



kanda

**41 -49 (Bookers) and 49-59 (BMW)
Battersea Park Road,
London Borough of Wandsworth**

Statement of Community Involvement

April 2022

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1.

Executive Summary

1 • Executive Summary

- 1.1. Watkin Jones Group ('the Applicant') appointed Kanda Consulting, a specialist public consultation company, to undertake a community consultation in relation to a detailed planning application for the re-development of land at 41-59 Battersea Park Road and which falls wholly within the London Borough of Wandsworth.
- 1.2. The site currently includes an operational Bookers Wholesale at 41-49 Battersea Park Road, and former BMW Showroom at 49-59 Battersea Park Road. New Covent Garden Market to the east and resident dwellings to the south and west separated by Sleaford Street.
- 1.3. This Statement of Community Involvement therefore provides a record of the pre-application community engagement carried out between December 2021 and April 2022.
- 1.4. The description for the proposed application is as follows:

Application for Phased Full Planning Permission for: Demolition of existing building and construction of three new buildings, together comprising Residential (Use Class C3) and Student Accommodation (Sui Generis) along with Commercial, Business and Service (Use Class E) and/or Local Community and Learning (Class F) floorspace. Associated works include hard and soft landscaping, car parking and new vehicular access / servicing, and other ancillary works.

- 1.5. The brief was to develop and implement an engagement strategy with local elected representatives, local community groups, and local residents in line with local and national guidance on consultation.
- 1.6. Locally, this guidance is through Wandsworth Council's own Statement of Community Involvement. Dating to February 2019, which recommends that for 'major developments' community consultation can include a letter to all properties that adjoin the application site and to other properties in the area that are judged to be affected by the development; an advert in the local newspaper; a consultation website; and consultation with local groups, including residents and tenants' groups and amenity societies.
- 1.7. National consultation guidance is through paragraph 132 of the National Planning Policy Framework, which states that '*Applications that can demonstrate early, proactive and effective engagement with the community should be looked on more favourably than those that cannot*'.
- 1.8. As a result of both local and national guidance on consultation, the engagement process included:
 - Early engagement with the Queenstown Ward Councillors and the Battersea Society, and subsequent outreach to St Modwen as stakeholders of the New Covent Garden Market, Peabody as the developers of new residential

accommodation to the south of the site, the Battersea Power Station Development Company, and DTZ Investors who are acting on behalf of Bookers Wholesale. Wandsworth Chamber of Commerce were also approached.

- A dedicated consultation website www.BatterseaParkRoad.co.uk was launched on 21st January 2022 in order for residents to learn more about the proposals, leave feedback and contact the project team.
- A letter inviting residents to the online consultation, alongside sharing the contact details of the team, was distributed 2,719 local homes and businesses on 21st January 2022.

Whilst an in-person event at the R.O.S.E. Community Clubroom on Ascalon Street was considered and a booking made, the COVID-pandemic at that time led the project team to proceed with an online-only consultation. However, to ensure no local residents or local businesses were excluded, the hand-delivered invitation to local people allowed people without access to the internet the ability to get in touch with the project team directly by phone, and for people to request site visits and/or home visits.

- 1.9. Throughout the consultation process the full contact details of a named member of staff – including a telephone number and e-mail address, were available to all stakeholders. This gave local people one main point of contact for all questions and queries, and in turn allowed Kanda Consulting to respond to requests for further information from residents, community groups and local elected representatives. Importantly, those with no access to the Internet could either attend the event, call the project team, or request a home or site visit.
- 1.10. During the pre-application phase, in-person meetings were held with Battersea Power Station, the Viridian Apartments Residents Management Board, and three home visits to people living in Viridian Apartments.
- 1.11. Whilst consultation invitations were issued to 2,719 local residents, only 28 community representations were received by the project team. 18 were from residents identifiable as living in Viridian Apartments, with a further 5 submissions from people living elsewhere in the local area. A final 5 comments from people who left no postal address details. Overall, 22 of these submissions were received through the consultation website, and 6 were emails sent directly to the project team.
- 1.12. With a response rate to the consultation of 1.02%, it is our view that the large majority of those living locally and who were invited to participate in the consultation are relaxed with both the principle and the details of the plans coming forward. Indeed, of those residents who did reply, a majority supported the principle of redeveloping the current site. However, there were a range of questions about the introduction of a residential led, mixed use development here, the quality of the plans, and the proposed new public realm and a new public square.

2.

Consultation Process

2. Consultation Process

2.1. The consultation process started in December 2021 and responded to the Applicant's desire to bring forward new plans for 41-59 Battersea Park Road give that the previous planning proposals for this site and which were approved by the London Borough of Wandsworth were enacted but not delivered. Whilst the area has historically been very industrial in nature, the area has experienced transformative regeneration in recent years meaning that apart from the New Covent Garden Market, the land at 41-59 Battersea Park Road is one of the last remaining industrial locations in Nine Elms.

2.2. As the next natural step of regeneration in the area, and with the site having been subject to a previously approved application (Ref: 2015/6813) for a scheme of a similar nature, the objectives of the consultation process were:

- To approach key local elected representatives and prominent local community groups and request a meeting so that the project team could introduce themselves, to talk through the initial plans to secure early feedback.
- To ensure that once the plans, in addition to oversight through the Council's pre application service, were also subject to early, proactive, and effective scrutiny from the local community.
- To ensure that feedback from local elected representatives, local community groups and local residents was secured using a range of mechanisms so that it can be reviewed and considered as the proposals continued to evolve in the pre-application period.

