

Representations to the City Plan 2040 - SEA Profit Holdings Ltd

R0169

Jonathan Smith [REDACTED]

Mon 6/17/2024 8:56 PM

To: Planning Policy Consultations <PlanningPolicyConsultations@cityoflondon.gov.uk>

Cc: [REDACTED]

1 attachments (9 MB)

Representations to City Plan 2040 - 33 Old Broad Street - 170624 FINAL.pdf;

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THIS IS AN EXTERNAL EMAIL

Dear Sir/Madam,

Please find attached representations to the City Plan 2040 on behalf of SEA Profit Holdings Ltd, regarding their site at 33 Old Broad Street.

I would be grateful if you could kindly acknowledge receipt.

Kind regards

Jonathan Smith

Senior Director

[REDACTED]

website: www.dp9.co.uk

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JS/SM/DP6893
17 June 2024

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**Development Plans Team
Environment Department
City of London Corporation
Guildhall
London
EC2P 2EJ**

By email to: Planningpolicyconsultations@cityoflondon.gov.uk

Dear Sir/Madam,

REPRESENTATIONS TO THE CITY OF LONDON CORPORATION'S CONSULTATION ON THE PROPOSED SUBMISSION DRAFT CITY PLAN 2040 (REGULATION 19 PUBLICATION)

SEA Profit Holdings Ltd

We write in relation to the above-mentioned consultation on the Proposed Submission Draft City Plan 2040 ('the Plan') on behalf of SEA Profit Holdings Ltd ('the Client'), owners of 33 Old Broad Street, EC2 ('the Site' – see Appendix 1).

Context

33 Old Broad Street is located on the south side of London Wall, within the north western part of the City Cluster. It is currently occupied by an office building of 9 storeys. Due to existing lease spans, the site does not present a development opportunity within the first part of the Plan period, but could come forward for redevelopment within the latter stages, most likely between 2030-2040.

These representations are made in order to secure the potential future optimisation of this important site for new office floorspace, and in order to more broadly ensure the continued success of the City of London as a leading international financial centre.



Summary position

On behalf of our Client, we have considered the policies of the Plan relating to the broad opportunity for development on the Site, and whether the relevant draft policies would meet the NPPF (December 2023) requirements for soundness.

We are supportive of the Plan's vision for the Square Mile and the strategic priorities it sets out, and we fully appreciate the considerable amount of work that has been put into the Plan to date. However, we do consider that the relevant draft policies are not sound i.e. not positively prepared; and/or not justified, effective or consistent with national policy, and so we propose that modifications are made in order to make the Plan sound. Our proposed modifications relate to the following policies:

- Strategic Policy S4: Offices
- Strategic Policy S12: Tall buildings

Our detailed representations are set out below, including the elements of the Plan our client supports and suggested modifications to policies as required in order to ensure that the Plan is sound. For the proposed modifications, new text is in bold blue, deletions are struck through.

Detailed representations

Strategic Policy S4: Offices

Commentary

Draft policy S4(1) seeks to increase the City's office floorspace stock by a minimum of 1.2m sqm net during the plan period (which for clarity began in 2021, running to 2040). The requirement for new office space in the City has been informed by a number of documents from the City's evidence base, including in particular the 'Future of Office Use' report prepared by Arup and Knight Frank (dated July 2023), which identifies that anywhere between 0.55 and 1.9m sqm of net additional office space will be required by 2042, and the Offices Topic Paper (March 2024).

One key factor in determining the level of demand is the projected response of tenants and the market in respect of office attendance, office densities, occupancy rates and employment projects, which resulted in three different demand scenarios referred to as:

- Return of In-Person (requiring 1.9m sqm)
- Hybrid Peak (requiring 1.2m sqm)
- New Diverse City (requiring 0.55m sqm)



Whilst we agree with Arup and Knight Frank that much of the demand for floorspace will be for best-in-class office space, reflecting a flight to quality, we do not consider that the Plan properly reflects the latest evidence and that its minimum office floorspace targets are too low.

Para 5.1.2 of the Plan confirms that the Hybrid Peak scenario has been selected by the City as the basis for their demand target. The Offices Topic Paper states that '*current office occupancy and movement trends are showing a middle ground between the Hybrid Peak and Return of In-Person scenarios*', which translates to a requirement for between 1.2m sqm and 1.9m sqm net additional office floorspace over the Plan period.

The Offices Topic Paper describes how the minimum objectively assessed need for office floorspace in the City is 1.2m sqm, derived from the Arup and Knight Frank report. However, this does not reflect the more recent conclusion of the Office Topic Paper, which identifies that a higher minimum requirement closer to 1.55m sqm is likely to be more appropriate. Whilst the 1.2m sqm is a minimum and does not of itself preclude the delivery of higher levels of office floorspace in response to more recent market evidence, it is critical that the Plan has been positively prepared to accommodate the minimum amount of floorspace required. In this regard, the work undertaken to inform the approach to tall buildings is of critical relevance. In its current draft it is not clear what amount of additional floorspace the allocated tall building locations can accommodate. However, taking 1 Silk Street as an example, there is clearly scope for significant additional office floorspace within parts of the City that have not been identified as appropriate locations for tall buildings, and it is critical that the Plan allows for and supports the development of these sites when they come forward.

Consequently, we consider that the office floorspace target in the draft City Plan should accommodate and support at least a midpoint between the Return of In Person and Hybrid Peak scenarios, with a minimum target of 1.55m sqm (the midpoint between 1.2 and 1.9m sqm) over the plan period, and that the Plan should ensure that capacity for this floorspace is being planned for and can be accommodated within the tall building locations, and other suitable sites.

Proposed modification (S4)

The following modification is proposed to part 1 of the policy:

Increasing the City's office floorspace stock by a minimum of ~~1,200,000~~ 1,550,000 m² net during the period 2021 to 2040, phased as follows:

There would be consequential changes to the phasing of floorspace, however we would propose for the City to identify this if it agrees to the modification.



Strategic Policy S12: Tall Buildings

Commentary

We have reviewed in detail the evidence base for the Plan that has informed the policy approach to tall buildings. We recognise that London Plan policy D9 requires the City to identify appropriate locations for tall buildings, and to set maximum heights within those locations. We also recognise and support the strategy to cluster tall buildings so that their impacts can be properly managed and so that strategic heritage assets and views can be managed. We appreciate and support the inclusion of the Site within the City Cluster tall building location, and as such that the Plan establishes the principle for the provision of additional office floorspace on the Site, which we endorse.

