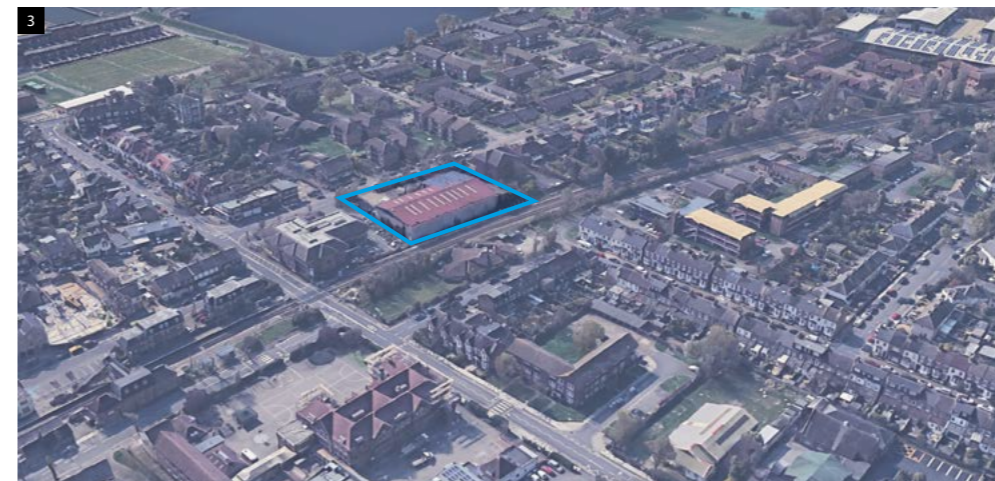
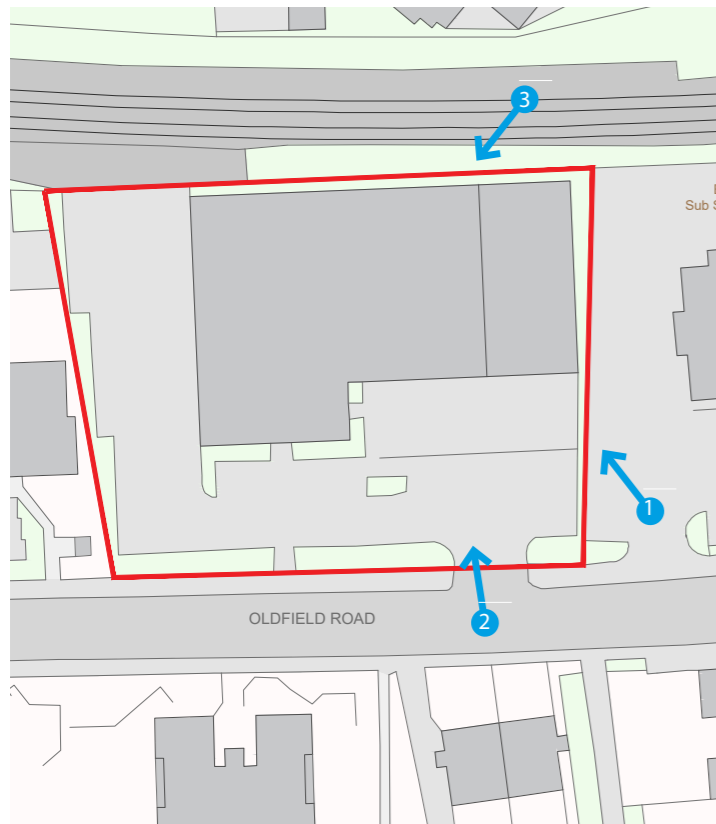


Photographic Study: Aerial Views



- 1 Aerial view / Image Locator
- 2 View from South West
- 3 View from North East
- 4 View from North West

Photographic Study



Local Character

Although Oldfield Road is mostly residential, it has an area of retail around the site, with the Waitrose supermarket and some high street ground floor retail units.

While Oldfield Road accommodates different types and scales of residential units, it is also the access to the Kingsway Business Park and the Kempton Gate Business Units at the end of the Street.



