



ONE LONDON ROAD  
STAINES - UPON - THAMES

TW18 4EX

AN EXCEPTIONAL 3.2 ACRE BROWNFIELD REDEVELOPMENT OPPORTUNITY,  
BENEFITING FROM INCOME IN CENTRAL STAINES, SURREY



ONE LONDON ROAD, STAINES-UPON-THAMES



KING GEORGE VI RESERVOIR

A30 STAINES BYPASS

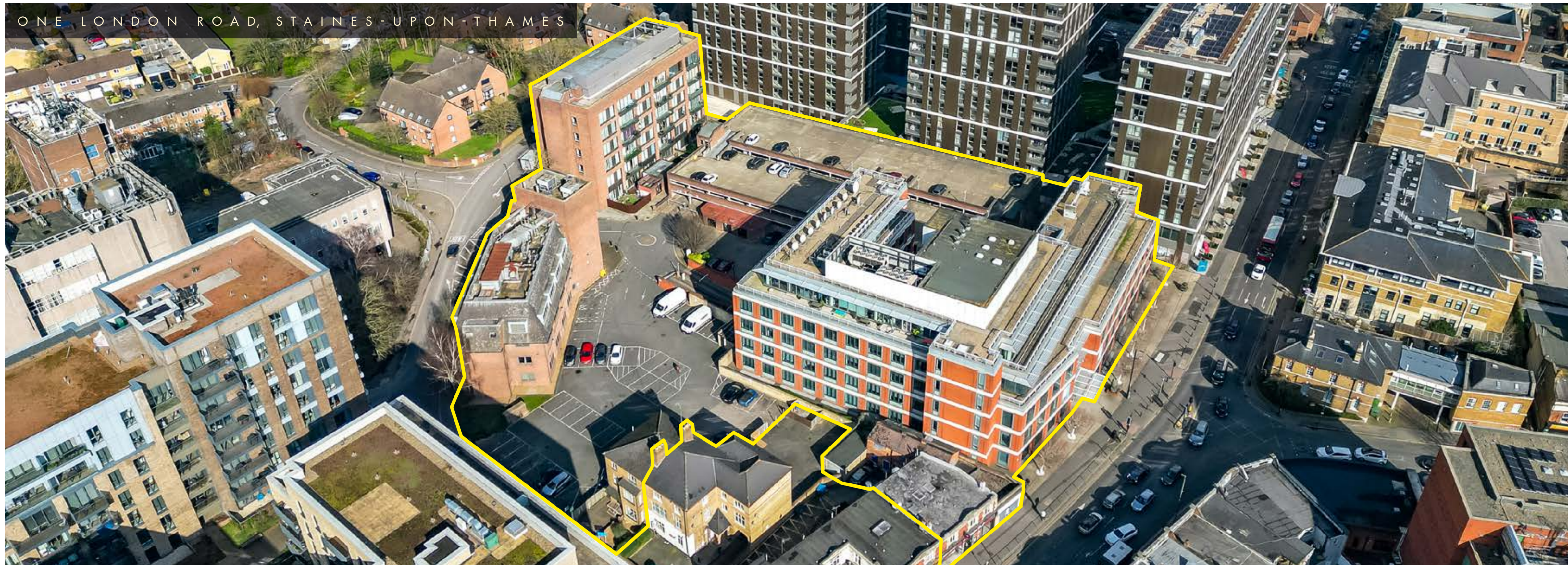
STAINES-WINDSOR LINE

BERKELEY DEVELOPMENT

LONDON SQUARE SCHEME

LONDON ROAD

Outline for indicative purposes only.



## EXECUTIVE SUMMARY

Cushman & Wakefield and Griffiths Eccles are delighted to invite offers for this exceptional redevelopment opportunity.

- An exceptional opportunity to purchase a freehold site in Staines town centre offering short-term income and significant development potential, for a range of residential-led uses.
- The property comprises a substantial urban estate of approximately 3.2 acres (1.22 ha) comprising two modern office buildings, two high street retail units, a mixed-use building and a multi-storey car park, together with a central, surface level car park. The title also includes the freehold of Ash House, subject to long leaseholds of its 41 apartments. The total gross internal area is approximately 159,926 sq ft (14,857 sq m), excluding the elements sold long leasehold.
- The property is currently part-let with a gross current income of £1.57m pax. The leases are contracted "Outside the Act" and provide a vacant possession "block date" of December 2026.
- The site sits between two recently completed high density residential developments and is allocated Draft Allocation ST3/014 in the emerging Local Plan for Staines town centre as having the potential to provide approximately 400 residential units plus 1,200 sq m of commercial space.
- The two office buildings which form the main part of the property, One London Road and Birch House, benefit from previous permitted development approvals for their conversion to provide a total of 102 residential units. Separate to this, new-build feasibility studies have been undertaken showing the potential to provide up to 400 units.
- The property has potential for a wide range of residential uses, including private for sale, build to rent, senior living and student accommodation.
- **Offers are invited for the freehold interest in the property.**

# LOCATION

The Site is located to the east of Staines town centre, benefitting from its central location, close to local amenities and public transport.

The Site is located in Staines-Upon-Thames, a market town located along the northern bank of the River Thames and situated within the Borough of Spelthorne. The market town is located within Surrey, just within the M25 Corridor and is therefore located close to a number of key towns in the South East.



