

**Morgan, Jackson**

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**From:** Fabian Culican [REDACTED]  
**Sent:** 17 June 2024 16:17  
**To:** Planning Policy Consultations  
**Subject:** City Plan 2040 Local Plan Regulation 19 Representations  
**Attachments:** Stay City UK Model-Representation-Form-for-City-Plan-2040. (1).pdf; Staycity UK City Plan 19 Representations.pdf

**Categories:** CONFIRMED

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THIS IS AN EXTERNAL EMAIL

Hello Planning Policy Consultations,

Please see attached Regulation 19 Representations on the City Plan 2040.

Please confirm and acknowledge receipt.

Regards,

Fabian Culican  
Associate

[REDACTED]

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14th June 2024

Assistant Director for Planning Policy  
City of London Corporation  
PO Box 270  
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By email: [planningpolicyconsultations@cityoflondon.gov.uk](mailto:planningpolicyconsultations@cityoflondon.gov.uk)

Dear Sir

**CITY PLAN 2040 REGULATION 19 CONSULTATION:  
REPRESENTATIONS BY STAYCITY UK LIMITED**

These representations are submitted by StayCity UK Limited, who have a number of interests in the City of London. These representations are made in response to the Regulation 19 consultation on the Draft City Plan 2040 (April 2024).

We welcome much of the approach within the City Plan and its aspirations, particularly in relation to sustainability, inclusiveness, economic growth through new economic development and creating an evening, night time and weekend ecosystem of culture and leisure uses within the Square Mile.

In preparing these representations, we have considered the tests within the National Planning Policy Framework ("NPPF") and whether the City Plan and its policies are sound, meaning; positively prepared, justified, effective and consistent with national policy. We have also reviewed and analysed the evidence base where relevant to interrogate certain policies in detail.

**REPRESENTATIONS TO DRAFT CITY PLAN 2040**

Where relevant, the StayCity UK Limited recommend changes to draft Plan policies – deletions are identified through ~~strike through~~ and additional text is identified in **green** text.

**CHAPTER 1 – STRATEGIC POLICIES**

***1.2 Economic Objective***



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We support the City Corporation's aspiration for growth and the need to set out a minimum requirement for 1.2 million sqm net additional office floorspace by 2040.

We support the delivery of significant new office floorspace, aligned with the 'return of in-person scenario' of 1.9 million sqm, as set out in the Offices Topic Paper, across the plan period. The Strategic Priority also acknowledges the need to provide more vibrant and diverse retail and cultural, leisure and visitor attractions, demonstrating the City's aspiration to become a leading leisure destination. We endorse the development of the Destination City and the desire to provide a strong attraction and visitor sector within the Square Mile.

### **1.3 Social Objective**

We support the objective to deliver new, inclusive open spaces to create public realm for everyone within the City.

### **1.4 Environmental Objective**

We support the aspiration to deliver exemplary designed developments and to respond to the City's unique heritage assets whilst working towards the delivery of net zero carbon by 2040.

## **CHAPTER 4 – HOUSING**

Paragraph 4.1.8 identifies that the commercial core of the City of London is inappropriate for residential development. We agree with the City Property Association that this point should be expanded to explain this position and clarify this "having regard to economic growth and job creation within the Central Activity Zone (CAZ) to reflect the prominent role the commercial core plays in providing capacity for world city business functions".

## **CHAPTER 5 – OFFICES**

The draft Plan states that the office market is the primary function of the City and identifies significant economic and employment growth over the plan period. We agree that to maintain the City's position as a world leading financial and professional services centre, it is vital that sufficient office floorspace is available to meet projected employment growth and demand from a range of occupiers over the plan period.

