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REP/141417/6

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Mr Chris Banks  
Submission Core Strategy Programme Officer  
C/O Banks Solutions  
21 Glendale Close  
Horsham  
West Sussex  
RH12 4GR

02 September 2010

**By Email and Post**

Dear Mr Banks,

**Core Strategy Schedule of Changes – Post Submission Document (RBKC/37)  
Representations on behalf of Nottingdale Ltd**

We write on behalf of Nottingdale Ltd, the owner and developer of a large part of the Freston/Latimer Road Employment Site, to provide comments on the Core Strategy Schedule of Changes – Post Submission Document (RBKC/37).

Nottingdale Ltd has made representations to the previous consultation stages for the preparation and submission of the Core Strategy including a position statement which the Inspector will take in to account.

Notwithstanding the matters raised in these representations and the position statement regarding the objection in principle to the restriction on offices above 1,000sqm, our comments here relate specifically to the changes to Policy CF5 and its supporting text set out in RBKC/37. These comments do not endorse the current policy position as the position statement makes clear, but relate to the soundness of these changes and the overall composition and consistency of the policy and supporting text.

**Support new text added to paragraph 31.3.34**

Proposed new text added to paragraph 31.3.34 *"Whilst the Employment Zones are not well served by public transport, and are not centred on existing town centres, they have formed successful clusters of business uses, clusters which the Council wishes to support further".*

The above recognition of the successful business clusters, such as that existing in the Freston Road Employment Zone, is supported as a positive addition to the Core Strategy.

### **Objection to proposed new paragraph after 31.3.34**

Proposed new paragraph after 31.3.34 *"The Council considers that a small, medium-sized or large business development is one with a total floor area of between 100 sq m and 300 sq m, between 300 sq m and 1,000 sq m and more than 1,000 sq m respectively. It may be a development which will contain a single occupier or one which will contain a number of smaller units."*

The last sentence is contradictory to the position the Council have taken in RBKC/35 and creates a misleading position. The Council's supplementary statement RBKC/35 clearly explains that the 'large scale office' definition means individual units with a floor area of greater than 1,000sqm, not the combined floor area of all units within a development.

RBKC/35 goes on to say that:

*"The Council supports business centres, even if these have a floor area greater than 1,000 sqm, as it is such centres that contribute greatly to the function of the Employment Zone..."*

This position is re-enforced by part (d) of Policy CF5 which states that Business Centres within Employment Zones will be permitted.

In order to remove the ambiguity from Policy CF5 relating to the policy support for business centres and the categorisation of business development above, we suggest the proposed new paragraph after 31.3.34 should be amended as follows (new text underlined):

*"The Council considers that a small, medium-sized or large business development unit is one with a total floor area of between 100 sq m and 300 sq m, between 300 sq m and 1,000 sq m and more than 1,000 sq m respectively. ~~It may be a development which will contain a single occupier or one which will contain a number of smaller units.~~*

By retaining the wording 'business development' rather than the intended 'business unit' definition, the policy would severely limit the amount of development that could be achieved on any given site. This would lead to a situation in Employment Zones where development would only be permitted to contain a building of up to 1,000sqm which would lead to the inefficient use of land contrary to PPS1. If more than one development of up to 1,000sqm was delivered this would have to be in a form of separate buildings so that each building did not exceed the upper size limit, massively increase building costs and reducing the potential to deliver low cost business space as the Council desires.



Paragraph 31.3.37 deals with definition of business centres and office developments over 1,000sqm.

### **Objection to new text added to paragraph 31.3.37**

Proposed new text added to paragraph 31.3.37 *"Whilst new business centres or office developments should contain a mix of unit sizes, the majority of the units should be of the type and size which are suitable for the small businesses sought by the Council. The Council does, however, recognise that any large scale business developments may have the potential to cause a material increase in traffic congestion and, therefore, will be carefully assessed against the requirements of Policy CT1."*

The Council's proposed restriction for new office development within the Employment Zones to provide predominantly small units is objected to on the grounds set out in our Position Statement. However the proposed wording is also considered to be unsound as it would contradict the Council's aim of delivering new business centres in Employment Zones.

