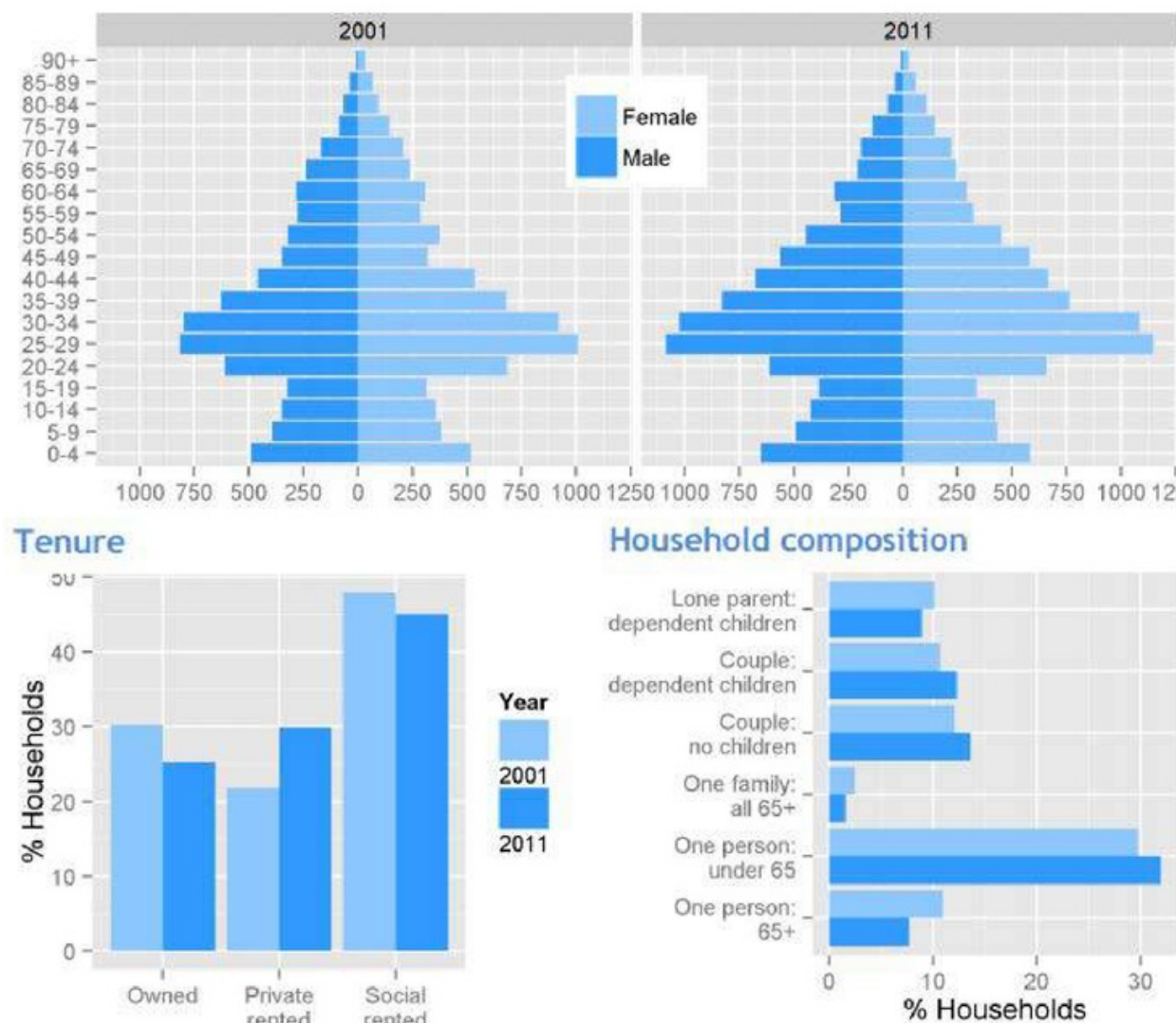
The map opposite shows Kilburn Ward (in blue) within the wider context of Brent Councils area (in red).



1.2 Kilburn Composition

The composition of Kilburn using the 2011 Census data is as follows (Brent Council, 2012):

- ❖ The population has grown by a fifth since the 2001 census, from 14,165 to 16,989;
- ❖ Mainly single person households;
- ❖ The main percentage of the households within the area are socially rented;
- ❖ The majority of households are without a car or van;
- ❖ Most households are within 'good health'; and
- ❖ The majority of residents are in full-time employment.



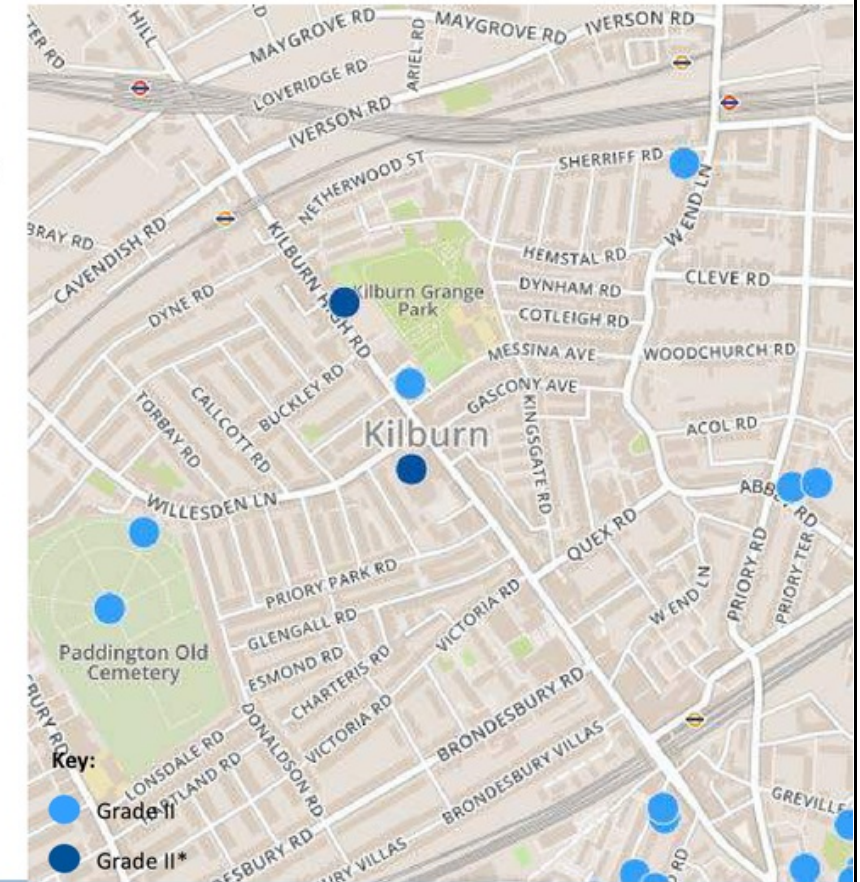
(Brent Council, 2012)

1.3 Area Constraints

Kilburn as an area, specifically Kilburn High Road offers a wide range of resources to not only its residents but also visitors and tourists alike. This includes a library, eateries, pubs and a broad selection of shops ranging from the branded stores to the independent retailers.

However, as with all areas there are a number of constraints associated with the locale and area as a whole, which include:

- ❖ **The A5** – The A5 is a main arterial road running through the core of the area. Being such a pivotal component of the road network, diverting and closure are not viable options. Therefore alterations are required that will ensure flow of traffic and the safety of pedestrians etc.
- ❖ **Space** – Space is a premium, particularly within the London area, innovative design and suggestions will be paramount to maximise the sense of space.
- ❖ **Heritage Assets** – There are a number of heritage assets within Kilburn and also on the High Road, as shown on the map opposite.
- ❖ **Resource** – As with everything resource is finite, sustainable development will be key in enhancing growth and development that will in turn feedback into the area.





2.Planning Policy

2. Planning Policy

Kilburn High Road is situated on the boundary of two Councils: Brent and Camden. Brent Borough Council as discussed is the focus of this project, this section will begin with an analysis of Brent's planning policy and its implications, followed by a brief overview of Camden's planning policy and its differences, and Kilburn's neighbourhood plan status.

2.1 Brent Council

The Core Policy (CP) within the Brent Local Plan present threats and opportunities for Kilburn, these are summarised in the table overleaf.

The majority of retail, employment and town centre function growth will be allocated to the new major centre 'Wembley' under CPs 1, 2 and 16, the area is also prioritised for public transport improvements under CP 14. This presents a threat to the viability and vitality of the Borough's other major centre, 'Kilburn High Street'.

Wembley's catchment area could penetrate Kilburn's catchment, this is likely to be exacerbated by improvements to public infrastructure linking Wembley to strategic sites. This could also draw potential occupiers away from the vacant units within the high street.

CP2 promotes the development of 1,000 homes in South Kilburn, within walking distance of the High Street, this is likely to have a positive impact on the centre's viability, potentially increasing footfall and demand for jobs and services. CPs 2, 6, 16 and 20 promote regeneration opportunities for residential and employment development within town centres.

The CP establishes a vision of mixed-use town centres, where regeneration fills the unviable vacant sites with new uses.

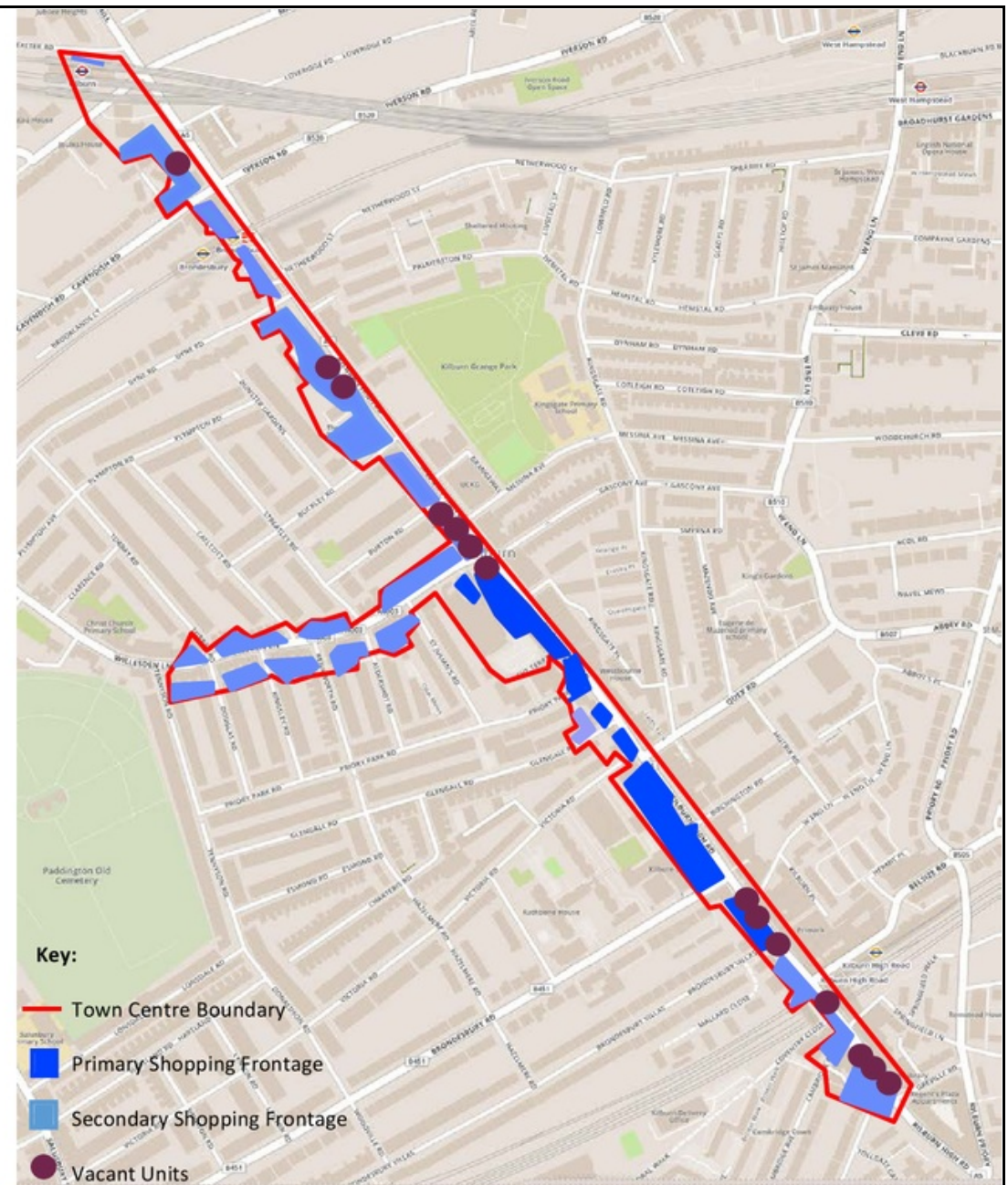
Policy Ref	Policy Details
CP 1	<p>SPATIAL DEVELOPMENT STRATEGY</p> <p>Wembley will deliver the majority of the Borough's development and employment growth, will contain most of the Borough's new retail growth and office development, and will become the primary location for new hotels enabling associated uses such as conferencing. Wembley will become a cultural focal point as the borough's main area for tourism, being the location for large scale visitor attractions. Wembley will be the preferred destination for town centre uses and other uses as illustrated above.</p>
CP 2	<p>POPULATION AND HOUSING GROWTH</p> <p>The provision of at least 22,000 additional homes will be delivered between 2007 and 2026. The borough will aim to achieve the London Plan target that 50% of new homes should be affordable. Over 85% of the new homes will be delivered in the growth areas. One of the growth areas allocated within the local plan is South Kilburn with a target of 1,000 minimum (2017-2026). The council will promote additional housing as part of mixed use development in town centres where public transport access is good. These will come forward in individual site developments.</p>
CP 6	<p>DESIGN AND DENSITY IN PLACE SHAPING</p> <p>Proper regard shall be made to the London Plan density Policy 3A.3 which supports higher densities in areas of good public transport accessibility.</p>
CP 14	<p>PUBLIC TRANSPORT IMPROVEMENTS</p> <p>The council will promote improvements to orbital public transport routes which link the strategic centres in North West London and the Growth Areas, making use of contributions from development where appropriate. Improved links from Wembley towards Brent Cross and Ealing (via Park Royal) will be sought. Improvements in the distribution of buses through the Wembley area will be a priority.</p>
CP 16	<p>TOWN CENTRES AND THE SEQUENTIAL APPROACH TO DEVELOPMENT</p> <p>In identifying potential sites, and in considering proposals for major new retail and other town centre uses in Brent, the following sequential order of centres will be applied:</p> <ul style="list-style-type: none"> • Major Town Centres (Wembley and Kilburn) • District Centres • Local Centres • Neighbourhood Centres • Out-of-centre locations <p>The Council will promote Wembley as the preferred destination for major new retail, leisure and other town centre development.</p> <p>Outside of Wembley, the council will continue to support proposals that maintain the position of the centres in the retail hierarchy. Town centre opportunity sites will be identified within, or on the edge of, some existing town centres in Brent. These opportunity sites are likely to be outmoded premises or sites currently under utilised with redevelopment potential to help meet Brent's future retail needs. Regeneration of these opportunity sites will be sought with the aim of revitalising the vitality and viability of the centres where they are located.</p>
CP 20	<p>STRATEGIC INDUSTRIAL LOCATIONS AND LOCALLY SIGNIFICANT INDUSTRIAL SITES</p> <p>Purpose-built offices are promoted in town centres and the Wembley Regeneration Area and are acceptable otherwise where proposals fulfil the requirements of the sequential approach.</p>
Brent Local Plan Core Policies, Brent Borough Council (2017a)	
10	

