

Employment Sites & Premises Study 2017 Update

Environment

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London Borough of Richmond upon Thames



London Borough of Richmond, Employment Sites & Premises Study 2017 Update

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CONTENTS

- 1 INTRODUCTION..... 1**
- 2 OFFICES 3**
 - Introduction 3
 - The Key Office Areas 4
 - Demand supply balance28
 - Conclusion29
- 3 INDUSTRIAL SITES31**
 - Summary Findings31
 - Demand supply balance34

TABLES

- Table 2.1 Annual office take up 2011-16 4
- Table 2.2 Office floorspace to residential approvals/ permissions in the main centres, KOA & AMU - 2013-16..... 5
- Table 2.3 Site allocations capable of accommodating office use29
- Table 3.1 Designated sites —attractive to occupiers.....32
- Table 3.2 Designated sites – less attractive to occupiers.....33

FIGURES

- Figure 2.1 Current and forecast prime rents in West London and the Thames Valley..... 3
- Figure 2.2 42-46 Glenthams Road Key Office Area..... 6
- Figure 2.3 Barnes Area of Mixed Use..... 7
- Figure 2.4 Tideway Yard and The Old Power Station Key Office Area 8
- Figure 2.5 Mortlake High Street Area of Mixed Use..... 9
- Figure 2.6 East Sheen main centre 11
- Figure 2.7 Richmond main centre..... 12
- Figure 2.8 Sheen Road Area of Mixed Use. 14
- Figure 2.9 East Twickenham Area of Mixed Use 15
- Figure 2.10 St Margaret’s Area of Mixed Use 16
- Figure 2.11 Crown Road Area of Mixed Use 17
- Figure 2.12 Twickenham main centre..... 18
- Figure 2.13 Twickenham Green Area of Mixed Use 20
- Figure 2.14 Hampton Road Area of Mixed Use 21
- Figure 2.15 Teddington main centre 22
- Figure 2.16 Hampton Wick Area of Mixed Use 24



Figure 2.17 Hampton Hill Area of Mixed Use.....25
Figure 2.18 Thames Street Area of Mixed Use.....26
Figure 2.19 Kew Gardens Station.....27

APPENDICES

APPENDIX A LOCALLY IMPORTANT INDUSTRIAL LAND AND BUSINESS PARKS

APPENDIX B SITE ALLOCATIONS

1 INTRODUCTION

- 1.1 The Council consulted on a pre-publication version of the new Richmond Local Plan in summer 2016. This Plan included a number of policies the Council considered were sound in the context of both the London Plan and the National Planning Policy Framework.
- 1.2 The core evidence base underpinning the employment land policies was the March 2013 Peter Brett Associates (PBA) Employment Land Review (ELR), which is titled Richmond Employment Sites and Premises (the ES&P).
- 1.3 A small number of representations to the pre-consultation suggested that the Plan, as drafted, was unsound and the evidence base dated. They considered that the proposed policies failed to respond to the national and regional policy framework and the position on the ground (demand and supply) had meant that the evidence base was no longer current.
- 1.4 To respond to these concerns LBRuT asked PBA to review the strategic policy and our evidence with a view to advising on whether the policies as proposed were potentially unsound. Soundness is a matter of some considerable judgement but to help inform this we:
 - Update the policy review for the Borough. This is so it reflects the new London Plan and changes to other policy since the 2013 report.
 - Update the demand side assessment. This is partly because new employment projections have been recently released by the GLA, but also national forecasting houses have updated their view of national (and regional) demand since 2013.
 - Consider the extent of the LBRuT Functional Economic Market Area (FEMA). This is because the Planning Policy Guidance post-dated our 2013 report. While the PPG makes little or no material difference to how we generally plan for employment land it introduced a requirement that Councils define their FEMA as part of their evidence base document.
- 1.5 PBA reported these elements of work in December 2016. Following on from that analysis the Borough asked us to revisit the assessment of employment sites. We were asked to revisit, and review, the allocated Industrial sites and the allocated Key Office Locations.
- 1.6 We know from our December work that it is almost impossible for the Borough to successfully balance the market. Losses have exceeded any estimate of future demand. Pressure from competing uses, coupled with national policy which now strongly weighs in favour of new housing makes providing net additional employment land unlikely.
- 1.7 But the Council is still required to periodically review the employment land portfolio to satisfy itself that the stock remains fit for purpose, and provide some qualitative guidance to help future development management decisions. This is the focus of this work.

- 1.8 In this report we provide a very brief review of the market before looking at the sites in detail.

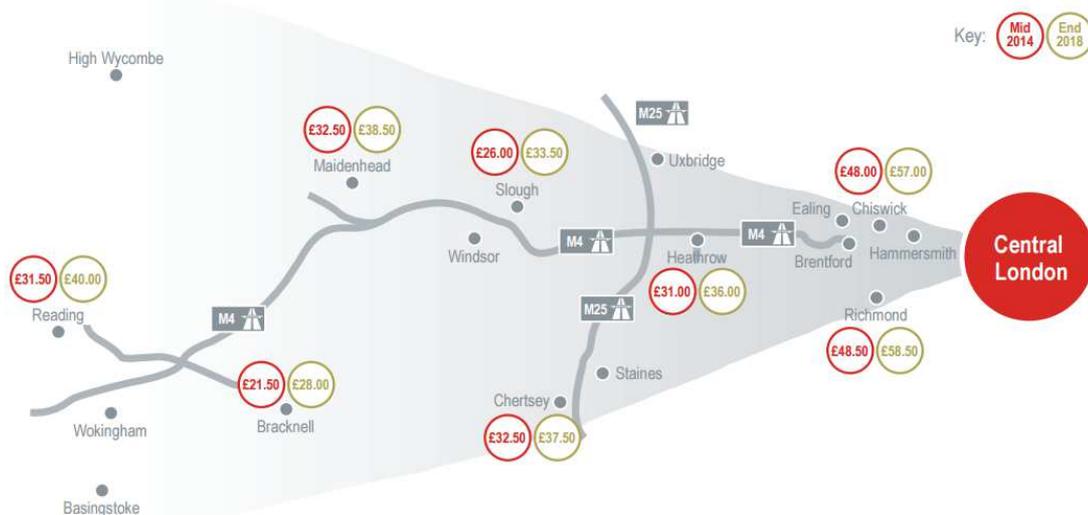
2 OFFICES

Introduction

- 2.1 This assessment is based on analysis of market transactions using property database Costar to estimate floorspace take-up and availability for Richmond and Twickenham. But unfortunately data on office transactions is not available through Costar for any of the other centres, so we have used other sources, most notably agents' websites to gain an understanding of the local property market.
- 2.2 Cushman and Wakefield's recent market review¹ identifies an acute shortage of Grade A office space throughout the country, limiting occupier choice and driving up rents. This is thought to be in response to inactivity in the period before and since the EU referendum, but also due to the hangover from the last recession where Grade A office development was restricted to Central London, the Thames Valley and key regional cities.

Figure 2.1 Current and forecast prime rents in West London and the Thames Valley

Figure 5: Current and forecast prime rents



Source: JLL²

- 2.3 Figure 2.1 shows office rent change in recent years in Richmond has marginally exceeded the very strong Chiswick office centre, and rents in west London are substantially higher compared to those in the Thames Valley.
- 2.4 While uncertainty still remains over Brexit, there are signs of a slowdown in the office market activity. JLL³ note that activity in the west London and Thames Valley region

¹ Cushman & Wakefield, *Office Market Snapshot Fourth Quarter ,2016*

² JLL, *Western Corridor Office Market Report, September 2014*

³ JLL, *Western Corridor Office Market Report 2016*

was subdued in the first half of 2016, with office take-up down 25% from the same period in 2015.

- 2.5 Richmond has a robust office market with a broad range of office requirements reflecting the diversity of its employment structure. Since 2011 there has been notable growth in the arts and entertainment sector, professional and scientific research and, IT sectors⁴. A significant proportion of Richmond's employment is in small and medium businesses with a high proportion of self-employment. 97% of enterprises in the Borough employ less than 20 workers, compared to 95% for London⁵.
- 2.6 As Table 2.1 shows, office take up in the Borough has averaged 130,496 sq ft pa between 2011 and 2016. The number of transactions was lowest in 2016. Notable deals recorded by Costar during this period include Oriel House (18,056 sq ft leased to Bowday, Bridge House (33,432 sq ft leased to Haymarket Media Group), 63 Kew Road (32,959 sq ft leased to Notonthehighstreet Enterprises Ltd) and 1 Church Road (17,889 sq ft leased to Sabre Holdings and 14,200 sq ft leased to Allocate Software).

Table 2.1 Annual office take up 2011-16

Year	No. of transactions	Annual take-up (sq.ft)	Average achieved rent
2011	62	104,266	£25
2012	66	117,351	£27
2013	60	139,423	£31
2014	72	173,090	£36
2015	44	149,603	£31
2016	38	99,243	£32
Average (2011-16)	57	130,496	£30.2

Source: Costar (January 2017)

The Key Office Areas

- 2.7 Key Office Areas are designated because of their importance as sources of significant office floorspace and employment opportunities. Within Key Office Areas, the Council seeks to retain and enhance office floorspace and resist its loss. To guard against unplanned losses of office floorspace, the Borough has Article 4 Directions in place covering the Key Office Areas that remove permitted development rights from B1(a) offices to C3 residential. Designating areas where office development is proactively encouraged is important in areas such as Richmond where residential values exceed all other uses; it is unlikely that office would be developed in areas where it is not proactively encouraged.
- 2.8 The Borough has lost approximately 92,000 sq m, equivalent to 28% of office floorspace since the introduction of Permitted Development Rights (PDR) for the conversion of offices (B1a) to residential (C3). As shown in the table over half of

⁴ ONS, 2015 BRES

⁵ ONS, Table KBAD01 Enterprise/local units by Employment size band and UK Local Authority District, 2016

these approvals have been implemented, with 40,000 sq m remaining in the pipeline. A further 13,000 sq m has also been lost through planning permissions, with the vast majority of these permissions having been implemented. Detailed analysis on the nature of the losses is provided later on in this chapter.

Table 2.2 Office floorspace to residential approvals/ permissions in the main centres, KOA & AMU - 2013-16

Main centres, KOAs & AMUs	Prior Approvals			Planning permissions			Totals		
	Completions	Approvals	Total	Completions	Permissions	Total	Completions	Approvals/ Permissions	Total
	sq m	sq m	sq m	sq m	sq m	sq m	sq m	sq m	sq m
Barnes	-	742	742	60	35	95	60	777	837
East Sheen	1,627	2,107	3,734	398	-	398	2,025	2,107	4,132
East Twickenham	-	-	-	445	-	445	445	-	445
Hampton	2,692	5,043	7,735	596	-	596	3,288	5,043	8,331
Hampton Hill	4,398	3,265	7,663	73	-	73	4,471	3,265	7,736
Hampton Wick	567	1,274	1,841	536	-	536	1,103	1,274	2,377
Kew	4,817	1,441	6,258	120	-	120	4,937	1,441	6,378
Mortlake	6,357	40	6,397	1,001	-	1,001	7,358	40	7,398
North Sheen	2,925	561	3,486	12	-	12	2,937	561	3,498
Richmond	4,854	3,262	8,116	2,509	810	3,319	7,363	4,072	11,435
St Margarets	1,881	555	2,436	220	737	957	2,101	1,292	3,393
Teddington	5,237	535	5,772	150	-	150	5,387	535	5,922
Twickenham	5,131	2,356	7,487	153	344	497	5,284	2,700	7,984
Whitton	-	132	132	-	-	-	-	132	132
Smaller AMUs	-	359	359	-	-	-	-	359	359
Sub-total	40,486	21,672	62,158	6,273	1,926	8,199	46,759	23,598	70,357
Outside designated areas	11,822	17,690	29,512	4,266	55	4,321	16,088	17,745	33,833
Total	52,308	39,362	91,670	10,539	1,981	12,520	62,847	41,343	104,190

Source: LBRuT LDD 2016

- 2.9 Below, we firstly examine each Key Office Area and give a general overview of the quality of office stock, general market conditions, and assess the scale of losses to PDR. Overall, we make a judgement on the health and functioning of the centre and the suitability of the Key Office Area designation. To do this we draw on previous assessments undertaken by PBA, the recent site visits and data supplied by the LBRuT.

Barnes - Glenthams Road

Figure 2.2 42-46 Glenthams Road Key Office Area

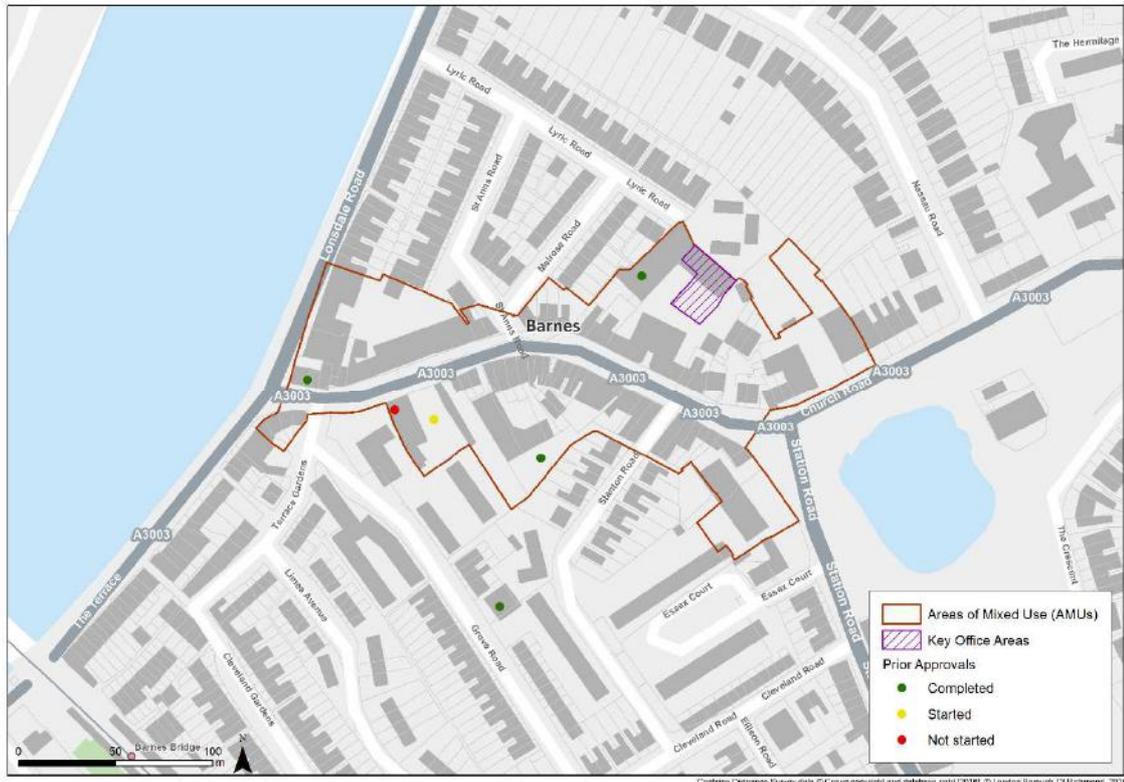


- 2.10 Number 42-46 Glenthams Road forms a small part of what was previously a much larger mixed office and industrial area along Glenthams Road.
- 2.11 In recent years, the area’s industrial stock has been converted to office space – in line with older planning policies. But since the introduction of PDR some of this converted space has been lost, and Glenthams Road is losing its integrity as an employment area. However, in the wider area, the remaining (unprotected) office space is well let with no noticeable vacancies.
- 2.12 Approximately 10 office buildings on Glenthams Road have been the subject of notifications for prior approval, that if built out, would result in a loss of approximately 2,223 sq m of B1 floorspace. At the time of writing only 50% of these losses had been implemented. It is reasonable to expect that further local businesses will be displaced over the plan period and require alternative premises.
- 2.13 With this in mind, the continued protection of office site in the Key Office Area is justified. The lack of vacant office floorspace coupled with the losses to PDR means that demand for the remainder of the office stock is likely to be high.

Barnes High Street

- 2.14 The map below illustrates Barnes Area of Mixed Use and the location of the office based businesses in the AMU.

Figure 2.3 Barnes Area of Mixed Use



- 2.15 Barnes is the largest local centre in the Borough and includes a wide range of amenities. Barnes does not contain significant office buildings with the majority of the businesses occupying smaller office units above shops and mews accommodation off Barnes High Street.
- 2.16 The most recent development in the centre, completed in 2016, is Foundry Mews, a high quality, mixed use development consisting of 10 - B1 studio units (totalling 613 sq m GIA) and seven residential apartments. This scheme replaces a sui generis a MOT and car repair garage use.
- 2.17 Foundry Mews is not fully let though it is understood that approximately half let by businesses in the creative sector including an architect's practice.
- 2.18 Given the very limited supply of high quality office space in the Borough, it is likely that Foundry Mews will be fully occupied in the short to medium term. The site is well located and offers an attractive environment to business occupiers.
- 2.19 Richmond has a large proportion of SMEs. There is therefore likely to be genuine demand for studio space such as Foundry Mews, even where it is replacing local industrial servicing activities such as motor repair.

2.20 With this in mind, the limited amount of alternative space in the area justifies the current Key Office Area boundary.

Mortlake - Tideway Yard and The Old Power Station

Figure 2.4 Tideway Yard and The Old Power Station Key Office Area

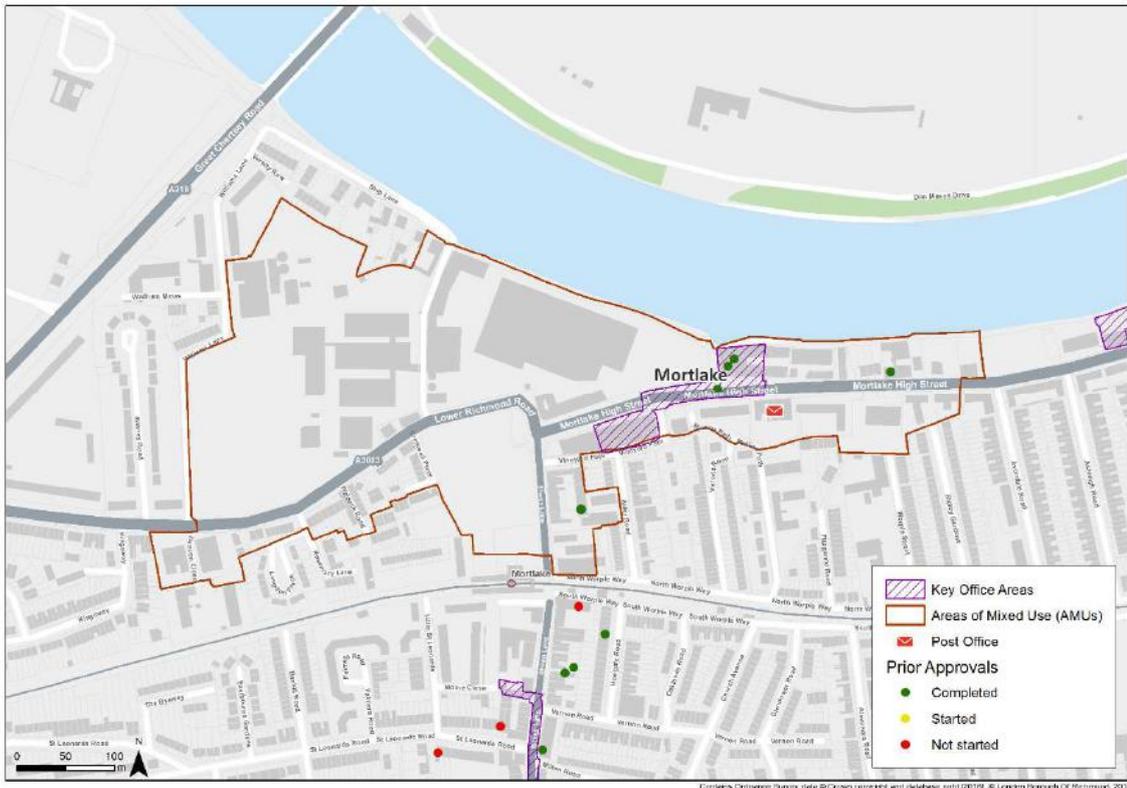


- 2.21 Tideway Yard and the Old Power Station are locally listed as Buildings of Townscape Merit. While predominantly in industrial use, the site includes a restaurant and 'Powerstation' - a youth centre managed by the Borough.
- 2.22 The office units are in excellent condition and are finished to a high specification. The site is well occupied providing offices in a variety of small and medium sized units. The majority of the occupiers are creative businesses including Winch Design – an architectural design firm occupying a large ground floor unit, Lagoni Engineering, and jewellery designers Loquet.
- 2.23 The site is fully occupied; no vacancies were recorded during the site visit. The site serves a need for small, high quality office space in addition to some medium sized units which are in short supply in the Borough, and therefore the site's Key Office Area designation is fully justified.

