



Romford Area Action Plan Development Plan Document

Adopted 2008



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1 Introduction

1 Introduction

- 1.1 Havering's Local Development Framework (LDF) is a portfolio of documents which have been prepared to provide for the future planning of the borough. The Romford Area Action Plan will provide the planning framework for the future development and regeneration of Romford town centre up to 2020.
- 1.2 Romford is the largest town in Havering and a successful metropolitan shopping centre serving the borough as well as east London and Essex; an important office location; a significant leisure destination, particularly in the evenings, and, increasingly, a residential centre. It has a distinctive historic core around the Market Place which is an important part of its attractiveness as a commercial centre.
- 1.3 The Romford Area Action Plan has been brought forward at an early stage in the LDF process to reflect the continuing priority that the Council and other stakeholders are giving to the regeneration of the town centre and the pressure for further development and new facilities. The Area Action Plan sets out the policies and proposals to deliver growth, stimulate regeneration and protect Romford's assets. It reflects, and builds upon, the extensive work that the Council and its partners have undertaken in preparing the Romford Urban Strategy which was adopted in April 2005. Overall, the Area Action Plan will promote and enhance Romford's position as east London's premier town centre, make the town centre a vibrant place where an increasing number of people want to live and work, and ensure that high quality design-led development contributes positively to Romford's attractiveness as a commercial, cultural and residential town.


2 How to use this document

2 How to use this document

- 2.1 The Romford Area Action Plan establishes the Council's vision for how the town centre will look in 2020 and the objectives and policies for delivering this.
- 2.2 **Section 2** of this document explains how to use this document and its background.
- 2.3 **Section 3** of this document explains the different documents which comprise Havering's Local Development Framework, their purpose, how they relate to each other, and when they will be prepared.
- 2.4 **Sections 4 and 5** of this document set the context of the Romford Area Action Plan.

In developing the Romford Area Action Plan the Council has not started from a clean sheet of paper. The vision, objectives and related policies within the Area Action Plan have to:

- Be consistent with national guidance in the form of Planning Policy Guidance Notes, Statements and Circulars as issued by the Government
- Be in general conformity with the London Plan prepared by the Greater London Authority.
- Be in support of the Havering Strategic Partnership's Community Strategy and have regard to relevant local strategies.
- Be founded on a robust evidence base. This is an analysis of the relevant background data to help identify the key issues that need addressing.
- Address issues arising from the feedback received from the community and other stakeholders throughout the various consultation initiatives undertaken in preparing the Romford Area Action Plan.

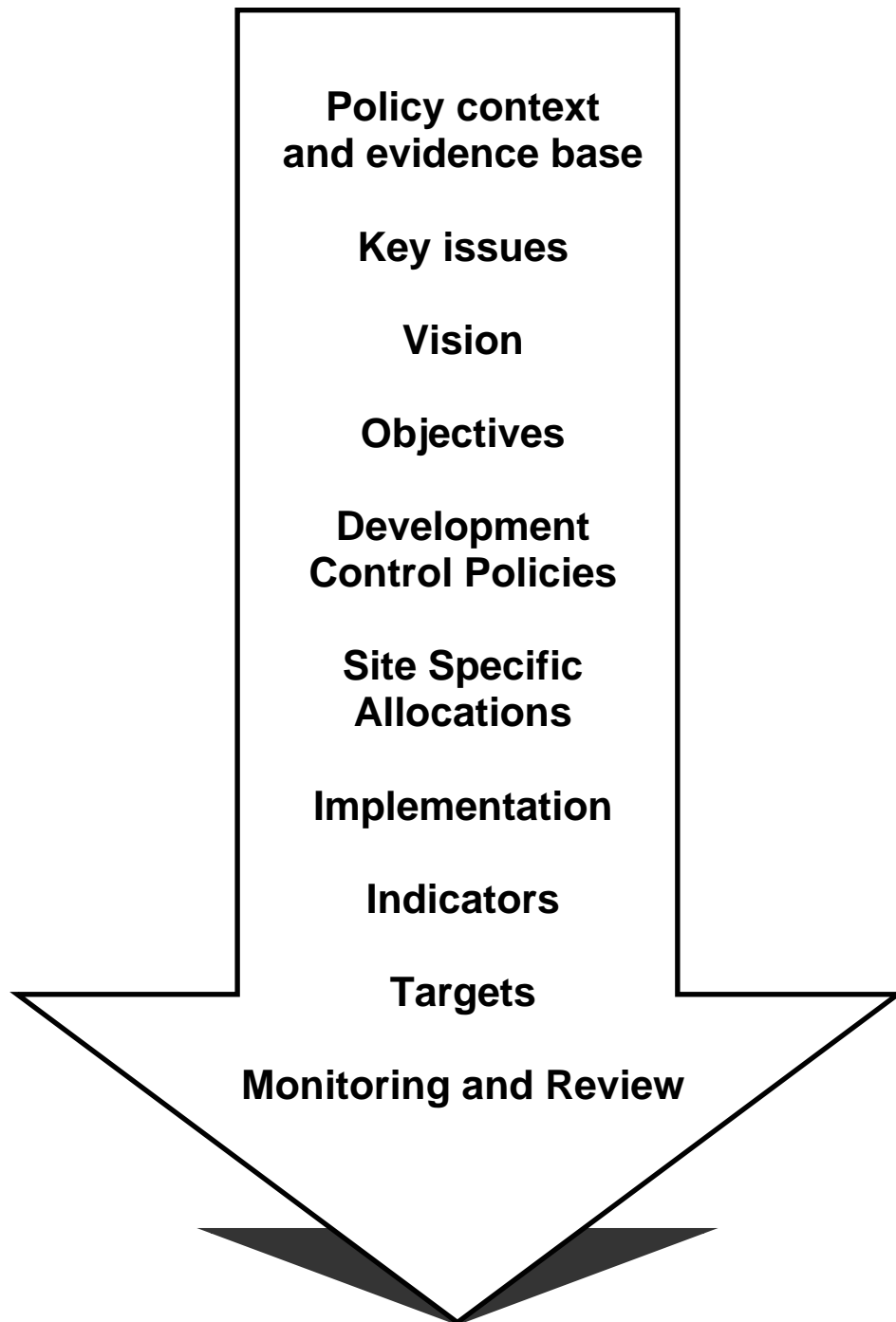


Section 4 explains the national, regional and local policy context within which the Romford Area Action Plan operates.

Section 5 provides a snapshot of Romford town centre, highlighting the key issues the Area Action Plan must address. The evidence base is developed in more detail in the explanation provided for the Area Action Plan policies. However in the interests of keeping this document usable, a lot of the evidence base is 'signposted' rather than repeated.

The whole consultation process and how the responses received have been addressed in developing the Area Action Plan is provided in a separate document called the **Statement of Compliance**.

- 2.5 **Section 6** sets out the Vision for how the Havering Strategic Partnership wants Romford town centre to look in 2020, and a set of objectives is provided in **Section 7** for how this will be delivered. **Section 8** shows Romford's position in East London and the Thames Gateway and the boundary of the Romford Area Action Plan.
- 2.6 The Area Action Plan policies are provided in **Section 9**. These are ordered according to the four key themes they are focused on delivering.
- 2.7 **Section 10** contains the Site Specific Allocations
- 2.8 An overview of the implementation and monitoring strategy for the Area Action Plan is provided in **Section 11**.
- 2.9 The diagram on the following page shows the Golden Thread which runs through this document.



3 Havering's Local Development Framework

3 Havering's Local Development Framework

- 3.1 Havering's Local Development Framework (LDF) is a collection of documents called Local Development Documents (LDDs) which collectively will guide the future planning of the borough up until 2020. There are two types of Local Development Documents: Development Plan Documents (DPDs) and Supplementary Planning Documents (SPDs). DPDs carry more weight as they are subject to an independent examination by a Planning Inspector before they are adopted whereas the Council can prepare and adopt SPDs without any independent scrutiny. All of Havering's LDDs must be in general conformity with the London Plan.
- 3.2 The Development Plan Documents within Havering's LDF, along with the London Plan, comprise the Development Plan for the Borough. If, to any extent, a policy contained within the Development Plan for an area conflicts with another policy in the Development Plan the conflict must be resolved in favour of the policy which is contained in the last document to be approved or published.
- 3.3 To let people know in advance when they can become involved in the preparation of LDDs the Council has produced a document showing the timetable for each LDD it intends to produce over the next three years. This document is called a Local Development Scheme (LDS) and is available to view at: www.havering.gov.uk

Development Planning Documents

- 3.4 As well as the Romford Area Action Plan, the LDS shows that initially the Council will produce the following DPDs:
- Core Strategy and Development Control Policies
 - Site Specific Allocations
 - Proposals Map
 - Joint Waste Plan
 - Gypsies and Traveller Sites
 - Preferred Sites and Preferred Areas for Minerals Extraction

<p>Core Strategy and Development Control Policies (DPD)</p>	<p>This sets out the Council's vision and objectives for the planning of the borough up to 2020 and will provide the framework for all other LDDs, including the Romford Area Action Plan. It also includes a limited number of strategic policies, and more detailed development control policies, which apply across the whole borough. Collectively these policies will set out the planning criteria against which planning applications for the development and use of land and buildings will be considered.</p>
<p>Site Specific Allocations (DPD)</p>	<p>This will set out the specific allocations for individual sites across the borough. Once the Romford Area Action Plan is adopted, the sites in it will be added to this document.</p>
<p>Proposals Map (DPD)</p>	<p>This will show the boundary of development control policy designations, and the boundary of Site Specific Allocations in all adopted DPDs.</p>
<p>Joint Waste Plan (DPD)</p>	<p>Havering is preparing a Joint Waste DPD with the London Boroughs of Barking & Dagenham, Redbridge and Newham, who form the East London Waste Authority. This DPD will conform to the Spatial Strategy set out in Havering's Core Strategy.</p>
<p>Gypsies and Traveller Sites (DPD)</p>	<p>This will identify gypsy and traveller sites to meet the requirements of Circular 01/06.</p>
<p>Preferred Sites and Preferred Areas for Minerals Extraction (DPD)</p>	<p>This will identify preferred sites and areas for minerals extraction.</p>

Supplementary Planning Documents

3.5 These will provide additional guidance to policies in the Core Strategy and, where relevant, will also apply to Romford town centre.

- Sustainable Design and Construction
- Hall Lane Policy Area
- Emerson Park Policy Area
- Gidea Park Conservation Area
- Hornchurch
- London Riverside
- Educational Needs Generated by Development
- Residential Amenity Space
- Noise
- Protection of Trees During Development
- Havering Conservation Areas: Shopfront Design Guide
- Protecting the Borough's Biodiversity
- Affordable Housing
- Residential Extensions and Alterations
- Heritage
- Designing for Safer Places
- Planning Obligations
- Travel Plans

Relationship to other 'saved' policies

3.6 Havering's Local Development Framework will replace the Unitary Development Plan (UDP) adopted in 1993. The UDP policies were saved for three years from the commencement of the Planning and Compulsory Purchase Act which came into force in September 2004. Table 1 shows which policies will be replaced by the Romford Area Action Plan and which policies will be deleted.

Table 1: Relationship of Romford Area Action Plan to Havering UDP

UDP Policy	Subject	Area Action Plan Policy
ROM1	Additional Retail Floorspace	ROM9: Romford: Metropolitan Centre ROM12: The Brewery
ROM2	Retail Development Sites	Removed
ROM3	Non-Retail Uses in Romford Town Centre	ROM10: Retail Core ROM11: Retail Fringe
ROM4	Refurbishment of the Liberty Shopping Centre	Removed
ROM5	Pedestrianisation of South Street and High Street	Removed
ROM6	Repaving, Planting and Landscaping in South Street and Western Road	Removed
ROM7	Repaving, Planting and Landscaping in the Market Place	Removed
ROM8	Office Development	ROM13: Romford Office Quarter
ROM9	Eastern and Western Road Office Area	ROM13: Romford Office Quarter
ROM10	Leisure Uses	ROM7: Market Place ROM8: Day and Evening Economy ROM12: The Brewery
ROM11	Sites for Town Centre Development	Removed
ROM12	Retention of Housing	ROM14: Housing Supply; and Development Control Policy DC1: Loss of Housing
ROM13	Restraint of Peak Hour Traffic Flows	Removed
ROM14	Increase of Public Off-Street Parking	Removed
ROM15	Car Park between Eastern Road and Western Road	Removed
ROM16	Improved Public Transport Facilities	Removed
ROM17	Licensed Taxi Facilities	Removed
ROM18	Cycle Facilities	Removed

4 Policy Context

4 Policy context

4.1 The policy context for the Romford Area Action Plan is provided by:

- National planning policy
- Regional planning policy
- Local plans and strategies for the borough

National Planning Policy

4.2 The Government determines national planning policies on different aspects of land use and transport and the rules that govern the operation of the planning system. National planning policies are set out in Planning Policy Statements (PPSs) and Planning Policy Guidance Notes (PPGs), Minerals Policy Statements (MPS) and Minerals Planning Guidance Notes (MPG), Circulars and Parliamentary Statements. Local authorities must take their contents into account in preparing their DPDs by ensuring that the plans and policies within them are consistent with national guidance.

4.3 In preparing the policies and proposals in the Area Action Plan, the Council has had regard to the whole range of national planning guidance where it is relevant to the issues faced in Romford town centre. The current range of national planning guidance can be found at: www.planningportal.gov.uk.

4.4 References to Planning Policy Statements and Guidance in the reasoned justification of the Area Action Plan policies is the most up to date version at the time the policy was written. The Council recognises that these may have been updated or replaced since, and the current versions should be referred to.

The London Plan

4.5 The London Plan is the Mayor's Spatial Development Strategy and sets out the strategic policy targets for London. Local Development Documents, such as the Romford Area Action Plan, are required to be in general conformity with the London Plan under the Planning and Compulsory Purchase Act 2004 and this constitutes one of the key 'soundness' tests, as set out in paragraph 4.23 of PPS12. The Mayor is committed to reviewing the London Plan to ensure that it remains robust. The current iteration of the London Plan, "The London Plan (Consolidated with Alterations since 2004)" was published in February 2008.

4.6 The London Plan identifies East London as the priority area for new development, regeneration and investment. It sets out a stronger and wider role for town centres to meet the full range of local needs

(including shopping, leisure, housing, local services and jobs) and to strengthen their sense of identity. It aims to deliver the Government's priority for the Thames Gateway for development, regeneration and transport improvement and promote the sub-regions contribution to London's world city role.

- 4.7 The Plan identifies five broad types of town centre and classifies Romford as a Metropolitan Centre in Greater London. It suggests that Boroughs should carry out assessments of the capacity of town centres to accommodate additional retail development appropriate to their role within the London network of town centres.
- 4.8 It sets a target of 535 new homes per year for Havering. Through the application of sustainable residential quality principles it identifies those centres with the highest public transport accessibility, such as Romford, for the highest densities.
- 4.9 It promotes the Strategic Industrial Locations framework, which is designed to reconcile demand and supply and to take account of industry's needs. Surplus employment land should help to meet strategic and local requirements for other uses such as education and community activities and, in particular, housing. It also seeks to rejuvenate office-based activities in view of their contribution to the London economy and their role in rejuvenating suburban town centres.
- 4.10 It notes that the majority of journeys in the suburbs will continue to be by car, but bus services, including those making orbital connections around suburban town centres, should be enhanced and the integration of these bus services with rail and underground services should be improved. Boroughs should promote more effective use of road space for public transport and work with Transport for London (TfL) to develop proposals for light transit systems.
- 4.11 It attaches great importance to making London a more attractive, well-designed and green city through radical improvements in the use of energy, the treatment of waste, the reduction of noise pollution, the improvement of air quality and the promotion of biodiversity. It aims to protect and enhance the quality of the townscape, through historic conservation and enhancing the public realm, open spaces and new resources, reflecting their increased importance in a compact city, enhancing the Blue Ribbon network and protecting enhancing and creating green open spaces. It aims to improve the sustainability of suburban heartlands by improving accessibility between suburban town centres and their hinterlands.

East London Sub-Regional Development Framework (SRDF)

- 4.12 The East London Sub-Regional Development Framework (SRDF) was published in May 2006 and its purpose is to provide guidance on the

implementation of policies in the London Plan in order to help deliver a sustainable and prosperous future for the sub-region.

- 4.13 The SRDF considers the key to accommodating sustainable growth is the ability and effectiveness of the sub-regional town centres to improve their image and vitality through a suitable retail offer complemented with office, leisure, cultural, residential and other facilities.
- 4.14 The SRDF notes that Romford remains the strongest of the town centres in the sub-region despite competition from retail destinations outside London including Lakeside at Thurrock in Essex and Bluewater in Kent. It also notes that Stratford is likely to emerge as a Metropolitan centre alongside Romford and Ilford in terms of scale, role and catchment. The SRDF expects Romford's Metropolitan role to be sustained through both quantitative and qualitative improvements to the retail, culture and leisure offer including integrated approaches to the management of the evening economy and significant new housing provision as part of broader, mixed use policy.

Romford Urban Strategy

- 4.15 The Romford Urban Strategy was adopted by the Council in April 2005 and is a key background document containing an extensive range of information relating to the town centre. It has been used, along with other specific research work such as the Havering Retail and Leisure Study (2006) and the Havering Employment Land Review (2006), to inform the Council's work on developing options and policies for the Romford Area Action Plan.
- 4.16 The Urban Strategy is based on detailed analysis and extensive consultation with members of the public, employees and a wide range of other stakeholders in Romford including the police, landowners, retailers and major commercial employers.
- 4.17 The Urban Strategy seeks to build on Romford's existing strengths, reinforce its historic identity, and capitalise on its strategic location in East London. It aims to create a diverse town centre with a range of activities that cater for all sectors of the community, and for workers, shoppers, visitors and residents alike. This aim is reinforced through four broad strands which incorporate a number of project themes. The four key strands are 'Connecting Romford', 'Cultural Destination Romford', 'Commercial Romford' and 'Liveable Romford'.
- 4.18 Following approval of the Romford Urban Strategy, the Council adopted Interim Planning Guidance (IPG) for Romford town centre in July 2006. This provides non-statutory guidance to supplement policies in the UDP/LDF pending the adoption of the Romford Area Action Plan.

5 Key issues for the Romford Area Action Plan

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5.1 This section focuses on the key issues that the Area Action Plan addresses. It first looks at the strategic context for Romford and 'headline statistics' for the town centre and then focuses on key issues for Romford based on the four themes under which the Area Action Plan is structured:

- Connecting Romford
- Cultural Destination Romford
- Commercial Romford
- Liveable Romford

Strategic context

5.2 Towns and cities are the centres of civilisation, generating economic development and fostering social, cultural, spiritual and scientific advancement. They are, by their nature, dynamic and changing. Each has its own character and beauty, a product of man-made evolution, shaped by the needs of its citizens and users and the demands of the age. Romford is no different and therefore everyone, whether a resident or visitor, has a role to play in helping to create and shape Romford's future. The Area Action Plan is central to this process and offers the opportunity to guide development within the town centre and ensure that Romford is a better place for those people who live in, work in or visit the town.

5.3 Romford has thrived in recent years due to its strategic position at the heart of the Thames Gateway and its positive response to the competition offered by Lakeside and Bluewater. Havering Council and the Romford Town Centre Partnership have delivered massive change and investment in the last ten years to see Romford town centre rise to become the largest shopping centre in the sub-region. Not only has Romford substantially improved its traditional retail and leisure offer but it is increasingly becoming a place where people want to live due to its convenient location. The 'headline' statistics bear this out:

- Romford is the fourth largest retail centre in London;
- Romford is one of the top 15 retail centres in the South East;
- Romford is the largest centre in the Thames Gateway and ideally situated to serve new populations;
- Romford's current catchment area extends from Central London to the Essex coast;
- Romford currently attracts over 25 million visitors each year;

- Romford is 15 to 25 minutes away from Liverpool Street by train and is planned to be served by Crossrail and East London Transit in the future;
- Romford Station serves 5.65 million passengers per year;
- Romford is served by in excess of 30 bus routes which provide access to Havering, Redbridge, Barking & Dagenham and Essex;
- Romford is Havering's primary office centre and one of London's few established suburban office centres. 40% of people working in the town centre work in the office sector;
- Romford is increasingly becoming a place to live and is planned to provide a substantial proportion of the borough's new homes by 2020;
- Romford attracts around 15,000 people on weekend nights to its evening economy facilities; and
- Romford has East London's largest and longest established market.