The Development Management Policy (DMP) within the Brent Local Plan seek to guide developments within Kilburn High Road to bring that vision to reality, these are summarised in the table found with this document.

DMPs 2 and 3 look to encourage a mixture of uses within the High Street and prevent a single use from dominating. DMP 3 appears to have prevented the continued expansion of betting and pay day loan uses into vacant uses.

DMP 14 also looks to promote a mixed-use town centre environment with employment and residential uses. However, these policies are not performing as anticipated as the area assessment completed illustrates; the percentages of use classes match DMP 2, 54.17% of the entire High Street is A1 class for example, but the predominant use within this class is health/beauty salons and centres, which occupies 12% of the total units.

Here, it could be suggested, that the High Street is not a good mixed use environment. There has also been a consistent level of units vacant (9%) for an extended period of time, 11 out of 14 located within the secondary frontage, as shown, uses are simply not being attracted to these units despite relevant policy in place.



DMP 14 has resulted in a strong night time economy in the North end of the High Street.

DMPs 4a and 7 have been successful in retaining heritage assets, the Empire State building for example is in use as a Place of Worship and community space. However, the condition of these buildings have fallen into a state of disrepair and are in need of rejuvenation.

DMP 5 has been successful in the promotion of markets, there is a central market place, and all pavement space large enough is occupied by them.

The DMP's appear to have been largely successful in their primary aims, but had unintended effects on the overall High Street composition.



Policy ref	Policy Details
DMP 2	<p>SUPPORTING STRONG CENTRES DIVERSITY OF USES</p> <p>Non-A1 or A2 uses will be permitted within town centres where:</p> <ul style="list-style-type: none"> a) it would not reduce the proportion of frontage in A1 and A2 use to less than 65% of the primary frontage; b) if vacancy rates exceed 10% of primary frontage it would not reduce the proportion of frontage in A1 and A2 use to less than 50%; c) the proposal provides, or maintains, an active frontage. <p>Unviable secondary frontage on the periphery of town centres will be acceptable for residential development.</p> <p>Vacant sites/units may be occupied by temporary uses that will benefit a town centre's viability and vitality will be permitted.</p>
DMP 3	<p>NON-RETAIL USES</p> <p>BETTING SHOPS, ADULT GAMING CENTRES AND PAWNBROKERS</p> <p>Betting shops, adult gaming centres and pawnbrokers will be permitted where it will result in:</p> <ul style="list-style-type: none"> a) no more than 4% of the town centre frontage consisting of betting shops; b) no more than 3% of the town centre frontage consisting of adult gaming centres or pawnbrokers/payday loan shops; c) no more than 1 unit or 10% of the neighbourhood parade frontage, whichever is the greater, consisting of betting shops, adult gaming centres or pawnbrokers/payday loan shops; d) a minimum of 4 units in an alternative use in-between each. <p>TAKEAWAYS</p> <p>Subject to other policies within the development plan, takeaways will be approved except where it would result in:</p> <ul style="list-style-type: none"> a) An A5 use within 400 metres of a secondary school or further education establishment entrance/ exit point; b) more than 6% of the units within a town centre frontage in A5 uses; c) more than 1 unit or 15% of the units within a neighbourhood parade, whichever is the greater, in A5 use; d) less than two non-A5 units between takeaways; or e) on-street parking in front of the premises creating highway safety problems. <p>SHISHA CAFÉS</p> <p>Shisha Cafés will only be permitted outside 400 metres of a secondary school or further education establishment entrance/exit point.</p>
DMP 4a	<p>SHOP FRONT DESIGN AND FORECOURT TRADING</p> <p>Proposals for shop fronts and forecourts will be required to retain shop fronts of architectural or historic merit, demonstrate a high quality of design, complementing the building and adjoining properties.</p>
DMP 5	<p>MARKETS AND CARBOOT SALES</p> <p>The Council will protect and promote markets by:</p> <ul style="list-style-type: none"> a) resisting the permanent loss of existing retail market sites unless comparable provision is made or there is no demand for continued market use; b) supporting the improvement of existing retail markets, including storage and preparation space for traders to meet public health requirements; and c) giving favourable consideration to proposals for new markets in town centres which help diversify provision.
Brent Local Plan Development Management Policy, Brent Borough Council (2017a)	
13	

Policy ref	Policy Details
DMP 6	<p>VISITOR ACCOMMODATION AND ATTRACTIONS</p> <p>Visitor accommodation and attractions will be encouraged in Wembley Strategic Cultural Area and in town centres in accordance with the sequential approach, and permitted when not compromising the supply of land for new homes on allocated housing sites and the Council's ability to meet its housing targets.</p>
DMP 7	<p>BRENT'S HERITAGE ASSETS</p> <p>Preserving and/or enhancing the heritage assets within the Borough.</p>
DMP 14	<p>EMPLOYMENT SITES</p> <p>Encourages appropriate mixed-use environments and local employment generation. Work-Live units and managed affordable workshop spaces are promoted.</p>
DM 21	<p>PUBLIC HOUSES</p> <p>The Council will support the loss of public houses only where:</p> <ul style="list-style-type: none"> a) its continued use as a pub or as an alternative community facility within the D1 use class is not economically viable as demonstrated by meeting the marketing requirements in paragraph 11.9; b) the proposed alternative use will not detrimentally affect the character and vitality of the area and will retain as much of the building's defining external fabric and appearance as a pub as possible; c) the proposal does not constitute the loss of a service of particular value to the local community; and d) if registered as an Asset of Community Value the premises can be shown to have been offered for sale to local community groups and no credible offer has been received from such a group at a price that is reflective of the condition of the building and its future use as a public house. The Council will treat registration as an Asset of Community Value as a material planning consideration.

2.2 Camden Council

Camden's Planning Policy appears to take a different approach to Kilburn High Road. Firstly, Kilburn is not considered to be a major centre, rather 'low-end and budget retail serving local people' (Camden Council, 2017). Secondly, they do not operate on percentages of use classes like Brent Borough Council, instead they have a three-zone approach:

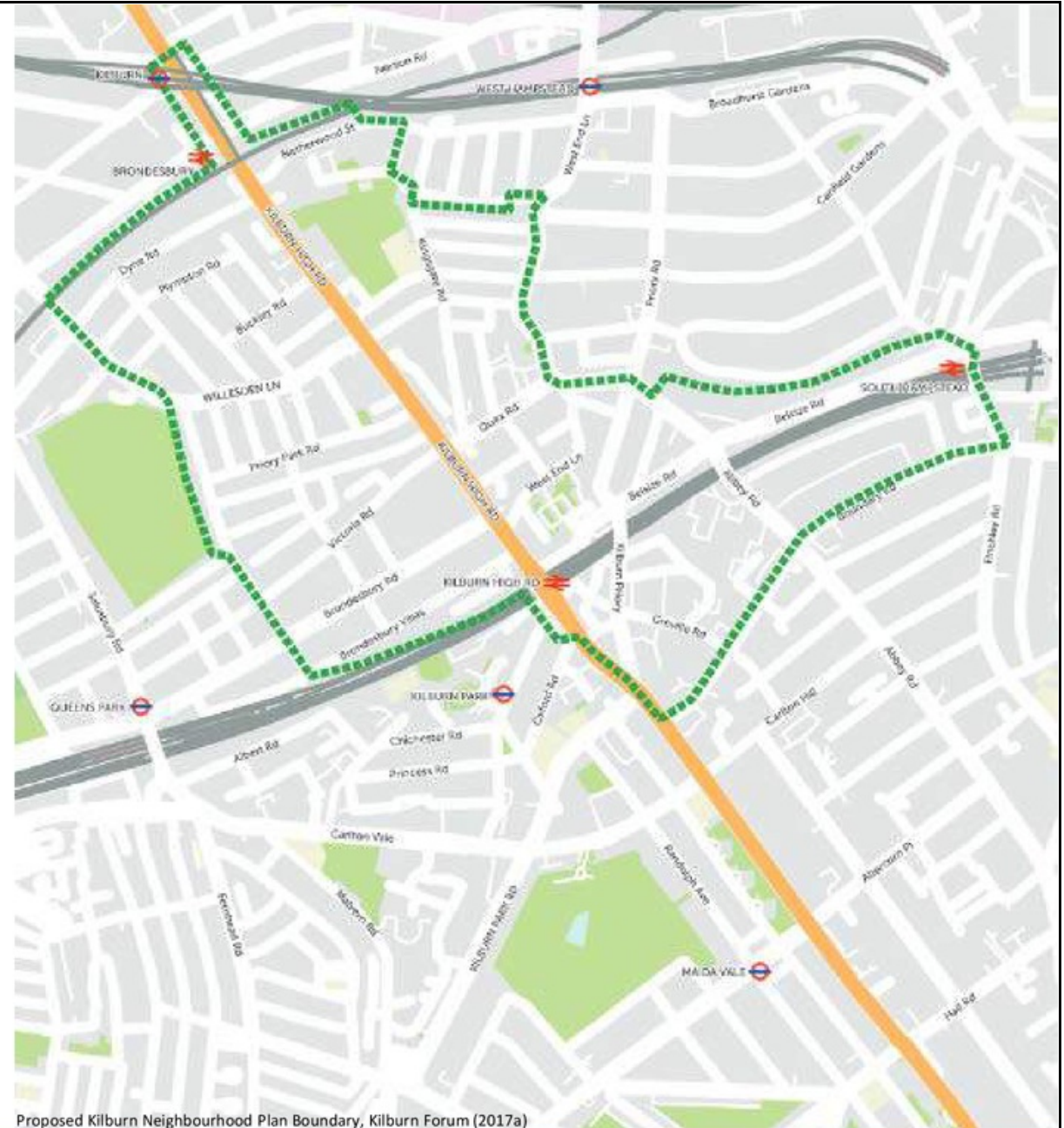
- 1) Core retail section;
- 2) Mixed-use cultural zone to the North; and
- 3) Mixed-use zone to the south end (Ibid).

They have specifically named Kilburn as a highly accessible location they want to promote new business and (affordable) housing development.

Finally, unit size, merging and subdivision effects on vitality and viability are covered.

2.3 Kilburn Neighbourhood Plan

A neighbourhood plan is in development for an area centred around Kilburn High Road, spanning across both Brent and Camden Council areas, as shown. The Neighbourhood Plan, once completed, will present an opportunity for bridging the gap between Brent and Camden Planning Policy, which can only be seen as beneficial to the development of the area as a whole.





3. Area Assessment

3. Area Assessment

3.1 Health Check Methodology

2017 Data: Using the 'Kilburn Town Centre's Health Check' (Brent Borough Council, 2017) as a starting point, we adapted the categories of use from the 'Retail Composition' table to perform an analysis of the High Road. This analysis focussed on the ground floor buildings situated on the western side of the road, opposed to the eastern side which is covered within Camden Council's responsibilities.

