

9 February 2018  
Hearing Statement on Matter 2C 9e. Local Plan Examination. 08.02.2018



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Dear Ms Copsey

**Hearing Statement - RBKC Partial Review Examination – Issue 2C Vision for South Kensington (CV14) and Strategic Cultural Area (Policy CF11) question 9E.**

I write in relation to Issue 2C of the Inspectors MIQs in relation to the Vision for South Kensington (CV14) and Strategic Cultural Area (Policy CF11) to provide additional hearing reps in relation to question 9E set out below:

**e. Does the vision in combination Policy CF3 provide an effective strategy for Brompton Cross as a District Centre?**

Representations have been made during the regulation 18 and 19 stages in respect of the removal of the Brompton Cross Place from the Local Plan. It is acknowledged that this is to be merged into the wider area of South Kensington. However the revised policy is not considered to adequately replace the previous Brompton Cross policy area for the district centre.

In the Vision policy CV14 no mention of Brompton Cross is given. It is acknowledged that on the supporting Key Issues and supporting diagram, that the Brompton Cross centre is a designated town centre and there is an aim to provide links from South Kensington. This is mentioned in paragraph 14.4 of the Publication Policies document as an improvement to the public realm; however no further mention of Brompton Cross is provided.

It is considered that Brompton Cross in its own right provides a key centre which links South Kensington to Fulham Road and Old Brompton Road, and beyond to Kings Road. Retaining the chapter on Brompton Cross will secure and promote the area's uniqueness and contribute to the Borough's economy and overall vitality.

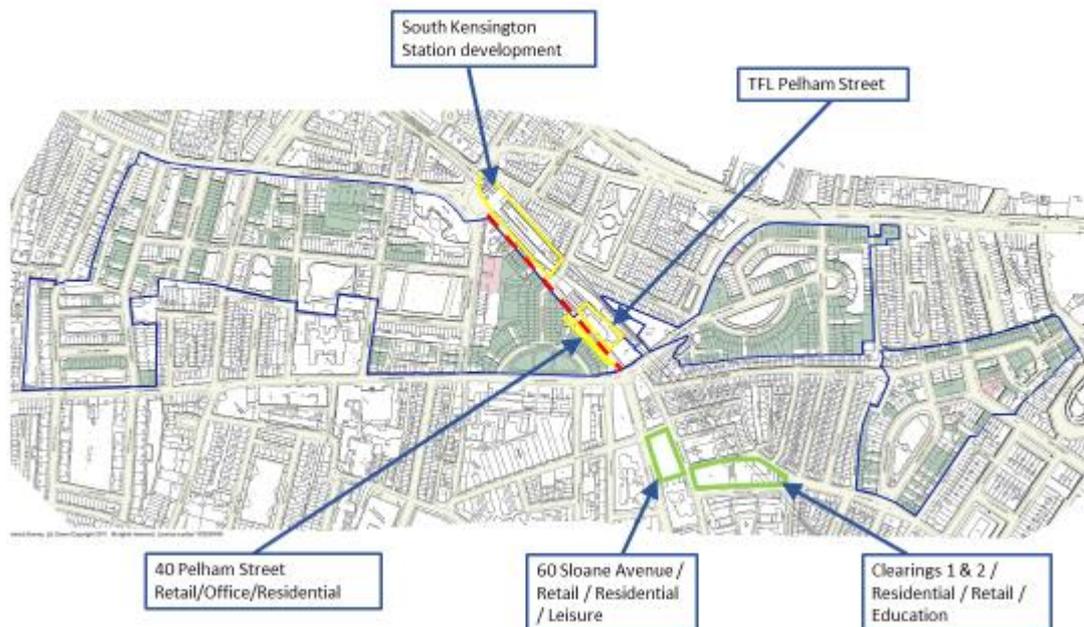


Proposed policy CF3 relates to the protection of retail within the Brompton Cross district centre but does not provide any wider strategy in terms of its future area of place. Therefore it is not considered that the vision CV14 and policy CF3 provide an effective strategy for Brompton Cross as a district centre.

It is not considered that the proposed modifications or (SUB6) and *Further Modifications* (CED004) would resolve the concerns and make the Plan sound or legally compliant as no amendments have been proposed.

Background

The Brompton Cross centre is an area of significant change. The diagram below provides an overview of developments already approved and potential sites for redevelopment coming forward. The development of these sites will enable a considerable change to the area and should be actively supported by the Local Plan document. Opportunities exist in particular along Pelham Street for development to expand the district centre and link with South Kensington. However Brompton Cross should be promoted as a separate centre with a distinct character. A positive approach to development would help encourage other landowners to look to upgrade their properties, and perhaps engender a more coherent approach to public realm enhancements.



## **Recent Planning Permissions**

A number of sites close to Brompton Cross have already achieved planning permission which are likely to provide change to the area. These are listed below:

### **The Clearings Site, Draycott Avenue, London SW3 2NA PP/16/01765 Approved 13<sup>th</sup> September 2016:**

*Demolition of Clearings 1, Leverett Street and Denyer Street depot (collectively known as the Clearings site) and redevelopment to provide 78 residential units within three buildings of part 9, part 8 storeys, 7 storeys and 4 storeys, with ancillary facilities for residents, basement car parking, landscaping and walkways between Mossop Street and Denyer Street, Class A1 and Class A1/D2 floorspace at ground floor and Class D2 floorspace at basement levels 1 and 2 (MAJOR DEVELOPMENT)*

### **60 Sloane Avenue, London SW3 PP/16/03878 Approved 30<sup>th</sup> December 2016:**

*Demolition behind part retained facades and redevelopment of the site to provide a 7 storey (ground plus 6 upper floors) mixed use residential (49 units), retail and leisure development inclusive of 3 additional part width basement storeys to provide off street car parking, leisure and retail space, plant and cycle parking (MAJOR APPLICATION).*

Planning applications have also been made in respect of the vacant office building at 40 Pelham Street to convert to retail which have not been successful to date; however there is potential for development on this site and opposite to the TFL site linking South Kensington to Brompton Cross creating a unique location.

Given that the centre is an area for significant change it is not considered appropriate to omit the key elements of the previous vision. It is suggested therefore that the vision for the wider South Kensington CV14 includes a separate vision for Brompton Cross.

## **Suggested Wording to be inserted into vision CV14 South Kensington**

Brompton Cross will remain a high quality specialist boutique retail centre with international appeal and will have a stronger sense of identity as a place. The centre will be enhanced by development which reflects its high quality character and it will have benefited from its positioning in location to Pelham Street and improved pedestrian links to South Kensington Underground Station along Pelham Street, the Museums, and Knightsbridge. The return of long-term vacant retail units to retail use will have been achieved.



Yours sincerely

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