

Greystar – submission for consideration in EiP of New London Plan

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| Organisation: | Greystar Europe Holdings Ltd |
| Respondent Number: | 0069 |
| Matter: | M41 – Tall Buildings |

Introduction

Greystar is a leading investment, development and management organisation within the Build to Rent (BtR) and Purpose-built Student Accommodation (PBSA) sectors in London, and is the global leader in rental housing. We are keen to play our part in addressing London's housing needs, whilst creating sustainable, successful and lasting communities, alongside long-term placemaking. This will benefit both those that need good quality rental homes, as well as the wider neighbourhoods in which these are developed. The responses below include consideration of the specific questions set out in Panel Note 6, Annex 1 where appropriate and related to Build to Rent and / or PBSA.

M41 – Tall Buildings

Policy D8 'Tall Buildings'

The consideration of tall buildings at Policy D8, is broadly welcomed by Greystar. However, given the significant challenge in delivering London's required housing, it is considered unnecessary for local authorities to be encouraged to prescribe maximum building heights.

Instead, it is considered that proposals for tall buildings should be considered on a case by case basis, utilising the detailed application material to assess the appropriateness of any given height against the criteria identified in Part C of the Policy, which serves a very similar function to that of the currently adopted Policy 7.7 of the 2016 London Plan.

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