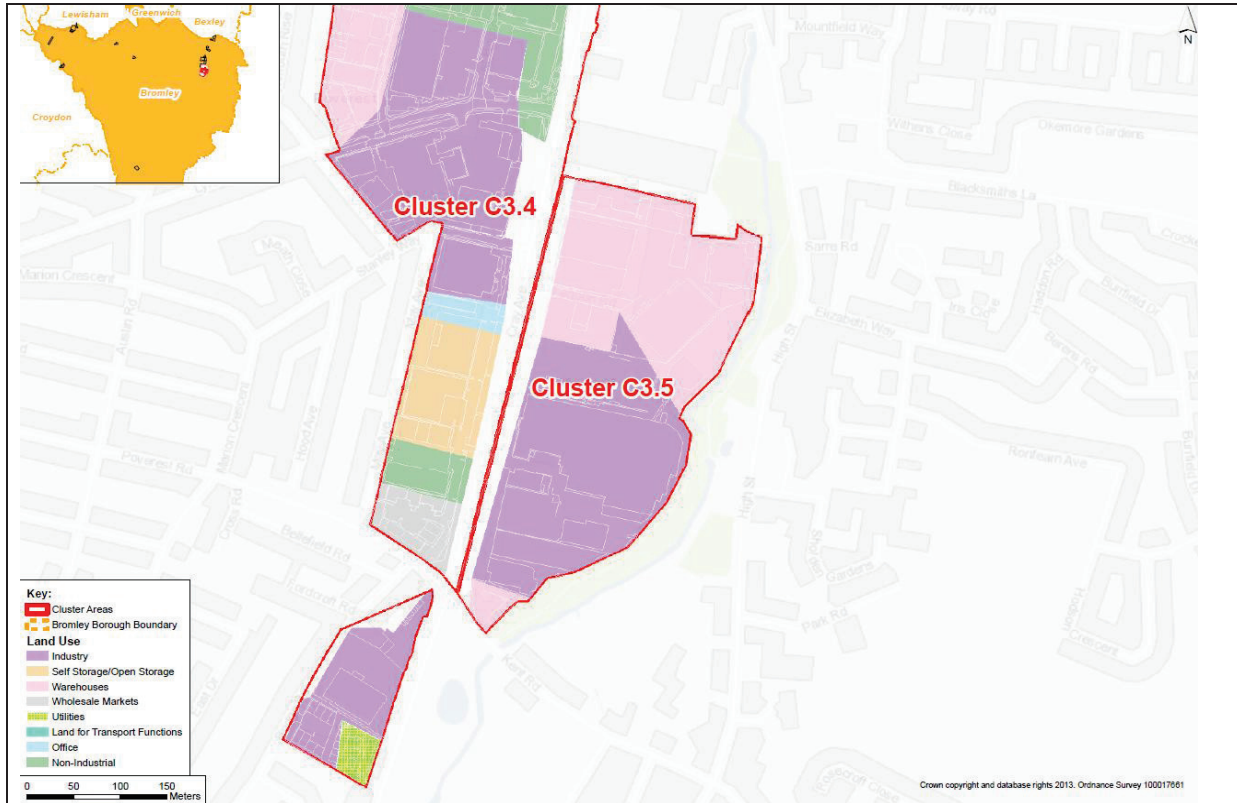


APPENDIX 2

Figure 4.8 - Employment Cluster 3.5 St Mary's Cray Industrial Business Park – Profile and Characteristics



Land area (Ha)	The employment cluster is a total of 8.17 hectares in size.
Land use breakdown 2014 (Ha) (as per above plan)	As per the site surveys and GIS mapping, the cluster was found to contain the following land uses as per the London Plan industrial land use categorisation: <ul style="list-style-type: none"> • B1c/B2 Industry – 4.35 ha • B8 Warehouses – 3.82 ha
Land use change 2010-2014	There was no land use change within this cluster between 2010 and 2014.

Main Estates and Occupiers

Allied Bakeries (covering much of the south of the cluster), Safestore Self Storage, Screw Fix, Travis Perkins, The Hill Group, Neilcott, F&P Wholesale, Elite Gym (occupying a former business unit) and other businesses at the Lagoon Road Industrial Estate.