Slough	<b>9 miles</b>
Woking	<b>10.5 miles</b>
London	<b>18.8 miles</b>
Reading	<b>28 miles</b>



# DEMOGRAPHICS

Total Population <b>103,036</b> (Spelthorne)	Staines-Upon-Thames Population <b>21,335</b>	Mean Income <b>£40,480 p.a.</b> (Spelthorne)	Economically Active <b>78.7%</b> (Spelthorne)	Unemployment Rate <b>4.1%</b> (Spelthorne)	Professional Occupations <b>51%</b> (Spelthorne)	Ofsted Good/Outstanding Facilities <b>7</b> (Staines-Upon-Thames)	Residential Price Growth (April 24 – April 25) <b>c.5%</b> (Spelthorne)	Median Property Price <b>£471,500</b> (Spelthorne)

Source: ONS Statistics & Nomis

Staines is a major settlement within the Spelthorne District and offers a range of local services and amenities, including: shops, schools, community centres and green space. Staines town centre provides a wide range of retail services, with a number of reputable high street names; including Primark, Nando's, Vue, Next and M&S.

Staines benefits from excellent educational facilities, 85.7% of which have received a recent Ofsted rating of 'Good' or higher including Riverbridge Primary School, Our Lady of the Rosary Primary School, The Matthew Arnold School, Ashford Park Primary School, Buckland Primary School, Hythe Primary School & Thorpe Lea Primary School, all of which are situated within c.1.5 miles of the Property.

# CONNECTIVITY

The Site benefits from several key transport hubs providing excellent connectivity to London and the Wider South East.



## ROAD

The Site is conveniently accessed via Fairfield Avenue, which links to the A30 and A308, delivering direct routes to the wider national motorway network, including J13 of the M25, London's Orbital Motorway, which is situated 1 mile to the west of the town. J2 of the M3 Motorway and J4B of the M4 Motorway are located 3.4 miles to the southwest and 4.6 miles to the north, respectively, providing direct routes towards Southampton along the M3 and into Bristol via the M4.

## RAIL

Staines train station is situated c. 0.3 miles south east of the site. This station is served by the South Western Railway Line, providing services to Windsor & Eton Riverside, Weybridge, Reading and London Waterloo.

The Site is further strengthened by excellent public transport links with numerous local bus routes operating along London Road (c.140 metres from the Site), providing services to central Staines, Windsor and Woking.

**Crossrail** - Staines-upon-Thames benefits from being within a 15-20 minute drive from three stations at Iver, West Drayton, and Hayes and Harlington, providing further access into and across London. **Bond Street 20mins (from Hayes and Harlington).**



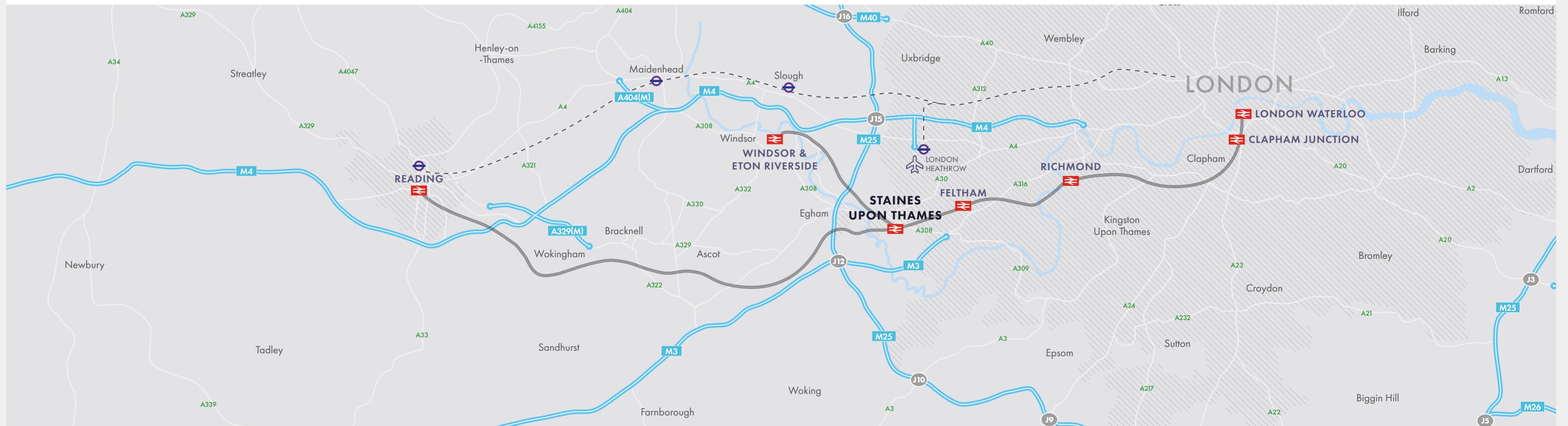
## AIR

Heathrow Airport is located c. 3.6 miles north of the Site, which provides both national and international flights. **Heathrow is a c. 10 minute drive from the Property**, with direct bus routes available from London Road (c. 140 metres from the site), accessing Heathrow Airport in c. 19 minutes. Gatwick Airport is also located c. 36.7 miles south of the Site.

Popular direct routes from Staines Station are as follows:

Feltham Station	Richmond Station	Windsor & Eton Riverside Station	Clapham Junction Station	London Waterloo Station	Reading Station
<b>6 mins</b>	<b>17 mins</b>	<b>17 mins</b>	<b>24 mins</b>	<b>35 mins</b>	<b>49 mins</b>

**South Western Railway**





Outline for indicative purposes only.