- 1 Oldfield Road cross with Percy Road
- 2 Site from Oldfield Road to the west
- 3 Kingsway Business Park entrance from Oldfield Road
- 4 Kempton Gateway Business Units entrance from Oldfield Road

Opportunities & Constraints

Opportunities

- Improvement of employment opportunities offered by the site in a form suitable for SMEs and compatible with surrounding residential uses.
- Close proximity to local amenities.
- Potential to introduce biodiversity enhancements with a sustainable new development in Hampton, nearby local amenities and various public transport networks.
- Self storage use ensures no loss of privacy will affect local residents.
- Retention of light industrial use with reduction of heavy traffic from the removal yard use to the self storage use.

Constraints

- Boundary of the site only allows for one access through the south where the shop will need to be located.
- Northern boundary addresses railway line.
- Existing building is inefficient and will need demolished to allow development of site.
- Existing trees to southern boundary provide natural screening to residential properties and will be preserved.
- No build zone to the western boundary



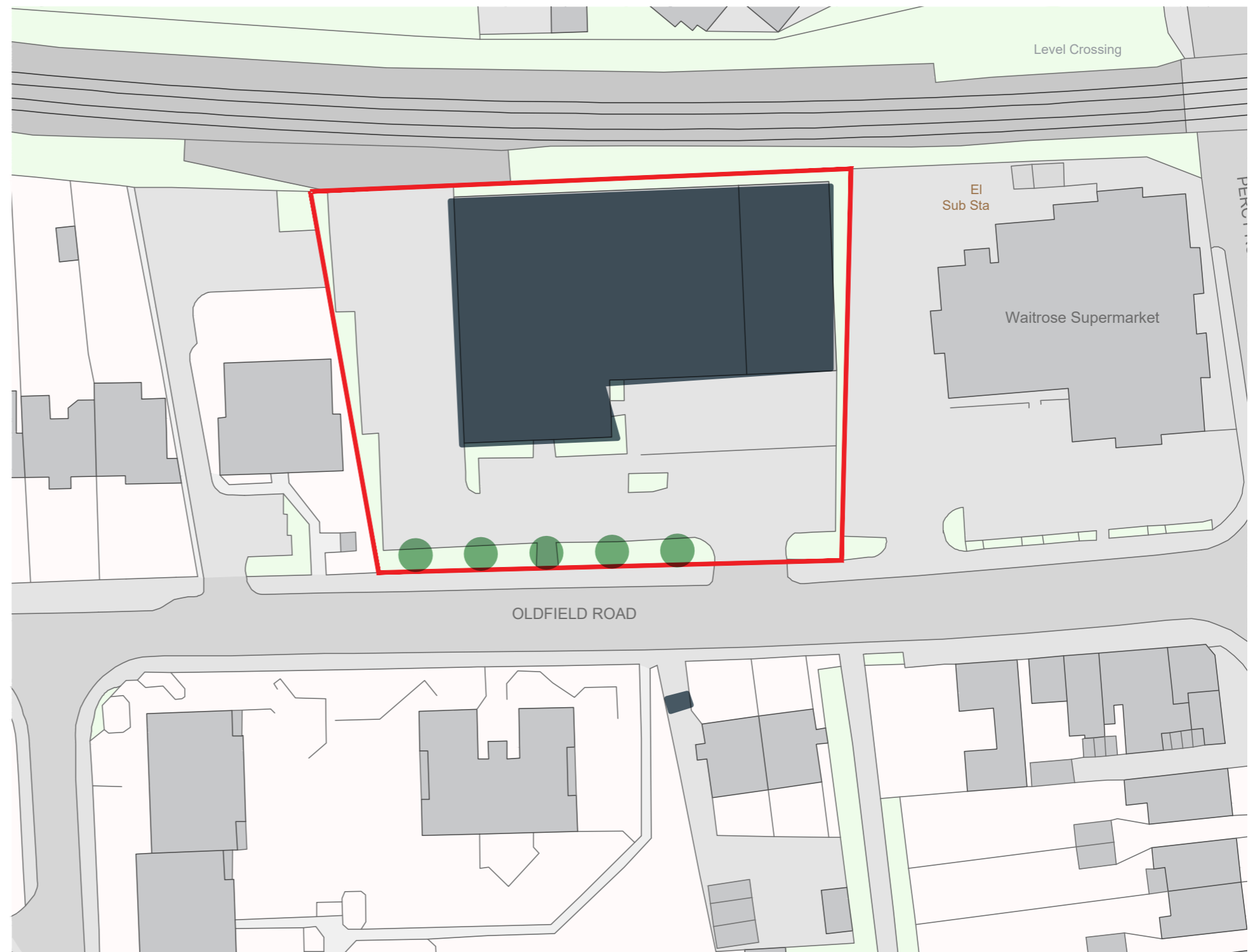
ENHANCED VEHICULAR ACCESS



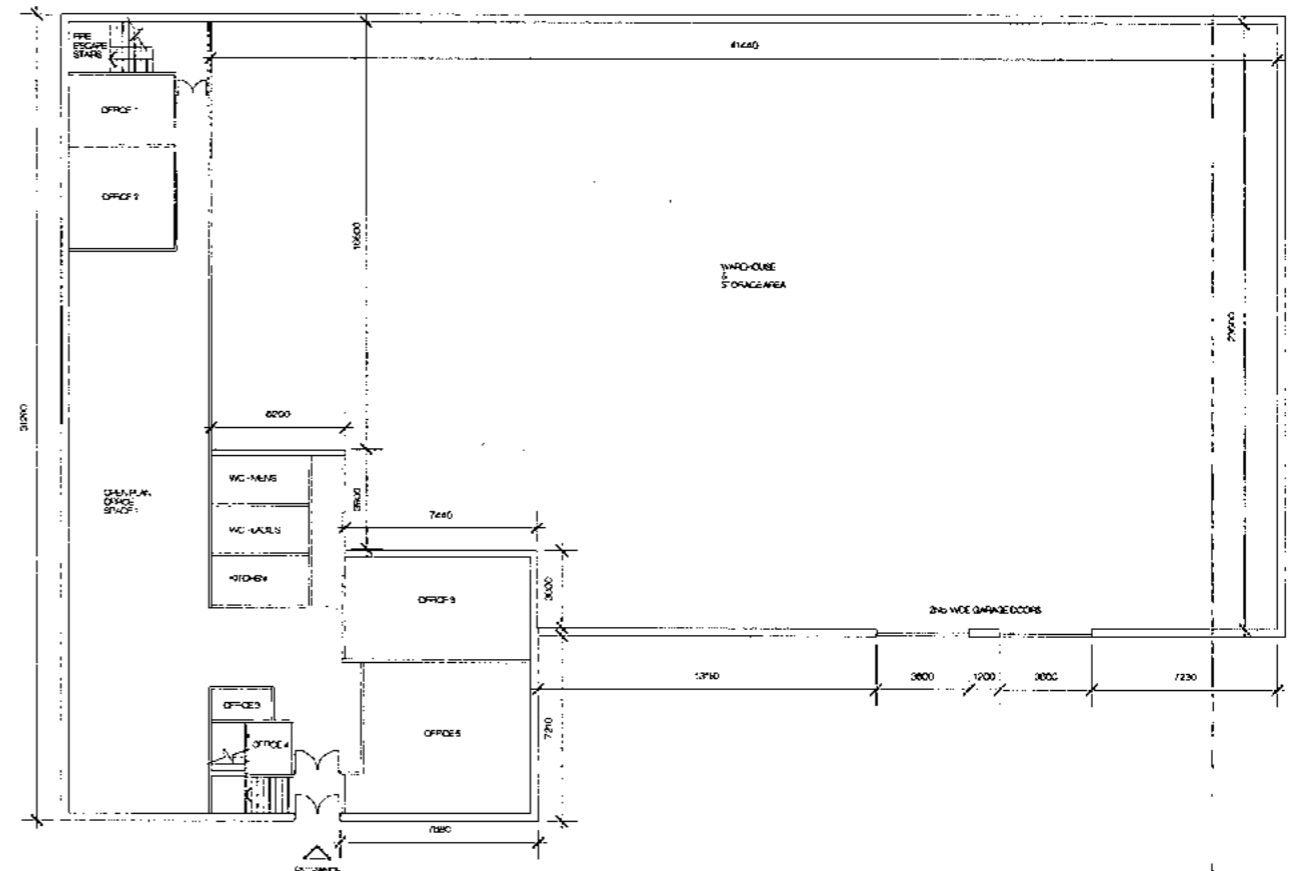
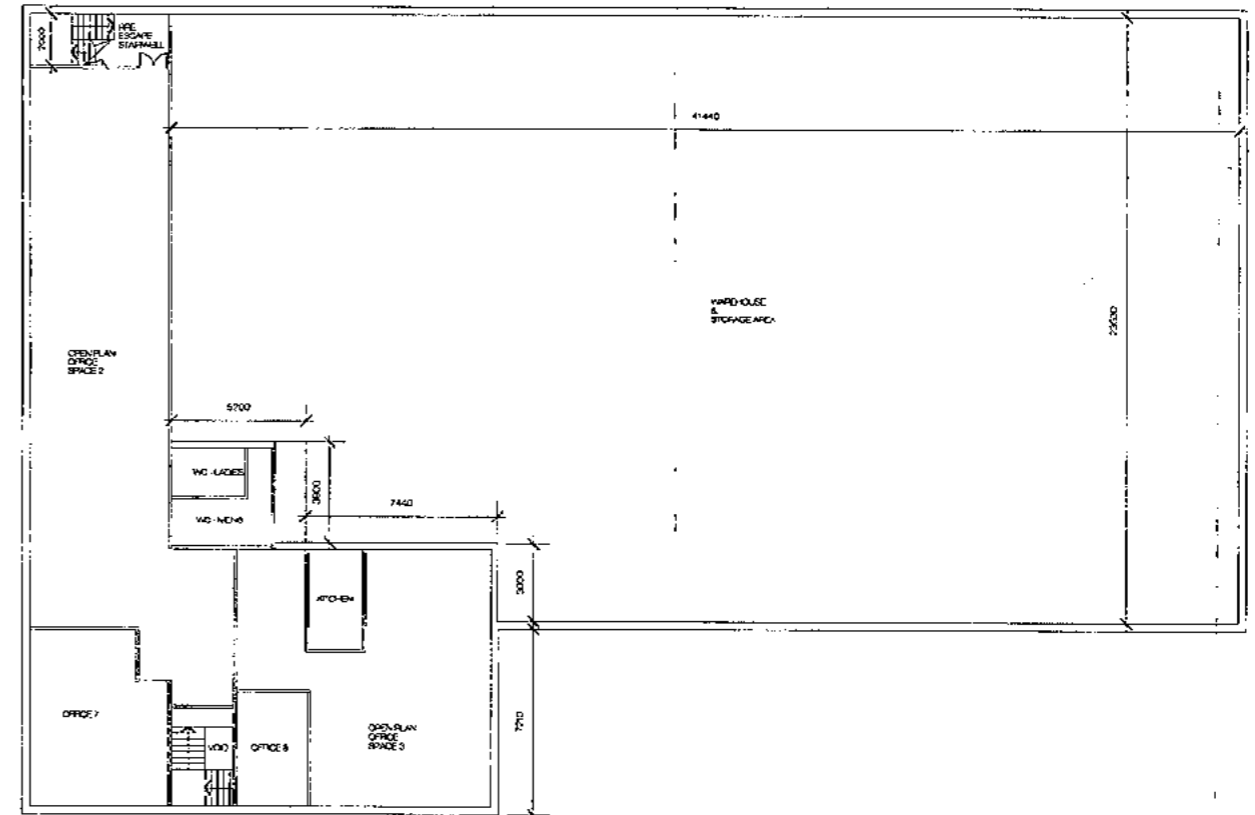
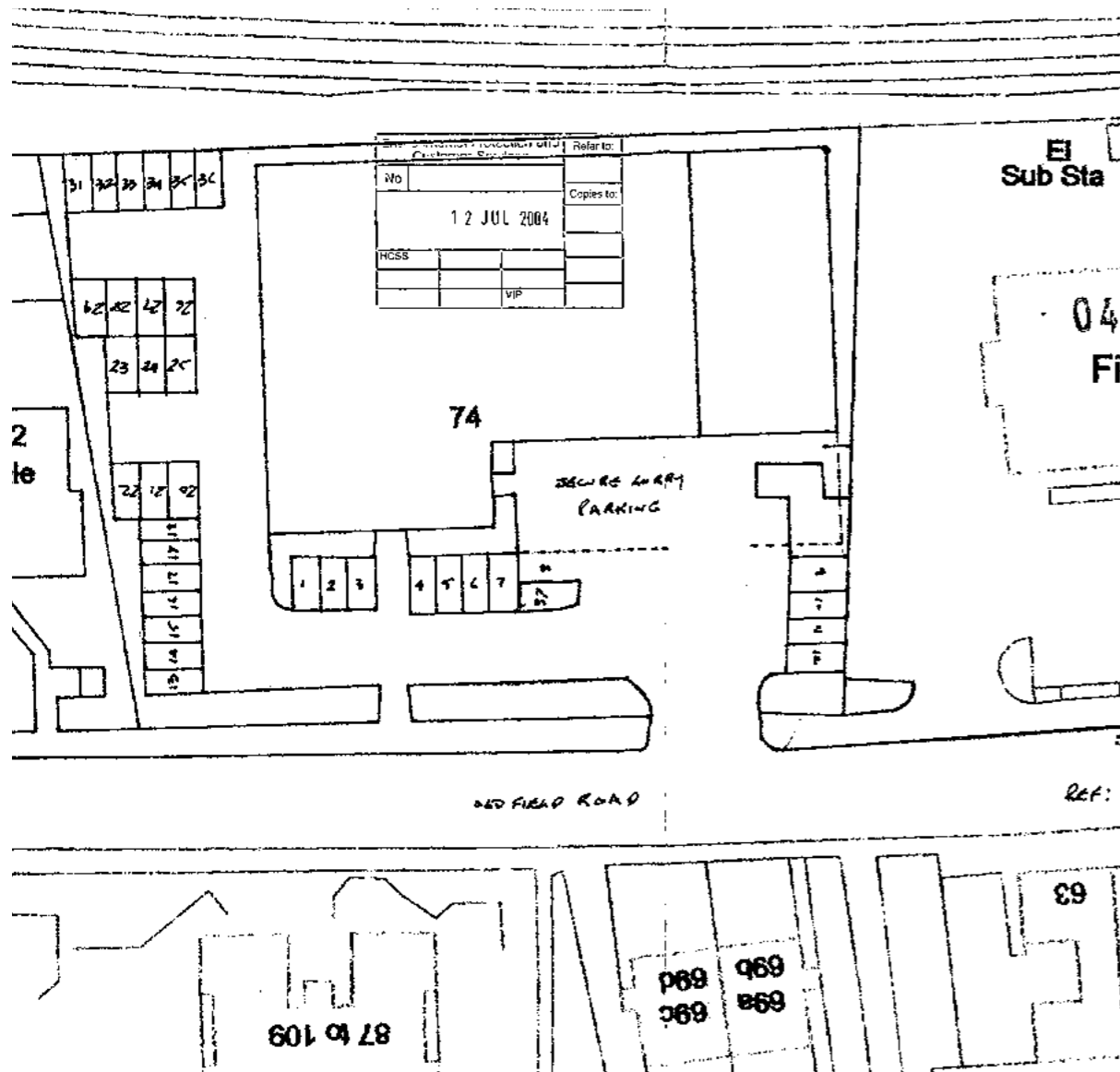
EXISTING TREES TO BE RETAINED TO ESTABLISH VISUAL BUFFER