Connecting Romford

Overview

- 5.4 Easy access to and from Romford town centre is extremely important if Romford is to continue to thrive as a place to live and work. In particular, Romford's ability to realise its potential depends upon capturing spend from the growth areas in the Thames Gateway and, in particular, London Riverside. Ease of access is also an important criteria for attracting future employers and is also a key 'driver' for residential development.
- 5.5 The Area Action Plan focuses on how public transport accessibility into, and within, the town centre will be improved, the future strategy for car parking, and how the pedestrian and cyclist environment will be improved. Car and cycle parking standards for new development are set out in the Core Strategy. Taken together, these initiatives should help to ensure that the targets set in Havering's Air Quality Management Area Action Plan are not breached in line with Development Control Policy DC52 (Air Quality).

Key issues (Connecting Romford)

Public Transport

- 5.6 Overall, Romford has the greatest level of public transport accessibility within Havering. Romford is the busiest National Rail station in the borough and is the focus of considerable interchange between different modes of transport. Romford is also a major bus hub, offering in excess of 30 different routes, including two night bus services and five school services. The focus for bus activity is along the A124 North Street, the A118 Main Road and South Street. Services offer connections to Canning Town and Stratford to the west, Harlow to the north, Chelmsford and Upminster to the east and Rainham in the

south. Stops for these services currently cluster in various locations along the Romford Ring Road and within the town centre.

- 5.7 Whilst public transport provision is good to Romford there is considerable scope for improvement. Romford may be well served by bus and rail, but there is substantial scope for qualitative improvements to these services in terms of usability, capacity and reliability, as well as further improvements to north-south and cross-London links in the form of the East London Transit and Crossrail. For this reason, the Area Action Plan seeks to improve the Romford Station Interchange, and supports the implementation of East London Transit.

Car use

- 5.8 47% of people who travel to Romford arrive by car, although local bus services account for a significant share (36%) of journeys. Romford offers a substantial amount of car parking, having over 6,000 spaces for vehicles. The main car parks within the town centre include The Liberty, The Mall, The Brewery, Angel Way, The Market Place and Havering Town Hall (weekends only). These spaces are a mixture of surface-level and multi-storey parking.
- 5.9 The continued expansion of Romford as a commercial and residential centre will have to take place in a sustainable way so that traffic demands on the road network are improved and not worsened. An approach will be pursued which balances car parking provision with an increasing emphasis over the period of the plan on the encouragement, and provision, of more sustainable modes of travel such as walking, cycling and public transport to cater for the growth in residents and visitors in Romford. When major new proposals are being considered the Council will take into account both the parking that is proposed with the new development and any which may be available through any existing or future Park and Ride schemes so as to ensure that the overall parking provision in the town centre is consistent with the aim of reducing congestion and increasing the use of more sustainable modes of transport.
- 5.10 Romford town centre, particularly at weekends, suffers from congestion on the Ring Road and its approaches. Traffic congestion in Romford town centre is affecting bus reliability and measures to improve the circulation of the Ring Road will seek to address this. Transport for London (TfL) has set a target for traffic growth in Havering of 6% between 2001 and 2011 and of zero growth in Romford for the same period. In 2007 monitoring levels suggest that the borough-wide target is currently on track. The Council is working towards meeting the specific targets for Romford with a programme of specific measures and projects.
- 5.11 Havering has published its Network Management Strategy (NMS) which sets out how it will manage its highway network under the

requirements of the Traffic Management Act 2004. The NMS details how Havering will work to reduce congestion levels in the borough and in Romford town centre and the Area Action Plan compliments this.

- 5.12 Congestion also brings with it attendant noise, road safety and air quality concerns and there is a need to improve air quality in the town centre, especially around the Ring Road and North Street, in line with Air Quality Management Area objectives.
- 5.13 Havering, including Romford, is included in the Mayor of London's Low Emission Zone (LEZ), which aims to improve air quality by deterring the most polluting vehicles from being driven in the area.

Walking and cycling

- 5.14 The pedestrian and cyclist environment is an important issue for Romford town centre and this is recognised in the Local Implementation Plan (LIP), which was adopted in May 2007, and Havering's Walking and Cycling Strategies, which were published in July 2006. Walking and cycling are good for the environment, the community and the individual. Both have the least adverse environmental impacts of all forms of travel, are the most socially inclusive forms of transport and offer proven health benefits (both physical and mental) to the individual.
- 5.15 There is considerable scope to improve conditions for pedestrians and cyclists in and around Romford town centre. Particular attention needs to be given to improving access across and around the Ring Road and improving pedestrian and cycle routes through the town centre.
- 5.16 Currently the Ring Road acts as a barrier to pedestrian and cyclist movement and cuts off the heart of the town centre from its suburban hinterland. Remedying this will help encourage more people to walk and cycle into the town centre and cut the number of unnecessary car journeys with potential benefits in regard to reducing congestion, and environmental and amenity benefits. The Ring Road is included in Phase 3 of the Mayor of London's 100 Public Spaces and as part of this programme will include improvements to the pedestrian and cyclist environment. The Council has also secured funding from TfL to undertake a study into access around and across the Ring Road.
- 5.17 Pedestrian access across the Romford Ring Road is predominantly via a number of subways. This assists with vehicle movements on the Ring Road itself but can form a barrier to safe and convenient pedestrian movement. While the subway at Market Place is a good example of a successful, well-used subway, others, particularly at London Road, Oldchurch Road and Waterloo Road, are less popular. Many people prefer to cross the Ring Road at surface level, including at un-designated locations, where they put themselves and motorists at risk. Additional pedestrian crossings on the Ring Road would improve

access to the town centre but would need to be considered against any adverse impact on traffic flows. For this reason, the Area Action Plan seeks to improve the pedestrian environment and links into and through Romford town centre and the Council will act on the results of the Ring Road study to help achieve this.

- 5.18 At present, cycle routes through Romford town centre are limited and poorly connected. Some signposted routes for cyclists exist along Victoria Road, Eastern Road and High Street in the town centre and there is also a small section of cycle route in Exchange Street which is separate from traffic. For this reason, the Area Action Plan seeks to improve access to the town centre through the creation of new dedicated cycling routes and to improve the cycling environment around the Ring Road through a dedicated cycle route segregated, where possible, from traffic.

Cultural Destination Romford

Overview

- 5.19 The Government recognises the particular role of culture as a pivotal focus for community activity and a sense of shared community and local pride in its 'Sustainable Communities: People, Places, Prosperity programme' (2005). Culture is seen as central to having communities in which people want to live and work, both now and in the future. Cultural provision encompasses a wide range of activities from sport and leisure, convenient access to a network of open space, arts and creative activities and industries, and libraries, heritage centres or museums.
- 5.20 The role of culture as an economic driver is recognised in the Mayor's Culture Strategy (2004) which states that the cultural and creative sector is the most dynamic and rapidly growing sector of the economy in London. To promote Romford as a cultural destination the Area Action Plan considers ways of strengthening and diversifying Romford's market and promoting it as a major visitor attraction and managing and diversifying the daytime and evening economy.
- 5.21 The Area Action Plan focuses on how best to preserve or enhance the town centre's heritage and how to sustain and enhance Romford Market and the Market Place. Linked to this, it seeks to diversify the town centre's economy and to meet the needs of those groups, such as young people and families, for which the centre currently offers only limited options, particularly in the evening.

Key issues (Cultural Destination Romford)

- 5.22 Romford's cultural and built heritage is an important element of its attractiveness as a commercial, cultural and residential town centre,

and is partly what distinguishes Romford from out-of town shopping centres such as Bluewater and Lakeside.

Heritage

- 5.23 Romford has a fascinating history dating from its origins as a small market town in the Middle Ages through centuries of development and change. The attraction of Romford as a commercial, cultural and liveable town centre is partly due to the evidence of its heritage in the town's built form - the layout of its streets and spaces and the quality of its buildings. The northern section of the town centre bounded by the Ring Road is covered by the Romford Conservation Area which includes Market Place, the north half of South Street, North Street and High Street.

Romford Market

- 5.24 Romford has East London's largest and longest established market. Throughout its 760-year history, it has been right at the heart of Romford town centre and fundamental to the historic and cultural heritage of Romford and the borough as a whole. The market is key to the attractiveness of Romford as a destination for shoppers and visitors. The Romford shoppers survey (January 2006) found that 56% of those surveyed rated the market as 'important' or 'very important' in their decision to visit Romford town centre. The market also provides an opportunity for traders without sufficient capital for taking up occupancy of a retail outlet to set up their own business and is an important lever for the business sector in Romford.
- 5.25 Despite a long term reduction in trader numbers of 50% from 339 in 1985 to 170 in 2005, numbers appear to be stable at present. Although the number of available pitches has been reduced over the years, on average three quarters of stalls are occupied by regular licensed traders on Wednesdays, Fridays and Saturdays, while a further 10-20 stalls are taken by casual traders on each market day. In addition, the Farmers market operates twice a month on South Street and the speciality French market visits Romford every Spring, both of which have proved very successful.
- 5.26 The market is also the most important public space in the town, although its potential is not realised at present, particularly on non-market days when it functions solely as a surface car park. Although the shopping malls and concourses attract large numbers of people, the ideal gathering place and opportunity for community interaction and activity is the market place, which is full of character and offers much more than a commercial environment.

Day and evening economy

- 5.27 Romford is a popular leisure and entertainment centre, with 69 restaurants and cafes, 22 pubs and bars, four nightclubs, one cinema (with 16 screens and 4,000 seats) and one bowling alley. 932 people are employed in restaurants and other licensed premises in Romford making this sector one of the most important for jobs and the town's prosperity.
- 5.28 Up to 15,000 people are known to come into Romford on weekend nights, presenting challenges for the management of the evening economy, the police, night time venues, transport providers and communities generally. Generally, entertainment and leisure uses are dispersed throughout the town centre. However, there is a significant concentration of late night entertainment uses located in South Street. These are predominantly music bars with alcohol aimed at 18-25 year customers. While these venues play an important role in the Romford economy the aspiration for the town centre is for an increased residential population and a diversification of the night time economy.
- 5.29 The Area Action Plan aims to ensure that a balance is achieved in recognising the importance of the leisure and entertainment sector and the cumulative effects caused by night entertainment venues. This is particularly important given the planned increase in the residential population in the town centre. The Council has been working with local operators and the police to manage the night time economy. Three nightclubs have closed in recent years (Hollywoods, Secrets and Tokyo Blue) and these sites are being redeveloped, or have planning permission, for housing. Four nightclubs remain in Romford (see Table 2).

Table 2: Romford Nightclubs

Venue	Licensed until	Capacity
Brannigans, South Street	02:00	950
Opium Lounge, North Street	05:00	530
Pacific Edge, Market Place	04:30	585
Liquid and Envy, South Street	04:00	2000

Source: London Borough of Havering (2008)

- 5.30 The Havering Retail and Leisure Study predicts the growth in expenditure on leisure services over the 12 year period 2006 to 2018 is likely to amount to around £139 million, a growth of approximately 24%. Some three-fifths of this growth (£83 million) is likely to be spent on food and drink, which suggests ample scope to further improve the quality of restaurants, particularly in Romford town centre.

- 5.31 There are some family-friendly restaurants in the town centre, particularly in the Brewery, which is also home to a Vue Cinema and the bowling alley. However, it is recognised that in the heart of the town centre an increase in both good standard family-friendly and high quality restaurants will add to the appeal of Romford. The Area Action Plan aims to increase the attractiveness of Romford to all groups. In this regard it will hopefully give confidence to family-friendly and quality operators that Romford is a place for them to invest for the future.

Commercial Romford

Overview

- 5.32 The London Plan classifies Romford as one of eleven Metropolitan Centres in Greater London. In 2003/4 Management Horizons Europe ranked Romford fourth of the metropolitan centres in London; above Ilford, and the highest ranking centre in east London¹.
- 5.33 Romford contains over 152,000 sqm of gross retail floorspace. In terms of retail indicators Romford is performing very well and shows evidence of greater investor confidence in the area. Romford already has good representation by national retailers and a number who are not currently in the town are also seeking representation.
- 5.34 Romford has responded positively to the competition offered by the out of town regional shopping centres at Lakeside and Bluewater. It has more retail space and more stores than both and attracts a similar number of visitors each year. The town centre has experienced extensive investment in a range of development schemes and environmental improvements, such as the refurbishment of the Market Place, the Brewery development, refurbishment of the Liberty and Mall centres and the redevelopment of the former Dolphin site.
- 5.35 Romford is also an important office location, employing over 3,000 people in the commercial office sector. Romford's strength as a commercial centre needs to be supported and enhanced in order to ensure the town centre retains its competitive edge in the region.
- 5.36 Having regard to the Havering Retail and Leisure Study², the Area Action Plan focuses on how to plan for future retailing needs in Romford in order to maintain and enhance its Metropolitan status and how best to rejuvenate the Romford Office Quarter.

Key issues (Commercial Romford)

Retail

¹ Town centres were rated using a weighted scoring system which takes account of each locations provision of non-food multiple retailers and anchor store strength.

² London Borough of Havering Retail and Leisure Study, Roger Tym & Partners (April 2006)

- 5.37 Romford's retail offer includes the popular and successful Liberty, Mall and Brewery centres. In addition, Romford also has extensive traditional outdoor shopping streets such as South Street, together with North Street, High Street and the historic Romford Market. It is the overall shopping environment, historic town centre setting and provision of services that separates and distinguishes Romford from Lakeside and Bluewater. Further retail redevelopment adjoining the Market Place as part of a major mixed use scheme (including residential) will provide additional retail floorspace in the town centre.
- 5.38 Table 3 below presents the aggregate total of the number of units and floorspace by Use Class in Romford. The centre contains over 225,400 sqm of floorspace, of which 152,600 (68%) is in retail use. The centre supports a total of 453 retail units (as at February 2006).

Table 3: Diversity of uses in Romford

Use	Number of units	Gross floorspace (sqm)	Floorspace (%)
A1 Convenience	34	12,580	6
A1 Comparison	236	108,795	48
A1 Other	53	6,900	3
A2 Financial and Professional	52	7,890	3
A3 Restaurant and Cafés	48	8,610	4
A4 Drinking Establishments	16	7,050	3
A5 Hot Food Takeaway	14	840	0
Sui Generis	13	5,390	2
Vacant	49	28,060	12
Other	69	39,320	17
TOTAL RETAIL	453	152,665	68
TOTAL CENTRE	584	225,435	100

Source: Havering Retail and Leisure Study (2006)

Retail need

- 5.39 The Havering Retail and Leisure Study found that Romford currently performs well in its role as a Metropolitan Centre and is a prominent retail destination in east London. In the short term the study suggests:
- Consolidating Romford's role and ensuring that it retains its position in the regional retail hierarchy;
 - Implementing a strategy to reduce the number of overall vacancies within the town centre;
 - Developing some of the smaller vacant sites to provide additional high quality retail; and
 - Encouraging environmental improvements to improve the overall shopping experience in Romford.

- 5.40 In the medium to long term (up to 2018) it suggests that Romford will need to improve its retail offer in order to maintain its position in the hierarchy against other competing centres. For Romford to maintain its role as a Metropolitan Centre it can accommodate up to 30,000 sqm of new comparison floorspace by 2018.
- 5.41 With regard to convenience goods, the study identifies an additional need to 2018 of up to 1,400 sqm. This relatively small need is due in large part to Romford currently being well provided by supermarkets including Sainsbury's, Asda, Lidl and the food hall in the Marks and Spencer store. In addition, Aldi and Iceland have recently occupied space in the redeveloped North Side of the Market Place.

South Street

- 5.42 Following the arrival of the new shopping centres in Romford at the Liberty and The Mall (formerly Liberty 2) in the 1970s and 1980s, South Street experienced a decline in trade as traders preferred the larger format units and privately managed, secure trading environments within the Liberty and Mall centres. The Havering UDP encouraged A3 uses (food and drink)³ to locate to certain parts of South Street and this helped to create a new role for this area.
- 5.43 South Street remains an area of high footfall because of its location between the Brewery and the Liberty shopping centres and there is the opportunity for South Street to benefit from this. This is in addition to South Street being the key pedestrian route between Romford Station and the Market. As noted, the Havering Retail and Leisure Study indicates the capacity for additional floorspace and South Street could be promoted to capture some of this demand. The Council is aware that, at present, the format and size of many of the units along South Street are outdated and do not meet the needs of modern retailers. In order to realise this potential, a number of sites on South Street could be redeveloped to provide new, larger units that would be more attractive to modern retailers.

North Street

- 5.44 Within the Ring Road, North Street is a retail core location and pedestrianised street at present, which suffers from a lack of a clear identity and low levels of passing trade. The retail environment and streetscape is comparatively poor and despite being the main pedestrian route into the town centre from the north, footfall is low. However, there are a number of niche retailers including independent artist, clothing and music retailers. Additionally, planning permission has been secured for larger retail units at ground level in the new development scheme at 23-55 North Street and the adjacent Angel

³ The old A3 use class order (food and drink) was separated into three new use classes in April 2005. These are: A3 (Restaurants and Cafés), A4 (Drinking Establishments) and A5 (Hot Food Takeaway).

Way site (ROMSSA2) has the potential for some retail development. These developments will help increase footfall in North Street and help maintain and enhance its niche retail role. Therefore the Area Action Plan retains North Street's retail core designation to enable its niche retailing focus to be developed.

The Brewery

- 5.45 Wholesale redevelopment of the former Brewery site in the late 1990s has transformed this area into a modern and successful mixed use centre which has helped to reinvigorate the town centre. The Brewery development started trading in 2001 and comprises a large supermarket (operated by Sainsbury's), a 16 screen multiplex cinema, leisure units, a health and fitness club and a number of large retail units as well as over 100 new homes. A number of smaller retail units have also been developed along Brewery Walk. The Brewery also includes extensive car parking facilities, a petrol filling station and a bus station. The leisure elements of the scheme are very successful and the centre is well regarded by the large retailers. However, the Area Action Plan aims to make more effective and efficient use of the Brewery site and to ensure that it is better integrated into the rest of the town centre.

Offices

- 5.46 Romford is an important office location in east London, with a defined office quarter bounded by Western Road to the north, Mercury Gardens to the east, Chandlers Way to the west and the railway line to the south. The Romford Office Quarter has a number of vacancies due to recent closures. Local firms have reported difficulties recruiting and retaining high quality staff due a number of factors, including the lack of peak hour express trains to and from Liverpool Street and the quality of the local environment.
- 5.47 Despite this, the Havering Employment Land Review⁴ suggests that Romford has the potential to reverse this trend and consolidate its importance as a suburban satellite office centre. The study suggests that the local office market is likely to begin to experience an upturn and that demand for office space in Romford could be bolstered further by the proposed implementation of Crossrail. The study identifies an annual demand for land for offices of 0.7% or a total of 1.6 hectares by 2018. However, it also notes that only 5% of Romford's office space is new or refurbished.
- 5.48 Research by the GLA⁵ anticipates significantly more employment growth in Outer London over the next twenty years (11%) than occurred over the last 20 years (6%). Relative to inner London in proportional terms, more of this growth is expected to be office based.

⁴ London Borough of Havering Employment Land Review, URS (April 2006)

⁵ Outer London: Issues for the London Plan, GLA (May 2007)

Office employment in Havering is predicted to rise 36.9% between 2006 and 2026 from 19,700 to 26,900. As a relatively high employment density activity it is important to accommodate this growth in sustainable locations, especially town centres. Therefore the Area Action Plan encourages more intensive development within the Romford Office Quarter to enable existing floorspace to be renewed.