## THE SITE

The Site is situated to the east of Staines town centre (c. 0.2 miles) and located to the north west of Staines train station (c. 0.3 miles), offering direct links to London Waterloo.

The immediate surroundings comprise residential properties, retail and commercial office premises. The Site is bound by Fairfield Avenue to the north, east and west and London Road to the south.

Neighbouring the Property, to the west is the London Square Residential development, alongside the "Kooky Staines" Build to Rent scheme, to the east of the site is Eden Grove, a development delivered by Berkeley Homes, providing both build for sale units and private rented.



Blue line - Long Leasehold interest sold off.  
Red line - freehold.

# SITE DESCRIPTION

This prominent site is comprised of land and buildings held under Freehold title number SY504975, extending to approximately 3.2 acres (1.22 ha)

1

## ONE LONDON ROAD

Currently an occupied five-storey office building, with a double basement providing 158 spaces comprising a total 74,268 sq ft NIA (139,222 sq ft GIA). The building benefits from permitted Development Rights for a conversion to 77 units (Ref 21/01274/PDO).

3

## BIRCH HOUSE

A four-storey office block situated to the north of the site comprising a total 15,901 sq ft NIA (20,704 sq ft GIA). The Property was previously used as a courier service and is now currently vacant following the expiry of 'Gantrade Europe Limited's' lease. The building benefits from Permitted Development Rights, with the ability to deliver 25 units (Ref. 21/01151/PDO).

5

## 152-156 HIGH STREET

Two retail units with residential uppers form part of a parade of high street shops, one unit is subject to a lease with Zain Hut, the other is vacant.

2

## MULTI-STOREY CAR PARK

A part two, part three, 335-space multi-storey car park is located within the demise. This provides parking spaces to the Long leaseholders within Ash House, a proportion to Wood Group as occupiers of One London Road and is subject to a licence to Berkeley group for up to 86 spaces.

4

## ASH HOUSE

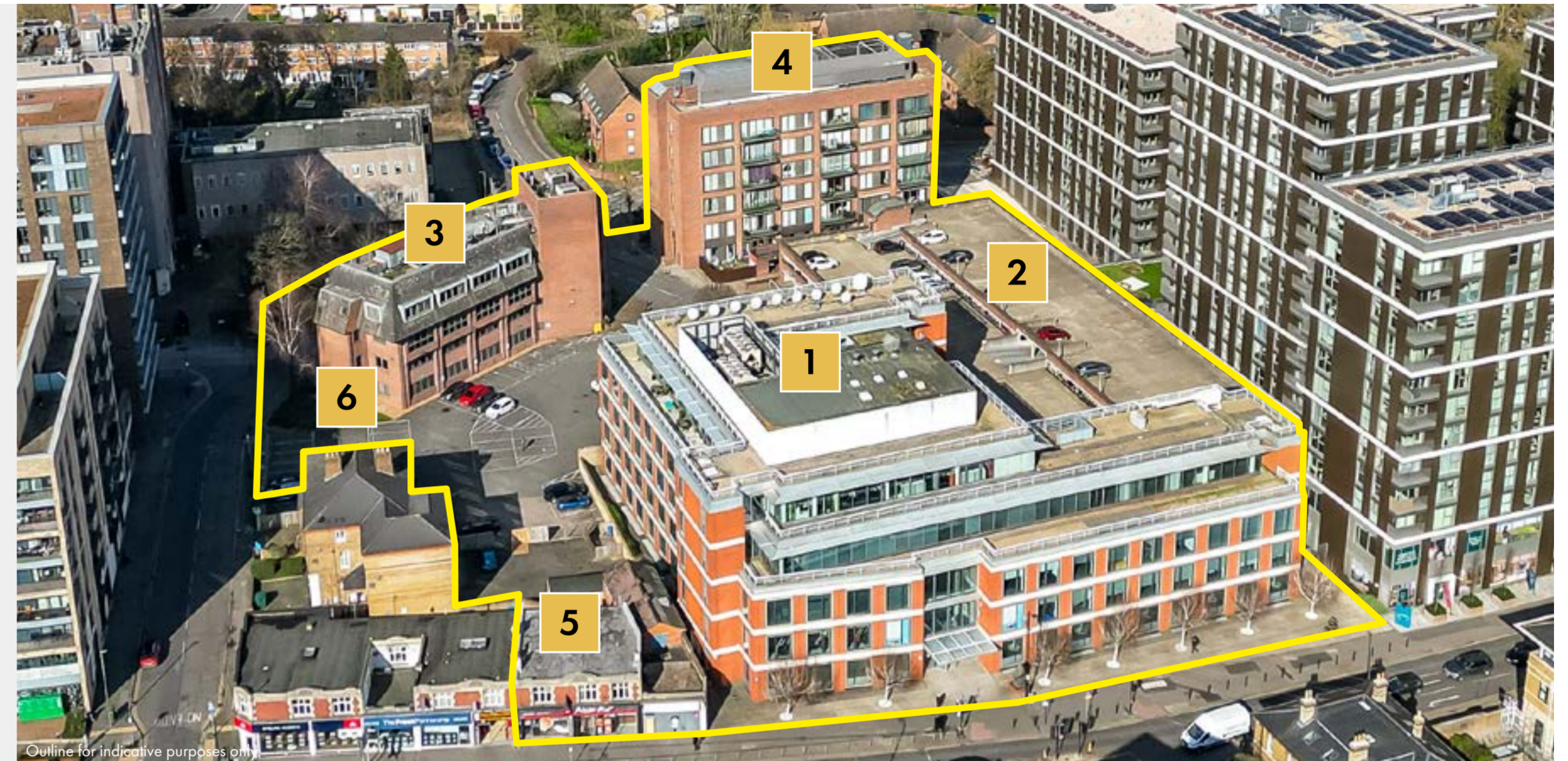
A Five storey converted office building providing 41 residential units, developed under a previous prior approval application (ref. 13/01735/PDO). Works have been completed and flats sold off on long leasehold interest (peppercorn). Freehold interest retained by the vendor.