### **Strategic Policy S4: Offices**

Draft Strategic Policy S4 is clear that for the City of London to maintain its current status as a world-leading centre for financial and professional services, a sufficient quantum of office floorspace needs to be available to meet projected economic and employment growth over the Draft City Plan period (2021- 2040), particularly through the delivery of



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high-quality new floorspace that is suitable for a wide range of different occupiers. This floorspace is identified as needing to be *“designed to be flexible”* and to *“support new uses, different layouts and configurations, different types and sizes of occupiers, and to meet the needs of Small and Medium Enterprises (SMEs), start-up companies, creative industries and those requiring move-on accommodation”*. We support these important strategic objectives.

Draft policy S4(1) seeks to increase the City’s office floorspace stock by a minimum of 1.2 million sq m net during the plan period. Elsewhere at paragraph 5.1.1, the 1.2 million sqm figure is described as a “target”. Paragraph 5.1.2 confirms that the demand target is intended to reflect the central of three projections based on different scenarios for office attendance, office densities, occupancy rates and employment projects.

The City’s evidence base, ‘Future of Office Use’ prepared by Arup and Knight Frank and the Offices Topic Paper, identifies that anywhere between 6 and 20 million sq ft of net additional office space will be required by 2040. We agree that much of the demand for floorspace will be for best-in-class office space, reflecting a flight to quality.

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 an additional office floorspace requirement between 1.2 million sqm and 1.9 million sqm.

The City’s unique make up of financial and professional services businesses including a very high proportion of SMEs is resulting in a much more consistent return to work in person post Covid than in other office occupancy sectors. We therefore conclude that the office floorspace target should be at the higher end of the range identified by the Arup / Knight Frank assessment at 1.9m sqm over the Plan period.

We encourage the City to be ambitious in planning for economic growth and the consequent policies which seek to direct growth to key areas of change whilst ensuring that there is sufficient capacity allowed for in other areas of the plan.

### **Policy OF2: Protection of Existing Office Floorspace**

We do not support the blanket requirement described in criteria 1 C) of Policy OF2 which specifies that there must be ‘no demand in the office market’ and that this must be ‘supported by marketing evidence covering a period of no less than 12 months’.

The policy should be more flexibly applied to allow for site specific considerations, and to consider instances whereby a qualitative over quantitative approach could be beneficial to the consideration of alternative uses. Therefore, we propose the following amendments to part 1 C) of the policy:



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“There is ~~no~~ inadequate demand in the office market, supported by appropriate marketing evidence covering a period in the order of ~~no less than~~ 12 months”.

In addition, the interaction between policy 1 C) and 2 (a-d) of the same policy is far too rigid and as written would require a 12 month clear marketing period prior to being able to engage with potential redevelopment options.

We support the inclusions of Policy 2 b) ‘retrofit fast track’. However, with the exception of the wording ‘substantial majority of the superstructure’ there does not appear to be any further guidance the level of retention required to qualify this route. Supporting text would be helpful in providing certainty for assessment under this policy.

## CHAPTER 6 – RETAIL

### Strategic Policy S5: Retail and Active Frontages

We support the strategic approach to delivering a greater mix of retail, leisure, entertainment, culture and other appropriate uses, to enrich the ‘ground floor economy’. The approach to encouraging the opening of retail and other uses in the evenings and weekends also reflects the City Corporation’s Destination City vision. The draft Strategic Policy seeks to broaden the retail offer within the City and recognises the value of alternative uses.

### Policy RE2: Active Frontages

We do not support the blanket requirement for the loss of existing active frontages to be justified by way of a 12-month marketing period. The policy should be more flexibly applied to allow for site specific considerations, and to consider instances whereby a qualitative over quantitative approach could be beneficial to the overall active frontage offering. Therefore, we propose the following amendments to part 2 of the policy:

“The loss of existing active frontage uses will be resisted. Development that proposes their loss should be supported by evidence demonstrating that there is no demand for active frontage uses ~~and that premises have been actively marketed for a period of no less than 12 months~~. Alternative uses that would support the retail environment should be provided”.