This is because the cross reference proposed to be added within paragraph 31.3.37 to Policy CT1 suggests that a PTAL level of 4 will be necessary to support large scale developments and business centres over 1,000sqm within the Employment Zones.

Pages 11 – 13 of our Position Statement sets out in detail why the reference to a minimum PTAL 4 is unsound and should be deleted.

In addition, we consider the cross reference to Policy CT1 is unsound as the vast majority of the Employment Zones within the borough are not located within an area of PTAL 4 or above according to the PTAL map provided on page 188 of the Submission Version of the Core Strategy. The implications of the proposed cross-reference to Policy CT1 is therefore that no business centres of over 1,000 sqm would be allowed in any of the borough's Employment Zones, which is in conflict with part (d) of the policy which specifically seeks to permit business centres within the Employment Zones.

For the reasons above we believe the cross reference to Policy CT1 is unsound and should be deleted from the Core Strategy.

As the Council's reasons for requiring assessment under Policy CT1 relate to the concern that large developments have the potential to cause *"a material increase in traffic congestion"*, such an impact should be assessed on a case by case basis against the amount of parking provided and the impact this has the road network. It is not sound for the text to suggest a blanket restriction based on Policy CT1.

The effect of retaining the wording would be to stifle business development in the contrary to PPS4 and the Mayors policies that are aimed at promoting economic development.

Notwithstanding the objection in principle to the policy approach of restricting offices above 1,000sqm if the policy is to be considered acceptable, the following wording



should be substituted at Paragraph 31.3.37, which largely reflects the wording given previously in RBKC/18E:

~~*"Whilst new business centres or office developments should contain a mix of unit sizes, the majority of the units should be of the type and size which are suitable for the small businesses sought by the Council. The Council does, however, recognise that any large scale business developments may have the potential to cause a material increase in traffic congestion and, therefore, will be carefully assessed against the requirements of Policy CT1."*~~

*"New business centres, or other large office developments with a total floor area greater than 1,000sqm will be supported where these are made up of very small, small or medium sized units. The Council does recognize that any large scale business developments may have the potential to cause a material increase in traffic congestion and therefore will require applications for such developments to satisfy **Part (b)** of policy CT1"*

#### **Objection to proposed change to part (k) of Policy CF5**

*Proposed change to part (k) of Policy CF5 "(k) resist large office developments except when consisting entirely of very small, small or medium units and where the total floor area (net) of the medium sized units make up no more than 25% of the total office development."*

We consider the above mix requirement, and in particular the restriction on medium sized units, to be unjustified and therefore unsound.

As established in our Position Statement and the accompanying research, the demand for small units is not as pronounced as suggested by the Council, and hence there is not a robust basis on which to be seeking the above mix requirement. Many small business units remain vacant for long periods of time which do not reflect a high level of demand.

Furthermore, there is clear evidence (attached) of the marketing of the 30 small business units that were built over two years ago at the Nottingdale Village which have not been let despite active marketing and at rents at the same level as other small scale business developments.

The Council's supplementary statement RBKC/35 sets out that the evidence base for the proposed 25% restriction on medium sized units is data from the Office Valuation for 2005 along with the 2007 Employment Land and Premises Study. This does not represent an up to date and robust evidence base to support such a detailed restriction on unit mix. As set out in our Position Statement, the Council's evidence base is contested on a number of grounds, including its failure to take into account the more up to date regional assessment and forecasts for employment growth, the clear evidence that exists showing a strong demand for larger units and the out of date assumptions about the composition of business space within the Employment Zones.



The 2005 Office Valuation data referred to by the Council to support the proposed 25% restriction pre-dates the construction and planning permissions granted for larger scale office developments within the Freston Road EZ. The table of unit sizes provided with the Council's supplementary statement RBKC/35 to justify the 25% restriction is therefore inaccurate and outdated and cannot be considered a suitable evidence base for informing policy.