Mortlake High Street

2.24 Mortlake AMU in one of the largest AMUs in Richmond the Borough by area.

Figure 2.5 Mortlake High Street Area of Mixed Use



2.25 The Mortlake High Street Key Office Area consists of Boat Race House and Mortlake Business Centre. The site is covered by the most recent round of Article 4 Directions though, as explained in more detail below, much of Boat Race House has been converted into residential use under PDR.

Boat Race House

2.26 Boat Race House is a modern, four storey office building backing onto the Thames. The office element of Boat Race House appears to be vacant. The front of Boat Race House includes a set of older, 2 and 3 storey Victorian terraces. The buildings are mostly in residential use with a ground floor unit currently used as a spinning studio with ancillary offices.

2.27 Boat Race House was vacated within the last year. The first, second and third floors of Boat Race House have prior approvals for the conversion to residential uses. These prior approvals pre-date the Article 4 Direction which came into force in October 2016. Little, if any, office floorspace therefore remains in the building. At the time of the site visit, the building was vacant pending conversion. An application to add two additional floors to provide six additional residential units was refused planning permission (Planning ref: 15/5342/FUL). A revised application for a single storey roof extension is currently in progress (Planning ref: 16/4794/FUL).

Mortlake Business Centre

- 2.28 Mortlake Business Centre is a mixed use residential, office and commercial building offering high quality office space. The building was completed in 2003 and features 1,680 sq m (NIA) of B1 floorspace. The office element provides serviced offices for small and medium enterprises and is operated by Citibase.
- 2.29 The building was recently offered for freehold sale with vacant possession achievable on six months' notice, and is currently under offer (as of January 2017). Marketing material indicates that average occupancy was around 90% in 2015, and suggests opportunities for redevelopment into conventional offices, co-working spaces and infilling the atrium to increase the floorspace – helping to address the shortage of large floorplate offices in Richmond and intensifying the employment use on the site.

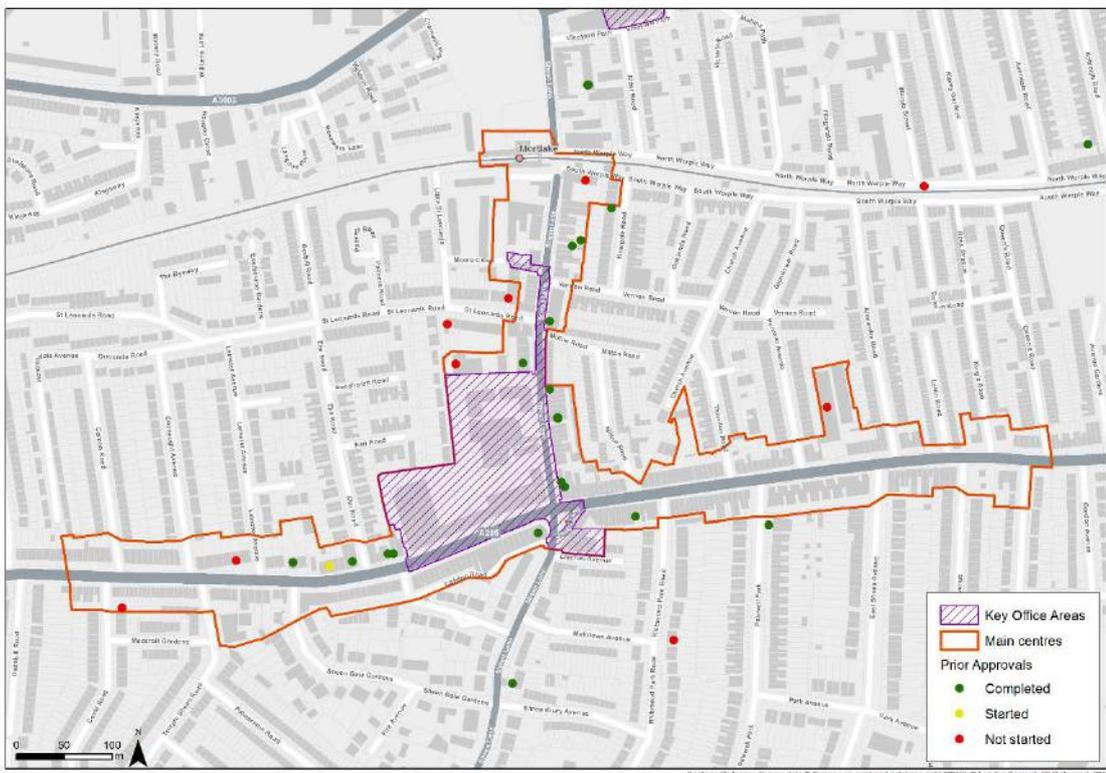
Summary

- 2.30 We note the Mortlake High Street AMU includes two site allocations identified for employment uses in the emerging Local Plan. These are Stag Brewery and the Mortlake and Barnes Delivery Office. Detailed assessments of these sites are provided at **Appendix B**.
- 2.31 The Council, in its Planning Brief for the Stag Brewery site, expressed support for office uses and employment floorspace for start-ups and the creative industry to help address the known shortage of such floorspace within the Borough. There is now a dedicated website (with various sub-pages) in relation to the Stag Brewery redevelopment: http://www.richmond.gov.uk/stag_brewery.htm . As indicated in **Appendix B**, our assessment supports this position.

East Sheen

2.32 The map below shows East Sheen main centre and its main employment areas.

Figure 2.6 East Sheen main centre



2.33 East Sheen is recognised as one of four District Centres in LBRuT with a good provision of shops and other leisure amenities serving a local catchment. It is primarily a retail and local services centre.

2.34 The centre's office stock is attractive to businesses, and the units are well occupied. The largest office sites were protected by the most recent round of Article 4 Directions. The largest of these offices are located in the Key Office Area and include:

- Parkway House
- Central House (occupied by the NHS)
- 288, 290 & 292 Upper Richmond Road – two storey offices above Waitrose.

2.35 Like other large centres in the Borough, a significant amount of office floorspace has been lost to PDR. Since 2013, 12 prior approvals were submitted leading to a potential loss of approximately 3,734 sq m of B1 floorspace to residential. All these losses have occurred outside the Key Office Area boundary seven of which are believed to have been implemented.

2.36 While much has been lost, some notable office buildings still remain outside the Key Office Area. This include 94 South Worple Way, a small, two-storey office block dating back to the early 20th century, and 1 Pooley Drive a two storey office building that appears to be in office/ light industrial use. Dependent on the terms of the leases offices in this centre remain at risk from PDR.

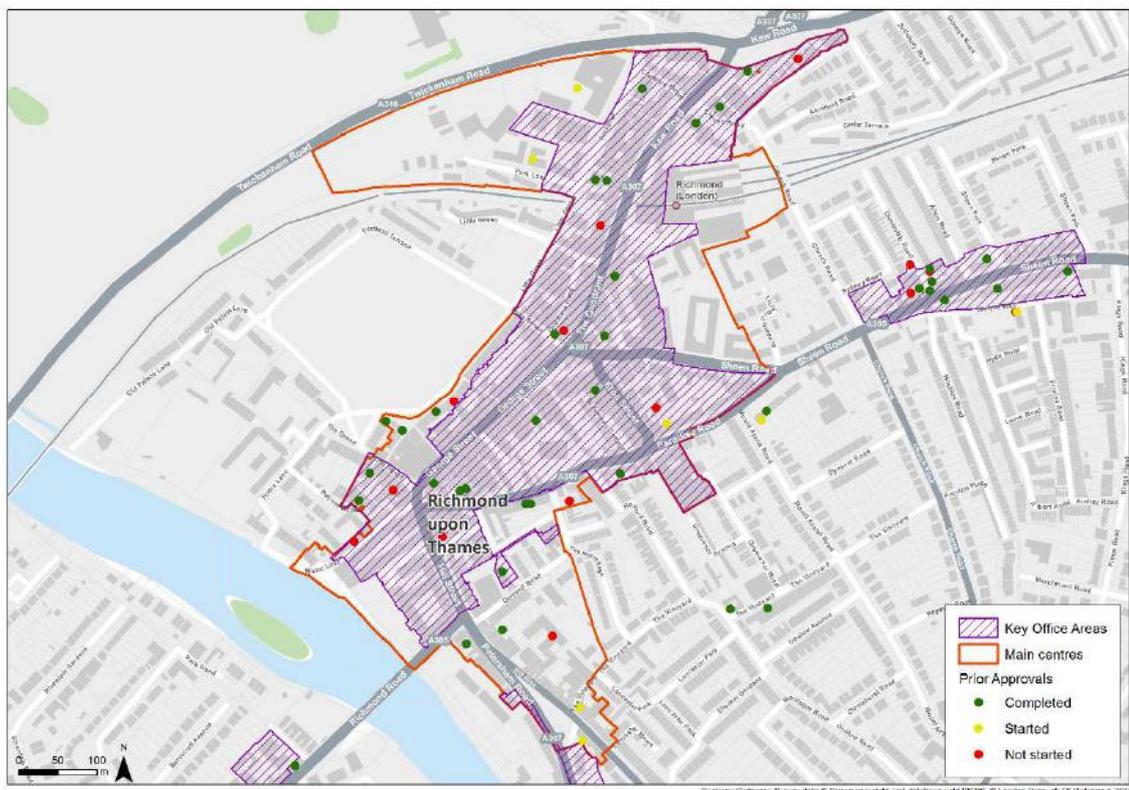
Summary

- 2.37 No vacancies were recorded in the centre. Despite losses of office floorspace, the centre continues to meet demand for good quality, well located office floorspace aimed at small and medium businesses. While the core office locations in the centre are protected, some vulnerable and valuable offices exist outside the Key Office Area and could benefit from enhanced policy protection.

Richmond

- 2.38 The map below shows Richmond main centre and the employment areas within the centre.

Figure 2.7 Richmond main centre



Richmond main centre

- 2.39 Richmond is identified as a major centre, and is the Borough's main office location. The core office area was part of the original 2014 tranche of Article 4 Directions and extended in 2016.
- 2.40 Richmond includes a diversity of office floorspace from converted terraces to purpose built main centre office buildings. Richmond has somewhat lost its role as headquarter location to other centres in West London. The most notable is the relocation of the UK headquarters of Phillip Morris from No.1 Parkshot to Hammersmith. A large proportion of the 'heritage' building stock is listed, enjoying further protection from conversion to residential uses. Richmond is also the only centre in the Borough where large, speculative Grade A office development has come

forward in recent times underlining its position as the dominant employment centre in the Borough.

Office market

- 2.41 Richmond's office market is two markets: large headquarters style office buildings suited to single occupiers, and smaller properties for small and medium sized businesses which includes serviced offices.
- 2.42 The small office sector in the main centre has been hit hard by PDR with 8,116 sq m of B1 floorspace lost to residential use by 2016. Much of the main centre was covered by Article 4 Direction in November 2014 with subsequent additions made in October 2016. However, Richmond Green, an area of good quality office stock, remains outside the Article 4 designation. While the majority of buildings along the Green are statutorily listed, a small number of buildings including the collection of buildings at 2-4 Friar's Lane are not listed and may be vulnerable to conversion.
- 2.43 As of January 2017 approximately 13,900 sq m office floorspace across 29 properties was available within the centre. This represents the regular turnover of office floorspace within the centre. However, the majority of the vacancies were high quality, recently refurbished office accommodation which has only been on the market for less than 12 months with most less than 6 months.
- 2.44 One Eton Street is the first speculative office building to come forward in Richmond in 10 years. The building is located within a secondary office location, but provides Grade A floorspace.
- 2.45 Richmond Brewery Stores was previously in industrial use including a bottling plant and a toy factory. The site is currently subject to a comprehensive, mixed-use redevelopment (Planning ref: 08/3097/FUL) to provide 687 sq m of office floorspace on two floors plus seven flats.

Summary

- 2.46 The office market appears to be healthy and this is evidenced by the recent completion of speculative Grade A offices at One Eton Street. The indications are that Richmond is the only centre in LBRuT where further speculative investment in high quality Grade A office floorspace could come forward in the foreseeable future. Protecting the existing stock while actively encouraging further investment in the centre should be a priority given the high levels of accessibility (a key requirement of office occupiers) throughout the centre.

Sheen Road

2.47 Sheen Road Area of Mixed Use is illustrated in the map below. The key office locations are located along Worple Way.

Figure 2.8 Sheen Road Area of Mixed Use.



2.48 Sheen Road AMU is local centre serving the everyday needs of the local population. Key office buildings are located along Worple Way. The Key Office Area boundary extends beyond the AMU boundary to include Worple Way and has been covered by an Article 4 Direction since October 2016.

2.49 Sheen Road has seen some losses of office floorspace to residential since the introduction of PDR. Approximately 3,500 sq m of office floorspace has been lost since 2013, but these losses occurred before the Article 4 Direction came into force.

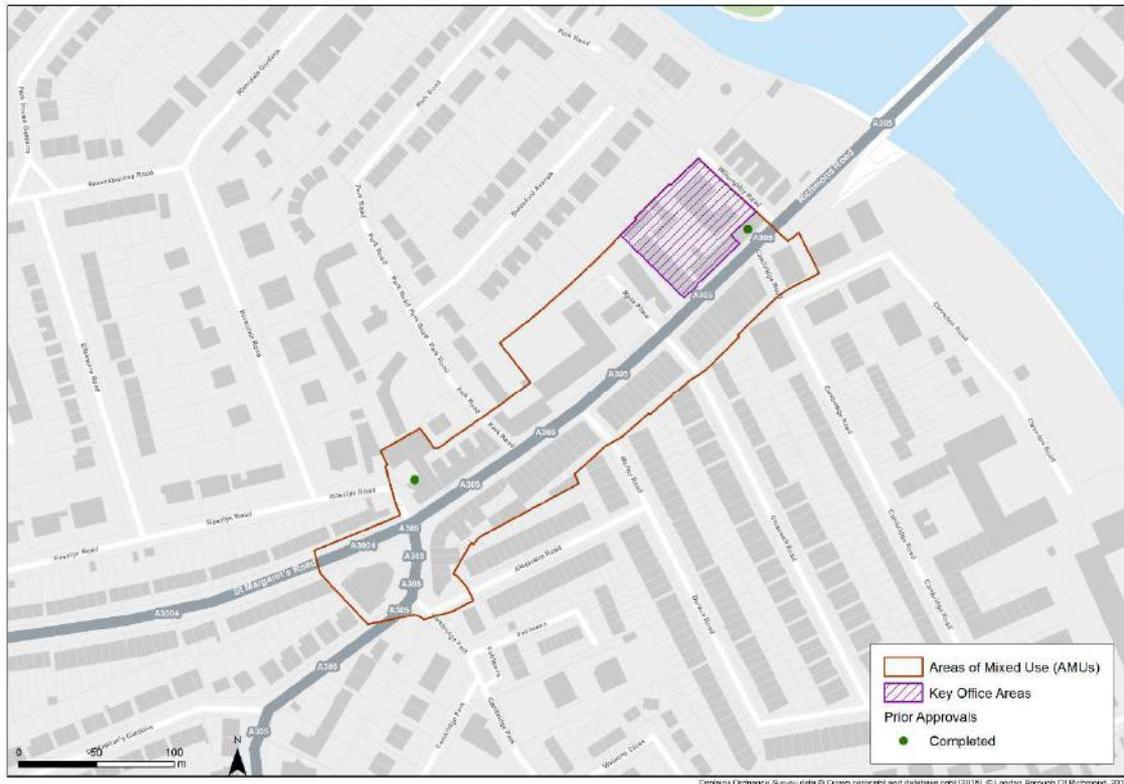
2.50 There is very little office floorspace left along Sheen Road. Worple Way still retains a number of high quality offices, including 11 Worple Way, which provides high quality small business units.

2.51 Despite significant losses in office floorspace, Sheen Road should retain its Key Office Area designation.

East Twickenham

2.52 The map below shows the East Twickenham AMU and the location of its Key Office Area.

Figure 2.9 East Twickenham Area of Mixed Use



2.53 The Key Office Area designation is tightly drawn covering Willoughby House and Richmond Bridge House at 417-435 Richmond Road. Both buildings offer good quality accommodation. PDR losses in East Twickenham total 695 sq m.

2.54 There is office floorspace beyond this area in the AMU, but the main building, Ryde House at 391 Richmond Road (the A305), a large three storey office block (2,500 sq m) and an extensive car park is currently vacant, and at the time of writing, the subject of a redevelopment proposal for a new Lidl foodstore and two-form entry primary school. Marketing evidence suggests there is little interest in refurbishment opportunities and the scheme is recommended for approval.

2.55 The Key Office Area boundary should be retained.

St Margaret's

2.56 The map below shows the St Margaret's AMU, and its Key Office Area.

Figure 2.10 St Margaret's Area of Mixed Use



2.57 St Margaret's local centre has good quality retail and leisure offer, and is home to the iconic Twickenham Studios that is the key local employer. The Key Office Area is restricted to Old Lodge Place, a high quality office building offering small office units that is now protected by an Article 4 Direction, but which has lost a large amount of floorspace before the Direction came into effect.

2.58 Despite the significant losses of office floorspace the current Key Office Area boundary should be retained. Old Lodge Place continues to provide valuable office floorspace in the local area for small businesses. Twickenham Studios continues to provide a key contribution to the UK film industry from its long established base in St Margarets.

Crown Road

2.59 The map below shows the Crown Road AMU and the Key Office Area.

Figure 2.11 Crown Road Area of Mixed Use

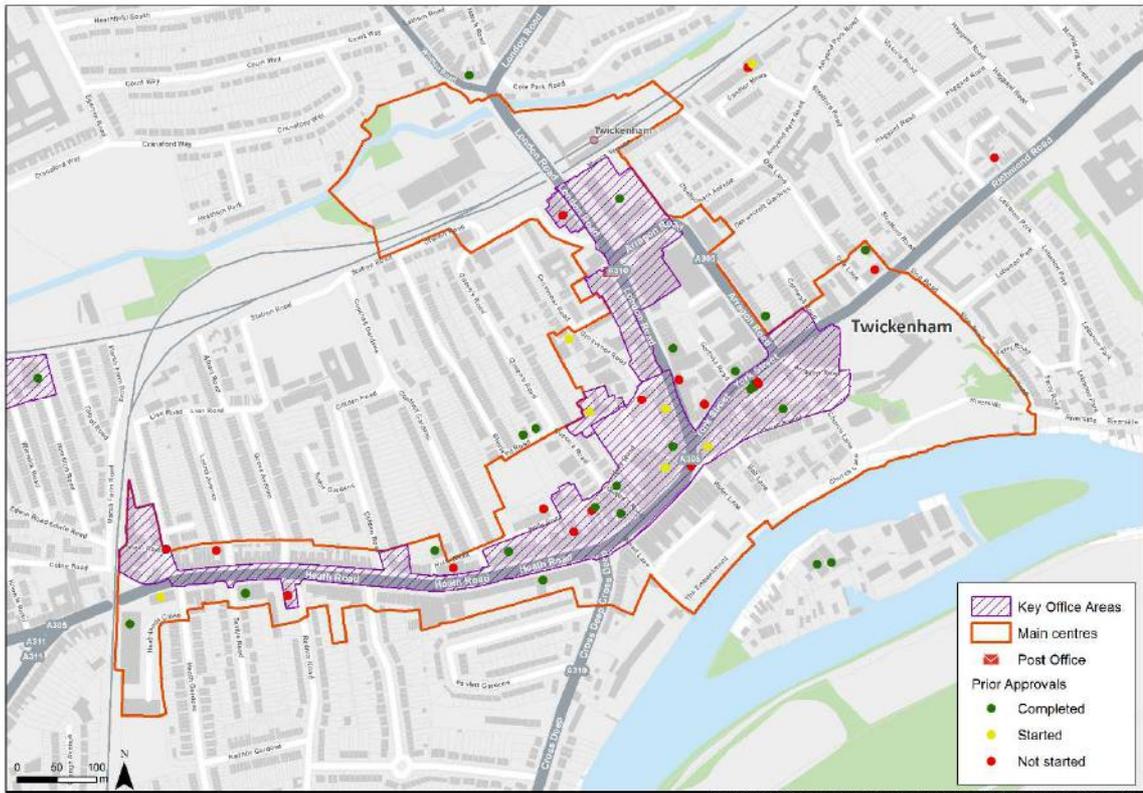


- 2.60 Crown Road is a small AMU with a very limited service and retail function. St George’s House, the registered headquarters of St George PLC, is a late 1990s development, and the only notable office building within the AMU. The building is identified as the Key Office Area, and is also covered by an Article 4 Direction.
- 2.61 There has been no loss of office floorspace in the AMU to PDR.
- 2.62 The Key Office Area boundary should be retained to manage change should the current occupier vacate.

Twickenham

- 2.63 The map below shows Twickenham main centre and the key office areas within the centre.

Figure 2.12 Twickenham main centre



- 2.64 Twickenham main centre contains the second highest amount of office floorspace in the Borough, but is a weaker office market compared to Richmond.