The data was obtained (see Appendix) via walking along the High Road, counting the number of units and taking note of the type of business in each one. It was also noted if the unit was vacant. As mentioned once this data was collated, it was then put into a table and coded against one of the use types from the 'Retail Composition' categories within 'Kilburn Town Centre Health Check' (Ibid) and then finally coded against a planning specific 'Use Class'; i.e. 'A1', 'A2' etc.



The most occurrent business use types were then mapped to show a geographical representation of the businesses on the High Road, the same was also completed for any vacant units.

As a secondary point of analysis the data obtained in this process has been compared with the data collated in 2013. The method for the is outlined below.

3.1.1 Comparative Analysis

Using the data provided from 'Kilburn Town Centre Health Check' (Brent Borough Council, 2017), we filtered and collated the raw 2013 information to specifically show the results of building usage along the High Road.

Although there is an existing 'Retail Composition' analysis that shows the different categories of types of use, this table relates to the whole of Kilburn Town Centre, and are not specific to the High Road in which our survey has focussed on.

Using the raw data gathered from the existing 2013 analysis, we could code the Kilburn High Road data against the categories already set out in the 'Retail Composition' analysis of the 'Kilburn Town Centre Health Check' (Ibid), to produce a 'Retail composition' specific to the High Road and give us a point of comparison to the data we collated from our survey.

3.2 High Street Boundary

As shown in the plan opposite, the current boundary identifying the High Street (Town Centre) for Kilburn High Road is largely linear. Encompassing part of Willesden Lane.

The boundary encompasses a large area and its questionable whether this should be reduced to be a more focussed core area.



3.3 Kilburn High Road Composition

3.3.1 Analysis

The analysis revealed a total of 158 units on the ground floor of the High Road, 144 of which are currently occupied and 14 vacant. Of these 144 units, it was found that they could be coded against 27 different categories taken from ‘Kilburn Town Centre’s Health Check’ (Ibid), including an ‘other’ category which covers any business that had not been accounted for in the original categories.

Use of Occupied Units - Comparison	2013	2017
Bakers	1	1
Greengrocers & Fishmongers	8	5
Supermarkets & Foodstores/Grocers	7	9
Off-licenses	3	5
Confection/Tobacco/Newsagent	4	3
Footwear/Repair	1	1
Clothes	8	6
Furniture, Furnishing, Carpets	2	2
Books/Stationary/Copy Bureaux	1	3
Electrical Goods	5	7
Home Improvements	1	1
China, Glass Leather & Gifts	1	1
Motor & Cycle	1	2
Chemist, Opticians, Photographic/Film Processing	7	6
Department/Variety/Catalogue	1	2
Restaurants & Café	21	20
Takeaways & Fast-Food	12	13
Banks/Financial Services	14	8
Solicitors/Recruitment/Employment Agencies	1	2
Estate Agents	3	2
Betting and Gambling	8	7
Pubs/Bars/Clubs & Entertainment	8	7
Hair/Beauty, Salons, Health Centres	13	17
Laundries/Drycleaners	4	2
Internet Café	3	1
Jewellers	1	1
Butchers & Poulterers	1	0
Toys, Games & Sports	1	0
Other (e.g. Charity, Video)	8	10
Total	149	144

	Vacant Units	Occupied Units	Total Units
2013	4	149	153
	3%	97%	100%
	Vacant Units	Occupied Units	Total Units
2017	14	144	158
	9%	91%	100%

3.3.2 Most Prominent Use Types

The geographical analysis doesn't highlight any stand out trends, but what is notable is the vast number of similar businesses operating in close proximity to one another. It is also interesting to note a sizeable gap where none of these businesses exist between Quex Road and Brondesbury Road, a substantial area that is considered primary frontage.

This can likely be explained by the fact that many of these occupants are independent businesses and prices to occupy primary frontage is likely more expensive.

Of the 27 devised categories, there were 3 prominent ones that accounted for 35% of the High Road's business use composition on the western side of the street. They were:

- ❖ Takeaways & Fast-Food – 13 units;
- ❖ Hair/Beauty, Salons, Health Centres – 17 units; and
- ❖ Restaurants & Café's – 20 units.

Meaning there are 33 units alone providing catering services. This number doesn't take into account, the bakeries, greengrocers & fishmongers, supermarkets & food stores, off licenses and confectionary/tobacco/newsagents stores that also would serve or sell food and drink, totalling another 23 units, rising to 30 units if the Pubs/bars/clubs & Entertainment categories are included.

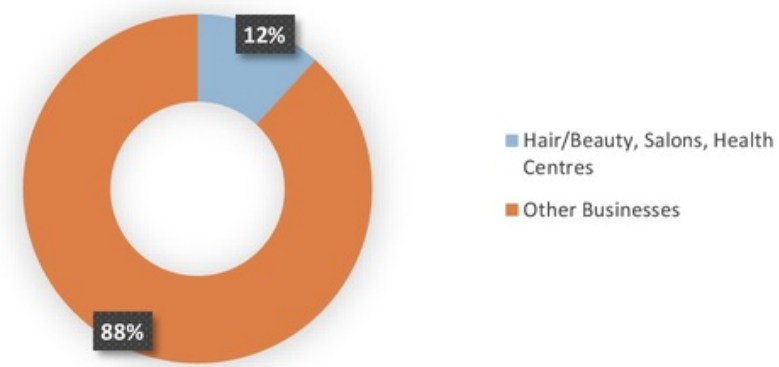
On a holistic scale the data presented by the data is particularly interesting when you consider this analysis is solely looking at the results gathered from the western side of the High Road, potentially showing that the High Road is becoming saturated.

Whilst a high number of businesses could be considered healthy in terms of keeping a competitive High Street, these results could suggest that there are too many businesses offering the same services.

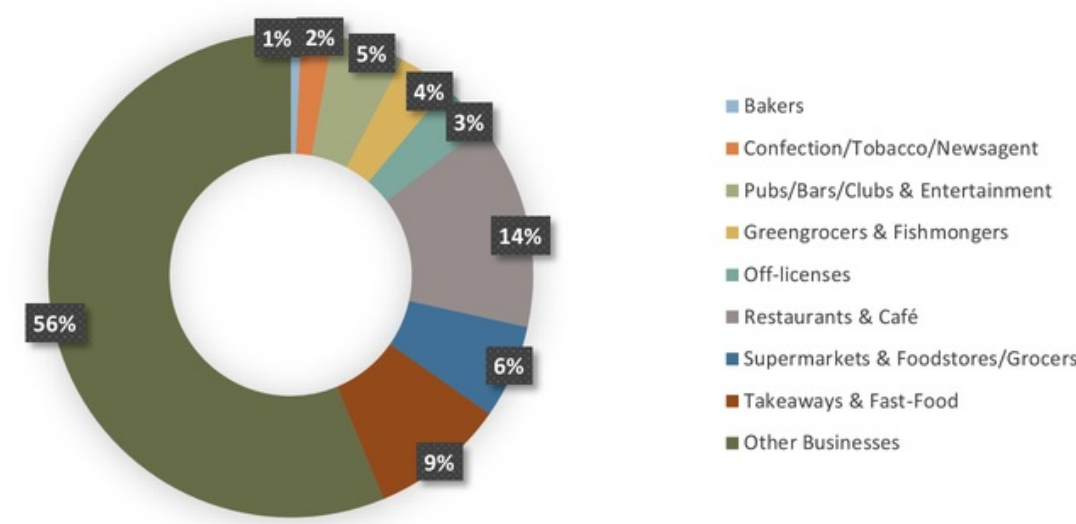
It is also noted that whilst there is lack of diversity in terms of services offered on the High Road, there is also a high number of betting establishments, which could be a sign of deprivation (Stop the FOTBS, 2017) and suggests that the area is in need of rejuvenation.

Therefore, it is important that any suggested interventions, particularly from a policy stand point to improve the area would need to allow for a more diverse High Street with a variance of retailers.

