



Photo: Memorial Gardens/Riverside car park, Staines-upon-Thames

Staines-upon-Thames **prospectus**

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Staines-upon-Thames

In spring 2014, Staines-upon-Thames was highlighted by Property Weekly, as the town with more speculative development than anywhere else on the M25. The location (close to Heathrow and the motorway network) is a real draw; interest from national and international companies (including a US software company) is strong.

Staines-upon-Thames has also been identified as one of only five towns in the Enterprise M3 Local Economic Partnership to be a 'Step-Up Town'. It has 'high growth potential within which concerted transformational action will be undertaken' (The Enterprise M3 Strategy for Growth).



Photo: Memorial Gardens/Riverside car park, Staines-upon-Thames

Work is well underway on a number of grade A headquarters office buildings in the town centre which are due for completion in summer 2014. This will result in a significant increase in business floor space available for immediate occupation. Within the town there are also two key sites with permissions for substantial mixed use development (including offices, residential, retail and leisure). In total the town has 325,000 sq ft under construction or completed with another 427,000 sq ft about to start on site.

The Council is keen to take this growth in activity and build on it even further as a key priority. It is looking to use the key sites which it owns to change the look and feel of the town. The town's principal natural asset, the River Thames, is the focus of attention. By using a number of Council sites, the intention is to re-focus attention to the riverside. The vision is to revitalise this part of the town, building new high quality apartments alongside cafes, restaurants and new shops.

This document sets out the opportunities that exist on Council owned sites in Staines-upon-Thames. It gives an idea of how the sites could be developed, and sets out the main principles that will need to be considered. Where relevant, reference is made to previous applications on the individual sites. It should be noted that the document is not intended to be rigid in any way.

The aim is to help guide developers, and to provide reassurance to potential investors coming into the town. It is also non-statutory and is not a planning document.

The Council particularly welcomes discussions on any innovative solutions that developers may have in relation to the provision of residential development along the riverside (which is subject to flooding).



Photo: High Street, Staines-upon-Thames

The opportunity

Staines-upon-Thames is an area of 'high growth potential' with scope for further development. Located a mere 1.5 miles from the M25, 3.5 miles away from Terminal 5 Heathrow and with a journey time of 34 minutes into Central London it is undoubtedly one of the 'most connected' parts of the UK. It represents a real opportunity for developers to come forward with exceptional schemes for both residential and retail development, with proximity to the London market.

The opportunity to live and enjoy a town with access to the River Thames and all that it has to offer cannot be under estimated. It is very rare to find a town centre which still has so many opportunities to build flats and cafes besides the River Thames. It provides a perfect blend of town and river.

By using Council-owned land, it will drive economic growth, provide new homes and enhance the riverside experience.



Photo: London Heathrow Airport

Excellent transport links

Staines-upon-Thames is perfectly positioned in the north of Surrey and to the south west of London. Heathrow (which had 72 million passengers through its gates in 2013) is only 6.5 miles away, with Terminal 5 even closer at only 3.5 miles. You are literally around 15 minutes away from connecting with 180 destinations in 85 countries.

Travelling round the road network could not be easier. Within 1.5 miles you are able to access the M25, with links to the M4 (for the West Country) only five miles away and the M3 (for the South Coast) a mere 4.5 miles. Central London is only 22 miles away.

The railway station is centrally located, with a frequent service to London (Waterloo) which takes just over 30 minutes. By changing at Clapham Junction, you can be at Victoria in a little over 34 minutes. Gatwick can be reached in just over an hour by train. In the future there is the possibility of a link from Staines-upon-Thames into Heathrow via a 'southern access' route.



Photo: Staines bridge and riverside view, Staines-upon-Thames

Riverside landscape

The town sits directly on the River Thames (one of the main leisure arteries into London). Being non tidal at this point, the River Thames is a constant visual presence, and one which gives a sense of openness and space. Views up and down the river are surprisingly open and tranquil so close to London. The view of The Hythe and its listed buildings on the opposite bank is timeless and unchanging.