- 5.49 The Area Action Plan aims to secure some A3 (restaurant and café) uses in the Romford Office Quarter to help diversify the uses and provide an attractive lunch and evening environment for workers and residents. This follows the lead of the recent development scheme at 10-14 Western Road which comprises new offices, 60 new apartments and café at ground floor level.

Liveable Romford

Overview

- 5.50 Romford town centre has developed in recent years as a primarily commercial environment, dominated by retail, office and leisure uses, with some industrial and residential uses to the south of the railway line. However, living in a town centre is becoming increasingly popular as people are seeking to integrate their working, social and home lives by choosing to live where there is easy access to facilities and public transport. Urban living is also being promoted by the Government to increase the sustainability and cohesiveness of our town and city centres. Recent residential developments in Romford town centre at The Brewery, The Axis and The Matrix have proved to be extremely successful and additional schemes are forthcoming on North Street and the Market Place as part of major new mixed use schemes.
- 5.51 The Area Action Plan focuses on the development opportunities within the town centre for new housing and the mix and tenure of new housing, including family accommodation. It also focuses on improving green space and biodiversity within the town centre, tall buildings, securing high quality design in all new development, and new public spaces.

Key issues (Liveable Romford)

Housing

- 5.52 Currently the most extensive area of housing in the town centre is located in the south eastern corner of the Ring Road and comprises mostly inter-war housing. However, residential development is increasing in the town centre and is increasingly spread throughout the centre rather than confined to the south eastern corner.
- 5.53 According to Public Transport Accessibility Levels (PTAL), Romford is the area most accessible to public transport in Havering. The Romford

PTAL zone defines an 800 metre walking distance radiating out of Romford train station within which there is an opportunity to intensify housing significantly.

5.54 The revised London Plan housing target for Havering is 535 new homes per year from 2007/08 to 2016/17. The Housing Trajectory in Havering's Core Strategy identifies a significant amount of this new capacity coming forward in Romford town centre, with at least 700 units on the following sites:

- Angel Way (former Decathlon site)
- Angel Way (former Secrets site)
- Bridge Close
- Como Street Car Park
- 23-55 North Street

However, this is a conservative estimate, as it is likely that these sites will yield over 1,000 units. In addition, there is potential for new housing through the intensification of development along Victoria Road and South Street, and in the Atlanta Boulevard and Regarth Avenue area which could yield another 500 units.

5.55 However, it is important that in order to create balanced and sustainable communities, the mix and tenure of housing provided in Romford town centre is addressed to ensure that the housing needs of all are met and supporting social infrastructure is provided. Currently, most of the new housing units being built in Romford town centre are one and two bed flats, with little family housing being provided. The Area Action Plan needs to consider how best to provide family accommodation, including houses, in a high density town centre setting and how to enable the provision of social infrastructure

Green space

5.56 In comparison to the verdant character of the rest of Havering, Romford town centre has very little green space and relatively few trees. The Havering Retail and Leisure Study and the Havering Open Space and Sports Assessment⁶ both note the lack of open space, trees and plants in Romford. The Retail and Leisure Study suggests that the town centre would benefit from 'greening', particularly in the summer months, encouraging visitors to sit down and relax for longer in the centre, and thus contribute to the overall levels of activity and vitality. In addition, providing more trees and plants will increase the town centre's biodiversity value and improve environmental quality. For example, the positive impact of tree planting along Eastern Road is striking. The churchyard of St Edward the Confessor in Market Place, Coronation Gardens on Main Road, and the grassed area to the east of the Liberty Car Park also offer green open space in the town centre.

⁶ Havering Open Space and Sports Assessment, Atkins (October 2005)

The area north of Bridge Close, either side of the railway, is rich in biodiversity and consequently is designated as a Borough Site of Importance for Nature Conservation.

- 5.57 The Area Action Plan provides a clear opportunity to enhance Romford's attractiveness as a place to live, as well as being an attractive retail, leisure and cultural destination, by enhancing the town's existing green spaces, creating new spaces and maximising links to the parks outside the town centre. Whilst green space in Romford town centre is limited there are large parks within convenient walking distance, with Cottons Park to the west and Lodge Farm and Raphael Parks to the east (see Figure 1). For this reason, the Havering Open Space and Sports Assessment shows that there are only two areas of deficiency to public parks within the Action Plan area. The first is north of the Market Place, across the site of the car park and hotel. The second extends from Romford Station across to the Ring Road and then east across Bridge Close and the Ice Rink site. This deficiency will be remedied by the provision of a new public park as part of the redevelopment of the Oldchurch Hospital. Tree planting is also an integral part of the 'Greening the Ring Road' project, which is one of the Mayor of London's 100 Public Spaces Programme.

Urban Design

- 5.58 It is important that all new development in Romford town centre is of the highest quality in terms of architecture and urban design if it is to compete with nearby town centres and out of town shopping centres and attract the right sort of investment. A high quality town centre helps foster civic pride and instil a sense confidence amongst the community and investors. The Romford Urban Strategy placed particular emphasis on high quality architecture and urban design in Romford town centre. Similarly, the Core Strategy sets out Havering's commitment to high quality urban design. As such, the Area Action Plan will ensure that all new development contributes positively to the town centre in terms of how it looks and functions.

Public Realm

- 5.59 One of the consequences of recent development in Romford has been the blurring of distinction between public and private space. The Liberty, Mall and Brewery centres are private spaces. It is only when these are closed to the public outside of shopping hours that the quality and extent of Romford's public realm of the town centre reveals itself. The pedestrianisation of South Street (north from the junction with Western Road) and North Street (to the Ring Road) has improved the public realm but there is a lack of public civic spaces in the town centre. The Area Action Plan seeks to use the opportunities that exist within the Romford Office Quarter, the Romford Station area, Bridge Close and the Angel Way site to create new public spaces. In addition, as previously outlined, the Market Place presents the opportunity for

the development of a new town centre public square and event space. This would reinforce the Market as well as enhance the town centre environment and provide an attractive outlook for the extensive residential development on the north side of the Market Place.

Figure 1: Current and proposed open spaces



6 The planning of Romford town centre up to 2020: Romford Area Action Plan Vision

6 The planning of Romford town centre up to 2020: Romford Area Action Plan Vision

Havering Strategic Partnership

- 6.1 In 2005, Havering Strategic Partnership updated the Havering Community Strategy after wide consultation with the community.

The Vision for Havering in the 2005 Community Strategy is:

- To create a safe, welcoming, healthier and more prosperous place where people choose to live, work and visit.

- 6.2 To realise the vision, the Partnership has adopted this mission:

- Make Havering an inclusive place in which to live, work and visit;
- Create a dynamic, prosperous economy driven by a well-educated and trained workforce;
- Create a thriving, successful and healthy community for all;
- Create a good quality of life in Havering for now and the future, through actions that contribute locally, nationally and internationally to sustainable development.

- 6.3 This will be delivered through a Community Strategy with six themes:

- A More Prosperous Community
- Improved Lifelong Learning
- Better Health and Welfare
- Increased Community Participation
- Protect and Improve the Environment
- A Safer Community

- 6.4 Achieving the vision will involve securing and managing positive changes in the towns, suburbs, and countryside areas which make Havering the place that it is. Therefore the aim of Havering's Local Development Framework, is to protect and strengthen what is best about Havering, to create places of real quality which are enjoyable and fulfilling to live in, and to improve social, economic, and environmental opportunities for the whole community. The Romford Area Action Plan, together with other Council strategies, will play a key role in achieving this.

- 6.5 Table 4 shows how the Vision themes relate to the Romford Area Action Plan strategic objectives. The Vision is focussed on delivering

the Community Strategy themes and is also a product of an analysis of the policy context and evidence base as explained in Section 4 of this document.

Table 4: Community Strategy themes and Romford Area Action Plan objectives

		Community strategy themes					
		A more prosperous community	Improved life long learning	Better health and welfare	Increased community participation	Protect and improve the environment	A safer community
AAP Objectives	Connecting Romford	✓		✓		✓	✓
	Cultural Destination Romford	✓			✓	✓	✓
	Commercial Romford	✓	✓		✓		✓
	Liveable Romford	✓	✓	✓		✓	✓

Romford Area Action Plan Vision

6.6 The vision for Romford town centre has been developed drawing on the extensive consultation undertaken on the Romford Urban Strategy and updated taking into account the review of plans, policies and programmes for the preparation of the Scoping Report and responses received to the Issues and Options and Preferred Options Reports. This vision for Romford 2020 is:

- Romford town centre, with the help of Romford Town Centre Partnership, will expand its retail offer to ensure its continued position as East London’s premier town centre. Romford town centre will continue to provide a high quality retail experience and offer a diverse range of activities for all groups, thriving on the competition offered by Stratford to the west and Lakeside and Bluewater to the east.
- Romford will be a centre where only high quality design-led development is allowed and which positively contributes to the character of Havering overall. Romford’s cultural and built heritage will be maintained and enhanced and will continue to be an important element of Romford’s attractiveness as a commercial, cultural and residential town centre.
- Romford’s existing green spaces will be protected and enhanced and opportunities to create new green spaces and ensure a richer biodiversity in the town centre will have been progressed.

- Romford will be valued as a cultural destination featuring a hub of new cultural facilities and drawing on its existing strengths as a historic market town. It will have a safe, diverse and culturally rich evening economy offering a range of activities for people of all ages.
- Romford's historic Market will strengthen its role as a central feature of Romford's identity and a key part of the local economy and the Market Place will be a high quality prominent space in the town centre.
- Romford Office Quarter will be an area of new investment for businesses. It will offer a range of employment opportunities in a vibrant, attractive and mixed use environment, creating an area where people choose to work and businesses want to relocate to.
- Romford town centre will be a place where people want to live. The town centre will be a place of high quality residential living that provides easy access to Romford's numerous facilities and high public transport accessibility.
- Provision will continue to be made for cars in recognition that many people will continue to use them for travel but there will be a significant increase in travel by public transport modes and, therefore, overall traffic growth will be falling and many more people will choose to walk and cycle.
- Overall Romford town centre will be a diverse, attractive, safe and accessible town centre which caters for all types of people including workers, shoppers, visitors and residents alike.

7 Strategic objectives for the planning of Romford town centre up to 2020

7 Strategic objectives for the planning of Romford town centre up to 2020

- 7.1 The objectives for the Area Action Plan are derived predominantly from the Romford Urban Strategy. They have been further reviewed and updated, where appropriate, to take into account the responses to the Scoping, Issues and Options, and Preferred Options Reports. For consistency, the objectives are presented under the four key themes of the Romford Urban Strategy.

Connecting Romford

- (A) Enhance access to Romford, improve connectivity with the town centre and address future parking shortages by improving the public transport network, reducing car congestion, improving interchange facilities and improving conditions for cyclists and pedestrians.

Cultural Destination Romford

- (B) Promote Romford as a cultural destination for all by focusing on strengthening and diversifying Romford's Market, managing and diversifying the evening economy, and respecting and enhancing Romford's heritage.

Commercial Romford

- (C) Create a vital and viable town centre that provides for the diverse needs of all of the local community.
- (D) Support and enhance Romford's strength as a commercial centre by creating conditions which are favourable to attracting higher quality retailers, seeking the regeneration of North Street, South Street, High Street and the Romford Office Quarter and enhancing the image of Romford as a major retail and employment location.

Liveable Romford

- (E) To maximise the provision of high quality housing of all tenures in the town centre.
- (F) Encourage more residents to live in Romford by ensuring the centre provides the necessary facilities and services that are required for balanced and sustainable communities including

leisure facilities, comparison and convenience retailing and community services.

- (G) Enhance the town centres existing green spaces and biodiversity value and promote the development of new, high quality open spaces in the town centre to make Romford town centre a better place to live.
- (H) Promote high quality design-led development that improves the attractiveness of the town centre and creates a safe environment for all.

8 Key Diagrams

8 Key Diagrams

Figure 2: Romford's position within the sub-region

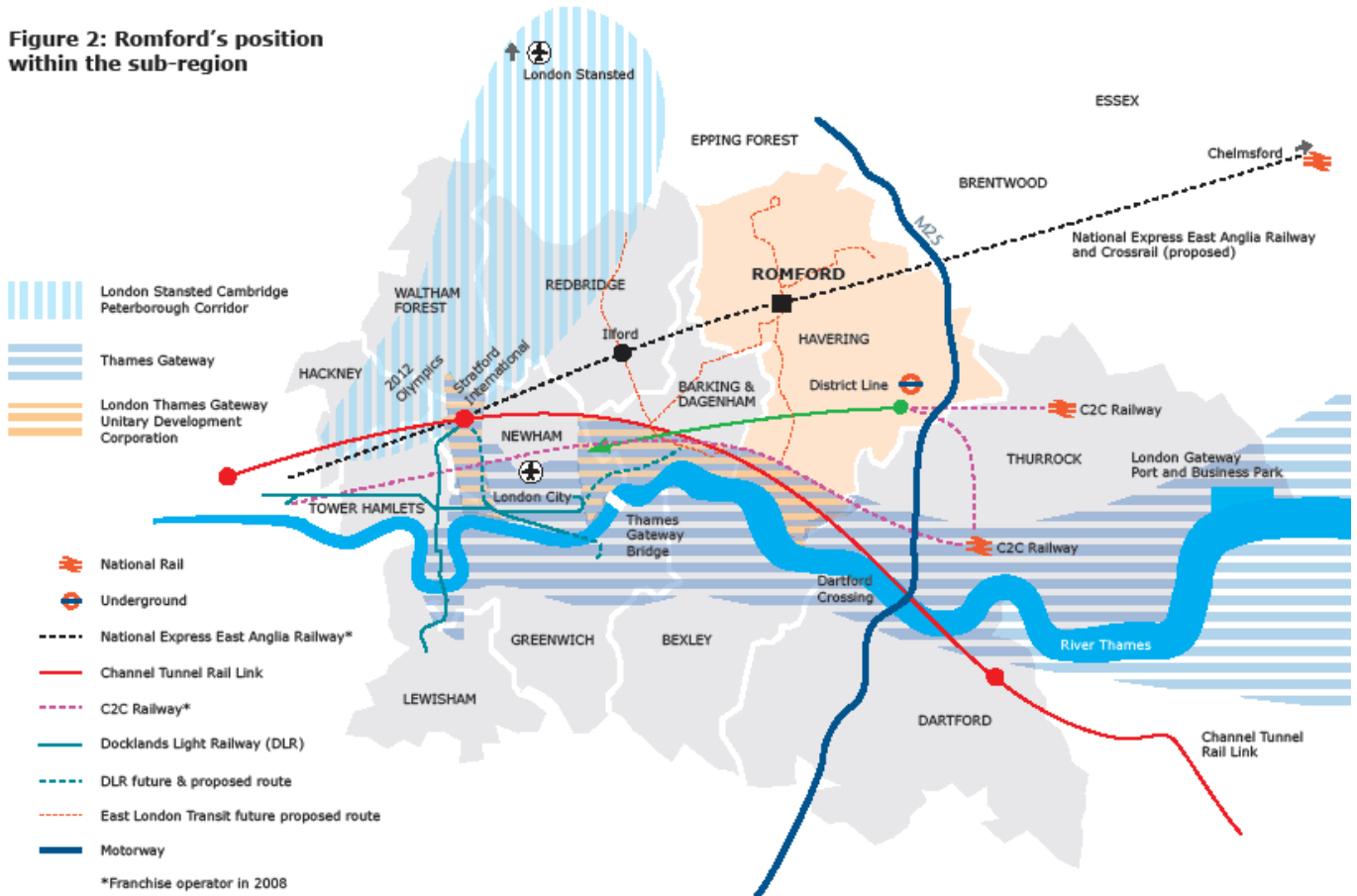
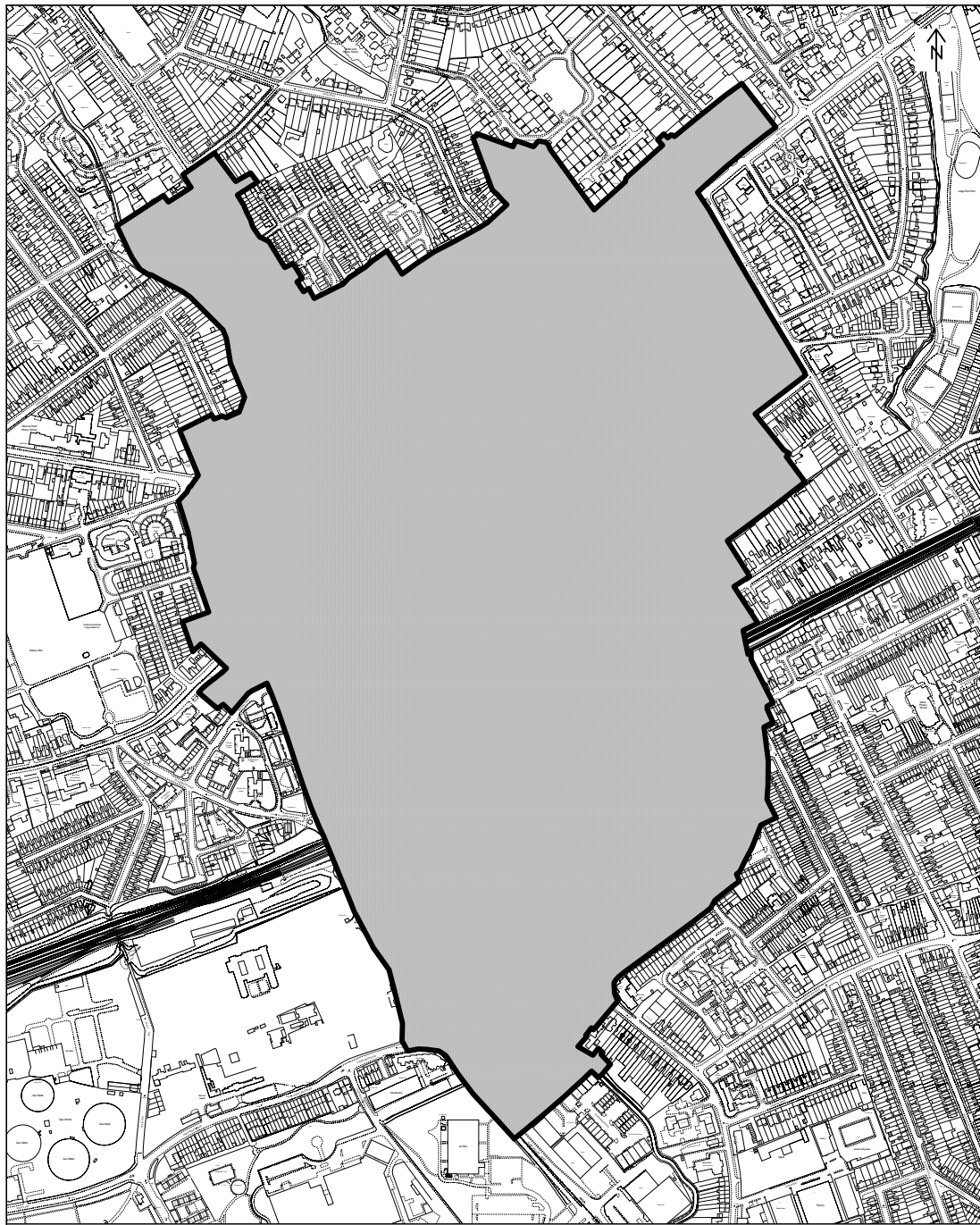


Figure 3: Boundary of Romford Area Action Plan



Romford Area Action Plan		Scale 0 60 120 180 240 300 m
		Scale @ A4 1:7000
London Borough of Havering Town Hall, Main Road Romford, RM1 3BD Tel: 01708 434343		<small>Based upon the Ordnance Survey Mapping with the permission of the Controller of Her Majesty's Stationary Offices. Crown © copyright. Unauthorised reproduction infringes Crown copyright and may lead to prosecution or civil proceedings. London Borough of Havering.100024327</small>

9 Policies

9 Policies

- 9.1 These planning policies provide detailed guidance on the criteria against which planning applications will be determined. All applications for planning permission within Romford town centre must satisfy the relevant policies in the Core Strategy and Development Control Policies DPD, the Romford Area Action Plan and Supplementary Planning Documents. Where necessary, the Area Action Plan policies include information on how they will be implemented.
- 9.2 The policies are the product of the Sustainability Appraisal process and take account of the feedback received from the community and other stakeholders during the various consultation initiatives undertaken in preparing, firstly, the Romford Urban Strategy, and then the issues and options, and preferred options stages of the Romford Area Action Plan. The Final Sustainability Appraisal Report and Statement of Compliance should be consulted for more information on this.