Overall:

1. There are less small units in the EZ's than the Council are assuming as the evidence base is outdated;
2. Of the small units available many are vacant for long periods of time as evidenced by our position statement and as such do not provide evidence of notable demand; and
3. Further evidence of the small units that have been delivered as part of the Nottingdale Village development in the Freston EZ shows that this trend is continuing even with new built affordable small business units which have all remained vacant for two years despite active marketing

All of this underlines the danger in the Council's prescriptive approach to policy CF5(k) which will undermine economic development in the area contrary to PPS4 and the London Plan. The Council's Supplementary Statement RBKC/35 states that, "*The Council does not consider it appropriate to 'micro manage' the nature of offices further and to be more prescriptive on the mix of very small and small units...Taking an overly prescriptive approach would merely stifle development and be contrary to the Council's ambitions for the areas*".

We believe the policy is already too prescriptive and is not based on credible evidence. Therefore this change is unsound and should be rejected.

If the Council can justify the demand for small units then a more flexible policy approach is needed which allows business centres and larger office developments providing they contain an element of small and medium sized units as previously drafted.

Finally, the Glossary definition of Business Centres needs to be amended to reflect the policy approach as follows:

'Business Centre' "*A business premises which contains a number of smaller and medium sized light industrial, workshop or office units*".

Yours Sincerely,



**The London Planning Practice Ltd**



**STUDIO BUILDING MARKETING TIMELINE 2008 - 2009**

	<b>2008</b>
<b>June</b>	<ul style="list-style-type: none"> <li>• Studio Building Practical completion. A letting/marketing board was erected on site outlining available square footage on the estate including the studio building</li> </ul>
<b>July</b>	<ul style="list-style-type: none"> <li>• No Formal brochure was produced at this stage, particulars relating to the size and B1C usage were created by the sole letting agents Pilcher Hershman in order to respond to requirements.</li> </ul>
<b>August</b>	<ul style="list-style-type: none"> <li>• The Studio Building was included on our website. Enquiries were received but were not compliant to B1C use, therefore, no viewings took place.</li> </ul>
<b>September</b>	<ul style="list-style-type: none"> <li>• The Studio Building was included on our website. Enquiries were received but were not compliant to B1C use, therefore, no viewings took place.</li> </ul>
<b>October</b>	<ul style="list-style-type: none"> <li>• The Studio Building was included on our website. Enquiries were received but were not compliant to B1C use, therefore, no viewings took place.</li> </ul>
<b>November</b>	<ul style="list-style-type: none"> <li>• The Studio Building was included on our website. Enquiries were received but were not compliant to B1C use, therefore, no viewings took place.</li> </ul>
<b>December</b>	<ul style="list-style-type: none"> <li>• The Studio Building was included on our website. Enquiries were received but were not compliant to B1C use, therefore, no viewings took place.</li> </ul>
	<b>2009</b>
<b>January</b>	<ul style="list-style-type: none"> <li>• Despite verbal marketing and onsite signage advertising the space no viewings or notable interest was forthcoming.</li> </ul>
<b>February</b>	<ul style="list-style-type: none"> <li>• Despite verbal marketing and onsite signage advertising the space no viewings or notable interest was forthcoming.</li> </ul>
<b>March</b>	<ul style="list-style-type: none"> <li>• Brochure produced and circulated to Central London agents (<i>please see appendix I of this report</i>) and adverts placed in Ealing Gazette for four consecutive Fridays, 13<sup>th</sup> March, 20<sup>th</sup> March &amp; 27<sup>th</sup> March (<i>please see appendix II of this report</i>)</li> </ul>
<b>April</b>	<ul style="list-style-type: none"> <li>• Advert appeared in the Estates Gazette on 25<sup>th</sup> April (<i>please see appendix III of this report</i>)</li> </ul>