Hair & Beauty, Salons, Health Centres

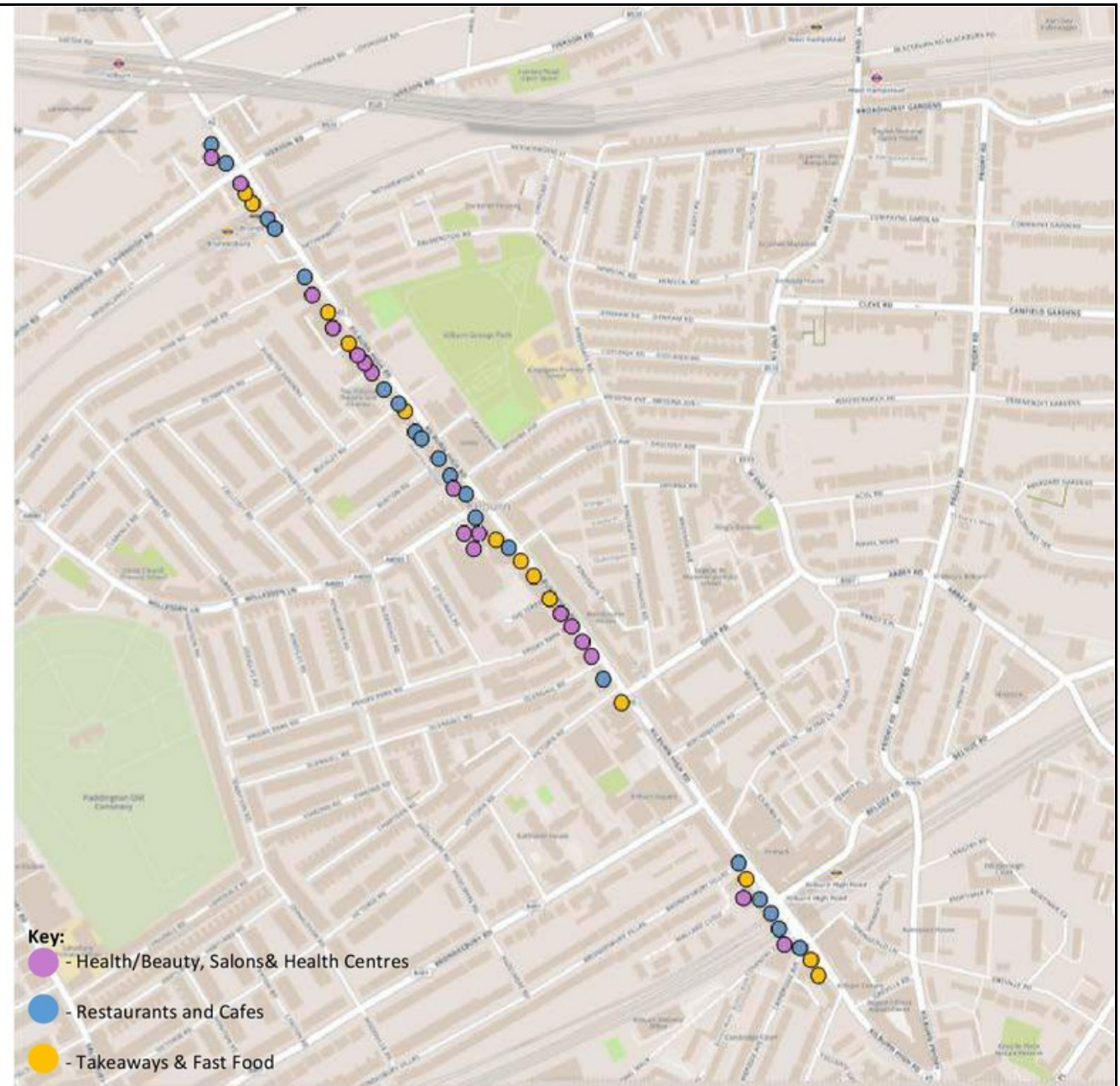


Serve or Sell Food and; or Drink

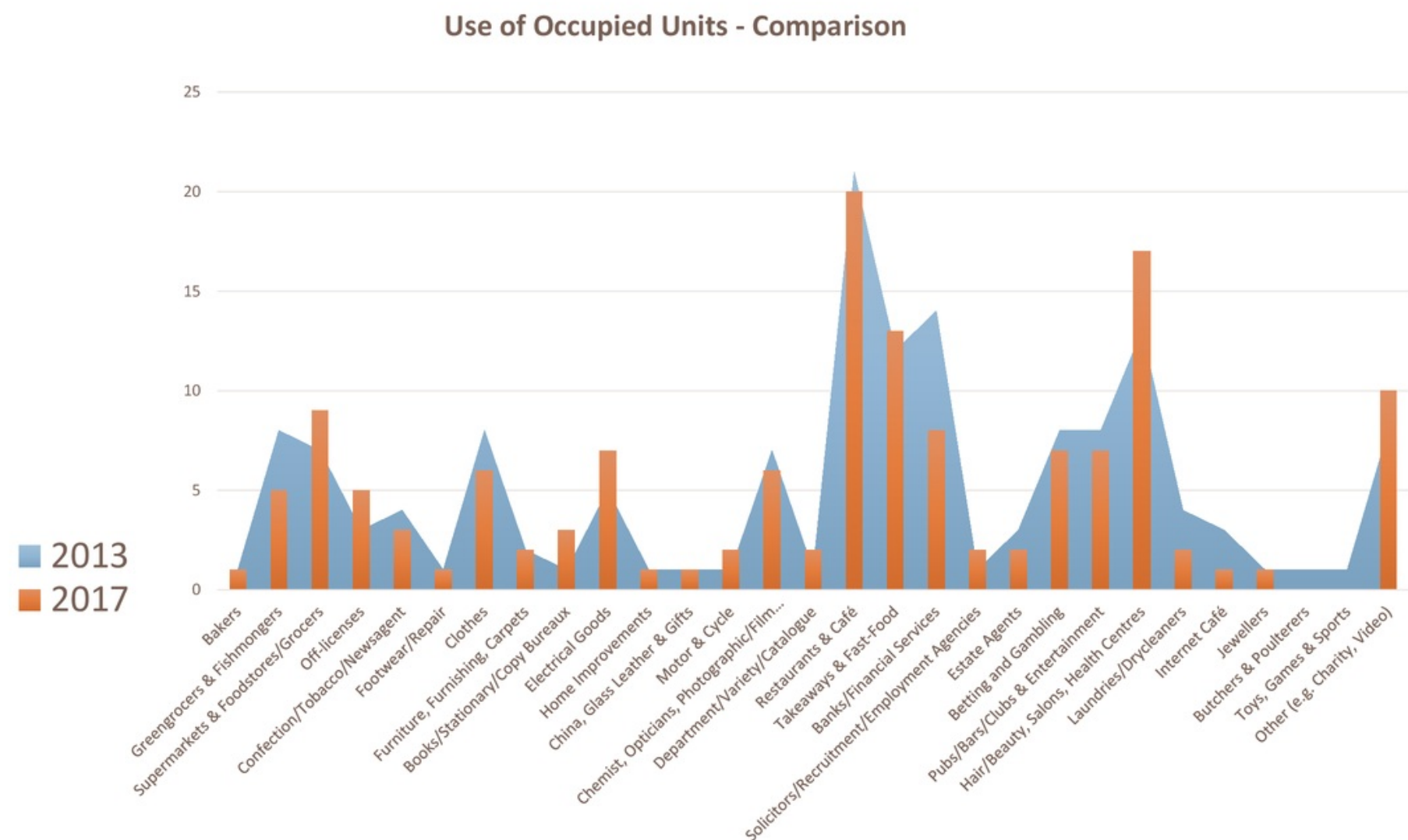


As can be seen from the map, there is a larger proportion of the three top categories of use types within the Northern part of Kilburn High Road.

Health/beauty/salons and health centres combined with restaurants, cafes and takeaways including fast food outlets make up 50 of the total 144 occupied units on the Road, equating to 35%.



3.3.3 Comparative Analysis – Use Category



The analysis and graph overleaf shows that the make-up of the High Road is still relatively similar and that there hasn't been a dramatic change in types of services offered and where there has been a shift it has been relatively isolated or perhaps could be explained by an anomaly. One of the more notable changes is the increase in Hair & Beauty, Salons and Health Centres. As the initial analysis showed, that these types of businesses are a dominant feature of the High Road, however this data suggests that despite their initial large number on the High Road in 2013 they have been allowed to grow to a saturation point. The other most notable comparison was the drop in financial services on the High Road, but the reasons for this are unclear.

Potential anomalies in the findings:

The coding of the 2013 data collated by Brent Borough Council, revealed a total of 153 units along the High Road, compared to the 158 accounted for in our survey. This could be for several reasons; perhaps where a business may have occupied 2 units and is now 2 separate businesses or; there may well have been a mistake whilst collating the data. Other anomalies may also have occurred categorising the unit type both through our survey and the data collated by Brent. The process of judging the types of business is a subjective task.

For example, where the primary use is not clear whilst conducting the analysis, our survey may have judged a business to be a takeaway or fast food outlet whilst Brent's survey may have judged the business as a restaurant, which could cause a discrepancy in numbers. However, early indications between the two data suggests that few of these scenarios arose. Despite these potential anomalies, the methodology tried to remain as consistent as possible within the constraints of being able to obtain the data. The data produced from these surveys are considered reliable enough for solid comparative analysis to take place.

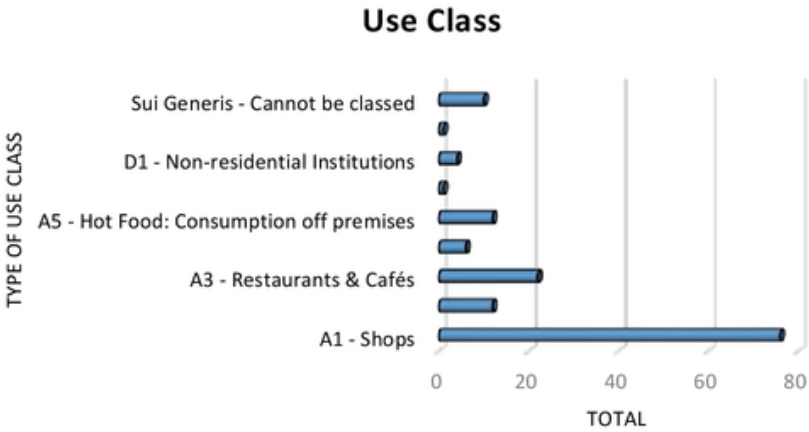
3.3.4 Use Class

After each unit was coded into the 27 devised categories, they were then allocated to a specific ‘Use Class’. The graph and table below details each use class studied on the High Road and how many of each can be found.

Over 50% of the units that can be found on the western side of the High Road are classed as A1, which covers businesses such as; shops, retail warehouses, hair salons, post-offices and cold-food consumption & convenience stores.

Referring back to the use type categories data, we have established that most of these stores will either be hair salons or be related to selling food and convenience goods. The next two most prominent use classes are A3; Restaurants & Cafés – 15.28% and A5; Hot Food Takeaways – 8.33%. Both use types relate to providing food and drink services. This analysis yet again further shows the lack of diverse business along the Brent Council side of the High Road.

Use Class	Totals	Percentage
A1 - Shops	76	52.78%
A2 - Financial and Professional Services	12	8.33%
A3 - Restaurants & Cafés	22	15.28%
A4 - Pubs, Wine-houses and other drinking establishments	6	4.17%
A5 - Hot Food: Consumption off premises	12	8.33%
C1 - Hotels & Boarding	1	0.69%
D1 - Non-residential Institutions	4	2.78%
D2 - Assembly & Leisure	1	0.69%
Sui Generis - Cannot be classed	10	6.94%
	144	100%

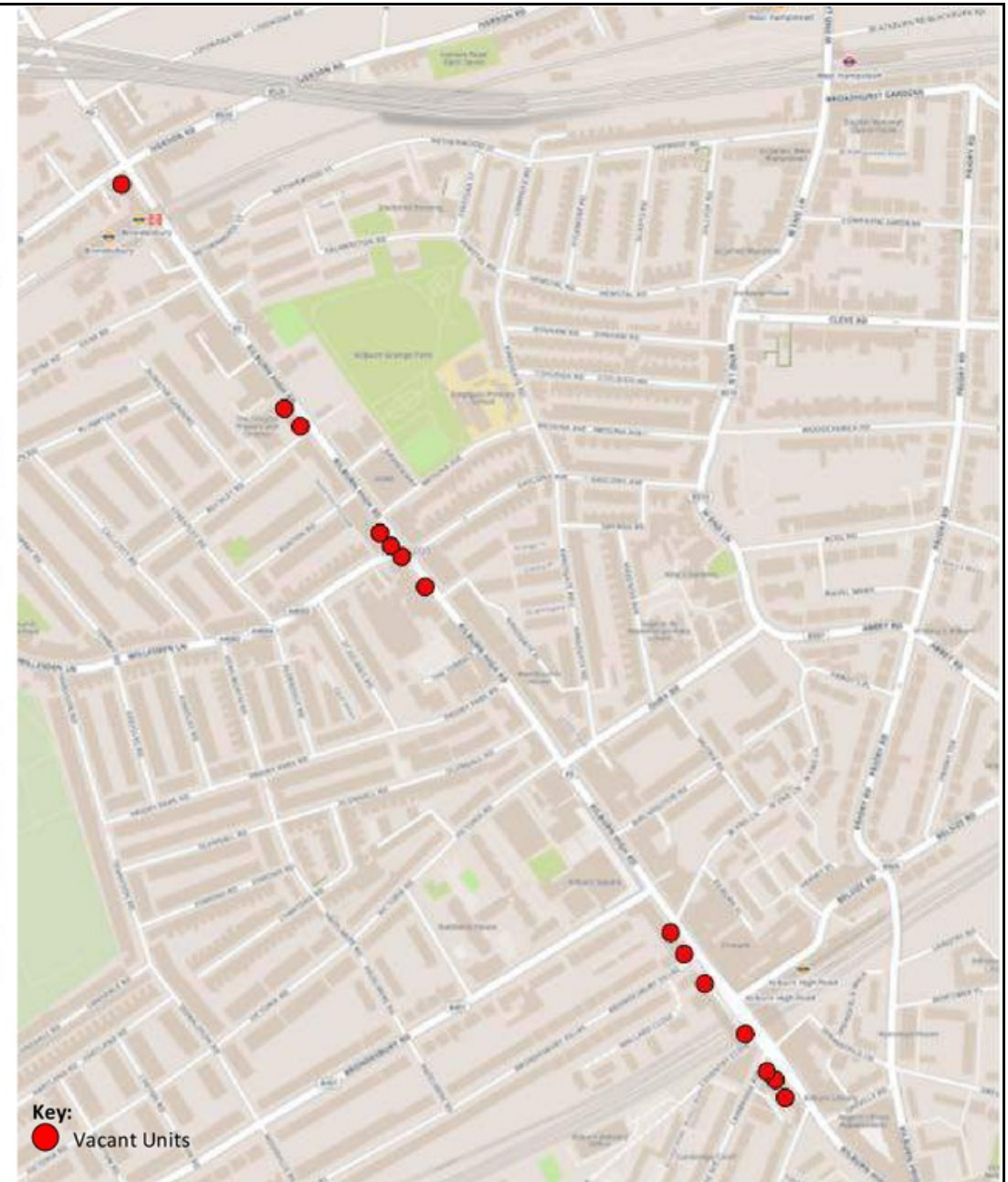


3.3.5 Vacant Units

The analysis of the High Road revealed 14 vacant units. By applying the method of geographical mapping, the results reveal that most of the vacant units can be found either towards the northern or the southern end of the High Road.

What is noticeable about the High Road is that most of the 'Big Name' retailers can be found in the middle portion. This would suggest that this middle section is the most attractive area to users of the high street, meaning the northern and southern portions are less desirable for business occupants.

However, it should be noted that most recognised branded retail stores on the High Road, would generally be considered lower end or budget shopping retailers. Further to the vacant units on the ground floors, there are a notable number of vacant spaces above, signalled by To-let signs. Many of these buildings look old and poor quality, further evidence of a need for rejuvenation or regeneration within the area.



Comparative analysis of vacant units:

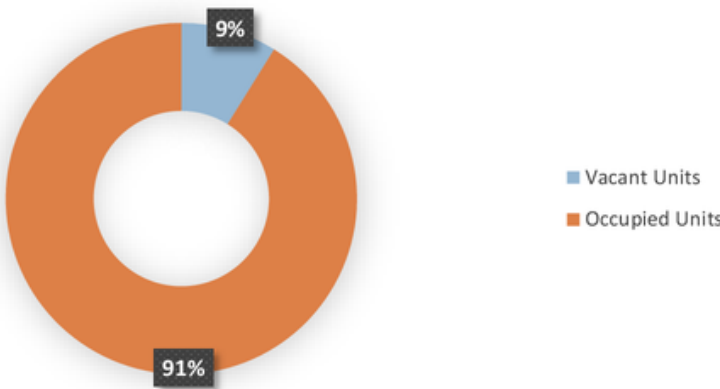
Perhaps the biggest revelation of this comparison is the increase in vacant units.

While the higher number of total units accounted for between the surveys may account for this to an extent and may capture a couple of anomalies; there is solid evidence of the down turn by looking at the number of occupied units;

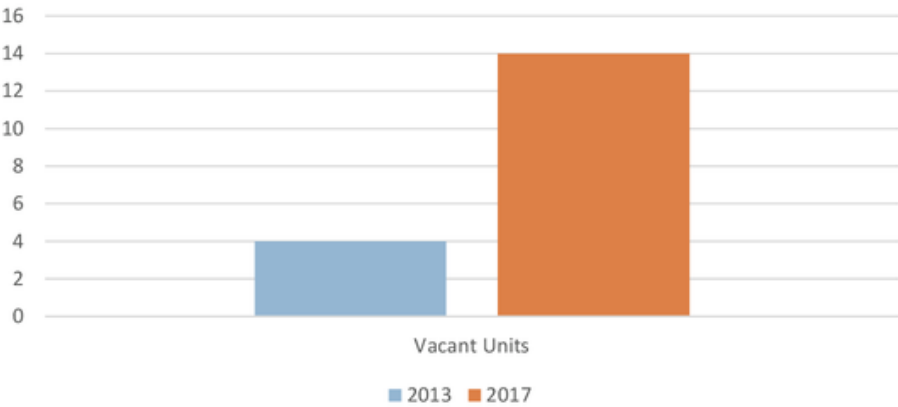
- ❖ 149/153 in 2013 and;
- ❖ 144/158 in 2017.

Despite more units being accounted for in 2017, there are 5 less occupied units than what the 2013 survey revealed. This further suggests there is a lack of interest for businesses to operate in the area and perhaps suggests intervention to rejuvenate the High Road is needed.