Staines-upon-Thames is already building on this natural asset through the annual Staines-upon-Thames day, which is a celebration of the river and the town by the local community. Now three years old, the event is going from strength to strength. It takes place in the Memorial Gardens which sit between the Riverside Car Park and the Old Town Hall (not in Council ownership but containing a number of significant listed buildings).

Memorial Gardens provide a welcome green space in the town centre. However, what sets this space apart from any other is its extensive river frontage (with moorings) which could be used to much better effect. Within the gardens is an amphitheatre style sunken Swan-apping platform capable of more imaginative use. There are a number of opportunities to use this space to provide a 'destination' which attracts visitors, workers and residents to the green space and the moorings throughout the day and into the evening (whether on a temporary or permanent basis).

Those proposing any development on this site might find it appropriate to liaise with adjoining third party land owners to achieve a more comprehensive development.



Photos, left to right: Staines Village / d'nata's new offices / talent pool



Photo: Memorial Gardens/Riverside car park, Staines-upon-Thames

Location and Lifestyle

Staines-upon-Thames has a series of high quality open spaces, whether it is the Memorial Gardens in the centre of the town, or the more child friendly Lammas Park nearby. One of the town's 'gems' is Staines Village, full of historic buildings, independent retailers and a 'hidden' backwater on to the River Thames. We are also blessed with some outstanding leisure and sport facilities nearby, including Kempton Park racecourse and the new Rugby Centre of Excellence for London Irish in Sunbury-on-Thames.

Successful and thriving economy

Staines-upon-Thames (and the Borough as a whole) has a huge range of globally renowned businesses. This gives excellent opportunities for those wishing to collaborate, expand their business network or consolidate their company's reputation. International players located in Staines-upon-Thames include Wood Group Kenny and Centrica, and global brands such as BP, d'nata and Shepperton Studios. Pinewood Group are located close by.

Outstanding talent pool

There is an available workforce of 1.21 million people in neighbouring boroughs, and as an area we are very competitive (up from 61st to 13th in UK competitiveness index in 2013). Each of our workers contributes an average of over £72,000 to the national economy. There is also access to some of the best educated and talented innovators from Royal Holloway, Brunel and Reading Universities.

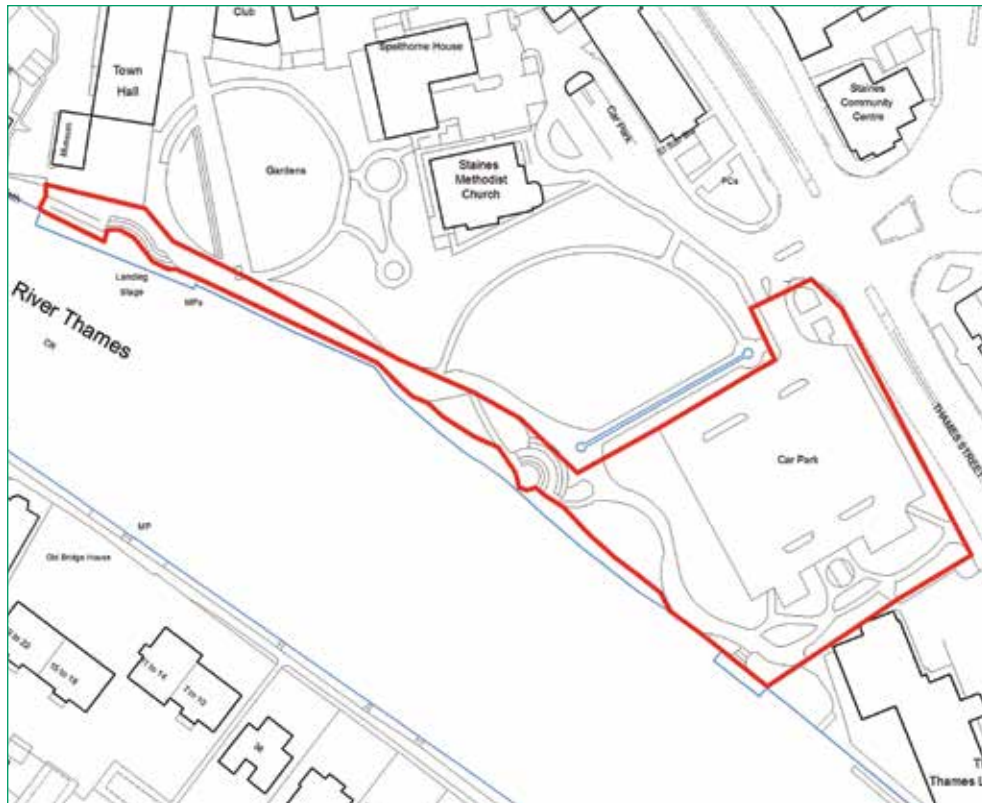
Development opportunities – Council owned sites

