

## **Development and Allocations Plan (DAP) exemplar guidelines for assessing the adequacy of marketing undertaken by applicants for a Change of Use**

This note has been produced to provide further detail as to the marketing exercise required in Newcastle City Council's Development and Allocations Plan (DAP), Policy DM2 Protection of Employment Sites.

Employment uses are defined as business, industrial and storage uses. These include all uses in the B use class (B1(a), B1(b), B1(c), B2 and B8).

It is recognised that there are occasions where an employment site might no longer be capable of being retained for employment-generating use. In these instances evidence would need to be demonstrated that there is no demand for an employment use on the site in question. A full active marketing exercise is therefore required. Correctly advertising employment sites will prevent their loss where current or likely future demand for such uses remain.

This guidance note, whilst not a statutory document, provides key supporting information for applicants, agents and developers so that they can provide the council with all the information it needs to determine applications of this type. Early engagement with the Council is also recommended.

In assessing whether the marketing exercise undertaken is adequate, the following factors will be taken into account:

### **1. How has the property or site been marketed?**

#### ***Minimal action required:***

- Contact information should be posted on the property/site in the form of an advertising board, in a prominent place where it is clearly visible from the street
- The property/site should be registered with at least one property agent who normally deals in commercial property (a Commercial Property Agent rather than Residential Estate Agent).
- Property details (particulars) should be produced outlining type of property/site, address, size, location, description, services, planning/current use, terms, leasehold rent or freehold sale price, viewing arrangements. These details should be available to enquirers on request and be submitted as supporting information with planning applications.
- Planning applications should be submitted with a summary of marketing responses to include:
  - Number/type of enquiries received
  - Number of viewings
  - Number, type/proposed uses and value of offers
  - Reasons for refusal of an offer

- Has the property or site been marketed for alternative employment use or redevelopment, in terms of use and size of units? The marketing of properties should consider current relevant permitted development rights for changes of use between B Use Classes.

A feasibility study and financial appraisal is needed to demonstrate that redevelopment of the premises/site for employment use is not viable.

## **2. What price has it been offered at?**

These should be commensurate with the current market price for similar commercial premises/sites, bearing in mind the following:

- The type of premises in question (B1, B2, B8, etc)
- The standard of accommodation (age, state of repair, facilities on offer, etc)
- The location
- Where premises are marketed for lease, the length of the lease should not be unduly restrictive. Details of the lease terms should be included in the marketing report.
- Where inquiries have been limited the marketing report should explain how proactive measures have been undertaken to refresh the campaign.

## **3. How long has it been marketed for?**

- The site should be marketed continuously and actively for a period of 2 years.
- Where a building is in poor condition marketing should be for redevelopment for B Class Use where possible.