- 2.65 There is a variety of office floorspace in the centre ranging from purpose built office accommodation such as Premier House, Ilex House and the Civic Centre, to offices above shops. Much of the purpose built office stock dating from the 1960s/70s was built for back office functions, activity that has largely relocated out beyond London's boundary.

- 2.66 Twickenham has declined in quality as an office location and main centre over the years, and the need for regeneration was recognised by the preparation of the Twickenham Area Action Plan (AAP). The AAP seeks to retain, enhance and extend employment floorspace in the centre. AAP Policy TWP 2 seeks to:

'...support the retention of land and premises in employment and seeks to encourage owners to create new or upgrade existing premises to improve their outer appearance where necessary and modernise the interiors to meet future requirements.'

- 2.67 Premier House was refurbished in 2012 by Low Carbon Workplace, to a high quality specification and is currently fully let.

- 2.68 The main centre also includes Heathlands Industrial Estate and Electroline House, both designated Locally Important Industrial Land and Business Parks, and both are fully occupied. We assess both these sites in more detail in **Appendix A**.
- 2.69 According to Costar, Twickenham has 33,669 sq ft of vacant office floorspace currently on the market. About half this floorspace (16,186 sq ft) is located within Regal House, a large 1960s office block that was refurbished to a high standard in 2013 and is a landmark office building in Twickenham. Other vacant offices within the centre include 5,873 sq ft at 55-61 Heath Rd - a mixed commercial and office building of average quality.
- 2.70 Parts of the main centre were first covered by Article 4 Directions in 2014 with subsequent additions made in October 2016. Twickenham is now covered by four Article 4 Direction designations.
- 2.71 Despite this, the centre has seen the second highest loss of office floorspace in the Borough. Approximately 7,487 sq m has been lost to residential uses since the introduction of PDR. The most significant building to undergo conversion was Bridge House losing 4,364 sq m of B1 floorspace. The loss is notable because it was initially refused at committee due to parking and highway concerns, but the conversion was allowed on appeal. However, the permission remains unimplemented, and in 2015 Haymarket Media Group took up a 10-year lease, so the building may remain in office use in the medium term.
- 2.72 Elsewhere the loss of 676 sq m of office space at 159 Heath Road (part of Heathlands Industrial Estate) to mixed residential and commercial uses was accepted on grounds of lack of occupier interest. We assess the industrial estate separately in **Appendix A**.

Summary

- 2.73 While Twickenham has lost a significant proportion of office floorspace to PDR, the centre still retains a variety of office spaces including large floorplate and headquarter style premises. Of the remaining office buildings, much of the stock is of average quality with the exception of Regal House and the Council offices on York Street.
- 2.74 The Council should continue to actively improve the public realm particularly to the west of the centre around Heath Road through the AAP framework. The Council should also encourage refurbishment of the existing office stock attracting new occupiers to the centre.

Twickenham Green

2.75 The map below illustrates Twickenham Green Area of Mixed Use and the Key Office Area.

Figure 2.13 Twickenham Green Area of Mixed Use



2.76 Twickenham Green AMU is a local centre complementing the retail and service uses in nearby Twickenham. The AMU hosts a variety of firms mostly in the business and management consulting and, real estate sectors, occupying smaller office units. The AMU contains a small tightly drawn Key Office Area around 5-11 Briar Road that includes key office stock at Cameo House and Albion House, and Heathgate House, which has recently changed to D1 use.

2.77 PDR losses in the centre have been minimal. The major loss of office space being the conversion of Heathgate House.

2.78 The AMU includes St George's Industrial Estate. St George's Industrial Estate is a designated Key Office Area and Locally Important Industrial Land and Business Parks and is covered by an Article 4 Direction. A detailed assessment of this site is provided at **Appendix A**.

Hampton Road

2.79 The map below illustrates Hampton Road Area of Mixed Use and the location of the Key Office Area.

Figure 2.14 Hampton Road Area of Mixed Use



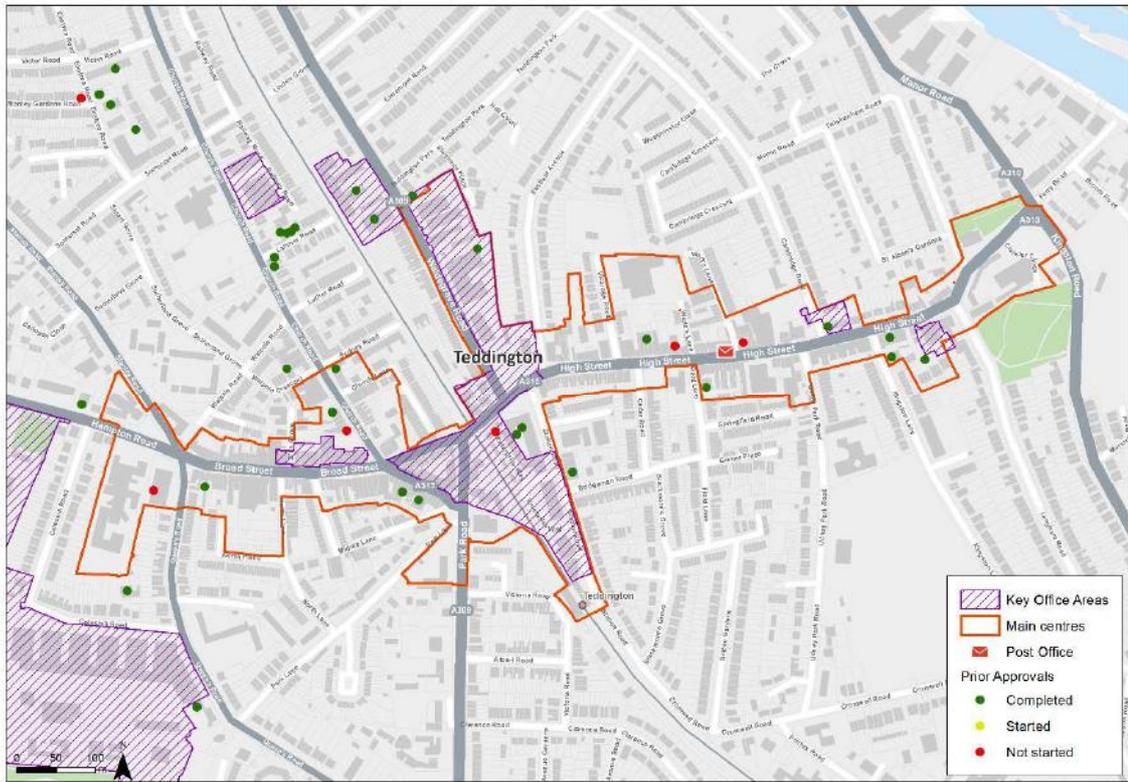
2.80 Hampton Road AMU is a small local centre, but has a number of office buildings. The Hampton Road Key Office Area is currently covered by an Article 4 Direction. Losses to PDR have been limited to 150 sq m.

2.81 Notable buildings within the Key Office Area include 14 Hampton Road, 38 Hampton Road and Ash House, offering valuable, good quality accommodation to small businesses. Occupiers located within the AMU are primarily in the business service sector.

Teddington

2.82 The map below illustrates Teddington main centre, its Key Office Areas and PDR losses.

Figure 2.15 Teddington main centre



2.83 Teddington has significant provision of good quality office space mostly located within the Key Office Areas.

2.84 Four Key Office Areas are included within the main centre, which include site specific designations covering individual buildings and a main centre designation as follows:

- Teddington main centre,
- Broad Street,
- 127-133 High Street, and
- 1 & 2A Cambridge Road and 180 High Street.

2.85 The main centre also includes Teddington Business Park and Waldegrave Road Locally Important Industrial Land and Business Parks. Detailed assessments of these sites are available in **Appendix A**.

2.86 The centre has a mix of office employers and include the business and management consulting sector, administration, advertising, architecture and IT services.

2.87 There are some high quality office buildings throughout the centre, but very little new office has come forward in recent years with the exception of Thames House (currently occupied by the NHS) which was completed in the 2000s and 8 Waldegrave Road, the HQ of a Local Housing Association completed in 2010. Office

development in Teddington peaked in the 1970s/80s with many of the larger office buildings including 65-67 Broad Street, Harlequin House and Livingston House (now occupied by Turing House School) dating back to this period.

- 2.88 There are some vacancies relating to the larger buildings within the main centre. 1 Park Road is a vacant headquarters style building with 12,160 sq ft of office floorspace. The entire top floor of Harlequin House is currently on the market.
- 2.89 Teddington has suffered some office losses due to PDR (approximately 5,700 sq m), but to a lesser degree than other main centres in the Borough. The centre has however lost a significant amount of office floorspace through planning permissions. Livingston House is now temporarily in use as a school (D1) – a loss of 2,540 sq m. The redevelopment of 101-105 Waldegrave Road from mixed office and industrial to residential led to the loss of 2,782 sq m employment floorspace of which 1,330 sq m was in office use.

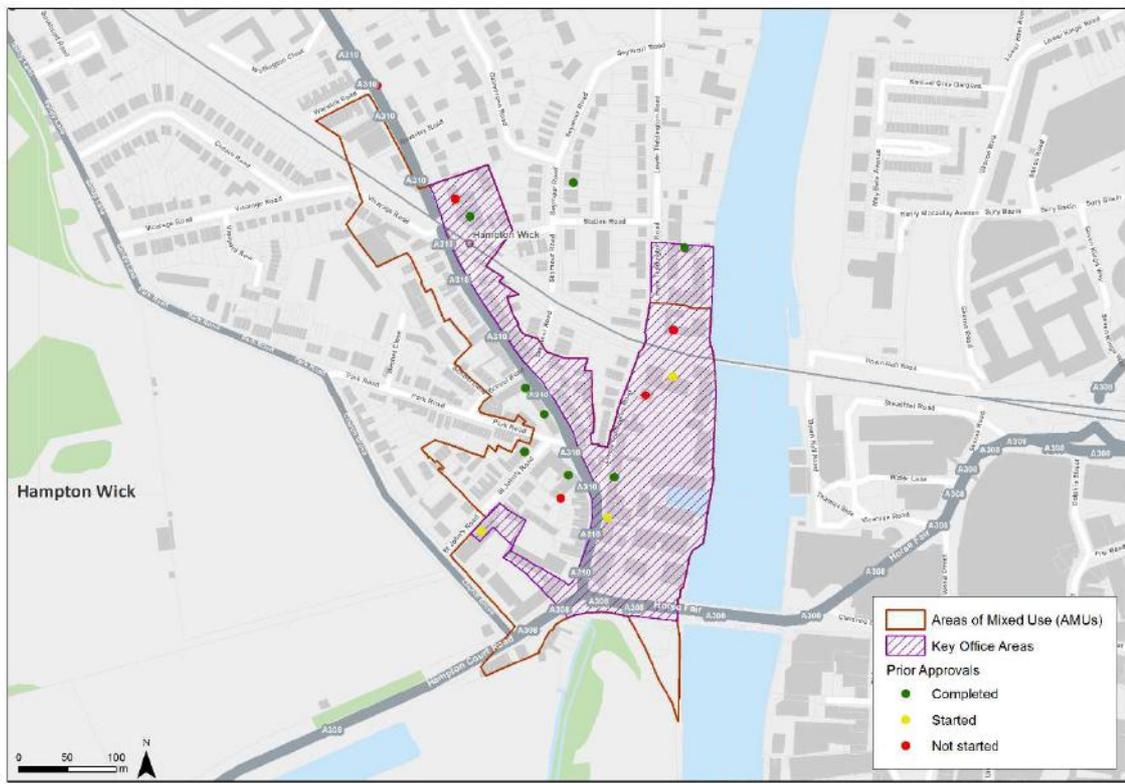
Summary

- 2.90 Currently office buildings are located across the main centre, reflecting that all areas are just about equally accessible by public transport and in the course of the Plan period refurbishment and possibly new build could be viable options for office floorspace anywhere within the centre.
- 2.91 Many significant office buildings including 65-67 Broad Street, Livingston House and 45 Broad Street are currently located outside the Key Office Area boundary and are not covered by Article 4 Direction, and are therefore vulnerable to change of use.

Hampton Wick

2.92 The map below shows the Hampton Wick AMU.

Figure 2.16 Hampton Wick Area of Mixed Use

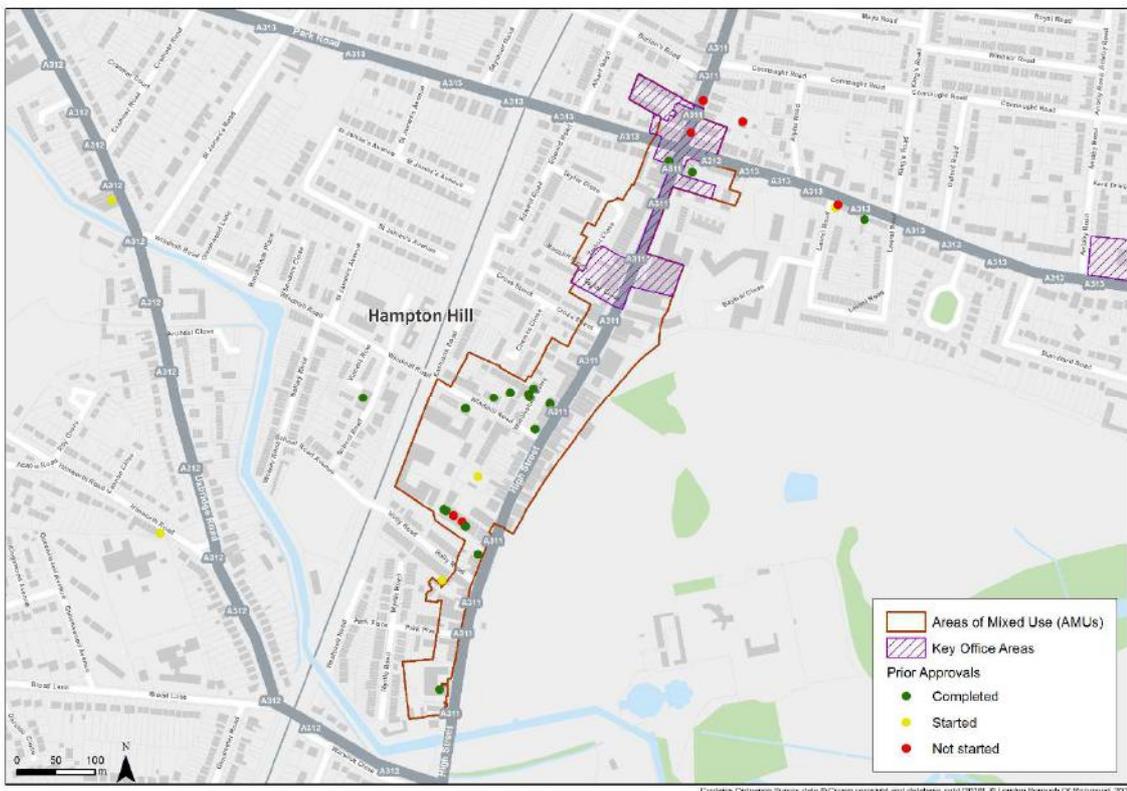


- 2.93 Hampton Wick AMU is a small local centre, but with a relatively high amount of office floorspace. The centre is within a five-minute walk of Kingston main centre located on the opposite side of the Thames, and is considered part of Kingston's secondary office market.
- 2.94 Hampton Wick contains a number of good quality, purpose built offices catering to small and medium businesses including converted 19th century buildings in the main centre, modern purpose built office blocks and commercial boats moored on the river. The area between Lower Teddington Rd and the river accounts for the vast majority of the office floorspace.
- 2.95 Recently mixed use developments like The Sidings on 1 Station Road have come forward offering high quality ground floor office accommodation aimed at the creative sector with residential uses on the upper floor.
- 2.96 Approximately 1,800 sq m of office floorspace has been lost under PDR. With the biggest loss the conversion of Burgoine House.
- 2.97 Much of the AMU is covered by a Key Office Area designation, which is covered by an Article 4 Direction.
- 2.98 Hampton Wick is a relatively strong office location and could accommodate more office space in the future as Kingston town centre's influence as a centre increases.

Hampton Hill

2.99 The map below illustrates Hampton Hill AMU and the Key Office Area.

Figure 2.17 Hampton Hill Area of Mixed Use



2.100 Hampton Hill AMU is a local centre with a predominantly independent retail offer and some cultural amenities including Hampton Hill Theatre.

2.101 The crossroads end has a number of good quality office buildings that are included in two KOAs - Hampton Hill Business Park and the High Street. The office market in Hampton Hill generally falls into two categories; purpose built office blocks fronting the High Street dating from the 1970s to the 90s, and mews style developments off the High Street (e.g. Archer Mews). The key office building is Wellington House, a high quality headquarters building.

2.102 Despite its modest size, this centre supports a significant number of businesses in the high value financial and business service sectors.

2.103 The mews style offices provide valuable office floorspace for small businesses, but there have been heavy losses to PDR because they are easily converted to residential use. Hampton Hill has seen the largest loss of office floorspace (7,663 sq m) under PDR out of all the Borough's AMUs. The majority of the losses have occurred outside the designated Key Office Area and areas protected by an Article 4 Direction.

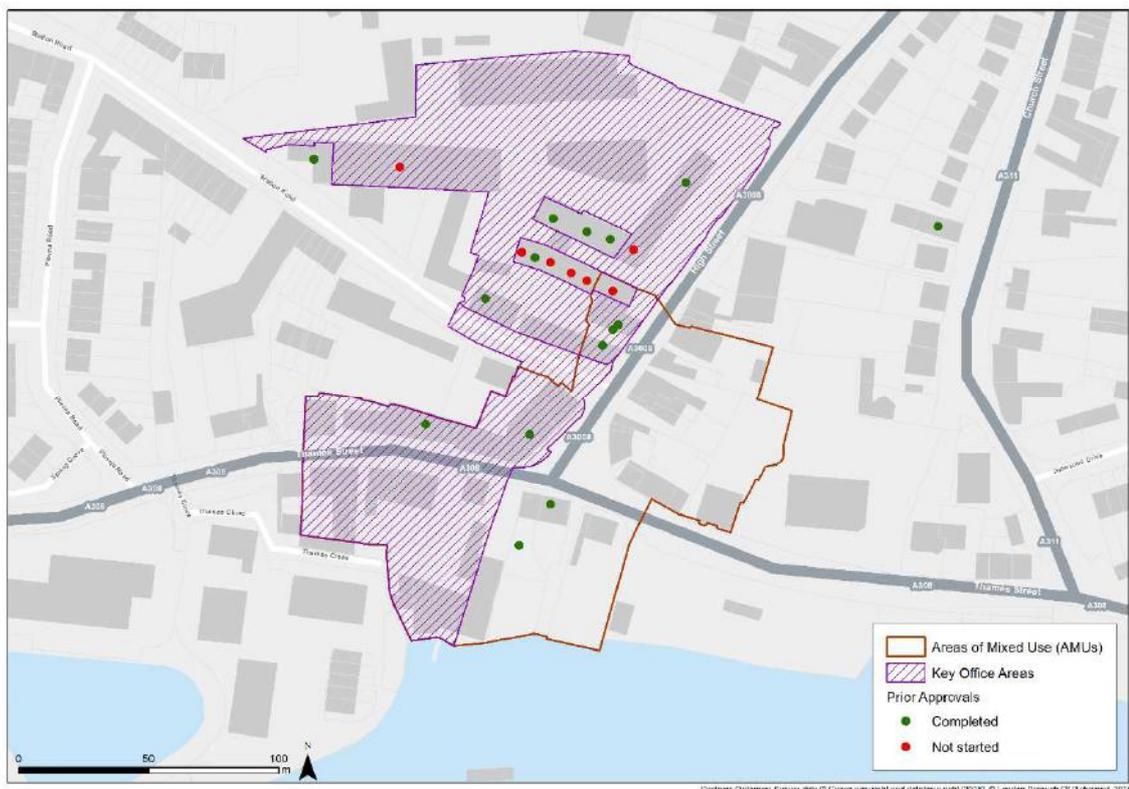
2.104 The AMU also includes St Clare Business Park which is designated as a Locally Important Industrial Land and Business Park. St Catherine Clare Business Park is assessed separately at **Appendix A**.

2.105 It is our recommendation that the two Key Office Area designations are retained. The significant loss of office floorspace in the rest of the centre underscores the importance of retaining the remaining office space. We considered whether there is merit in extending the KOA – to include some redevelopment potential sites. But we think this is unlikely.

Thames Street

2.106 The map below illustrates the Thames Street AMU and includes the Castle Business Village Key Office Area.

Figure 2.18 Thames Street Area of Mixed Use



2.107 Thames Street AMU is a local centre with a limited retail function, but containing a significant amount of office and other employment generating uses. There is boundary overlap between the AMU and the Castle Business Village and Mount Mews KOA. Both the Thames Street and Castle Business Village and Mount Mews KOAs are protected by Article 4 Directions, with the latter providing the better quality space.

