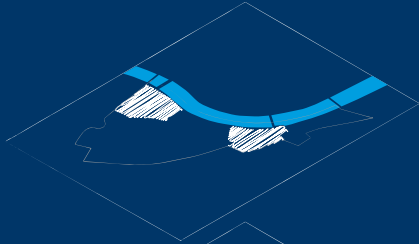
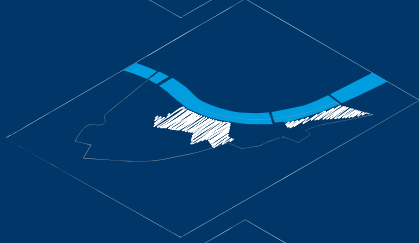


## Chapter 4

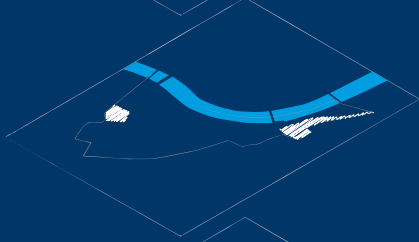
# Land use strategy



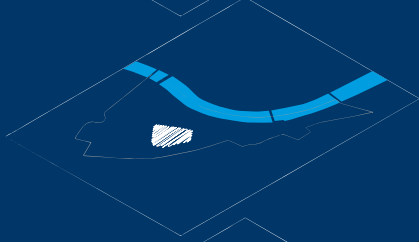
high density mixed use



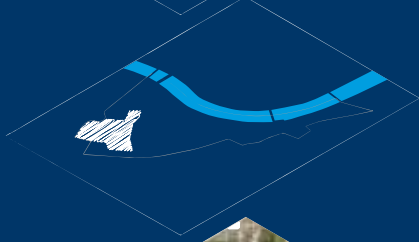
mixed use housing



limited intensification



market consolidation



industrial intensification



aerial image

## Key principles

- High density residential-led mixed use intensification in the OA.
- High density mixed use intensification with potential for new CAZ frontages at Battersea Power Station and Vauxhall.
- Potential for new office/town centre development at Battersea Power Station.
- Retention and improved access to Stewarts Road industrial area (SIL).
- Retention and protection of safeguarded wharves for water borne cargo handling purposes.
- Creation of new employment opportunities associated with the provision of 20-25,000 new jobs

## 4.1 Policy overview

The land use strategy for the OA is predicated on two strategic planning considerations: firstly, that the OA is located in the Central Activities Zone (as indicatively defined in the London Plan), and secondly, that the SIL designation has been removed from the central part of the opportunity area, as defined in the Mayor's Industrial Capacity Supplementary Planning Guidance (SPG) to the London Plan.

The combined effect of these policy considerations, which are reflected in Wandsworth and Lambeth's Core Strategies, is a land use strategy for the OA which supports residential mixed use intensification on the basis of a step change in public transport accessibility and capacity in the OA. This will also deliver a substantial increase in jobs and housing in the area in association with new and improved public realm and social infrastructure provision.

## 4.2 Land use strategy

The land use strategy for the OA shows the retention of SIL in the Stewarts Road industrial area and the consolidation of New Covent Garden Market's wholesale fruit, vegetable and flower market operations on the Main Market site and release of surplus sites for redevelopment. The safeguarded wharves at Cringle Dock, Kirtling Wharf and Middle Wharf will also be protected for long-term water borne cargo handling uses.

Battersea Power Station and Vauxhall will be the foci for commercial land uses within the OA, with potential for a new CAZ frontage of scale at Battersea Power Station and a further smaller CAZ frontage at Vauxhall. Battersea Power Station and Vauxhall will also accommodate major office development, with the new US Embassy being located to the south of Vauxhall. High density residential development is also anticipated in these locations.

High density mixed use housing-led intensification is anticipated on Albert Embankment, in Nine Elms, and along the riverside. Limited intensification is anticipated around Spring Gardens, Battersea Park and Queenstown Road stations.

A strategic green link connecting Lambeth Palace in the north to Battersea Park in the west, including new strategic open space in the form of a linear park in Nine Elms is also envisaged as a unifying element within the land-use strategy. The definitions provided in Figure 4.1 are explained in more detail below:

### High density mixed use housing-led intensification

These areas will come forward for housing-led development with a mix of commercial and community uses to support existing and emerging communities. At Albert Embankment, Lambeth's employment-retention policies will continue to apply,

### High density mixed use focal point for office, retail and housing

These areas will be the focus for new commercial developments including office and retail uses. These areas will also bring forward a significant element of housing. The existing safeguarded wharves will be retained for river borne cargo handling purposes.

### Limited intensification

These areas are more sensitive in terms of their existing land use or proximity to existing housing. Key sites are likely to be suitable for high density development which would need to take account of sensitive adjacent land uses.