	<ul style="list-style-type: none"><li>Viewing conducted by Savills with Phillip Mitchell of Knight Frank for a 10,000 sq ft undisclosed occupier: the interest was taken no further due to concerns regarding the location of the building.</li></ul>
<b>May</b>	<ul style="list-style-type: none"><li>Brochure sent as a matter of course to relevant requirements by both joint agents. No viewings or notable interest was forthcoming.</li></ul>
<b>June</b>	<ul style="list-style-type: none"><li>Brochure sent as a matter of course to relevant requirements by both joint agents. No viewings or notable interest was forthcoming.</li></ul>
<b>July</b>	<ul style="list-style-type: none"><li>Brochure sent as a matter of course to relevant requirements by both joint agents. No viewings or notable interest was forthcoming.</li><li>Viewing conducted by Pilcher Hershman with Seymour Powell for 20,000 sq ft they are still considering their occupational requirements.</li></ul>
<b>August</b>	<ul style="list-style-type: none"><li>Viewing conducted with Calder UK on the 25<sup>th</sup> of August.</li></ul>
<b>September</b>	<ul style="list-style-type: none"><li>Numerous inspections undertaken by Calder UK and their representatives prior to Heads of Terms being agreed for a potential D1/ B1a user, subject to planning on Friday 11<sup>th</sup> September.</li></ul>
<b>October</b>	<ul style="list-style-type: none"><li>Calder withdraw given the planning position to protect small business units</li></ul>