Occupied Units v's Vacant Units



Vacant Units



3.4 Traffic and Transport

Motor Vehicle Related Issues Kilburn High Road experiences high levels of motor vehicle usage, particularly as a thoroughfare, carrying 12,828 vehicles per day (Brent, 2013). This shows that there is a high potential for a significant portion of these people who are commuting that could use the area for office or retail purposes were developed.

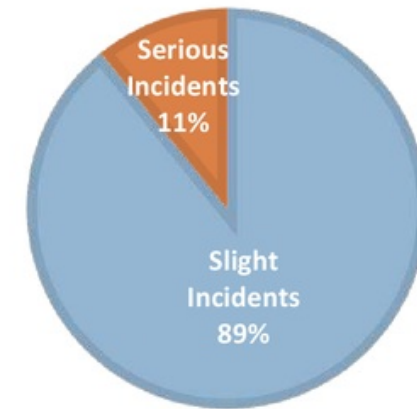
This high usage has evidently however been a contributing factor in the road experiencing a high number of collisions. At the time of the mentioned report 46 incidents had taken place between 2010-2013, of which:

- ❖ 41 were slight
- ❖ 5 were serious

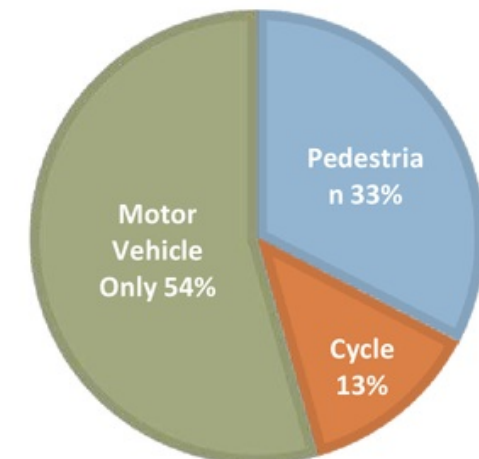
Of the incidents that took place the involved parties were:

- ❖ 15 pedestrian related
- ❖ 6 cycle accidents
- ❖ 25 motor vehicle only

MOTOR VEHICLE INCIDENTS



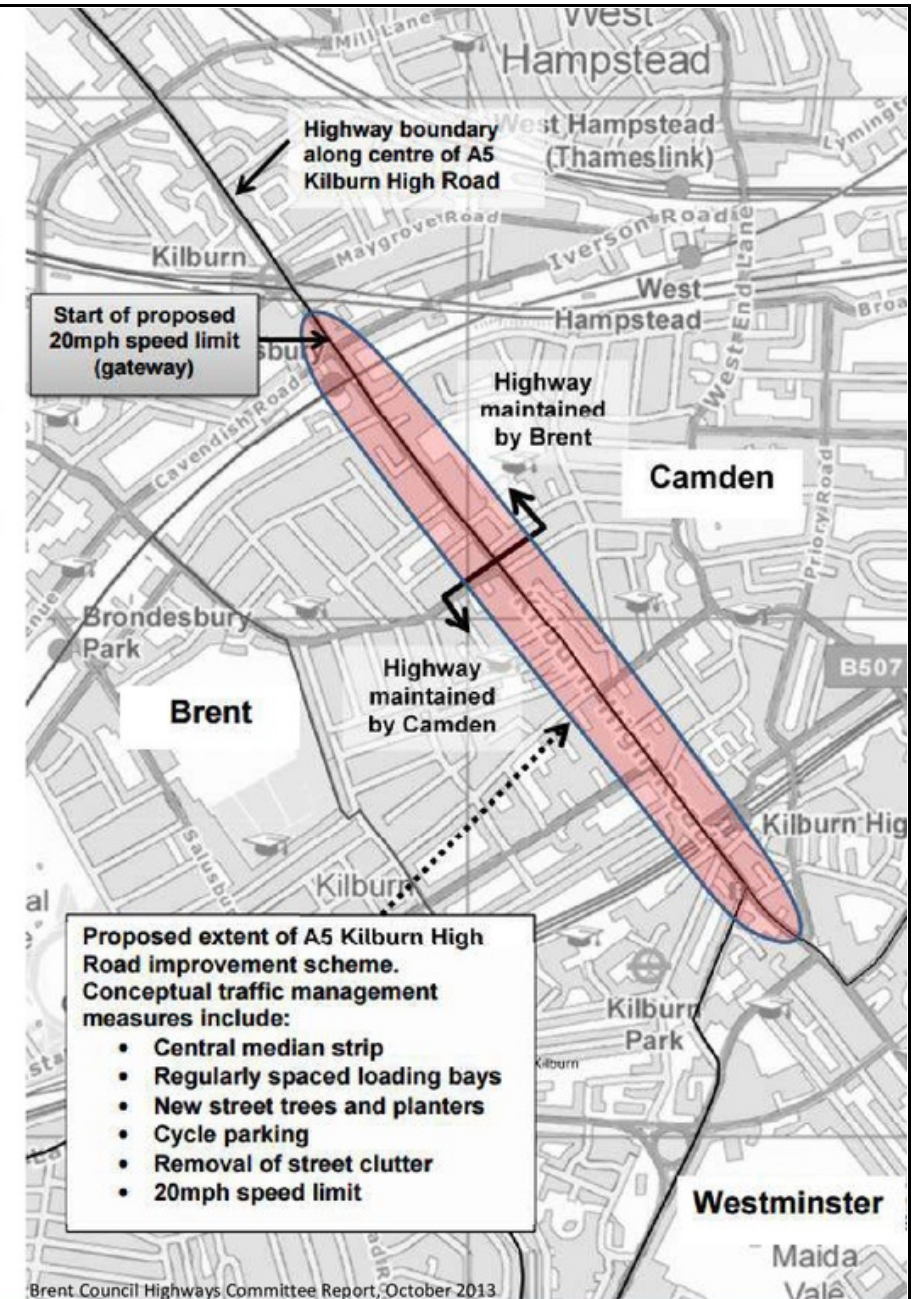
NATURE OF MOTOR VEHICLE INCIDENTS



The Road was estimated during this same period to have an average collision rate of 245 collisions/100m in motor vehicle KMs, which is 3.6 times the national average of 77 collisions/100m in motor vehicle KMs (Brent, 2013). This represents a major stumbling block in selling the road to organisations and users to make use of the area for office and retail space given these issues of road safety.

In 2013 it was proposed and approved for a new urban realm and safety scheme to be jointly developed and conceptually designed by Brent and Camden Councils. This included conceptual traffic management measures, as shown, with recommendations including (Brent, 2013):

- ❖ A central median strip
- ❖ Regularly Spaced loading bays
- ❖ New street trees and planters
- ❖ Cycle Parking
- ❖ Removal of street clutter
- ❖ 20mph speed limit



Brent Council Highways Committee Report, October 2013

Whilst these would address key issues, further observations were identified by both the residents and Council (Brent Council, 2017):

- ❖ The road is dominated by motor traffic which is intimidating and uninviting;
- ❖ It is a road safety hotspot; and
- ❖ Pavements are narrow and cluttered.

The suggestions made would address the road safety issues identified. In turn this would also make the road more aesthetically pleasing and functional for pedestrians and cyclists and thus make the area more visually appealing for investors to make use of the space. However, the combination of these suggestions is impractical on an A5 arterial road, particularly that of a central median strip, loading bays and street trees/planters given the high use but relatively little extra space that is available.

This is significant in considering the updated proposals by Camden and Brent Councils in 2017 (Brent Council, 2017) which are as follows:

- ❖ Widen the pavement;
- ❖ Traffic calming at key junctions;
- ❖ Better access at bus stops;
- ❖ Pavement upgrades; and
- ❖ Lighting up bridges at Loveridge Road.

Following a site visit conducted in February 2017 it was observed:

- ❖ the speed limit of the road has been reduced to 20mph;
- ❖ barriers erected along sections of the footpath; and
- ❖ introduction of countdowns at traffic lights have been implemented

These actions appear to have made a positive contribution to the overall safety of the road. Remaining consistent with the London Road Safety Action Plan (Transport for London, 2012), thus giving the area a stronger selling point in terms of accessibility to residents, investors and workers.



(Taylor and Taylor)

It was noted that the countdown periods at some crossings are short and therefore the elderly and disabled may struggle to cross in the allotted time.

Adding to the unpleasant experience described by the residents (Brent Council, 2017). Increasing these periods by a few seconds would enable the proposals to go further to address the issues previously identified whilst further reducing the overall dominance of the car and giving the road back to the users of the built facilities on it.

The road would also further benefit from measures such as:

- ❖ speed cameras; and
- ❖ raised platforms or speed bumps

Ensuring that the new speed limit is enforced which are warranted given the history of incidents along the road in recent years (Brent, 2013). Improving the reputation of the road particularly for pedestrian use as a work, home and shopping environment.



(Hibbert, 2015)

Other measures that could be deployed include:

- ❖ Widening the footpath;
- ❖ Increasing cycle provision;
- ❖ Improved pedestrian crossings; and
- ❖ Increase the use of public transport.

All of these positive actions would further encourage use of the road for retail purposes which is warranted given the figures demonstrated in the tables opposite. Detailing the high patronage (particularly at Poundland and for betting shop purposes) and footfall on Kilburn High Road (Extracted from PMRS, 2016). This would assist in retaining locals on the street by giving a more pleasant and safe experience to welcome communities to, which would in turn encourage positive economic growth in an area with strong retail use.

Combining all these methods, would further increase highway safety for both vehicular and pedestrian users and would in turn reduce the high turnover of residents and facilities found on the road. Thus, encouraging those who remain to stay within the High Road to use the facilities found therein given the overall improvement of the experience.

KILBURN HIGH ROAD
PATRONAGE HOURLY ANALYSIS - EXTRAPOLATED

Thursday 6th October 2016

Map Ref	Facility name	Use	10:00 - 11:00		11:00 - 12:00		12:00 - 13:00		13:00 - 14:00		14:00 - 15:00		15:00 - 16:00		16:00 - 17:00		Daily Total	
			ENTRY	EXIT	ENTRY	EXIT	ENTRY	EXIT	ENTRY	EXIT	ENTRY	EXIT	ENTRY	EXIT	ENTRY	EXIT	ENTRY	EXIT
1	Kilburn Foodstore	A1	4	8	0	8	20	8	10	12	10	12	8	8	8	12	76	68
2	Small and Beautiful	A1	0	8	4	8	16	8	12	18	10	14	0	12	8	8	88	88
3	Peggs and Patches	A1	20	32	72	48	48	68	64	56	80	68	64	84	28	24	388	352
4	Cash Converters	A1	8	8	16	12	12	20	16	17	12	16	8	20	4	4	136	112
5	Paradise Palace	A1	0	0	8	0	12	24	20	32	12	16	8	4	4	0	68	76
6	WLT Pawnbrokers	A1	4	0	4	16	24	16	12	4	16	16	28	20	24	16	112	88
7	Kilburn Eye Centre	A1	0	0	0	0	12	8	0	0	12	4	4	8	8	4	44	32
8	City Stars	S6	0	0	0	4	12	16	4	20	8	8	16	8	4	0	44	56
9	Home Solutions	A1	28	32	32	32	56	32	20	48	32	28	68	84	24	16	224	252
10	Nowwest Trading	A1	64	52	80	68	120	108	80	76	120	112	88	76	88	72	628	588
11	Palace Amusements	S6	4	16	8	4	12	4	8	12	10	16	16	20	8	12	72	84
12	Pound Land	A1	288	248	412	292	172	144	236	188	176	424	388	308	428	2,124	2,128	
13	William Hill	S6	40	28	36	32	48	60	80	56	68	68	44	28	36	44	320	308
14	William Hill	S6	16	12	14	28	56	44	52	44	16	88	68	32	28	48	252	244
A	Edwards Furniture	A1	0	0	0	0	12	12	4	12	20	16	12	16	4	8	52	64
B	New York City Clothing	A1	8	8	12	16	8	20	16	28	16	8	12	4	8	8	72	84
C	Kilburn Business Centre	A1	30	32	16	24	52	36	44	32	12	28	44	28	28	52	228	212
D	Travel Goods	A1	0	0	0	0	0	0	0	0	0	8	8	8	12	4	28	16
E	Waller's Hair	A1	4	0	8	8	12	4	16	8	4	12	8	4	0	4	48	40
F	Reddy Power	S6	20	16	12	48	64	80	88	17	56	48	56	44	44	12	296	212

KILBURN HIGH ROAD
FOOTFALL - EXTRAPOLATED DATA

Thursday 6th October 2016

Plan ref	Ref	Facility name	Use	10:00 - 11:00	11:00 - 12:00	12:00 - 13:00	13:00 - 14:00	14:00 - 15:00	15:00 - 16:00	16:00 - 17:00	Daily Total
1	1	Kilburn Foodstore	A1	672	576	832	760	832	648	832	4,908
2	2	Small and Beautiful	A1	596	528	848	664	652	700	1,264	4,744
4	3	Peggs and Patches	A1	412	828	788	936	724	1,072	352	5,112
4	4	Cash Converters	A1	412	828	788	936	724	1,072	352	5,112
7	5	Paradise Palace	A1	492	576	628	1,328	844	1,228	888	5,748
8	6	WLT Pawnbrokers	A1	512	648	848	936	656	1,016	1,016	5,696
8	7	Kilburn Eye Centre	A1	512	648	848	936	656	1,016	1,016	5,696
9	8	City Stars	S6	688	704	868	600	748	1,088	676	5,568
9	9	Home Solutions	A1	688	208	868	800	248	1,088	576	5,580
10	10	Nowwest Trading	A1	1,028	1,048	1,112	888	1,112	1,112	1,112	7,568
10	11	Palace Amusements	S6	1,028	1,048	4	868	1,112	1,112	1,112	6,340
10	12	Pound Land	A1	1,028	1,048	1,112	888	1,112	1,112	1,112	7,568
7	13	William Hill	S6	492	576	628	1,328	844	1,228	888	5,748
4	14	William Hill	S6	412	828	788	936	724	1,072	352	5,112
12	A	Edwards Furniture	A1	376	260	264	248	260	376	356	2,840
3	B	New York City Clothing	A1	548	320	560	440	568	448	568	3,868
13	C	Kilburn Business Centre	A1	376	260	264	248	260	376	332	2,844
6	D	Travel Goods	A1	316	336	460	588	396	516	608	3,240
13	E	Waller's Hair	A1	212	192	360	332	432	364	396	2,388
5	F	Reddy Power	S6	408	328	348	400	492	468	544	2,884

A simplified streetscape scheme is proposed akin to those implemented in the re-design of Kensington High Street, see opposite, and Exhibition Road (Carmona, 2015) to remove unnecessary signs and street furniture. Increasing the frequency and safety of crossings, widening and repaving the footpath, cycle parking and street trees where possible would be fundamental in this. This would also make public transport more accessible and appealing in a road that has three rail stations and a strong network of bus links, shown overleaf. Thus this would lower car dependency and use further, particularly for those already living within the street, making residential development and use more attractive (Department For Transport, 2013).