Our understanding of how the Site has been considered in the volumetric testing, and subsequently the draft Plan, is as below:

- The Volumetric Testing appears to include a development envelope on the Site which extends to a maximum height of 240m AOD (in Option B: stepped profile);
- On Figure 15: Tall building contours plan the Site is located on the western edge of the City Cluster tall building area, with contour rings at 140m, 160m, 180m, 200m, 220m and 240m all crossing the site. This results in maximum tall building heights that rise in a stepped manner broadly from west to east.

The Site is located on the western edge of the City Cluster of tall buildings, in very close proximity to Liverpool Street Station. Now the UK's busiest rail station, the hyper-connectivity of this part of the City makes the optimisation of the most highly accessible sites critical in order to deliver development in the most sustainable way, and of the scale and quality required to meet the City Plan's growth requirements. The Site presents an opportunity to accommodate a significant tall building. However, the current stepped profile presented by the contour rings would result in a limited volume above approximately 200m AOD, that would deliver small and inefficient floorplates.

Enclosed at Appendix 2 is a volumetric study prepared by Miller Hare, which represents a development envelope for the site which is considered to be appropriate. This envelope extends across the full site up to 180m AOD, above which the envelope slopes progressively through the 200m and 220m AOD contours to a maximum height of 240m AOD. The images are as follows:

An analysis of the contour rings undertaken by Miller Hare has identified the potential for additional volume to be accommodated within the same height contour rings, by extending them slightly without encroaching further on St Paul's Cathedral in the LVMF views from Waterloo Bridge. This is achievable due to the location of the Site in relation to views from Waterloo Bridge, represented as views c17 and c18 in the Volumetric Testing (ED-HTB4 Tall Buildings Policy Volumetric Testing 1-3). The Site does not represent the leading edge of the envelope, and can therefore extend without visually extending



to the west in this view. This would accommodate sensible and efficient floorplates to a greater height, thereby allowing the site to accommodate more office floorspace.

We reiterate our support for the inclusion of the Site within the City Cluster tall building area. The Site can make a significant contribution to the delivery of new, high quality office floorspace in the City, and we fully support its identification for this purpose.

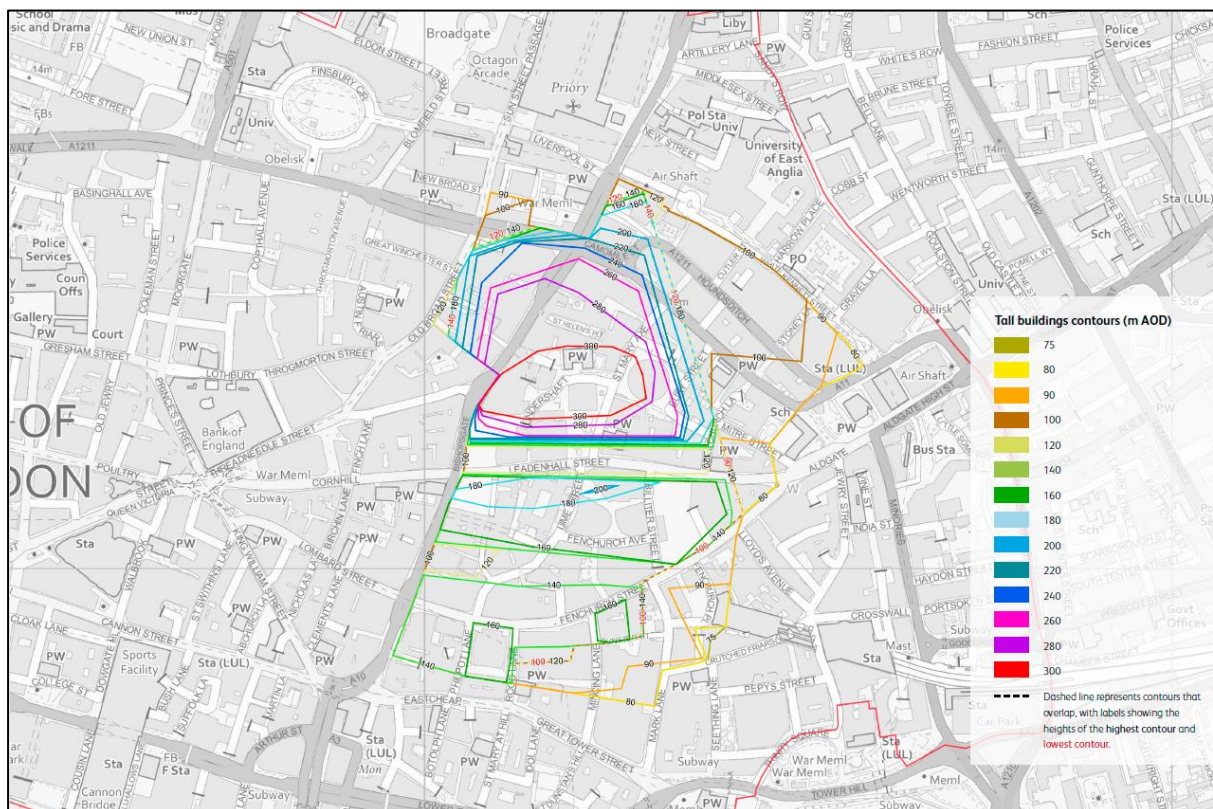
For the reasons identified above, however, we consider that the Site could accommodate more floorspace within the strategic view and heritage considerations set by the Plan, and propose a modification to Figure 15 to reflect this. To support these modifications, please find enclosed at Appendix 3:

1. The Site marked on to Figure 15
2. Figure 15 as proposed by the Draft City Plan 2040
3. Figure 15 showing adjusted contour rings around the site

Proposed modification (S12)

A modification is proposed to Figure 15: Tall building contours plan (and Policies Maps C and D), for the following:

To substitute Figure 15 for the modified plan below (see Appendix 3), with adjustments to the contour rings at 180m, 200m, 220m and 240m AOD around the Site:





This modification would ensure that the optimal development capacity for the Site is fully accommodated in the Plan.

Strategic Policy S21: City Cluster

Commentary

We support the inclusion of the Site within the City Cluster Key Area of Change ('KAOC').

Conclusion

In summary, we consider that the draft City Plan 2040 sets out a bold and ambitious vision for the City of London, but in order for the Plan to be considered sound, we request a number of minor modifications to ensure that its policies operate in a coordinated manner which will support and encourage the development that the City needs.

We respectfully request that due consideration is given to these representations and would like to be kept informed of progress with the Plan. In addition, we would like the opportunity to attend and participate in relevant examination hearing sessions.

Should you wish to discuss any aspect of these representations, please contact Jonathan Smith of this office.

Yours faithfully

DP9 Ltd.

DP9 Ltd.

Enc.