## APPENDIX I

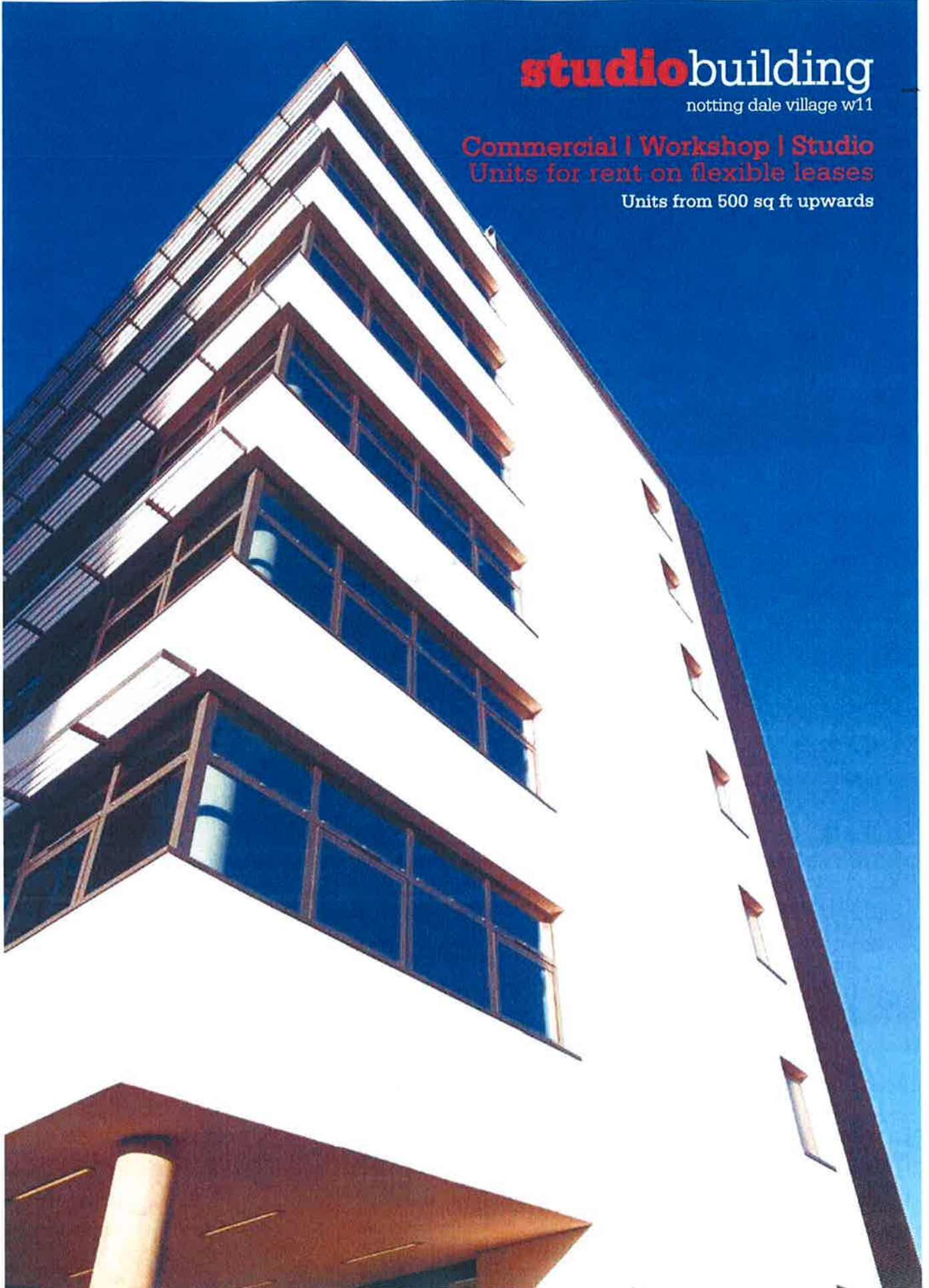


# studio **building**

notting dale village w11

**Commercial | Workshop | Studio**  
Units for rent on flexible leases

Units from 500 sq ft upwards





The Studio Building forms part of the Notting Dale Village complex, which has fashion group Monsoon and TalkTalk as major occupiers. The entire scheme has been designed by leading architects Allford Hall Monaghan Morris. The recently opened Westfield shopping centre is close by. Communications are excellent, with

Shepherds Bush (Overground / Central Line), Latimer Road (Hammersmith & City Line), Holland Park (Central Line) and Wood Lane (Hammersmith & City Line) all close by.

**Accommodation**

B1c units available from 500 sq ft upwards.

**Amenities**

- Flexible B1c units
- Excellent natural light
- Impressive reception
- Two lifts
- Heating
- Part of the Notting Dale Village campus
- Close to the new Westfield shopping centre



**Lease terms**

Flexible lease and rental terms available

**Viewing**

Strictly by appointment through joint sole agents:

**Misrepresentation Act**

Unfair contract terms act 1977. The property descriptions act 1991. These particulars are issued without any responsibility on the part of the agent and are not to be construed as containing any representation of fact upon which any person is entitled to rely. Neither the agent nor any person in their employ has any authority to make or give any representation or warranty whatsoever in relation to the property. Designed and produced by Zest Design & Marketing Ltd 020 7399 3050 March 2009 (03/09)

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**APPENDIX II**

On behalf of The Joint LPA Receivers

# For Sale

702745

## Self-contained Industrial Building

23,278 sq ft  
STEVENAGE  
1.45 Acre Site


Please Contact:  
**Sam Vyas on 020 7911 2267**  
[sam.vyas@gvagrimley.co.uk](mailto:sam.vyas@gvagrimley.co.uk)



[www.gvagrimley.co.uk](http://www.gvagrimley.co.uk)

On the gateway of Lough TSB

## town hill warrington



**Freehold For Sale**

Contact the Sole Agent  
**Hitchcock Wright**  
0151 227 3400  
[johnbarker@hwando.co.uk](mailto:johnbarker@hwando.co.uk)

- Prominent town centre position
- Garage and car parking for 20 cars
- 1,293 sq m (13,918 sq ft)

Retail, Leisure, Office, Development/Investment Opportunity

2,000 sq ft A3 Retail unit TO LET on High Street, Colliers Wood SW19  
This A3 unit is located just opposite Burger King, Sainsbury's Sava Centre, and nearby Colliers Wood Underground Station, ideal for A3 & pub operators etc.  
**Flexible Lease available - Asking Rent £40,000 per annum**