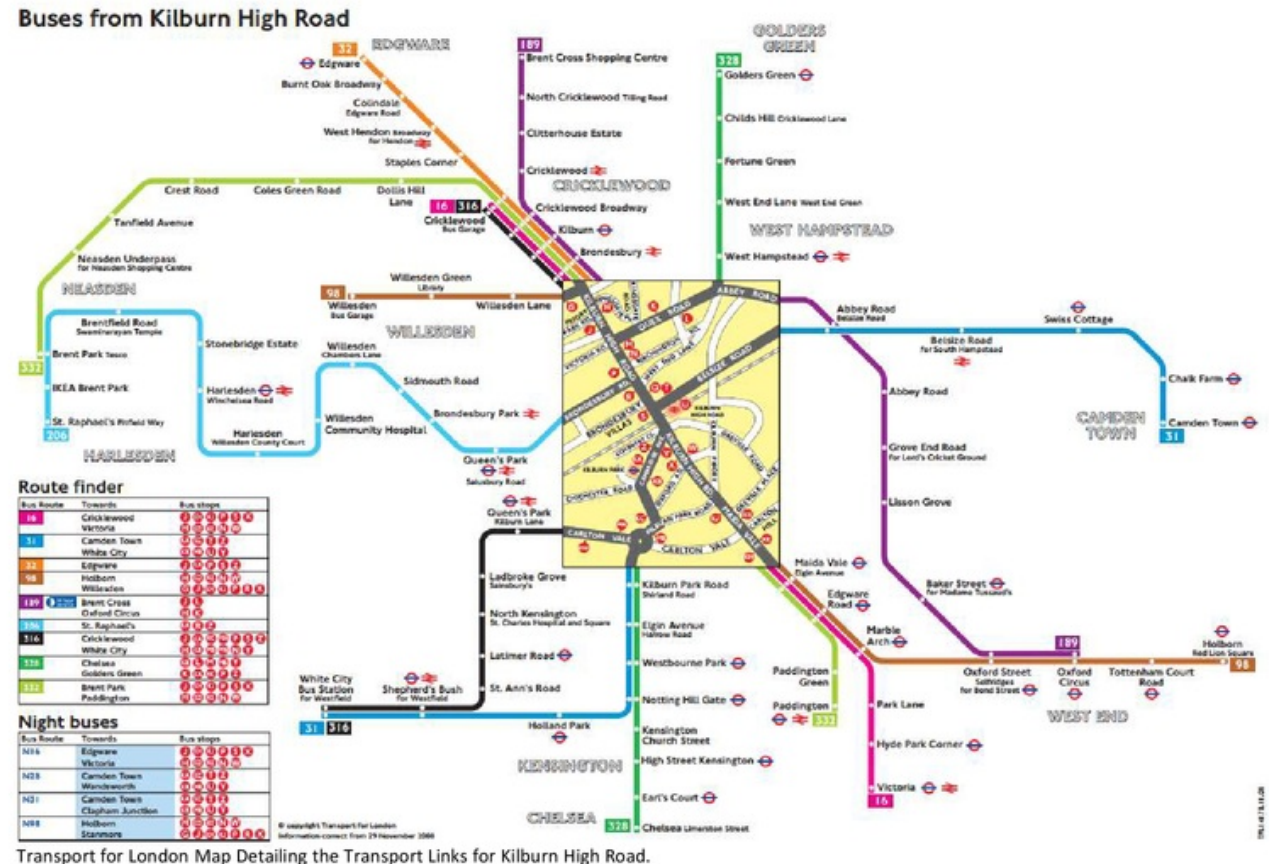
These simplified streetscape schemes have increased use and quality of the street by cyclists and pedestrians (7%-30% increases) and have reduced accident levels (Carmona, 2015). This is proposed for the full highlighted stretch of the Road to improve highway safety and would make the street more orientated around cyclists and pedestrians.

This would be consistent with the aims sets out in 'The Vision and Direction for London's Streets and Roads' in creating accessible, lively neighbourhoods, with functional roads, creating another strong selling point for investors and users (Road Task Force, 2013).



The following specific actions would build upon the plans displayed by Brent Council (Bren, 2017) in terms of both highway safety, and pedestrian and cycle usability and functionality. These actions would therefore in turn particularly attract further pedestrian, cycle and public transport use, and provide a more positive environment to attract investors and users to:

- ❖ Raised platforms and speed bumps
- ❖ Speed cameras
- ❖ Removal of street clutter
- ❖ Cycle parking provision
- ❖ Greater focus and direction to public transport
- ❖ Giving pedestrians, cyclists and users of public transport higher priority
- ❖ Identifying and broadcasting of key improvement selling points to investors and users



3.5 Points of Interest

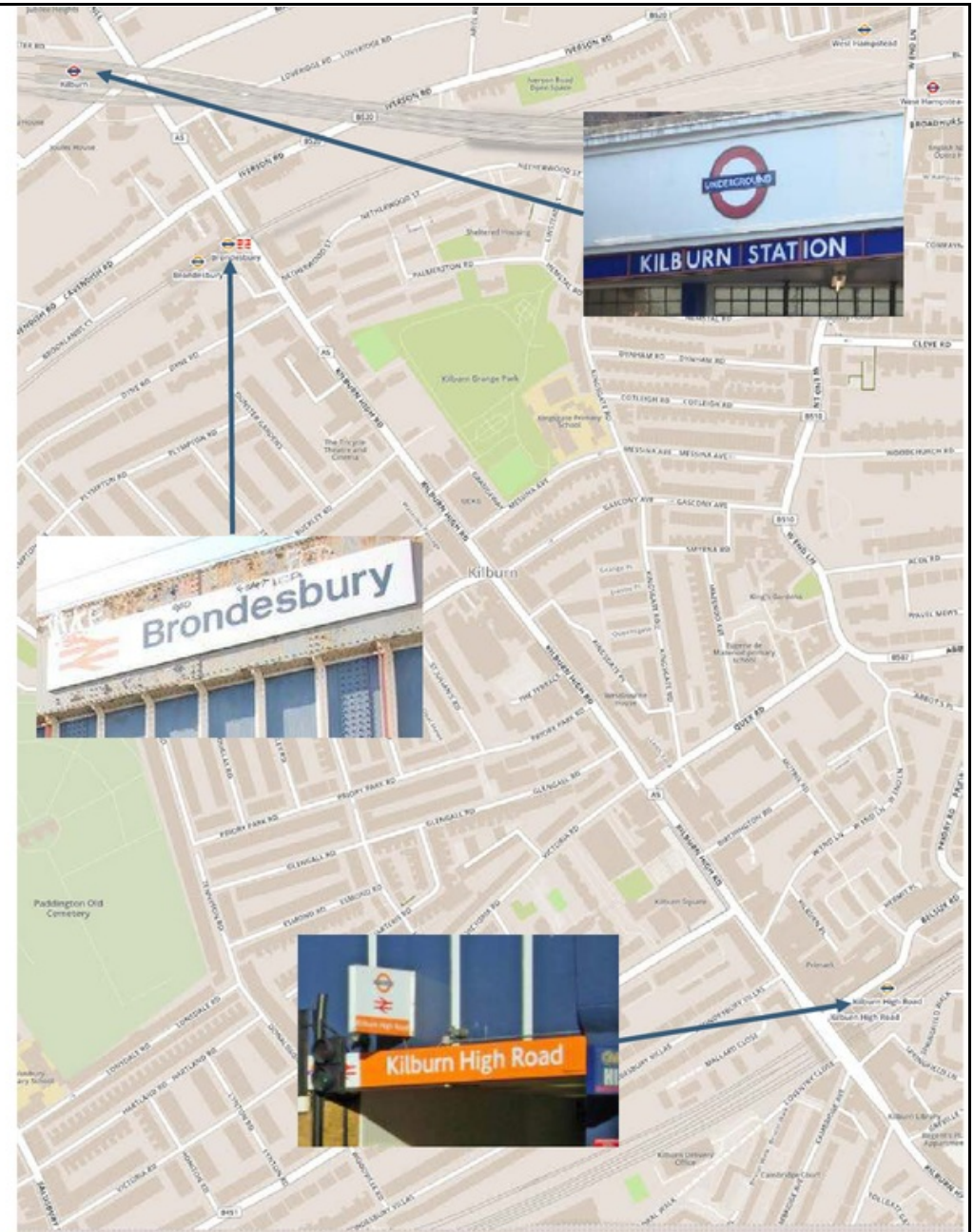
Kilburn High Road is the most prominent Road in Kilburn and has a mixture of Celtic, Roman and Anglo Saxon Heritage (Massey, 2010). Given the prominence of the Road within the district, the road features many key points and landmarks which can draw people into the area who are interested in such historical values and heritage.

Kilburn High Road features three railway stations:

- ❖ Kilburn High Road Station;
- ❖ Kilburn Tube Station; and
- ❖ Brondesbury Station.

These stations along Kilburn High Road provide strong transport links to Kilburn High Road and thus make it easily accessible for users and residents.

Giving further potential for attracting a wider audience to the Road without increasing the already high vehicle traffic flow. The units are however somewhat 'grubby' and have cramped and unattractive frontages. The units should be maintained to a higher standard encouraging more users into the Road. Given that this would create a more pleasant entrance and exit to Kilburn High Road.

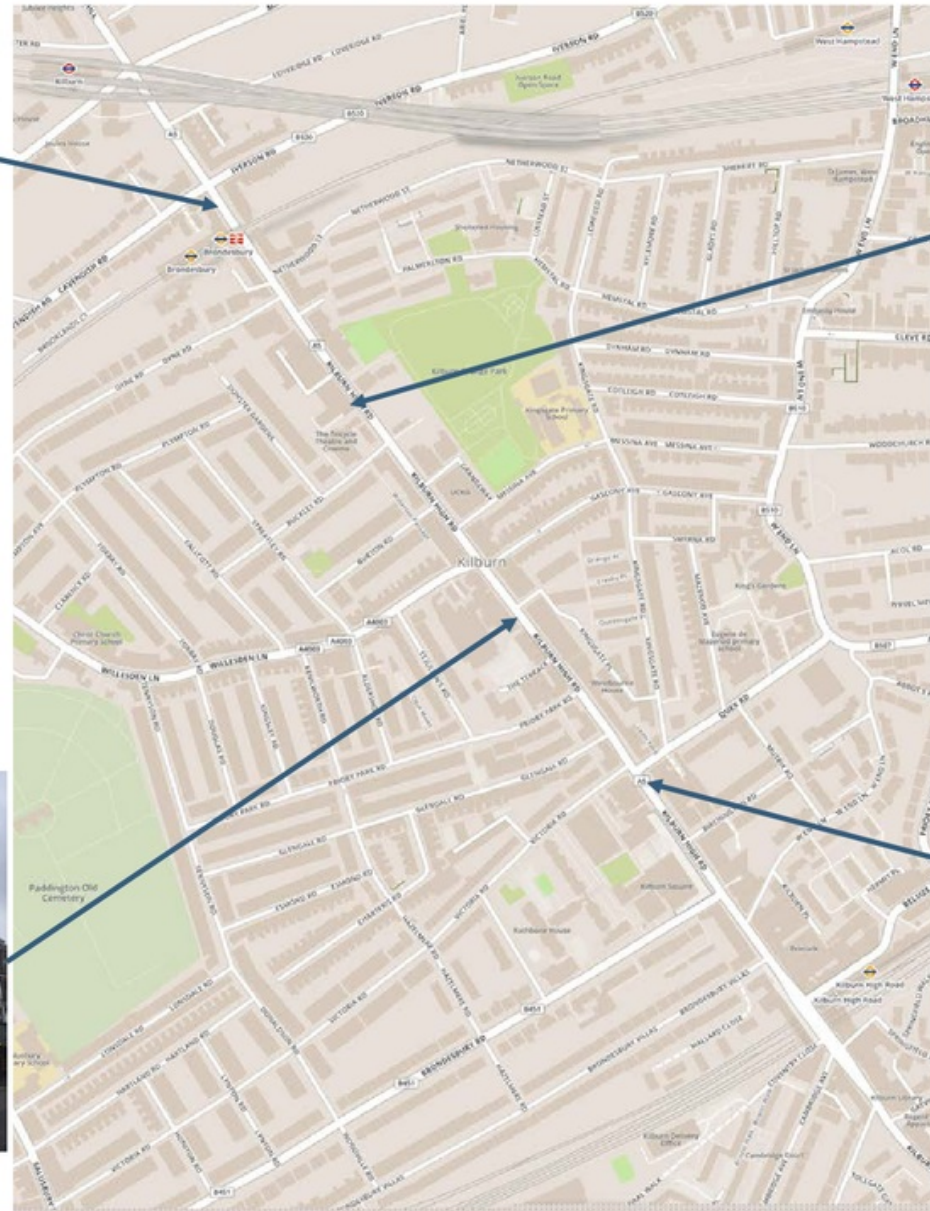


Other key landmarks that provide Kilburn High Road with functionality and character are:



The North London Tavern: As observed in the photograph, the relatively narrow footpath surrounding the Tavern limits the availability for outdoor seating and use which is currently a missed opportunity. Improved street furniture, planting of small trees and planters, and a wider footpath would attract both indoor and outdoor use of the Tavern in terms of functional space and aesthetic value.