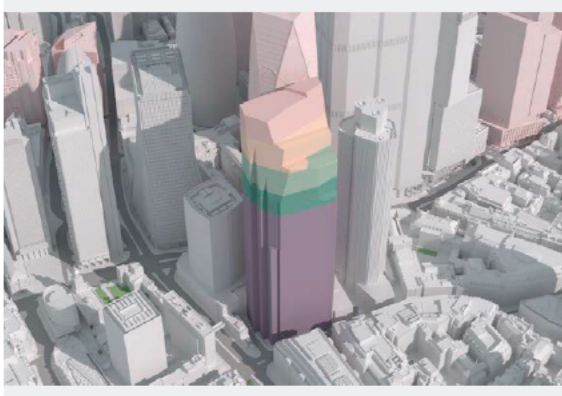


APPENDIX 1 – SITE LOCATION PLAN





APPENDIX 2 – 33 OLD BROAD STREET SITE-SPECIFIC VOLUMETRIC TESTING



Aerial of site - Massing based on consultation contours
7300_8014 version 240616



Aerial of City of London - Massing based on consultation contours
7300_8004 version 240616



LVMF 15B.1 | Waterloo Bridge: downstream - close to the Westminster bank - Massing
7300_0114 version 240616



LVMF 15B.2 | Waterloo Bridge: downstream - at the centre of the bridge - Massing
7300_0124 version 240616



LVMF 16B.1 | Southbank: Gabriel's Wharf viewing platform - Massing based on cons
7300_0134 version 240616



Bankside: opposite Tate Modern - at the viewing plaque - Massing based on consul
7300_0144 version 240616



Millennium Bridge - at the centre of the bridge - Massing based on consultation
7300_0154 version 240616



Southwark Bridge: downstream - at the Southwark bank - Massing based on consulta
7300_0164 version 240616



LVMF 11B.1 | London Bridge: downstream - at the centre of the bridge - Massing b
7300_0174 version 240616



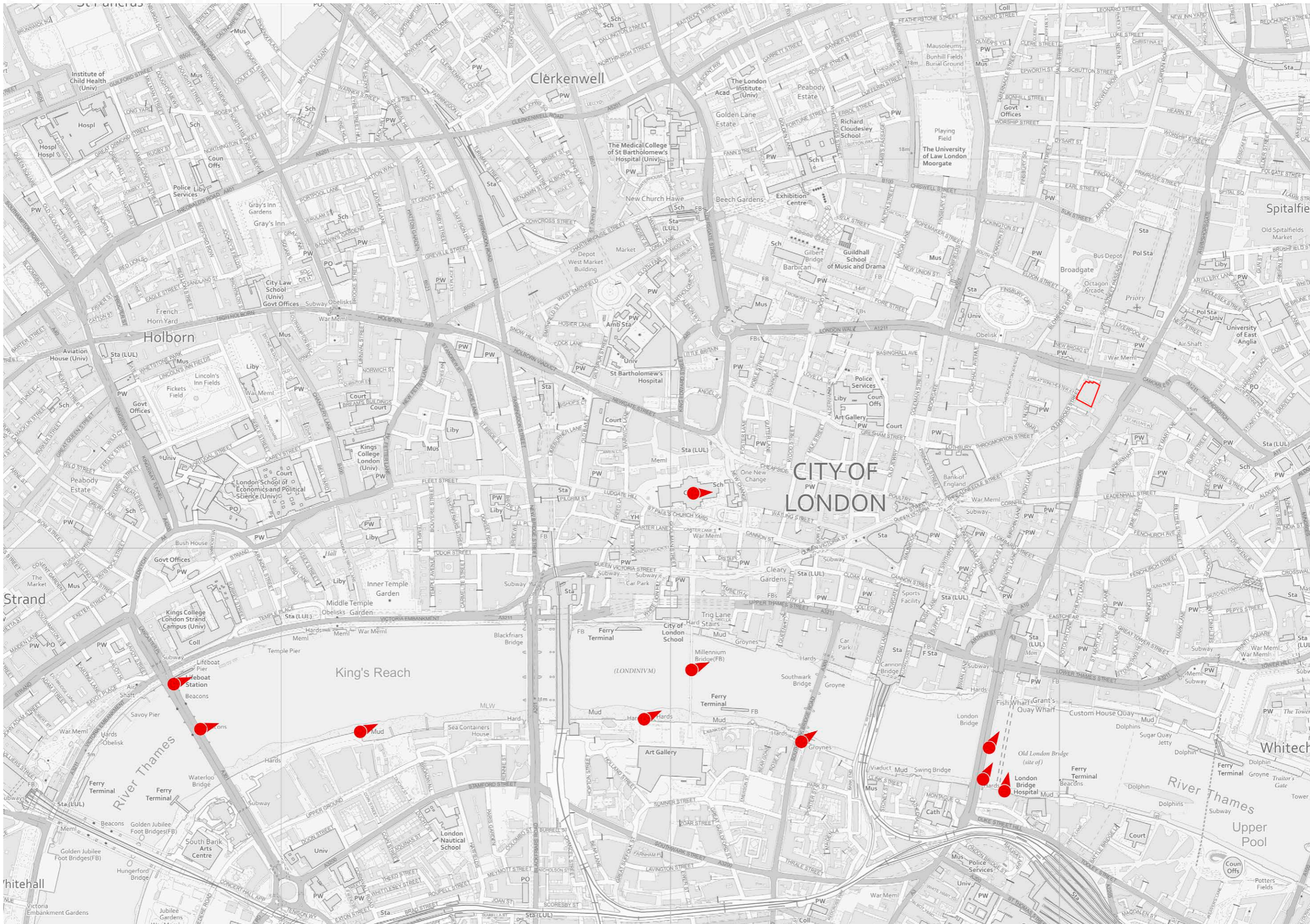
LVMF 11B.2 | London Bridge: downstream - close to the Southwark bank - Massing b
7300_0184 version 240616