2.108 Employment uses in the AMU are varied and include management consulting, financial services, advertising and real estate. Within the AMU, majority of the buildings are small in size and of average quality. They do however provide for the significant need for affordable floorspace within this part of the Borough.

2.109 Together the Thames Street AMU and Castle Business Village KOA have lost 3,361 sq m of office floorspace since 2013, but over half is accounted for by the conversion of Units 2 – 12, Castle Business Village.

2.110 Despite significant losses of floorspace, the remaining stock still supports a variety of small businesses. As noted earlier, a significant amount of employment floorspace is located beyond the AMU boundary - in the Castle Business Village Key Office Area. Amalgamation of both the Thames Street and the Castle Business Village Key Office Areas should be considered to promote future office refurbishment and redevelopment across a wider area.

Kew Gardens Station

2.111 The map below shows the Kew Gardens Station AMU, the KOA and the prior approvals.

Figure 2.19 Kew Gardens Station



2.112 The Blake Mews Key Office Area has experienced significant losses of office floorspace under PDR as illustrated in the map above. The office space that remains (Blake Mews) provides an attractive office environment within converted Victorian warehouses, and a range of office space from small to medium offices to studios. In January 2017 there was only one vacant office unit (92 sq m).

2.113 Much of the office floorspace in Blake Mews has been lost to PDR, circa 1,500 sq m. The Council attempted to include the site in the first tranche of Article 4 Directions in 2014. Whilst the scale of office loss to residential has been very significant in this location, at least 11 businesses still operate from Blake Mews⁶, including businesses

⁶ VOA, January 2017

in the creative sector such as Radical Departures – a communication agency located within the Printworks building.

- 2.114 There remains sufficient business activity in this location to justify the Key Office Area designation, but there is no scope to expand the area.

Demand supply balance

- 2.115 The Phase 1 study based on job change data from Experian Economics identified demand for an additional 120,000 sq m of office floorspace to 2033. Over two-thirds of this demand is required to make good PDR losses.
- 2.116 The latest GLA job forecasts are not split by land use, and we cannot therefore compare directly, but the total jobs figure (ie all use classes) is higher for Richmond compared with the Experian forecasts. However, it may not follow that under the GLA scenario office jobs growth would lead to a higher floorspace requirement because the GLA method for calculation factors in land availability whereas Experian's jobs forecasts are 'blind' to supply. We understand the GLA plan to publish their updated London Office Policy Review next month. LOPR will identify borough-level office floorspace demand projections that will be evidence base for the next version of the London Plan.
- 2.117 The sites and premises study shows clearly that occupancy of the existing stock is very high with very few units on the market, and vacancy is at or below the 8% figure commonly accepted as that needed to allow for 'churn'. PDR has contributed significantly to the short supply, but this is not temporary and there remains a pipeline of office space with prior approval for conversion to residential. Much of this office space was occupied and in demand, and therefore needs replacing to meet demand.
- 2.118 The study has also reviewed the ten site allocations that could include employment uses, and find that all are likely to be attractive to office occupiers. However, all but two are very small sites and severely constrained in their potential to deliver net additional employment floorspace. Six are Telephone Exchanges or sorting offices on small and constrained sites. Platts Eyot is similarly a very constrained site, but for environmental and access reasons, and the Hampton Traffic Unit site is being promoted for 100% residential, and at best would only be suitable to reprovide the quantum of floorspace formerly in operation.

Table 2.3 Site allocations capable of accommodating office use

Site	Availability	Site area (ha)	PBA assessed employment type
Platts Eyot, Hampton	In the plan period	3.8	Mixed B uses
Hampton Delivery Office, Rosehill, Hampton	In the plan period	0.1	B1 offices
Teddington Delivery Office, Teddington	In the plan period	0.1	B1 offices
Telephone Exchange, Whitton	In the plan period	0.4	B1 offices
Telephone Exchange, Teddington	In the plan period	0.2	B1 offices
Richmond Station, Richmond	In the plan period	2.0	B1 offices
Stag Brewery, Lower Richmond Road, Mortlake	Immediately available	8.8	B1 offices, start-up units, creative units (light industrial)
Mortlake and Barnes Delivery Office, Mortlake	In the plan period	8.5	B1 offices
Telephone Exchange and 172-176 Upper Richmond Road West, East Sheen	In the plan period	0.4	B1 offices

Source: PBA

- 2.119 The only sites with potential to provide a substantial amount of net additional employment floorspace are over station redevelopment at Richmond railway station and through the redevelopment of the Stag Brewery site. The Station site will have high attraction for office developers/occupiers and could potentially accommodate a substantial amount of office floorspace, subject to site constraints. The Stag Brewery is also likely to be attractive to developers/occupiers, but is not main centre and does not have the high accessibility enjoyed by the Richmond Station site.
- 2.120 It is therefore clear that there is a considerable gap in supply, and demand therefore substantially exceeds supply. The Borough therefore needs either to look for further land allocations in the Borough or, and possibly as well as, to look to accommodate the demand elsewhere in the FEMA through the Duty to Cooperate.

Conclusion

- 2.121 The qualitative assessment of the Borough's Key Office Areas has highlighted that the losses to PDR have been substantial and have been widespread, with a number of centres across the Borough experiencing losses similar in scale to Richmond main centre. However, as a proportion of total stock the losses in centres such as Kew, Hampton Hill and Mortlake have been much more significant in terms of impact on their role as office locations. However, to date only at Mortlake High Street has a part of a KOA designation irreparably lost its office function, that area being Boat Race House, where the boundary needs to be narrowed to exclude this building.
- 2.122 Generally, throughout the Borough, as a consequence of the heavy losses through PDR there is very little vacancy in the KOAs, with the exception of Richmond main centre but even there the amount is comparatively modest and most of the space has only been on the market a matter of months.

- 2.123 The Borough's employment base includes high rates of self-employment and smaller businesses that require the kind of small to medium sized affordable office space that characterises the Borough's KOAs.
- 2.124 The very high occupancy rates and the profile of the Borough's business base merits at the very least retention of all the other KOA boundaries. A high proportion of change of use to residential and loss of office across the Borough has happened beyond the KOA boundaries, and as supply tightens further there is likely to be a case in the future for widening the KOA boundaries.
- 2.125 Redevelopment within the existing Key Office Areas is unlikely to generate sufficient additional office floorspace to meet the identified level of demand, and consideration should be given to identifying where a substantial amount of office floorspace could be accommodated either in the Borough or through Duty to Cooperate elsewhere in the FEMA. We recommend that the office floorspace projections in the forthcoming LOPR are considered set against the Experian based forecasts in the Phase 1 report.

3 INDUSTRIAL SITES

Summary Findings

- 3.1 Set out below are the summary findings from our assessments for the 22 locally important industrial land and business parks designations, and the 10 site allocations that could potentially deliver new industrial floorspace.
- 3.2 A full assessment of each industrial site is contained in the tables at **Appendix A** with the site allocations contained in **Appendix B**. The data is sourced from site visits undertaken by PBA in December 2016 and January 2017, data published by agents and data supplied by LBRuT.
- 3.3 The tables identify:
- Designated sites that are attractive to industrial occupiers and fulfilling their function;
 - Designated sites that are not attractive to industrial occupiers because of constraints, and may not get redeveloped for industrial use in the future;
- 3.4 We also looked at the site allocations, and as indicated on Table 2.3 above, only the Stag Brewery redevelopment has potential to provide light industrial /flexible space that is attractive to industrial occupiers.

Table 3.1 Designated sites –attractive to occupiers

Site	Employment type	Site area (ha)	Vacancy rate (%)
Kempton Gate Business Park, Oldfield Road, Hampton	Mixed B uses	2.9	5%
Kingsway Business Park, Oldfield Road, Hampton	Mixed B uses	1.1	0%
74 Oldfield Road, Hampton	General industrial (B2)	0.3	0%
50-56 Waldegrave Road, Teddington	Storage and distribution (B8)	2.3	0%
National Physical Laboratory	Research and development (B1b)	8.1	0%
Laboratory of the Government Chemist	Research and development (B1b)	9.3	0%
Teddington Business Park, Station Road, Teddington	Mixed B uses	0.8	0%
Heathlands Industrial Estate	Mixed B uses	0.7	0%
St George's Industrial Estate	Mixed B uses	0.8	0%
Mereway Road Industrial Estate, Twickenham	Light industrial (B1c)	0.4	0%
Swan Island Industrial Estate	Mixed B uses	0.6	0%
Electroline House and surrounds, Twickenham	Storage and distribution (B8)	0.4	0%
St Margarets Business Centre	Light industrial (B1c)	0.7	0%
Twickenham Film Studios, St Margarets	Film studio (sui generis)	0.7	0%
Market Road, Richmond	Mixed B uses	0.6	15%
Sandycombe Centre	Trade counter (B8)	0.2	100%
Marlborough Trading Estate, Mortlake Road, Kew	Light industrial (B1c)	0.2	0%
Mill Farm Business Park, Whitton	Storage and distribution (B8)	0.7	10%
Big Yellow Self Storage, Lower Mortlake Road, Richmond	Storage and distribution (B8)	0.4	0%
Big Yellow Self Storage, Lower Richmond Road, Richmond	Storage and distribution (B8)	0.3	0%
Currie Easy Self Storage, Market Road, Richmond	Storage and distribution (B8)	0.1	0%

Source: PBA

- 3.5 The very high occupancy rates for the sites listed in the above table indicates that the industrial stock that remains after the heavy losses in recent years and that stands at just 24 Ha, are attractive to occupiers. The comparatively high vacancy rate at Market

Road is due to just one building - the vacant Market House, and the five units at Sandycombe Centre that is subject to a planning appeal has been emptied. Otherwise, occupancy is virtually 100% across the board.

- 3.6 The table also clearly shows how the stock comprises almost exclusively very small sites, with only five, including the large NPL and Laboratory of the Government Chemist sites, over 1 ha in size. The small sites profile of the stock reflects the business profile of generally providing for the needs of the local population – local van based distribution, motor repair, trade counter; no provision or need for much larger buildings occupied by businesses serving sub-regional activity. Businesses serving local catchments only require small to medium sized buildings that are close to the local residential / business market that they serve. They do not require excellent access to the strategic road network or the co-locational advantages associated with larger sites elsewhere that serve the sub-regional market.
- 3.7 Whilst most of the sites generally serve local needs, the National Physical Laboratory is a unique, high quality facility of global importance and Twickenham Film Studios plays a niche role in the Borough’s economy contributing to the national film industry.
- 3.8 The only boundary change that we consider would be helpful is to consolidate the Currie Easy Self Storage site with the rest of the Market Road industrial area. Currie Easy Self Storage is better viewed as part of a larger cluster. This consolidation is important considering the surrounding residential use conflicts with the continued use and operation of the small industrial estate.
- 3.9 The scope for net additional floorspace at any of these sites is virtually zero because of their generally constrained nature. The only site with land is NPL, but that is a very specialist and unique facility that cannot be relied upon to meet a general need for additional land for industrial uses. 50-56 Waldegrave Road, if redeveloped could deliver some additional employment floorspace, but this would also be limited in scale.

Table 3.2 Designated sites – less attractive to occupiers

Site	Employment type	Site area (ha)	Vacancy rate	Constraint(s)
St Clare Business Park, Holly Road, Hampton	Mixed B uses	0.78	20%	Poor access and lack of prominence, surrounded by residential areas, constrained access.
West Twickenham cluster (including Gregg’s Bakery and surroundings)	Mixed B uses	1.29	0%	Access is constrained especially for HGVs, & surrounded by residential areas

Source: PBA

- 3.10 Both the sites in the table above are located within residential areas like many of Richmond’s industrial sites, but they also have particularly poor access arrangements that significantly constrains their potential for redevelopment for alternative forms of industrial use.

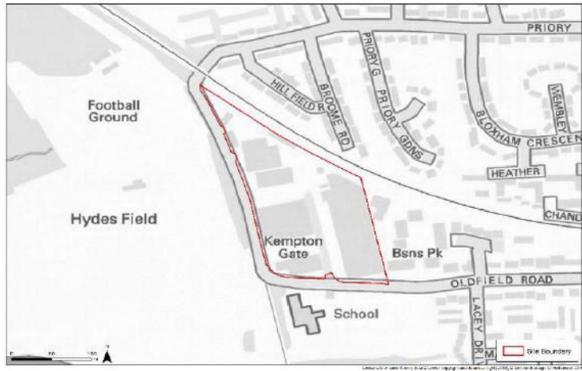
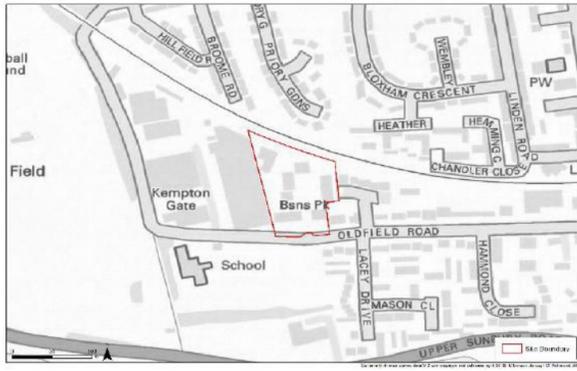
- 3.11 St Clare Business Park continues to be well occupied despite the site's poor access arrangements and physical constraints. The constraints mean that were the existing occupiers to vacate the sites, alternative occupier interest in the site would be likely to be low.
- 3.12 The Greggs site is likely to come forward for redevelopment, and in this eventuality it is very unlikely the whole site can be retained in employment use. But the rear of the site could accommodate smaller light industrial units with reasonable access and servicing arrangements. This type of light industrial space is in chronic short supply in the Borough.
- 3.13 We do not consider there are any designated sites that should be released at the present time for other non-employment based uses – although as noted above the Greggs site may more appropriately be managed as a possible mixed use redevelopment opportunity with a clear expectation that some light industrial units should be provided.

Demand supply balance

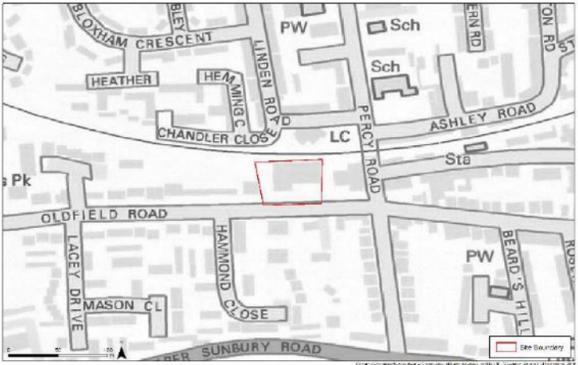
- 3.14 The Phase 1 report identified a demand for just under 80,000 sq m of industrial floorspace with future pipeline losses accounting for half this total. As per for office the data is underpinned by job forecasts from Experian Economics. Applying an average plot ratio of 40% the floorspace need figure equates to a land requirement of 20 ha.
- 3.15 The sites and premises study reported in Appendix A shows as for office space, that industrial supply is very tight, and in fact is substantially tighter than for office. The current provision of just 24 Ha of industrial land needs to be almost doubled in the next 18 years to satisfy demand. This position could be worse if the 17 Ha NPL site has been counted in its entirety, rather than just the area that is currently developed. NPL does have potential for substantial additional flexible B class use, but there is no indication that this will be available in the Plan period. The 24 Ha figure is also a substantially smaller than all the neighbouring boroughs.
- 3.16 Again as for office floorspace, we understand the GLA are currently undertaking a revision of the industrial land release benchmarks, and it will be important for the Council to compare these projections against the forecasts in the Phase 1 report that are based on economic data from one of the three pre-eminent economic forecasting houses, Experian.
- 3.17 As previously referred to, of all the site allocations only the Stag Brewery site appears capable of accommodating employment uses other than office. We therefore conclude that neither the existing designations nor the site allocations (other than Stag Brewery) provide the scope to meet demand over the Plan period.
- 3.18 There is therefore a considerable gap in supply, and demand therefore as for office space, substantially exceeds supply. The same logical conclusion is reached in respect of industrial land. The Borough needs either to identify further land

allocations, or through the Duty to Cooperate, look to partner FEMA Councils to accommodate the demand.

APPENDIX A LOCALLY IMPORTANT INDUSTRIAL LAND AND BUSINESS PARKS

Existing employment sites		
1	Site no.	
2	Site name	Kempton Gate Business Park, Oldfield Road, Hampton
		Kingsway Business Park, Oldfield Road, Hampton
Basic Information		
3	Site location map / photos	 
		 
4	Site address	Kempton Gate, 130 Oldfield Road, Hampton, . And 128 Oldfield Road, TW12 2AF
		Oldfield Road, Hampton, W12 2HD
5	Site description	The site is split into two distinct industrial areas. Kempton Gate Business Park on the southern portion of the site is the most recent development (circa 2008) and consists of 17 light industrial B1, general industrial B2 and storage and distribution B8 units in 4 blocks. The northern portion of the site consists of 4 units that date from the early 2000s.
		The mixed use site consists of 14 units and includes office, storage and distribution, a children's nursery and residential dwellings (through PDR). The units are fairly modern, good quality and are designed to fit in with the residential character of the area.
6	Site area (ha)	2.9
		1.1
7	Primary type of employment area	Mixed B uses
		Mixed B uses
8	Site's sequential location	Within the built up area
		Within the built up area
Planning		
9	Planning History	Kempton Gate: Planning ref: 05/1034/FUL - 17x new build industrial units on former Hallite Seals Factory site, adjacent to a new Hallite factory building. 128 Oldfield Rd: Planning ref: 00/1105 Four business units.
		Units A1 to A3 and Unit F4 were converted into residential through PDR. Planning ref: 14/2990/P3JPA: Conversion of 2 storey office building into 4 x 1 bed roomed flats (now known as Flats 1-4 Meadowfield House, Kingsway Business Park, Oldfield Road, Hampton, TW12 2HD). Completion May 2015.
10	Detail any planning policy relevant to site (inc. Green belt, conservation, heritage, i.e. potential constraint on expansion)	CS: Policy DM DC 5 - Neighbourliness, Sunlighting and Daylighting, Policy CP10 - Open Land and Parks. LP: Policy LP 8 - Amenity and Living Conditions, Policy LP 31 - Public Open Space, Play Space, Sport and Recreation.
		CS: Policy DM DC 5 - Neighbourliness, Sunlighting and Daylighting, Policy CP10 - Open Land and Parks. LP: Policy LP 8 - Amenity and Living Conditions, Policy LP 31 - Public Open Space, Play Space, Sport and Recreation.
11	Detail any constraint(s)	The residential units in the adjoining Kingsway Business Park, permitted under PDR may constrain future employment redevelopment opportunities.
		The site is bordered by residential uses to the east, Kempton Gate BP to the west, and the Green Belt/school to the south. Part of the site is now in residential use which could compromise future redevelopment of the site for employment use, and the school opposite will restrict the compatible uses to cleaner industrial activity.
12	Bad neighbour impact	2. Minor
		2. Minor
13	Conclusion: Is the site policy/impact constrained?	2. Minor
		2. Minor
Attractiveness to occupiers		
External environment		
14	Prominence of site	The units within the western portion of the site are concealed by high hedges and are not easily visible from Oldfield Road. Kempton Gate however, is highly visible, particularly the 3 storey office block (Unit 3) fronting Oldfield Road.
		The units within the site are highly visible from Oldfield Road
15	Score	2. Reasonable
		3. Good

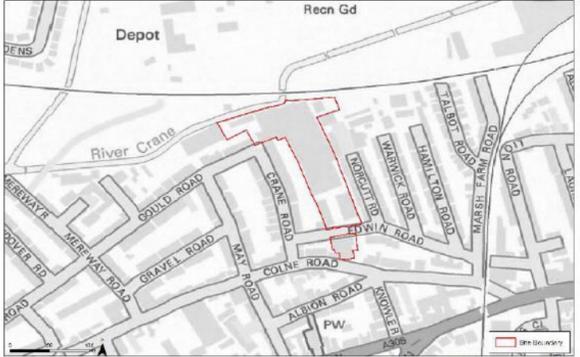
Existing employment sites			
1	Site no.		
2	Site name	Kempton Gate Business Park, Oldfield Road, Hampton	Kingsway Business Park, Oldfield Road, Hampton
16	Compatibility with surrounding uses	The mixed employment site is bound by the railway line to the north, and neighbours Kingsway Office Park to the east and a school and recreation land to the south and west on the opposite side of Oldfield Road. The proximity of the school generates potential sensitivity issues in terms of noise, odours and vehicle movements, limiting the uses to cleaner industrial activities.	As a site predominantly in B1 use with some residential units it is compatible with neighbouring employment, residential and school use.
17	Score	2. Reasonable	2. Reasonable
18	Access to amenities	A small selection of shops are available at the end of Oldfield Road including Waitrose supermarket and railway station.	A small selection of shops are available at the end of Oldfield Road including Waitrose supermarket and railway station.
19	Score	2. Reasonable	2. Reasonable
Internal environment			
20	Layout, parking, servicing, landscaping etc.	The site provides good access for lorries. Lorries able to reverse into loading bays in front of the units. Parking provision includes 34 parking on this site and 74 on adjoining Hallite site.	Very good. well-spaced out blocks with ample parking and space for service vehicle turning and circulation. The units themselves have a domestic/ residential appearance which fits in with the surrounding residential uses.
21	Score	3. Good	3. Good
Strategic accessibility (road)			
22	Proximity to Mway/principal roads	4 km from the junction of the M3/ Park Road	3.8 km from the junction of the M3 and Park Road.
23	Score	1. Poor	1. Poor
Local access by road			
24	Access to site/strategic road network	Although Oldfield Rd is narrow in parts and primarily a residential street also providing school access, it does accommodate HGV traffic.	Oldfield Rd is narrow in parts and primarily a residential street also providing school access, it does accommodate HGV traffic.
25	Score	2. Reasonable	2. Reasonable
Public transport access			
26	PTAL score	1a	1b
Market signals			
27	Main type of occupier and activities	Trade counters, car repair, storage, industrial and manufacturing.	Nursery school, dwellings, publishers and some storage and distribution space.
28	Vacancy	One unit (244 sq m) out of 21.	0
29	Vacancy Score	3. Good	3. Good
30	Other market intelligence e.g. market history, competing supply nearby, occupiers known to be moving in/out.		
Overall review			
31	If the site retains its current use, will it be occupied?	Yes	Yes
32	Are there opportunities for redevelopment / intensification / extension?	There may be scope for redevelopment/ intensification in the northern portion of the site. However, opportunities are limited in scale due to the site configuration, the relatively modern units on site and the fact that the units are fully let.	The site is currently well occupied and of good quality stock. Should it be redeveloped, consideration must be given to the presence of residential use within the site, as this may impact the design and layout of a redesigned scheme. Care must be taken to ensure that the site's employment floorspace is retained.
33	Are there any constraints on redevelopment / intensification / extension?	The proximity of the Green Belt and school may affect the degree of intensification on the site. The proximity of the residential uses at Kingsway Business Park may constrain the degree and nature of the redevelopment and intensification opportunities due to amenity policy.	The site's proximity to the Green Belt and existing residential area will constrain intensification opportunities.
34	When are these constraint(s) likely to be resolved?	1. Not in the Plan period	1. Not in the Plan period
FINAL COMMENTS			
35	Any final comments	Kempton Gate Business Park is a well occupied, mixed industrial site located at the edge of the settlement boundary bordering the Green Belt. The site includes key local business activities such as motor vehicle repair in addition to large industrial occupiers serving wider business markets. Because the units are fully let, opportunity for intensification would require occupiers to relocate out of the Borough because of the lack of available/ suitable premises in Richmond.	The site has experienced office space losses under PDR. However the site is now subject to an Article 4 Direction requiring planning consent for B1 to C3 change of use.