### SIL - consolidation and intensification

Industrial activity within the OA will be concentrated in this area, attracting new occupiers and accommodating the ongoing requirements of existing businesses operating within it.

### NCGM Main Market site - consolidation and intensification

This area will become the heart of CGMA's ongoing operations within the OA.

### Existing housing – retained

The existing housing areas in the OA will be retained.

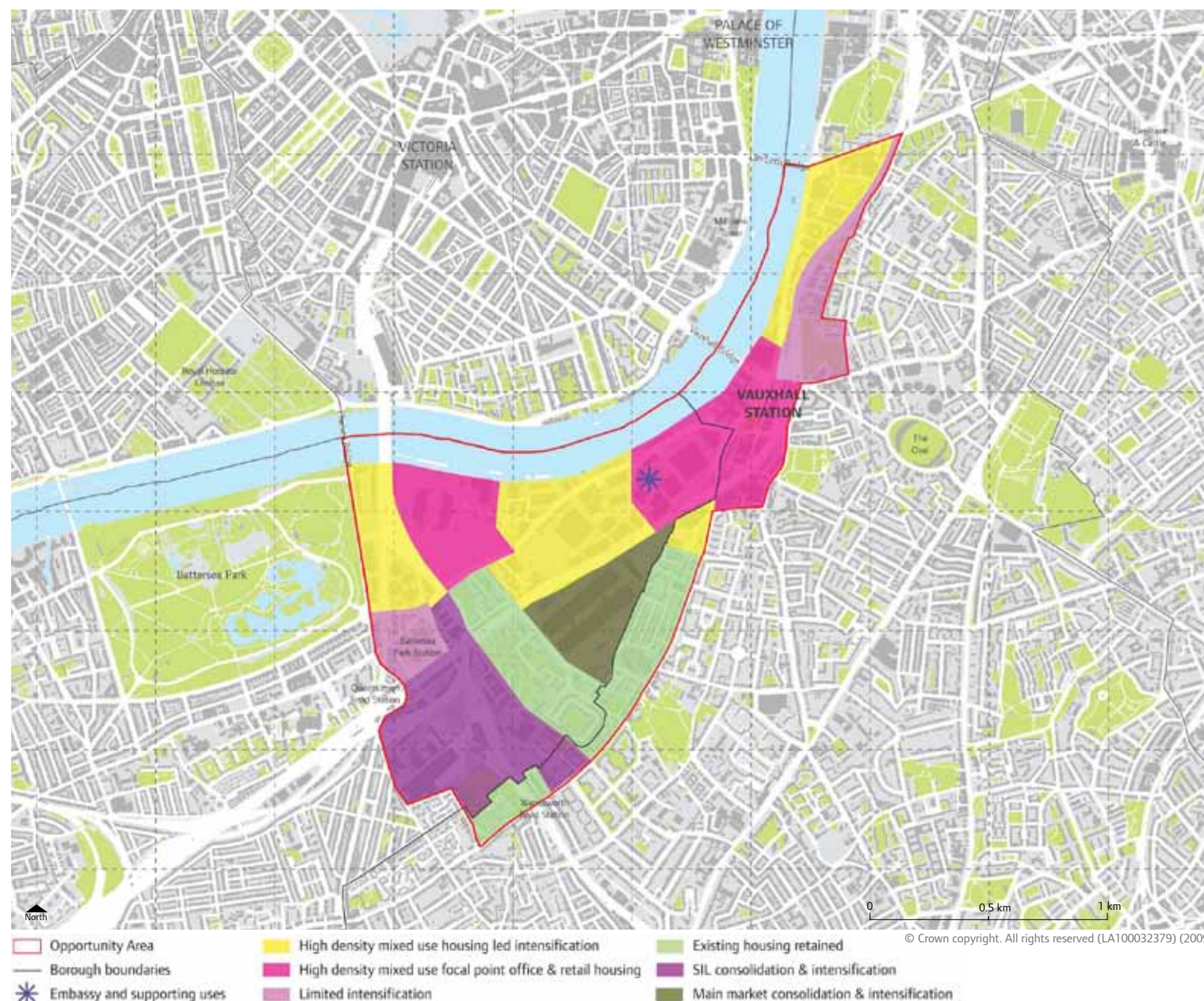


Figure 4.1 Land use strategy



### 4.3 Employment

With the removal of the SIL designation covering the central part of Nine Elms, the focus for the retention and intensification of industrial uses within the OA is the Stewarts Road industrial area, which is reflected in the Wandsworth Core Strategy. It is anticipated that existing employment at Stewarts Road industrial area will be retained with the potential for the creation of new jobs through consolidation and intensification based upon improvements to access and public realm.