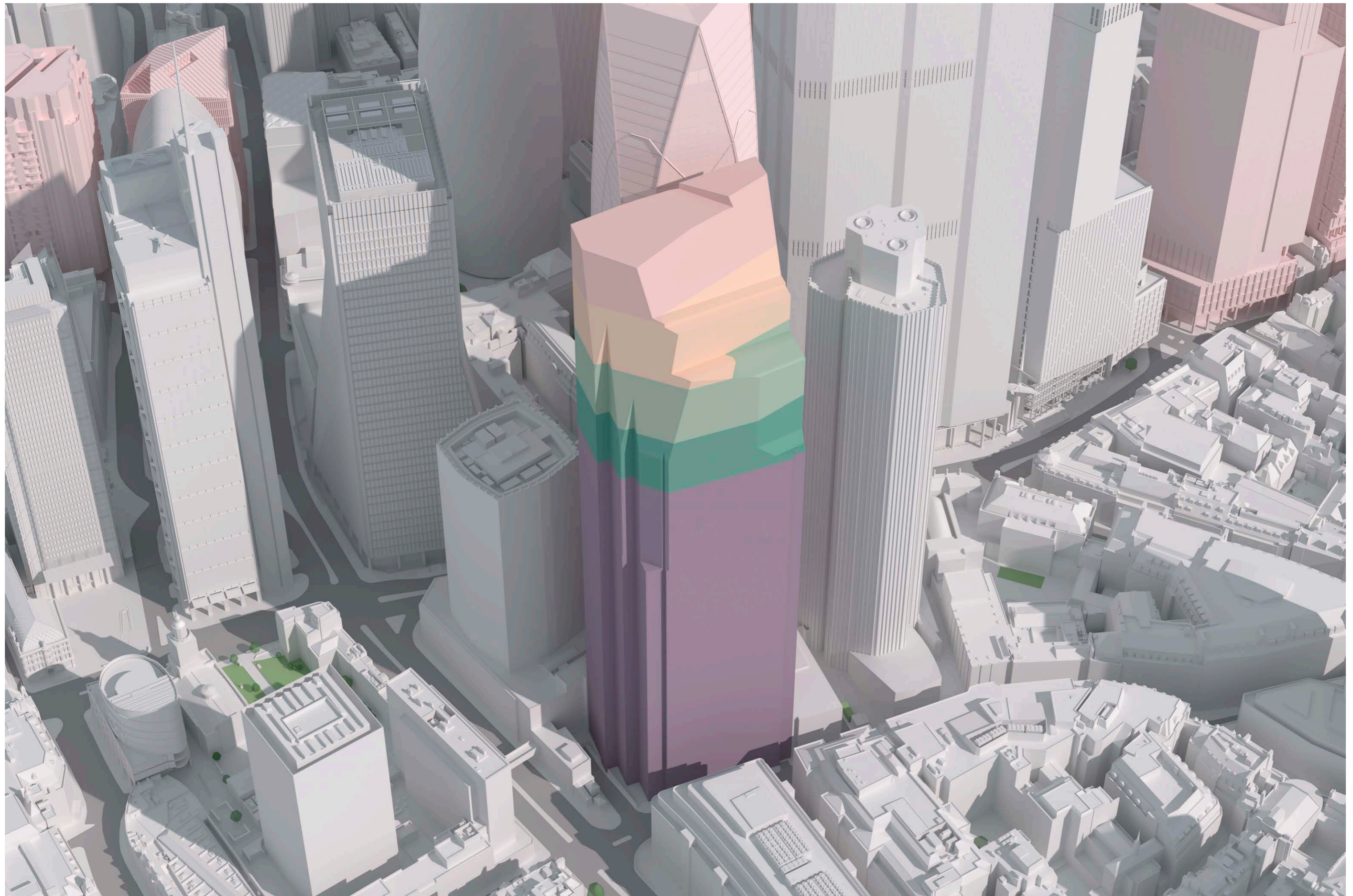


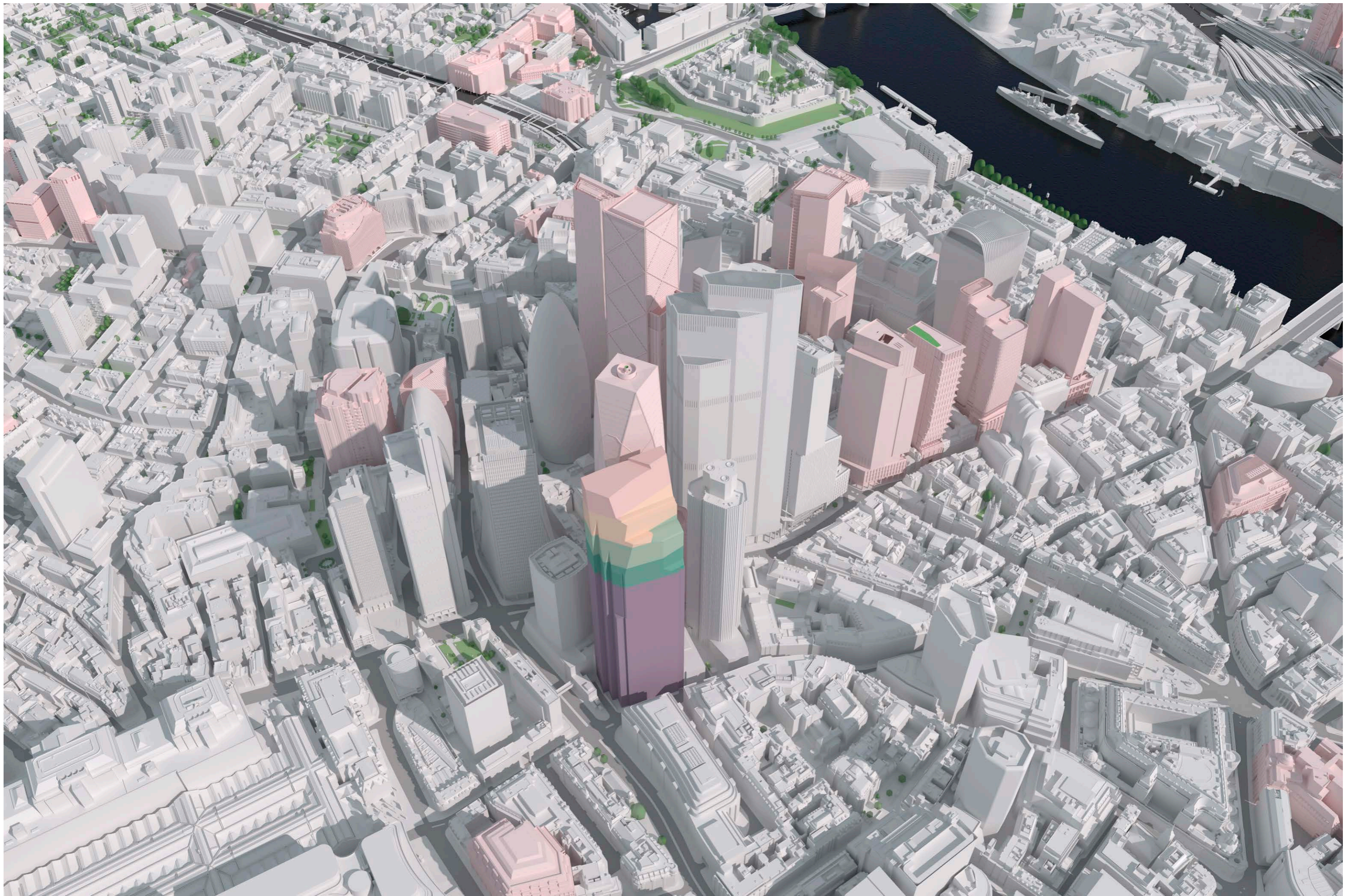
The Queen's Walk: riverside in front of no.1 London Bridge - Massing based on co
7300_0194 version 240616