2.3. The table below therefore outlines the timeline of activities at this stage of the public consultation process:

| Date | Detail |
|--------------------------------|--|
| 13 th December 2021 | Emails issued to the three local Queenstown Ward Councillors Aydin Dikerdem, Paula Walker and Maurice McLeod, and to the Battersea Society's Chair, Secretary, and Planning Lead. |
| 21 st January 2022 | <p>A letter inviting residents to our online consultation were hand delivered to 2,719 local homes and businesses, inviting local people to view the plans on the consultation website and submit their feedback through the online feedback form, or via email.</p> <p>This letter also invited people to express an interest in a community webinar and included the contact details of a named member of the project team should residents want more information, especially if they did not have access to the Internet.</p> |

The letter also offered immediate site neighbours a site visit with the project team, or home visit.

| | |
|---|---|
| 21 st January 2022 | A dedicated consultation website www.BatterseaParkRoad.co.uk was launched in order for residents to learn more about the proposals, access the full contact details of the project team and to give feedback via the online feedback form. |
| 21 st January 2022 – 7 th February 2022 | Emails to local stakeholders were issued to the Battersea Society, St Modwen as [stakeholders in the New Covent Garden Market, Peabody as the developers of new residential accommodation to the south of the site, the Battersea Power Station Development Company, and DTZ Investors (Bookers). |
| 13 th February 2022 | Original deadline for community comments to be received, which was changed to a later date of 20 th February 2022 to allow for further representations to be made following the community meeting on 16 th February. |
| 16 th February 2022 | A site visit was held between the full project team and a member of the Viridian Apartments Residents Management Board |
| 25 th March 2022 – 22 nd April 2022 | Subsequent home visits to residents were held on Friday 25 th March and Friday 22 nd April 2022. |

2.4. Consultation Website

A dedicated consultation website was launched on 21st January 2022 and remains live at the URL www.BatterseaParkRoad.co.uk.

- The website introduced the building and the project team, our proposals, and set out how people could join the conversation about its future.
- It included a downloadable consultation document setting out the details of the proposals as they stood at the time of the invitation to local residents being issued and allowed people to pass on their feedback.
- The website included an online feedback form which, when submitted, send the feedback directly to the project team.
- Lastly, the website included multiple contact methods for the public to have their say on the updated proposals, including the full contact details of a named member of staff.
- When the consultation approach was being discussed by the project team in late 2021, government guidance linked to the COVID-pandemic dissuaded people from holding large public gatherings. This, plus the Applicant's priority to keep the project team and local residents safe, led to the decision to hold an online-only consultation. It was also felt important to

reach out to local residents at a very early stage with initial proposals so that community feedback could influence the plans at the earliest possible point.

- Our online-only approach was successful in that the website was visited 269 times between the website going live on 21st January 2022, and the writing of this Statement of Community Involvement.
- The consultation website at www.BatterseaParkRoad.co.uk will be updated following submission of the planning application

2.5. Community Webinar

Our letter to local residents inviting them to join the conversation about the future of the site asked local residents to get in touch should they wish to take part in a community webinar. The community response to this offer was extremely limited, with just two people interested, and in liaison with these residents, a site visit was held instead.

2.6. Community meetings

While the plans placed in the public domain for the public consultation in January 2022 reflected the Applicant's proposals as they stood at the time, the proposals have progressed considerably in the days and weeks since.

We therefore not only discussed these updated plans with a representative of the Viridian Apartments Residents Management Board and another local resident during a site visit on 16th February 2022, but they were also discussed in our resident home visits on 25th March and 22nd April. They were also discussed at our meetings with St Modwen and the Battersea Power Station Development Company on Thursday 7th April.

In discussion with these local residents, it was agreed that both the Applicant and the local community could benefit from updating residents in Viridian Apartments on how the scheme had progressed since the start of the public consultation exercise in early January 2022. A newsletter from the Applicant will therefore be delivered to every flat within Viridian Apartments – and where possible also to any and all freeholders – following the submission of a planning application to the London Borough of Wandsworth.

3.

Feedback

3. Feedback

- 3.1 Whilst consultation invitations were issued to 2,719 local residents, just 28 community representations were received by the project team. 18 were from residents identifiable as living in Viridian Apartments, with a further 5 submissions from people living elsewhere in the local area. A final 5 comments from people who left no postal address details. Overall, 22 of these submissions were received through the consultation website, and 6 were emails sent directly to the project team.
- 3.2 With a response rate to the consultation of 1.02%, it is our view that the large majority of those living locally and who were invited to participate in the consultation are relaxed with both the principle and the details of the plans coming forward. Indeed, of those residents who did reply, a majority supported the principle of redeveloping the current site. However, there were a range of community questions about the introduction of a residential led, mixed use development here, the quality of the plans, and the proposed new public realm and a new public square.

Quantitative feedback

Through the online feedback form the Applicant sought to secure a mix of both quantitative and qualitative feedback from local residents. Almost all the respondents to the community consultation own or rent homes in Viridian Apartments which 20 years ago was the tallest building in the area bar the Power Station but as the area has transformed it has become one of the lowest-rise residential developments in Nine Elms.

The Applicant therefore welcomes local residents' views which showed that over half of respondents, in response to the question '**do you support the principle of redeveloping the current site?**' responded 'yes' or 'yes with reservations'. Local people therefore are not opposed to the re-development of this site, especially with a previous planning approval being secured by another applicant in the recent past.

In reply to the question, '**do you agree that the proposal to introduce a residential-led mixed use development would be an improvement**', just over 25% of respondents agreed with 'yes' or 'yes with reservations', but a majority said either 'no' or 'no with reservations'.

The response percentages to the final two quantitative questions, '**do you support the improvements to the public realm and the introduction of a new public square?**' and '**do you think the plans are of a high quality and would help to improve the area**', just over 25% of respondents just over 25% of respondents agreed with 'yes' or 'yes with reservations', but a majority said either 'no' or 'no with reservations'.

