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**By email**

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7 September 2011

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Dear Sir / Madam

**RESPONSE TO SOUTH LAKELAND DISTRICT COUNCIL LDF LAND ALLOCATIONS FURTHER CONSULTATION EXERCISE**

We write, on behalf of Time and Tide (North West) Limited, in response to the above consultation exercise. We do not repeat evidence previously submitted, and rather deal with material changes since our last representations.

We welcome the fact that SLDC is now considering the allocation of alternative sites to those proposed in the draft Land Allocations DPD.

We have previously set out in representations dated 15 April 2011 that sites E57 and M7 at Junction 36 of the M6 should be allocated for strategic employment use. The representation sets out in detail the reasons why development at Junction 36 is essential in order to bring about a step change in the local economy.

This letter provides an update in respect of recent work undertaken in the promotion of sites E57 and M7. Further to our meeting with Mr Hudson and Mr McNeal on 29 July 2011, the land promoter has been preparing further evidence to demonstrate that Junction 36 is appropriate for strategic employment use.

**Change in Circumstances**

Since April there has been a significant material change in circumstances with the Agri Quarter development approved on the adjacent land efficiently sandwiching sites E57/M7 between it, Moss End Business Village and the M6. This now makes the site a central feature of an emerging commercial hub at J36 and not an isolated site.

**Site Layout**

Please find enclosed an updated site layout plan and visuals which shows the relationship of the proposed technology campus with the Agri Quarter development currently under construction and the existing Moss End Business Village. This shows how it will infill between the existing development and M6 to consolidate the areas emergence as a commercial hub.

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These, along with the visualisations already submitted, demonstrate how the site is of low visual impact (as confirmed in the Agri Quarter ES which assessed the area) and how further use of environmentally sympathetic techniques such as grass sedum roofs, cedar panelling and stone facing development can effectively blend into the surrounding landscape.

It is clear that the site is not in an isolated rural location, but rather within an existing enterprise hub.

### **Infrastructure and Sustainability**

We welcome confirmation from Mr Hudson that he is satisfied that the site could be accessed in infrastructure terms, and could be developed in a sustainable manner using SUDs and other sustainable building techniques.

As agreed at the meeting, the site promoter will provide SLDC with further information with regard to linkages and travel planning to build upon the existing Travel Plan agreed as part of the Agri Quarter development. This will show how the site can be sustainability integrated with the urban areas of Kendal.

### **Economic Development**

The land promoter met with Jayne Kendall, SLDC's Economic Development Manager on 30 August 2011 to discuss development at Junction 36. She was extremely supportive of the potential of the site to deliver strategic employment development.

Meetings have also been held with Cumbria Vision who have long supported strategic development at Junction 36 given its strategic location and ability to play a role in the energy sector.

The identified Scroggs Wood site is not a strategic location and targeted at more local business so cannot perform the same role on J36.

### **Evidence Base**

We welcome the fact that SLDC is now in the process of updating its evidence base documents to support the allocation decisions. We have previously noted that the South Lakeland Employment and Housing Land Search Study (SLEHLSS) of March 2009 and South Lakeland Knowledge Based Employment Land Search and Assessment Study (SLKBELSA) of August 2007 are significantly out of date and should not be used by SLDC as a basis for any decisions.

We ask that the information submitted with this representation and our previous representations to the Core Strategy be included in this work to provide an accurate profile of land at J36. You will appreciate that significant infrastructure, sustainability and design work has been done to prove the sustainability and deliverability of the site.

We also ask that we be kept up to date so that any queries can be addressed before the report is completed.

Finally, we consider it necessary to participate at the oral part of the examination of the Land Allocations DPD in order to fully explain our case. In the meantime, please do not hesitate to contact me should you require any further information.

Yours sincerely

A handwritten signature in black ink that reads "Daniel Jackson". The signature is written in a cursive, slightly informal style.

Daniel Jackson

Cc: Client

Enc: Proposed site layout plan; and  
Proposed visualisations.



0 10 20 30 40 50 metres

18 March 2011

M6

M6 Junction 36

A590

A65

Moss Lane

Green  
Quarter

Media Quarter

Craft Quarter

Old Quarter

Agri Quarter

Auction Mart

**time&tide**  
property touches emotion

**Moss End Farm**

**damson**  
DESIGN  
landscape designers and architects