## CHAPTER 7 – CULTURE AND VISITORS

We support the City’s aspirations to maintain and enhance the cultural, leisure and recreation offer and the City’s evening and weekend economies. However, we have specific concerns about the inclusion of reference to the Cultural Planning Framework as set out below.

### Strategic Policy S6: Culture and Visitors



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Draft Policy S6 Culture and Visitors, refers to a Culture Planning Framework (CPF), and notes that cultural, leisure and recreational facilities should be in line with the "Culture Planning Framework". We are concerned that the Framework has not been the subject of consultation or scrutiny, includes proposals for formulas for financial contributions in lieu of on-site provision which appear arbitrary and untested from a viability perspective and for these reasons reference to the CPF is unsound.

The Cultural Planning Framework explains in its introduction that *"...it creates an evidence base and set of recommendations that can underpin the production of new planning guidance for culture to be introduced to complement the City Plan 2040"*. It is not itself planning guidance or an SPD and therefore no weight should be applied to it in planning decision making.

We therefore propose removal of reference in the supporting text to developments being "in line" with the Framework.

### **Policy CV2: Provision of Arts, Culture and Leisure Facilities**

As set out above, again there is reference to and reliance on the Cultural Policy Framework, which itself confirms is not new planning guidance. We propose that part 1 of the policy is amended as follows to delete reference to the Cultural Planning Framework:

"Requiring major developments to submit Culture and Vibrancy Plans setting out how their development will culturally enrich the Square Mile, ~~informed by the City Corporation's Cultural Planning Framework (CPF)~~".

### **Policy CV4: Hotels**

We generally support the drafting of Policy CV4, with the below qualifications.

In relation to Criteria 1 which requires proposals for hotels to 'comply with the requirements of Policy OF2', we would refer to our comments relating to OF2 earlier in this letter. This statement is drafted in absolute terms, whereas, elements of Policy OF2 are subjective and require assessment before they can be deemed to be compliant. It is suggested that the word 'comply' should be altered and the drafting be 'in accordance with'.

In relation to Criteria 2 which states that proposals for hotels will be permitted where they 'do not result in adverse impacts on the amenity of neighbouring occupiers, including cumulative impacts'. Similarly to the above, this is drafted in absolute terms and applied literally would result in any adverse impact to neighbouring occupiers being non-compliant with this policy. Therefore, we propose the following amendments to part 2 of the policy:



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'Do not result in unacceptable adverse impacts on the amenity of neighbouring occupiers, including cumulative impacts;'

### CHAPTER 9 – DESIGN

#### Strategic Policy S8: Design

The ambitions and introduction of a retrofit first approach to sustainable design is supported. The “experience” section of draft strategic policy S8 (design) rightly promotes the maximisation of active, public facing, permeable and usable frontages.

The policy should recognise that there is a need to deliver some private spaces (such as office receptions) and back of house spaces (loading bays, sub stations etc) and that a balance should be struck between the functional components of buildings, particularly large developments and the public experience at ground floor level.

#### Policy DE1: Sustainable Design

To ensure the draft Plan as a whole is positively prepared and effective, Policy DE1 should make clear that the delivery of sustainable design will involve balancing the economic, social and environmental dimensions of development with regard to the Plan’s strategic objectives. This would ensure the policy is in general conformity with the London Plan’s ‘Good Growth’ objectives, as well as Policy D3 (optimising site capacity through the design-led approach) and Policy SD4 in respect of the Central Activities Zone.

Sustainability Standards (3, bullet point 3) refers to carbon offsetting requirements to take account of shortfalls in achieving London Plan guidance on carbon emissions and air quality requirements to be secured by S106 Agreement with the contributions to be ring fenced. The policy does not explain how these contributions are calculated. We presume with reference to the London Plan and SPD at a rate of £95 per tonne but we recommend that this is clarified as a minor modification before submission for Examination in Public.