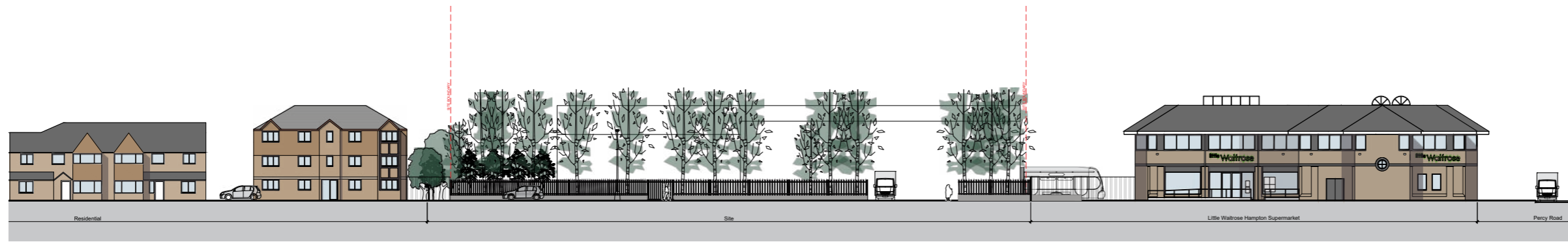
EXISTING BUILDINGS TO BE REMOVED, IMPROVEMENT OF EMPLOYMENT OPPORTUNITIES



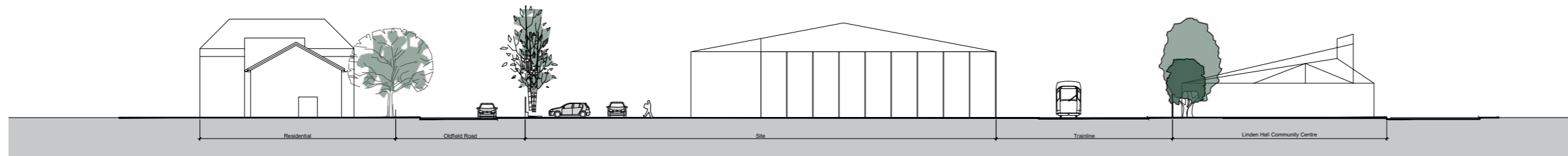
Existing Building



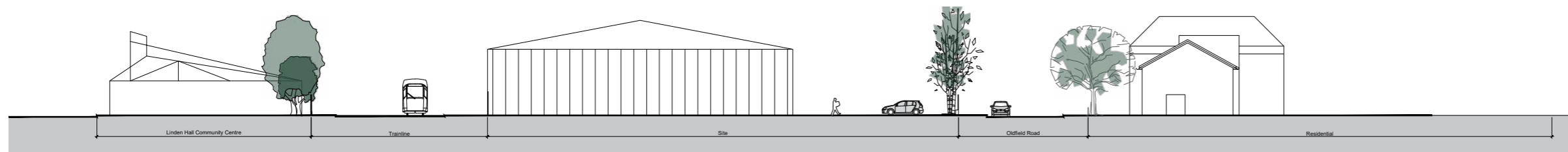
Existing Elevations and Sections



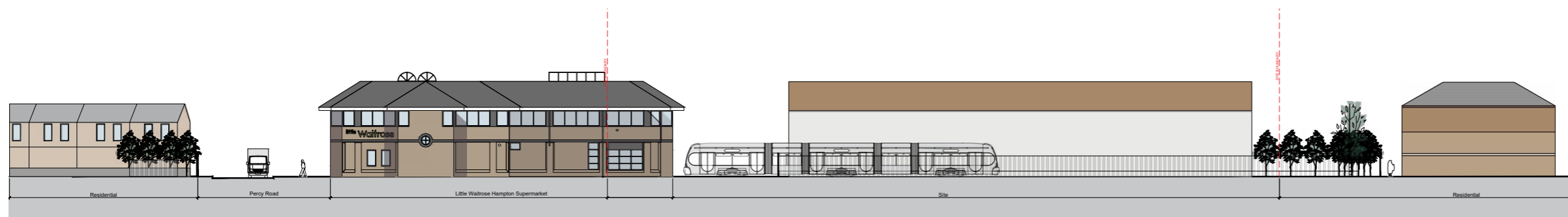
SOUTH ELEVATION FROM OLDFIELD ROAD



EAST ELEVATION FROM WAITROSE CAR PARK



WEST ELEVATION



NORTH ELEVATION FROM TRAINLINE

Design Development

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2

Planning Policy Considerations

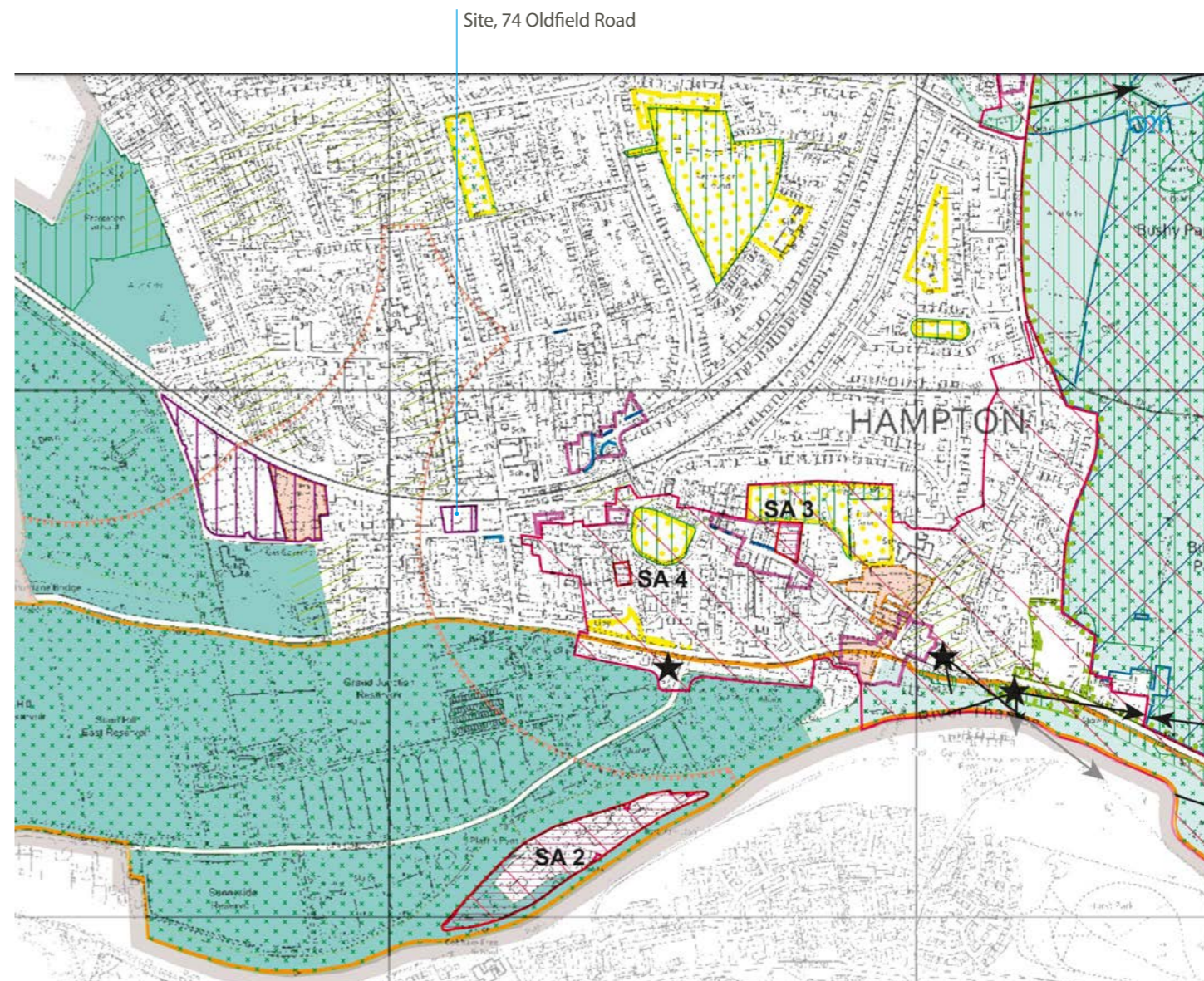
The area is allocated in the local plan as part of Policy LP 42: Industrial Land and Business Parks:

“The borough has a very limited supply of industrial floorspace and demand for this type of land is high. Therefore the Council will protect, and where possible enhance, the existing stock of industrial premises to meet local needs.

[...] There is a presumption against loss of industrial land in all parts of the borough as this space provides valuable employment opportunities and can encourage creativity and entrepreneurialism. Local service trades such as builders or car repair garages provide useful services to residents and other businesses in the borough as well as a source of local employment opportunities. Small firms such as these and start-up businesses require cheaper accommodation and small incubator units but often find it difficult to acquire suitable affordable premises as the higher value of land for other uses creates pressure for redevelopment for higher quality and priced accommodation. It is therefore important to retain a diverse range of different types and sizes of industrial spaces across the borough.”

The proposal looks to expand the light industrial area available from approx. 1,629 sqm GIA to approx. 5,434 sqm.