These results reflect the fact that some residents responding from addresses in Viridian Apartments said 'No' to all four quantitative questions, and many used the general comments box within the online feedback form to add additional detail to these quantitative responses. These topics are addressed in the 'Applicant's Response' section below.

Qualitative feedback

Almost everyone who submitted feedback through the consultation website's online feedback form and who emailed the project team directly included some level of qualitative feedback.

The most frequently raised issues and the Applicant's response is therefore set out in the table below. They are also listed in the order in which they were most frequently raised in feedback, with those listed at the top of the page raised most often:

| Feedback | Applicant's Response |
|---|--|
| The Principle of Development | |
| <p>Height</p> <p>What is the rationale for the building height proposed? What is the separation distance between Building 1 and Viridian Apartments?</p> | <p>The Applicant's rationale for building heights, and confirmation of separation distances can be found in this application's Design & Access Statement, and the Planning Statement</p> |
| <p>Density</p> <p>What is the density of the proposed scheme and how are you addressing concerns about privacy, overlooking and sunlight?</p> | <p>The application's density and approach to privacy, overlooking and sunlight can be found in the Applicant's Planning Statement and the Sunlight and Daylight Report.</p> |
| <p>Design</p> <p>What is the rationale for the proposed design of the planned buildings?</p> | <p>Details of the Applicant's approach to design can be found in the Design & Access Statement.</p> |
| <p>Student Housing Demand</p> <p>What is the rationale for purpose-built student accommodation is this location?</p> | <p>Details on the rationale for purpose-built student accommodation is this location can be found in the application's 'PBSA Need' document, and supporting letters from UCL and City, University of London.</p> |

| Feedback | Applicant's Response |
|--|----------------------|
| Operational and technical issues | |
| Construction noise and deliveries | |

| | |
|---|---|
| How will the noise of construction and deliveries be managed? | Details of the Applicant's proposed approach to construction traffic and noise, can be found in the CEMP. |
| The academic year How will academic year drop off and collection, and operational deliveries, be managed? | Details of the Applicant's proposed approach to operational matters can be found in the application's Student Accommodation Management Plan |
| Flooding How will the scheme ensure there are no flooding problems at Viridian Apartments? | A Flood Risk Report forms part of the Applicant's application. |
| Disabled parking provision What is the level of parking provision overall, and for disabled residents? What about EV charging points, and limiting students' ability to park on nearby streets? | 7 spaces will be provided on Sleaford Street consisting of: <ul style="list-style-type: none"> • 1 x Car Club space • 1 x Student Accommodation space • 1 x Commercial space 4 Residential spaces (5% of total residential units) will also be provided on this road. Furthermore, students will not be permitted to own a car, or secure a permit for the local Controlled Parking Zone. |
| Public and green spaces What will the maintenance regime look like for the green spaces and open spaces? Will mature plants be used to screen the development from 'day one', or will they be saplings? | Details on the maintenance regime of the proposed public spaces and be found in the application's landscaping proposals |

4.

Conclusion

4. Conclusion

- 4.1 This Statement of Community Involvement provides a record of the pre-application engagement carried out regarding plans for a new residential led, mixed use development at 41-59 Battersea Park Road.
- 4.2 In line with both local and national guidance on pre-application consultation, the Applicant sought to engage with local political stakeholders, local community groups and individual residents within the area local to the site. The consultation process therefore provided neighbours and local representatives with an opportunity to share their thoughts about the emerging proposals.
- 4.3 The pre-application consultation, which began in December 2021 included:
- Early engagement with the Queenstown Ward Councillors and the Battersea Society, and subsequent outreach to St Modwen as the owners of the New Covent Garden Market, Peabody as the developers of new residential accommodation to the south of the site, the Battersea Power Station Development Company, and DTZ Investors who are acting on behalf of Bookers Wholesale. Wandsworth Chamber of Commerce were also approached.
 - A dedicated consultation website www.BatterseaParkRoad.co.uk was launched on 21st January 2022 in order for residents to learn more about the proposals, leave feedback via the online feedback form or to email the project team directly, and had the full contact details of a named member of staff.
 - A letter inviting residents to join the conversation about the future of this site via the online consultation was distributed to 2,719 local homes and businesses on 21st January 2022.
 - Whilst a community webinar was suggested as an option for local people, the low level of interest resulted in the project team working with these residents on site and home visits instead.
- 4.4 The low community response rate, as calculated by the number of people invited to engage with the consultation process set against the number of responses received, suggests that the local community are comfortable with the principle of the re-development of the site generally, and the plans specifically.
- 4.5 Of those who did respond to the consultation, a majority of community comments also supported the principle of the re-development of this site. However, there were concerns from a majority of respondents regarding the residential-led nature of the plans, their perceived quality, and the new public realm that is included in the plans.

- 4.6 In addition to a review of the feedback submissions, the Applicant has sought to better understand individual resident concerns through a number of home visits and site visits. The scheme has also evolved since the consultation exercise in January 2022 in response to a wide range of stakeholder discussions.
- 4.7 Importantly, to 'close' the feedback loop, a newsletter from the Applicant will be delivered to every flat within Viridian Apartments – and where possible also to any and all freeholders – following the submission of a planning application to the London Borough of Wandsworth.
- 4.8 Throughout the pre-application stage the Applicant has welcomed all community comments, and they have, are and will continue to respond positively to requests from local residents, community groups and local elected representatives for information on the proposals during the post submission phase.

5.