CONNECTING ROMFORD



ROM1 – ROMFORD STATION GATEWAY

To ensure that Romford Station and the adjoining area is redeveloped as a major transport interchange in a high quality urban setting that will provide an outstanding access gateway for Romford, new development must:

- **Deliver a significant improvement in the townscape and pedestrian environment through to the south of the station;**
- **Incorporate better integrated facilities between different transport modes, including increased bus stand capacity;**
- **Be anchored by a landmark tall building; and**
- **Ensure safe, convenient and attractive direct pedestrian and cyclist access to the station from Victoria Road, South Street and Atlanta Boulevard.**

In connection with major developments, the Council may seek and pool contributions towards public transport improvements, including improvements to interchange facilities at Romford Station and, if necessary, East London Transit.

REASONED JUSTIFICATION

- 1.1 The Council is committed to transforming the environment in and around Romford Station. Romford Station is a major gateway into the town centre and for journeys into London and Essex and should present a positive and attractive image for people arriving and departing. Crossrail is expected to act as a major catalyst for town centre development and will increase the strategic importance of the station as a major public transport interchange attracting more bus passengers, a good number of them, hopefully in due course via East London Transit. The planned introduction of Crossrail from 2017 will bring radical changes to Romford Station which will enhance its accessibility and convenience for station users.
- 1.2 The station and the surrounding area largely retain their original format and layout. This is unsuited to the level of use that the station currently enjoys and it taints the impression that visitors and residents have of Romford. The station and its surroundings do not fit with Romford's role or status and do not compare favourably with the quality of other parts of the town centre which have benefited from significant investment and townscape improvements.
- 1.3 The main pedestrian entrance/exit to and from the station is from South Street beneath the railway line. This is of restricted width and congested at peak times. The majority of passengers access the station from the south as this is where the bus services are located. However, this area has a low environmental quality. In particular, the pedestrian environment is very poor and there is a narrow pavement forecourt in front of the station. The pedestrian environment north of

the station is better due to recent environmental improvements (see also ROM4).

- 1.4 Environmental improvements to the exterior of the station have helped improve its appearance and security. However, there is now a clear opportunity through this policy to achieve more fundamental changes through:
- The provision of the Crossrail scheme which will bring significant improvements to the station access and lengthened platforms for Crossrail trains
 - The opportunity for Network Rail to redevelop their site immediately to the south of the station
 - Commitment from Transport for London to improving bus services in the South Street area and the proposed East London Transit which is due to run along South Street
 - The delivery of ROMSSA6 Romford Station Interchange and Gateway

ROM2 – EAST LONDON TRANSIT

The Council will support Transport for London in implementing a proposed future phase of the East London Transit scheme and supports its potential routing along South Street, North Street and around the Ring Road to Main Road, with interchanges at Central Library and the Romford Station Gateway.

In connection with major developments, the Council may seek and pool contributions towards public transport improvements, including improvements to interchange facilities at Romford Station, and, if necessary, East London Transit.

REASONED JUSTIFICATION

- 1.1 The first phase of the East London Transit scheme will connect Ilford to Dagenham Dock via Barking town centre and is due to be operational in autumn 2009. Later phases could extend through to Rainham, Elm Park and Romford, with separate routes to Collier Row and Harold Hill. On opening, the scheme will be bus based and involve high levels of priority and segregation where this is feasible.
- 1.2 Any extension of East London Transit to Romford (and beyond to Collier Row and Harold Hill) is dependent on further feasibility work on phasing, funding and stops and interchanges. This extension is not expected to be implemented before 2015. Nevertheless, because this is still within the timeframe of the Area Action Plan it needs to consider how the East London Transit can best be integrated into the future planning of the town centre.

ROM3 – BREWERY BUS PROVISION

Any redevelopment proposals which involve the existing bus terminus should include replacement bus facilities which aim to be more convenient and usable in terms of location and choice of services. Where these facilities are provided off-site the full costs of their implementation will be sought.

REASONED JUSTIFICATION

- 1.1 A bus station was provided as part of the Brewery scheme to help ensure people had a choice of transport modes to access the site and the wider town centre. At present, only one bus route uses the Brewery Bus Station – the 165 from Abbey Wood Lane (Rainham) which terminates there. Consequently, there is limited use of the bus station. At the same time, a number of frequent bus services run along Waterloo Road to and from the Queen’s Hospital.
- 1.2 Proposals which involve the redevelopment of the existing Brewery bus terminus present the opportunity to increase the number of routes that serve the Brewery and the western part of the town centre and to provide access to them in a more convenient and usable location. Where it is decided that the best location for these facilities is outside the Brewery site, as defined on the Proposals Map, the full costs of their implementation will be sought. The Council will work in conjunction with the Brewery owners, Henderson UK Retail Warehouse Fund, Transport for London, and other landowners to achieve this policy.

ROM4 – PEDESTRIAN LINKS

Improvements to the pedestrian environment within the town centre, and links into and through Romford town centre, will be achieved by:

- **Developer contributions to improvements for pedestrians;**
- **Seeking improvements to the design and lighting of subways under the Ring Road;**
- **Undertaking a feasibility study into replacing the North Street roundabout at the junction with the Ring Road with a signalled junction with the opportunity for bus priority measures and surface level pedestrian crossing;**
- **Undertaking a feasibility study into introducing pedestrian crossings (including having regard to the opportunity for bus priority) at a number of locations around the Ring Road;**
- **New pedestrian signage;**

- **Improvements to the pedestrian environment at Arcade Place, and between South Street and Waterloo Road through redevelopment opportunities in these areas; and**
- **Increasing pedestrian access to the River Rom.**

REASONED JUSTIFICATION

- 1.1 Promoting sustainable travel, including walking, will help reduce reliance on car use and helps to encourage healthy and active lifestyles. Promoting walking and improving the pedestrian environment are key commitments in Havering's Walking Strategy (June 2006) and approved Local Implementation Plan (LIP).
- 1.2 Improving the pedestrian environment in Romford town centre, including routes and crossings to address the needs of all the community, will encourage more people to walk. Increasing numbers of pedestrians leads to greater levels of street activity and can increase town centre safety. Within the town centre, parts of South Street and North Street are traffic-free and the Liberty, Mall and Brewery centres also offer indoor pedestrianised shopping environments. However, for some people walking to the town centre the Romford Ring Road can act as a barrier due to the design of the subways and the lack of surface level crossings.
- 1.3 The pedestrian subway at Market Place is an example of good practice: it is frequently used and there is a green open space with seating in the centre which feels safe and pleasant. Apart from this subway, the pedestrian subways under the Ring Road are under-used and can feel unsafe. Following the example of the refurbishment of the Market Place subway, the Council will seek improvements to other pedestrian subways to enhance access to the town centre.
- 1.4 The Romford Ring Road is a third phase project in the Mayor of London's 100 Public Spaces programme. The Council has secured funding for a Romford Ring Road study and will bid for further funding from Transport for London to implement the outcomes of this work, including accessing the feasibility of, and the best locations for, surface level crossings on the Ring Road. In particular, it will also assess the feasibility of replacing the North Street roundabout with a signal controlled junction. This would enable the subway to be replaced with a surface level crossing and better integrate North Street inside and outside the Ring Road.
- 1.5 The incremental development of the town centre, including three large shopping centres, has led to a pedestrian environment which would be enhanced by being more legible. The Regeneration Capital Programme is funding the first phase of the Romford Town Centre Pedestrian Signage Project. This signage will help reinforce a sense of identity in Romford, improve legibility and peoples ability to navigate

through the area, as well as making a positive contribution to the public realm. Further sources of funding from town centre partners and Transport for London are being explored for further contributions to the project.

- 1.6 The Council has also identified Arcade Place, and the links between Waterloo Road and South Street, as being in need of improvements to the pedestrian environment.
- 1.7 Arcade Place is a popular route from the Brewery car park into the town centre with high levels of pedestrian footfall. The Brewery car park has 1,600 spaces and is the largest and most popular car park in Romford. The route along Arcade Place into the town centre forms an initial impression of Romford for many customers and is, therefore, an important pedestrian link that requires particular attention. At present, the route suffers from a lack of commercial activity facing the street and the service route that bisects it dominates the pedestrian experience. To address this, the Council will seek the redevelopment of the corner sites on the eastern side of the junction with Exchange Street and other sites on Arcade Place.
- 1.8 South Street to Waterloo Road is a pedestrian link that runs along the north side of the railway line and is reported by the police to be a crime hotspot. The pedestrian route (known as 'the Battis') is dark and feels unsafe. Through the proposed redevelopment of the area to the south of Romford station (ROMSSA6), there is an opportunity to create a safer, more well-defined route which would link to Waterloo Road. In the longer-term there may also be an opportunity to improve pedestrian links east-west if proposals for the redevelopment of the Brewery site are forthcoming.
- 1.9 Redevelopment of the Bridge Close site (ROMSSA2) also offers the opportunity to develop a new riverside walkway and footbridge. In addition to enhancing the recreational potential of the river, this would improve pedestrian links from this site, and from the new housing development on the former Oldchurch Hospital site, into Romford town centre.

ROM5 – CYCLE ROUTES

Improvements to the cycling environment within the town centre, and links into and through Romford town centre, will be achieved by:

- **The creation of new dedicated cycle routes around the Romford Ring Road; and**
- **Investigating opportunities through undertaking feasibility studies, including route investigation, to create more dedicated routes through Romford town centre and improved cycle parking facilities.**

The Council will primarily implement these measures through Transport for London funding and developers' contributions.

REASONED JUSTIFICATION

- 1.1 Promoting sustainable travel, including cycling, will help reduce reliance on car use and helps to encourage healthy and active lifestyles. Promoting cycling, and improving and increasing cycle routes, are key commitments in Havering's Cycling Strategy (June 2006) and approved Local Implementation Plan (LIP).
- 1.2 Within Romford town centre there are currently cycle routes along Eastern Road, Exchange Street, High Street and Angel Way, and around parts of the Ring Road. Recent improvements to the cycle network include the provision of dedicated cycle crossing points over the Ring Road from Eastern Road.
- 1.3 Reallocating road space for well designed cycle routes has positive effects upon safety and comfort for cyclists. In order to encourage cycling and to promote sustainable travel, the Council will seek to create new cycle routes and cycle parking facilities in and around Romford town centre through a range of schemes and funding programmes.
- 1.4 The Council submits bids to Transport for London (TfL) on an annual basis for funding into feasibility studies for cycle routes, upgrading of existing facilities and the design and implementation of cycle facilities at key locations across the borough. The Council will continue to seek funding from TfL for feasibility studies into upgrading existing cycle routes and developing new cycle routes on an annual basis through the LIP Annual Reporting and Funding Submission.
- 1.5 The Council has submitted bids to TfL through the LIP for Cycle Route Implementation and Stakeholders Programme (CRISP) schemes for the 2008/9 financial year. Schemes in Romford are:
 - Link 90: Eastern Road/South Street junction and South Street (Havana Close to Eastern Road)
 - Link 91: Thurloe Gardens/George Street junction
 - Link 92: Study to investigate alternative routes and identify improvements to the existing route.
- 1.6 Where appropriate, the Council will seek funding from external sources, including developers, to fund or partially fund the feasibility, design and implementation of cycle routes in and around Romford town centre. This includes taking forward work on developing a cycle route around the Romford Ring Road through the Mayor's 100 Public Spaces.

CULTURAL DESTINATION ROMFORD



ROM6 – RESPECTING THE HISTORIC ENVIRONMENT

In addition to the requirements of Core Strategy and Development Control Policies, the built heritage of Romford will be protected, enhanced and promoted by:

- **Implementing the outcome of the Romford Conservation Area Appraisal through the Heritage SPD. In the meantime, the existing boundary of the Conservation Area will be retained; and**
- **Requiring developers to assess the regeneration potential of other buildings of local heritage interest in their scheme**

REASONED JUSTIFICATION

- 1.1 Romford Conservation Area was one of the first conservation areas in the borough to be designated [in April 1968] and there have been no changes to the boundary. The Council has appointed consultants to undertake a character appraisal of the Romford Conservation Area and to make recommendations for the future of the area. The Council will act on the results of this to determine the boundary of the Conservation Area. In the meantime, the current boundary will be maintained. The Heritage SPD will build on the work of the Conservation Area Appraisals and the Heritage Strategy for Romford and Hornchurch (2000) and set the criteria for designating Conservation Areas.
- 1.2 There are six listed buildings within the Romford Area Action Plan boundary, four of these are within the Conservation Area. The Development Control Policy for listed buildings (DC67: Buildings of Heritage Interest) is within the Development Control Policies DPD.

Listed buildings within the Conservation Area:

- Parish Church of St Edward the Confessor, Grade II* listed
- The Lamb Public House, Grade II listed
- Church House, Market Place Grade II listed
- The Golden Lion Public House, Grade II listed

In addition, the following listed buildings are within the Romford Area Action Plan boundary:

- Havering Town Hall, Grade II listed
- 96-102 North Street, Grade II listed

The Heritage Strategy for Romford and Hornchurch (2000) identifies the following Buildings of Local Heritage Interest within the Romford Area Action Plan boundary:

- [Premises formerly] The Woolpack, High Street
- Prudential Building, High Street
- Romford Brewery buildings, High Street
- [Formerly] The White Hart, High Street [now The Bitter End]
- Kingsmead Mansions, Kingsmead Road
- Romford Baptist Church, Main Road
- 28 Market Place
- The Bull, Market Place
- Lloyds Bank, North Street
- St Edward's Catholic Church, Hall & Presbytery, Park End Road
- 95 South Street
- 97 South Street
- 99-103 South Street
- 105-111 South Street
- Odeon Cinema, South Street
- 110 South Street
- 112-116 South Street
- 131 South Street
- Co-op Bank, South Street
- Page Calnan Building, South Street
- Quadrant Arcade, South Street/Market Place
- Romford Station, South Street
- Old Mill Parade, Victoria Road
- Station Parade, Victoria Road

- 1.3 The Council will require developers to take into account the regeneration potential of these buildings of local heritage interest in their scheme including the potential, where appropriate, for their re-use.
- 1.4 Applications for development should also refer to the specific urban design criteria in ROM20.
- 1.5 In line with Development Control Policy DC70 (Archaeology and Ancient Monuments) developers should take into account the archaeological significance of sites and take appropriate measures to safeguard that interest.

ROM7 – MARKET PLACE

Through the implementation of the Market Strategy Forum Action Plan, the layout, appearance and function of Romford Market will be improved and a new public square will be created outside Tollgate House at the eastern end of the Market Place as an event space and focal point for Romford town centre.

Any new development with a frontage to the Market Place will be required to respect the scale and massing of existing buildings in the Market Place to reinforce the sense of enclosure and emphasise its civic importance in line with ROM20.

REASONED JUSTIFICATION

- 1.1 The Council has established a Market Strategy Forum to oversee the implementation of the Romford Market Strategy. The Forum is chaired by the Cabinet Member for Housing and Regeneration, with representatives from the traders, Romford Town Centre Partnership, and relevant Council services. The Forum has produced an Action Plan, assigning responsibilities and timescales for achieving the various cultural, economic, environmental and waste management elements of the strategy.
- 1.2 The Council owns the Market Place and will seek to create a new public square outside Tollgate House which will be permanently available for the public to enjoy on both market and non-market days, and which will be used for cultural activities and events. This would see the Market Place as a focus for activities involving children and young people, and the community at large, in the arts, entertainment and environment, and could include, for example, major seasonal events, summer schemes for children, theatre and poetry workshops, bands and music roadshows and the inclusion of the historic buildings such as the Parish Church of St Edward the Confessor in London Open House. An Action Plan to take forward the cultural opportunities provided by this new, large public space will be drawn up by Cultural and Leisure Services in conjunction with Town Centre Management. This is in line with the Havering Cultural Strategy 2007-2011 which identifies developing the Market Place as a key opportunity for culture in Romford.
- 1.3 The layout of the weekday retail market will be revised to achieve the objective of creating the new public square outside Tollgate House. The proposed revision of the layout of stalls and pedestrian access, together with the creation of a 7-days-a-week activity and event space, should significantly improve the attraction of the weekday market to shoppers and visitors.

ROM8 – DAY AND EVENING ECONOMY

The daytime and evening economy of Romford will be diversified by:

- **Seeking to reduce the concentration of licensed premises in South Street and counting restaurants as A1 uses in numbers 72-116 (even) and 87-131 (odd) South Street for the purpose of retail core policy ROM10;**

- **Working with developers and operators to secure more restaurants in the town centre;**
- **Controlling the impacts of food, drink and evening entertainment facilities by the implementation of DC23;**
- **Controlling the noise or vibrations from developments by the implementation of DC55; and**
- **Working with landowners to investigate alternative uses for existing pubs and nightclubs**

REASONED JUSTIFICATION

- 1.1 Romford has a vibrant day and night time economy, but there is a need to diversify this so that the town centre, particularly at night, is more attractive to all groups. Therefore this policy aims to reduce the concentration of pubs and bars in South Street through the application of ROM10 which counts A3 uses as A1 in numbers 72-116 (even) and 87-131 (odd) South Street. The Council will also continue to work with breweries, pub landlords and nightclub operators to investigate alternative uses for existing pubs and nightclubs. Three nightclubs have recently closed and are in the process of being redeveloped for residential. The Council will work with developers and operators to encourage them to secure restaurants and cafés in preference to further pubs and bars in any redevelopment schemes. For example, the Atrium scheme in the Brewery will provide six new restaurants and four new cafés.
- 1.2 The Council will seek to ensure that the food, drink and evening entertainment uses do not adversely affect the amenity of town centre residents through the application of Development Control Policies DC23 (Food Drink and the Evening Economy) and DC55 (Noise) and the implementation of the following strategies and any that replace them:
- Havering Community Safety Partnership - Havering Crime, Disorder & Drugs Reduction Strategy 2005-2008
 - London Borough of Havering - Alcohol Harm Reduction Strategy 2008-2011
 - London Borough of Havering - Ambient Noise Strategy (when adopted)
 - London Borough of Havering - Statement of Licensing Policy (2008)
 - Mayor's Best Practice Guidance on 'Managing the Night Time Economy'.

COMMERCIAL ROMFORD



ROM9 – ROMFORD: METROPOLITAN SHOPPING CENTRE

Romford's status as a metropolitan centre and sub-regional shopping centre will be promoted and enhanced by:

- The development of up to 30,000 sqm of new retail floorspace for comparison goods by 2018 (see ROMSSA1 and ROMSSA3);
- Limited growth in convenience goods shopping floorspace; and
- Keeping under review the need and capacity for additional retail facilities.

REASONED JUSTIFICATION

1.1 The Havering Retail and Leisure Study (2006) found that Romford currently performs well in its role as a Metropolitan Centre and has thrived on the competition from Lakeside and Bluewater. In the medium-to-long term, Romford will need to continue to improve its retail offer in order to maintain its position in the regional retail hierarchy. The capacity assessment suggests that in order to maintain its role as a Metropolitan Centre within London, Romford town centre can accommodate up to 30,000 sqm of new comparison floorspace and up to 1,400 sqm of new convenience floorspace by 2018.

1.2 New retail floorspace will be provided through:

Existing planning permissions

- Ground floor retail development on the North Side of the Market Place
- Ground floor retail development at 23-55 North Street

Site Specific Allocations

- ROMSSA1: Angel Way
- ROMSSA3: Como Street

Intensification of existing shopping centres

- The Brewery
- The Liberty
- The Mall
- South Street Core Retail Area

ROM10 – RETAIL CORE

In the retail core of Romford town centre, planning permission for A1 retail uses will be granted at ground floor level.

