

8.3 Development management

Key issues

- Developers and local authorities are not always aware of the needs of the local community or how development needs to be mitigated.
- The balance between affordable housing, density and other requirements like public realm improvements is not always appropriate to the development context.
- While it is recognised that the neighbourhood is one of high demand for hotels, the area has exceeded targets for hotel uses to 2026 and the area has lost large office and residential sites to hotel use. The community wishes to ensure that any further hotels play an active part in local regeneration.
- Poor design could undermine the successful integration of a large number of well-designed new buildings with heritage assets and conservation areas.

Consultation and Evidence

A summary of results of consultation and evidence for Policies P8 – P9; Development management is at Appendix 3, page 47

Policies P8, P9 : Development management

No	Policies
P8	<p>Any hotel proposal must mitigate the development's impact on the existing dynamics of the residential, business and social communities. The following objectives will be supported :</p> <ol style="list-style-type: none"> 1. Provide as much retail frontage as possible to a high street, where the units made available only have high street access. 2. Provide space that is beneficial and available to the wider community such as 'incubator space', screening room, community meeting and function rooms, fitness suites and swimming pools. 3. Where possible any 'in-house' food and beverage offer should be limited (minibars, bars, restaurants and cafes closed to the public) so that hotel guests are encouraged to use local traders. 4. Developments should continue to engage with local recruitment mechanisms to ensure local candidates are employed wherever possible.
P9	<p>Where they front publicly accessible spaces the ground floor (and any relevant upper floor) elevations of new development shall be treated with a permanent anti-graffiti coating which shall be maintained for the lifetime of the development.</p>

Rationale for policy

Policy P8 – Many local people do not support the further development of hotels in the area, where they are often perceived to intensify the pressure on the area from the visitor economy whilst providing few benefits to the community in the way that housing, office space or retail developments do. The Neighbourhood Plan cannot be used to prevent development of hotels. However it may include guidance to the hospitality industry on best practice examples in the neighbourhood.

Hotels which have been actively supportive of the local community have been welcomed particularly where they provide community benefit, are willing to host community events, recruit from the area and provide facilities for local people to use. SoWN members agree with statements made in the Waterloo SPD, that the development of aparthotels should only be agreed in exceptional circumstances, as there is less potential for the benefits listed above.

Policy P9 – The South Bank and Waterloo Neighbourhood Plan area features two well-known sanctioned graffiti areas, in Leake Street and at the Southbank Centre undercrofts. Graffiti elsewhere in the neighbourhood is removed from the facades of buildings and many developments do not make adequate provision to ensure removal is effective, either by using porous materials or inadequately treating facades. Due to the high local cost of graffiti removal, and the sense of blight non-removal or poor removal creates, developers should adequately treat new buildings to ensure removal can be achieved quickly and effectively.

Development Management: Other guidance

1. Post consent, the panel should be notified of and invited to comment on the discharge of 2 years where a review shows that negative impacts have arisen from the development.
2. The area's heritage is valued and reflects a complex mix of social infrastructure, architectural character and use. The Neighbourhood Plan acknowledges existing conservation and character areas and supports their significance in ensuring the character of the area is respected. High quality design, related to context, is required of all development proposals.