



GUILDHALL 1, ST JAMES'S ROAD, KINGSTON UPON THAMES, KT1 2AA
A RARE OPPORTUNITY SITUATED IN THE HEART OF THE HISTORIC MARKET TOWN OF KINGSTON UPON THAMES



OPPORTUNITY SUMMARY

- Rare opportunity to acquire and redevelop part of the Royal Borough of Kingston's Civic Campus
- Guildhall 1 is formed of a four-storey office building extending to 24,789 sq ft (2,303 sqm) GIA.
- The site extends to approximately 0.28 acres (0.144 ha.)
- Located 0.4 miles (8-minute walk) from Kingston railway station and close to Kingston's extensive retail and leisure amenities.
- Opportunity to increase massing, with feasibility studies undertaken by FaulknerBrowns Architects supporting a scheme of 67,000 sq ft, subject to planning.
- Significant redevelopment or repositioning potential for a range of uses including residential, hotel and commercial uses, subject to the necessary consents.
- Offers are sought on an **unconditional or subject to planning basis**. There is no guide price for this development opportunity.



LOCATION

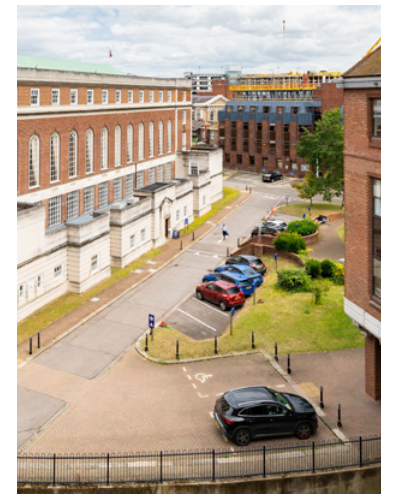
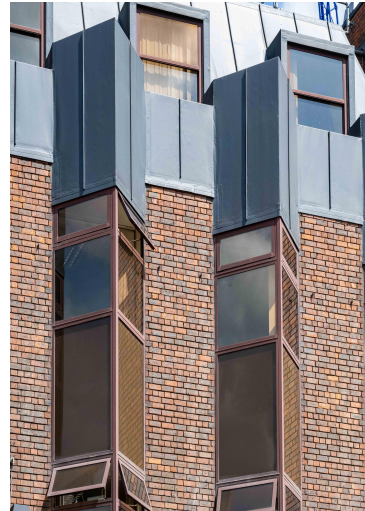
Kingston is well serviced by road, with the A3 providing access to the M25 and the wider national motorway network, as well as south eastern airports including London Heathrow (8 miles) and London Gatwick (25 miles).

There are a number of bus routes serving the area with bus stops located within 100m of the site on Brook Street offering access to and from Esher, Tolworth and Epsom via routes K3, 281, 418.

The property is located approximately 0.4 miles (8 minute walk) to the south of Kingston Railway Station that offers direct South Western Railway services to London Waterloo in 30 minutes, Shepperton in 25 minutes and Richmond in 20 minutes.

Guildhall 1 is ideally situated within walking distance from numerous green spaces and is 0.5 miles from Hampton Court Park, one of the six Royal Park Palaces in the United Kingdom.

Guildhall 1 occupies a prominent position within the centre of Kingston, which is full of activity, offering a bustling street scene of outdoor food markets, drinking establishments, coffee shops and clothes stores that are all set back from the River Thames.



[CLICK TO SEE MORE PHOTOS](#)



LOCAL AREA



SITE DESCRIPTION

The property comprises of a four-storey brick façade office building that is partly used as a contractor’s office for the neighbouring Unilever UK HQ Campus, due to PC in 2025. The building is broadly rectangular in shape, split into two wings by a central lift and stair core, with each opposing wing extending to approximately 2,500 sq ft (232 sq m) NIA. The vehicular access to the site is through the main campus entrance via the High Street.

SCHEDULE OF ACCOMMODATION

LEVEL	GROSS INTERNAL AREA		NET INTERNAL AREA	
	SQ FT	SQM	SQ FT	SQM
Ground Floor	6,082	565	4,628	430
First Floor	6,415	596	5,414	503
Second Floor	6,361	591	5,285	491
Third Floor	5,931	551	5,231	486
TOTAL	24,789	2,303	20,559	1,910

TITLE

The site is held freehold by the Royal Borough of Kingston under Land Registry Tile reference SGL84272.

The land hatched blue on the title and sale plan (overleaf) is subject to right of way on foot only with the neighbouring landowner.

A full report on title along with the Title Plan and Register is available in the data room.

