Battersea Design and Technology Quarter Briefing

30th September 2020

Agenda

- Introduction - Context and Rationale for the study
- We Made That Study Recommendations and Strategy
- Proposed next steps
- Questions / Discussion

Introduction and context

Steve Diamond

Head of Enterprise and Employment Strategy

Wandsworth Council

Economic context

- The growth of new business districts in the Central Activity Zone and South Bank, role of technology, media, creative

- Apple decision to locate at Battersea Power Station underpins VNEB as a business as well as residential location

- Arts and culture central to VNEB vision, Nine Elms Arts and Culture Strategy proposes 'design' as key focus for western end

- 15,000 sqm expansion of the Royal College of Art's Battersea Campus with new postgraduate teaching and research space

- Promotion of creative and technology focus across the 'South London Innovation Corridor' from Wandsworth through Lewisham via four borough 'Stride' partnership

Spatial context

- Queenstown Road, Battersea Strategic Industrial Location (SIL) sits within the Vauxhall Nine Elms Battersea (VNEB) Opportunity Area
- Continues to provide an important reservoir of industrial, logistics and waste management space for Wandsworth and London
- Also includes office space provision, especially for SMEs, through 'Industrial Business Park' designation
- Evidence of landowner and investor desire to increase floorspace in northern section in recent years, translation into planning proposals and consents
- Sits in the Opportunity Area but not really 'of' the OA – no collective masterplan or vision for its future

The case for change / managing change

- Key development milestones are being reached in the Opportunity Area, in particular the opening of the Northern Line Extension and delivery of the Power Station

- Development proposals are emerging in response to Apple decision

- SIL sits between the new Wandsworth section of the Central Activity Zone (CAZ) office market and the Local/Sub-regional office market – both planned for growth

- Could provide a distinct offer for small businesses seeking locational advantage and specialist space not offered by the mainstream

- Policy clarity required to guide future development

- Strong political focus on securing benefits of development in Nine Elms for local residents and the borough as a whole

Current context

- Existing consents Havelock Terrace and Ingate Place point to more intensive use of sites

- Current planning application at Palmerston Court – key gateway to the area and proposed quarter

- A number of pre-app discussions on other sites

- BDTQ concept featuring as part of scheme development process

- Impact of Covid on the Opportunity Area being reviewed by the NEV Partnership – the diversity of development offers some resilience to future trends

- Council's Smart Growth Strategy will frame economic recovery activity over the medium term
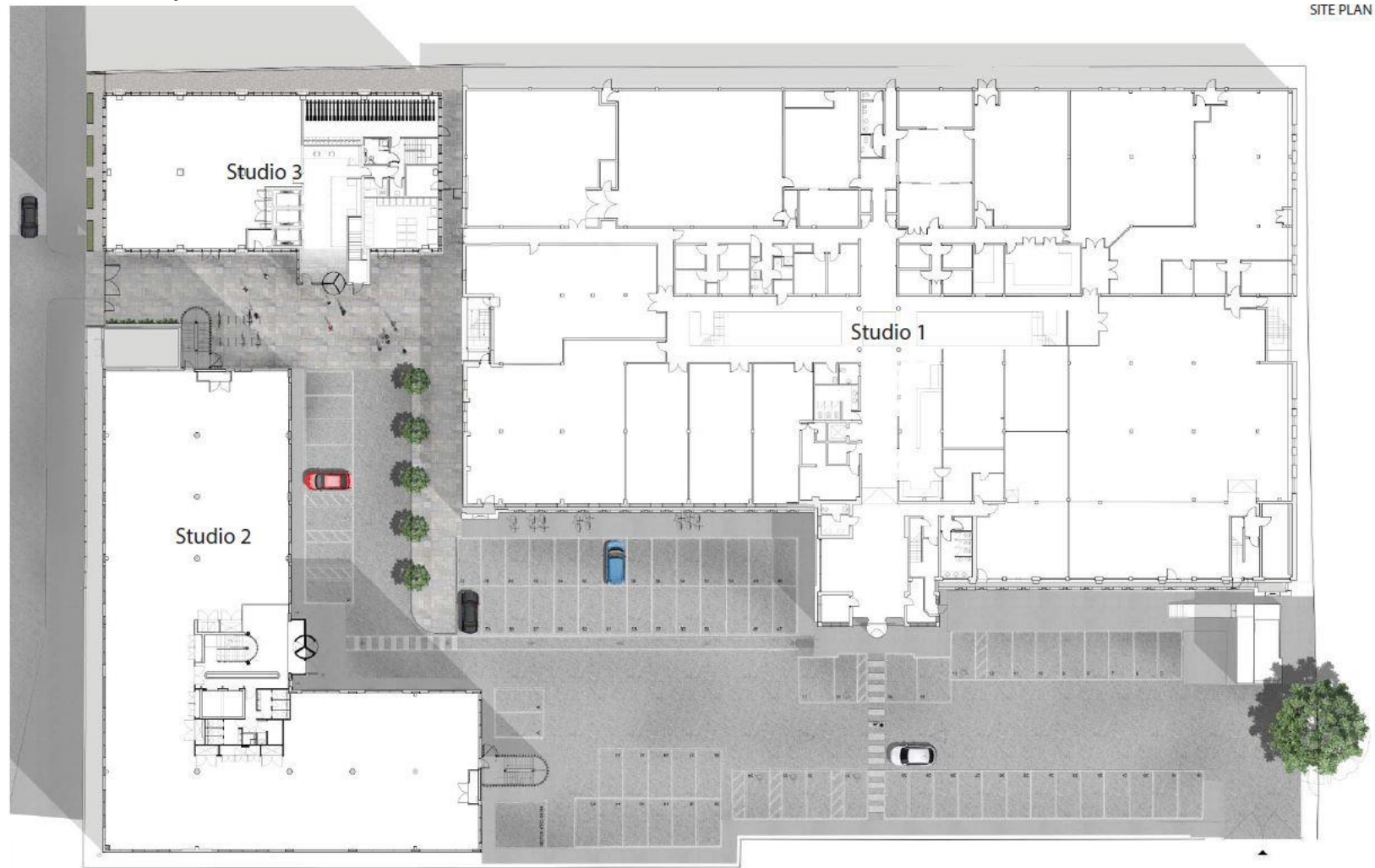
Battersea Studios – BS3 Development
Latest Proposals