Service uses (A2, A3, A4, A5) will be permitted within the retail core only where the following criteria are met:

- **The use provides a service appropriate to a shopping area;**
- **The proposal will not result in a group of three or more adjoining A2-A5 uses;**
- **Not more than 15% of the length of the relevant frontage will be in non-retail use following implementation of the proposal; and**
- **An active frontage is maintained and the use is open for a significant number of core retailing hours.**

Opportunities for the provision of new and larger retail units in South Street through the consolidation of existing sites will be encouraged.

To reduce the concentration of pubs and bars in South Street, and to encourage more restaurants in the town centre, in the frontages of numbers 72-116 (even) and 87-131 (odd) South Street, A3 uses will be counted as A1 uses.

Niche retailing will be encouraged in the retail core of North Street, 8-54 (even) North Street and 23-55 (odd) North Street.

REASONED JUSTIFICATION

- 1.1 Romford's Primary Shopping Area comprises the retail core and retail fringe. The extent of the retail core is defined on the Proposals Map and comprises the primary shopping frontages. In this area, the policy seeks to restrict the number of non-retail uses (A2-A5) and to prevent their grouping in order to ensure the continuity of individual shopping frontages and the necessary concentration of prime retailing which comprises the retail core. Within the retail core, any non-retail uses must have an active frontage.
- 1.2 The Liberty, The Mall and The Brewery are three successful retail centres which have been key to Romford maintaining and enhancing its status as East London's premier shopping centre, and comprise the majority of the retail core floorspace. There are, however, important primary retail shopping frontages outside these centres along South Street, North Street and High Street and this policy aims to ensure that the vitality and viability of these are promoted and enhanced.
- 1.3 South Street enjoys a strategic location between the Liberty and the Brewery centres. The Council is aware that a number of retailers are looking to locate in Romford but the lack of suitable premises is an

issue particularly along South Street where the retail units tend to be small and poorly suited to modern needs. Therefore the Council will encourage the consolidation of sites along South Street to create larger retail units.

- 1.4 There is currently a concentration of pubs and bars in the frontages of South Street numbers 72-116 (even) and 87-131 (odd) due to the promotion of previous Council policy. The Council now wishes to reduce the concentration of pubs and bars in this area and secure a better mix of retail and non-retail uses. To enable this, the Council will consider restaurants and cafés (A3) as A1 uses in these parts of South Street to encourage existing drinking establishments (A4) to change use. As with all A2-A5 uses in the Core Retail area, restaurants and cafés in these parts of South Street must maintain an active frontage and be open for a significant number of core retailing hours, i.e. from lunchtime onwards.
- 1.5 There are a number of specialist shops along North Street (within the Ring Road) including musical instrument, photography, picture framing and artist materials shops. The Council will continue to encourage further niche retailing in this area.
- 1.6 In dealing with multi-level schemes such as The Mall, the Council will interpret ground floor as meaning any level at which the public currently shops. Within the Brewery scheme the retail core areas apply to the ground floor only.

ROM11 – RETAIL FRINGE

Retail uses (Use Class A1) will be permitted throughout the retail fringe (secondary shopping area). Planning permission for non-retail uses will be granted at ground floor level provided that the use:

- **Complements the retail function;**
- **Has an active frontage;**
- **Is open for a significant number of core retailing hours; and**
- **Does not significantly harm the character, function and vitality and viability of the centre.**

REASONED JUSTIFICATION

- 1.1 In line with PPS6, the fringe retail areas are more flexible with regard to non-retail uses. This has a number of benefits:
 - Reducing pressure for non-retail uses in the core retail area;
 - Helping to facilitate linked trips; and
 - Providing a greater diversity of uses in the town centre.

However, it is important that these uses compliment and consolidate the town centre's retail function and the criteria within the policy aim to ensure this.

- 1.2 The extent of the fringe retail area is shown on the Proposals Maps and includes the following secondary frontages:
 - 18-46 High Street
 - 25-59 High Street
 - 68-78, 88-106, 116-148 and 95-105 North Street
 - 147-183 South Street
 - Station Chambers, Victoria Road
 - Old Mill Parade, Victoria Road
 - 1-13 Victoria Road
 - Station Parade, Victoria Road
 - 14-64 Victoria Road

- 1.3 High Street occupies an important location in the town centre, in close proximity to the Brewery and the Market. However, High Street has suffered from a loss of trade and activity in recent years which traders consider is partly as a result of the pedestrianisation of South Street. Before the Brewery was redeveloped, the High Street was the main entrance for cars and pedestrians from the west of Romford town centre. The redevelopment of the Brewery opened up the Waterloo Road frontage and enabled the implementation of a surface level crossing into the Brewery which reduced pedestrian activity along High Street. Consequently, as the Havering Retail and Leisure Study confirmed, High Street has one of the lowest pedestrian flows in the town centre. The study also noted that, according to commercial property agents, High Street was considered to be a secondary retail location with lower demand for space and lower retail rents. Therefore, this policy re-designates numbers 18-46 (even) High Street from retail core to retail fringe (in line with the current designation for 25-59 (odd) High Street) to enable a wider range of uses to locate there and complement the planned Romford Museum on the opposite side of High Street.

- 1.4 North Street is the main pedestrian link from the north of the town centre but has low footfall. This is due, in part, to the poor quality environment of North Street on either side of the Ring Road and of the subway under the North Street roundabout. To address this the Council intends to undertake a feasibility study into replacing the North Street roundabout with a signal controlled junction (see also ROM4). This is being undertaken using funding secured from Transport for London and S106 agreements to carry out a wider review of the Ring Road and associated traffic and environmental issues. The retail frontage on either side of North Street outside of the Ring Road is currently designated as two separate local centres due to their physical and functional separation from Romford town centre. Replacing the

roundabout with a junction would enable the retail frontage on either side of the Ring Road to be better integrated with the rest of the town centre. In particular, it will enable the retail frontage on the western side of North Street to be extended south. It would also enable the Como Street site to incorporate increased land take in this area and enhance the development opportunity at this site. Finally, it would enable a surface level crossing to replace the subway to provide a more attractive linkage to and from the town centre. Opportunities will be investigated through any redevelopment to bring about environmental improvements to this part of North Street.

- 1.5 South Street (south of the railway line) and Victoria Road are currently designated as retail fringe and contain a number of smaller retail units. The Havering Retail and Leisure Study notes that, along with North Street and High Street, Victoria Road has lower demand for space and achieves lower retail rental rates, while footfall is amongst the lowest in the town centre. However, the Council proposes retaining both of these sites within the retail fringe and any future redevelopment in South Street and Victoria Road will offer the opportunity to improve both the retail environment and streetscape of this part of the town centre.

ROM12 – THE BREWERY

Given the complexities of the existing development, the Council will support redevelopment of The Brewery in a comprehensive manner or through a series of individual developments. Development at The Brewery should seek to:

- **Meet some of the demand for new retail development in line with ROM9;**
- **Consider opportunities for the expansion of leisure floorspace;**
- **Maximise opportunities for new housing development within the scheme (see ROM14);**
- **Review car parking provision to encourage a more efficient use of the site;**
- **Address the need for enhanced integration of the scheme with the town centre;**
- **Present a built frontage to the Ring Road (Waterloo Road), in line with ROM20;**
- **Create direct linkages to the railway station (see ROM1);**
- **Provide for a more convenient bus facility in terms of location and choice of services (see ROM3);**
- **Provide a more positive use of circulation space in and around the scheme; and**
- **Reflect Romford's traditional street pattern and building/street relationship.**

REASONED JUSTIFICATION

- 1.1 Wholesale redevelopment of the Brewery site in the late 1990s transformed this area into a modern and successful mixed use centre which was a catalyst for wider town centre investment and which has helped reinvigorate the town centre. However, compared to more recent developments in the town centre, the Brewery site is comparatively low density and features extensive surface car parking. This presents the opportunity for either intensification of the site or for any redevelopment to make better use of the site. Either way this opportunity would also enable a number of issues, as set out in the policy, to be addressed to build on its current success. It will also enable more housing and retail floorspace to be provided as well as expanding on the current leisure offer.
- 1.2 Reviewing the car parking provision at the Brewery may enable the existing capacity to be retained and allow opportunities to bring new retail and leisure development into the scheme. In line with ROM14, opportunities for new residential development within the Brewery as part of any redevelopment should be considered. Any new development situated on the eastern side of the site should present a built frontage and active uses onto the Ring Road.
- 1.3 Any redevelopment proposals should consider the relationship between the Brewery and the rest of the town centre and how greater integration between the two can be achieved, particularly through Arcade Place to South Street and to and from Romford railway station. Redevelopment of the south side of High Street (see ROMSSA5) may also present the opportunity to integrate this site into the Brewery and any proposals for redevelopment should consider how this could be taken forward.
- 1.4 Any redevelopment proposals should consider a more positive use of circulation space in and around the scheme. This could include the relocation of the existing bus facility elsewhere within the site in line with ROM3.

ROM13 – ROMFORD OFFICE QUARTER

Proposals to increase the office accommodation in the Romford Office Quarter will be encouraged. To increase the vitality and viability of the Romford Office Quarter higher densities will be allowed and residential and A3 uses encouraged provided that:

- **There is no net loss of office space in any redevelopment of existing sites;**
- **New developments include a significant element of new office space within the scheme; and**

- **In line with ROM17 and ROM21, new developments incorporate tree planting and green amenity space, and new hard landscaped public spaces.**

REASONED JUSTIFICATION

- 1.1 Romford is an important outer London office centre, with the majority of office space concentrated in the Romford Office Quarter in the Western Road and Eastern Road area. As noted in section 5, the lack of peak hour express train services to and from London is a concern to employers. However, the future development of Crossrail is strongly supported by the Council and will improve access into and across central and west London. The impact of the scheme could bolster Romford's position as an office location.
- 1.2 However, the stock within the Office Quarter is becoming dated and may not meet the needs of current and future potential occupiers. To replenish the existing stock and help meet the forecast need for new office space, this policy allows for more intensive development. Office blocks in the Romford Office Quarter are uniformly four storey. This policy will allow the development of six and eight storeys to significantly increase the development potential of sites and enable mixed use development and the modernisation of office floorspace.
- 1.3 There are also issues about the quality of the surrounding environment. To address the concerns of employers regarding the attractiveness and utility of the Romford Office Quarter this policy, in conjunction with ROM17 and ROM21, also encourages improvements to the quality of the environment through the creation of new public spaces, incorporating A3 uses (restaurants and cafés).

LIVEABLE ROMFORD



ROM14 – HOUSING SUPPLY

Romford will contribute to the borough's 535 new homes per year housing target through:

- **Redevelopment at higher densities at Victoria Road, South Street (south of the railway) and Regarth Avenue;**
- **The development of the following Site Specific Allocations:**
 - **Angel Way**
 - **Bridge Close**
 - **Como Street**
 - **Station Gateway and Interchange**
- **Encouraging the intensification of single use sites at Homebase (Davidson Way) and Matalan (117 North Street) to provide residential units through mixed use development;**
- **Making better use of space above The Liberty and The Mall and within the Brewery;**
- **Mixed use development within the Romford Office Quarter.**

REASONED JUSTIFICATION

- 1.1 Town centre living is becoming increasingly popular as people are seeking to integrate their working, social and home lives by choosing to live in locations with easy access to facilities and public transport. Urban living increases the sustainability of town centres by reducing the need to travel, supporting the local economy and helping to create livelier and safer town centres.
- 1.2 Residential developments in Romford town centre at the Brewery, the Matrix and the former Dolphin site [Asda] have proved to be extremely successful and a number of other schemes are forthcoming as part of major new mixed use schemes. Romford town centre will be a significant source of new homes in Havering and the Council estimates that the sources identified above will aim to achieve at least 1,500 new homes by 2020. This policy identifies the major opportunities for new housing supply in Romford town centre.
- 1.3 Victoria Road and South Street (south of the railway) are currently low density areas of the town. Intensification of these areas presents the opportunity to replenish the dated and poor quality buildings, provide a scale, massing and height of buildings which is more fitting for these two important entrances to Romford town centre, and secure developer contributions to improve the pedestrian environment and other environmental improvements. Similarly, redevelopment of Regarth Avenue offers the opportunity to provide a more fitting scale of development and to better integrate the area into the new development proposed for the Bridge Close site (see ROMSSA2).

- 1.4 Homebase and Matalan are two single-use retail sites. Taking forward the advice in the Mayor of London's Best Practice Guidance on Supermarket Sites, the Council welcomes proposals to secure new housing on these sites through mixed use redevelopment.
- 1.5 The Liberty and Mall shopping centres are currently exclusively in commercial use. However, they both offer the potential for intensification and the Council will support new housing, in addition to the current retail and leisure offer, provided this does not harm the vitality and viability of the retail core.

ROM15 – FAMILY ACCOMMODATION

Within the suburban/urban part of the Romford PTAL Zone developments involving the provision of new housing must include some family accommodation of all tenures through:

- **The provision of town housing incorporating two or more bedrooms,**
- **The provision of family accommodation at ground floor level with an enclosed private outdoor amenity area within flat or maisonette developments**

REASONED JUSTIFICATION

- 1.1 Romford town centre is an important location for the provision of new homes for the borough. The Romford Public Transport Accessibility Level (PTAL) zone is identified on the Local Development Framework Proposals Map and represents 800 metres walking distance from Romford Station. Within the PTAL zone, Development Control Policy DC2 (Housing Mix and Density) identifies Romford as being suitable for housing densities between 50-275 units per hectare in suburban/urban Romford and 240-435 units per hectare in central Romford.
- 1.2 To achieve these densities, recent developments have tended to be almost exclusively one and two bedroom flats. Many of these have been bought as investment properties ('buy to lets') for the private rented sector. The consequence has been that, although the number of people living in the town centre has increased, there is a lack of family accommodation and more settled households of families with longer term commitments to making their home in the town centre. This policy addresses this issue by seeking to secure the provision of family accommodation in the suburban/urban parts of the Romford PTAL Zone to help achieve more mixed and balanced communities. The Council will discourage the provision of family accommodation above ground floor level in flatted schemes.

ROM16 – SOCIAL INFRASTRUCTURE

The Council will work in partnership with other bodies (such as Havering PCT and the Local Education Authority) to enable the provision of a suitable range of health and educational facilities in Romford town centre to meet existing and future demand.

REASONED JUSTIFICATION

- 1.1 Provision of the appropriate level of social infrastructure is crucial for delivery of sustainable communities. If more residents are to be encouraged to live in Romford it is important to consider the facilities and services necessary to create balanced, sustainable communities, which are desirable places to live, including medical provision, education and other community facilities.
- 1.2 The new 939 bed Queen's Hospital, situated just outside Romford town centre, opened in December 2006 and brings together the services previously run at Oldchurch and Harold Wood Hospitals. In addition, the Market Place development includes new premises for a GP practice. The Council will work in partnership with Havering Primary Care Trust (PCT) to improve access to, and the quality of, GP premises through the Local Improvement Finance Trust (LIFT) programme which is actively searching for a site/premises in Romford town centre.
- 1.3 Fringe retail destinations (see ROM11) allow for the provision of community facilities provided that active frontages are maintained. This will allow health and other community facilities to be located in the fringe retail areas of South Street, North Street, High Street and Victoria Road.
- 1.4 The Council is currently undertaking a review and reorganisation of primary school provision as part of a programme of modernisation which will take place over the next 15 to 20 years. The review is being undertaken within the context of housing growth in Havering of 535 additional units a year in the period 2007/08 to 2019/20, including new development within Romford town centre. There are currently ten primary schools in the Central Romford locality although none are situated within the Romford Area Action Plan boundary. In the Central Romford locality there is no need to remove surplus places as the forecast surplus capacity is 8%. Some capacity will be taken up from new demand that will be generated from the redevelopment of the former Oldchurch hospital site, while other development in the town centre will also generate new demand to take up this surplus.
- 1.5 The Council will also be undertaking a review and reorganisation of secondary school provision shortly and this will also consider issues around capacity within the context of housing growth and demographic

changes. As with the primary school review, this work will be used to inform the provision of additional school places and facilities in Romford town centre as appropriate.

1.6 Securing developer contributions is the main planning mechanism for implementing this policy. In line with Development Control Policy DC72 (Planning Obligations), the Council in negotiating planning obligations will seek contributions towards:

- Additional education provision at primary and secondary level as identified by the LEA. Developers should refer to the Educational Needs Generated by New Development SPD, and the Havering School Organisation Plan 2003-2008 and Addendum for 2004.
- Additional financial support to fund improvements to health services as identified by Havering PCT through the Local Implementation Finance Trust Programme.

ROM17 – GREENING ROMFORD

The Council will work in partnership with developers and funding agencies to increase green space and tree planting within Romford town centre.

In line with DC72, developers will, where appropriate, be expected to contribute towards programmes of tree planting in any of the following:

- **the sites they are developing;**
- **the town centre generally and particularly along thoroughfares;**
- **around the Romford Ring Road;**
- **along the River Rom;**
- **within the Romford Office Quarter.**

In addition, and where appropriate, new development:

- **will be encouraged to incorporate tree planting and green amenity space at surface level and above;**
- **must protect and enhance the existing green spaces and areas of biodiversity value in the town centre, including St Edward the Confessor Church gardens, Coronation Gardens and the town centre railways sidings area which are designated as a Borough Site of Importance for Nature Conservation;**
- **should also enhance pedestrian and cyclist routes to green spaces outside the centre such as Cottons Park, Lodge Farm Park and Raphaels Park.**

New development should also provide suitable waste and recycling storage facilities and, where appropriate, home composting units, in line with DC40.

Proposals for major developments will have to meet the requirements of DC50 (Renewable Energy).

REASONED JUSTIFICATION

- 1.1 The role of green spaces as an important recreation and cultural feature is recognised in Havering's Cultural Strategy and in the Mayor's East London Green Grid Framework SPG. Green spaces have an important role in improving public health and in providing quiet spaces for the benefit of people and wildlife. They can also provide opportunities for cultural activities and recreation and help recapture an area's historic identity.
- 1.2 Within Romford town centre there are a few small green open spaces at St Edward the Confessor in Market Place, Coronation Gardens on Main Road, and adjacent to the Liberty Car Park. However, the limited amount of green open space is compensated for by the high quality parks just outside the town centre: Cottons Park to the west and Lodge Farm and Raphael Parks to the east. A new park will also be provided as part of the development on the former Oldchurch Hospital site. Therefore the focus of this policy is to increase green space within Romford town centre, principally in connection with new development, and in line with policies ROM4 and ROM5 to improve pedestrian and cyclist access to the parks just outside the centre.
- 1.3 The policy also aims to increase tree cover in the town centre in recognition of their biodiversity and streetscape benefit. The positive impact of trees in the streetscene is apparent along the High Street and on Eastern Road within the Romford Office Quarter. Tree planting is an integral part of the 'Greening the Ring Road' project which is one of the Mayor of London's 100 Public Spaces Programme. The greening of the Ring Road will also help to enhance the more recent urban identity of Romford and create a circuitous boulevard which better links the town centre to its suburban hinterland through pedestrian and cycling linkages.
- 1.4 The area between Bridge Close and the railway is designated a Borough Site of Importance for Nature Conservation. There are opportunities along this stretch of railway land to increase existing biodiversity value as new development opportunities come forward, particularly in connection with ROMSSA2 (Bridge Close).
- 1.5 In line with the energy hierarchy in DC50, the feasibility of a town centre wide heating and cooling network powered by combined heat and power (CHP) will be established in partnership with the Greater

London Authority, London Development Agency and other stakeholders.

ROM18 – RIVER ROM

The Council will work in conjunction with other bodies, including the Environment Agency, to restore the River Rom through the town centre. The Council will use development opportunities to enhance the River Rom and will place significant emphasis on improving public accessibility through the creation of a river pedestrian route, opening up culverts and naturalising the river channels. Where appropriate, contributions may be sought from developers to enable this.