6

## 3-5 FAIRFIELD AVENUE

A semi-detached residential dwelling, with a commercial unit on the ground floor, and three residential flats, two of which have been sold off, on two separate long leases (peppercorn) to private individuals in 2005 & 2006. With a single unit let on an AST. The ground floor has a commercial unit which is subject to a lease. Freehold interest retained by the vendor.

We understand the existing floorspace across the two office buildings to be in the region of **159,926 sq ft (GIA)**.




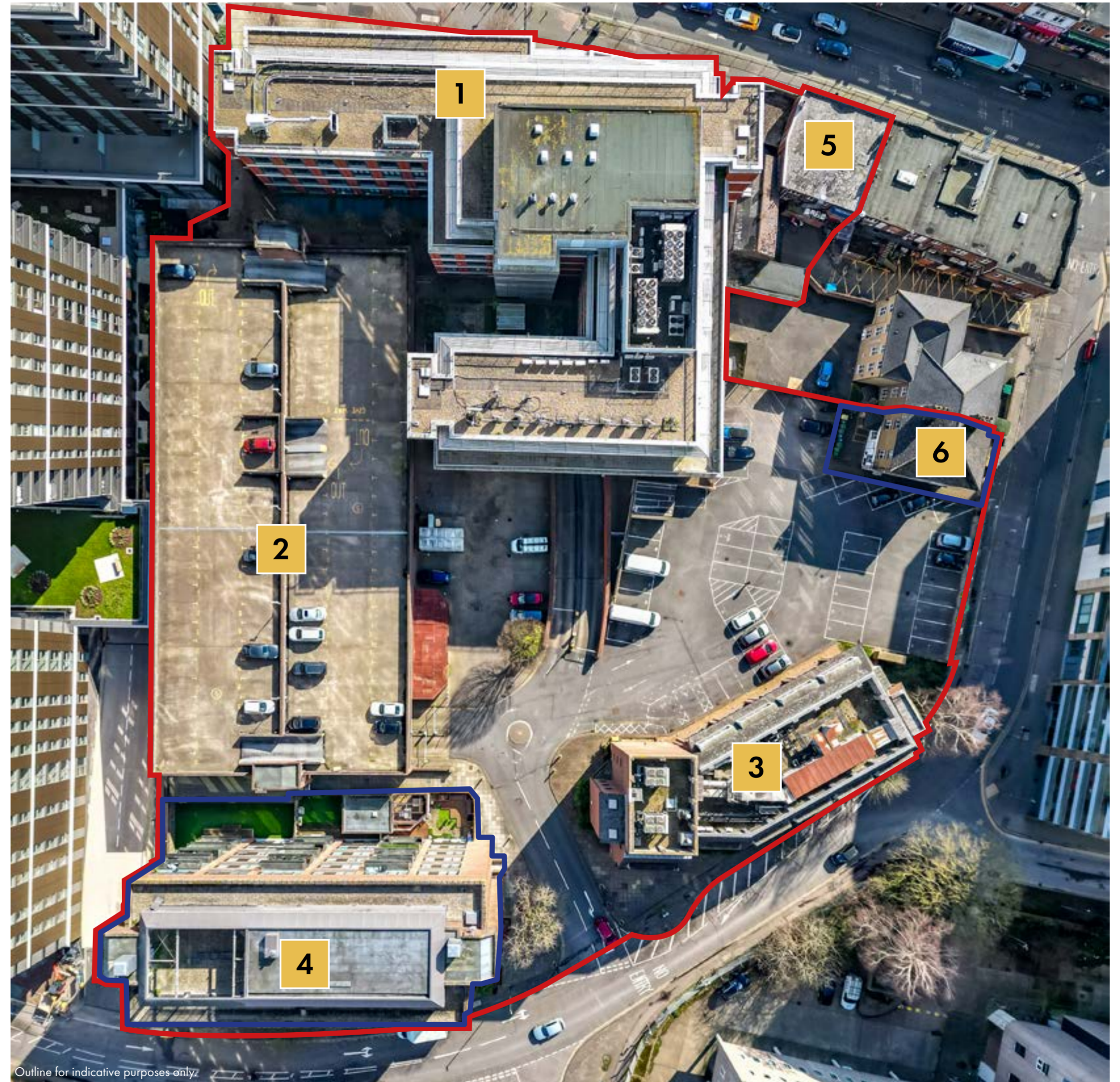
Outline for indicative purposes only

# TENANCY & AREA SCHEDULE

ADDRESS	DESCRIPTION	FLOOR AREA (SQ FT)	PARKING SPACES	TENANT	EXPIRY DATE	RENT REVIEW	MUTUAL BREAK OPTIONS	CURRENT INCOME (PA)
One London Road	Gnd	16,788		Wood Group UK Ltd	25/12/2026			£541,216
	1st and Part 2nd	23,108	40	Wood Group UK Ltd	23/2/2030	25/12/2026	25/12/2026	£741,888
	Part 2nd (north) - 3rd	26,585	50	Vacant				
	4th	7,787	17	Targus Europe Ltd	6/10/2031	7/10/2026	7/10/2026	£218,036
	Substation			Southern Electric plc	23/5/2098			
	Car parking spaces vacant		36	Vacant				
	<b>Totals</b>	<b>74,268</b>	<b>143</b>					<b>£1,501,140</b>
Birch House, Fairfield Avenue	Gnd - 3rd	15,901		Vacant				
	Car parking spaces vacant		56	Vacant				
	Car parking spaces separately leased		10	Various				£7,000
	<b>Totals</b>	<b>15,901</b>	<b>66</b>					<b>£7,000</b>
152-154 High Street	Gnd	932		Zain Hut Ltd	26/10/2031	27/10/2026	27/10/2026	£23,000
	1st	1,143		Vacant apartment				
	<b>Totals</b>	<b>2,075</b>						<b>£23,000</b>
156 High Street	Gnd - 1st	1,184		Vacant retail unit				
	<b>Totals</b>	<b>1,184</b>						
3-5 Fairfield Avenue	Gnd	744	9	Staines Chiropractic Ltd	3/8/2026			£17,550
	1st - 1 bed apartment			Private tenant	31/5/2130			
	1st - studio apartment			Private tenant	30/5/2130			
	2nd - 2 bed apartment			Lease (AST)	29/6/2026		Rolling 2 months	£16,800
	<b>Totals</b>	<b>744</b>	<b>9</b>					<b>£34,350</b>
Multi-Storey Car Park	Car parking spaces leased		91	Wood Group UK Ltd				
			67	Ash House				
			12	Targus				
			59	Berkeley Homes				
			27	Paragon Asra Housing				
	Car parking spaces vacant		79	Vacant				
	<b>Totals</b>		<b>335</b>					
Ash House	41 apartments			Ground Leases	31/12/2139			
<b>Total</b>		<b>94,172</b>	<b>544</b>					<b>£1,565,490</b>

# THE BUILDINGS

 Please click to view gallery.



Outline for indicative purposes only

— FREEHOLD INTEREST — SOLD OFF ON LONG LEASEHOLD

# PLANNING SUMMARY



## PLANNING HISTORY

The Property benefits from Permitted Development Rights on two of the buildings. The relevant planning applications include:

- Prior Approval for Birch House for conversion from office to 25no. residential flats approved in September 2021 (under ref. 21/01151/PDO);
- Prior Approval for One London Road for conversion from office to 77no. residential flats approved in September 2021 (under ref. 21/01274/PDO);
- Minor asset optimisation applications, including conversion of terraces at One London Road for amenity use in connection with the office use (ref. 21/01450/FUL);

## LOCAL PLAN

- Spelthorne Borough Council have been drafting their new Local Plan since 2018, with the Site included as a Draft Allocation for approximately 400 residential units.
- The Council undertook the Examination in Public on their submitted Local Plan in May 2023, which was then paused to allow for engagement with the Environmental Agency (in respect of flood risk) and the updated National Planning Policy Framework.
