Growth Committee
23 November 2016

Cocks Crescent Supplementary Planning Document
Report by the Director of Place

**Purpose**
To adopt the Cocks Crescent Supplementary Planning Document (SPD) which sets out a planning framework to guide the redevelopment of Cocks Crescent in New Malden. To note the document responds to the consultation process and provides a clear set of principles and land uses, in order to help shape future development proposals.

**Recommendations of the Portfolio Holder for Regeneration**
To resolve that:

1. the Committee notes the consultation responses and the consequential modifications made.
2. prior to adoption, the Head of Planning and Regeneration, in consultation with the Portfolio Holder for Regeneration, be given delegated authority to make factual amendments to the Cocks Crescent Supplementary Planning Document.
3. the Committee agrees to formally adopt the Cocks Crescent Supplementary Planning Document, as attached at Annex 1.

**Key Points**

A. This report seeks the formal adoption of the Cocks Crescent Supplementary Planning Document (SPD) (Annex 1).

B. The (Draft) Cocks Crescent SPD was published for formal consultation from 1 July 2016 to 29 August 2016 for a period of eight weeks.

C. Minor amendments have been made to the document in response to the public consultation (Annex 1). A Consultation Statement setting out the Council’s full approach to consultation, and an analysis of the responses received, is set out in Annex 2. A highlighted version of amendments to the Brief can be viewed in Annex 4.

D. Once adopted by the Council, the Cocks Crescent SPD will have a key role in shaping future development proposals on the site and will carry material weight for consideration as part of decision making in Development Management.

**Context**

1. The draft SPD has been prepared to guide the redevelopment of Cocks Crescent with the goal of achieving comprehensive regeneration of the site and delivering maximum community benefit. It is in-line with the London Plan (2016) and the Council’s existing Development Plan which includes the Core Strategy (2012).

2. Once adopted by the Council, it will have a key role in shaping future development proposals on the site and will carry material weight for consideration as part of decision making in Development Management.
3. For further detail and background on the draft Cocks Crescent SPD, including engagement carried out prior to the formal consultation process (Stages 1 & 2), please refer to the June Growth Committee Report (9 June 2016) (Background Report).

4. At Growth Committee (13 October 2016), an ‘Indoor Sports Facilities Strategy’ was adopted with the recommendation that the ‘community and wellbeing hub’ includes a new swimming pool.

Consultation

5. The draft Cocks Crescent SPD was published for formal consultation (Stage 3) from 24th June 2016 to 29th August 2016 for a period of eight weeks. Prior to this, two other stages of consultation have been completed since July 2015. All stages are summarised in the Consultation Statement (Annex 2).

6. A press release publicising the consultation was sent to the local press and published on the Council’s website. The document was made available on the Council’s website (also available as a Korean translation), at the Council’s Information and Advice Centre in the Council offices, at the seven libraries and at all GP surgeries across the borough. Audio summaries of the document were prepared and uploaded to CDs for the benefit of the visually-impaired.

7. The Council undertook a comprehensive programme of eight engagement and drop in events throughout summer 2016, all of which were advertised through the Council’s website, social media and the distribution of consultation posters and leaflets across the borough as part of the formal consultation. Presentations and meetings were also held with communities and businesses.

8. Approximately 2,000 stakeholders registered on the Strategic Planning consultation database alongside a list of Community Interest Groups were consulted by letter and email. A further 3,077 letters were sent to addresses within the district centre and a 500 metre radius of the site.

9. A total of 463 responses were received; 414 consultees responded via the online portal and a further 49 emailed responses were received from both local residents, residents associations, businesses and statutory consultees. Over 6,000 comments were received. All responses were compiled and analysed by the Strategic Planning team and Strategic Business (who prepared a quantitative analysis of the online responses received for the document) (Annex 3). This is appended to the Consultation Statement (Annex 2).

10. A Consultation Statement has been produced which sets out in detail who was consulted, when and where during the public consultation (Annex 2). The Statement also sets out a summary of the responses received and, where appropriate, amendments have been made to the document in response to the consultation.
Consultation Responses and Main Observations

11. Overall, both the vision and overarching principles received greater levels support than opposition, as well as the land use strategy, access and movement strategy and public realm strategy. Nevertheless, the levels of concern and opposition are still high across most areas, particularly the ‘illustrative masterplan’ and ‘height and scale strategy’ which received greater opposition than support.

12. There is very strong support for the Malden Centre which is clearly an essential part of life for the local community, and residents were critical of the lack of detail as to what will be retained. Whilst some respondents favoured the refurbishment of the existing facility, eight in ten respondents see the delivery of a new leisure centre as very important.