Appendices

5 Appendices

Appendix I – Public Exhibition Invitation



January 2022

Dear Neighbour,

An invitation to a pre-planning application consultation on the future of 41-59 Battersea Park Road (Bookers Wholesale and the vacant BMW showroom)

In recent years, Nine Elms has been transformed from an industrial hub into a new neighbourhood for London. Watkin Jones Group is therefore looking to take the next step in building a thriving Nine Elms by creating new homes, open public spaces and places for people to work by regenerating the site where the Bookers Wholesale and the empty BMW showroom on Battersea Park Road, currently are.

Watkin Jones Group isn't a standard developer. Our places are designed to be sustainable long-term investments and adding to the local area as great place to live is at the heart of our offer. So we do this the best way we can – by hearing your thoughts.

Join the Conversation

Our plans still at a very early stage, and we want local residents to join the conversation on its future. Your feedback can help shape and influence the proposals as they progress in the coming weeks and months. We want to find out how you think the re-development of this site could directly benefit you, your neighbours, and the immediate local area, as well as the wider Nine Elms community.

Getting involved and having your say is easy:

- **Website:** Simply visit our consultation website at www.BatterseaParkRoad.co.uk to view our proposals, and you can pass on your comments to us using the online feedback form (www.BatterseaParkRoad.co.uk/Join-The-Conversation). You can also find out about Watkin Jones Group and the wider team here too.
- **Email:** You can pass your views directly to our partners at Kanda Consulting by emailing directly at Michael.Stanworth@KandaConsulting.co.uk.
- **Webinar:** Whilst current government pandemic guidance generally discourages public meetings, we are keen to hold a community webinar to give people the opportunity to engage with the project team directly, whilst also keeping local residents safe. If this is something you would be interested in getting involved in, please email us using the address above and we will arrange a time for everyone to talk.

BatterseaParkRoad



- **Call:** If you do not have access to the Internet and would like to speak directly to a member of the project team to discuss the plans in more detail, you can reach us by calling 020 3900 3676.
- **Arranging A Site/Home Visit:** If you live very close to the site, and would like to arrange a socially distanced site visit or a home visit, please do not hesitate to contact us by email at Michael.Stanworth@KandaConsulting.co.uk or by calling 020 3900 3676.
- **Write:** You can also write to us, free of charge at the following address:

Battersea Park Road Consultation,
C/o Kanda Consulting,
Freepost RUAE-BZXR-EELX,
44-48 Paul Street,
London, EC2A 4LB

What's next

No planning application has been submitted yet and our plans are evolving, which is why we want you to help guide us now.

Our consultation runs for three weeks, so we would like to hear back from you by Sunday 13th February 2022.

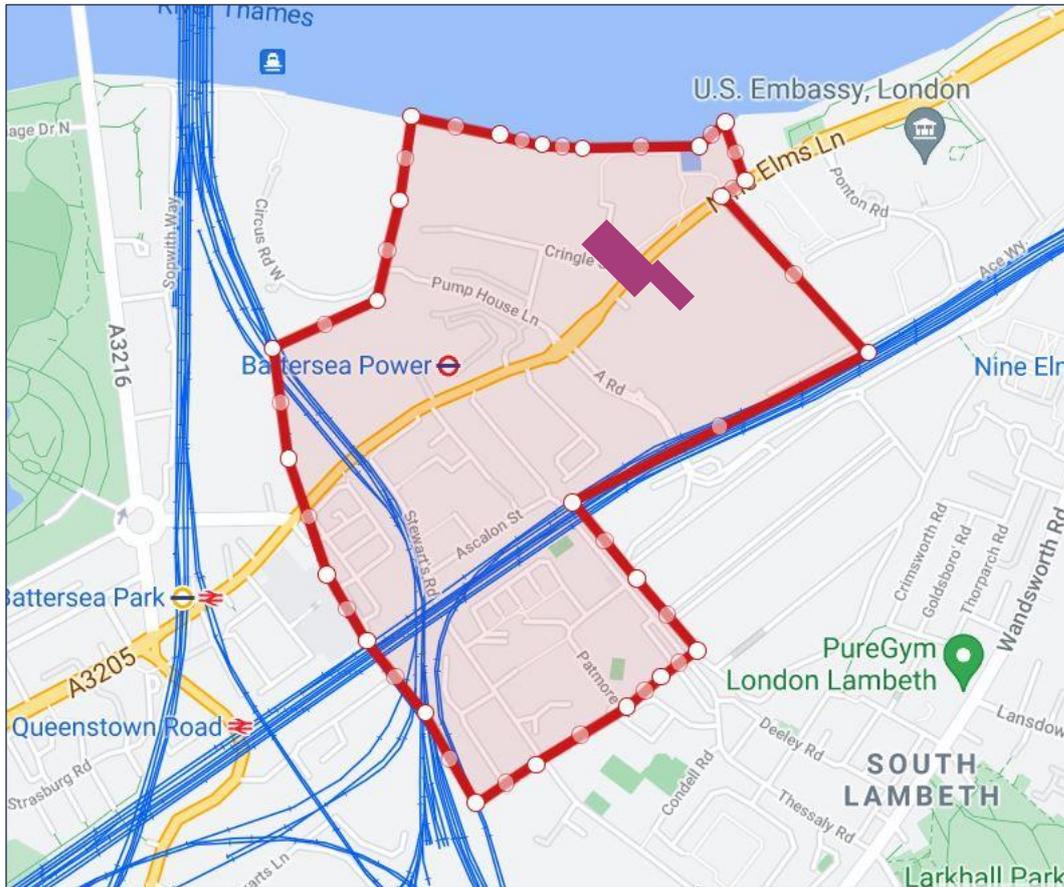
We very much hope you take part.

Yours faithfully,

The Watkin Jones Group

 **BatterseaParkRoad**

Appendix II – Public Exhibition Invitation Delivery Area



with the site located in purple

Map of the delivery area.