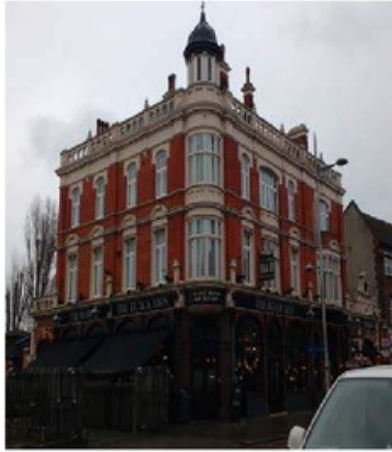
The Gaumont State Cinema – Grade II* Listed Art Deco detailed theatre that has recently been frequented by Ruach Ministries. High potential for mixed use facilities offering character to the Road and a diverse space particularly in a cultural regard to stage productions and in turn bring people in who may make use of other night economy related facilities.



Tricycle Theatre, provides a focal point for entertainment, culture and the night time economy. Drawing people on to the High Street from the wider area. The frontage of the Theatre could be developed to feature more prominently within the Road setting thus providing more distinctiveness, culture and use of the area particularly for the night economy in similar manner as proposed for the Gaumont State Cinema.



Kilburn Market: This should be developed and spread out to feel less cramped which would also allow for a greater variety and level of attractiveness of the stalls located therein, as well being a focal point for communities for local art and street demonstrations in using this area of the High Street.



The Black Lion Guest House: This grade II listed landmark is aesthetically pleasing and housing a variety of mixed uses that attracts and retains users of the High Road for the hospitality and events services found therein. The frontages of the other units along the Road should be developed to be more in keeping with the architectural style of this building to provide a distinctiveness and unique character to the area so that the road develops a stronger identity, thus allowing users to identify further with the road.



Grange Park adjacent to Kilburn High Road: Park area adjacent to Kilburn High Road that provides some green landscape and leisure area that contrasts with the High Road. The access to this area is not obvious or attractive signage and a simple gateway arch at the beginning of the adjoining road would encourage use of the park by high road users and vice versa.



A row of architecturally protected buildings that provide character and mixed use potential. The 2nd and 3rd floor units appear to be in little or no use. These could be repaired and develop for residential and/or office space use.

3.6 SWOT Analysis

STRENGTHS

- Established 6-day week market place;
- Varied number and proportion of independent shops and businesses;
- Neighbourhood in development for Kilburn Town Centre;
- Vibrant night time economy;
- London underground stations in close proximity with the addition of a well services bus routes;
- Transport connections;
- Increase in footfall at the Southern end of the Road shows potential to attract people to the road;
- Several cultural and event venues;
- Large open green space;
- Mix of eateries;
- Historical and architectural merits;
- Landmark of the area;
- Brent's 'West End';
- Great commuter links to the City Centre; and
- Diverse community.

WEAKNESSES

- Each side of the High Street is under a different Authority, giving contrasting policies and priorities;
- The High Street is located on an arterial road, restricting the number of opportunities for public realm improvements;
- Larger named stores are on the Camden Council side of the High Street and there is a large distance between each pedestrian crossing. Resulting in the foot fall being disproportionately higher on the Camden Council side, thus, the Brent Council side may not perform as well in terms of retail;
- Narrow footpaths;
- Lack of distinctiveness;
- Northern area of the Road lacks business use;
- Difficult Road crossings;
- Pigeon infestations;
- Little to retain shoppers;
- Saturation of similar independent businesses;
- Vacant buildings; and
- In need of regeneration.

OPPORTUNITIES

- The Neighbourhood Plan Forum has the potential to bring Policies from both Councils together to create a cohesive vision;
- Very sustainable in terms of location for housing developments. There is potential to increase housing densities in area;
- Estate regeneration in South Kilburn, resulting in an increase number of people within the Town Centre catchment area;
- Strong mixed use potential;
- Architectural character to provide character and distinctiveness;
- Location on an arterial corridor gives rise to passing trade;
- Brent population set to increase by up to 20% by 2020;
- Several locations where the 'heart' of the High Street could be developed, including the former Cinema;
- Branding opportunities on viaducts at Kilburn and Brondesbury Stations;
- Unit conversion;
- Shorten the High Street; and
- Community reclaiming the High Street through the Neighbourhood Plan.

THREATS

- Political divides between Brent and Camden Councils resulting in non-cohesive Town Centre Policy;
- Online shopping presence within the retail market is increasing; leading to the further decline of physical retail units;
- Competition from Wembley Town Centre;
- Use as a thoroughfare leaves it liable for further increases in traffic;
- Transient area;
- Betting shops;
- Not a priority to Camden Council; and
- Deprivation.



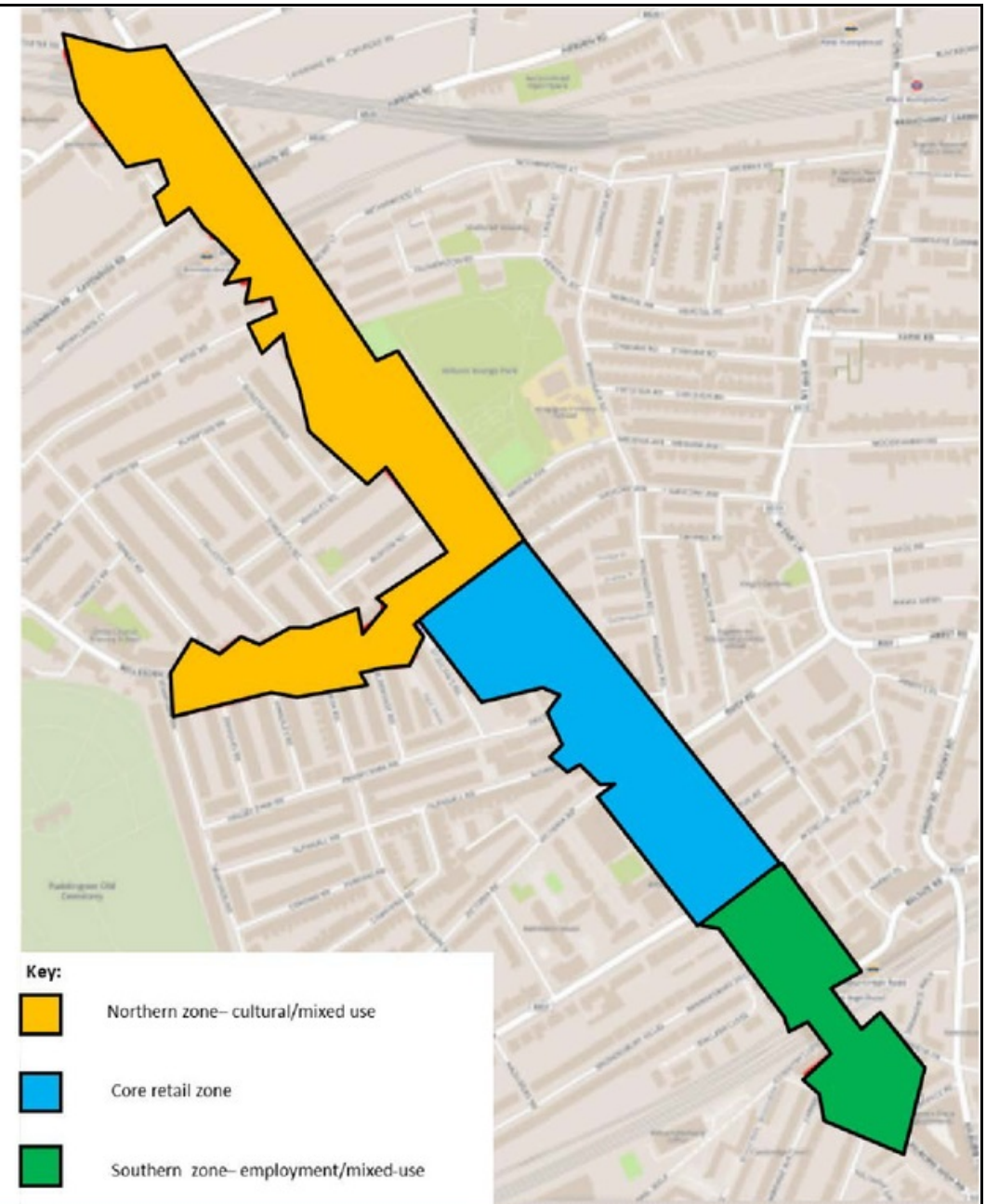
4. Regeneration Opportunities

4. Regeneration Opportunities



The policy review and analysis of the western portion of the High Road reveals it has become saturated with businesses such as eateries, food stores, and health/beauty. The analysed area of the High Road is approximately 1.42km in length from the viaduct to Oxford Road. Due to the number of vacant units concentrated in the northern and southern end of the High Street within the secondary shopping frontage, it is recommended the shopping centre boundary is reduced in size as illustrated opposite. Taking areas out of secondary frontage designation will allow a greater variety of uses to occupy the area to promote viability.

There is also a concentration of vacant units in the primary shopping frontage, this should also be reduced in size to create a more concentrated retail zone. This will form a core retail zone where retail use can be protected with more rigid use class composition standards, a step further can be taken where the composition of uses within each class are regulated also.



This would solve some of the issues related to saturation within in the local economy of similar businesses operating within the same space and cater to trends where a lot of retail is now happening online (Brent Borough Council, 2006).

Uses in the core retail zone will not conflict with residential use, so there is an opportunity for the redevelopment of some units with ground floor retail and 2 storeys of residential above.

See the Worthing High Street proposal opposite as an example, to accommodate Brent's growing population.

This would also increase footfall on the high street and present an opportunity to increase the size of pavements for public realm improvements and merge some of the smaller retail units. Creating a greater variety of unit sizes that can serve a greater range of business demands. The higher densities and range of retail units available will boost vitality and viability of the town centre (TownCentred and Barefoot Architecture 2015).



(Worthing Herald, 2012)

A major constraint for Kilburn High Road is that it forms the boundary of two Councils. The centre being far more significant for Brent, and there are contrasts in the Town Centre Policies. This is inconvenient and makes effective management difficult. Our high-street analysis highlights saturated uses, this could be potentially irrelevant if both sides of Kilburn High Road were to be considered together.

Therefore, we recommend that Brent Council seeks to expand its boundary to encompass the entirety of the High Street to enable more effective management. However, this is likely to be politically unviable.

An alternative approach is to create a joint 'Town Centre Area Action Plan' that both Councils can adopt within their Local Plans. This would create cohesive town centre policy that applies to the whole of the town centre as opposed to segregating sides.

This way Brent could take the lead in efforts of regenerating Kilburn. The Kilburn forum/neighbourhood plan could have an active role in the area action plan as consultees.