Estate sign at Lagoon Road Industrial Estate (covering the northern part of the cluster)





Strategic Road Access

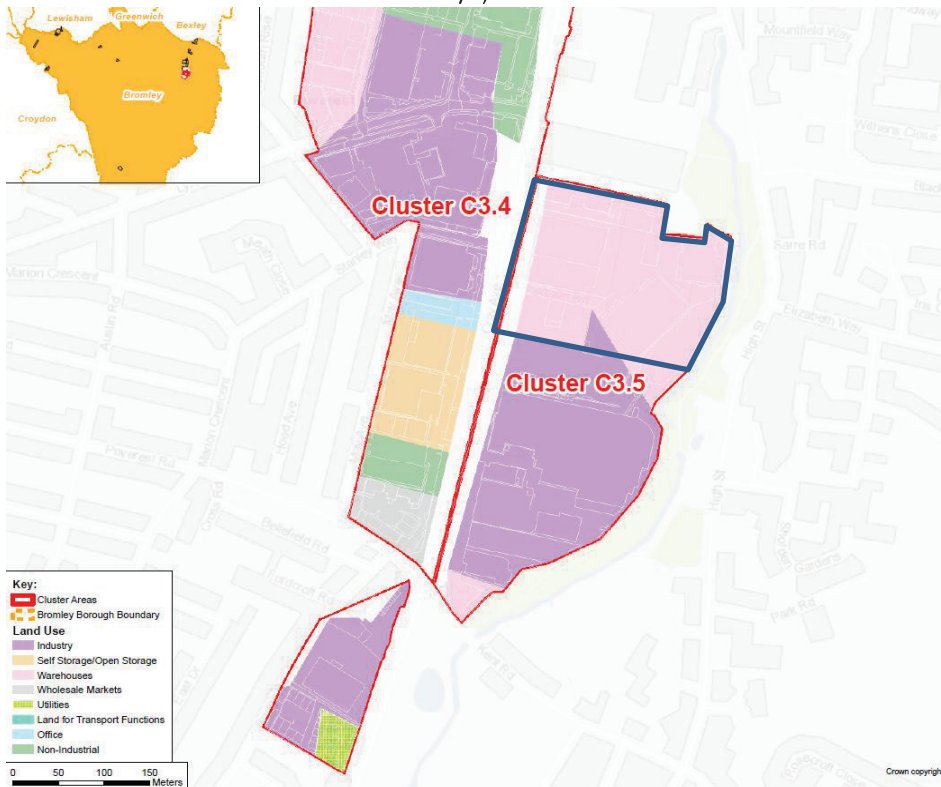
Direct access onto A224 Sevenoaks Way and indirect access to the A20 Sidcup By Pass. The site has very good strategic road access.

Neighbourhood issues (incl. sensitive receptors e.g. residential, schools)

No bad neighbour issues were observed on site and there are no sensitive immediately adjacent uses such as residential, schools or community uses.

Strategic access to public transport	The cluster falls within a PTAL 4 area - this is considered 'good' on a scale of 1a (lowest) to 6b (highest).
Access to waterways & wharves	The cluster has no access to any waterways.
Access to railhead	The cluster has no access to any railheads.
Other physical site constraints (layout issues, access through local roads)	Access through Lagoon Road Industrial Area was found to be constrained by on street parking and on street business servicing.
Planning policy context	The cluster is designated as a 'Business Area; in the adopted UDP and a 'Strategic Industrial Location (Industrial Business Park)' as per the London Plan. The site is bordered to the east by an 'Urban Open Space' and 'Conservation Area'.
Servicing of businesses	Most businesses throughout the cluster were observed to have designated off road loading areas though some within the Lagoon Road industrial Estate had roadside loading which was found to cause congestion issues.
Parking facilities	<p>Most of the businesses and sites throughout the cluster were found to have adequate dedicated parking provision. There was also observed to be some on street parking though this was not causing any traffic circulation problems at the time of the site visit.</p> <p><i>On street parking within the cluster</i></p> 
Access to amenities & facilities	Access to facilities and amenities is considered to be very poor with no facilities or amenities within a fifteen minute walk of the site.
Quality of environment and public realm	During the site surveys it was found that the quality of environment and public realm was found to be generally good though there were some signs of a lack of investment for example in internal roads particularly at Lagoon Road.