Whilst the SIL designation has been removed in the central part of Nine Elms, the New Covent Garden main market site will be retained. CGMA is a major employer in the locality and seeks to redevelop some of its land holdings in order to continue to operate a successful wholesale market business on the main market site in the long term. It is anticipated that existing employment levels at NCGM will be retained.

Wandsworth Council's most recent data suggests that there are approximately 1,200 businesses operating in the Queenstown ward, which extends slightly beyond than the OA, generating in the region of 14,000 jobs.

These jobs are in key sectors such as transport and logistics, food and drink, wholesale distribution and knowledge based industries. The cluster of transport, logistics and distribution activities within Nine Elms is well established. Given the uplift in land values in the OA on the basis of land use policy changes, the planning framework envisages that many of the existing businesses in Nine Elms will relocate.

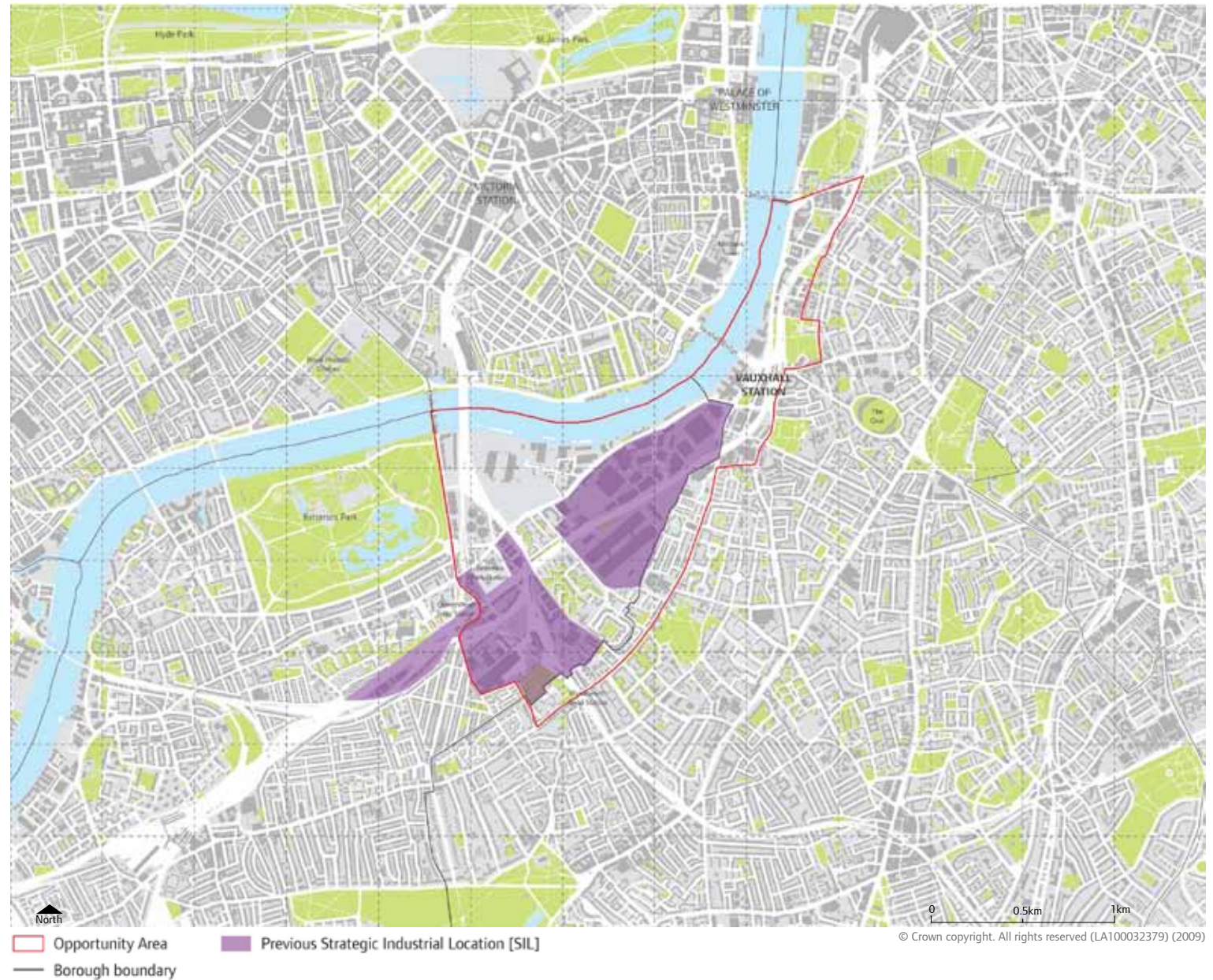


Figure 4.2 Previous SIL designation



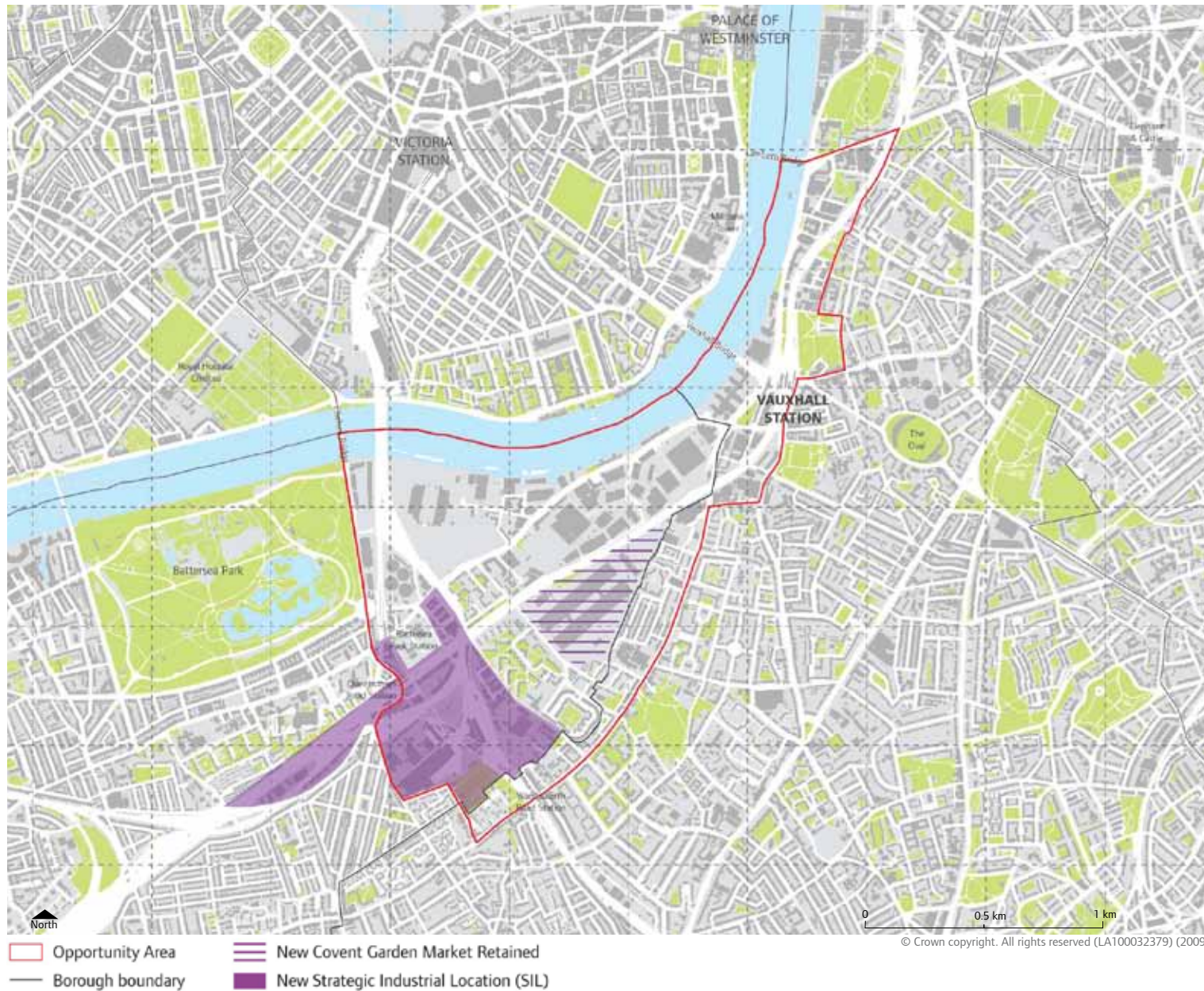


Figure 4.3 New SIL designation

Whilst there is potential for relocation to the Stewarts Road industrial area, this is currently limited by poor accessibility and layout. Access improvements to key sites would be required. A series of opportunities are set out in the Stewarts Road study undertaken by Wandsworth Council. These are:

- defining a key role for Stewarts Road within the VNEB OA and Lambeth and Wandsworth
- maximising the use of the railway lines, sidings and arches
- creating coherent employment typology quarters
- diversifying the employment base
- softening hard and hostile edges
- new built edges
- integrated parking strategy

Both boroughs are concerned to retain as many relocated firms and the associated jobs within the area as possible. Businesses that do not need to be located near to central London will be encouraged to relocate to alternative SIL locations within London or in locally significant industrial areas.

If proximity to CAZ is required due to servicing the central London economy, businesses will be sought to be retained, either in rationalised premises on existing sites in the OA, or alternative locations within the OA such as Stewarts Road industrial area or alternative industrial locations in the inner area (see figure 2.2).



