

ARTICLE 4 DIRECTIONS

Representations by Team London Bridge to Southwark Council's consultation
September 2021

1. Team London Bridge (TLB) is the Business Improvement District (BID) representing approximately 400 businesses in the area between London Bridge to the west, Tower Bridge to the east, and south towards Bermondsey. TLB has a strong remit from businesses since 2015 to deliver the [London Bridge Plan](#). Our mission is to ensure London Bridge excels as a leading place for global commerce and continues to develop as a pioneering local centre for enterprise, culture and entertainment.
2. We welcome the opportunity to inform proposals for Article 4 Directions requiring express planning consent for the change of use or demolition of buildings in town centre uses for residential. Both Article 4 Directions would apply to the whole area of the Team London Bridge Business Improvement District.
3. We consider the proposals to be proportionate, well targeted and necessary to sustain London Bridge as a strategically important commercial, business, cultural and innovation centre, including as part of the Bankside, Borough and London Bridge Opportunity Area in the New Southwark Plan and the Central Activities Zone as defined by the London Plan. We believe the continuation of unfettered permitted development rights for this area would have "*wholly unacceptable adverse impacts*" (NPPF, paragraph 53) and that the Article 4 Directions are necessary to avoid this.
4. Businesses in the London Bridge area support strong and effective planning policies and decisions which manage development in the overall public interest and provide necessary certainty for investment. The availability of extensive permitted development rights in this strategically important location would compromise delivery of both the London Plan and Southwark Local Plan. The Article 4 Directions will protect the commercial focus and economic contribution made by London Bridge to both the London and national economy. They will help safeguard the agglomeration benefits from a high concentration of commercial uses and ensure new development contributes to meeting strategic infrastructure needs. They will also support and protect London's Bridge's strategically important research capability, including the London Bridge Health cluster.
5. London Bridge also makes a strategic contribution to London's retail, cultural and night time economy and a significant expansion of retail, community and leisure uses is required to sustain this and support the vitality of London Bridge's role as a strategic centre. The Article 4 Directions are necessary to achieving this.
6. The Article 4 Directions will not compromise the continuing ability of London Bridge to "*contribute towards meeting the borough's housing needs*" as identified in the Local Plan's Area Vision. They will enable the location, scale and phasing of new residential development to be effectively managed through planning applications being submitted.
7. We also welcome the Article 4 Directions for enabling Team London Bridge and others to inform future planning applications through pre-application discussions and public consultation.