- The latest letter to the Inspector from the Council (dated 23 July 2024) is a request for the Examination to restart, which commenced at the start of 2025, which includes review of the Site as a draft allocation ST3/014, it is likely that the Site will remain as an allocation in the New Local Plan.

## PLANNING POLICY CONTEXT

Within the emerging Local Plan for Spelthorne, there are certain draft policies which bear significance to the Site:

### Spatial

- Draft Policy ST2: spatial strategy which focuses on contribution from site allocations to housing supply, with all development proposals adjacent to town centres expected to optimise density to make efficient use of land in sustainable locations
- Draft Policy PS2: requires a high standard in design and layout of development, consideration to impact of development on neighbours (including privacy, daylight, sunlight, overbearing), incorporation of landscape, positively impact public realm.
- Draft Policy SP1: provides guidance for sustainable growth in Staines, with tall buildings required to be designed to a high standard including zero carbon energy solutions

### Housing

- Draft Policy H1: requires a mix of housing tenures, types and sizes and compliance with NDSS. The policy is supportive of Build to rent where need can be demonstrated. All homes must meet M4(2) and 10% M4 (3).
- Policy HO3: Within the Core Strategy and Policies DPD, mandates that 40% of all new housing in the borough should be affordable.

Emerging policy is looking to ensure 30% of new housing development is delivered as affordable, subject to viability. However it should be noted that on both Renshaw Industrial Estate (275 unit consent) and 17-51 London Road (489 unit consent) the affordable provision was negotiated down to 9% in each instance.

### Environment

- Draft Policy E1: requires major development to provide a high standard of green infrastructure.
- Draft Policy E2: requires proposals to comply with BNG standards, including 10% net gain.
- Draft Policy E5: requires proposals to make on-site provision for open space.



## DRAFT ALLOCATION

The Site has been successfully promoted for redevelopment and is included within the draft allocation, named ST3/014:

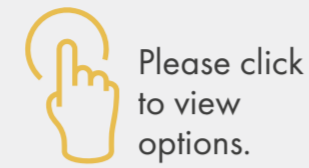
- Although the Site falls within a designated Employment Area under the current Local Plan, the draft allocation for a mixed-use scheme will gain increasing weight as the emerging Local Plan progresses.
- In accordance with the pre-application for the site, the proposal for mixed-use development including residential units has been accepted in the designated Employment Area on the basis of re-provision of higher quality commercial floor space and with sufficient market evidence to support the quantum, use class and scale of employment re-provided in the development.
- Pre-application feedback on the Site was given in December 2021, in relation to residential-led site wide re-development comprising of 424 units across buildings ranging from 8 - 16 storeys as well as cycle and car parking. Some of the key feedback included:
  - The proposals will be expected to comply with policy in providing 35% affordable housing, subject to viability.
- The Council's most recent Strategic Land Availability Assessment (2020) suggests the Site can accommodate 350 residential units, with a delivery programme of 4-6 years.