REASONED JUSTIFICATION

- 1.1 The Environment Agency's 'Bringing Your Rivers Back to Life' strategy highlights the role that river restoration can have in transforming urban landscapes. The River Rom is a resource with considerable potential in Romford. Although it runs through the centre of the town, it is largely hidden and is not currently a significant feature of the townscape. Redevelopment in Romford town centre presents the opportunity to reveal elements of the River Rom as an amenity, recreation and wildlife feature.
- 1.2 The River Rom has been identified by the Environment Agency as a priority location for river restoration and deculverting. Enhancements to the River Rom have the capacity to provide a recreational resource, an important wildlife habitat, contribute to the public realm by providing an attractive setting to the surrounding environment and provide regeneration opportunities. It will also reduce flood risk by making space on site for flood waters to be stored. It is therefore important to protect this environment and seek opportunities to enhance it. This can be undertaken as development opportunities arise along the River Rom; for example at Angel Way, Bridge Close and Como Street.

ROM19 – TALL BUILDINGS

Planning permission for buildings of 6 storeys or greater, or over 18 metres above ground level, will normally only be granted in the following locations:

- **Along the Ring Road at the junctions of Angel Way, High Street, Main Road, North Street, South Street and Western Road;**
- **Near Romford Station (within ROMSSA6);**
- **Romford Office Quarter; and**
- **The Brewery**

All tall buildings should be of exemplary high quality and inclusive design and must comply with policy guidance as set out in DC66.

REASONED JUSTIFICATION

- 1.1 The largest concentration of tall buildings in Havering is within Romford town centre and this is considered to be the most appropriate location in the borough for tall buildings. For the purposes of the Local Development Framework tall buildings are defined as buildings of 6 storeys or greater, or over 18 metres in height above ground level.
- 1.2 This policy identifies those locations within Romford town centre where tall buildings of exemplary high quality design are considered acceptable. Tall buildings along the key entrances off the Ring Road will help define their status as gateways into the town centre. Similarly, a tall building within the Romford Station Gateway and Interchange site [ROMSSA6] will increase the legibility of the town centre by signifying the status of this location as the borough's principal public transport interchange. As outlined in ROM13, tall buildings will enable the redevelopment of the existing outdated office stock in the Romford Office Quarter. Applicants are encouraged to refer to the guidance in the CABE/English Heritage publication 'Guidance on Tall Buildings' (2007).

ROM20 – URBAN DESIGN

In line with Development Control Policy DC61 (Urban Design), high quality design-led development will be required in Romford. In addition to the criteria in DC61, development will be required to:

- **Respect the scale and massing of existing buildings in the Market Place;**
- **Reinforce Romford's traditional street layout;**
- **Preserve or enhance the view of the spire of St Edward the Confessor along South Street from Romford Station and other local views which enhance the centre's legibility;**
- **Reinforce the prominence and importance of the High Street/North Street axis; and**
- **Increase civic pride by creating a sense of place.**

REASONED JUSTIFICATION

- 1.1 It is important that all new development in Romford town centre is of high quality in terms of architectural and urban design if it is to compete with nearby town centres and out of town shopping centres

and attract the right sort of investment. This will help promote civic pride and create a sense of confidence amongst the community and investors.

- 1.2 Traditionally Romford has been arranged along two axes: South Street - North Street and High Street - Market Place. The east - west route through the market follows the line of the Roman Road from London to Colchester.
- 1.3 The Market Place has traditionally been the nucleus of the town. The development of Laurie Hall in the mid 1850s changed the character of Market Place meaning it was built on three sides and changing its traditional form. The development of the Ring Road in the 1960s accentuated this further. New development presents an opportunity to increase the scale of buildings around the square to increase the sense of enclosure and its civic importance.
- 1.4 North Street and South Street was the route from Havering Palace to Hornchurch. The spire of St Edward the Confessor pierces the skyline in the view up South Street from Romford Station, signalling the historic heart of Romford. It is important that this view is not adversely affected by new development so the legibility of the town centre is maintained, particularly as the Area Action Plan aims to increase the civic importance of the Market Place
- 1.5 The junction of South Street and High Street forms the historic crossroads of Romford. The Golden Lion, which is situated on the north western corner of the crossroads, is one of only two surviving coaching inns in London. The crossroads are at the heart of the Romford Conservation Area and any new development must reinforce its prominence and importance.
- 1.6 Elsewhere, Romford's traditional street pattern is still apparent. For example, to the west of the crossroads the High Street retains the typical medieval curving approach with its burgage plots still identifiable running down towards the Brewery site. It is important that the traditional street layout in the town centre is reinforced by new development, such as the retention of the historic frontage of the Romford Brewery along High Street.

ROM21 – PUBLIC SPACES

The provision of new, high quality, hard landscaped public spaces will be promoted, particularly:

- **Within the Romford Office Quarter;**
- **As part of any redevelopment of Romford Station Gateway and the adjoining area; and**
- **In any redevelopment of the Brewery.**

REASONED JUSTIFICATION

- 1.1 Opportunities exist within the Angel Way and Bridge Close sites, Romford Office Quarter, and through any redevelopment of the Romford Station Gateway and the Brewery to create new public spaces. In addition, the Romford Market Strategy (see ROM7) presents the opportunity for the development of a new town centre public square and event space. The strategy for providing these spaces is developer-led and the Council will explore the opportunities to progress this policy in conjunction with developers.

10 Site Specific Allocations

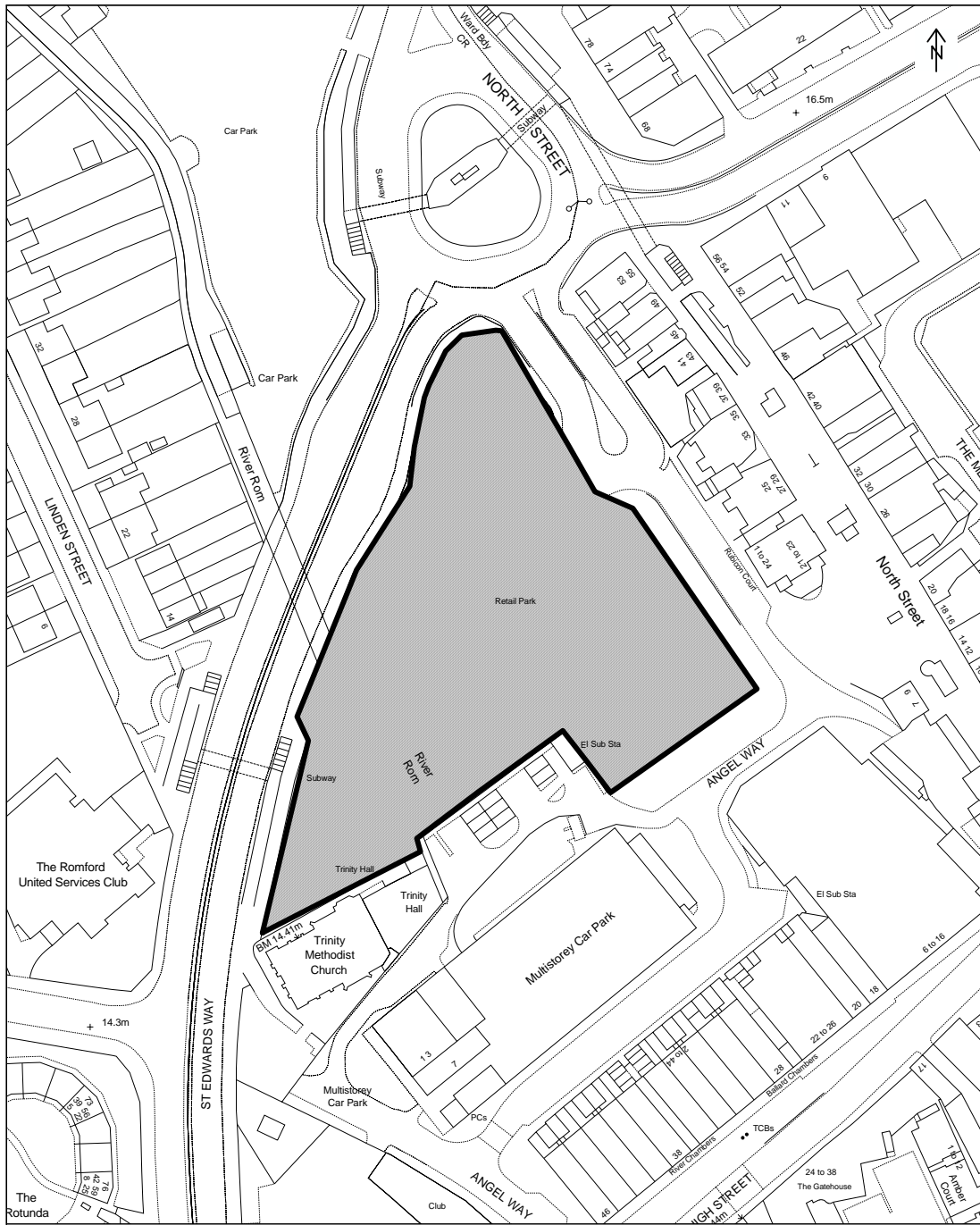
ROMSSA1 – ANGEL WAY

Map reference	TQ 510 889
Location and site description	Land inside the Ring Road, which forms the northern and western boundaries of the site. The southern boundary is formed by Trinity Methodist Church, Trinity Hall and Angel Way, which also forms the eastern boundary.
Area (ha)	0.84
PTAL	5-6
Implementation	The site is owned by private developers. A planning application was submitted in January 2008 and the Council considers that development of this site will come forward early on in the timeframe of the Area Action Plan. The Environment Agency supports the Council's aspirations for opening up the River Rom in the town centre (including this site). The developers have met with the Environment Agency and are aware of the Council's aspirations for the River Rom.
Applicable Area Action Plan policies	ROM4, ROM5, ROM8, ROM9, ROM11, ROM14, ROM16, ROM17, ROM18, ROM19, ROM20, ROM21
<p>A mix of residential, retail, leisure and commercial development will be allowed within the Angel Way site provided that:</p> <ul style="list-style-type: none"> • Residential development is within the 240-435 units per hectare density range; • A tall building is provided at the junction of Angel Way and St Edwards Way in line with ROM19; • Development presents a high quality built frontage and positive aspect to the Ring Road; • Pedestrian links to North Street and High Street are improved; • A new public square is provided in the south east corner of the site to enhance the public realm; • The amenity, recreational and ecological value of the River Rom is enhanced; • Retail uses do not harm the vitality and viability of the Retail Core of Romford town centre; and • Subject to the outcome of a feasibility study, developer contributions are provided towards the replacement of the North Street roundabout with a signal-controlled junction and surface level pedestrian crossing. <p>In line with DC48 a Flood Risk Assessment must be carried out which</p>	

satisfies the requirements of Havering's Strategic Flood Risk Assessment.

Any car parking provision should be in line with DC33 (Car Parking) and to the maximum standards set out in Annex 5 of the Development Control Policies DPD. A travel plan and transport assessment should be provided in line with CP10 (Sustainable Transport).

ROMSSA1: Angel Way



ROMSSA1 - Angel Way		Scale
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REASONED JUSTIFICATION

- 1.1 Angel Way is a key development site within the town centre which the Council considers has the potential for a major mixed use scheme incorporating housing, leisure and commercial, and smaller format retail units. The site offers a major opportunity for a landmark scheme for Romford town centre. In the past, several large retail stores have occupied this site but have been unsuccessful in developing a consistent customer base. This is supported by the Havering Retail and Leisure Study which suggests that in a number of 'fringe' locations in Romford, redevelopment solely reliant on retail space may not be the most suitable option. Instead, genuine mixed use schemes with a range of town centre uses, including retail, leisure, residential and business space may be more appropriate. Although situated outside the retail core and fringe of the town centre, this site is considered appropriate for some retail uses. These should be smaller scale units which do not harm the vitality and viability of the retail core, particularly the adjacent North Street.
- 1.2 The existing development has its back to North Street and the town centre. Any new development of the site should ensure that the pedestrian environment between the site and North Street and High Street is improved to ensure a more effective integration with the town centre. In line with this, a new public square should be provided in the south east corner of the scheme. This will ensure that additional public space is provided within the town centre but will also enable this to integrate with the public space on North Street in and around the new Rubicon development.
- 1.3 Development should also seek to enhance the River Rom in line with ROM18 and developers will be expected to work in conjunction with the Council and the Environment Agency to achieve this. River restoration offers the opportunity to reveal elements of the river as an amenity and recreational feature of the site. Developers should consider how best to incorporate the river into their scheme, in particular to consider options for improved pedestrian access along the river or its use as a public space.
- 1.4 Subject to the result of a feasibility study, replacing the North Street roundabout with a signal-controlled junction and surface level pedestrian crossing presents an opportunity to use the best of modern technology to make the road more responsive to traffic and pedestrian needs and developer contributions may be expected. The removal of the subway at the North Street roundabout will benefit pedestrian safety and convenience and also create more street space, which would be a pre-requisite for the introduction of the East London Transit route.

ROMSSA2 – BRIDGE CLOSE

Map reference	TQ 512 882
Location and site description	Havering's Employment Land Review identifies this site for release from employment use. It is situated to the south of the London – Colchester main railway line to the east of Waterloo Road (and to the rear of numbers 95-149 (odd) Waterloo Road). The southern boundary of the site is to the rear of the Ambulance Station and numbers 26-36 (even) Oldchurch Road and the eastern boundary is formed by the River Rom.
Area (ha)	1.88
PTAL	5-6
Implementation	This site has been in multiple ownership but a site in unified ownership is being assembled in anticipation of its redevelopment. The Environment Agency supports the Council's aspirations for opening up the River Rom in the town centre (including this site).
Applicable Area Action Plan policies	ROM4, ROM5, ROM8, ROM14, ROM16, ROM17, ROM18, ROM20, ROM21
<p>Residential development with some commercial uses (A3) will be allowed within Bridge Close provided that:</p> <ul style="list-style-type: none"> • Residential development is within the 240-435 units per hectare density range; • A3 uses are at ground level and located along the River Rom frontage; • The development incorporates new public spaces; • The amenity, recreational and ecological value of the River Rom is enhanced, including the development of a riverside pedestrian route; • Pedestrian and cycle links are improved to the former Oldchurch Hospital site, Queen's Hospital and Romford Station; • The development is sensitive to the privacy and amenity of the existing housing along Waterloo Road and Oldchurch Road; • Assistance is provided to existing businesses to find alternative locations; and • The nearby Borough Site of Importance for Nature Conservation is protected and enhanced. <p>In line with DC48 a Flood Risk Assessment must be carried out which satisfies the requirements of Havering's Strategic Flood Risk Assessment.</p> <p>Any car parking provision should be in line with DC33 (Car Parking) and to the maximum standards set out in Annex 5 of the Development Control Policies DPD. A travel plan and transport assessment should be provided in line with CP10 (Sustainable Transport).</p>	

ROMSSA2: Bridge Close



ROMSSA2 - Bridge Close		Scale
		Scale @ A4 1:1500
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REASONED JUSTIFICATION

- 1.1 Bridge Close is situated to the south of the town centre between the railway line and the Ring Road and is Romford's most significant large-scale residential opportunity. There is a major opportunity to enhance Romford's distinctiveness and attractiveness by creating a new waterfront quarter around the River Rom in this location. Waterfront access and views are highly sought after, particularly for housing and leisure uses, where water can provide pleasant aspects for occupiers and an attractive environment (see ROM18).
- 1.2 The Bridge Close estate is the only existing industrial location in Romford town centre and contains smaller independent businesses and light industrial uses. The Havering Employment Land Review identified that approximately 15–20% of general industrial use buildings (B2 use class) at Bridge Close were unoccupied, indicating low demand for these premises at this location. This is supported by the limited take up of general industrial use buildings in Romford. The review also noted that the site is constrained on all four sides and that businesses would find it difficult to expand at Bridge Close and recommended that the estate should be de-designated as employment land and re-allocated for mixed use development.
- 1.3 ROMSSA2 proposes a new mixed use waterfront quarter comprising residential development with some A3 uses (cafés and restaurants) fronting the River Rom.
- 1.4 The River Rom is an under-used resource in Romford and the redevelopment of this site, in particular, offers the opportunity to use the river as a major feature of a new town centre scheme as well as improving the natural environment and creating a new river walkway. This site offers the best opportunity for opening up the River Rom and improving the environment and this should be central to any development proposals for the site. Developers will be expected to work closely with the Council and the Environment Agency to ensure that the river is enhanced to be a key feature of the site and that the flood risk is minimised.
- 1.5 There is also the potential to introduce some new open spaces along a riverside walkway which would enhance the recreational potential of the river and help fulfil the town's need for recreational green space, which is currently under-provided. The walkway will be expected to be attractively lit with a landmark footbridge crossing the river and would provide an important new link between Bridge Close, the Queen's Hospital, the former Oldchurch Hospital and the town centre.
- 1.6 In line with the recommendations of the Havering Employment Land Review, the Council is retaining the secondary employment sites on Crow Lane and at Lyon Road to ensure that there is sufficient opportunity for businesses to maintain their presence in Romford. The

Council will work in conjunction with the developer and companies currently based at Bridge Close on a business relocation programme.

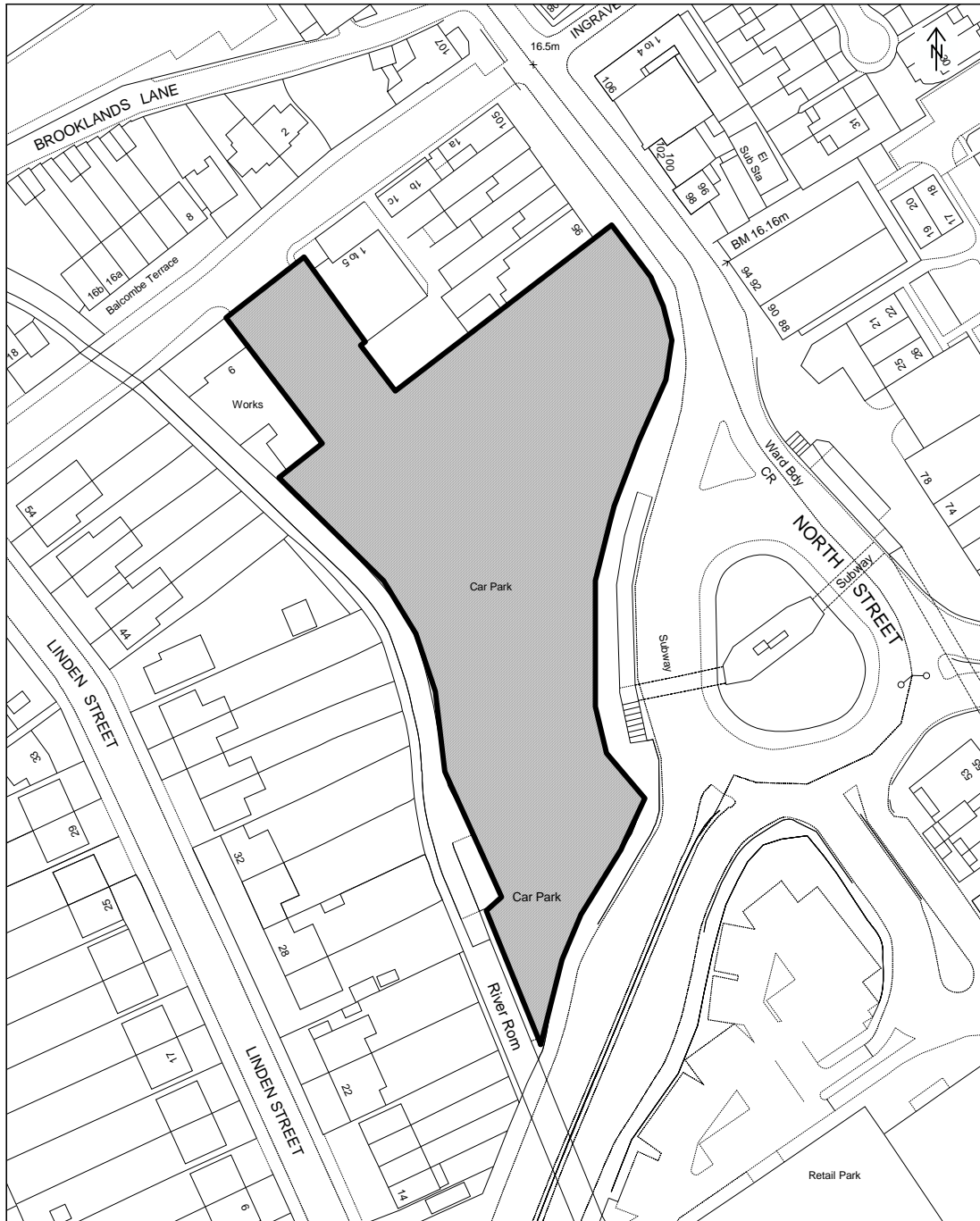
- 1.7 Land to the north of the site and adjacent to the railway line is designated as a Borough Site of Importance for Nature Conservation and any development at Bridge Close should ensure that the environmental value of this land is protected and enhanced.