Whilst the Council are primarily concerned at present with the development of sites in its ownership, we would not wish in any way to preclude more imaginative projects involving properties beyond the scope of this Prospectus. Moreover the Council is highly receptive to a collaborative approach both in terms of funding and scale of development.

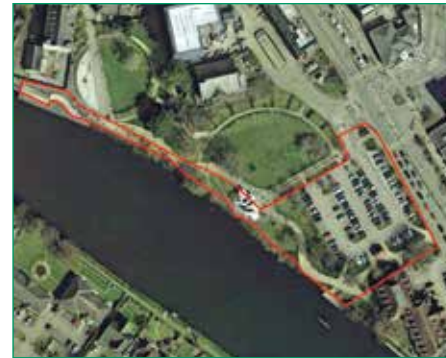


Riverside car park

Thames Street, Staines-upon-Thames



Site plan



Aerial view



Existing site

Site details

Size: 0.57 ha

Planning permission: none

Vehicle access: off Thames Street

Suitability and potential

A3 use: cafes and restaurants (900 m²)

Residential: subject to planning

Employment: none

Parking: retain an element of public car parking

Other: none

Assets and constraints

Heritage assets: none

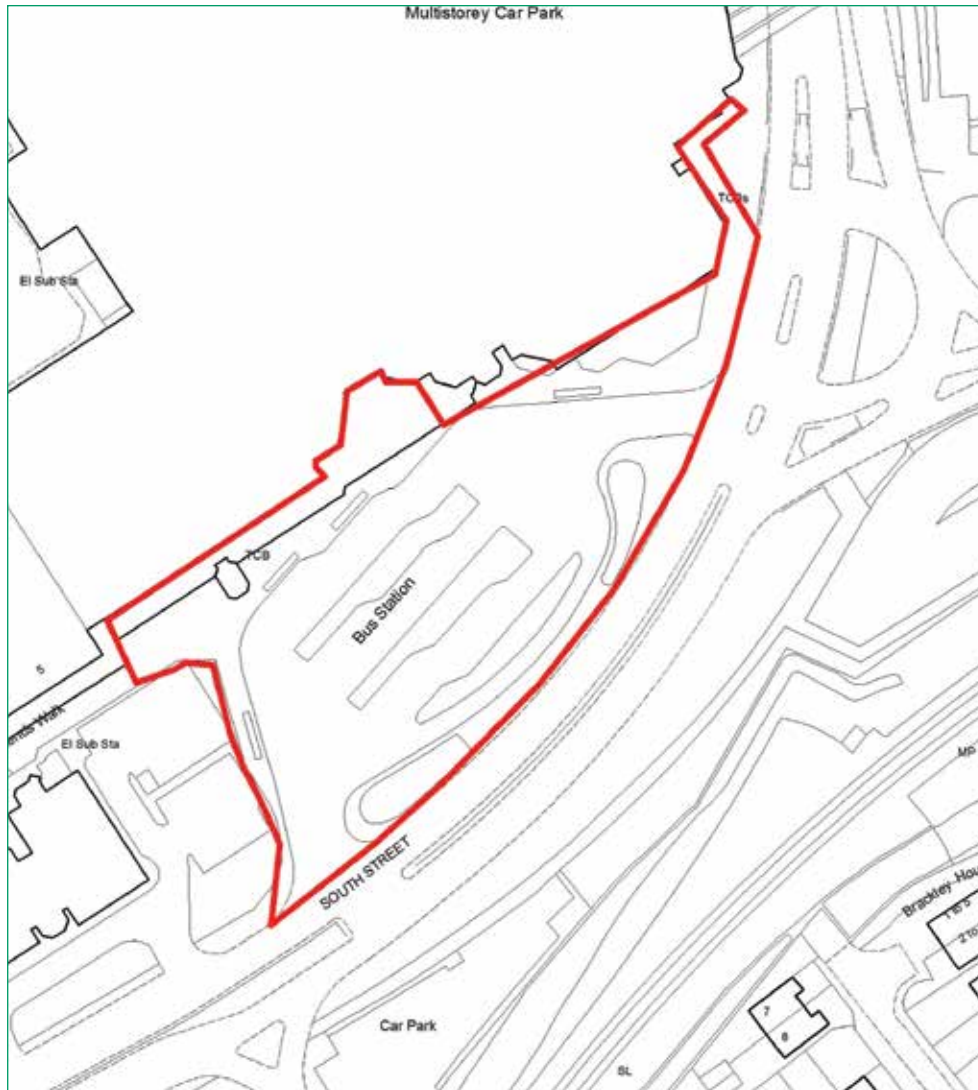
Wildlife: none

Flood risk: Flood zone 3 (1:100). Flood zone 3b 1:20 (part of Memorial Gardens)

Contamination: subject to investigation

Elmsleigh Phase III (Southern extension)

South Street, Staines-upon-Thames



Site plan



Aerial view



Existing site

Site details

Size: 0.52 ha

Planning permission: Planning application submitted 2010 for an extension to the Elmsleigh Centre (phase III) to include additional retail floor space (4,616 m²) and reconfigured new bus station. Approved subject to S106 agreement, but no decision issued. (Ref 10/00494/FUL)

Planning application submitted in 2008 for an extension to the Elmsleigh Centre (phase III) to include additional retail floorspace (3,900 m²) and 124 residential units and reconfigured new bus station. Approved subject to a S106 agreement, but no decision issued. (Ref 08/00790/FUL)

Planning Brief: Yes. Initial Draft Elmsleigh Centre Western and Southern Extension Planning Brief (May 2006)

Allocations DPD: Allocation A10 for retail and residential (December 2009)