### Key Considerations

- Principle of development/land uses - the draft allocation is positive in allocating the Site for alternative uses and so removing the need to justify the loss of existing employment floorspace. Active street frontage at ground level is expected.
- Quantum of development - the approximate capacity is reflective of the scale of development proposed in the previous pre-application discussions, taking account of detailed design and consideration of neighbouring properties, in terms of privacy, outlook and daylight/sunlight.
- Design - policy will require a high standard of sustainability of design and will need to respond to the varied character of the Site and surrounds.
- Housing - a flatted scheme of varying unit types, sizes and tenures should align with policy and comply with NDSS, amenity standards, play space provision and affordable housing.
- Parking - will need consideration in the context of the existing leases at the multi-storey car park.

A detailed planning review has been undertaken by Newsteer, which can be found within the Dataroom: [londonroad-staines.co.uk](http://londonroad-staines.co.uk)

# OPPORTUNITY



Carey Jones Chapman Tolcher have produced a pack of indicative feasibility studies. Consideration has been made to the surrounding context and local planning policy and guidance as part of the planning summary noted above. The full detail of the studies are available to download from the dataroom.

It is considered that a residential-led, flatted redevelopment of tall buildings would be suitable for this location to include employment/commercial space at ground floor levels. We have further undertaken analysis of the existing buildings. The following options have been explored.

## OPTION 1 – PERMITTED DEVELOPMENT

Birch House and One London Road both benefit from Permitted Development Rights and have existing planning permissions expired in September 2024. We have outlined the key elements of this option below:

### BIRCH HOUSE

- Planning Reference – 21/01151/PDO (Expiring September 2024)
- 25 residential units (21 x 1-beds & 4 x 2-beds)
- 14,090 sq. ft (NIA)
- Average Unit Size – 564 sq ft
- 51 x car parking spaces

### ONE LONDON ROAD

- Planning Reference – 21/01274/PDO
- 77 residential units (51 x one-beds & 24 x two-beds)
- 54,388 sq. ft (NIA)
- Average Unit Size – 706 sq ft
- 77 x parking spaces (with the potential for an additional 61 x spaces outside of the planning application)

Work has been completed to align the conversion with the new permitted development regulations, this yields a scheme of 117 units. Floor plans available within the Dataroom.

## OPTION 1B – PERMITTED DEVELOPMENT + NEW BUILD EXTENSION + INFILL DEVELOPMENT

**Proposal:** Conversion of existing buildings with infill development between Birch House and One London Road.

- Units – 138 units
- 97,920 sq ft (NIA) / 188,004 sq ft (GIA)
- Parking: Basement and multi-storey car park

For indicative purposes only.

## OPTION 2A – NEW-BUILD RESIDENTIAL

**Proposal:** Demolition of existing buildings and new build development across the site, keeping the Multi Storey Car park in situ.

- Units – 279 units
- New Build Area: 196,411 sq ft (NIA) / 320,573 Sq Ft (GIA)
- Commercial Space: 9,741 sq ft (GIA)

## OPTION 2B – NEW-BUILD RESIDENTIAL

**Proposal:** Demolition of existing buildings and new build development across the entire site, including new build development on the Multi Storey Car park.

- Units – 400 units
- New Build Area: 281,737 sq ft (NIA) / 437,008 sq ft (GIA)
- Commercial Space: 14,230 sq ft (GIA)