<p>Conditions of buildings</p>	<p>Buildings throughout the cluster were considered to be good except for within lagoon Road industrial estate where some units were considered poorer.</p> <p><i>Business premises within Lagoon Road</i></p> 
<p>Vacant floorspace observed</p>	<p>Up to 2,442 sq m of floor space was observed to be lettable within the Lagoon Road area at the time of the site survey in December 2013. Several units were vacant and being marketed including 1,290m² for B8 use, a unit of 567m² for B1c use and a unit of 585m² for B2 use. This extent of vacancy suggests that units available are not attractive to occupiers.</p>
<p>Vacant land and derelict buildings</p>	<p>There is no vacant land or derelict buildings within the cluster though there is significant building vacancy and some signs of a lack of investment within the Lagoon Road Industrial area.</p>
<p>Existing and future capacity</p>	<p>The location hatched on the below plan, which covers Lagoon Road Industrial Area, is considered to be a good location for business space redevelopment.</p>

<p>Possibility for intensification/redevelopment</p>	<p>The Lagoon Road Industrial Area (an area of circa 4.0 hectares as hatched on the below plan) is considered to be a good location for intensification and redevelopment. Our surveys found there to be significant vacancy, some signs of a lack of investment, relatively poor quality commercial stock and lower intensity development. The four hectare site area could yield circa 20,000 sq m of development based on single storey uses and a 0.5 plot ratio. The site is considered suitable for B1b/c, B2 and B8 uses.</p>  <p>The map displays two clusters, C3.4 and C3.5, outlined in red. Cluster C3.4 is a large area with various land uses including industrial, self-storage, and warehouses. Cluster C3.5 is a smaller area primarily consisting of industrial units. A key identifies the symbols for Cluster Areas (red outline), Bromley Borough Boundary (yellow outline), and various Land Use categories: Industry (purple), Self Storage/Open Storage (orange), Warehouses (pink), Wholesale Markets (grey), Utilities (green), Land for Transport Functions (light blue), Office (light green), and Non-Industrial (dark green). A scale bar indicates 0, 50, 100, and 150 meters. The source is cited as 'Source: Bing maps'.</p>
<p>Evidence of active marketing on site (floorspace and land)</p>	<p>Yes – Up to 2,442sq m of floor space was observed to be lettable for B1c/B8/B2 uses at the time of the site survey in December 2013.</p>
<p>Description of cluster</p>	<p>The south of the cluster is dominated by Allied Bakeries and a cluster of small industrial units at its southern end. Though many of the premises in this area are dated and potentially in need of upgrade in the medium to longer term, the level of occupancy is high and overall this area is well functioning as an industrial employment area. Allied Bakeries have confirmed during consultations that they have no intention of vacating their site in the near future and it remains operationally important. The northern part of the cluster is comprised mainly of the Lagoon Road Industrial area / Cray Avenue Industrial Estate. There is an evidenced demand for industrial space in this area though a significant number of units here remain vacant. There is some evidence here of a lack of investment in business space and an opportunity for comprehensive redevelopment exists with more modern business space</p>

	being provided. There appears to be a multitude of ownerships at Lagoon Road, so further investigation into feasibility and ownership is required.
Market information	
Specific market interest / enquiries (outcome of research and consultations)	<p>This cluster is made up of three distinct areas: the Lagoon Road Industrial Estate at the north, the Allied Bakery factory, and a small area to the south of the cluster where Walkers and Travis Perkins Building Merchants are located.</p> <p>We are not aware that Allied Bakeries, Walkers or Travis Perkins are considering relocating and as such we would not earmark this part of the cluster as a potential area for redevelopment within the next five to 10 years.</p> <p>The Lagoon area is an area consisting of a group of primarily industrial buildings, but some office space built in the 1970s. The nature and general configuration of the stock is poor, with many of the buildings coming to the end of their economic life.</p> <p>There is currently one vacant building on Lagoon Road, which is being marketed by Michael Rogers and extends to 13,885 sq ft (1,290 sq m). The agent is quoting £6.50 per sq ft (£70 per sq m) for the building and has reported that they have received interest mainly from short term interest from such sectors as garages and storage operators. The agent commented that should the site be developed they would expect good demand from B1(c), B2 and B8 uses.</p>
Typical rental information (rent and yield) for recommended uses	<p>B1c/B2/B8, for new space - £8.50-£9.00 per sq ft (£90-£95 per sq m) – depending on the size of unit.</p> <p>For the existing accommodation - £5.00-£6.00 per sq ft (£55.00-£65.00 per sq ft).</p> <p>Yield: for a multi-let industrial estate now it would attract interest at between 6-6.25% on the basis of a new development.</p>
Benchmark industrial land values (per ha) for recommended uses	£650,000-£700,000 per acre (£1.60m-£1.73m per hectare)
Benchmark Build costs (per sq m) for recommended uses	£50-60 per sq ft (£550-£650 per sq m) – industrial
Overall viability	This whole cluster includes buildings coming to the end of their economic life which is certainly an important factor when considering the viability of redevelopment. We have identified the northern area of this cluster around Lagoon Road as an area which represents an opportunity to improve on the quality of the accommodation, and potentially increase the amount of floor area. The Council could add value by assisting in delivering a comprehensive scheme in this area (see below for further detail).