ROMSSA3 – COMO STREET

Map reference	TQ 509 890
Location and site description	The site is located to the north-west of the junction of North Street with St Edward's Way. The western boundary of the site is formed by the River Rom. To the north, the site is adjoined by commercial premises fronting onto Como Street and North Street.
Area (ha)	0.58
PTAL	5-6
Implementation	The site was marketed by the Council for redevelopment in March 2007. The Environment Agency supports the Council's aspirations for opening up the River Rom in the town centre (including this site). Funding has been secured from Transport for London for a feasibility study into the remodelling of the North Street / Ring Road roundabout adjacent to the Como Street site.
Applicable Area Action Plan policies	ROM4, ROM5, ROM6, ROM11, ROM14, ROM15, ROM16, ROM17, ROM18, ROM20, ROM21
<p>Residential development with ancillary fringe retail uses along North Street will be allowed within the Como Street site provided that:</p> <ul style="list-style-type: none"> • Residential development is within the 165-275 units per hectare density range and some family accommodation is provided in line with ROM15; • Development presents a high quality built frontage and positive aspect to the Ring Road; • Active frontages are provided at ground floor level along the existing and potentially extended North Street frontage in line with ROM11; • The amenity, recreational and ecological value of the River Rom is enhanced; • The development is sensitive to the privacy and amenity of the existing housing along Como Street and Linden Street; • Any development of the site, as currently designated, does not prevent the implementation of the junction re-modelling at a future date; • Subject to the outcome of a feasibility study, developer contributions are provided towards the replacement of the North Street roundabout with a signal-controlled junction and surface level pedestrian crossing; and • Developers take into account the archaeological significance of the site and take appropriate measures to safeguard that interest in line with DC70. <p>In line with DC48 a Flood Risk Assessment must be carried out which satisfies the requirements of Havering's Strategic Flood Risk Assessment.</p>	

Any car parking provision should be in line with DC33 (Car Parking) and to the maximum standards set out in Annex 5 of the Development Control Policies DPD. A travel plan and transport assessment should be provided in line with CP10 (Sustainable Transport).

ROMSSA3: Como Street



ROMSSA3 - Como Street		Scale
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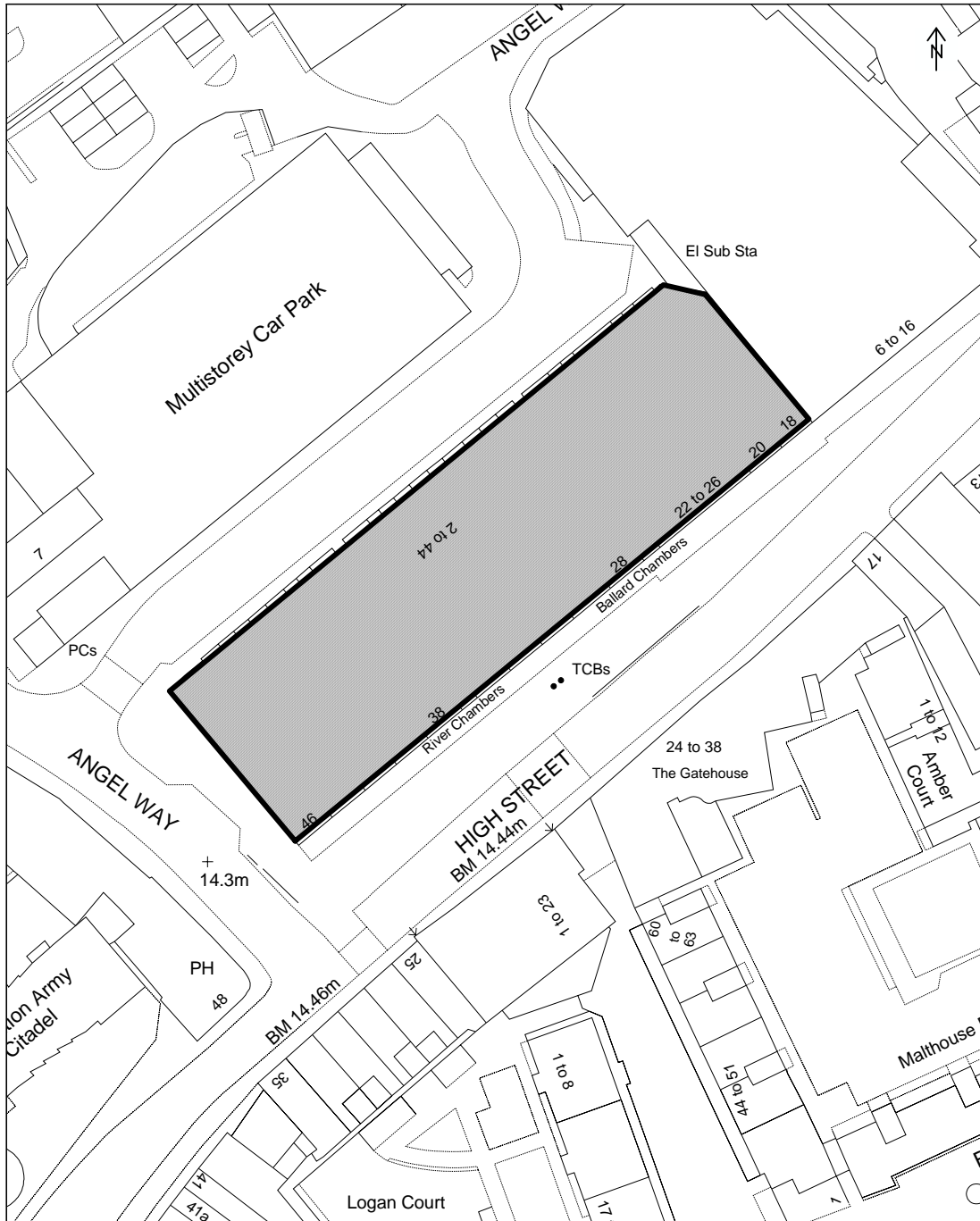
REASONED JUSTIFICATION

- 1.1 The Como Street site is a Council-owned former surface level car park which has been marketed for redevelopment. The site is situated on the northern side of the Ring Road between North Street, the River Rom and Como Street. The site offers the opportunity for a new residential scheme with some retail uses at ground floor on the North Street side of the site.
- 1.2 Residential development on the site will be of medium density and, in line with ROM15, include family accommodation.
- 1.3 Development should present a high quality built frontage to the Ring Road and to North Street. Active frontages should be provided at ground floor level along the North Street frontage in line with ROM11.
- 1.4 Development should also seek to enhance the River Rom in line with ROM18 and developers will be expected to work in conjunction with the Council and the Environment Agency to achieve this. River restoration offers the opportunity to reveal elements of the river as an amenity and recreational feature of the site. Developers should consider how best to incorporate the river into their scheme, in particular to consider options for improved pedestrian access along the river.
- 1.5 Subject to the result of a feasibility study, replacing the North Street roundabout with a signal-controlled junction and surface level pedestrian crossing would result in an enlarged development site of approximately 0.87ha [an additional 0.29ha or 50% of the site area]. This would also increase the frontage onto the Ring Road and North Street and offer greater opportunity to link the site to the town centre and any new development at Angel Way. Any development of the Como Street as currently designated should not prevent the implementation of the junction remodelling at a future date and a contribution may be expected.
- 1.6 The introduction of a signalled junction presents an opportunity to use the best of modern technology to make the road more responsive to traffic and pedestrian needs. Subject to the findings of the feasibility study, this may include the opportunity to consider bus priority measures. The removal of the subway at the North Street roundabout will benefit pedestrian safety and convenience and also create more street space, which would be a pre-requisite for the introduction of the East London Transit route.
- 1.7 This area is thought to have been the original Roman crossing point. In line with Development Control Policy DC70 (Archaeology and Ancient Monuments) developers should take into account the archaeological significance of the site and take appropriate measures to safeguard that interest.

ROMSSA4 – 18-46 HIGH STREET

Map reference	TQ 510 888
Location and site description	Land on the north side of High Street, to the east of Angel Way and to the west of number 16 High Street (Woolworths). The site currently comprises shops at ground floor level, offices at first floor level and 22 flats on the second and third floors.
Area (ha)	0.25
PTAL	5-6
Implementation	The Council owns the shops and the River Chambers and Ballard Chambers offices on the first floor. Of the 22 flats (2-44 (even) High Street) situated above, 11 are Council owned and 11 are privately owned.
Applicable Area Action Plan policies	ROM4, ROM5, ROM6, ROM11, ROM14, ROM17, ROM20, ROM21
<p>Development comprising residential, retail and commercial uses will be allowed provided that:</p> <ul style="list-style-type: none"> • Residential development is within the 240-435 units per hectare density range; • Active frontages are provided at ground floor level in line with ROM11 • It reinforces the historic entry to Romford by improving legibility and enhancing the contribution to the Conservation Area. <p>Developers' contributions will be sought towards streetscape improvements along High Street.</p> <p>In line with DC48 a Flood Risk Assessment must be carried out which satisfies the requirements of Havering's Strategic Flood Risk Assessment.</p> <p>Any car parking provision should be in line with DC33 (Car Parking) and to the maximum standards set out in Annex 5 of the Development Control Policies DPD. A travel plan and transport assessment should be provided in line with CP10 (Sustainable Transport).</p>	

ROMSSA4: 18-46 High Street



ROMSSA4 - 18-46 High Street		Scale 0 6 12 18 24 30 m
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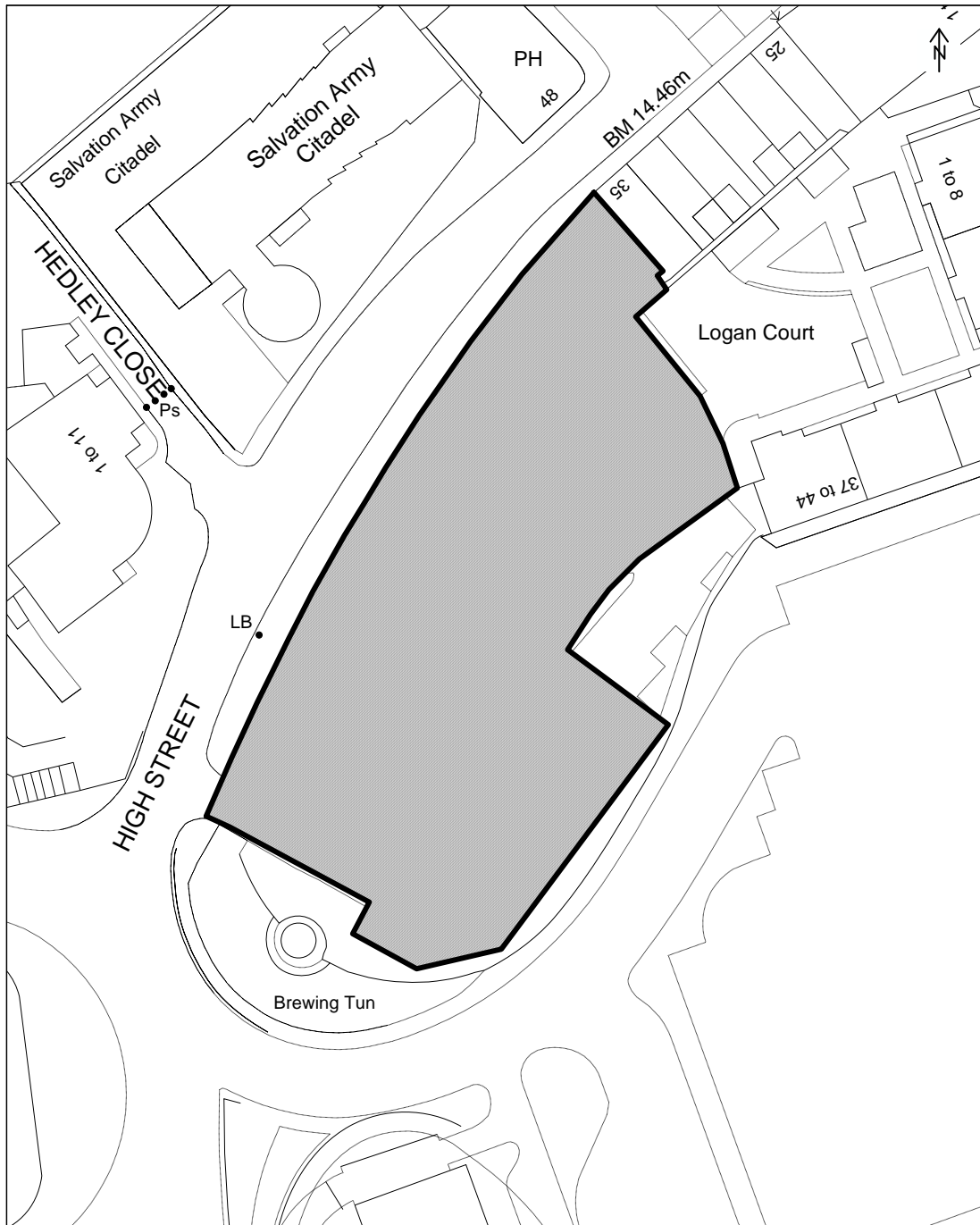
REASONED JUSTIFICATION

- 1.1 This site currently comprises a mixed use retail, office and residential block which is in need of refurbishment and which presents a development opportunity to help to deliver the Area Action Plan proposals for High Street.
- 1.2 High Street is an integral part of Romford's retail offer, is an important historic gateway into the town centre and forms part of the Romford Conservation Area. However, the Havering Retail and Leisure Study suggests that High Street could benefit from the development of mixed use schemes to strengthen and enhance its vitality and viability (see ROM11). This allocation will allow for redevelopment of the site, retaining commercial uses at ground floor level but providing increased residential above. It seeks to inject new life into the area and strengthen its role in the town centre by enabling a wider range of uses to locate here to complement its existing retail function. By doing this, it is anticipated that pedestrian activity in this area will be increased to the benefit of existing and future occupiers.
- 1.3 Development of this site should also provide the opportunity to improve the public realm to the front and the rear of the site, which is particularly problematical given its relationship to the Angel Way multi-storey car park. Developer contributions will be sought towards streetscape improvements along High Street as part of any redevelopment.
- 1.4 High Street retains the typical medieval curving approach with its burgage plots still identifiable running down towards the Brewery site. It is important that the traditional street layout is reinforced by new development, as exemplified by the retention of the historic frontage of the Romford Brewery opposite this site. Therefore, development of this site should compliment the Victorian setting of the area, in particular the proposed Museum to be situated in the former Brewery building opposite, and enhance its contribution to the Romford Conservation Area. A Design and Access Statement that addresses these heritage issues must be provided.

ROMSSA5 – 37-59 HIGH STREET

Map reference	TQ 510 887
Location and site description	Land on the south side of High Street, to the east of Waterloo Road and to the west of number 35 High Street. The site currently comprises shops at ground floor level and 19 flats on the first and second floors. Eight garages and an Electricity Sub Station are situated to the rear of the premises.
Area (ha)	0.29
PTAL	5-6
Implementation	The Council owns the shops at numbers 39-55 (odd) High Street. Of the 12 flats (49B-55C (odd)) situated above, 8 are Council owned and 4 are privately owned. The garages to the rear of the premises are Council owned. The shops at numbers 37 and 57-59 (odd) High Street are in private ownership as are the 7 flats situated above and the Electricity Sub Station to the rear.
Applicable Area Action Plan policies	ROM4, ROM5, ROM6, ROM11, ROM14, ROM17, ROM19, ROM20, ROM21
<p>Development comprising residential, retail and commercial uses will be allowed provided that:</p> <ul style="list-style-type: none"> • Residential development is within the 240-435 units per hectare density range; • Active frontages are provided at ground floor level in line with ROM11; • It reinforces the historic entry to Romford by improving legibility and enhancing the contribution to the Conservation Area; and • It considers links from the rear of this site into the Brewery. <p>In line with ROM19 there is the potential for a tall building at the western end of the site at the junction with the Ring Road.</p> <p>Developers' contributions will be sought towards streetscape improvements along High Street.</p> <p>In line with DC48 a Flood Risk Assessment must be carried out which satisfies the requirements of Havering's Strategic Flood Risk Assessment.</p> <p>Any car parking provision should be in line with DC33 (Car Parking) and to the maximum standards set out in Annex 5 of the Development Control Policies DPD. A travel plan and transport assessment should be provided in line with CP10 (Sustainable Transport).</p>	

ROMSSA5: 37-59 High Street



ROMSSA5 - 37-59 High Street		Scale
		Scale @ A4 1:600
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REASONED JUSTIFICATION

- 1.1 This site currently comprises retail uses at ground floor level with residential above and presents a potential development opportunity which will help to deliver the Area Action Plan proposals for High Street. The site also includes the garages and electricity sub station to the rear of the premises on Logan Mews. These form a barrier between the site and the Brewery development to the rear.
- 1.2 High Street is an integral part of Romford's retail offer, is an important traditional gateway into the town centre and forms part of the Romford Conservation Area. The Retail and Leisure Study identified this section of High Street as having the potential for redevelopment. As with ROMSSA4, redevelopment of this site offers the opportunity to improve the environment in High Street and to provide an uplift in the quality of development and premises for these businesses. This allocation will allow for redevelopment of the site, retaining retail uses at ground floor level but providing increased residential above. In line with ROM19 there is the potential for a tall building at the western end of the site at the junction with the Ring Road. Development of this site must enhance its contribution to the Romford Conservation Area and a Design and Access Statement that demonstrates this must be provided.