Wandsworth Council is committed to maintaining constant engagement with businesses in the opportunity area and will provide relocation advice and assistance to businesses on a case-by-case basis in conjunction with local agents.

In relation to the broad land use strategy, the planning framework estimates in the region of 20,000 – 25,000 new jobs in the OA. This is based upon delivery of 200,000 square metres of mixed use employment uses in the OA (office, retail and other), plus a further 160,000 square metres of office, 60,000 square metres of retail and 80,000 square metres of other employment uses at Battersea Power Station. This estimate is based upon the development capacity study and a review of planned schemes in the OA. Up to 50,000 square metres of employment floorspace has been approved as part of the new US Embassy scheme.

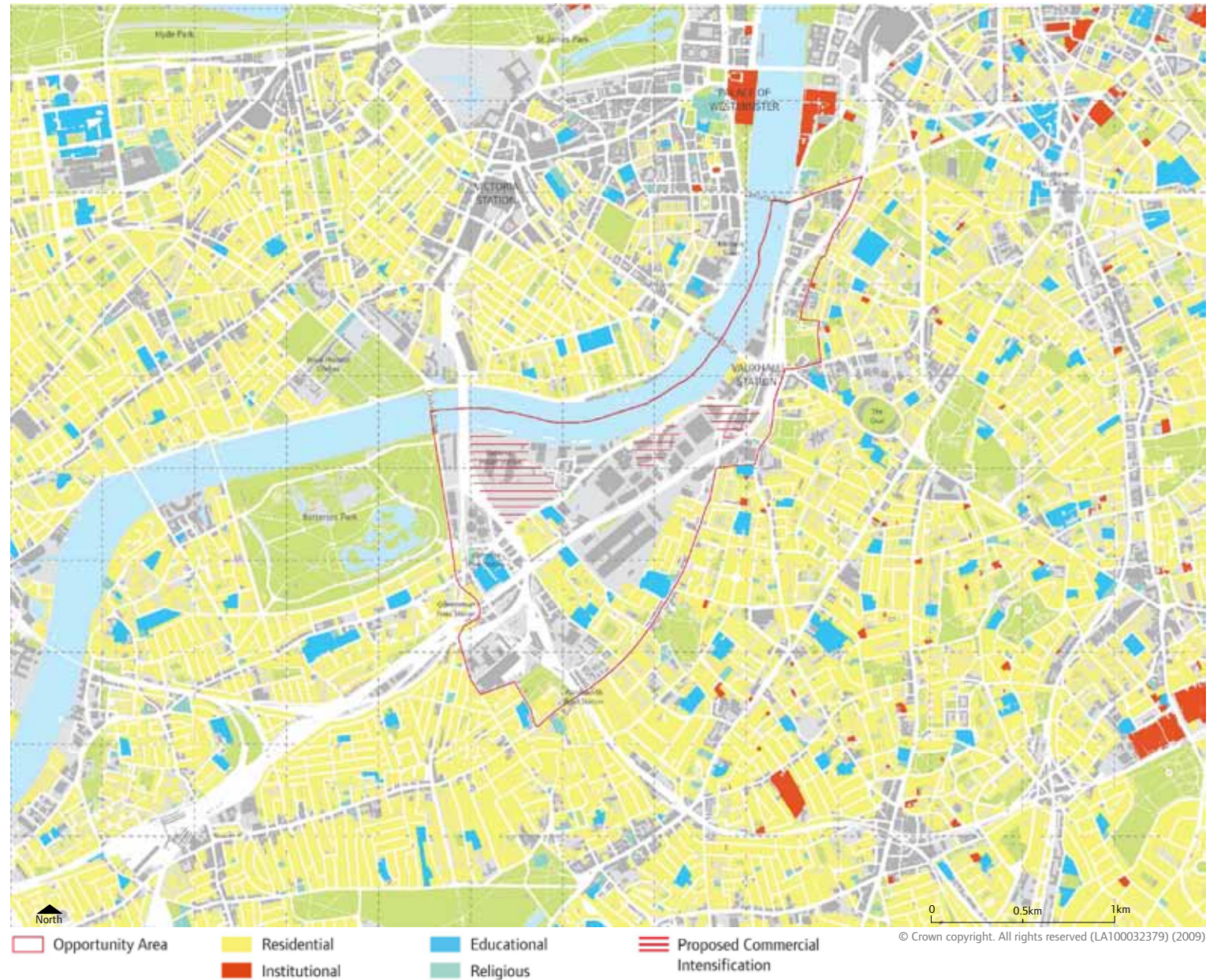


Figure 4.4 Proposed Commercial Intensification



## 4.4 Housing

There is relatively little housing within the OA at present (see figure 4.4). A key strand of the land use strategy is the intensification of the OA with high density housing. Figure 5.5 shows the major opportunity to deliver new homes at Battersea Power Station, Nine Elms, Vauxhall and Albert Embankment.