**Retail Premises To Let in Arthur Road, Wimbledon SW19**  
3,300 sq ft premises with car parking spaces available on flexible terms a minute away from Wimbledon Park Underground Station, benefits from A1/A2/A3/A5 planning consent.  
**Flexible lease available - Asking Rent £60,000pa**

**Prominent Retail Unit To Let in Battersea Park Road SW11**  
1,100 sq ft premises available on flexible terms, benefits with A1/A2 planning consent. Ideal location for betting shop, financial service providers, pharmacy etc. Prime frontage.  
**Flexible lease available - Asking Rent £35,000pa**

**Garages To Let in Selkirk Road, Tooting**  
8,800 sq ft Garages with land available to let, ideal location for car rental business/Storages/Mechanics etc.  
**Flexible lease available - Asking Rent £45,000pa**

**Retail To Let 22-24 Atlantic Road, Brixton**  
2,110 sq ft Double fronted, retail unit available to let.  
**Flexible lease available - Asking Rent £60,000pa**

**Newly developed Offices Premises To Let in Arthur Road, Wimbledon SW19 - £15 per sq ft**  
10,550 sq ft office premises with car parking spaces available on flexible terms a minute away from Wimbledon Park Underground Station, benefits from A2/B1 planning consent.

**Offices to Let in Tooting High Street**  
2,850 sq ft offices with 10 car parking spaces available on flexible terms a minute away from Tooting Broadway. Ideal location for A1, A2, B1, B2, C2, D1, D2 etc.  
**Asking Rent £30,000pa**

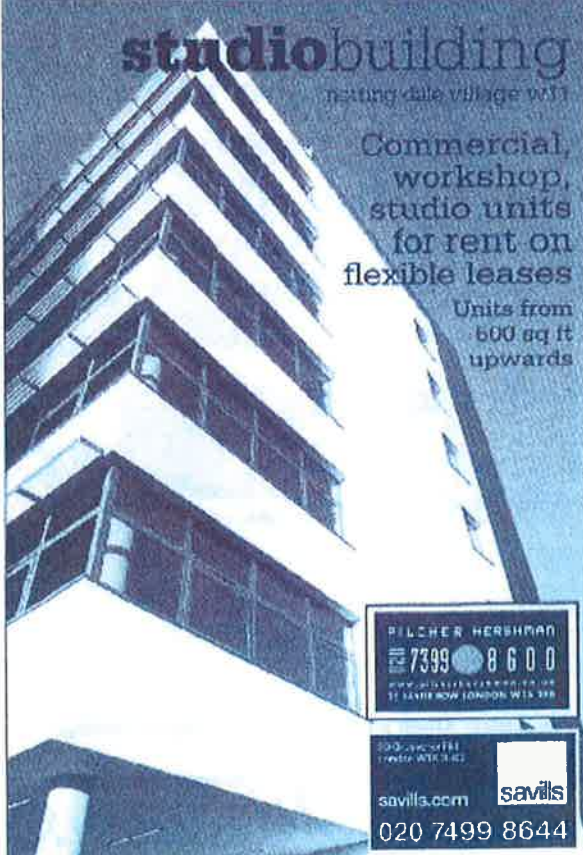
**For further details, please contact Danish on 020 8944 4140**

## studiobuilding

near King Dale Village W11

**Commercial, workshop, studio units for rent on flexible leases**

Units from 600 sq ft upwards



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[savills.com](http://savills.com) **savills**  
020 7499 8644

SB

## APPENDIX III

# Studio will go to pot because of rising course fees - art students

by Rebecca Kent

rebeckakent@trinitysouth.co.uk

A GROUP of pensioners pottery students from their South End studio will close down because no one can afford the course fees.

They have growing fears the adult education centre in Brompton Road is becoming so under-used it will inevitably have to close down.