### CHAPTER 10 – TRAVEL

#### Policy AT1: Pedestrian movement, permeability and wayfinding

The aspirations to improve pedestrian movement, permeability and wayfinding are supported, however part 8 of policy AT1 should recognise that permissive paths on larger sites can facilitate transformational public realm, particularly where public highway is poor quality and does not provide any permeability and would remove the ability for a site to be properly optimised. This part of the policy should be altered:-



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“The replacement of a route over which pedestrians have rights with one to which the public have access only with permission will not normally be acceptable, unless as part of a larger transformational public realm proposal”.

### Policy AT2: Active Travel including Cycling

We support the objective of promoting and encouraging active travel through making appropriate provision for people who walk, wheel and cycle.

The specific reference in bullet point 2 of the policy requiring developments to provide sufficient shower and changing facilities, and lockers/storage in accordance with the London Cycling Design Standards is overly prescriptive and generic particular in assessing the largest developments which are capable of providing very significant facilities that cater for cyclists without necessarily achieving the prescribed ratios in the London Cycling Design Standards. We therefore propose the following amendments to draft Policy AT2 (bullet point 2):

- “incorporating sufficient shower and changing facilities, and lockers/storage to support walking and cycling ~~in accordance with~~ taking account of the recommendations contained in the London Cycling Design Standards.”

### Policy AT3: Cycle Parking

The concern arises for draft Policy AT3 and we propose the following amendment:

3. “All long stay on site cycle parking must be secure, undercover and preferably enclosed, ~~in accordance with~~ taking account of the recommendations contained in the London Cycle Design Standards.”

## CHAPTER 12 – OPEN SPACES AND GREEN INFRASTRUCTURE

### Policy OS2: Urban Greening

The introduction of a City Urban Greening Factor score is welcomed, however, it will not always be possible to achieve these targets in the City. There needs to be flexibility to take account of circumstance of sites, particularly where roof space is constrained or can better serve other priorities in the draft Plan including public access where this is feasible.





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The highly urbanised nature of the City, and constraints in terms of availability of land, roof space and public realm, and proximity of neighbouring buildings restrict the ability to include features that will assist in achieving urban greening on all developments.

We propose that Policy OS2 (2) should be amended as follows:

“Major development proposals will be required to - Include an Urban Greening Factor (UGF) calculation demonstrating how the development will meet the City’s target UGF score of 0.3 as a minimum, **unless site specific considerations make this unachievable**”.

#### SUMMARY

We thank you for the opportunity to be consulted on the City Plan 2040. There is much within the draft Plan that is supported and we look forward to continuing discussions with the City of London about our exciting pipeline of new projects, and being party to an Examination in Public in due course.

Yours faithfully

Neil Short

Development Director (London), Staycity




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## Model Representation Form for Local Plans

	<b>Local Plan</b> Publication Stage Representation Form	<b>Ref: Reg 19</b>  <b>(For official use only)</b>
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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](mailto: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.

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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.

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### Part A

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#### 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.*

Title

First Name

Neil

Last Name

Short

Job Title

Development Director  
(London)

#### 2. Agent's Details (if applicable)

Fabian

Culican

Associate

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Line 2		Pall Mall
Line 3		London
Line 4		
Post Code		SW1Y 5NQ
Telephone Number		
E-mail Address (where relevant)		

## Part B – Please use a separate sheet for each representation

Name or Organisation:

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

Paragraph	See attached	Policy	See attached	Policies Map	No
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4. Do you consider the Local Plan is:

4.(1) Legally compliant	Yes	X	No	
4.(2) Sound	Yes		No	X
4 (3) Complies with the Duty to co-operate	Yes	X	No	

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.

N/A

(Continue on a separate sheet /expand box if necessary)

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.

See attached representations.

(Continue on a separate sheet /expand box if necessary)

**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:

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As an active developer / operator in the City of London, we would like the opportunity to participate in the relevant hearing sessions to discuss these representations.

***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.