

1. Development Sites in Basingstoke

Basing View Business Park, Western Corridor, Basingstoke, RG21 4HG

www.basingview.co.uk www.festivalplace.co.uk

Type: Mixed use scheme comprising the redevelopment and refurbishment of an existing Business Park for predominantly office use with some retail, residential (apartments & serviced apartments) and hotel uses.

Description: Basing View is an existing Business Park that is currently home to 100 businesses that employ approximately 4,500 people. Under partnership with Basingstoke and Deane Borough Council, Muse Developments will lead on the redevelopment and refurbishment of Basing View, with improvements to accessibility and the public realm within the business park. The proposals also include the creation of up to 1,130,210 sq. ft. of development space (including the redevelopment of existing buildings) and 250,000 sq. ft. of net additional development space is to be created in total. The vision is that Basing View will be regenerated into a sustainable urban business park. The development has already attracted investment from the John Lewis Partnership, who is opening a joint John Lewis at Home and Waitrose store in November 2015. Network Rail has also recently opened a new 150,000 sq. ft. Regional Operating and National Training Centre.

Location: Located within the central western corridor of Basingstoke, Basing View is less than a 5 minute walk from Basingstoke train station and is easily accessible from Junction 6 of the M3. Situated within an hour from London Heathrow and Gatwick Airports, it is an ideal place for new and existing businesses. Basing View is also 30 minutes away from Southampton Airport, which has regular flights to many European destinations and is less than an hour away from the Port of Southampton and Portsmouth International Port. It is also under an hour from London Waterloo. The town is also home to Festival Place – an award winning retail destination which is ranked in the UK's top 10 shopping centres.

Plot Size and Estimated Floor Space Provision:

Table 1: Breakdown of available development land and estimated floor space provision at Basing View

Plot Size (ha)	Plot size (acres)	Floor Space (sq. ft.)	Floor Space (sq. m)
26	65	1,130,210	104,500

Table 2: Breakdown of estimated floor space provision by proposed use at Basing View

Use	Floor Space (sq. ft.)	Floor Space (sq. m)
Offices	726,563	67,500
Hotel/Leisure	59,201	5,500
Residential	193,750	18,000
Retail/Hub Facilities	150,694	14,000 (inc. John Lewis Partnership)
Total	1,130,210	104,500

Delivery: Underpinning the transformation of Basing View is a flexible Masterplan framework. This allows for the staged development of the site in a way that fits with market demand and encourages continued investment.

Planning Status: The redevelopment of Basing View has been identified and allocated within the emerging Basingstoke and Deane Pre-submission Local Plan (August 2013) as a key employment site for the Borough and it's vital for the commercial future of the town. The proposal is covered by Planning Policy EP3.

Policy SS8 – Basing View

Basing View will be regenerated as a 21st century business park and will support the role of Basingstoke town by encouraging economic prosperity and inward investment. The regeneration of Basing View will fulfil its potential through a partnership approach and will seek to deliver the vision for the area. Development proposals will therefore be permitted which:

- a). Establish Basing View as one of the borough's primary focuses for employment through the provision of premier sustainable business facilities (B1 use);
- b) Support regeneration through the provision of complementary mixed uses;
- c) Make efficient and effective use of under used/vacant land;
- d) Utilise sustainable design and construction methods and provide on-site low carbon energy generation where feasible and viable;
- e) Address the potential use of non-car modes to access the site and mitigate the increased use of the site on the wider highway network.

Travel Times:

Basingstoke is the nearest railway station, located within a 3 minute drive from the site.

Strategic Connection	Drive Time
London	1 hour 5 minutes
M3	5 minutes
Southampton	40 minutes
Reading	27 minutes

Airport	Drive Time
Southampton Airport	32 minutes
London Heathrow	40 minutes
London Gatwick	1 hour
Farnborough International Airport	25 minutes

Rail Station	Travel Time
Basingstoke - London Waterloo	44 minutes
Basingstoke – Southampton Central	31 minutes
Basingstoke – Reading	16 minutes

Development Considerations:

- Planned improvements to the existing infrastructure and public realm, including £3m of improvement works in 2014.
- Basingstoke and Deane Borough Council is the freeholder for the Basing View estate.
- Construction of a new £50m Network Rail campus is underway.
- Network Rail consultation on improving train capacity and service on the Wessex Route: <http://www.networkrail.co.uk/long-term-planning-process/wessex-route-study/>

Key Contacts:

Landowner: Basingstoke and Deane Borough Council

Marketing Agents: Not applicable.