Appendix III – Public exhibition information banners

Battersea Park Road Consultation

BATTERSEA PARK ROAD

Thank you for viewing the Watkin Jones Group's pre-planning public consultation proposals for a vibrant new development at 41-59 Battersea Park Road which will deliver new employment, community and public spaces, alongside the provision of much needed new affordable homes and student residential accommodation.

With our plans still at a very early stage, we want local residents to join the conversation so that your feedback can help shape and influence our plans as they progress in the coming weeks and months.

We want to find out how you think the re-development of this site could directly benefit you, your neighbours, and the immediate local area, and supplement the continuing regeneration of Nine Elms.

Please take the time to review the proposals outlined across these pages and provide your feedback using the online questionnaire or by contacting us directly using the adjacent details:

Bookers Wholesale Site

Having your say is easy. You can have your opinion heard in the following ways:

Email – email your views to us directly at Michael.Stanworth@KandaConsulting.co.uk

Community Webinar – if you would like to join a community webinar to discuss our plans, please email or call us and we will arrange a convenient time to talk to local people via Microsoft Teams

Call – you can call the team directly on 0203 900 3676 or 07902 122 829

Site/Home Visits – we are happy to arrange socially distanced site or home visits should you live nearby and want to discuss the plans in more detail with us

Write – you can also write to us, free of charge at the following address – Battersea Park Road Consultation, C/o Kanda Consulting, Freepost RUAE-BZXR-EELX, 44-48 Paul Street, London, EC2A 4LB



View of Existing Booker Warehouse from Battersea Park Road

The Project Team

WATKIN JONES

Watkin Jones Group (WJG) is the UK's leading developer and manager of residential for rent homes. They are successfully directly investing in sustainable and centrally located, previously used sites to bring long-term value through new homes in every part of the UK. They have delivered over 52,000 homes in the last 10 years, including projects at Stockwell, Sutton, Stratford, Walthamstow, Wembley and Lewisham. Over 95% of our developments are on site within six months of the grant of planning permission. Many of their homes are managed by our multi award-winning operating and management arm Fresh.



Glenn Howells Architects

Established in 1990, Glenn Howells Architects have built an experienced and creative team of 140 based in London and Birmingham. They have also grown long-term creative relationships with our clients and collaborators which allow us to push boundaries to make transformational, remarkable designs. Underpinning their work is an approach rooted in the exploration of how places, buildings and things are made and how these can improve the lives of individuals and communities.

EXTERIOR ARCHITECTURE

Exterior Architecture's ability to co-ordinate and innovate allows them to take an active role in ensuring the design process is both rigorous and collaborative across the disciplines, and with local communities. It is their strong design ethos that allows us to create inspiring design by distributing our teams skills in the most effective way possible. We see the public realm of any project as an opportunity to bring people together, ensuring that our projects are innovative, aesthetically strong and mutually beneficial to the plants, animals and people that reside in these varied landscapes.



FUTURECITY

Futurecity is a cultural placemaking agency that creates cultural strategies, brokers cultural partnerships and delivers major arts projects for clients across the public and private sectors. Founded by Mark Davy in 2007, Futurecity has produced over 125 cultural strategies, brokered over 20 cultural partnerships, and worked on over 100 artist commissions for clients across four continents. Futurecity also assisted the London Borough of Wandsworth and Lambeth in developing a set of nine culture and placemaking principles for Nine Elms.

MONTAGU EVANS

Montagu Evans is an independent property consultancy, and their work encompasses planning and development, property management, specialist valuations and transactions. Together with clients and wider project teams, they play a key role in creating inspiring places to live, work, communicate and connect.



The Site & Context

Existing Site - 41-59 Battersea Park Road - (Bookers Wholesale & former BMW Showroom)

Bookers Wholesale has operated on Battersea Park Road for many years, but the transformative change Nine Elms has experienced in the last decade has seen the area move from an inner-London industrial hub to a growing new residential community and neighbourhood for London.

The site is soon to become vacant with Bookers choosing to relocate and rationalise their operations in South West London. The site is an ideal opportunity to continue the ambitious and existing vision the Council and the Mayor of London has for this area and help connect the new and existing neighbourhoods.



Site Location Plan



1860



1900



1965

Site Connectivity



In many ways the site is a key location within Nine Elms.

Geographically, it's where the new neighbourhoods of Battersea Power Station and Nine Elms meets the existing communities around Viridian Apartments, Thessaly Road and Ascalon Street.

In terms of local transport, it lies just metres away from the new Northern Line Station at Battersea Power Station, it's next to the Cycle Hire docking station on Thessaly Road, and an array of bus routes pass right by it along Battersea Park Road

In the future it will also be where the Nine Elms Linear Park which stretches east to the new American Embassy, and the new public green spaces planned at the Power Station meet.

We therefore think it's critical to get plans for this site right given its crucial location.

The Local Planning Context

To help guide the transformation of Nine Elms, Wandsworth Council and the Mayor of London have agreed a range of planning blueprints, which set out how they want the area to change and evolve in the coming years.

Most importantly for this site, it falls within the Mayor of London's Vauxhall, Nine Elms and Battersea (VNEB) Opportunity Area.

The Opportunity Area's aims are for:

- **New Homes:** More than 18,000 new homes expected to be built across the area
- **New Jobs:** approximately 22,000 new jobs created during the construction phase and a further 25,000 could be created as businesses occupy the new developments
- **Better Transport:** including the £1bn extension to the Northern Line and two new tube stations and £45m improvements to Vauxhall station
- **Improved Social Infrastructure:** including two new schools, approximately 50 acres of new public space, and new homes for cultural and arts organisations



Vauxhall Nine Elms Battersea (VNEB) Regeneration

Previous Consented Scheme

We believe that our initial plans that are set out here helps to deliver on each of the Opportunity Area's goals, and also represents an opportunity to improve on the planning permission that was previously granted for this site in March 2019.