Existing employment sites		
1	Site no.	
2	Site name	St Clare Business Park, Holly Road, Hampton
		74 Oldfield Road, Hampton
Basic Information		
3	Site location map / photos	   
4	Site address	Holly Road , Hampton Hill, TW12 1PZ
		74 Oldfield Road, Hampton, TW12 2HS
5	Site description	The site is in mixed office and industrial uses which appears to have been developed in an ad hoc manner. The site consists of 8 light industrial units which are generally in poor condition and appear to have been built in the 1970s/80s. And Holly House, St Clare House and Lacey House office blocks which were constructed in the 1970s/80s. The site also includes derelict barn/open storage of construction and demolition waste materials. Bordered with residential on the South side, commercial uses on the High Street and Windmill Lane and the railway line to the west
		Large 1980's 2-storey storage and distribution building backing onto the railway line.
6	Site area (ha)	0.8
		0.3
7	Primary type of employment area	General Industrial (B2)
		Storage and Distribution (B8)
8	Site's sequential location	In a town centre
		Within the built up area
Planning		
9	Planning History	Proposal in 2015 to redevelop the whole site for a mixed-use scheme comprising 116 homes & 1,790 sq m of B1 floorspace (Planning ref: 15/0621/OUT). The application as withdrawn by the applicant on 11/6/2015.
		Planning ref: 04/2344/COU Removal of condition (a) on application 83/1041 to allow first floor offices to be used for purpose not ancillary to principal use of building
10	Detail any planning policy relevant to site (inc. Green belt, conservation, heritage, i.e. potential constraint on expansion)	CS: Policy DM DC 5 - Neighbourliness, Sunlighting and Daylighting, Policy DM HD 1: Conservation Areas - designation, protection and enhancement. LP: Policy LP 8 - Amenity and Living Conditions. LP 3: Designated Heritage Assets.
		CS: Policy DM DC 5 - Neighbourliness, Sunlighting and Daylighting. LP: Policy LP 8 - Amenity and Living Conditions.
11	Detail any constraint(s)	The site is within a residential area and borders a conservation area which limits opportunities for expansion of the site, and restricts redevelopment opportunities. Site access is also a major constrain.
		Whilst the site backs on to the railway (not a constraint), it also neighbours residential, and therefore residential amenity would constrain any future redevelopment.
12	Bad neighbour impact	1. Major
		2. Minor
13	Conclusion: Is the site policy/impact constrained?	1. Major
		2. Minor
Attractiveness to occupiers		
External environment		
14	Prominence of site	The site is set back behind a row of houses fronting Holly Road, and not visible from the High Street or Holly Road.
		The single building on the site is set back from Oldfield Road, but is still visible. Trees and landscaping line the site's frontage.
15	Score	1. Poor
		2. Reasonable

Existing employment sites			
1	Site no.		
2	Site name	St Clare Business Park, Holly Road, Hampton	74 Oldfield Road, Hampton
16	Compatibility with surrounding uses	The B2/ B8 element of the site is generally not compatible with the neighbouring residential uses.	While not strictly compatible with surrounding area, the unit has been carefully designed in a manner that preserved residential amenity. Large separation distances are maintained between the residential area to the west and south of the site. Operating hours, vehicle movements and noise/odour need to be carefully managed.
17	Score	1. Poor	2. Reasonable
18	Access to amenities	The site is with the Hampton AMU and is close to the High Street that has a range of amenities albeit limited.	The site is adjacent to Waitrose and small selection of local shops.
19	Score	3. Good	2. Reasonable
Internal environment			
20	Layout, parking, servicing, landscaping etc.	The site includes 90 designated vehicle parking spaces. There is sufficient room for servicing and vehicle turning however the site's layout is not efficient reflecting its ad hoc development.	The site is well laid out and has good servicing. Parking provision includes 39 car and 2 lorry parking spaces.
21	Score	2. Reasonable	3. Good
Strategic accessibility (road)			
22	Proximity to Mway/principal roads	2 km from the junction of the M3 and A312.	3.5 km from the junction of the M3 and Park Road.
23	Score	2. Reasonable	1. Poor
Local access by road			
24	Access to site/strategic road network	Access via Holly Road is poor for larger commercial vehicles, as it is a residential street with parked cars on both sides. The business park has a narrow site entrance.	Oldfield Road serves two other employment sites and is suitable for HGV access though the road is used for residential parking.
25	Score	1. Poor	2. Reasonable
Public transport access			
26	PTAL score	2	2
Market signals			
27	Main type of occupier and activities	Offices, waste recycling, light industrial and storage & distribution.	Packaging and distribution of DIY supplies to hardware shops and retail warehouses. Offices on first floor
28	Vacancy	Suit A, B and F at St Clare House are vacant. Lacey House is also vacant totalling 455 sq.m or 20% of the site.	0
29	Vacancy Score	1. Poor	3. Good
30	Other market intelligence e.g. market history, competing supply nearby, occupiers known to be moving in/out.	A marketing report prepared by CBRE in support of the planning application considered the site to be unsuitable for modern office due to high cost of development and low returns, but industrial redevelopment to be more viable albeit constrained by location.	
Overall review			
31	If the site retains its current use, will it be occupied?	Maybe	Yes
32	Are there opportunities for redevelopment / intensification / extension?	The site's lack of prominence and neighbouring residential means more intensive industrial uses would be unsuitable. The site cannot expand given that it is constrained on four sides, residential amenity concerns and the adjacent Conservation Area designation.	Redevelopment would not result in an increase in B8 floorspace because of the yard and access requirements.
33	Are there any constraints on redevelopment / intensification / extension?	The site is constrained by the surrounding residential areas and amenity concerns and the adjacent Conservation Area designation. The storage, distribution and recycling of building materials is not compatible with the residential uses. Any redevelopment of the site which is likely to include a mix of uses needs to accord with planning policy that requires the provision of office and industrial floorspace.	Redevelopment would need to respect residential amenity and would not lead to a net increase in floorspace. No reason to suspect redevelopment is likely in anything but the long term.
34	When are these constraint(s) likely to be resolved?	2. Available in the Plan period	2. Available in the Plan period
FINAL COMMENTS			
35	Any final comments	The industrial element of the business park appears to be well used and occupied. The office stock is generally not fit for modern requirements and a large proportion is vacant, but the location does not favour redevelopment for office.	The site is currently in single occupancy and there is low risk of conversion of the office element through PDR. The site suitable to serve local distribution needs.

Existing employment sites			
1	Site no.		
2	Site name	50-56 Waldegrave Road, Teddington	National Physical Laboratory and Laboratory of the Government Chemist
Basic Information			
3	Site location map / photos	  	 
4	Site address	50-56 Waldegrave Road, Teddington, TW11 8LG	Hampton Road, Teddington, TW11 0LY
5	Site description	The site consists of a single storey research laboratory and a car dealership dating back from the 19060s/70s.	The two sites combined form by far the largest site in the Borough. They both consist of purpose-built research labs, offices and ancilliary storage.
6	Site area (ha)	2.28	17.4
7	Primary type of employment area	Mixed B uses	Research and Development (B1b)
8	Site's sequential location	In a town centre	Within 400m of a town centre
Planning			
9	Planning History	No relevant planning history.	16/2409/FUL - Erection of Advanced Quantum Laboratory building linked to the existing Darwin Building via a covered atrium space, incorporating 4 laboratories located on the ground floor, and plant housed in outbuildings. The application is yet to be determined (Jan 2017).
10	Detail any planning policy relevant to site (inc. Green belt, conservation, heritage, i.e. potential constraint on expansion)	CS: Policy DM DC 5 - Neighbourliness, Sunlighting and Daylighting. LP: Policy LP 8 - Amenity and Living Conditions.	CS: Policy DM DC 5 - Neighbourliness, Sunlighting and Daylighting. LP: Policy LP 8 - Amenity and Living Conditions.
11	Detail any constraint(s)	The site sits within a small employment cluster, and is relatively unconstrained.	The site backs on to Bushy Park, and the buildings are set back from the neighbouring residential.
12	Bad neighbour impact	3. None	3. None
13	Conclusion: Is the site policy/impact constrained?	3. None	3. None
Attractiveness to occupiers			
External environment			
14	Prominence of site	All the units within the site are visible from Waldegrave Road	The units within the site are set back from Hampton Road but are still visible from the road
15	Score	3. Good	2. Reasonable

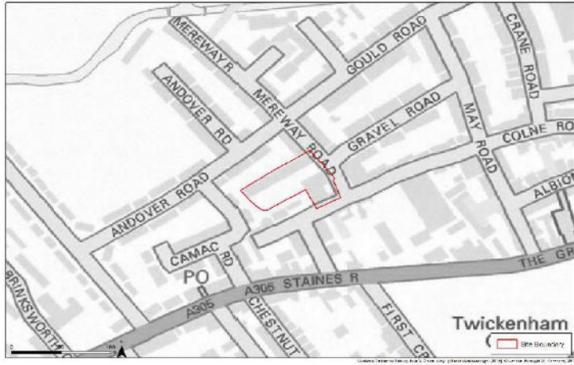
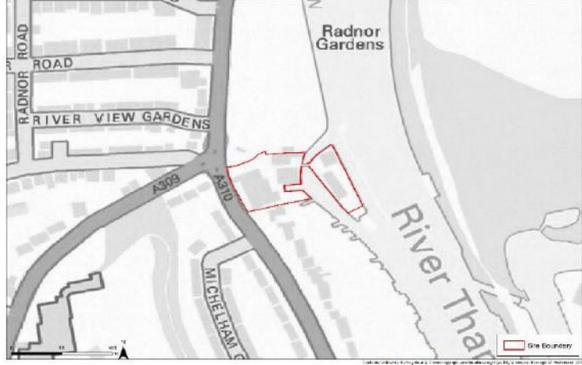
Existing employment sites			
1	Site no.		
2	Site name	50-56 Waldegrave Road, Teddington	National Physical Laboratory and Laboratory of the Government Chemist
16	Compatibility with surrounding uses	The Generally compatible with surrounding town centre and residential uses. The southern end of the site is bound by 8 Waldegrave Road a large, modern office building and 60 Waldegrave Road, an office block occupied by St Marys University to the north of the site. The activities are broadly compatible with the town centre location. The neighbouring uses being mostly office use.	The current use is generally compatible with the surrounding residential, because research and development use operates similar working hours to offices.
17	Score	3. Good	3. Good
18	Access to amenities	The site is within Teddington town centre	Teddington town centre is a short distance from the site.
19	Score	3. Good	3. Good
Internal environment			
20	Layout, parking, servicing, landscaping etc.	Waldegrave Road offers suitable access to the site. The entrance to Butterworth Laboratories is slightly constrained. There is ample parking on site.	The site buildings and setting is of high quality. A number of large car parks are provided throughout the site. Internal roads and service yards are also provided to a high standard.
21	Score	2. Reasonable	3. Good
Strategic accessibility (road)			
22	Proximity to Mway/principal roads	3km from the junction of the A316 and the B358.	3.4 km from the junction of the A316 and the B358.
23	Score	1. Poor	1. Poor
Local access by road			
24	Access to site/strategic road network	Site fronts Waldegrave Rd (A309), part of the strategic road network.	The site fronts Hampton Rd (A313), which is suitable for all forms of vehicle.
25	Score	3. Good	3. Good
Public transport access			
26	PTAL score	2	2
Market signals			
27	Main type of occupier and activities	Jacksons, servicing and car body repair garage (B2) & Butterworth Laboratories (B1b).	Two occupiers: National Physical Laboratory and LGC - research and development (B1b).
28	Vacancy	0	0
29	Vacancy Score	3. Good	3. Good
30	Other market intelligence e.g. market history, competing supply nearby, occupiers known to be moving in/out.		
Overall review			
31	If the site retains its current use, will it be occupied?	Yes	Yes
32	Are there opportunities for redevelopment / intensification / extension?	Potential for redevelopment as buildings are dated and are single storey in a town centre location. However, motor repair use requires yard space.	Given the specialist nature of the laboratory element of the site, if the current occupiers were to vacate, it might be difficult to find another occupier to take up buildings of this scale and nature. If vacated, the site would need to be redeveloped to attract new occupiers.
33	Are there any constraints on redevelopment / intensification / extension?	No obvious constraints due to town centre location.	Site is largely unconstrained. No reason to suspect redevelopment is likely in anything but the long term.
34	When are these constraint(s) likely to be resolved?	3. Immediately Available	1. Not in the Plan period
FINAL COMMENTS			
35	Any final comments	The site is occupied by two long-term business, with adjoin office uses. We recommend extending the site designation boundary to include 8 and 60 Waldegrave Road.	The National Physical Laboratory and the Laboratory of the Government Chemist is a unique employment site within the Borough, and is purpose built. The continued investment of high quality research floorspace on the site indicates long-term commitment to the site. Should the site be redeveloped then the size may mean that it could deliver some new light industrial space as part of the mix - because large, constrained sites are very uncommon in this part of London. However, we consider redevelopment unlikely.

Existing employment sites			
1	Site no.		
2	Site name	Teddington Business Park, Station Road, Teddington	West Twickenham cluster (including Gregg's Bakery and surroundings)
Basic Information			
3	Site location map / photos	 	 
4	Site address	Station Road, Teddington, TW11 9BQ	Gould and Edwin Roads, Twickenham 50 Edwin Road, Enessa Works, Twickenham 80-86 Colne Road, Twickenham 76-78 Colne Road (Units 1 & 2, Ryedale works, Edwin Road), TW2 6RT
5	Site description	The business park comprises of 18 good quality, purpose-built in the 1980s units in use as retail warehouses and offices.	The site comprises of a bakery, storage and distribution facilities (Greggs), light manufacturing, ancillary offices and MOT. The buildings within the site are of mixed stock with some of the buildings dating back to the 1900s with more recent additions in the 1990s.
6	Site area (ha)	0.8	1.3
7	Primary type of employment area	Mixed B uses	Mixed B uses
8	Site's sequential location	In a town centre	Within 400m of a town centre
Planning			
9	Planning History	Units 1 and 2: Permission granted for the extension of change of use to B1 offices granted December 2012.	No relevant planning history.
10	Detail any planning policy relevant to site (inc. Green belt, conservation, heritage, i.e. potential constraint on expansion)	CS: Policy DM DC 5 - Neighbourliness, Sunlighting and Daylighting. LP: Policy LP 8 - Amenity and Living Conditions. The site is within town centre and the designated Teddington and Waldegrave Road Key Office Area.	CS: Policy DM DC 5 - Neighbourliness, Sunlighting and Daylighting LP: Policy LP 8 - Amenity and Living Conditions. The site is part of the West Twickenham Key Office Area.
11	Detail any constraint(s)	Not immediately adjacent to residential areas, so no obvious constraints.	The site is bounded by residential uses. Crane Road is primarily residential road which means that operating hours, types of industrial activity and access are constrained. The current use experiences issues with HGV access.
12	Bad neighbour impact	2. Minor	1. Major
13	Conclusion: Is the site policy/impact constrained?	2. Minor	2. Minor
Attractiveness to occupiers			
External environment			
14	Prominence of site	The site has a prominent frontage on Station Road within the town centre.	Site is obscured by surrounding residential uses.
15	Score	3. Good	1. Poor

Existing employment sites			
1	Site no.		
2	Site name	Teddington Business Park, Station Road, Teddington	West Twickenham cluster (including Gregg's Bakery and surroundings)
16	Compatibility with surrounding uses	The site is within Teddington town centre, and the existing office and trade counter uses are broadly compatible.	Some industrial/ light industrial uses close by, but major issue is compatibility concerns with neighbouring residential.
17	Score	3. Good	1. Poor
18	Access to amenities	The site is within Teddington town centre and is adjacent to Teddington station.	Close proximity to Twickenham Green AMU and Twickenham town centre.
19	Score	3. Good	2. Reasonable
Internal environment			
20	Layout, parking, servicing, landscaping etc.	The site has good servicing arrangements for large commercial vehicles. However, customer parking may be an issue as double parking was seen at the time of the site visit.	Access in/out of the site is constrained for the large bakery lorries.
21	Score	3. Good	1. Poor
Strategic accessibility (road)			
22	Proximity to Mway/principal roads	The site is approximately 3.4 km from the junction of the A316 and the B358.	The site is approximately 1.1 km from the junction of the A316 and Meadway.
23	Score	1. Poor	2. Reasonable
Local access by road			
24	Access to site/strategic road network	Station Road while predominantly residential to the south of the road beyond the business park, provides suitable access to the site.	Local access is poor for the bakery via residential roads used for residents' parking on both sides. Site access to other businesses is adequate.
25	Score	3. Good	1. Poor
Public transport access			
26	PTAL score	3	2
Market signals			
27	Main type of occupier and activities	Offices (B1a), vehicle repair and MOT (B2), trade counters (B8)	Greggs bakery and distribution centre (B2), engineering and light businesses (B1c) and MOT (B2)
28	Vacancy	0	0
29	Vacancy Score	3. Good	3. Good
30	Other market intelligence e.g. market history, competing supply nearby, occupiers known to be moving in/out.		Greggs is believed to be leaving the site.
Overall review			
31	If the site retains its current use, will it be occupied?	Yes	No
32	Are there opportunities for redevelopment / intensification / extension?	Redevelopment or intensification for B1 floorspace would increase the net floorspace. But the site is fully occupied and meets a local need.	Greggs bakery may be available for redevelopment within the short term. Mixed use redevelopment a likely probability. Intensification and extension of the cluster may be difficult given the proximity of residential uses and the constrained access. Unlikely to support general industry, but hybrid space may be better suited.
33	Are there any constraints on redevelopment / intensification / extension?	The proximity of residential uses might constrain further intensification of the B8 uses on site to uses beyond trade counters which generally operate hours compatible to residential uses.	The site is hemmed in by residential uses which restricts the extent to which the sites can be redeveloped and intensified. Access to the cluster is also constrained (especially at Greggs Bakery) and is unlikely to significantly improve given the surrounding residential uses. As such, only the northern end of the site is likely to come forward for employment use as part of a mixed use redeveloped.
34	When are these constraint(s) likely to be resolved?	2. Available in the Plan period	3. Immediately Available
FINAL COMMENTS			
35	Any final comments	The site is locate within Teddington town centre, fully occupied and providing a local service need.	The departure of Greggs presents an opportunity to redevelop a large site. However, the layout and location of the site has a number of constraints including access, hours of operation and the types of industrial activity permitted limiting the amount of employment floorspace that could be delivered. Redevelopment of the site would realistically be through a mixed use scheme. The northern part of the site, fronting the River Crane, is the most suitable area for employment use.