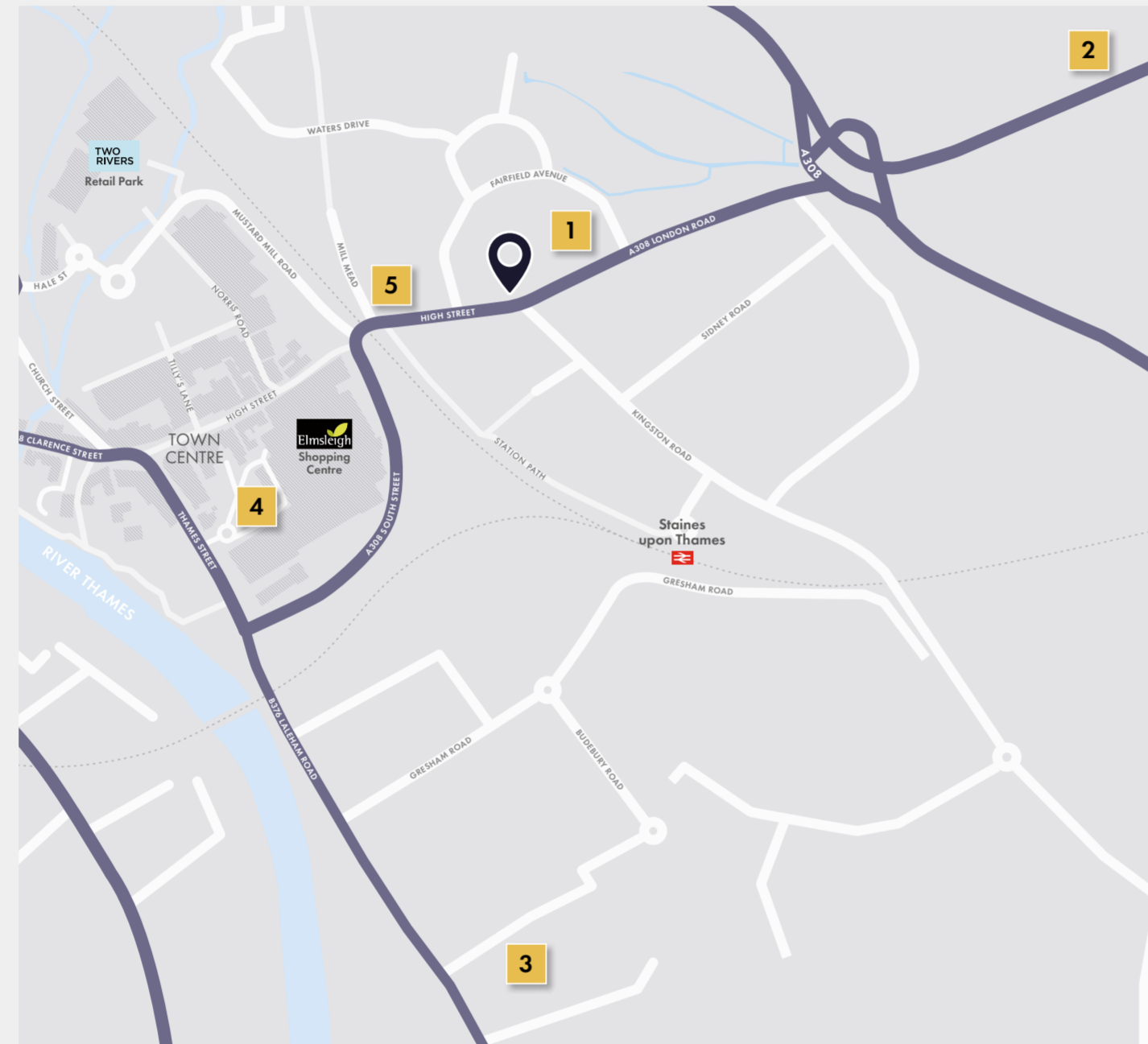
A full planning report & feasibility can be found in the DataHub. Interested parties should not rely on their own due diligence.

# MARKET COMMENTARY

## RESIDENTIAL – BUILD FOR SALE

Demand for private residential property for sale remains steady nationally, with UK house prices increasing by 1.6% year-on-year as of April 2025.

Spelthorne has continued to outperform both national and regional averages, with the average house price rising to £434,000 in April 2025 – an annual increase of 4.7% from £415,000 in April 2024. This outpaces both the South-East regional average of 3.0% and the national trend, reflecting a resilient local market and ongoing interest from purchasers benefitting from the ability to work from home. Flats remain a key component of Spelthorne’s housing mix, accounting for 26.4% of the stock, above the national average of 22.1%. Average flat values have continued to rise, now reaching £276,000 in April 2025. (Source: ONS).