Local Authority: Kate Dean
Strategic Project Manager for Basing View
Basingstoke and Deane Borough Council
T: 01256 845560
E: Kate.dean@basingstoke.gov.uk

Daniel Garnier
Economic Development Officer
Basingstoke and Deane Borough Council
T: 01256 845 720
E: daniel.garnier@basingstoke.gov.uk

Figure 5: Red line plan of Basing View Business Park.



Figure 6: Aerial plan of Basing View Business Park.

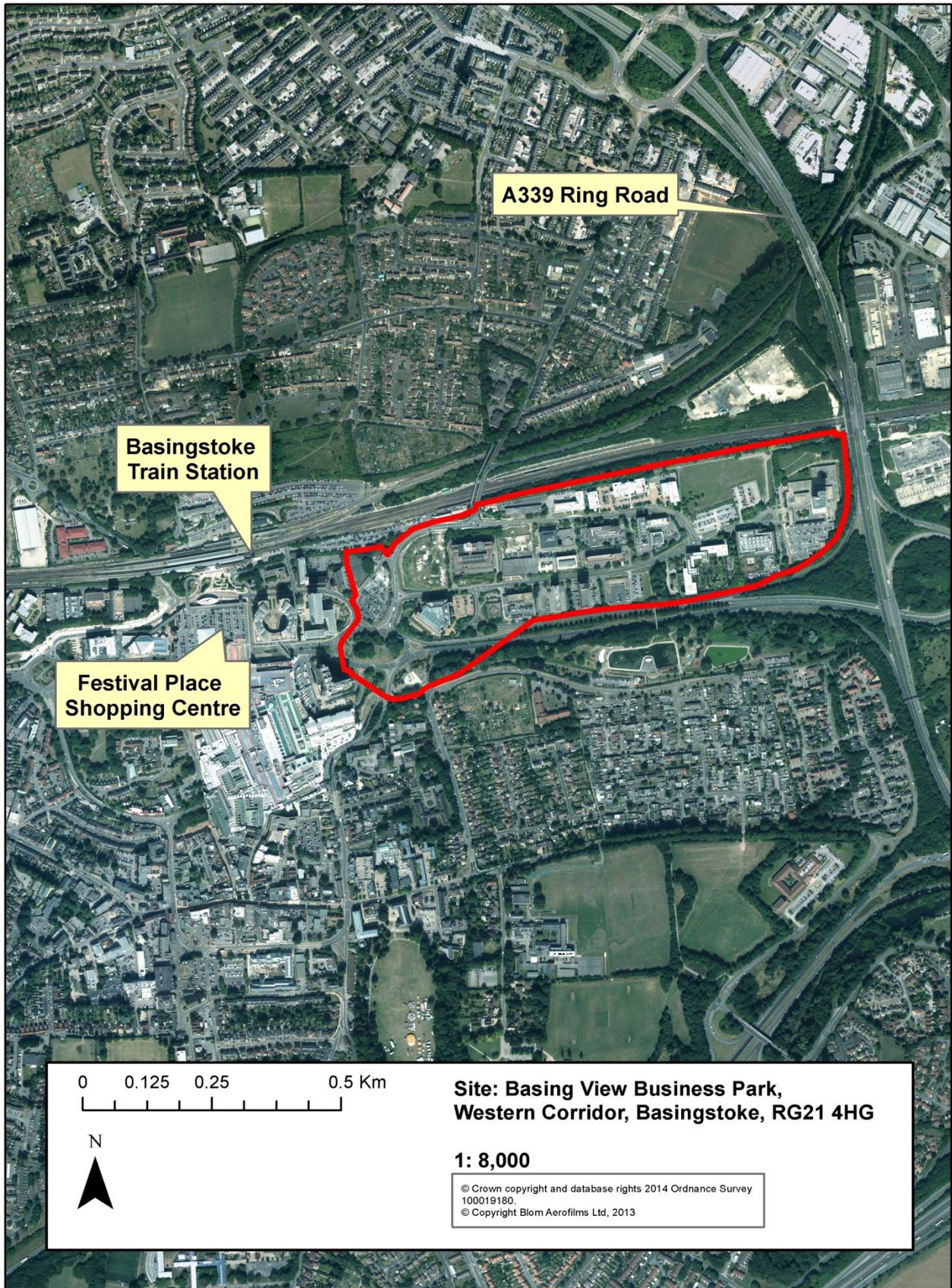


Figure 7: Development considerations map for Basing View Business Park.