Existing employment sites			
1	Site no.		
2	Site name	Heathlands Industrial Estate	St George's Industrial Estate
Basic Information			
3	Site location map / photos	 	 
4	Site address	Heathlands Close, off Heath Gardens, Twickenham, TW1 4BP	102 -114 The Green, Twickenham, TW2 5AG
5	Site description	The site comprises of 10 purpose built industrial units and trade counters built in the 1980s. A residential building is under construction adjacent to the site.	The site consists of 1980s purpose built and recently refurbished office blocks and a 2,500 sq.m, modern warehouse.
6	Site area (ha)	0.7	0.8
7	Primary type of employment area	Mixed B uses	Mixed B uses
8	Site's sequential location	In a town centre	Within 400m of a town centre
Planning			
9	Planning History	Planning ref: 13/4019/FUL: Demolition of existing office building (Twickenham House) and construction of 21 flats with ground floor commercial units. Construction ongoing (Jan 2017).	No relevant planning history
10	Detail any planning policy relevant to site (inc. Green belt, conservation, heritage, i.e. potential constraint on expansion)	CS: Policy DM DC 5 - Neighbourliness, Sunlighting and Daylighting LP Policy LP 8 - Amenity and Living Conditions. The site is within Twickenham town centre.	CS: Policy DM DC 5 - Neighbourliness, Sunlighting and Daylighting LP: Policy LP 8 - Amenity and Living Conditions. The site is also identified as Key Office Area, Covered by an Article 4 directions and within the Twickenham Green AMU.
11	Detail any constraint(s)	The introduction of residential uses on the northern portion of the site could impact the operation of the industrial element of the site. The demolition of Twickenham House was justified after the building fell vacant for two years.	The site is bound by residential uses on all sides. The operation of the industrial element of the site may negatively affect residential amenity.
12	Bad neighbour impact	2. Minor	2. Minor
13	Conclusion: Is the site policy/impact constrained?	2. Minor	2. Minor
Attractiveness to occupiers			
External environment			
14	Prominence of site	Prior to the construction of the residential building, Twickenham House was highly visible on Heath Road. Other activities are not visible from the access road.	The site has a prominent frontage along The Green
15	Score	2. Reasonable	3. Good

Existing employment sites			
1	Site no.		
2	Site name	Heathlands Industrial Estate	St George's Industrial Estate
16	Compatibility with surrounding uses	Site is within the town centre boundary, though accessed via a residential street. The uses within the site such as trade counters are broadly compatible with its town centre designation.	Site is largely compatible with surrounding mixed use area. However, the warehouse element of the site is potentially disruptive to residential amenity (although we note that this is likely on almost any site in the borough)
17	Score	2. Reasonable	2. Reasonable
18	Access to amenities	Within Twickenham town centre with easy access to a large number of amenities.	The site is within Twickenham Green AMU. Local amenities adjacent to site. Close to Twickenham town centre.
19	Score	3. Good	3. Good
Internal environment			
20	Layout, parking, servicing, landscaping etc.	Large car park with space for HGV turning. Over 40 car parking spaces.	Very large car park with space for HGV turning
21	Score	3. Good	3. Good
Strategic accessibility (road)			
22	Proximity to Mway/principal roads	1.6 km from the junction of the A316 and Meadway.	The site is approximately 1 km from the junction of the A316 and Meadway.
23	Score	2. Reasonable	3. Good
Local access by road			
24	Access to site/strategic road network	While Heath Gardens a residential road, it can accommodate large commercial vehicles.	Access to the site is off Staines Road, which is suitable for all vehicles.
25	Score	2. Reasonable	3. Good
Public transport access			
26	PTAL score	3	3
Market signals			
27	Main type of occupier and activities	Ancillary Offices, warehouses and storage, workshops and light industry, trade counters	EA Change Group - Management consultants (B1a), Dentist (D1), Britannia Road Productions - sound equipment hire and storage (B1 and B8)
28	Vacancy	0	0
29	Vacancy Score	3. Good	3. Good
30	Other market intelligence e.g. market history, competing supply nearby, occupiers known to be moving in/out.	The redevelopment of Twickenham House into residential use was justified due to a lack of demand for office space in this location.	The office element of the site was at risk of conversion under PDR but is now covered by an Article 4 Direction.
Overall review			
31	If the site retains its current use, will it be occupied?	Yes	Yes
32	Are there opportunities for redevelopment / intensification / extension?	There are opportunities to redevelop the site though the provision of adequate parking and yardage would have to be considered. Redevelopment would also need to provide the same quantity of employment floorspace as the existing site. The site is currently intensively used, the units are fit for purpose and fully occupied.	The site is fully occupied. The office stock and warehouse use are good quality and were recently refurbished. Redevelopment of the site is therefore unlikely in the short term.
33	Are there any constraints on redevelopment / intensification / extension?	The residential use added to the edge of the site restricts the longer term potential for redevelopment or intensification. In order to preserve residential amenity, separation between the industrial units and surrounding residential uses would need to be maintained. The site is tightly bound by the town centre boundary, the railway line and residential uses, and expansion is therefore unlikely..	Due to the close proximity of residential uses, more intensive industrial use than warehousing would be unsuitable on the site.
34	When are these constraint(s) likely to be resolved?	1. Not in the Plan period	1. Not in the Plan period
FINAL COMMENTS			
35	Any final comments	The industrial units are well occupied and provide valuable space for local businesses.	The site is well occupied and provides a good mix of office and industrial floorspace. The warehouse within the site is reportedly the largest and most accessible in the Borough, and its use and function should be protected.

Existing employment sites			
1	Site no.		
2	Site name	Mereway Road Industrial Estate, Twickenham	Swan Island Industrial Estate
Basic Information			
3	Site location map / photos	 	 
4	Site address	170-174 Colne Road, 18 Mereway Road , Twickenham (Units 1-6), TW2 6RE	1 Strawberry Vale, and 5-7 Strawberry Vale, Twickenham, TW1 4RY
5	Site description	5 single story light industrial units and an older building that accommodate offices, microbrewery (B2), metal forge B2, storage B8. Units appear to date back to the 1960s.	The site has a number of dated industrial units and some trade counters alongside boat yards and boat house moorings.
6	Site area (ha)	0.4	0.6
7	Primary type of employment area	Light Industrial (B1c)	Mixed B uses
8	Site's sequential location	Within 400m of a town centre	Within the built up area
Planning			
9	Planning History	No relevant planning history	No relevant planning history
10	Detail any planning policy relevant to site (inc. Green belt, conservation, heritage, i.e. potential constraint on expansion)	CS: Policy DM DC 5 - Neighbourliness, Sunlighting and Daylighting LP: Policy LP 8 - Amenity and Living Conditions.	CS: Policy OS 11 - Thames Policy Area , Policy OS 12 - Riverside uses and SD6 - Flood Risk. LP: Policy LP 18 - River corridors
11	Detail any constraint(s)	The site is in residential area and is tightly bound by residential uses. Movement of vehicles into the site could disrupt residential amenity.	Access severely restricted to the island. Large number of houseboats moored to the island.
12	Bad neighbour impact	2. Minor	2. Minor
13	Conclusion: Is the site policy/impact constrained?	2. Minor	2. Minor
Attractiveness to occupiers			
External environment			
14	Prominence of site	The site has frontages along Mereway Road and Colne Road.	Units along Swan Lane are highly visible as they front Strawberry Vale, but buildings on Swan Island are not visible.
15	Score	2. Reasonable	2. Reasonable

Existing employment sites			
1	Site no.		
2	Site name	Mereway Road Industrial Estate, Twickenham	Swan Island Industrial Estate
16	Compatibility with surrounding uses	The site's industrial uses are generally not compatible with surrounding residential uses. For the current uses the potential for conflict is mitigated by the controlled working hours.	Neighbouring houseboats restrict the nature of the type and operation of industry.
17	Score	2. Reasonable	1. Poor
18	Access to amenities	The site is located immediately north of the Twickenham Green AMU, and Twickenham town centre is a short distance from the site.	There is a local shop on site. Twickenham town centre is a short walk away.
19	Score	2. Reasonable	2. Reasonable
Internal environment			
20	Layout, parking, servicing, landscaping etc.	35 parking spaces within the site. Adequate yardage for turning and servicing of commercial vehicles but not HGVs.	There is no access for HGVs to the site. The layout of the site is constrained particularly access onto Swan Island.
21	Score	2. Reasonable	1. Poor
Strategic accessibility (road)			
22	Proximity to Mway/principal roads	The site is approximately 0.9 km from the junction of the A316 and Meadway.	The site is approximately 2 km from the Whitton Rd roundabout junction on the A316.
23	Score	3. Good	2. Reasonable
Local access by road			
24	Access to site/strategic road network	Colne Road and Mereway Road are relatively narrow residential roads with parking on both sides and no HGV turning space.	Access to the local road network (A310) is very narrow.
25	Score	1. Poor	1. Poor
Public transport access			
26	PTAL score	3	2
Market signals			
27	Main type of occupier and activities	Twickenham Brewery, Callaghan Interiors (B1c)	Small scale light industrial, boat builders and repairs, chandlers and offices, car & motorcycle repairs and sales, food processing and distribution.
28	Vacancy	0	0
29	Vacancy Score	3. Good	3. Good
30	Other market intelligence e.g. market history, competing supply nearby, occupiers known to be moving in/out.		
Overall review			
31	If the site retains its current use, will it be occupied?	Yes	Yes
32	Are there opportunities for redevelopment / intensification / extension?	The site is surrounded by residential uses with no room for further expansion. Intensification of the site is a possibility, but would likely result in the loss of parking and yardage space.	The site is unusual due to its shape and part island location, and due to the constraints there is only scope for renewal / replacement rather than large scale redevelopment or intensification.
33	Are there any constraints on redevelopment / intensification / extension?	The site's access is constrained which limits the type of commercial vehicle that can access the site. At the moment, HGV vehicles cannot easily access the site. If redeveloped or intensified, separation distances between the site and the neighbouring residential uses would need to be maintained.	Access & proximity to residential, particularly the houseboats restricts the scope for change.
34	When are these constraint(s) likely to be resolved?	2. Available in the Plan period	1. Not in the Plan period
FINAL COMMENTS			
35	Any final comments	A fully occupied site providing a mix of light industrial activity. The existing stock appears fit for purpose and to meet a local need. The constraints imposed by the surrounding residential mean redevelopment would be unlikely to provide as wide a range of industrial employment, and given the location would be unlikely to provide activity such as office that would generate more employment.	The site accommodates a mix of uses, but no scope to expand the employment floorspace due to its sensitive and constrained nature.

Existing employment sites			
1	Site no.		
2	Site name	Electroline House and surrounds, Twickenham	St Margaret's Business Centre, Winchester Road, St Margarets
Basic Information			
3	Site location map / photos	 	 
4	Site address	Electroline House, 15 Lion Road, SW Motors & R Payne Print Services 3-5 Edwin Road, Electrical appliance Warehouse 11-13 Lion Road, Percy Chapman 2 Colne Road, TW1 4JR	1-7 Drummond Place, off Winchester Road, St Margaret's, Twickenham, TW1 1JN
5	Site description	The site appears to have been developed in the 1960s/70s and consists of dated buildings including a trade counter, MOT, offices and light industrial units and some storage beneath railway arches.	7 purpose built industrial units with ancillary offices at first floor level with parking, turning and hard standing built in the 1990s. The site borders the railway line to the south.
6	Site area (ha)	0.4	0.7
7	Primary type of employment area	Storage and Distribution (B8)	Light Industrial (B1c)
8	Site's sequential location	In a town centre	Within the built up area
Planning			
9	Planning History	No relevant planning history	No relevant planning history
10	Detail any planning policy relevant to site (inc. Green belt, conservation, heritage, i.e. potential constraint on expansion)	CS: Policy DM DC 5 - Neighbourliness, Sunlighting and Daylighting LP: Policy LP 8 - Amenity and Living Conditions. The site is also within Twickenham town centre.	CS: Policy DM DC 5 - Neighbourliness, Sunlighting and Daylighting LP: Policy LP 8 - Amenity and Living Conditions.
11	Detail any constraint(s)	The site is within Twickenham town centre and is bounded by the railway line and a network of local roads.	The site is located within a residential area and borders a railway line.
12	Bad neighbour impact	2. Minor	2. Minor
13	Conclusion: Is the site policy/impact constrained?	2. Minor	2. Minor
Attractiveness to occupiers			
External environment			
14	Prominence of site	Prominent frontage along Edwin Road and Lion Road.	Located on a minor road 0.5km from the strategic network; location lacks prominence. Not an issue for current light industrial occupiers.
15	Score	3. Good	2. Reasonable

Existing employment sites			
1	Site no.		
2	Site name	Electroline House and surrounds, Twickenham	St Margaret's Business Centre, Winchester Road, St Margarets
16	Compatibility with surrounding uses	Current uses, offices and trade counters are compatible with surrounding uses. Neighbouring residential and town centre uses may limit the scope of potential future uses.	Neighbouring residential uses limit type and operating format of uses at the Centre.
17	Score	3. Good	2. Reasonable
18	Access to amenities	The site is within Twickenham town centre.	Close to St Margaret's local centre with shops and facilities
19	Score	3. Good	3. Good
Internal environment			
20	Layout, parking, servicing, landscaping etc.	The site is not accessible by HGVs. Units along Edwin Road are serviced from the street. There is limited off-street parking at Electroline House and some on-street parking along Edwin Road.	Modern and well laid out site with onsite parking and good vehicle access to the industrial units.
21	Score	1. Poor	3. Good
Strategic accessibility (road)			
22	Proximity to Mway/principal roads	The site is approximately 1.5 km from the junction of the A316 and Meadway.	The site is approximately 0.5 km from the junction of the A316 and St Margarets Road.
23	Score	2. Reasonable	3. Good
Local access by road			
24	Access to site/strategic road network	The site is bound by Lion Road and Edwin Road, which are primarily residential and link into the local strategic road (Heath Rd). The roads cannot accommodate HGVs.	While local access roads are residential in nature, they are suitable for vehicles accessing the light industrial units.
25	Score	2. Reasonable	2. Reasonable
Public transport access			
26	PTAL score	3	2
Market signals			
27	Main type of occupier and activities	Offices of Bluebird carers, electrical goods warehouse, vehicle repairers, printers, storage	Trade counter, light industrial and ancillary offices
28	Vacancy	0	0
29	Vacancy Score	3. Good	3. Good
30	Other market intelligence e.g. market history, competing supply nearby, occupiers known to be moving in/out.		
Overall review			
31	If the site retains its current use, will it be occupied?	Yes	Yes
32	Are there opportunities for redevelopment / intensification / extension?	The site is already intensively used. There is limited scope for redevelopment or intensification.	The site is purpose built light industrial space, for which there clearly is a market and the existing space optimises the site.
33	Are there any constraints on redevelopment / intensification / extension?	The site adjoins a residential area and a railway line runs along the western boundary. Access to the site is also constrained which would limit further intensification.	Due to neighbouring constraints the site cannot expand, it was purpose built and remains suited to light industrial use, particularly because of the yardage and servicing space that it provides.
34	When are these constraint(s) likely to be resolved?	2. Available in the Plan period	1. Not in the Plan period
FINAL COMMENTS			
35	Any final comments	The site is fully occupied with a mix of employment uses and trade counters that fit in with its town centre designation.	The site is a rare example of good quality, purpose built industrial units. Mixed B uses - designed flexibly and some units operating as B2, others B1c/office. The separation from the neighbouring residential uses by the design of the units (i.e. they face the railway) means a broader range of industrial uses can operate.

Existing employment sites		
1	Site no.	
2	Site name	Twickenham Film Studios, St Margarets
Basic Information		Market Road, Richmond
3	Site location map / photos	 
		 
4	Site address	Twickenham Studios, The Barons, Twickenham, TW1 2AW
		Market Road, Richmond, TW9 4LZ
5	Site description	The site consists of 3 storey reception and office block and modern studios, offices and 3 film production stages
		The site consists of 2-3 storey storage and industrial buildings, haulage yard with office uses developed in the 1990s/2000s. The site is surrounded by more recent residential development.
6	Site area (ha)	0.7
		0.6
7	Primary type of employment area	Other
		Mixed B uses
8	Site's sequential location	In a town centre
		Within the built up area
Planning		
9	Planning History	No relevant planning history
		No relevant planning history
10	Detail any planning policy relevant to site (inc. Green belt, conservation, heritage, i.e. potential constraint on expansion)	CS: Policy DM DC 5 - Neighbourliness, Sunlighting and Daylighting, Policy DM HD 1: Conservation Areas - designation, protection and enhancement. LP: Policy LP 8 - Amenity and Living Conditions. LP 3: Designated Heritage Assets. The site is within the St Margarets Conservation Area.
		CS: Policy DM DC 5 - Neighbourliness, Sunlighting and Daylighting. LP: Policy LP 8 - Amenity and Living Conditions.
11	Detail any constraint(s)	The site's proximity to a residential area, and its location within a conservation area may restrict any proposed redevelopment of the site. Current operating activity may not be able to be replicated by future different employment uses.
		The site's close proximity to recent residential developments to the north and west of the site. However, these were designed to be compatible with existing industrial uses, and therefore the impact of industrial activity on residential amenity is minimal.
12	Bad neighbour impact	2. Minor
		2. Minor
13	Conclusion: Is the site policy/impact constrained?	2. Minor
		2. Minor
Attractiveness to occupiers		
External environment		
14	Prominence of site	The studio units have a highly visible frontage along the Barons and are visible from the local distributor road, St Margarets Road.
		The site has no visual prominence, and cannot be seen from the strategic road which it borders (the A316).
15	Score	3. Good
		1. Poor

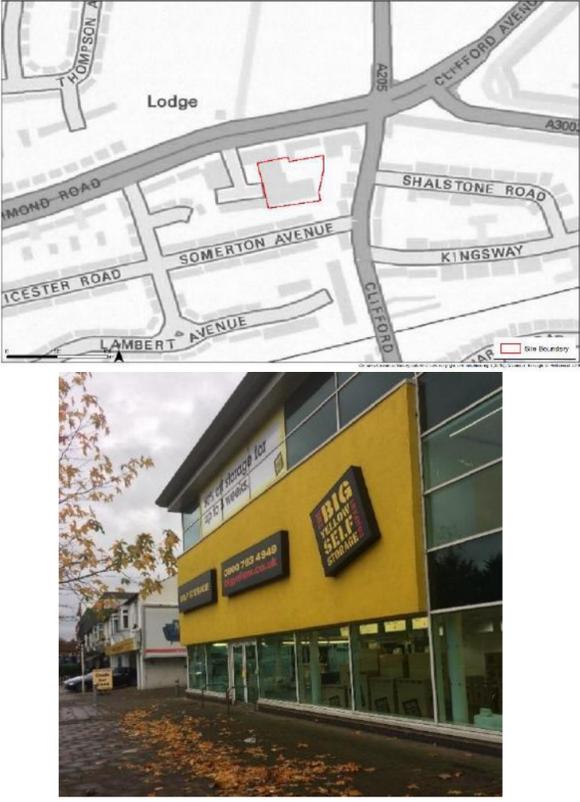
Existing employment sites			
1	Site no.		
2	Site name	Twickenham Film Studios, St Margarets	Market Road, Richmond
16	Compatibility with surrounding uses	While the studio is a specialist use, it is generally compatible with town centre uses and the neighbouring residential uses.	Surrounded by residential uses, some of which are very recent, and which will benefit from enhanced noise mitigation measures to protect residential amenity.
17	Score	3. Good	3. Good
18	Access to amenities	Site is within the boundaries of St Margarets local centre.	Amenities are available on Lower Mortlake Road, a Sainsbury supermarket and Richmond Town Centre within half a mile.
19	Score	3. Good	3. Good
Internal environment			
20	Layout, parking, servicing, landscaping etc.	Limited on-site parking provision and proximity to St Margarets station encourages commuting. Access and yardage for commercial vehicles is constrained.	Some parking provided in front of individual units. Vehicle servicing is generally good although during the site visit there was some activity happening outside the Richmond Service Centre.
21	Score	2. Reasonable	1. Poor
Strategic accessibility (road)			
22	Proximity to Mway/principal roads	The site is approximately 0.6km from the junction of the A316 and Margarets Road.	Primary access to the site is from the A316
23	Score	3. Good	3. Good
Local access by road			
24	Access to site/strategic road network	The Barons is a primarily residential street, but is satisfactory for the vehicular requirements of the current use.	Access may also be gained from Orchard and Garden Roads past the residential properties. Some problems with parked cars on the pavement.
25	Score	2. Reasonable	1. Poor
Public transport access			
26	PTAL score	3	4
Market signals			
27	Main type of occupier and activities	Twickenham Film Studio - Film studio, sound stages and ancillary office (sui generis)	Richmond service centre - vehicle servicing and repair (B2). Rumsey & Son - movers (B8)
28	Vacancy	0	Market House: a vacant two story office building.
29	Vacancy Score	3. Good	2. Reasonable
30	Other market intelligence e.g. market history, competing supply nearby, occupiers known to be moving in/out.		
Overall review			
31	If the site retains its current use, will it be occupied?	Yes	Yes
32	Are there opportunities for redevelopment / intensification / extension?	The site appears fully utilised for the current use, which has occupied the site for over 100 years. No opportunities to extend or expand through intensification.	Yes, Market House presents an opportunity for redevelopment on the site and for the provision of efficient employment floorspace i.e. offices or research and development. Further intensification on the site may not be desirable given the high plot ratios. And the site is tightly bound by residential uses. However, the redevelopment of Market House as offices could result in a higher provision of jobs within the site due to a more intensive use of the building. There appears to be demand for high quality office space, for creative industries, in all parts of the Borough which is not restricted to town centre or traditional locations. A small office scheme may work here. With PDR removing other stock active consideration should be given to securing replacement space where the opportunity arises.
33	Are there any constraints on redevelopment / intensification / extension?	While the site is within the town centre, its location within a conservation area would restrict the scale, height and massing of any future redevelopment or intensification. In addition, service yards and parking which appear to be at capacity may be compromised.	If Market Hse were to be redeveloped for residential, this would be a major limitation on the operation of the remaining industrial activity. It would introduce a conflicting use in very close proximity to the remaining industrial uses. Intensification of built floorspace is unlikely and there may be a case to reduce the built floorspace to increase off site access and servicing to some units.
34	When are these constraint(s) likely to be resolved?	1. Not in the Plan period	2. Available in the Plan period
FINAL COMMENTS			
35	Any final comments	The site is the last large film studio in Richmond and is a unique employment site. There is no reason to suspect that the site will become available for redevelopment within the Plan period.	Overall the existing uses function well despite the proximity to high density residential uses. Moving forward, residential development within the site should be resisted. The site should also be widened to include the adjacent Currie self-storage site as they function as one industrial estate.

