

Review long list of potential Uses June 2014

Planning & Community Impacts

Market & viability

Site suitability

Select shortlisted options July 2014

Agree Key Objectives

Present site specific constraints & opportunities with SPG

Agree short listed options

Develop & test preferred options July Aug 2014

Outline proposals

Soft marketing testing / engagement

Present to SPG

Review long list of uses

- Retail
- Financial and professional Services
- Restaurants and cafes
- Drinking establishments
- Hot food takeaways
- Business
- General industrial
- Storage or distribution
- Hotels
- Residential institutions
- Secure residential institution
- Dwelling houses
- Houses in multiple occupation
- Non residential institutions (schools)
- Assembly & leisure (cinema)
- Sui Generis (petrol station)
- Public open space

Site Suitability

- Planning policy
- Physical Context
- Transport & access

Community Impacts

- Community needs
- Outcomes (potential jobs / new homes etc)

Market Interest & Viability

- Soft market testing
- Relative values and costs

Agree Preferred Use(s)

Long List of Uses	Physical Suitability & Planning	Community Impact	Market Suitability & Viability
Retail	Not supported due to out-of-centre location Any application would have to undergo a sequential assessment and impact test as set out in UDP policy	Use discounted and not considered further	
Financial & Professional services			
Restaurants & Cafes			
Drinking establishments			
Hot food takeaways			
Hotels	Could be supported if backed by a robust business case establishing demand	Potential Neighbour nuisance	Discounted Unlikely to be a marketable proposition given low demand for use of hotel in this location, which predominantly caters for distribution & warehousing uses
Assembly and leisure (cinema)	This use needs a better and centrally located site	Close proximity to housing Local traffic impacts	Use discounted and not considered further
Non residential institutions (schools)	No requirement	Use discounted and not considered further	
Sui Generis (Petrol filling stations)	Low demand use given recent approval of PFS at Sandy Lane Auto Work & ex. PFS at Morrisons / KW Town Centre	Discounted after soft market testing revealed low level of interest	

Long List of Uses	Physical Suitability & Planning	Community Impact	Market Suitability & Viability
Public open space	No deficiency need for additional POS (see green space strategy) Presumption to release Brownfield sites for redevelopment		Use discounted and not considered further
Business	2009 Employment Land Review confirms over supply of lower quality outdated accommodation.	Discounted	Demand is for larger, more flexible & better located sites
General Industrial	Findings of Industrial Estate Review supports release of site and reinvestment to improve quality of remaining stock.	Little opportunity to assemble bigger sites given adjacent sites are in multiple ownerships.	
Storage or distribution		High Vacancy & turnover rates within current units and neighbouring sites	

Long List of Uses	Physical Suitability & Planning	Community Impact	Market Suitability & Viability
Residential institutions	<p>National, regional & local demand for homes across a range of types and tenures</p> <p>Density and yield of development would have to be carefully considered and meet requirements as set out in Strategic Housing Market Assessment. Including the latest need for affordable housing</p>	<p>Would the site remain too isolated for older residents?</p>	<p>Compared to other uses this would generate low land value unless 'topped up' artificially by grant support or other public funds cross subsidy</p> <p>Avoid competing with market demand for other uses</p>
Houses in multiple occupation		<p>Stigma associated with these types of uses means they will always get a hard time through the planning process when an application is consulted upon.</p>	<p>Suggest not Considered as a deliverable option</p>
Secure residential occupation		<p>Examination of local housing needs and demand suggest preference for:</p> <p>1&2 bed flats (70:30)</p> <p>2 bed bungalows</p> <p>2 & 3 Bed houses</p>	<p>Housing seen as the preferred use for site, however:</p> <p>Not all forms of housing will be able to generate the land value anticipated which is urgently required to furnish transformation which can only be tested following site specific options considering type of accommodation, density and site specific issues.</p>
Dwelling houses	<p>Strategic Housing Land Availability Assessment (2013) provides evidence supporting the need to deliver housing in order to meet the statutory five year supply</p>		