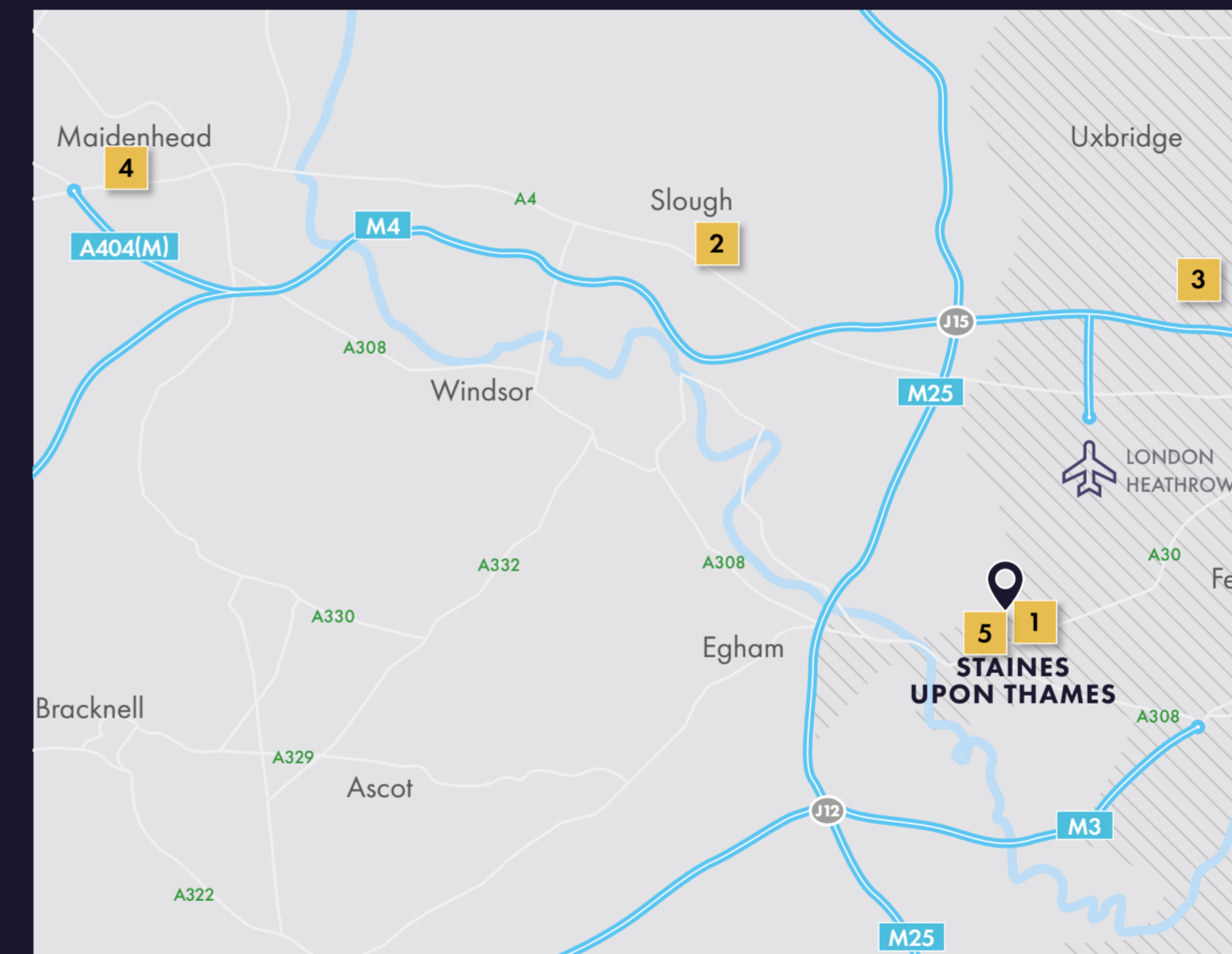


### DEVELOPMENT PIPELINE

NO.	DEVELOPMENT	UNITS	DEVELOPER	STAGE
1	Eden Grove	489	Berkeley Group	Under Construction
2	Viewpoint	82	Shaviram Group	Units on the Market
3	Ashcroft Place	22	Shanley Homes	Units on the Market
4	Rivertown	206	Fairview New Homes	Units on the Market
5	Staines Upon Thames	364	London Square	Sold Out

## RESIDENTIAL – BUILD TO RENT

Staines exhibits strong fundamentals for the BTR market, exemplified by the Kooky Staines scheme, situated adjacent to the Subject Site. The high presence of young professionals with large disposable incomes make Staines an ideal location for BTR. In addition, the accessibility to central London is excellent, making it a commutable location.



Spelthorne constitutes 57.5% of people within Major Group 1-3 (Managers, Directors, Senior Officials and Professional Occupations) compared to 57.1% across the South East & 52.9% for Great Britain. There are a strong proportion of rental hubs within Spelthorne (10.57%) proportionally larger than in the South East (9.3%), this is a key target demographic for a BTR product. Due to supply constraints Spelthorne is one of the more unaffordable places to purchase a home in the South East of England with a Median House Price to Earnings Ratio of 11.66 (South East: 11.13).

The local rental market in Spelthorne is particularly strong, exhibiting 22.8% rental growth over the last five years and 17.9% since the end of the Covid-19 restrictions. Strong growth is expected to continue for the foreseeable future as the supply and demand imbalance, of rental stock to renters, continues to force further upward pressure on rents. This makes Staines-upon-Thames a key location for institutional investors as they chase secure income outside of core UK cities

Sources: ONS, Realyse, NOMIS, Experian

### DEVELOPMENT PIPELINE

NO.	DEVELOPMENT	UNITS	DEVELOPER	INVESTOR	STAGE	COMPLETION DATE
1	Kooky Staines	270	Kooky	Kooky	Complete & Operational	2020
2	Aspire	87	Click	Crestline Europe	Complete & Operational	2022
3	The Old Vinyl Factory	119	Apo	Invesco	Complete & Operational	2016
4	Berkshire House	68	Essential Living	Essential Living	Complete & Operational	2017
5	Renshaw’s Yard	391	Dandara Living	Greystar	Under Construction	2026

## LEGAL

The Site is owned freehold and registered at the Land Registry under title number SY504975. Full title documents and Legal Report on title can be found within the legal section of the online Data Room.

## VAT

The property is elected for VAT.

## EPC

Birch House has non-domestic EPC ratings ranging from B-C. One London Road has non-domestic EPC rating of E.

## TECHNICAL

A comprehensive information pack has been compiled to assist purchasers in formulating their offers for the site. Information includes:

Information includes:

- Legal pack
- Planning information
- Technical Information

This due diligence information can be accessed via a secure registration at: [CLICK HERE](#)

## CONTACTS

For further information please contact the selling agents below:



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## VIEWINGS

Site visits can be arranged by appointment only with the retained agents. Please contact a member of the team for availability.

## METHOD OF SALE & TENDER PROCESS

The freehold interest is offered for sale by way of informal tender. A bid date will be fixed during the marketing process, unless sold prior. Offers are sought on an unconditional and/or subject to planning basis with preference for an unconditional sale of the property.

Purchasers will be required to complete a Bid Proforma and will be asked to explicitly state their assumptions in producing their offer. The Bid Proforma will be made available during the marketing period.

Purchasers should provide full details of the financial aspects of their offer, including timing of payment and proof of funding for the transaction.

Offers should be submitted electronically to the retained agents, via a shared Bid Proforma.

Interested parties should note that the Vendor reserves the right not to select the highest or any offer received.

## AML

Any prospective purchasers will need to provide proof of identity and residence for the purchasing entity and any person owning more than 25% must provide the same.