Existing employment sites			
1	Site no.		
2	Site name	Sandycombe Centre, Sandycombe Road, Kew	Marlborough Trading Estate, Mortlake Road, Kew
Basic Information			
3	Site location map / photos	 	 
4	Site address	1-9 and 11, Sandycombe Road, Kew, TW9 4HB	159 Mortlake Road, Kew, TW9 4EQ
5	Site description	5 purpose built, small light industrial units with workshop buildings to the north of site. The site was developed in the 1980s and is bordered by a railway line to the east.	Early 20th century industrial buildings in use as offices, warehouse and clothing design studios.
6	Site area (ha)	0.2	0.5
7	Primary type of employment area	Mixed B uses	Light Industrial (B1c)
8	Site's sequential location	Within the built up area	Within the built up area
Planning			
9	Planning History	Appeal to provide a mixed use development of 535m2 of commercial space and 20 residential units. There is also an extant scheme, permitted on appeal, to provide new single storey commercial building and 8 dwellings.	No relevant planning history
10	Detail any planning policy relevant to site (inc. Green belt, conservation, heritage, i.e. potential constraint on expansion)	CS: Policy DM DC 5 - Neighbourliness, Sunlighting and Daylighting. LP: Policy LP 8 - Amenity and Living Conditions.	CS: Policy DM DC 5 - Neighbourliness, Sunlighting and Daylighting. LP: Policy LP 8 - Amenity and Living Conditions. Because of the close proximity of residential neighbours any redevelopment the site is likely to be constrained by Policies DM DC 5/ LP 8. Redevelopment may not be able to secure the same amount of replacement B8 floor space on ground floor alone.
11	Detail any constraint(s)	The site borders a railway and residential uses.	Site is in close proximity to a residential area. Restrictions on access and servicing would make very intensive use of the yardage challenging, and so limit the scope for the range of potential industrial activity.
12	Bad neighbour impact	3. None	2. Minor
13	Conclusion: Is the site policy/impact constrained?	3. None	2. Minor
Attractiveness to occupiers			
External environment			
14	Prominence of site	Prominent location along Sandycombe Road	The site is not visible from the local strategic road, the South Circular.
15	Score	3. Good	1. Poor

Existing employment sites			
1	Site no.		
2	Site name	Sandycombe Centre, Sandycombe Road, Kew	Marlborough Trading Estate, Mortlake Road, Kew
16	Compatibility with surrounding uses	The current site layout appears well suited for light industrial / trade counter uses.	The office element of the site is compatible with the surrounding residential uses, but the B8 element may not be compatible. However, this is compensated by the separation distance between the units on the site and surrounding dwellings. Also the fact that given the site layout, with limited access for large vehicles (esp. in multiple) means very intensive use of the B8 floorspace is unlikely.
17	Score	3. Good	2. Reasonable
18	Access to amenities	BP petrol filling station and shop, and Sainsbury's supermarket along the A316.	The site is close to Kew Retail Park and a 10 minute walk to Kew Green and Kew Gardens
19	Score	2. Reasonable	2. Reasonable
Internal environment			
20	Layout, parking, servicing, landscaping etc.	Ample parking provision and good vehicle servicing.	Dangerous site entrance to and from Mortlake Road. Adequate parking and servicing for cars, vans and small lorries. HGVs cannot access the site.
21	Score	3. Good	1. Poor
Strategic accessibility (road)			
22	Proximity to Mway/principal roads	The site is adjacent to the roundabout that joins the A316 to B353.	1.1 km from the junction of the A316 and Mortlake Road.
23	Score	3. Good	3. Good
Local access by road			
24	Access to site/strategic road network	Sandycombe Road offers good local access to the site.	Direct access to Mortlake Road. No HGV access.
25	Score	3. Good	3. Good
Public transport access			
26	PTAL score	4	1a
Market signals			
27	Main type of occupier and activities	No occupiers - site appears is vacant. It was formerly occupied by trade counters.	Jigsaw - warehouse, studios, offices (B1, B8)
28	Vacancy	Site is vacant and has placed on the market seeking redevelopment	0
29	Vacancy Score	1. Poor	3. Good
30	Other market intelligence e.g. market history, competing supply nearby, occupiers known to be moving in/out.	Site owner seeks redevelopment including commercial/ employment space suggesting demand for this use in the area.	
Overall review			
31	If the site retains its current use, will it be occupied?	Maybe	Yes
32	Are there opportunities for redevelopment / intensification / extension?	Site is currently the subject of redevelopment proposals.	Intensification may result in the loss of yardage and servicing space. Both of which are in high demand and part of what makes the site attractive to the market. The site is not suitable for more intensive uses such as offices.
33	Are there any constraints on redevelopment / intensification / extension?	Proximity to railway and residential uses.	The site is within a residential area. Access and prominence of the site are relatively poor.
34	When are these constraint(s) likely to be resolved?	3. Immediately Available	2. Available in the Plan period
FINAL COMMENTS			
35	Any final comments	The units within Sandycombe Centre were designed to have a relatively short lifespan, and appear to have come to the end of their usage. The employment use on the site should be retained.	While access to the site is relatively poor and residential uses are in close proximity, at present the site provides space for warehousing.

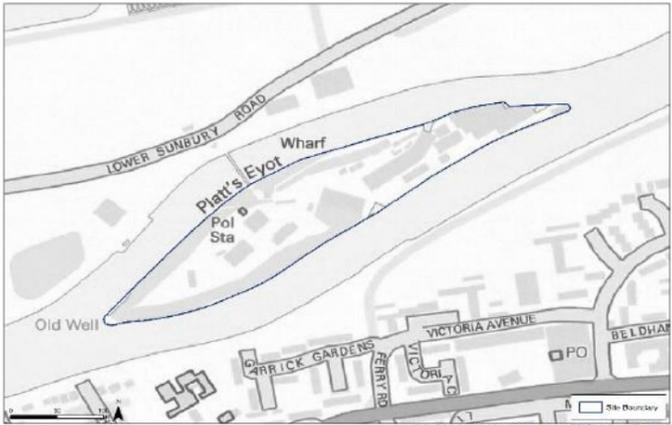
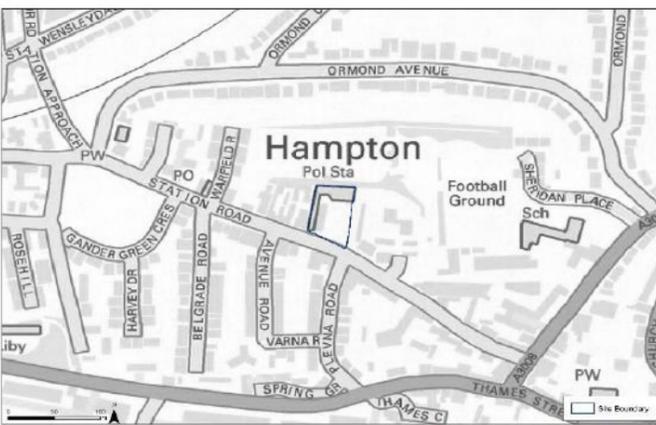
Existing employment sites		
1	Site no.	
2	Site name	Mill Farm Business Park, Whitton
		Big Yellow Self Storage, Lower Mortlake Road, Richmond
Basic Information		
3	Site location map / photos	 
		 
4	Site address	Millfield Road, Whitton, TW4 5PY
		Victoria Villas, Richmond, TW9 2LA
5	Site description	20 relatively modern industrial units, with ancillary offices on upper floors built in the 1980s.
		The site consists of a modern, purpose built self-storage warehouse refurbished in 2011.
6	Site area (ha)	0.7
		0.4
7	Primary type of employment area	Storage and Distribution (B8)
		Storage and Distribution (B8)
8	Site's sequential location	Within the built up area
		Within the built up area
Planning		
9	Planning History	No relevant planning history
		No relevant planning history
10	Detail any planning policy relevant to site (inc. Green belt, conservation, heritage, i.e. potential constraint on expansion)	CS: Policy DM DC 5 - Neighbourliness, Sunlighting and Daylighting. LP: Policy LP 8 - Amenity and Living Conditions.
		CS: Policy DM DC 5 - Neighbourliness, Sunlighting and Daylighting. LP: Policy LP 8 - Amenity and Living Conditions.
11	Detail any constraint(s)	The site is within a residential area.
		The site borders a predominantly residential area.
12	Bad neighbour impact	2. Minor
		2. Minor
13	Conclusion: Is the site policy/impact constrained?	2. Minor
		2. Minor
Attractiveness to occupiers		
External environment		
14	Prominence of site	The site has a prominent location at the end of Millfield Road, but does not have prominence from the A314.
		The unit part fronts Lower Mortlake Road/ South Circular Road (A316).
15	Score	1. Poor
		3. Good

Existing employment sites			
1	Site no.		
2	Site name	Mill Farm Business Park, Whitton	Big Yellow Self Storage, Lower Mortlake Road, Richmond
16	Compatibility with surrounding uses	The potential for conflict with surrounding residential uses is mitigated by the site's operational controls and separation distance.	The surrounding area is mixed commercial and residential use. The B8 unit is not serviced by large vehicles and vehicle movements are relatively light. Operating hours are restricted to normal business hours. Therefore the potential for incompatibility with the residential is managed.
17	Score	2. Reasonable	2. Reasonable
18	Access to amenities	The site is relatively close to the Hanworth Road AMU	A parade of shops is located on the opposite side of the A316.
19	Score	2. Reasonable	2. Reasonable
Internal environment			
20	Layout, parking, servicing, landscaping etc.	The site has 25 car parking spaces. Adequate turning for large vans and a lorry turning head. Mill Road is too narrow for HGV access.	Some parking available within the site with additional on-street parking along Victoria Villas. Layout and servicing appear adequate, although currently no provision for HGV access.
21	Score	2. Reasonable	2. Reasonable
Strategic accessibility (road)			
22	Proximity to Mway/principal roads	2.1 km from the junction of Bear Road and the M3.	The site partially fronts and has direct access to the A316
23	Score	2. Reasonable	3. Good
Local access by road			
24	Access to site/strategic road network	Millfield Road is too narrow for HGV movements but can be accessed by small lorries and other commercial vehicles.	Access via Victoria Villas is suitable for vehicles except HGVs
25	Score	1. Poor	2. Reasonable
Public transport access			
26	PTAL score	1b	6a
Market signals			
27	Main type of occupier and activities	Trade counters, storage and distribution and product showroom (B8).	Big Yellow Storage - B8
28	Vacancy	351 (1 unit out of 20).	0
29	Vacancy Score	2. Reasonable	3. Good
30	Other market intelligence e.g. market history, competing supply nearby, occupiers known to be moving in/out.		
Overall review			
31	If the site retains its current use, will it be occupied?	Yes	Yes
32	Are there opportunities for redevelopment / intensification / extension?	The site is reasonably modern, well occupied and provides space difficult to reprovide elsewhere. Redevelopment is unlikely but should it be promoted any redevelopment should seek to re-provide similar industrial space as provided today - even if this means that the number of jobs reprovided does not increase over that the site can accommodate today.	It is not possible to further intensify the B8 uses on the site without sacrificing yardage and parking areas. Redevelopment for more intensive office uses may be possible in the long term.
33	Are there any constraints on redevelopment / intensification / extension?	The site to the north west of Mill Farm Business Park is set to come forward for housing. This means that the business park will be bordered by residential uses on all sides. While the new housing should be designed in a manner that does not affect the functioning of the site, it might affect future redevelopment of the site. HGV access is a key constraint for long term redevelopment options for the site.	The proximity to residential uses would influence further intensification on the site.
34	When are these constraint(s) likely to be resolved?	1. Not in the Plan period	1. Not in the Plan period
FINAL COMMENTS			
35	Any final comments	Mill Farm Business Park is well occupied and provides a good quality environment for local businesses.	

Existing employment sites			
1	Site no.		
2	Site name	Big Yellow Self Storage, Lower Richmond Road, Richmond	
		Currie Easy Self Storage, Market Road, Richmond	
Basic Information			
3	Site location map / photos		
4	Site address	197-201 Lower Richmond Road, Mortlake, TW9 4LN	1-13 Market Road, TW9 4NH
5	Site description	The site consists of a modern, purpose built self-storage building constructed in the mid 2000s.	Modern self storage unit
6	Site area (ha)	0.3	0.1
7	Primary type of employment area	Storage and Distribution (B8)	Storage and Distribution (B8)
8	Site's sequential location	Within the built up area	Within the built up area
Planning			
9	Planning History	06/3737/FUL - Demolition of existing buildings and erection of a self-storage warehouse (Use B8).	No relevant planning history.
10	Detail any planning policy relevant to site (inc. Green belt, conservation, heritage, i.e. potential constraint on expansion)	CS: Policy DM DC 5 - Neighbourliness, Sunlighting and Daylighting LP: Policy LP 8 - Amenity and Living Conditions.	CS: Policy DM DC 5 - Neighbourliness, Sunlighting and Daylighting. LP: Policy LP 8 - Amenity and Living Conditions.
11	Detail any constraint(s)	The area surrounding the site was previously in office and commercial use, but these have been changed to residential under PDR.	The new residential developments abutting the site post date the current use of the site, and should not be a constraint to its ongoing use. The residential use will need to be considered in respect to any future redevelopment proposal.
12	Bad neighbour impact	2. Minor	2. Minor
13	Conclusion: Is the site policy/impact constrained?	2. Minor	2. Minor
Attractiveness to occupiers			
External environment			
14	Prominence of site	The unit has a prominent frontage along the A316 which is enhanced by its striking colour and high level signage.	The unit is partially visible by westbound traffic along the A316.
15	Score	3. Good	2. Reasonable

Existing employment sites			
1	Site no.		
2	Site name	Big Yellow Self Storage, Lower Richmond Road, Richmond	Currie Easy Self Storage, Market Road, Richmond
16	Compatibility with surrounding uses	While B8 units can have compatibility issues with the surrounding residential uses, vehicle traffic into the site is mostly cars, small vans and some HGVs. Restriction on operating hours also means that access to the site is limited to working hours.	The site is within an industrial cluster centred around Market Road, and bordered by residential uses. While not strictly compatible with residential uses along the site's eastern boundary, any negative impact on neighbouring uses is mitigated by the design of the new residential development and site's operating hours. Vehicle movements into and out of the site are unlikely to be high.
17	Score	2. Reasonable	3. Good
18	Access to amenities	The site is 100 metres from a parade of shops along Lower Mortlake Road	A parade of shops is located along Lower Mortlake Road, with Sainsbury supermarket located on adjacent site to the West.
19	Score	2. Reasonable	2. Reasonable
Internal environment			
20	Layout, parking, servicing, landscaping etc.	On-site parking is provided. The site can be accessed by HGVs though access to the site is constrained by vans parked along the access driveway into the site.	Access and servicing appears to be limited to loading and offloading of goods from smaller vehicles. There is no on-site parking. HGVs appear to service the site from the street.
21	Score	3. Good	2. Reasonable
Strategic accessibility (road)			
22	Proximity to Mway/principal roads	The site fronts and has direct access to the A316	The site has direct access to the A316
23	Score	3. Good	3. Good
Local access by road			
24	Access to site/strategic road network	Local access is along the A316	Market Road is suitable for all types of vehicles and is used for the loading and unloading of HGVs.
25	Score	3. Good	3. Good
Public transport access			
26	PTAL score	3	4
Market signals			
27	Main type of occupier and activities	Big Yellow Storage - B8	Currie Self Storage - B8
28	Vacancy	0	0
29	Vacancy Score	3. Good	3. Good
30	Other market intelligence e.g. market history, competing supply nearby, occupiers known to be moving in/out.		
Overall review			
31	If the site retains its current use, will it be occupied?	Yes	Yes
32	Are there opportunities for redevelopment / intensification / extension?	Redeveloping the site for more intensive B1 uses may not be viable given the significant loss of office to residential space around the site.	Given the tight boundaries of the site, the high plot ratio and constrained access, there is no scope for redevelopment on its own but could offer possibilities if considered with adjacent industrial site.
33	Are there any constraints on redevelopment / intensification / extension?	The encroachment of high density residential reduces the flexibility to redevelop sites such as this. However, should the site be redeveloped, then light industrial and/or replacement self storage could be considered.	The neighbouring residential uses limit options for longer term redevelopment for more intensive uses.
34	When are these constraint(s) likely to be resolved?	1. Not in the Plan period	1. Not in the Plan period
FINAL COMMENTS			
35	Any final comments		The site is better viewed as part of a larger cluster. As such it should be considered as part of the Market Road. This consolidation is important considering the surrounding residential area conflicts with the continued use and operation of the small industrial estate.

APPENDIX B SITE ALLOCATIONS

Employment allocations			
1	Site ref.	SA 2	SA 3
2	Site name	Platts Eyot, Hampton	Hampton Traffic Unit, 60-68 Station Road, Hampton
Basic Information			
3	Site location map / photos	 <p>Photo credit: Derek Winterburn</p> 	 
4	Site address	Platts Eyot, Hampton, TW12 2HF	Hampton Traffic Unit, 60-68 Station Road, Hampton, TW12 2AX
5	Site description	The site includes a mix of industrial buildings, office/ studios, boat yard and moorings	Former police station with yardage.
6	Current use	Mixed B-uses	Vacant, previously a police station (sui generis)
7	Is the site previously developed land?	Yes	Yes
8	Site area (ha)	3.77	0.3
9	Site's sequential location	Outside the built up area	Within the built up area
Proposal			
10	Site allocation (in the emerging Local Plan)	New business and industrial uses (B1, B2 and B8) that respect and contribute to the island's special and unique character.	Appropriate land uses include business (B1), employment generating and other commercial or social and community infrastructure uses.
Planning			
11	Planning designation	Mixed use	Sui generis
12	Planning History	No relevant planning history but site was subject to proposal for residential redevelopment in the mid-2000s which didn't progress.	A planning application (LPA ref. 16/0606/FUL) has been submitted for the redevelopment of the site to accommodate 28 residential units. No employment floorspace is proposed on the site. The application is yet to be decided (Jan 2017).
Constraints			
13	Detail any constraint(s) to delivery of whole or part of site? (inc. physical and policy)	Access to the island is very constrained, and this and the environmental constraints means it is only suitable for small-scale employment uses of the kind that currently occupy the site. The site is within the Platts Eyot Conservation Area.	The site is within the Hampton Village conservation area. The police station is also a Building of Townscape Merit (local listing).
14	Overall constraints?	1. Major	2. Minor
15	Is this site available?	2. Available in the plan period	3. Immediately available
16	Comment	Not suitable for large-scale intensified employment use.	The site is within an area of mixed use, but is also within the Hampton Village Conservation area, which limits the scope for industrial, but office use would be compatible in principle.