Previous plans, were for new homes in buildings of up to 18 storeys alongside a range of flexible ground floor uses. These plans have not been delivered and Watkin Jones Group is looking to bring forward viable and deliverable new proposals, but which are broadly in line with this previous approval in terms of building heights & mass, open spaces, and mix of land uses.

The Opportunity and Vision

There is an opportunity for this site to bring the Nine Elms community together and deliver a unique destination for the area where new and existing residents can meet, engage and build new connections. We aim to deliver this vision in four key strands:



The Front Room, Port Loop

Connected Neighbourhoods

Located where existing and new neighbourhoods meet, the delivery of our proposals would help bring the local community together through high quality new publicly accessible green space and a range of retail and employment spaces that will make it a new local destination, and not just a space you walk through to get somewhere else.



Outdoor Rooms

The landscape concept offers multiple flexible community spaces in a range of sizes to promote community use. The open spaces in the site accommodate the unique diversity of users by providing a range of social spaces. The use of multi-generational play elements provides elements of play for all users, and promote a cohesive community.



The Bear Kilo, Zero Waste Store

Ground Floor Uses

We are in the early stages of working with the London Borough of Wandsworth Planning Team, and local community groups to ensure that our ground floor spaces are active, vibrant and encourages people into the area. We would be interested in your views on potential tenants such as a community café, a new children's nursery, and how we can embed culture and arts into these proposed spaces. With the New Covent Garden Market on the doorstep, there could also be the potential for a zero waste supermarket supplying a number of communities.



Royal Wharf Gardens

Mixed and Balanced Communities

We are striving to deliver a community that is mixed, balanced and cohesive. In terms of the delivery of affordable housing, the number of affordable units we are proposing is higher than the 2019 planning permission, and we believe that student housing is required here given the growing number of students in the area who are studying at local Universities or at Higher Educational Institutions in central London who can be based in the Battersea & Nine Elms neighbourhood due to convenient access to the Northern Line at Battersea Power Station.

Linking the Wider Landscape

Our proposals are for a new mixed-use development that creates new jobs, new spaces for the community to meet, and sustained by the delivery of new affordable homes alongside Purpose-Built Student Accommodation (PBSA).

01. Site as Crossroads

- Connects & Extends the Linear Park with Battersea Power Station
- Connects residents & local communities physically, socially and economically into the opportunity area.

02. Exemplar Public Realm

- Distinctive Character areas for community connection, cohesion and interaction.

- External 'classrooms', enhanced play, places for events & games.

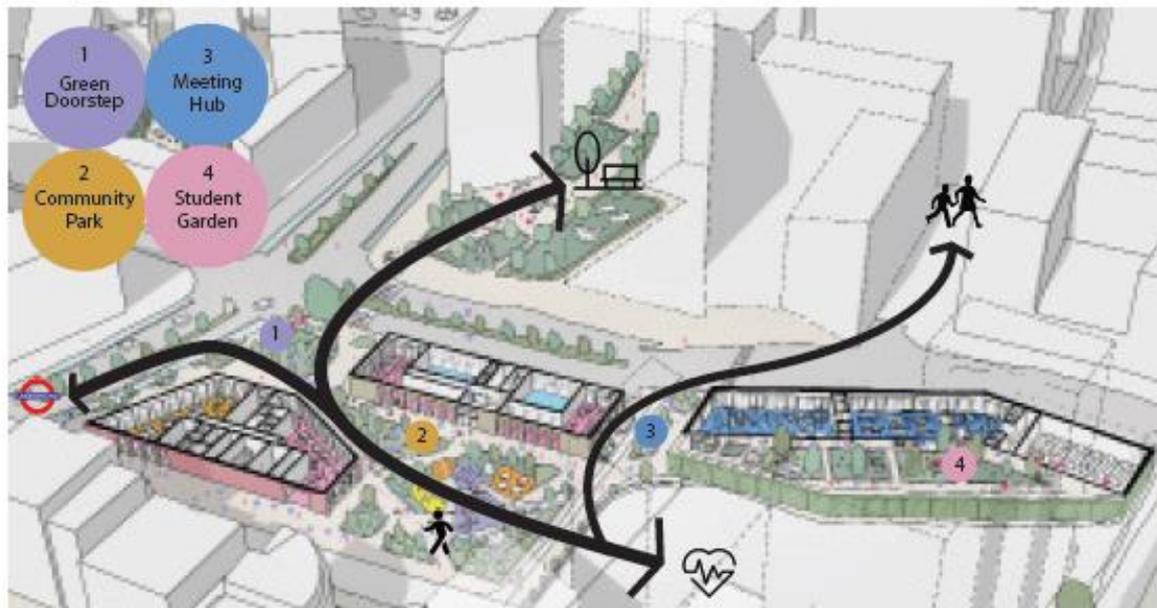
03. Complementary Ground Floor Uses

- Creative and community workspace as springboard for local enterprise.
- Pathways to opportunity through university and business partnership.



Landscape Connections with Wider VHEB Area

Landscape Character Areas



01 - The Green Doorstep
'Transient landscape which connects to the Linear Park'



02 - The Community Park
'Landscape which invites Play and Imagination'



03 - The Meeting Hub
'An active front door to the student buildings. A place to meet'



04 - The Student Garden
'Private and Secure Amenity Terrace for Students'

Proposals

Our proposals are for a new mixed-use development that creates new jobs, new spaces for the community to meet, and sustained by the delivery of new affordable homes, alongside Purpose-Built Student Accommodation (PBSA).