13. The scale and density of future development at Cocks Crescent featured heavily in responses, with views that proposals far exceeded the level of housing that would be appropriate on a site of this size, as well as the implications this would have to building heights which would not be in keeping with the suburban character of the local area.

14. The issue of density was also closely linked to concerns of the impact to infrastructure and local services, such as schools and healthcare facilities, as well as traffic congestion and parking, all of which are already under significant pressure.

15. Many respondents view the Blagdon Road Open Space as the heart of the local community and very popular play space for young children. Despite some acceptance amongst respondents that the open space could benefit from investment, the majority were determined to ensure that the current level of open space provision was protected.

16. Whilst there is some recognition of the need for affordable housing, it also carried negative perceptions in terms of anti-social behaviour, therefore greater communication is needed on this area.

17. All consultation comments and Council responses are set out in full in Annex 3.

Document Changes

18. A number of changes have been made to the draft Cocks Crescent SPD that recognise both consultation responses and some general updates that were required. A highlighted version of amendments to the SPD can be viewed in Annex 4. All changes have now been incorporated and key ones are set out below:
   - Greater emphasis on the civic, community and leisure aspects of the proposals;
• New section ‘The Malden Centre’ - setting out the Council’s commitment to deliver a new ‘community sport and wellbeing hub’, including a new 25m public swimming pool (in response to issues raised in Paragraph 12);
• Removal of the ‘Illustrative Masterplan’ and replacement with text describing the key relationships required between land uses (in response to issues raised in Paragraph 11);
• Greater emphasis on the need to respond sensitively to local character and neighbouring properties (in response to issues raised in Paragraph 13);
• The Council’s commitment to deliver of a new public square;
• Greater emphasis on New Malden High Street in the SPD; and
• General update of plans, including the extension of the SPD red line boundary to include New Malden House.

Next Steps
19. All work will commence once the recommendations within the report have been agreed by the Committee, the decision published and the call in period successfully completed. Following this, any minor amendments necessary, including those identified by this Committee; it will be taken forward and prepared for publication and formally adopted.

20. When published an adoption statement, consultation statement and a copy of the final document will be made available on the Council’s website.

Network Implications
21. A highway assessment has been undertaken to gain understanding of likely traffic impacts. While the addition of the Cocks Crescent development will only result in moderate increases in traffic levels on the surrounding network, general background traffic growth in the area will result in increased queuing and delays, largely focused on the High Street approach to Fountain Roundabout. Similar trends in background traffic growth are predicted across London. The Council is working with TfL and appointed consultants to minimise these impacts.

Resource Implications
22. The production of the SPD has been funded by the Strategic Planning team. It is proposed that there will be a print run of the final document. Copies will be available to purchase by the public and third parties with a reasonable charge applied to cover printing costs. Digital copies will be available for download from the Council Website for free.

Legal Implications
23. The SPD will become part of the approved planning policy suite of documents and will function as a material consideration when the Council is considering applications and development proposals for the Cocks Crescent site.

24. The Council will also consider the use of its legal powers for the acquisition of land to bring forward future development within the SPD area.
**Risk Assessment**

25. The absence of specific guidance within an SPD for Cocks Crescent will limit the Council’s ability to guide and control future development proposals coming forward on the subject site.

26. The priority of uses, as established by the extensive consultation with the local community, have considerable financial risk. A financial appraisal was commissioned to understand these risks. A summary of which is available as a background report.

27. The Draft SPD has been described as ‘community-led’. There may be sections of the community who feel they have not been sufficiently consulted, regardless of all attempts otherwise. All responses received have been transparently assessed with consideration for inclusion fully explained and detailed within the Consultation Statement (Annex 2).

**Equalities Impact Assessment**

28. When adopted as a SPD the document will adhere to policies contained in the Core Strategy which have been the subject to equality impact assessment.

**Environmental Implications**

29. None.

**Author of report** - Chloe Clay, Urban Design & Development Lead
Chloe.Clay@kingston.gov.uk, ext 5418.

**Annexes**

- Annex 1 - Cocks Crescent Supplementary Planning Document
- Annex 2 - Cocks Crescent Supplementary Planning Document - Consultation Statement (Circulated within separate supplement)
- Annex 3 - Cocks Crescent Supplementary Planning Document - Responses from the Public Consultation (Circulated within separate supplement)
- Annex 4 - Cocks Crescent Supplementary Planning Document - Tracked Changes (Circulated within separate supplement)

**Background reports/document**

- Growth Committee, 9th June 2016, Draft Cocks Crescent Supplementary Planning Document
- Core Strategy, 2012