

LB Ealing - Development Sites DPD

EIP June 2013-05-17

SEGRO plc - DS 27

Matters

These comments relate principally to **Matter 4.2 – Other Sites** and our comments made in relation to the proposed designation of the office building at the junction of 325 Oldfield Lane and Rockware Avenue.

Our representations on the Final Proposals Draft DPD clearly set out our reasoning and recommendations and we do not repeat those here.

In addition to those comments, and in response to the Council's summary comments on consultation, we would add the following brief points:

Firstly, the LPA asserts that we are not entitled to put the site forward. This is not accepted. The building has been identified to the LPA for many years as a building suited to alternative use or redevelopment and a location that could contribute to the DS's aspirations to regenerate the area north of the station.

Located close to the station, it is far better suited to uses such as residential, hotel or other uses supporting the function of the station hinterland, than the embankment identified by the LPA for residential development under OIS7.

The site could be included in OIS 7 without difficulty as our proposals clearly reflect the objectives in DS policy. Alternatively, it could be afforded a specific individual allocation. Neither would prejudice the adoption of the DPD as a whole.

The site is occupied by a dated office building. Its quality and character is not suited to the limited demand that exists for office facilities in non-town centre locations.

The Council's own evidence base accepts that demand for office space is declining and that its strategy should focus upon providing high quality accommodation in, principally, Ealing town centre.

There is no evidence base to support offices in this location.

The building is of a poorer quality than the buildings that the LPA has released from employment designation at GSK. It is entirely appropriate to adopt a consistent approach to this site.

If the LPA considers that the offices could and should be replaced by industrial uses, then we question why they have not promoted such an approach within OIS7 on the land north of the canal or south of Rockware Avenue

The London Plan acknowledges that self-contained buildings are not appropriate to PIL, which is the category of SIL that the LPA proposes to confirm on the land.

There is no evidence to suggest that by releasing the site from an employment designation and allowing a more flexible approach to land uses, there would be any adverse impact on the industrial function or capacity of the land to the rear.

It is sequentially more appropriate that the northern part of OIS7 and thus a more sustainable means of securing DS objectives for the area. It is also environmentally far more appropriate than the land in OIS7 south of Rockware Avenue that the DPD identifies for high density housing.

It is also notable that as an office use, under the new GPDO, planning permission would not be required for use as residential.