To support this housing intensification, new social infrastructure will be required as identified in the DIFS report. The infrastructure requirements of the area will need to be kept under review as further information on the new and expected population of the area becomes available. The baseline for assessing social infrastructure provision is included in the development capacity study in chapter 6 of this document.

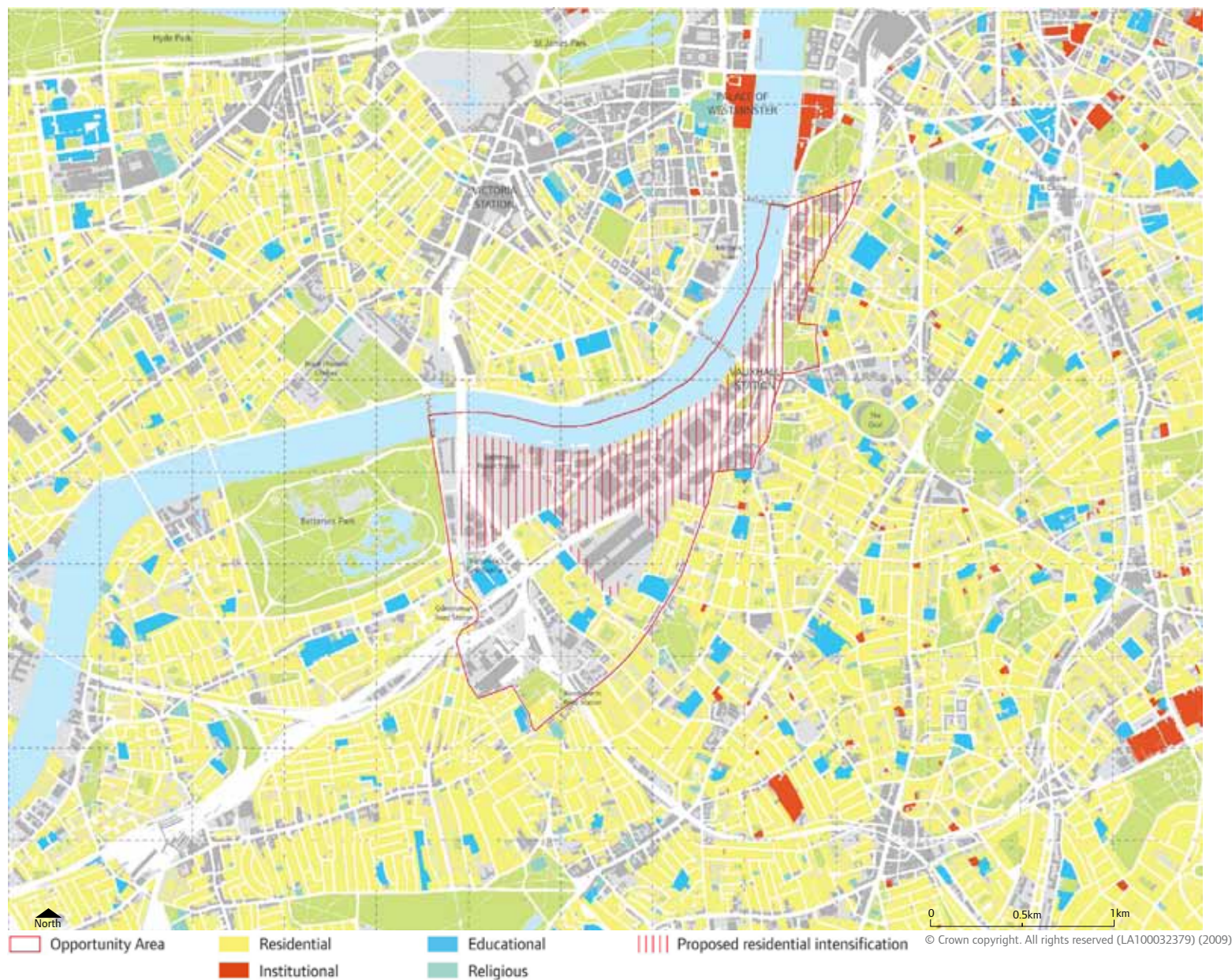


Figure 4.5 Proposed residential intensification



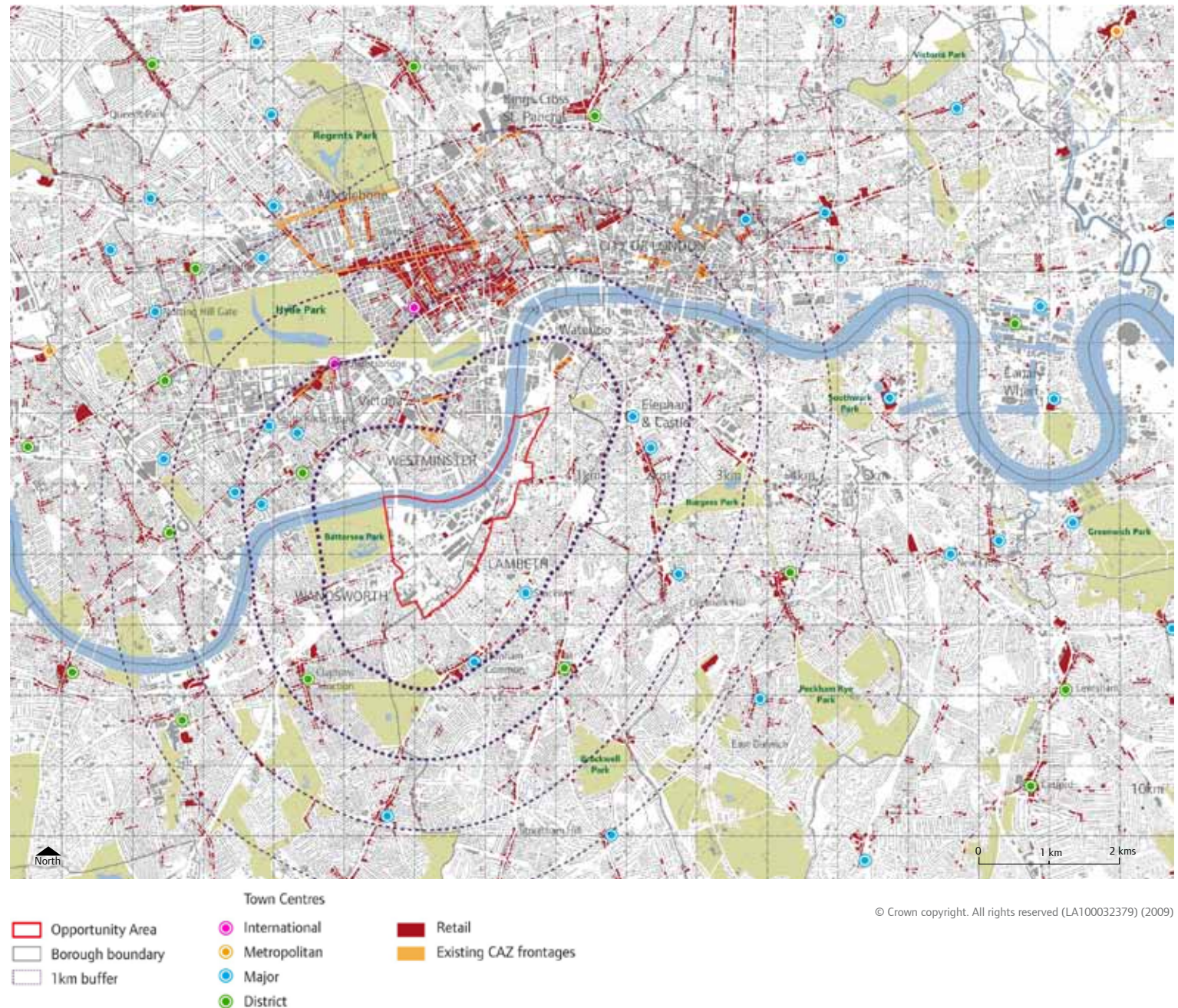
## 4.5 Retail

Figure 4.6 shows that the OA is relatively poorly served in terms of access to major and district town centres. Whilst the OA is well connected to the West End by tube, there is an under provision of retail uses within a 2km radius.

Within the OA itself the only significant retail provision is the Sainsbury's on Wandsworth Road, with smaller parades of local shops on Wandsworth Road, Battersea Park Road and Harleyford Road, none of which are particularly well located to serve intensification in the OA. There is also some relatively new provision at St George Wharf, Vauxhall.

There is a potential opportunity to deliver a new CAZ frontage of significant scale at Battersea Power Station, as identified in table A2.2 of the London Plan. The approved scheme for the Power Station (September 2011) includes c.65,000 square metres of retail, food and drink uses and c.6,000 square metres of leisure uses. This level of retail floorspace was deemed acceptable on the basis of a retail impact assessment undertaken on behalf of Wandsworth Council as part of the assessment of the planning application.

There is also an opportunity to deliver a smaller CAZ frontage at Vauxhall, as also identified in table A2.2 of the London Plan, which will act as a focal point for redevelopment in the area.