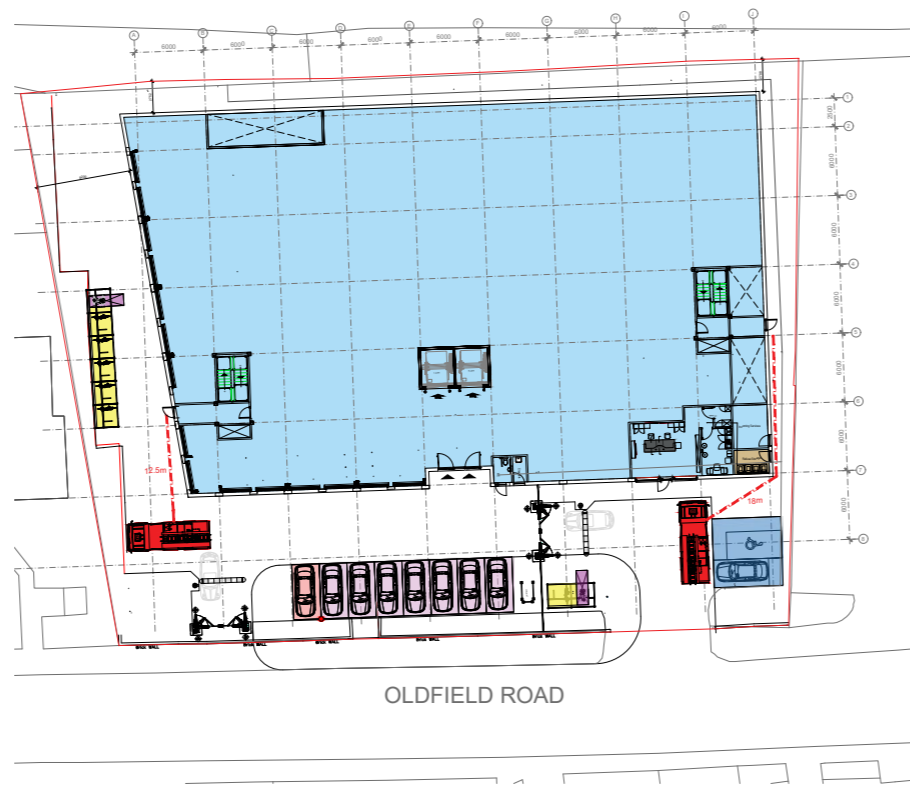
The proposal for a self-storage facility would provides direct employment generation through operation of the site. A typical facility will create between 3 and 4 full time equivalent (FTE) jobs as well as supporting small and start up businesses in the local catchment. A typical store will have 15% -20% of the units let to business customers, which generally represents between 150 to 200 units and businesses.



Pre-Application Design Evolution

Following an initial pre-application submitted on the 23rd of October 2023 and the issue of the subsequent pre-application report dated 4th January 2024, the scheme has been revised to take on board concerns raised. These included;

- Requirement for the inclusion of office use within the development.
- The re-visiting of the roof design to reduce the appearance of mass and make the roof step down.
- The introduction of a sloped roof to the northern façade.
- The creation of a split with the roof so the principle roofline aligns with the existing buildings.
- The realignment of the parapet to match that of the existing properties.



Proposed Massing Study

Following the pre-application meetings, a further massing analysis was carried out as shown in the images on this page. Having reviewed these images, the design team and client took the decision that the upper roof should be pulled back further. The following pages and verified views will demonstrate, this move allows for the lower roof to stand proud to and let the proposal read as a 3 storey building. The top hat, element becoming less of a focus.



2.1 Design Evolution

The design has been born out of the clients specific requirements, with the pre-application comments distilled and implemented in a way that ensures the ethos of the clients aspirations are undiminished.

Due to the requirement to create a facility which works as a self storage business, with the backing of a strong business case, the scale and mass have been carefully examined, to ensure the development is viable. The site has also been assessed in terms of the scale and mass of the surrounding. It was important to assess the need of the client to ensure that they can ensure longevity, being rooted in Hampton for many years to come.

Certain site factors informed the optimum design. The existing entrance to the site is maintained, with a new exit create between the existing trees. This allows for a one way system to be employed which deals with any manoeuvrability issues of vehicles. A no build zone exists along the western boundary, which takes the building away from the residential properties, providing a substantial offset. All day light and sunlight issues have been assessed and are contained within the report by Right of Light Consultants which has been submitted as part of this application. It concluded that the previous scheme would sufficiently safeguard the daylight and sunlight amenity of the neighbouring properties

The images to the right illustrate the changes to the facade which have been evolved to take account of the pre-application comments which were highlighted on the previous page.



Scheme Design

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