ROMSSA6 – STATION GATEWAY AND INTERCHANGE

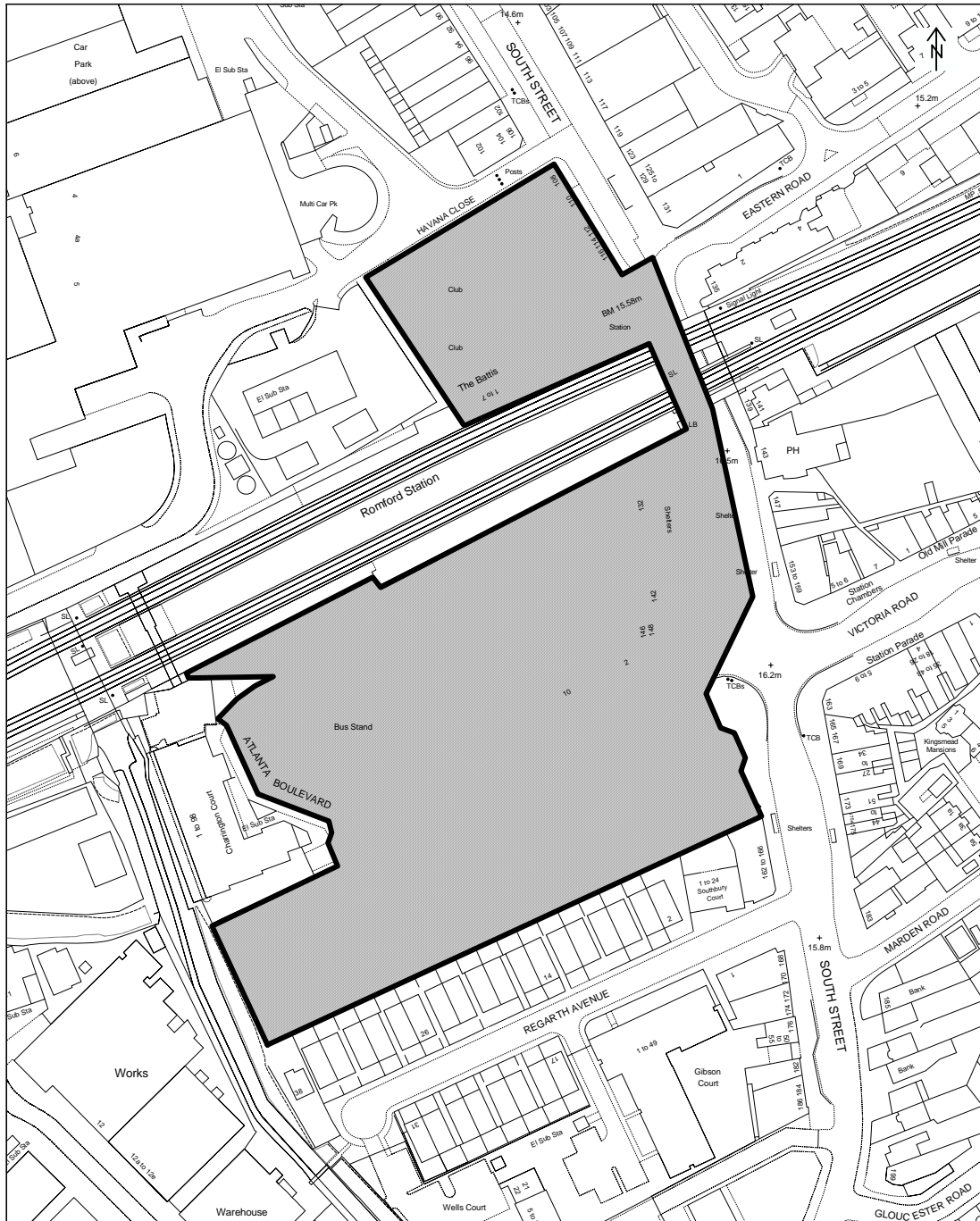
Map reference	TQ 513 884
Location and site description	Land to the north and south of the railway line, including Romford station. The northern boundary of the site is formed by Havana Close and includes numbers 108-116 (even) South Street. South of the railway line the site includes the station bus stops, the parade of shops at 132-148 (even) South Street and 2-10 (even) Atlanta Boulevard, the bus stand on the north of Atlanta Boulevard and the Fitness First and Lidl sites on the south of Atlanta Boulevard.
Area (ha)	2.18
PTAL	5-6
Implementation	The bus station and bus waiting facility is owned by Network Rail. The retail parade situated within this land is owned by a third party. The Lidl and Fitness First sites are in private ownership. Havering Council will work in partnership with Transport for London, Network Rail, Cross London Rail Links and other landowners to implement this policy.
Applicable Area Action Plan policies	ROM1, ROM2, ROM4, ROM5, ROM8, ROM10, ROM14, ROM16, ROM17, ROM18, ROM19, ROM20, ROM21
<p>In line with ROM1, a major transport interchange and residential, retail, leisure and commercial uses will be allowed provided that:</p> <ul style="list-style-type: none"> • Proposals incorporate better integrated facilities between different transport modes, including increased bus stand capacity; • Proposals deliver a significant improvement in the townscape and pedestrian environment at Romford station and the adjoining area; • Residential development is within the 240-435 units per hectare density range with a variety of building footprints and buildings of 4-6 storeys and above; • Any development is anchored by a landmark tall building (see also ROM1 and ROM19); • Retail development is provided at ground floor level along South Street to the south of the station provided it does not harm the vitality and viability of the retail core of Romford town centre; • Development at ground floor level north of the station satisfies ROM10; and • The amenity, recreational and ecological value of the River Rom is enhanced. <p>Development proposals must provide safe, convenient and attractive direct pedestrian and cyclist access to the station from Victoria Road, South Street (north and south of the station) and Atlanta Boulevard;</p>	

New development must be compatible with the proposed Crossrail and East London Transit Schemes.

In line with DC48 a Flood Risk Assessment must be carried out which satisfies the requirements of Havering's Strategic Flood Risk Assessment.

Any car parking provision should be in line with DC33 (Car Parking) and to the maximum standards set out in Annex 5 of the Development Control Policies DPD. A travel plan and transport assessment should be provided in line with CP10 (Sustainable Transport).

ROMSSA6: Station Gateway and Interchange



ROMSSA6 - Station Gateway and Interchange		Scale
		Scale @ A4 1:1500
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REASONED JUSTIFICATION

- 1.1 Romford Station Interchange and the areas on either side of the station are collectively known as 'Romford Gateway'. This reflects the fact that the station is the main public transportation hub within Romford town centre and Havering generally. The continued success and vitality of the town centre relies on an attractive and convenient transport interchange which not only fulfils its primary transport functions successfully, but also acts as an appropriate gateway to welcome visitors to Romford.
- 1.2 Crossrail is expected to act as a major catalyst for town centre development and will increase the strategic importance of the station as a major public transport interchange attracting more bus passengers, a good number of them, hopefully in due course via East London Transit. The planned introduction of Crossrail from 2017 will bring radical changes to Romford Station which will enhance its accessibility and convenience for station users.
- 1.3 This site, therefore, offers a major opportunity to make far better use of the land, particularly south of station, and provide a development which befits this locations gateway status, delivers a significant improvement to the pedestrian environment, and access to and interchange between public transport and the streetscape. It also enables development to anticipate and facilitate the proposed Crossrail and East London Transit schemes. In particular, it will enable the Council to build on the access improvements for pedestrians that it secured by its involvement in the Parliamentary process for Crossrail in early 2007.
- 1.4 The existing bus station facility immediately adjacent to the southern side of the railway station is busy and serves most of the routes that pass the station. It is, however, poorly laid out and no longer meets the community's expectations for an important transport facility.
- 1.5 Some bus stops at the facility are served by so many routes that the current layout is confusing to passengers. Further, the waiting facilities are inadequate for bus times and the pedestrian routes between the bus stops and the station (and South Street and the town centre) are poorly designed and lead to major conflicts between pedestrians and bus vehicle movements.
- 1.6 In addition to the bus station and accompanying bus stops on South Street and Atlanta Boulevard, there is a significant bus waiting facility behind the retail outlets at the bus station, accessed from Atlanta Boulevard. This facility is where several busy routes 'layover' between runs. New development presents an opportunity to address these problems by providing a better integrated bus and transit facility with increased bus stand capacity.

- 1.7 The site also includes the Fitness First and Lidl sites on Atlanta Boulevard. These are currently low density, single use sites with substantial surface level car parking and their incorporation into ROMSSA6 offers the opportunity for a more intensive level of development commensurate with its location in a PTAL 6 Zone. To reinforce the centre and enhance the streetscape, commercial uses should be provided at ground floor along the South Street frontage south of the station. North of station, core retail policy must be satisfied.
- 1.8 The River Rom is an under-used resource in Romford and the redevelopment of this site, in particular, offers the opportunity to use the river as a major feature of a new town centre scheme as well as improving the natural environment and creating a new river walkway. Developers will be expected to work closely with the Council and the Environment Agency to ensure that the river is enhanced to be a key feature of the site.

11 Implementation and Monitoring

11 Implementation and Monitoring

Introduction

- 11.1 The Romford Area Action Plan Vision will be achieved through the implementation of the strategic objectives, the specific policies and the delivery of the Site Specific Allocations. To deliver the vision and implement the Area Action Plan, it is essential for the Council to continue to work in partnership with a range of stakeholders in the public, private and community and voluntary sectors. These include: land and property owners (for example, Network Rail, Henderson uk Retail Warehouse Fund and Cosgrave); developers; businesses such as national and local retailers, leisure operators, and key local employers; members of the Romford Town Centre Partnership (LBH, AON, The Liberty, Cosgrave, The Mall, The Brewery, The Beadie Group, Metropolitan Police, St Edwards Church, Romford Shopping Hall); transport providers (in particular, Transport for London, Network Rail, National Express East Anglia, Arriva and Crossrail); the GLA; the Environment Agency; infrastructure providers; Metropolitan Police; Havering Primary Care Trust; residents and local groups.
- 11.2 The success of the Romford Area Action Plan will depend upon effective and co-ordinated delivery. The Council will establish a dedicated Romford Town Centre Action Forum which will be charged with delivering the actions within the Romford Urban Strategy and Romford Area Action Plan. Implementation progress will be monitored against Area Action Plan indicators. The forum will complement the work of the Romford Town Centre Partnership.
- 11.3 The Romford Town Centre Partnership (RTCP) primarily supports the regeneration of Romford both as a commercial centre and as the main town centre serving the whole of Havering's community. It consists of a Board and sub groups, such as the Joint Marketing Group and Safe and Sound Group. RTCP members are from senior positions in the key public sector partners, principally the Council and Metropolitan Police, together with a wide range of private sector and community partners, such as retail centre managers, employers and church representatives.

Funding

- 11.4 Funding will be an important factor in implementing the Romford Area Action Plan. The majority of the Area Action Plan policies will be implemented by private sector developers, land and property owners and businesses, with the Council acting corporately as an enabler through the planning process. Where appropriate, contributions will be sought in connection with new development toward the cost of delivering public infrastructure, transport and public realm improvements across Romford town centre. Aside from funding

secured through developer contributions, other important funding sources include Transport for London funding through the Local Implementation Plan (LIP) process, funding from the London Development Agency and the Council's own capital funding.

- 11.5 The Council is confident that the Site Specific Allocations included in the Action Plan will be delivered by 2020. Without exception they have already been the subject of developer interest and significant progress has been made already in resolving landownership issues where these exist. Whilst the Site Specific Allocations policies represent the Council's priorities for the sites they are also sensitive to what the market can deliver.

Monitoring

- 11.6 The Council will monitor the implementation of the Romford Area Action Plan, and performance against the plan's objectives. This section sets out a series of indicators and, where possible, targets against which progress will be monitored. Some indicators are LDF Core Output Indicators set by the Department for Local Government and Communities. The Council's LDF Annual Monitoring Report will provide information on the indicators and include the related targets described below.
- 11.7 Underpinning this monitoring framework is a robust evidence base including:
- Havering Employment Land Study (2006)
 - Havering Housing Needs Assessment Update (2006)
 - Havering Open Space and Sports Assessment (2005)
 - Havering Retail and Leisure Study (2006)
 - 2004 London Housing Capacity Study (2005)
- 11.8 These will be reviewed, on average, every five years and these detailed assessments will augment the data in the Annual Monitoring Report.
- 11.9 Internal working groups will also help the implementation and monitoring of Romford Area Action Plan policy. These enable policy to be communicated widely, and the impact of policy and related obligations to be assessed on individual schemes and regeneration areas. Examples include:
- Major Development Group
 - Regeneration Group
 - S106 Working Group

Table 5: Monitoring and Indicators

	Responsible Agency	Indicator
ROM1: Romford Station Gateway	Transport for London, Crossrail, and Network Rail.	Delivery of ROMSSA6 by 2020
ROM2: East London Transit	Transport for London	Implementation of East London Transit through Romford by 2020
ROM3: Brewery Bus Provision	Transport for London, and Henderson UK Retail Warehouse Fund	Increase in number of bus services using bus terminus
ROM4: Pedestrian Links	Developers, Transport for London, and London Borough of Havering	Proportion of journeys made be foot (Havering-wide indicator) Length of pedestrian routes improved and new routes completed
ROM5: Cycle Routes	Developers, Transport for London, and London Borough of Havering	Length of cycle routes completed Number of new cycle parking spaces provided
ROM1-ROM5 'Connecting Romford'	[as above]	Annual modal shift from car use in Romford Annual changes in traffic levels to/from Romford town centre Number of car parking spaces in Romford town centre Concentration of two main air pollutants (NO ₂ , PM ₁₀) at monitoring stations in Romford
ROM6: Respecting the Historic Environment	London Borough of Havering, and English Heritage	Number of buildings of local heritage interest
ROM7: Market Place	London Borough of Havering	Number of people attending events in Romford Market Place
ROM8: Day and Evening Economy	Havering Community Safety Partnership, and Metropolitan Police	Street Crime Rate
ROM9: Romford: Metropolitan Shopping Centre	Private sector land and property owners, Retailers, Developers, London Borough of Havering, and Romford Town Centre Partnership	Amount of completed retail development in town centres (Core Output Indicator 4b) Position of Romford in the London strategic town centre network Year-on-year yield trends for Romford

	Responsible Agency	Indicator
		Zone A rents (compared to other town centres)
ROM10: Retail Core	Private sector land and property owners, Retailers, Developers, London Borough of Havering, and Romford Town Centre Partnership	Number of frontages in primary shopping areas where a group of more than three non-retail shop fronts exist
ROM11: Retail Fringe	Private sector land and property owners, Retailers, Developers, London Borough of Havering, and Romford Town Centre Partnership	Diversity of uses in the retail fringe Proportion of vacant units in the retail fringe
ROM12: The Brewery	Private sector land and property owners, Retailers, Developers, London Borough of Havering, Henderson UK Retail Warehouse Fund, Romford Town Centre Partnership and Transport for London	Amount of completed retail development in the Brewery Amount and percentage of completed leisure development in the Brewery Number of bus routes serving the Brewery
ROM13: Romford Office Quarter	Private sector land and property owners, and Developers.	Amount and percentage of completed office development in town centres (Core Output Indicator 4b)
ROM14: Housing Supply	Private sector land and property owners, Developers, and Housing Associations	Number of new homes completed each year Number of units of affordable housing completed
ROM15: Family Accommodation	Private sector land and property owners, Developers, and Housing Associations	Number of family homes completed Number of affordable family housing units completed
ROM16: Social Infrastructure	London Borough of Havering, Private sector land and property owners, Housing Associations, and Havering PCT and NHS London Healthy Urban Development Unit	Funds secured related to infrastructure provision Amount and type of completed social infrastructure Completion of new LIFT funded Primary Care Centre
ROM 17: Greening Romford	Private sector land and property owners, and Housing Associations	Area of public green space Number of trees planted

	Responsible Agency	Indicator
ROM18: River Rom	Private sector land and property owners Housing Associations, and Environment Agency	Length (in metres) of restored and accessible river frontage
ROM19: Tall Buildings	Private sector land and property owners, and Housing Associations	No indicator applicable
ROM20: Urban Design	Private sector land and property owners, and Housing Associations	No indicator applicable
ROM21: Public Spaces	Private sector land and property owners, and Housing Associations	Area of new public open space in hectares

12 Index of policies and site specific allocations

12 Index of policies and site specific allocations

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13 Glossary

13 Glossary

Annual Monitoring Report	An annual report for the previous financial year which updates progress on producing the Local Development Framework and assesses the performance of Local Development Framework policies.
Area Action Plan	A Development Plan Document that establishes a planning framework for areas of change or conservation.
Affordable Housing	Housing for people whose incomes are insufficient to allow them to afford decent local housing on the open market.
Air Quality Management Area (AQMA)	An area where an Action Plan is prepared to ensure that emission levels for prescribed pollutants are not exceeded.
Ambient Noise	Ongoing sounds in the environment such as that from industry and transport.
Biodiversity	The variety of all life forms (animals, plants and living things), the genes they contain and the ecosystems they form part of.
Building of Local Heritage Interest	A building or structure which, whilst not listed by the Secretary of State, the Council feels to be an important part of Havering's heritage due to its architectural, historic or archaeological significance.
Community Strategy	A document produced by a Local Strategic Partnership to promote or improve the economic, social and environmental wellbeing of the area under jurisdiction of a local authority.
Comparison Goods	Goods which people buy from the store offering the best value for money rather than the one closest to them. They include household appliances, furniture, clothing and footwear.
Convenience Goods	Goods which are commonly purchased everyday. They include food, drink, tobacco and newspapers.
Core Strategy	A Development Plan Document that sets out a long term spatial vision and spatial objectives and core policies to deliver the vision. Also includes detailed development control policies.

Crossrail	Crossrail is a proposed new rail link that will enable rail travel from Romford across London.
Development Control Policies	Policies that contain criteria against which planning applications are assessed. Development Control Policies ensure that all development meets the vision and objectives of the Core Strategy.
Development Plan	Havering's Development Plan comprises the London Plan and all the Development Plan Documents contained within the Local Development Framework.
Havering Strategic Partnership / Local Strategic Partnership	A partnership which is focused and committed to improving the quality of life and governance in a particular locality. The partnership consists of people representing public services, local business, residents and community and voluntary groups.
Inclusive design	Seeks to create an environment which can be easily used by as many people as possible without undue effort, separation or special treatment. It enables everyone to have the ability to participate equally in the development's mainstream activities.
Independent Examination	A hearing chaired by an Independent Inspector to assess the soundness of development plan documents.
Local Development Framework (LDF)	The LDF forms part of Havering's Development Plan along with the London Plan. The LDF comprises Development Plan Documents, Supplementary Planning Documents, a Statement of Community Involvement and Annual Monitoring Report.
Local Development Documents	A collective term referred to in the Planning and Compulsory Purchase Act 2004, for Development Plan Documents, Supplementary Planning Documents and the Statement of Community Involvement.
Local Development Scheme	Sets out the detail, time scales and arrangements for producing all Local Development Documents.
Local Implementation Plan	A statutory transport plan produced by each London borough which sets out how they will implement the Mayor's Transport Strategy in their area.
Major Development	A major development is one of 10 dwellings or more or 1,000sqm and above.
Mixed use development	Development containing a variety of activities and uses on single sites or across wider areas such as town centres.

National Planning Guidance	Sets out the Government's national policies and principles on planning which local planning policy must be consistent with. These take the form of Planning Policy Guidance Notes and Planning Policy Statements.
Proposals Map	A map that shows the boundaries of all policy areas as set out in Development Plan Documents.
Public Open Space	Public open space includes parks, playing fields, outdoor sports facilities and allotments with public access.
Public Transport Accessibility Levels (PTAL)	Public Transport Accessibility Levels are a highly detailed and accurate measure of the accessibility of a point to the public transport network, taking into account the walk access time and service availability.
Public Realm	The space between and within buildings that are publicly accessible.
Saved Policies	Unitary Development Plan policies that have been saved from September 2007 which have yet to be replaced in Local Development Documents.
Section 106 Agreements	Legally binding agreements between a local planning authority and land developers to secure planning objectives for the area and for the community. Agreements can be used for a variety of uses such as the requirement for the developer to provide affordable housing or undertake environmental improvements to a town centre.
Site Specific Allocations	A document which sets out sites for specific uses and development such as housing, jobs and community facilities which are necessary to deliver the Core Strategy of the LDF.
Social Infrastructure	Includes health, education, childcare, facilities for older people and disabled people, as well as libraries, community halls, meeting rooms and places of worship.
Stakeholders	Any person, group, or organisation affected by or having an interest in the development of planning policy.
Statement of Community Involvement	A document that sets out how a local planning authority intend to involve communities and stakeholders in the process of preparing local development documents and development control decisions.

Submission	This is the stage in preparing Development Plan Documents when they are submitted to the Secretary of State for Independent Examination.
Supplementary Planning Documents (SPDs)	A document which further expands on information contained in policies in Development Plan Documents. The document may explain through text, illustrations and practical examples, how policies can be taken forward.
Sustainability Appraisal (SA)	A tool for assessing policies to ensure that they reflect sustainable development objectives, including environmental, social and economic factors. The Planning and Compulsory Purchase Act 2004, requires local planning authorities to undertake a sustainability appraisal of all local development documents.
Sustainable Development	Development that aims to ensure a better quality of life for everyone, now and in the future through the protection of the environment, social progress, the prudent use of natural resources and the maintenance of economic growth.
Town Centre Hierarchy	Categorises town centres depending on their function and the area they serve. Town centres may be defined as International, Metropolitan, Major, District and Local.
Use Classes Order	The Use Classes Order is a town planning tool which categorises everything from shops, services, industrial uses, hotels, dwellings, institutions and leisure uses into several classes. The Use Class Order effectively controls what buildings can be used as and what the use of buildings can be changed to.

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