St Paul's Cathedral: Golden Gallery - Massing based on consultation contours
7300_0204 version 240616









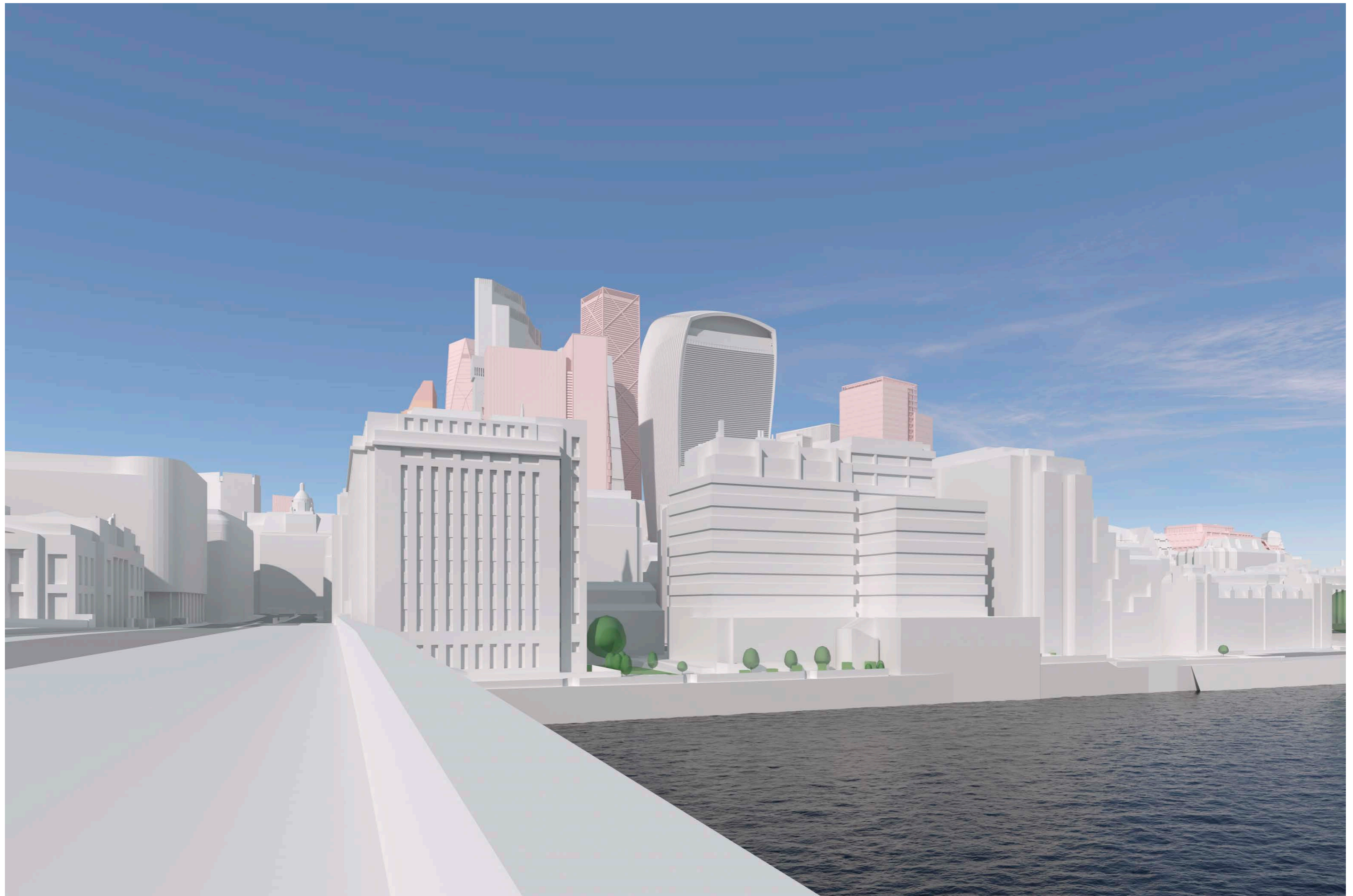


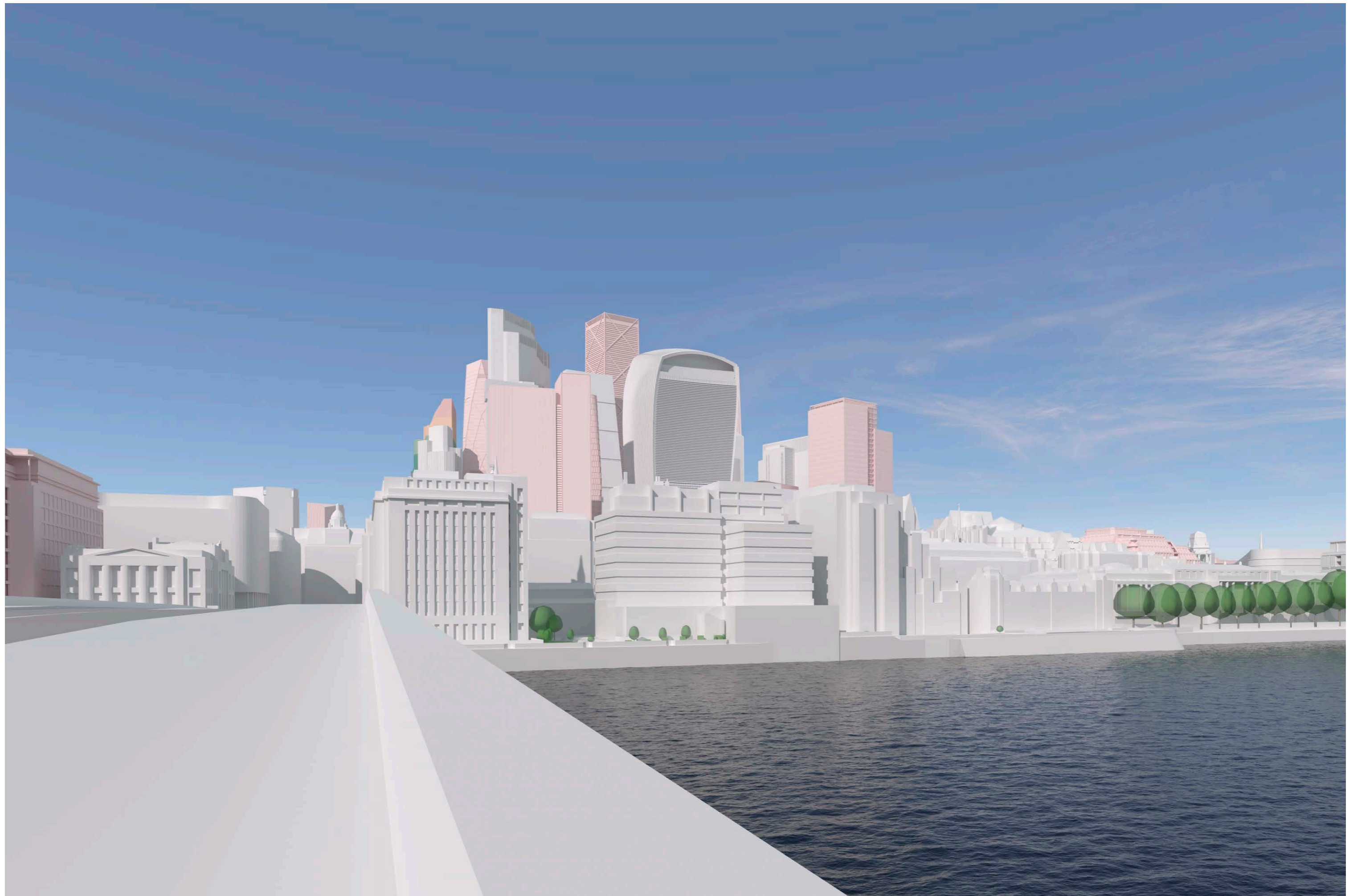


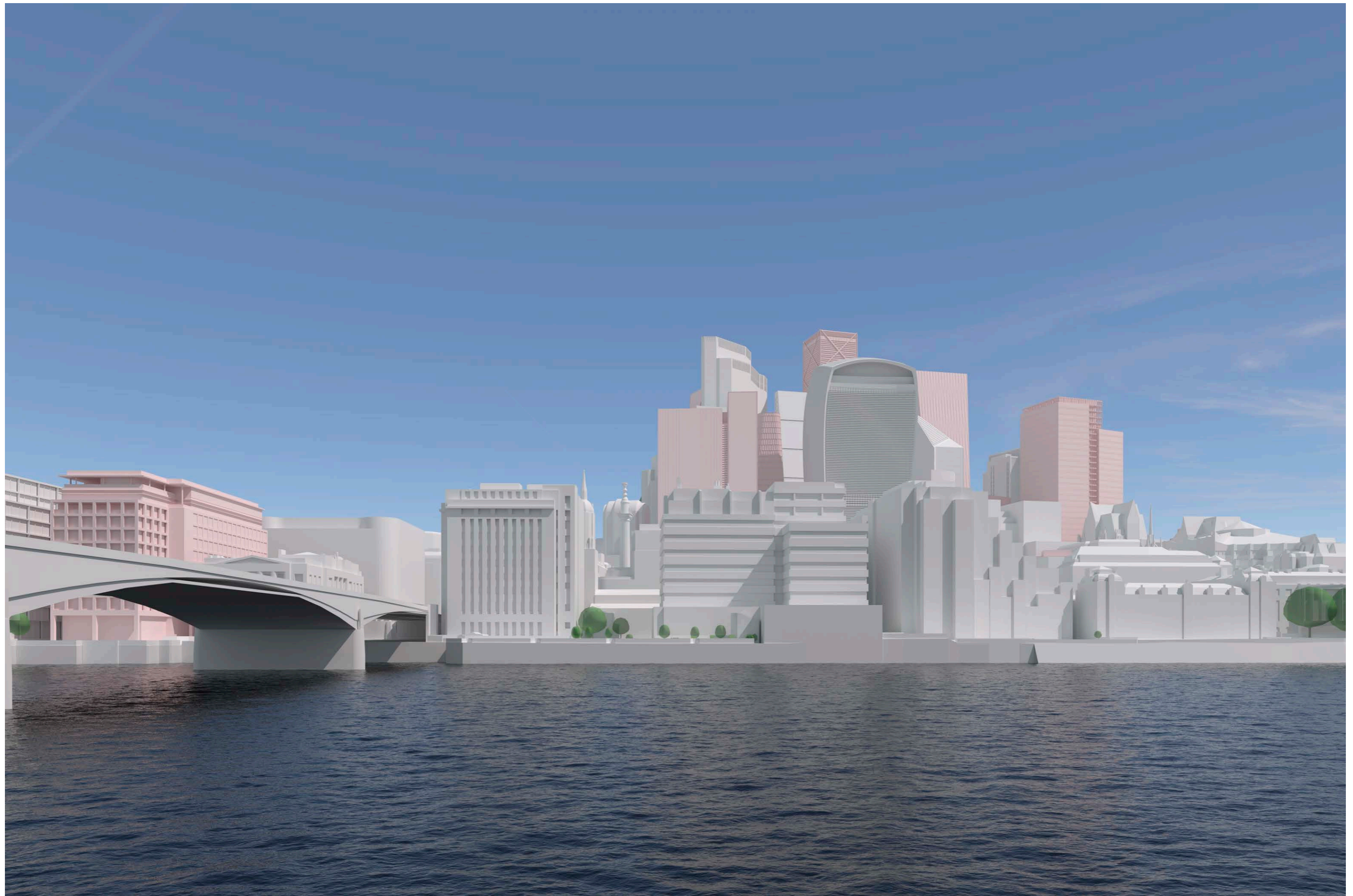








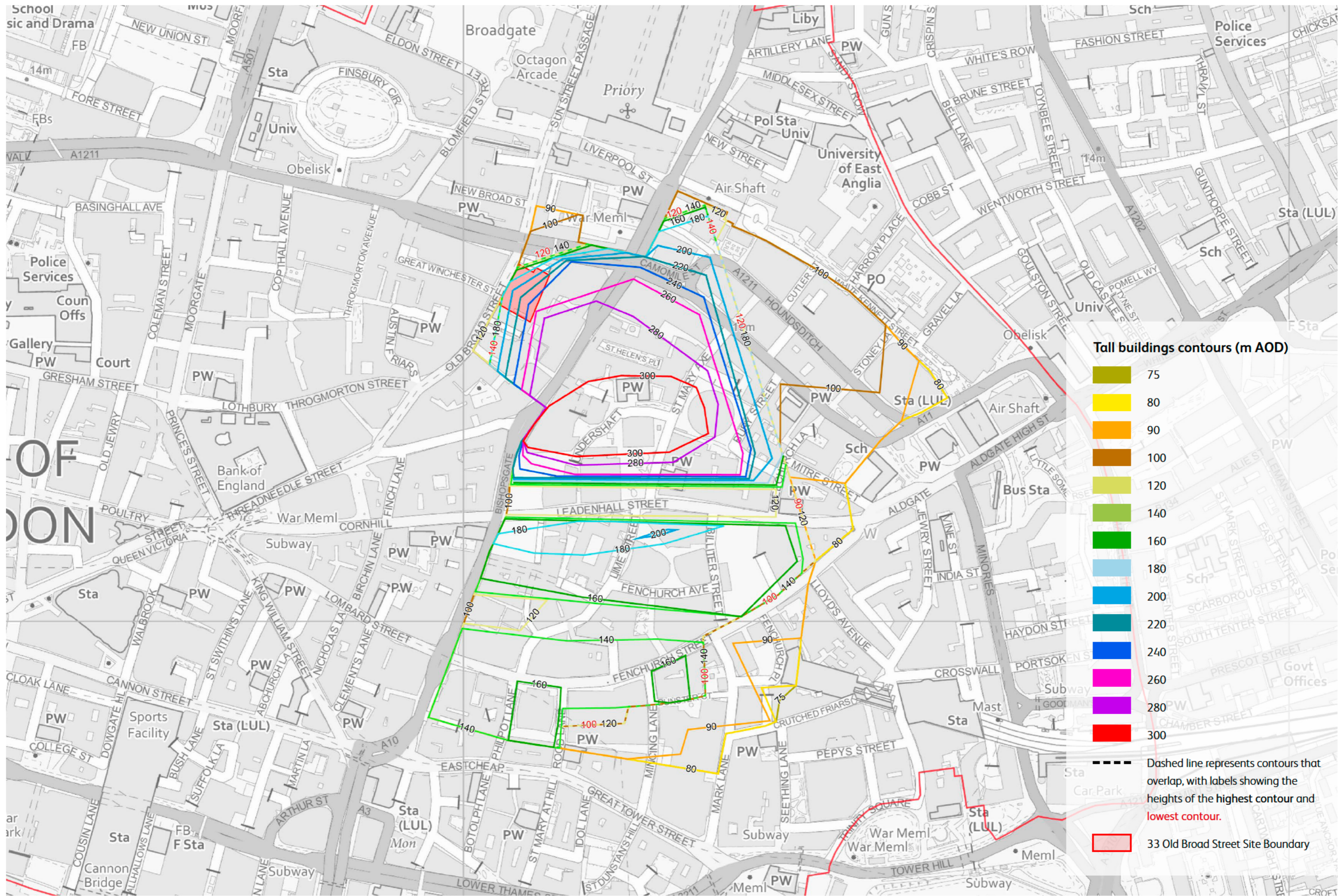


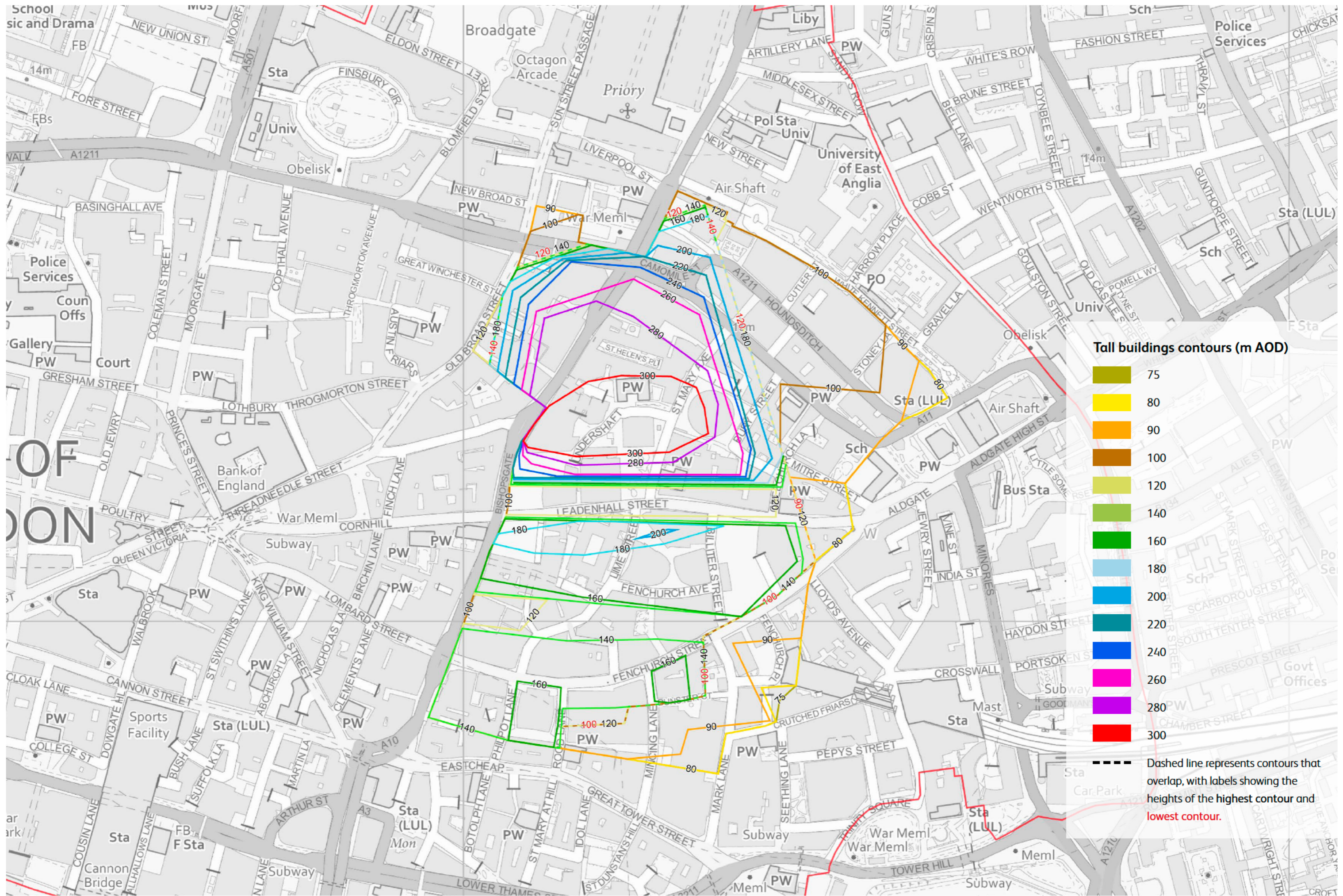






APPENDIX 3 – FIGURE 15 CONTOUR PLANS








APPENDIX 4 – COMPLETED RESPONSE FORM

Model Representation Form for Local Plans

 CITY OF LONDON	Local Plan Publication Stage Representation Form	Ref: Reg 19 (For official use only)
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Name of the Local Plan to which this representation relates:

City Plan 2040

Please return to City of London Corporation BY 11:00PM 31 May 2024 emailing to: planningpolicyconsultations@cityoflondon.gov.uk

Please note that all representations will be made public on our website in line with the Town and Country Planning (Local Planning)(England) Regulations 2012. This will include the name of the person and, where relevant, the organisation making the representation. All other personal information will remain confidential and managed in line with the City Corporation's privacy notice.