A unique neighbourhood for Nine Elms, a place of energy and vitality, community diversity and local connection. A stone's throw from the heart, connecting all to its opportunity, and yet filled with a sense of quiet intimacy and belonging. A place to meet, to learn and to grow.



Sketch Plans of Typical Accommodation



New Homes

Watkin Jones' propose 80 new affordable homes at the northern end of the site, an increase of almost 10% in the number of affordable homes proposed in the previous planning permission. It will be a new home for 175 people looking for a accommodation, playing its part in tackling the local housing and affordability crisis.

New Higher Educational Institutions are moving into the area, including the Royal College of Art's new campus at Hester Road. The new Northern Line extension also means it is accessible to a range of universities in central London.

That is why we believe that 750 new student homes here meets and increasing local need and which, in turn, helps keep family homes accessible to local people, limiting the number of properties that become student Houses of Multiple Occupation.

Public Open Space

Parts of the Linear Park around the American Embassy have already been created for local people to enjoy, and in coming years our site will be where the Park, and new public open spaces at Battersea Power Station will meet.

Our plans not only link these new spaces, but also deliver new community and children's play space for residents to enjoy.

New Jobs

Thousands of people pass this site each day, but it is currently a location they pass through to get somewhere else. By delivering high quality new retail, commercial and creative spaces, it will create new jobs and interesting spaces for people to meet, come together and build a new community.

Housing

Purpose-Built Student Accommodation

Battersea is changing, and earlier this year the Royal College of Arts opened a new campus on Hester Road. Across three sites it now plays host to 23,000 students, 450 academic and technical staff, and over 1,000 visiting lecturers and professors. Students are increasingly looking for accommodation locally, and there are already 781 properties in the Borough wholly inhabited by students.

With it often being more lucrative to landlords to rent out a family home to students than to young and growing families, a lack of appropriate Purpose Built Student Housing (PBSA) can hinder the efficient use of existing homes in an area.

By delivering tailored student accommodation in this key location, it will not only help to free up these family homes, but it will give students a better student experience in homes specifically designed for their needs, and gives a concentrated economic boost to the local area.

Affordable Housing

Across Wandsworth there are hundreds of local families in temporary accommodation, and thousands of people on the housing waiting list in need of a safe, secure and affordable new home. We want our plans to help play its role in tackling London's affordable housing crisis, which is why we are proposing 80 new affordable homes – representing accommodation for 175 local people.

We will provide a mix of housing sizes in agreement with the local council.

Our current designs allow for 6% 3 bedroom family apartment, 71% 2 bedroom apartments and 23% 1 bedroom apartments.

Together, we believe that this mix of new employment spaces, public space, student housing and affordable provision will produce a cohesive, mixed and vibrant new community for Nine Elms and Battersea Park.

Building B/C/D/E/F: Proposed PBSA



Building A: Proposed Affordable Housing

Sustainability and Active Travel

Transport & Car Parking

With this site being in a highly sustainable location just minutes from a range of public transport connections – an offer which recently expanded with the new Northern Line extension – we are proposing car free development with the exception of: Provision for 11 Blue Badge Bays along Sleaford Street (1 x Commercial space, 2 x student spaces, 3 x residential Spaces & capacity 5 x future residential spaces should need require). 20% of car parking will be provided with Electronic Vehicle charge points with future infrastructure included to provide 100% provision across the scheme. A car club space will also be located on Sleaford street that can be used by residents.

Once on site, we encourage all new residents to walk, cycle or utilise the immediate public transport to get around the area. Whilst our plans remain at an early stage, they already include extensive 1:1 secure bike storage, and we would also encourage students to sign up to the free membership of the Mayor's cycle hire scheme, given the docking station on Thessaly Road.

