

Affordable Housing SPD Annex C: Marketing Pro-forma for Employment Land

Evidence of Full and Proper Marketing of Employment Land for employment, and alternative employment generating uses.

The Council's LDF (Policies CP19 of the Core Strategy and DM EM2 of the DMP) seek retention of employment land, but will allow for exceptions based on assessments of demand for land and property for business, employment, and alternative employment uses: such as health clinics, nurseries and crèches, hotels and leisure facilities, or other uses identified for community purposes as set out in the LDF documents.

Where continued employment use is not practicable, proposals for alternative employment generating uses, such as health, leisure, tourism, childcare or hotels will be considered in accordance with other policies in the Plan. Retail uses may also be an acceptable alternative on town centre sites where they would enhance the retail function. Where none of these is practicable the Council may permit residential development in the form of permanently affordable housing.

This form is designed to assist developers demonstrate whether full and proper marketing has been carried out and whether an absence of demand for employment use of the land has been demonstrated. See section 2.4 of the Affordable Housing SPD for more detail on the Council's policy approach.

Please answer the following questions and attach the requested evidence:

1. What is the address of the land/buildings which are subject of your planning application?

2. Who is the freeholder of the land?

3. Are any part of the land/buildings occupied by a business?

Yes No

4. If yes, please give name address and nature of business of the occupant/business.

5. If the land and buildings are vacant, please state the date they were last occupied and by whom?

6. Have the premises been marketed for leasehold occupation by businesses and /or community uses? Please attach marketing particulars.

Yes No

7. Have you or your agents placed details of the availability of the land/buildings on the South London Business Website www.southlondonbusiness.co.uk/property/?

Yes No

If yes, please give date details were submitted. If the answer is no, please ensure that this free service is taken up.

8. Have you or your agents placed details of the availability of the land/buildings on another website?

Yes No

Please list the website address(es) below:

9. Please attach photocopies of published advertisements showing that the premises have been regularly marketed for business and or alternative employment use at a fair market rent/price.

Please list the attached documents below:

10. Has the land been marketed as a development opportunity site for new business accommodation and/or alternative employment uses?

Yes No

11. If yes, please attach photocopies of published advertisements showing that the site has been regularly marketed as a commercial use development site over the past 2 years.

Please list the attached documents below.

12. Please list the interested parties dates of viewings and reasons why offers were not made, or taken forward.

Please read and tick to agree to the following declaration:

Yes, I confirm that the information that I have provided above is correct to the best of my knowledge, and that I have genuinely marketed the premises for employment or alternative employment uses for a period of 2 years at fair and reasonable prices for these uses and there has been no demand for the premises.

Name

Position

Company and address

On behalf of

Please note In spite of the above marketing exercise being fully complied with, it is for the Council to decide whether a site is genuinely surplus for continued employment uses. This may be because there is a potential to meet future strategic needs such as waste management, transport and social infrastructure.