

Confirmation of the Non-Immediate Article 4 Direction- Removal of permitted development rights for change of use from retail (Class A1) to financial and professional services (Class A2), restaurants and cafes (Class A3), dwellinghouses (Class C3) and assembly and leisure (Class D2).

Appendix 5

Evidence Base Statement

The Council's most recent evidence base Town Centres and Retailing Study (May 2016) concludes that, whilst Walthamstow and Chingford perform well as shopping centres, there is considerable loss of retail expenditure to locations outside the Borough. As the population of the Borough is anticipated to rise and in line with the Council's strategic commitment to 12,000 homes to 2020, there is a need to protect the resilience of the shopping offer available to residents across the Borough. Accordingly, the study concludes that by 2030 the Borough will require additional retail floor area in the region of 28,000 sq.m of comparison goods (white goods for example) and 10,000sq.m for convenience goods.

The Council's Economic Growth Strategy 2016-2020 ("the Strategy") sets out the vision for economic growth in the Borough. One of its aims is to 'keep, seed and grow' businesses in the Borough, offering certainty that key sectors can stay and grow. This includes the retail sector. Theme 2: Town Centres – Promotion and Investment states that the 12,000 new homes planned in the Borough could support an additional retail spend of over £140million per year in local shops, equating to over 1,000 retail and service jobs. The Strategy sets out eight priority actions to support, promote, invest and grow the Borough's retail offer.

The Council's Economic Growth Strategy 2016-2020 will be undermined by the existing permitted development rights. The targets in the Strategy (as set out above) may be affected if units and sites which could be occupied by new or expanding businesses are lost to other uses. It will also undermine the aims and objectives of protecting the Borough's existing businesses through 'keep, seed and grow'.