For more information on how we collect and process personal information, and your rights in relation to that information, please refer to the Environment Department's privacy notice available at [Environment Department Privacy Notice \(cityoflondon.gov.uk\)](http://Environment.Department.Privacy.Notice.cityoflondon.gov.uk) and the City Corporation's privacy notice available at www.cityoflondon.gov.uk/privacy). Please also see our Statement of Representations Procedure available at: [City Plan 2040 - City of London](http://City.Plan.2040.City.of.London).

This form has two parts –

Part A – Personal Details: need only be completed once.

Part B – Your representation(s). Please fill in a separate sheet for each representation you wish to make.

Part A

1. Personal Details*

**If an agent is appointed, please complete only the Title, Name and Organisation (if applicable) boxes below but complete the full contact details of the agent in 2.*

2. Agent's Details (if applicable)

Title

Mr

First Name

Jonathan

Last Name

Smith

Job Title
(where relevant)

Senior Director

Organisation (where relevant)	SEA Profit Holdings Ltd	DP9 Ltd
Address Line 1	C/O agent	[REDACTED]
Line 2		[REDACTED]
Line 3		
Line 4		
Post Code		[REDACTED]
Telephone Number		[REDACTED]
E-mail Address (where relevant)		[REDACTED]

Part B – Please use a separate sheet for each representation

Name or Organisation: SEA Profit Holdings Ltd

3. To which part of the Local Plan does this representation relate?

Paragraph Policy Policies Map

4. Do you consider the Local Plan is:

4.(1) Legally compliant	Yes	<input checked="" type="checkbox"/>	No	<input type="checkbox"/>
4.(2) Sound	Yes	<input type="checkbox"/>	No	<input checked="" type="checkbox"/>
4 (3) Complies with the Duty to co-operate	Yes	<input checked="" type="checkbox"/>	No	<input type="checkbox"/>

Please tick as appropriate

5. Please give details of why you consider the Local Plan is not legally compliant or is unsound or fails to comply with the duty to co-operate. Please be as precise as possible.

If you wish to support the legal compliance or soundness of the Local Plan or its compliance with the duty to co-operate, please also use this box to set out your comments.

We consider that the office floorspace target in the draft City Plan should accommodate and support at least a midpoint between the Return of In Person and Hybrid Peak scenarios, with a minimum target of 1.55m sqm (the midpoint between 1.2 and 1.9m sqm) over the plan period, and that the Plan should ensure that capacity for this floorspace is being planned for and can be accommodated within the tall building locations, and other suitable sites. It is considered the current minimum floorspace is not justified or therefore sound.

This is discussed in further details within our representation letter.

6. Please set out the modification(s) you consider necessary to make the Local Plan legally compliant and sound, in respect of any legal compliance or soundness matters you have identified at 5 above. (Please note that non-compliance with the duty to co-operate is incapable of modification at examination). You will need to say why each modification will make the Local Plan legally compliant or sound. It will be helpful if you are able to put forward your suggested revised wording of any policy or text. Please be as precise as possible.

The following modification is proposed to part 1 of the policy:

*Increasing the City's office floorspace stock by a minimum of ~~1,200,000~~ **1,550,000** m² net during the period 2021 to 2040, phased as follows:*

There would be consequential changes to the phasing of floorspace, however we would propose for the City to identify this if it agrees to the modification.

Please note In your representation you should provide succinctly all the evidence and supporting information necessary to support your representation and your suggested modification(s). You should not assume that you will have a further opportunity to make submissions.

After this stage, further submissions may only be made if invited by the Inspector, based on the matters and issues he or she identifies for examination.

7. If your representation is seeking a modification to the plan, do you consider it necessary to participate in examination hearing session(s)?

No, I do not wish to participate in hearing session(s)

Yes, I wish to participate in hearing session(s)

Please note that while this will provide an initial indication of your wish to participate in hearing session(s), you may be asked at a later point to confirm your request to participate.

8. If you wish to participate in the hearing session(s), please outline why you consider this to be necessary:

We wish to represent our client in person so that their proposed modifications can be most effectively supported.

Please note the Inspector will determine the most appropriate procedure to adopt to hear those who have indicated that they wish to participate in hearing session(s). You may be asked to confirm your wish to participate when the Inspector has identified the matters and issues for examination.

Part B – Please use a separate sheet for each representation

Name or Organisation: SEA Profit Holdings Ltd

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4.(2) Sound	Yes	<input type="checkbox"/>	No	<input checked="" type="checkbox"/>
4 (3) Complies with the Duty to co-operate	Yes	<input checked="" type="checkbox"/>	No	<input type="checkbox"/>

Please tick as appropriate

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If you wish to support the legal compliance or soundness of the Local Plan or its compliance with the duty to co-operate, please also use this box to set out your comments.

We do not consider that the contour rings on Figure 15 are drawn correctly in relation to the Site's potential, and consider that as a result of the current formulation of contour rings, policy S12 and Figure 15 fail to optimise the use of the Site. This is not justified or effective, or therefore sound.

This is discussed in further details within our representation letter with evidence appended.

6. Please set out the modification(s) you consider necessary to make the Local Plan legally compliant and sound, in respect of any legal compliance or soundness matters you have identified at 5 above. (Please note that non-compliance with the duty to co-operate is incapable of modification at examination). You will need to say why each modification will make the Local Plan legally compliant or sound. It will be helpful if you are able to put forward your suggested revised wording of any policy or text. Please be as precise as possible.

A modification is proposed to Figure 15: Tall building contours plan (and Policies Maps C and D), for the following:

To substitute Figure 15 for the modified plan below (see Appendix 3), with adjustments to the contour rings at 180m, 200m, 220m and 240m AOD around the Site.

Please refer to Appendix 3 of the letter to see the modified Figure 15.

Please note In your representation you should provide succinctly all the evidence and supporting information necessary to support your representation and your suggested modification(s). You should not assume that you will have a further opportunity to make submissions.

After this stage, further submissions may only be made if invited by the Inspector, based on the matters and issues he or she identifies for examination.

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