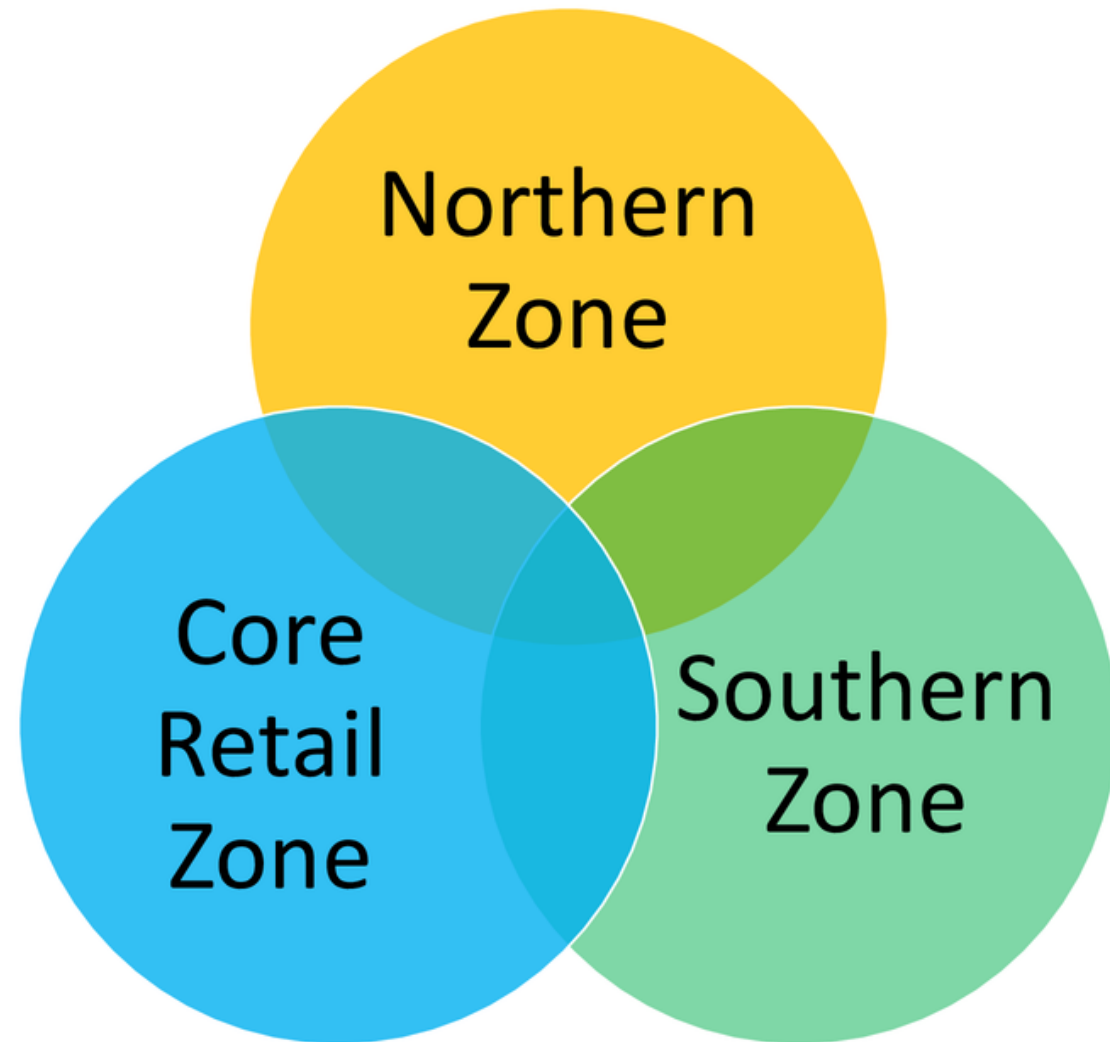
The Kilburn Town Centre Area Action Plan should take a more flexible three zone approach, with each use class mix/percentages specific to that zone to embrace its strengths.

This would be deemed acceptable to promote a greater variety of uses within the High Street as detailed within the National Planning Policy Framework (NPPF) (para 23).

The Northern zone for example is dominated by cultural and leisure uses. The southern end has a concentration of vacant units, this has been designated as mixed use to promote new kinds of uses to fill vacant units. This could have an employment space focus to serve the large south Kilburn development nearby.

Article 4 designations could be applied to prevent particular uses dominating each zone.

Flexible Three Zone Approach



There are a number of environmental improvement opportunities that can be undertaken within Kilburn High Road that would benefit not only the local residents but also visitors to the area, these include:

- ❖ Wider pavements;
- ❖ Area branding, providing an identify that signifies the area;
- ❖ Recycling bins;
- ❖ More of a feature made of the electronic signage in use and the empty space that sits beneath it;
- ❖ Frontage improvement scheme, where business owners are encouraged to decorate and smarten up the front of their premises, in return a reduced business rate would be applied for a period of time;
- ❖ Hard and soft landscaping, which would improve the locale and pollution issues; and
- ❖ Technology enhancement, for example smart benches that provide Wi-Fi and charging points.





5. Summary & Conclusion

5. Summary and Conclusion

This report has sought to analyse Kilburn High Road in the context of its uses and its overall composition. With the view of offering recommendations and suggestions where improvements could be made, whether this be policy related or in a more holistic manner by way of landscape and street furniture.

What is evident is that Kilburn as an area is diverse and expanding with changing needs and demands. All of which the High Street tries to cater for. By reducing the High Street boundary and concentrating the retail area this will zone the Road. Allowing for growth in terms of office space and residential areas which will in turn bring more people to area thus raising the overall economy of the area.

Overall Kilburn High Road has a vast amount of potential and will serve as a High Street for many years to come, it just may not be in the form that it currently stands.



(Raffray, 2016)



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7.Appendix

Unit address	Note	Use class	Occupied
	printing	Books/Stationary/Copy Bureaux	yes
	Take-away	Takeaways & Fast-Food	yes
45	Take-away	Takeaways & Fast-Food	yes
	Grocery store	Supermarkets & Foodstores/Grocers	vacant
	unknown		vacant
	unknown		vacant
	Café	Restaurants & Café	yes
	Hotel	Other (e.g Charity, Video)	yes
	Dry cleaners	Laundries/Drycleaners	yes
	Hair & beauty	Hair/Beauty, Salons, Health Centres	yes
	Loan company	Banks/Financial Services	yes
	unknown		vacant
	café/take-away	Restaurants & Café	yes
	Green grocers	Greengrocers & Fishmongers	yes
	small independent supermarket	Supermarkets & Foodstores/Grocers	yes
	mobile shop	Electrical Goods	yes
	Estate agents	Estate Agents	yes
	unknown		vacant
	opticians	Chemist, Opticians, Photographic/Film Processing	yes
	pawnbrokers	Banks/Financial Services	yes
	photo printing	Chemist, Opticians, Photographic/Film Processing	yes
	restaurant/bar	Restaurants & Café	yes
	restaurant/cafe	Restaurants & Café	yes
	nails	Hair/Beauty, Salons, Health Centres	yes
	gambling- ladbrokes	Betting and Gambling	yes
	Take-away	Takeaways & Fast-Food	yes
	Café- costa	Restaurants & Café	yes
	Bar	Pubs/Bars/Clubs & Entertainment	yes
	Bakery-greggs	Bakers	yes
	Mobile shop	Electrical Goods	vacant
83	Solicitors	Solicitors/Recruitment/Employment Agencies	yes
	Vaping shop	Confection/Tobacco/Newsagent	yes
	phone fixing store	Electrical Goods	yes
	Solicitors	Solicitors/Recruitment/Employment Agencies	yes
	unknown		vacant
	Gambling	Betting and Gambling	yes
	Second hand store	Other (e.g Charity, Video)	yes
	Charity shop	Other (e.g Charity, Video)	yes
	mobile shop	Electrical Goods	yes
	Card factory	Books/Stationary/Copy Bureaux	yes
	Mobile shop	Electrical Goods	yes
	Café	Internet Café	yes

	Shoe shop	Footwear/Repair	yes
	Handbag shop	Clothes	yes
	Carpet right	Furniture, Furnishing, Carpets	yes
	WHSmiths	Books/Stationary/Copy Bureaux	yes
	Clothes shop	Clothes	yes
	Clothes shop	Clothes	yes
	photo printing	Chemist, Opticians, Photographic/Film Processing	yes
	Market square	Other (e.g Charity, Video)	yes
	Argos	Department/Variety/Catalogue	yes
	Pub	Pubs/Bars/Clubs & Entertainment	yes
	Gambling	Betting and Gambling	yes
	Halfords	Motor & Cycle	yes
	Fastfood	Takeaways & Fast-Food	yes
	Bank	Banks/Financial Services	yes
	opticians	Chemist, Opticians, Photographic/Film Processing	yes
	Jewellers	Jewellers	yes
	Gambling	Betting and Gambling	yes
	Café	Restaurants & Café	yes
	Off licence	Off-licenses	yes
	Fish mongers	Greengrocers & Fishmongers	yes
	Bank	Banks/Financial Services	yes
	Pub	Pubs/Bars/Clubs & Entertainment	yes
	Hairdressers	Hair/Beauty, Salons, Health Centres	yes
	Building society	Banks/Financial Services	yes
	Hairdressers	Hair/Beauty, Salons, Health Centres	yes
	Chinese clinic	Hair/Beauty, Salons, Health Centres	yes
	Electronic exchange	Electrical Goods	yes
	Nails & beauty	Hair/Beauty, Salons, Health Centres	yes
	Take-away	Takeaways & Fast-Food	yes
	Fastfood	Takeaways & Fast-Food	yes
	Subway	Takeaways & Fast-Food	yes
	Bicycle shop	Motor & Cycle	yes
	Tattoo studio	Other (e.g Charity, Video)	yes
	restaurant	Restaurants & Café	yes
	Charity shop	Other (e.g Charity, Video)	yes
	Take-away	Takeaways & Fast-Food	yes
	Charity shop	Other (e.g Charity, Video)	yes
	Hair & beauty	Hair/Beauty, Salons, Health Centres	yes
	Hair & beauty	Hair/Beauty, Salons, Health Centres	yes
	Nails	Hair/Beauty, Salons, Health Centres	yes
	Church	Other (e.g Charity, Video)	yes
	restaurant	Restaurants & Café	yes
203	unknown		vacant
	Gambling	Betting and Gambling	yes
207	Clothes shop	Clothes	yes
	unknown		vacant
	resturant	Restaurants & Café	yes
	Green grocers	Greengrocers & Fishmongers	yes
217	unknown		vacant
219	cosmetics	Hair/Beauty, Salons, Health Centres	yes
221	unknown		vacant
	Arts & crafts	Furniture, Furnishing, Carpets	yes
	Food Convenience	Supermarkets & Foodstores/Grocers	yes
	restaurant	Restaurants & Café	yes
	pub	Pubs/Bars/Clubs & Entertainment	yes
	Handbag shop	Clothes	yes
	Pound shop	Supermarkets & Foodstores/Grocers	yes
237	café	Restaurants & Café	yes
	Green grocers	Greengrocers & Fishmongers	yes
	restaurant	Restaurants & Café	yes
	restaurant	Restaurants & Café	yes
	Take-away	Takeaways & Fast-Food	yes
	Nisa local	Supermarkets & Foodstores/Grocers	yes
	restaurant	Restaurants & Café	yes
	Gambling	Betting and Gambling	yes

	Funeral directors	Other (e.g Charity, Video)	yes
	Off licence	Off-licenses	yes
	Loan company	Banks/Financial Services	yes
	pharmacy	Chemist, Opticians, Photographic/Film Processing	yes
	restaurant	Restaurants & Café	yes
	Foresters Bar	Pubs/Bars/Clubs & Entertainment	vacant
	unknown		vacant
	Cinema	Pubs/Bars/Clubs & Entertainment	Yes
	Medical centre	Hair/Beauty, Salons, Health Centres	yes
	Nails & beauty	Hair/Beauty, Salons, Health Centres	yes
287	Dentist	Hair/Beauty, Salons, Health Centres	yes
289	Night club	Pubs/Bars/Clubs & Entertainment	yes
	Bathroom shop	Department/Variety/Catalogue	yes
	DIY store	Home Improvements	yes
	pawnbrokers	Banks/Financial Services	yes
	Off licence	Off-licenses	yes
	Savers	Supermarkets & Foodstores/Grocers	yes
	Cash convertors	Banks/Financial Services	yes
	Off licence	Off-licenses	yes
	Gambling	Betting and Gambling	yes
	restaurant	Restaurants & Café	yes
	Take-away	Takeaways & Fast-Food	yes
	Vaping shop	Confection/Tobacco/Newsagent	yes
	Clothes shop	Clothes	yes
	Gift shop	China, Glass Leather & Gifts	yes
	chinese herbal medicine	Hair/Beauty, Salons, Health Centres	yes
	Take-away	Takeaways & Fast-Food	yes
	Dentist	Hair/Beauty, Salons, Health Centres	yes
	pharmacy	Chemist, Opticians, Photographic/Film Processing	yes
345	launderette	Laundries/Drycleaners	yes
349	news agents	Confection/Tobacco/Newsagent	yes
	restaurant/bar	Restaurants & Café	yes
	mobile shop	Electrical Goods	yes
	restaurant	Restaurants & Café	yes
	Fastfood	Takeaways & Fast-Food	yes
	Fastfood	Takeaways & Fast-Food	yes
	Green grocers	Greengrocers & Fishmongers	yes
	pub	Pubs/Bars/Clubs & Entertainment	yes
	Supermarket	Supermarkets & Foodstores/Grocers	yes
	Hairdressers	Hair/Beauty, Salons, Health Centres	yes
	Estate agents	Estate Agents	yes
387	unknown		vacant
	Electronics maintenance service	Electrical Goods	yes
	restaurant	Restaurants & Café	yes
	Pound shop	Supermarkets & Foodstores/Grocers	yes
	Hairdressers	Hair/Beauty, Salons, Health Centres	yes
	Café	Restaurants & Café	yes
	Nisa local	Supermarkets & Foodstores/Grocers	yes
	Supermarket	Supermarkets & Foodstores/Grocers	yes
	Petrol station	Other (e.g Charity, Video)	yes
	Off licence	Off-licenses	yes