Comments and feedback: uklondonbatterseastudios@deloitte.co.uk

Battersea Studios – BS3 Development
Latest Proposals

SITE PLAN

Comments and feedback: uklondonbatterseastudios@deloitte.co.uk

Purpose of today's session

- To ensure that stakeholders are fully briefed on the We Made That BDTQ study and framework

- To understand how the BDTQ framework will inform the Council's thinking and further policy development

- To set out the next steps the Council intends to take to further the recommendations from the BDTQ framework

- To discuss how the BDTQ framework and concept can inform site specific proposals

- To discuss how the Council can work with stakeholders to inform further development of the BDTQ framework and concept

We Made That Study

Holly Lewis

Next steps

Steve Diamond

Council response (February decision)

- Adopt the physical non-statutory development framework/scenario as the Council's preferred long-term vision for the area which will inform further planning discussions and planning policy development.

- Incorporate the larger infrastructure and connectivity proposals into the update of Nine Elms Infrastructure requirements and integrate into the infrastructure programme for the Opportunity Area

- Continue to engage with landowners and other stakeholders to secure alignment and support with the Council's vision for a Design and Technology Quarter and the principles of the development framework, including the location of potential 'hubs';

- Utilise external funding to develop an early affordable workspace facility in the area and link the Stride programme with the Design and Technology Quarter concept.

- Work with local partners and stakeholders to develop the proposition for the area into an agreed vision and brand with a business case for sustainable funding into the future

Planning policy

- The development scenario is being used to inform the update of the borough's Local Plan; consultation on pre-publication version in the New Year - planningpolicy@wandsworth.gov.uk

- Intention is to provide policy clarity to guide development in the future

- Individual planning applications already drawing on WMT framework to secure workspace and hubs as well as support Nine Elms Cultural Strategy

- Further guidance asked for on the BDTQ brand and how this can inform scheme design

Developing the BDTQ strategy and brand

- We will conduct more detailed feasibility assessments for the two major infrastructure interventions proposed in the report and – subject to these – investigate incorporation into the OA infrastructure programme

- We will refine WMT's Statement of Intent, testing the proposition with local and sector stakeholders, and will develop a partnership or coalition to take this forward

- In parallel, we will develop a Brand / Concept for the Quarter that expresses our intentions in a compelling and understandable way

- We will define more detailed strategic prescriptions for the Public Realm and Public Art Strategy which support the Brand / Concept, ties the hubs together and brings forward the Quarter as a new place for enterprise and culture

Discussion

- *Key gaps or omissions in our strategy?*

- *Are we prioritising the right things?*

- *What is needed to better inform scheme design/development?*

- *What is best way to take conversation forward?*