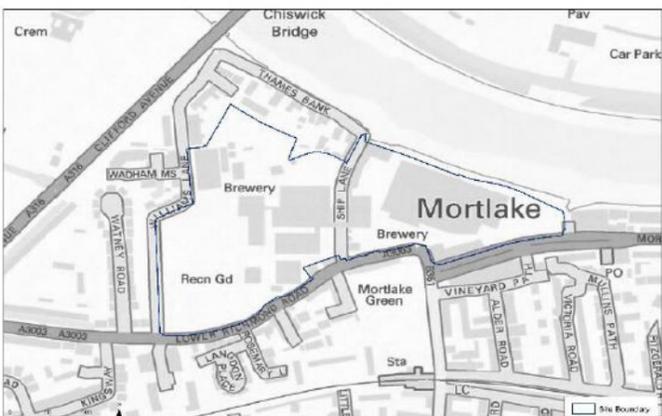
Employment allocations			
1	Site ref.	SA 2	SA 3
2	Site name	Platts Eyot, Hampton	Hampton Traffic Unit, 60-68 Station Road, Hampton
Attractiveness to Occupiers			
External environment			
17	Prominence of site	The island is visible from the Lower Sunbury Road, but is generally well screened by thick vegetation and trees.	The site has a highly prominent frontage along Station Road and features a relatively ornate and imposing former Police station building frontage onto the street.
18	Score	1. Poor	3. Good
19	Compatibility of surrounding uses	Industrial uses are generally not compatible with the river setting. There is some residential use on the south bank of the river Thames while the north bank is open land. The river related and niche industrial uses (boat repair, brewery etc) require a riverside location.	Office would be compatible with the surrounding uses within the AMU, which include retail and residential use.
20	Score	3. Good	3. Good
21	Access to amenities	The closest centre to the site is Thames Street AMU which is 1km from the site.	The site is within Hampton Village AMU
22	Score	1. Poor	3. Good
Internal environment			
23	Any problems with shape, gradient, boundary etc.?	The narrowness and remoteness of the island is a major constraint.	No known constraints.
24	Score	1. Poor	3. Good
Strategic accessibility (road)			
25	Proximity to Mway/principal roads	3.6 km from the M3 and Park Road junction.	3.4 km from the M3 and A312 junction.
26	Score	1. Poor	1. Poor
Local access by road			
27	Access to site/strategic road network	Poor access onto Lower Sunbury Rd. The site is accessed by a footbridge and by boat.	Station road is suitable for all vehicle types.
28	Score	1. Poor	3. Good
Public transport access			
29	PTAL score	0	2
Market Signals			
30	Evidence of developer / occupier interest?	No	An application is currently under consideration to redevelop the site for 100% residential use. Submitted by developer UK Pacific Hampton Station LLP.
31	Other market intelligence e.g. market history, competing supply nearby, occupiers known to be moving in/out.	Site provides a range of affordable, niche premises for employment uses ranging from river related to creative studio space and breweries. Oddly Brewery took up space in December 2016.	The Met Police have vacated the site.
32	Score	2. Reasonable	1. Poor
Overall Review			
33	Is the site attractive to employment occupiers?	3. Yes	2. Maybe
34	Comments	There is demand for the existing affordable small-scale space. But, there is no potential for comprehensive redevelopment due to site constraints.	The site may have some potential for employment use because there are so few alternatives in the Borough, but it does not score highly in terms of the attractiveness to occupiers' criteria.
FINAL COMMENTS			
35	Is the site suitable for the assessed use?	Only suitable for small scale activities especially specialist river related uses. Opportunity is restricted to renewal and replacement of existing units rather than expansion due to site constraints.	Testing the applicant's marketing evidence will determine if there is demand in this location.

Employment allocations			
1	Site ref.	SA 4	SA 5
2	Site name	Hampton Delivery Office, Rosehill, Hampton	Telephone Exchange, Teddington
Basic Information			
3	Site location map / photos	 	 
4	Site address	Hampton Delivery Office, Rosehill, Hampton, TW12 2AA	Telephone Exchange, Teddington, TW1 18JD
5	Site description	The site consists of an two storey building with associated parking and servicing areas.	A two storey office block with yardage.
6	Current use	Delivery office	Telephone exchange
7	Is the site previously developed land?	Yes	Yes
8	Site area (ha)	0.1	0.2
9	Site's sequential location	Within the built up area	In a town centre
Proposal			
10	Site allocation (in the emerging Local Plan)	If the site is surplus to the PO's requirements. Appropriate land uses include employment generating or social and community infrastructure uses.	Commercial/ retail on the ground floor. Any proposal should provide for employment floorspace, such as B1 offices with housing (including affordable housing) in upper floors and to the rear of the site.
Planning			
11	Planning designation	Sui generis	Sui generis
12	Planning History	No relevant planning history	No relevant planning history
Constraints			
13	Detail any constraint(s) to delivery of whole or part of site? (inc. physical and policy)	The site is very small and located within the Hampton Village Conservation Area and in a residential area.	The site is with the Teddington High Street Conservation Area, and forms part of the Primary Retail Frontage.
14	Overall constraints?	2. Minor	2. Minor
15	Is this site available?	2. Available in the plan period	2. Available in the plan period
16	Comment	Could be suitable for employment uses compatible with neighbouring residential.	No obvious constraints to delivering some B1 floorspace in a town centre location.

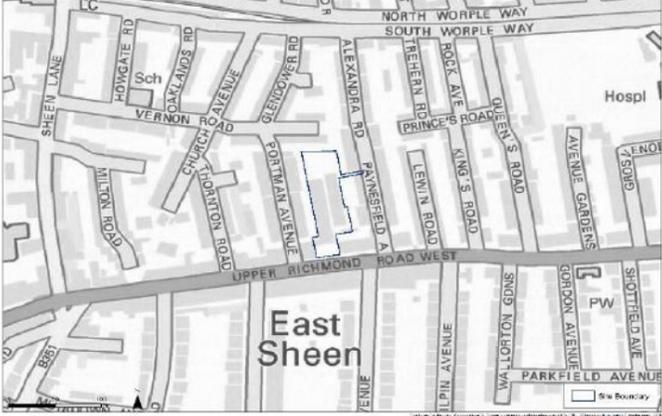
Employment allocations			
1	Site ref.	SA 4	SA 5
2	Site name	Hampton Delivery Office, Rosehill, Hampton	Telephone Exchange, Teddington
Attractiveness to Occupiers			
External environment			
17	Prominence of site	Rosehill is a relatively quiet residential street. The single storey delivery office is set back behind a boundary wall.	The site is prominent on Teddington High Street.
18	Score	1. Poor	3. Good
19	Compatibility of surrounding uses	This is a residential area, and employment uses will need to be compatible with residential in terms of hours of business and access requirements.	The surrounding uses are those associated with town centres. No incompatibility issues.
20	Score	2. Reasonable	3. Good
21	Access to amenities	Hampton Village AMU is a short distance from the site.	The site is within Teddington town centre.
22	Score	2. Reasonable	3. Good
Internal environment			
23	Any problems with shape, gradient, boundary etc.?	No known site constraints.	No known site constraints.
24	Score	3. Good	3. Good
Strategic accessibility (road)			
25	Proximity to Mway/principal roads	3.6 km from the M3 and Park Road junction.	3.6 km from the junction of the A316 and the B358.
26	Score	1. Poor	1. Poor
Local access by road			
27	Access to site/strategic road network	Rosehill is primarily a residential street and relatively constrained.	The site has direct access to Teddington High Street
28	Score	2. Reasonable	3. Good
Public transport access			
29	PTAL score	2	3
Market Signals			
30	Evidence of developer / occupier interest?	No	No
31	Other market intelligence e.g. market history, competing supply nearby, occupiers known to be moving in/out.	Whilst there is no evidence of current interest, the site is suitable for B1 uses, and may generate interest were it to be marketed.	Whilst there is no evidence of current interest, the site is suitable for B1 uses, and may generate interest were it to be marketed.
32	Score	2. Reasonable	2. Reasonable
Overall Review			
33	Is the site attractive to employment occupiers?	3. Yes	3. Yes
34	Comments	If the Royal Mail vacates the site, it is likely that the site may be attractive to other delivery companies.	Potential for employment uses on upper floors.
FINAL COMMENTS			
35	Is the site suitable for the assessed use?	The site could be suitable for small scale B1 uses. However, there may well be demand to maintain the site in its current employment use.	The site's town centre location makes it suitable for B1 use on upper floors.

Employment allocations			
1	Site ref.	SA 6	SA 13
2	Site name	Teddington Delivery Office, Teddington	Telephone Exchange, Whitton
Basic Information			
3	Site location map / photos	 	 
4	Site address	Teddington Delivery Office, Teddington, TW11 8EG	Telephone Exchange, Ashdale Close, Whitton, TW1 7BE
5	Site description	The site consists of a two storey office building with a small service yard	The site consists of a two storey office block with service yard.
6	Current use	Delivery office	Telephone exchange
7	Is the site previously developed land?	Yes	Yes
8	Site area (ha)	0.1	0.4
9	Site's sequential location	In a town centre	Within the built up area
Proposal			
10	Site allocation (in the emerging Local Plan)	Appropriate uses include commercial / retail on the ground floor. Any proposal should provide employment floorspace, including B1 offices, possibly as part of a mixed use scheme.	Appropriate uses include employment or other appropriate town centre uses. Any proposal should provide some employment floorspace, including B1 offices.
Planning			
11	Planning designation	Sui generis	Sui generis
12	Planning History	No relevant planning history	No relevant planning history
Constraints			
13	Detail any constraint(s) to delivery of whole or part of site? (inc. physical and policy)	The site is within the Teddington High Street Conservation Area, and forms part of the Secondary Retail Frontage.	Ashdale Close is largely residential, otherwise no known constraints.
14	Overall constraints?	2. Minor	2. Minor
15	Is this site available?	2. Available in the plan period	2. Available in the plan period
16	Comment	No obvious constraints to delivering some B1 floorspace in a town centre location.	Proximity to residential use and access may constrain the site's redevelopment potential.

Employment allocations			
1	Site ref.	SA 6	SA 13
2	Site name	Teddington Delivery Office, Teddington	Telephone Exchange, Whitton
Attractiveness to Occupiers			
External environment			
17	Prominence of site	The delivery office occupies a prominent site in the town centre and fronts Teddington High Street.	The site has poor prominence and is only visible from Ashdale Close.
18	Score	3. Good	1. Poor
19	Compatibility of surrounding uses	The surrounding uses are those associated with town centres. No incompatibility issues.	Whilst located within the town centre, the immediate neighbouring uses are residential, which may restrict type of use and site operation.
20	Score	3. Good	2. Reasonable
21	Access to amenities	Teddington town centre has a good range of shops, services and amenity.	The site is within Whitton Town Centre
22	Score	3. Good	3. Good
Internal environment			
23	Any problems with shape, gradient, boundary etc.?	No known internal constraints.	No known internal site constraints.
24	Score	3. Good	3. Good
Strategic accessibility (road)			
25	Proximity to Mway/principal roads	3.3 km from the junction of the A316 and the B358.	2 km from the junction of the A316 and the B358.
26	Score	1. Poor	2. Reasonable
Local access by road			
27	Access to site/strategic road network	The site has direct access to Teddington High Street	Ashdale Close is a residential street relatively constrained by on-street resident's parking. It is a suitable access for the site.
28	Score	3. Good	2. Reasonable
Public transport access			
29	PTAL score	3	2
Market Signals			
30	Evidence of developer / occupier interest?	No	No
31	Other market intelligence e.g. market history, competing supply nearby, occupiers known to be moving in/out.	Whilst there is no evidence of current interest, the site is suitable for B1 uses, and may generate interest were it to be marketed.	Whilst there is no evidence of current interest, the site is suitable for B1 uses, and may generate interest were it to be marketed.
32	Score	2. Reasonable	2. Reasonable
Overall Review			
33	Is the site attractive to employment occupiers?	3. Yes	2. Maybe
34	Comments	Potential for office development as part of a mixed use scheme.	The site is not directly accessible to Whitton town centre.
FINAL COMMENTS			
35	Is the site suitable for the assessed use?	The site is suitable for B1 use given its town centre location.	The Richmond office market is generally short for office space and this will only get worse as PDR releases additional stock. While this is not a 'natural' office location this does not appear to be a barrier elsewhere in the Borough. The creative and SME market appears to take suitable space across the Borough - regardless of micro location.

Employment allocations			
1	Site ref.	SA 18	SA 23
2	Site name	Richmond Station, Richmond	Stag Brewery, Lower Richmond Road, Mortlake
Basic Information			
3	Site location map / photos	 	 
4	Site address	Richmond Station, Richmond, TW9 2NA	Stag Brewery, Lower Richmond Road, Mortlake, SW14 7ET
5	Site description	Train station with ground floor retail and ancillary offices.	Former brewery with manufacture and distribution facilities and office space set within extensive grounds close to Mortlake town centre.
6	Current use	Train station with ancillary commercial and retail.	Non-operational brewery
7	Is the site previously developed land?	Yes	Yes
8	Site area (ha)	4.8	8.8
9	Site's sequential location	In a town centre	Within 400m of a town centre
Proposal			
10	Site allocation (in the emerging Local Plan)	Comprehensive redevelopment to provide an improved transport interchange and an appropriate mix of main centre uses. This includes as a priority the provision of retail floorspace as well as employment floorspace.	Comprehensive site redevelopment. An appropriate mix of uses should deliver a new village centre for Mortlake including employment (B uses).
Planning			
11	Planning designation	Sui generis	Industrial
12	Planning History	No relevant planning history	The Council adopted the Stag Brewery SPD for the redevelopment of the site in July 2011. The site owner is currently undertaking public consultation.
Constraints			
13	Detail any constraint(s) to delivery of whole or part of site? (inc. physical and policy)	Building over the railway will be the major constraint.	The north eastern corner of the site forms part of the Mortlake Conservation Area. Part of the site also falls within the Thames Policy Area. The south west boundary adjoins playing fields designated as Other Open Land of Townscape Importance. Given the site's history and development there are likely to be significant archaeological features. A number of buildings within the site are locally listed as Buildings of Townscape Merit.
14	Overall constraints?	1. Major	1. Major
15	Is this site available?	2. Available in the plan period	3. Immediately available
16	Comment	Huge risks in such a project, that will be dependent on high future development values.	The Council requires that the future provision of employment on the site is equivalent to the level while the brewery was in operation.

Employment allocations			
1	Site ref.	SA 18	SA 23
2	Site name	Richmond Station, Richmond	Stag Brewery, Lower Richmond Road, Mortlake
Attractiveness to Occupiers			
External environment			
17	Prominence of site	Central within the town centre.	The site occupies a prominent location at the corner of Mortlake High Street and Lower Richmond Road. Part of the historic units within the site have extensive frontages along Mortlake High Street. The buildings along this frontage are not statutorily listed but are identified as Buildings of Townscape Merit.
18	Score	3. Good	3. Good
19	Compatibility of surrounding uses	The site is within Richmond town centre and is compatible with surrounding uses.	While not strictly compatible with its surrounding uses, the brewery operated on the site since at least the mid-19th century. The site is surrounded by river, commercial and residential uses and separated by Ship Lane.
20	Score	3. Good	3. Good
21	Access to amenities	The site is within Richmond Town Centre	The site is within Mortlake AMU which includes a small parade of shops and is a short distance from East Sheen town centre and White Hart Lane local centre.
22	Score	3. Good	3. Good
Internal environment			
23	Any problems with shape, gradient, boundary etc.?	Building over the railway is a huge undertaking.	The River Thames forms part of the northern boundary. The site lies within Flood Zones 2 and 3.
24	Score	1. Poor	1. Poor
Strategic accessibility (road)			
25	Proximity to Mway/principal roads	0.4 km from the junction of the A316 and Kew Road.	0.7 km from the junction of the A316 and the South Circular Road.
26	Score	3. Good	3. Good
Local access by road			
27	Access to site/strategic road network	The site fronts Kew Road (A307)	The site fronts the A3003, which is suitable for all forms of vehicles.
28	Score	3. Good	3. Good
Public transport access			
29	PTAL score	6a	2
Market Signals			
30	Evidence of developer / occupier interest?	No	The site was purchased from the brewery owner InBev by property developers Reselton Properties.
31	Other market intelligence e.g. market history, competing supply nearby, occupiers known to be moving in/out.	There is no current evidence of developer interest, but the site's town centre location and accessibility will ensure healthy interest.	According to the site's planning brief, the site was deemed unsuitable for the large scale provision of B2/B8 employment floorspace because demand was low and would present challenges in integrating the site to the wider area. B1 offices deemed suitable due to the high demand of office floorspace in Mortlake. The Council expressed preference for start-up units and creative industries.
32	Score	2. Reasonable	3. Good
Overall Review			
33	Is the site attractive to employment occupiers?	3. Yes	3. Yes
34	Comments	The site has excellent accessibility at the heart of the town centre.	Stag Brewery is the largest development site in the Borough, and there is evidence of demand for office and possibly other employment floorspace within the comprehensive redevelopment of the site.
FINAL COMMENTS			
35	Is the site suitable for the assessed use?	As and when preparation of a scheme progresses it is sure to generate substantial interest for office floorspace.	Yes, given the site's location and context it is suitable for a mixed use development.

Employment allocations			
1	Site ref.	SA 24	SA 26
2	Site name	Mortlake and Barnes Delivery Office, Mortlake	Telephone Exchange and 172-176 Upper Richmond Road West, East Sheen
Basic Information			
3	Site location map / photos	 	 
4	Site address	Mortlake and Barnes Delivery Office, Mortlake, SW14 8JB	172-176 Upper Richmond Road West, East Sheen, SW14 8AW
5	Site description	The site consists of a three storey office building and service yard.	The site includes a single storey retail unit and a three storey office building
6	Current use	Delivery office	Telephone exchange and retail unit
7	Is the site previously developed land?	Yes	Yes
8	Site area (ha)	0.1	0.4
9	Site's sequential location	Within 400m of a town centre	In a town centre
Proposal			
10	Site allocation (in the emerging Local Plan)	If the site is declared surplus to requirements, appropriate land uses include employment.	If the telephone exchange is declared surplus to requirements, appropriate land uses include employment.
Planning			
11	Planning designation	Sui generis	Mixed use
12	Planning History	No relevant planning history	No relevant planning history
Constraints			
13	Detail any constraint(s) to delivery of whole or part of site? (inc. physical and policy)	The site is within the Mortlake Conservation Area.	No known constraints.
14	Overall constraints?	2. Minor	3. None
15	Is this site available?	2. Available in the plan period	2. Available in the plan period
16	Comment	Other than respecting the Conservation Area controls, there are no constraints to the provision of B1 floorspace.	No constraints to the provision of B1 floorspace in this area

Employment allocations			
1	Site ref.	SA 24	SA 26
2	Site name	Mortlake and Barnes Delivery Office, Mortlake	Telephone Exchange and 172-176 Upper Richmond Road West, East Sheen
Attractiveness to Occupiers			
External environment			
17	Prominence of site	The delivery office has a prominent frontage along Mortlake High Street	The telephone exchange does not directly front Upper Richmond Road West but is visible from the street due to its height. The retail unit, while set back from the street, is highly visible.
18	Score	3. Good	2. Reasonable
19	Compatibility of surrounding uses	The area of mixed use has no compatibility issues for employment uses.	The site is compatible with the surrounding town centre uses
20	Score	3. Good	3. Good
21	Access to amenities	The site is within Mortlake AMU, which includes a small parade of shops and is a short distance from East Sheen town centre and White Hart Lane local centre.	The site is within East Sheen town centre.
22	Score	3. Good	3. Good
Internal environment			
23	Any problems with shape, gradient, boundary etc.?	No known internal constraints.	No known internal constraints.
24	Score	3. Good	3. Good
Strategic accessibility (road)			
25	Proximity to Mway/principal roads	1 km from the junction of the A316 and South Circular Road.	1.3 km from the junction of the A316 and the South Circular Road.
26	Score	3. Good	2. Reasonable
Local access by road			
27	Access to site/strategic road network	The site fronts the A3003, which is suitable for all forms of vehicles.	The site has direct access to Upper Richmond Road West (S. Circular Road).
28	Score	3. Good	3. Good
Public transport access			
29	PTAL score	2	3
Market Signals			
30	Evidence of developer / occupier interest?	No	No
31	Other market intelligence e.g. market history, competing supply nearby, occupiers known to be moving in/out.	There is no evidence of developer interest but the site's AMU location and accessibility may generate some interest were it to be marketed.	There is no evidence of current developer interest, but the site's town centre location and accessibility is likely to generate interest were it to be marketed.
32	Score	2. Reasonable	2. Reasonable
Overall Review			
33	Is the site attractive to employment occupiers?	3. Yes	3. Yes
34	Comments	The site is has good accessibility. The well occupied Mortlake Business Centre illustrates that there is demand for office floorspace in this area.	The site has excellent accessibility and is within a town centre location.
FINAL COMMENTS			
35	Is the site suitable for the assessed use?	Yes, the site is suitable for its proposed use.	Yes, the site is suitable for B1 floorspace in the upper floors should it come forward.