Phasing for future redevelopment	0-5 years but only if there is a willingness to sell by the current owners.
Next steps for Council in helping facilitate redevelopment	<p>The next step would be for the Council to consult with the relevant owners of this cluster around Lagoon Road to establish their future intentions and whether they would be receptive to a party looking to assemble the land.</p> <p>Should these discussions prove positive, the Council should assess the development potential of the site in more detail through the production of a development brief, determine which interests need to be acquired to deliver a viable scheme through assess viability through a detailed financial appraisal, carry out valuations of the site and enter into detailed discussions with landowners. A CPO strategy should be developed so that should the Council need to use its compulsory purchase powers the necessary sequence of decisions is in place. Development options should then be assessed, including the potential for the Council to either develop the site itself or partner with a developer.</p> <p>The advantage of this strategy, as outlined above, is that developing this site piecemeal is unlikely to provide the quality of environment necessary to ensure its viability.</p> <p>The difficulty with a comprehensive development is that due to the likely number of owners within the cluster, even if there is resistance from one party it may prove too difficult to achieve.</p> <p>Furthermore the viability of the development is likely only to be made should the owners willingly sell for the market price, which will not necessarily happen.</p>
Potential future business rate uplift	£295,000 additional per annum to be retained by the Council as a result of circa 20,000 sqm of assumed new development (using a 0.5 plot ratio) at the identified site.
Transport review of redevelopment	<p><u>Site Access</u> Existing access to the development is available from the A224 Cray Avenue/Lagoon Road priority junction. All movements are possible from this junction in its existing configuration. No existing accident trends have been identified at this location and a review of the access in the future case suggests that capacity should be available to accommodate predicted demand.</p> <p>Formal footways extend both north and south from the Lagoon Road access. The site is located adjacent to an existing cycle route which runs north towards the A20 Sidcup cycle route and south towards Orpington along the A224. Part of this route between Poverest Road and Station Road is due to</p>

	<p>be upgraded to provide improved facilities for cyclists.</p> <p>The site has good accessibility to public transport (PTAL 4), with seven bus routes available within 100m of the site access, and a further two bus routes available within 640m of the site. St Mary Cray Station is also located approximately 700m from the site, offering access to destinations such as London Victoria and Ashford International.</p> <p><u>Highway Impact</u></p> <p>Of the sites proposed for redevelopment, Lagoon Road Industrial Area (20,000 sqm) would be likely to generate the greatest number of trips due to its potential size. 97 and 90 vehicles would be expected to travel to or from the site during the weekday AM peak and PM peaks respectively. A c.60/40 split between movements north and south is expected.</p> <p>For the trips travelling north, the majority will use the A20 Sidcup bypass to travel east or west, and therefore will pass through the A224 Sevenoaks way/Midfield Way junction (Junction 1.3) and the A224 Cray Road / A223 Edgington Way / A20 / A224 Sevenoaks Way Roundabout (Junction 1.2). Both of these junctions operate significantly over capacity in the future case, and are recommended for improvement irrespective of growth in the area.</p> <p>To the south, approximately 30% of trips will pass through the A224 Cray Avenue / Lower Road / A224 Court Road / A223 High Street junction (1.6), which has also been identified through the highways review as a key capacity constraint in the future case, with or without development. Any additional traffic from development will accentuate predicted heavy queuing, and improvements at this junction are therefore also recommended to facilitate future growth in the area.</p> <p><u>Network Improvements</u></p> <p>In facilitating development, the delivery of highway improvements should form the key focus for this site, given the site's favourable characteristics in regards to access by other modes. Similar to the other sites, contributions should be sought, given that the delivery of improvement schemes is likely to fall beyond the scope of one developer. Specific schemes to consider, subject to further review, costing and land availability, would be as follows:</p> <ul style="list-style-type: none">• Junction 1.2 - Signalisation of the roundabout and the linking of this location to the wider Cray Corridor network using UTC SCOOT, in order to manage traffic and queuing levels along the route and to minimise bus delay.• Junction 1.3 – Improvements to Sevenoaks Way/Midfield Way to extend the right turn box, and/or signalisation to control blocking
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	<p>back to junction 1.2.</p> <ul style="list-style-type: none">• Junction 1.6 – Delivery of a toucan crossing across the southern arm of the signalised crossroads, and amendments to connection with the southbound cycle lane in order to alter the need for a cycle specific stage at this location. <p>For this site, delivering improvements at Junction 1.2 and Junction 1.6 are likely to form key priorities.</p>
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