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Figure 4.6 Retail land use and existing town centres in close proximity to the OA



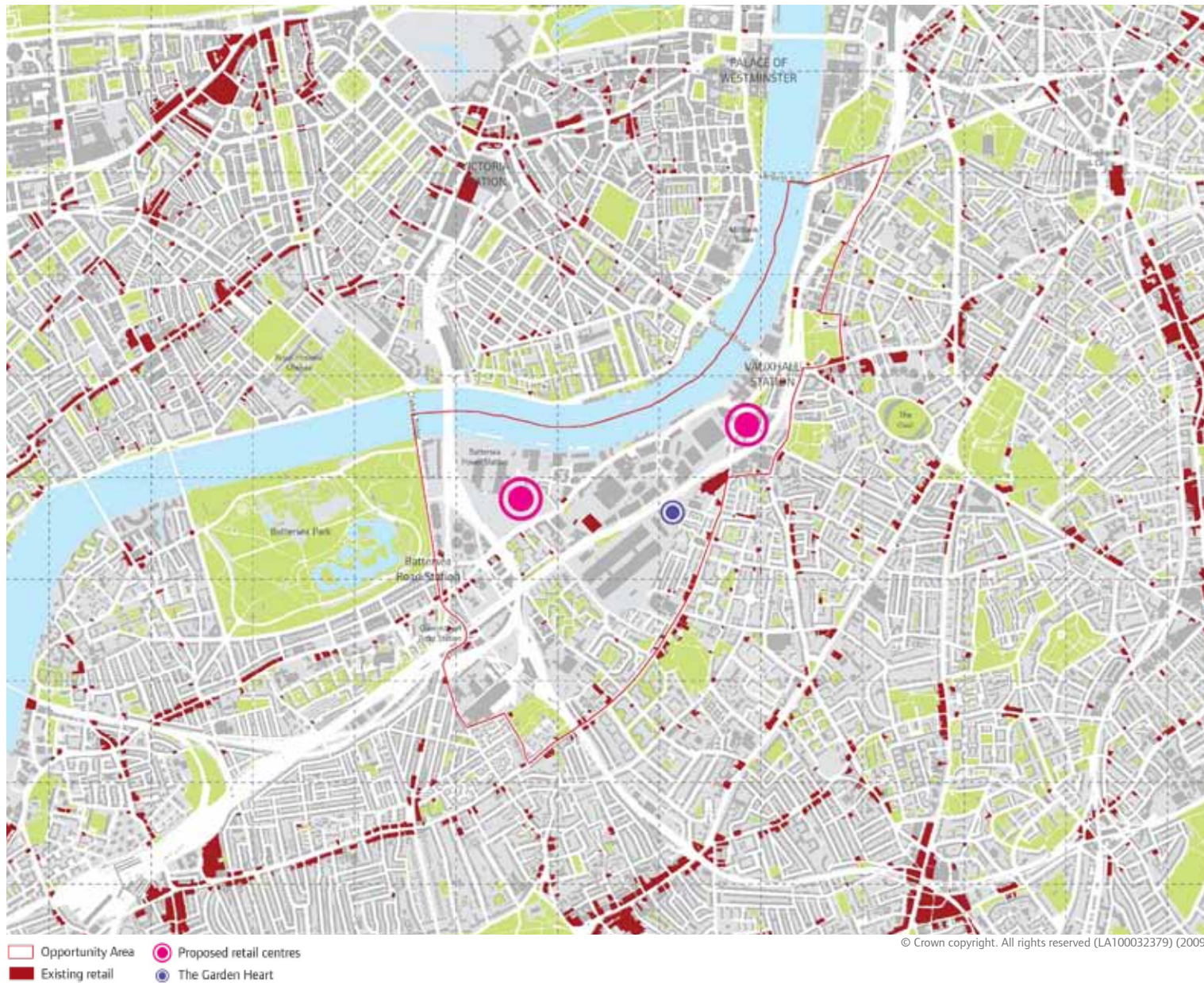


Figure 4.7 Existing and proposed retail in the OA

In other parts of the opportunity area, small scale retail use could play a supporting role as part of residential-led mixed use development, but should perform a local function and not lead to the creation of a continuous retail theme throughout the opportunity area or become a destination in its own right. Local supporting retail should be concentrated along Nine Elms Lane.

Sites for retail and other main town centre uses should be identified according to the sequential approach to site selection. Planning applications for schemes that include main town centre uses should be assessed for their impact on other centres, planned provision and against other considerations as set out in Planning Policy Statement 4: Planning for Sustainable Economic Growth.

The form of these developments will be a key issue in terms of improving the vitality of the OA. Retail development could come forward in a number of forms including traditional shopping streets with ground floor shop frontages particularly along Queens Lane and at Vauxhall. Retail development should deliver a good quality public realm, which is well connected to the existing movement network.

There is also an opportunity for spin-off activities from NCGM to improve the local retail offer in the OA and build the cultural identity of the area upon fresh produce in a similar manner to Borough Market. This is currently being developed by CCMA as “The Garden Heart”.



