

REPORT TO CABINET

REPORT OF: Economic Development Portfolio Holder

REPORT NO: PLA 901

DATE: 1st August 2011

TITLE:	Greyfriars and Wharf Place Draft Development Briefs: Approval for Public Consultation	
KEY DECISION OR POLICY FRAMEWORK PROPOSAL:	Key Decision	
PORTFOLIO HOLDER: NAME AND DESIGNATION:	Cllr Frances Cartwright Economic Development Portfolio Holder	
CONTACT OFFICER:	Karen Sinclair, Planning Policy & Partnerships Service Manager 01476 406438 k.sinclair@southkesteven.gov.uk	
INITIAL IMPACT ASSESSMENT:	Carried out and Referred to in paragraph (7) below	Full impact assessment Required:
Equality and Diversity	No	
FREEDOM OF INFORMATION ACT:	This report is publicly available via the Your Council and Democracy link on the Council's website: www.southkesteven.gov.uk	
BACKGROUND PAPERS	Cabinet Report PLA866 dated 7 th February 2011 Cabinet Report PLA893 dated 4 th July 2011 Cabinet Report PLA898 dated 1 st August 2011	

1. RECOMMENDATION

1.1 That Cabinet approves the draft Greyfriars and Wharf Place Development Briefs for the purposes of public consultation.

2. PURPOSE OF THE REPORT/DECISION REQUIRED

2.1 Greyfriars and Wharf Place were originally identified as part of the Grantham Town Centre Issues and Options (I&O), formerly known as the Grantham Masterplan, in August 2007. Whilst the I&O, provided an overall concept for the development of the two sites, it did not provide a sufficiently detailed framework against which to assess the suitability of future proposals or establish the standards of design expected from development.

2.2 Development Briefs for the two sites were, therefore, commissioned from GVA Grimley by South Kesteven District Council on behalf of the Grantham Growth

Point Strategic Board, which includes representatives of both the District Council and Lincolnshire County Council, in order to provide a robust framework for the development of the sites. It is intended that the two development briefs will be adopted as Supplementary Planning Documents (SPD).

- 2.3 Since the development briefs were commissioned the Grantham Area Action Plan (GAAP) has progressed. The draft policies have been the subject of public consultation and the GAAP has now moved towards the stage of publication of the Submission version of the document (report PLA900). The GAAP contains policies related to the redevelopment of the Greyfriars and Wharf Place sites and, as SPD the development briefs will support the implementation of these policies.
- 2.4 The purpose of this report, therefore, is to seek approval of the draft Greyfriars and Wharf Place Development Briefs and for them to be published for public consultation prior to adoption as SPD.

3. DETAILS OF REPORT

- 3.1 The draft briefs are attached as Appendices to this report.
- 3.2 The Development Briefs set out the key planning and development principles for mixed use development of the sites. In the case of Greyfriars, a retail and leisure led mixed use development is proposed to create a distinct retail destination whilst there is a more retail led focus for the Wharf Place site so as to enhance the primary shopping area and upgrade the retail circuit.
- 3.3 The Development Briefs are intended to guide development of the sites as follows:
- To set overall design principles and parameters
 - To provide a guide to the overall development parameters of the site including the preferred mix and scale of development
 - Ensure a viable form of development
 - To provide quality standards for the sites
 - To achieve the comprehensive redevelopment of the sites
 - To give clarity to developers and investors regarding the Council's requirements for the site
 - Provide an indicative approach to the delivery and phasing of development
- 3.4 Informal consultation on the draft objectives and principles of development for each site was undertaken earlier this year with residents and businesses in the immediate vicinity of the two sites as well as other statutory consultees. This included a presentation to the tenants of the Greyfriars flats and the holding of an open drop in session to enable residents or businesses to obtain more information about the proposals. The feedback from this early consultation has been used to inform the final content of the draft Briefs.
- 3.5 The Grantham Growth Strategic Board are considering the draft Development Briefs at their meeting on the 20th July and any feedback from this meeting will be reported verbally at the Cabinet meeting on the 1st August.

- 3.6 It is intended that the development briefs will be adopted as SPD. SPD does not form part of the Development Plan but may be taken into account as a material consideration in the determination of planning applications. Before an SPD can be adopted there is a requirement to undertake a formal period of consultation, with all representations considered and the issues raised taken into account in finalising the documents.
- 3.7 The nature of the public consultation that should be undertaken in relation to planning policy documents is set out in the Council's adopted Statement of Community Involvement (SCI). The following will, therefore, be undertaken:
- 6 week period for consultation (the statutory period for consultations on such documents)
 - Notification of the consultation to be sent to the owners of the properties/land affected, neighbouring landowners, key stakeholders/partners
 - The Development Brief to be made available for public inspection in the Grantham Office, local library and on the Council's website
 - Statutory notice in the local press
 - Issuing of press release to local media
- 3.8 Subject to the number and nature of any representations received, it is anticipated that the representations, together with an officer response to them, will be reported to Cabinet in December 2011 at which time Cabinet will be requested to adopt the Greyfriars and Wharf Place SPDs.

4. OTHER OPTIONS CONSIDERED

- 4.1 Do not proceed with preparation of development briefs - the alternative would be to rely on a prospective developer to submit a planning application and hopefully engage in pre application and post application negotiations. The preparation of a brief is more positive in that it provides a planning framework to promote interest in the site and guide and encourage the co-ordinated redevelopment of the site in accordance with the Council's policies. It also offers some degree of certainty that a planning application would be more likely to obtain approval subject to detail.
- 4.2 Do not undertake consultation – this is not a viable option. The Council is bound not only by its adopted SCI to undertake consultation on planning policy documents prior to their adoption but also by statutory regulations.

5. RESOURCE IMPLICATIONS

- 5.1 There are resource implications arising from consultation on the draft Development Briefs, including costs associated with the publication of statutory notices and printing of the documents, although this will be kept to a minimum through the provision of electronic as opposed to hard copy versions. Costs can, therefore, be accommodated within this financial year's Planning Policy budget.

6. RISK AND MITIGATION

6.1 None identified.

7. ISSUES ARISING FROM EQUALITY IMPACT ASSESSMENT

7.1 When adopted as SPD, the Development Briefs will 'hang off' policies contained in the Core Strategy and Grantham Area Action Plan (when adopted), which have been the subject to equality impact assessment.

8. CRIME AND DISORDER IMPLICATIONS

8.1 None arising out of this report.

9. COMMENTS OF FINANCIAL SERVICES

9.1 It is confirmed that the costs associated with the publication of these development briefs can be met from within existing budgets.

10. COMMENTS OF LEGAL AND DEMOCRATIC SERVICES

10.1 The purpose of the report to Cabinet is to consider the draft Greyfriars and Wharf Place Development Briefs for consultation purposes. It is proposed, following consultation, the results of the consultation be reported to Cabinet. Cabinet will be asked to consider and approve the development briefs as SPD taking into account relevant representations made as a result of the consultation.

11. APPENDICES:

Appendix A Draft Greyfriars Development Brief

Appendix B Draft Wharf Place Development Brief