They point the blame at Hammermith and Fulham Council, which in 2007 slashed funding to the facility, forcing pensioners to cough up almost double the amount in fees.

As a result pensioners cut back the number of classes they attended, leading to under-subscribed courses which had to be scrapped.

This term will see the end of the advanced class because not enough people have signed up. The course fees are £120 for 10 weeks and £138 for the advanced class, and are about the same cost as private tuition. The students must also pay for their own material.

Hazel Jacob-Frison, pottery teacher since 1975, said most pensioners had dropped out of three classes each week to take just one.

"Most of our members here are just on basic pensions and they just can't afford to come despite their hearts being absolutely in pottery," she said.

"It's a shame this wonderful facility is not being utilised. The costs pensioners are now being asked to pay are the same as in the private sector. The sums are all wrong."

The dwindling numbers threaten to put an end to the seasonal exhibition of the Fulham Society of Artists and Pottery, which exhibits many of the wares produced at the centre.

Over the past two years, community centres at Munster Road and Daves Road, Fulham, have closed down. A centre at Bearfoot Mews was replaced by residential flats.

Student Mary Dehly, of Fulmer Road, Fulham, now attends only one class each week, rather than three.

The 80-year-old widow said "I really



These potters fear rising fees at Bands End Adult Education Community Centre will make courses redundant. Picture by Sam James, 01224-45

don't think it's fair at all. We get concessions with everything else, such as bus passes and garden, and I'm able to go into Kew Gardens for cheaper, but now I'm at home twiddling my thumbs. "We have one of the best equipped studios for miles here and it's standing mostly idle now. "It's as if they are trying to run it

down. Pensioners should not just be put on the scrap heap."

A council spokesman said: "Residents can attend pottery classes that are more heavily subsidised than many other local authorities in London.

"There is still a huge range of adult learning courses available to residents of Hammermith and Fulham."

## > speedread

### Big chains say no to Westfield charges

AT LEAST two major retailers, including Next, have refused to pay part of the controversial service charges to shopping centre giant Westfield.

Next is disputing the "unreasonable" charges of £14 per square foot, claiming £8.50 is the figure originally indicated.

A spokeswoman for the £1.6bn centre in White City said the charges were "under review as the centre is still in its first year of trading".

### Guilty of pub stabbing

A MAN of 18 has been found guilty of stabbing a man in a Hammermith bar.

John Anthony Casey, of Putney, stabbed a 27-year-old man five times with a lock hair on August 10 last year, at Edwards Bar in King Street. The victim was taken to hospital and survived the attack.

Casey, who was charged with GBH with intent and possession of an offensive weapon, was convicted at Bow Street Crown Court on the March 2 and has been remanded until April 6 for sentencing.

### Road safety drive

OFFICIALS will hammer home the message of road safety from next week.

"Kill your speed or live with it" is the message behind the campaign being pushed to motorists by road safety officers, police and transport for London at Kings Mall shopping centre in Hammermith.

## Recession knocking the stuffing out of furniture gifts for needy

THE economic downturn has affected furniture donations to needy families, according to experts.



Volunteer Jim Dean loads furniture for a family in need. (Image credit)

The organisation Furnish, whose volunteers collect and deliver second-hand furniture to poor families, says over the past year fewer people than ever are donating.

Collections fell to 48 in February from 77 that month last year. A spokeswoman for Furnish, which is part of the Shepherd's Bush Housing Group, said: "While we are struggling to get donations as the basic cost of donations is rising. In the last full year we delivered to 822 families and so far this year we've already delivered to 710 needy families."

The charity also needs more volunteers to help out to help deliver furniture. Volunteers are supported to study for qualifications which may help get a reward, etc. To donate or for more information phone: 020 8959 3332.

Beck Theatre  
MUSIC HALL

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THE CONCERT

featuring **Barbara Ellis**

with **Sandy Kelly**

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offering 400, 600, 800 sq ft

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rent from 900 sq ft onwards

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