Vehicle access: off South Street

Suitability and potential

Retail: 2,500 – 4,600 m²

Residential: up to 124 residential units

Employment: none

Parking: no additional parking required

Other: possible reconfigured bus station

Assets and constraints

Heritage Assets: none

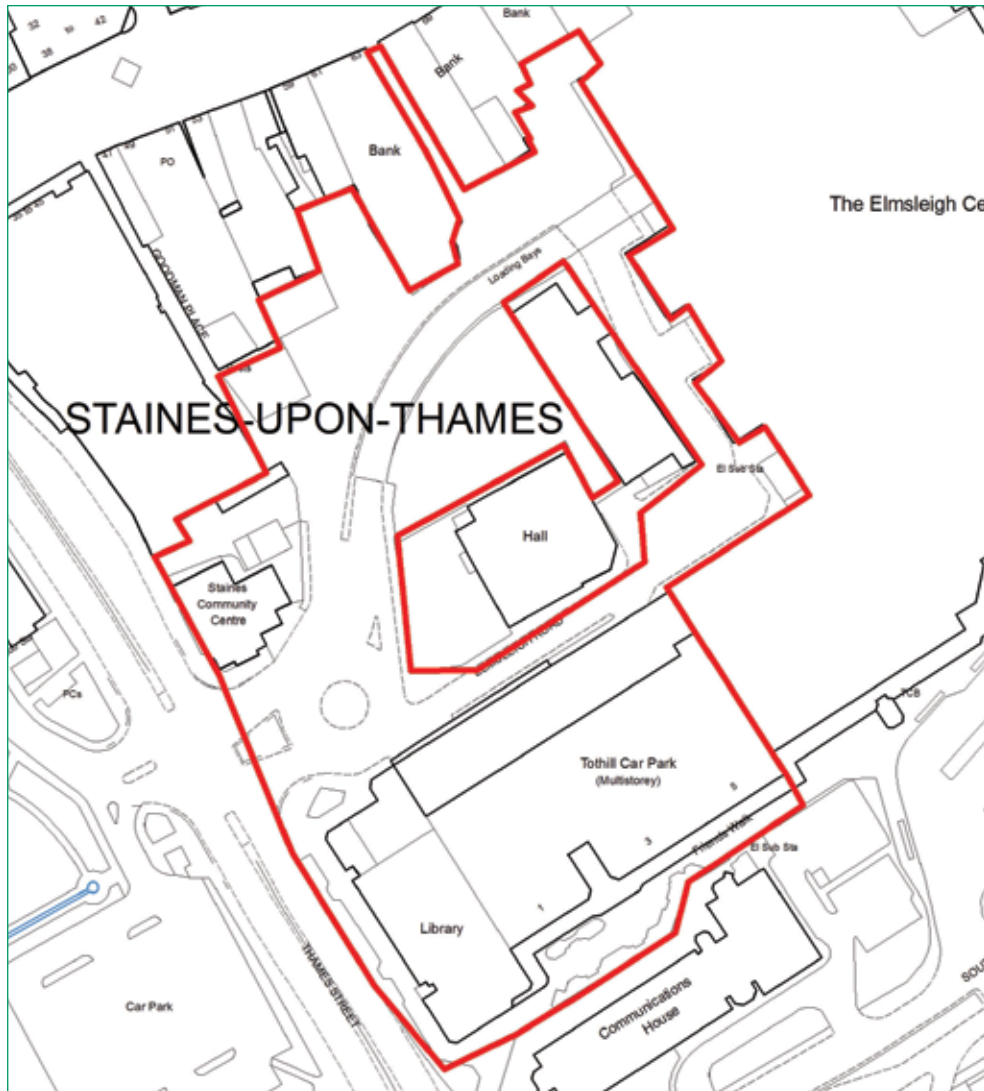
Wildlife: none

Flood risk: Flood zone 3 (1:100)

Contamination: subject to investigation

Elmsleigh Western Extension

Thames Street, Staines-upon-Thames



Site plan



Aerial view



Existing site

Site details

Size: 1.45 ha

Planning permission: no

Planning brief: Yes. Initial Draft Elmsleigh Centre Western and Southern Extension Planning Brief (May 2006)

Allocations DPD: Allocation A10 for retail and residential (December 2009)

Vehicle access: off South Street

Suitability and potential

Retail: up to 18,000 m² of retail

Residential: a minimum of 65 units

Employment: none

Parking: No additional parking required

Other: Opportunity for new space for community centre facilities (at no cost to the Council) possibly linked to new library/museum

Assets and constraints

Heritage assets: none

Wildlife: none

Flood risk: Flood zone 3 (1:100)

Contamination: subject to investigation



Photo: Memorial Gardens/Riverside Park, Staines-upon-Thames

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For further details please contact Heather Morgan, Staines-upon-Thames Regeneration Manager

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