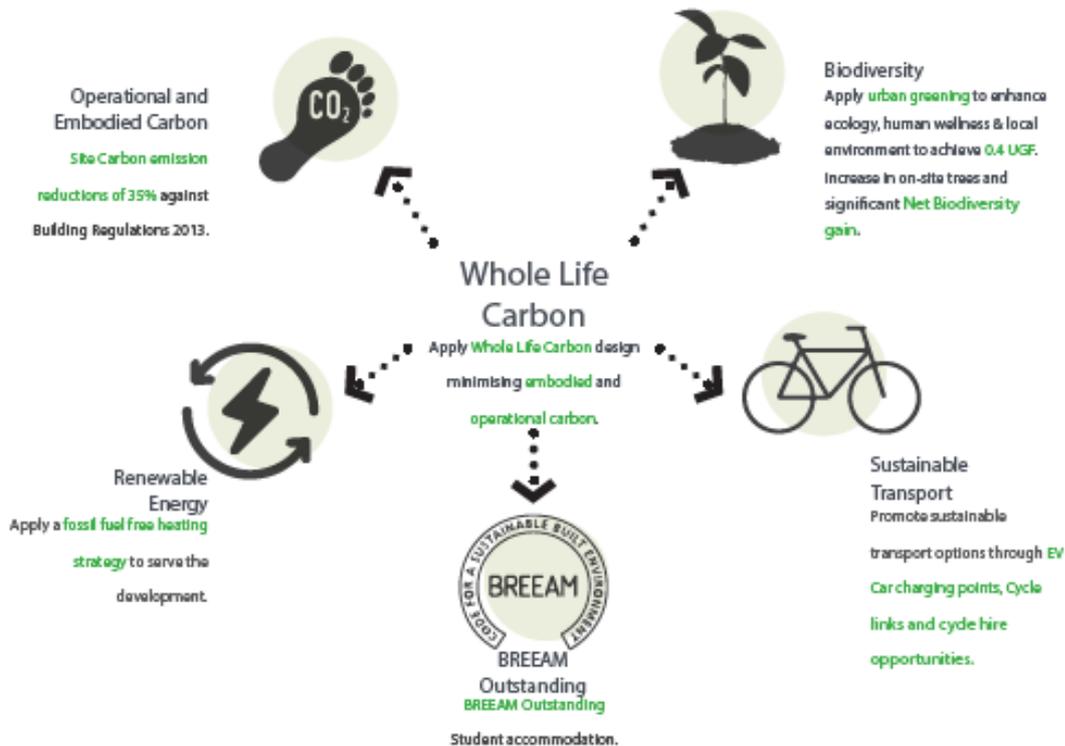
Term Time Arrivals

We are mindful that Battersea Park Road is already a bustling and busy environment, we will provide an off street and managed approach to deal with peak periods and arrival of students returning for their studies at the start and end of the academic year. A future planning application would include a travel and management plan setting out how we would manage student changeover and onsite deliveries.

The site also falls within the Mayor of London's Ultra Low Emissions Zone (ULEZ), and we would work with students and their families to use low emission or full sustainable transport methods to get to, from and around the local area.

Whole Life Carbon (WLC)

Whole Life Carbon emissions are those resulting from the construction and the use of a building over its entire life, including its demolition and disposal. They capture a building's operational carbon emissions from both regulated and unregulated energy use, as well as its embodied carbon emissions. Working with sustainability experts Atelier 10 we are undertaking a whole life carbon approach on our proposals to provide a true picture of a building's carbon impact on the environment. Our buildings will also be BREEAM Outstanding Accredited.



Thank You and Next Steps

Thank you for taking the time to view our proposals online at our consultation website.

We believe that the best planning proposals come from early, proactive and effective conversations with the local community, so having reviewed our initial plans, we would welcome your thoughts.

We want to know what you like about your local area, what you think can be improved, and how you think a new development that creates new affordable housing, new purpose built and safe housing for students creating new jobs, public spaces and community facilities can help. We are striving for this scheme to help stitch together the existing and emerging communities and your thoughts are very much welcome.



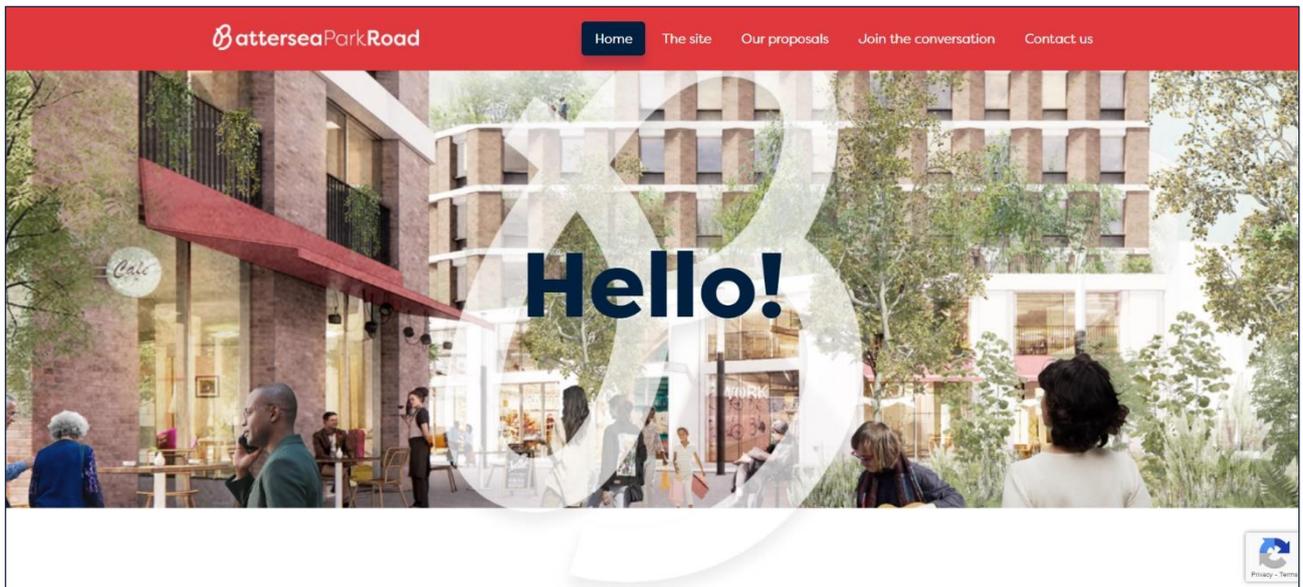
Sketch View from Battersea Park

Next Steps

We look forward to hearing your views, and would encourage you to pass on your comments by Sunday 13th of February 2022. After this date the project team will review all comments with the aim to submit a planning application to Wandsworth Council in spring 2022.

Thank you.

Appendix IV – Screenshot of the consultation website



Appendix V – The online feedback form

Our pre-planning consultation will run for three weeks, and the deadline for community comments to be received is Sunday 13th February 2022.

Online Feedback Form

Your name

Your email

Address



Do you support the principle of redeveloping the current site?

- Yes Yes with reservations No with reservations No

Do you agree that the proposal to introduce a residential led mixed-use development would be an improvement?

- Yes Yes with reservations No with reservations No

Do you think the plans are of a high quality and would help to improve the local area?

- Yes Yes with reservations No with reservations No

Do you support the improvements to the public realm and the introduction of a new public square?

- Yes Yes with reservations No with reservations No



Your message

Your message

By ticking this box you are agreeing that Kanda Consulting can hold and process your personal data in relation to this public consultation exercise. We will only share your personal data with the Watkin Jones Group project team for evaluation purposes to develop the planning proposals for this site. It will not be used for any other purpose without your consent.

SUBMIT