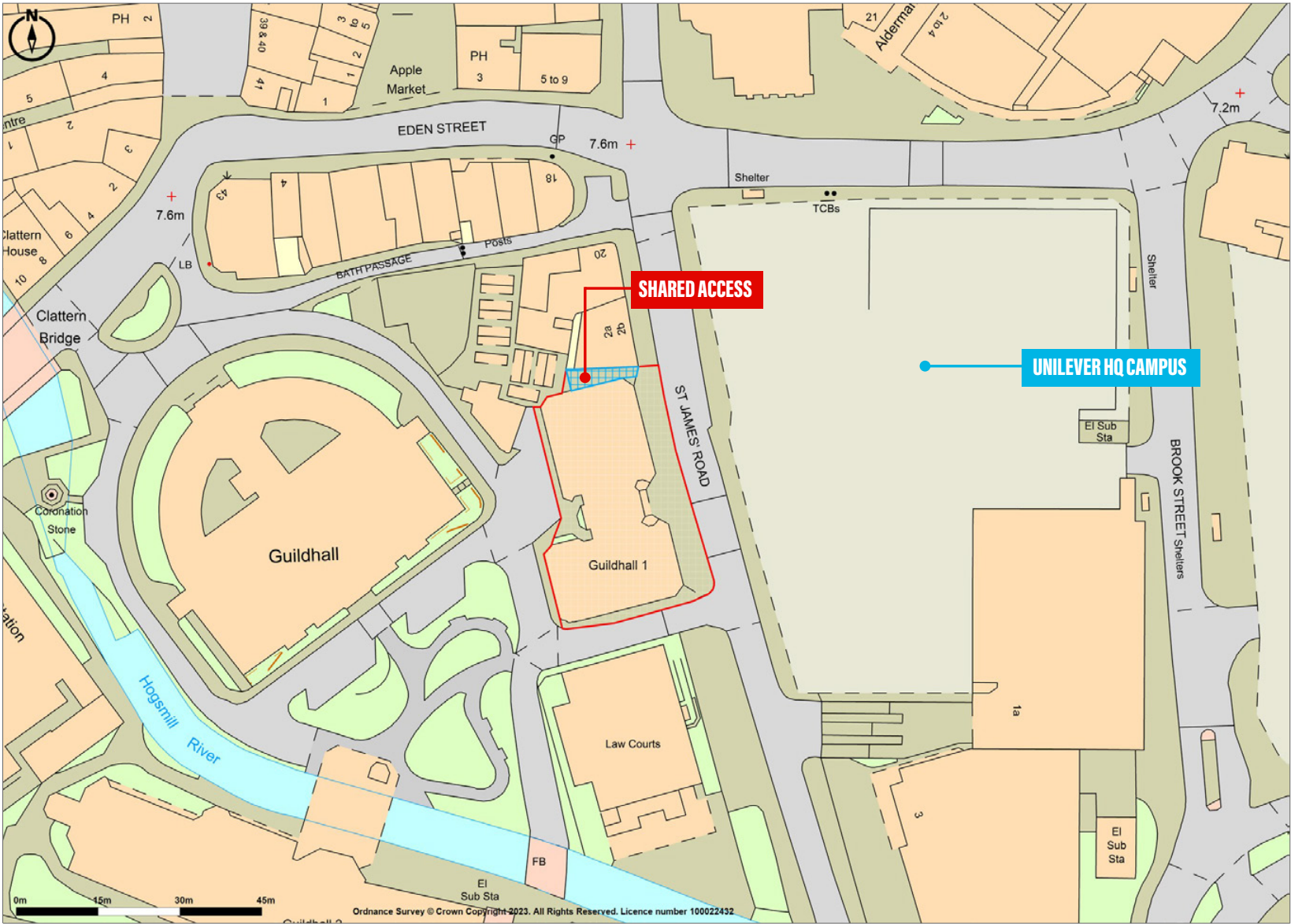


SECOND FLOOR BLOCK A

SECOND FLOOR BLOCK B



SITE PLAN





Richmond Park

Kingston Station

Bentall Shopping Centre

Eden Walk Shopping Centre

Unilever HQ Campus

Guildhall 1

Kingston College

River Thames

Hampton Court Park

LOCATION MAP

RETAIL AND COMMERCE

- | | |
|-----------------------------|-----------------------|
| 1 Bentall Shopping Centre | 7 Tortilla |
| • H&M | 8 Cappadocia |
| • Flannels | 9 Zizzi |
| • Superdry | 10 Wildwood |
| • Zara | 11 Nandos |
| • Mango | 12 Al Forno |
| • Dune | 13 Costa Coffee |
| • All Saints | 14 Cafe Nero |
| • Ted Baker | 15 The Terrace Eatery |
| • Rooftop at Curzon | 16 Mimosa |
| • Joe & The Juice | 17 Wagamama |
| 2 Eden Walk Shopping Centre | 18 Browns |
| 3 Poor Boys | 19 Las Iguanas |
| 4 Gourmet Burger Kitchen | 20 Steins |
| 5 Giggling Squid | 21 Pho |
| 6 Bills | |

EDUCATION

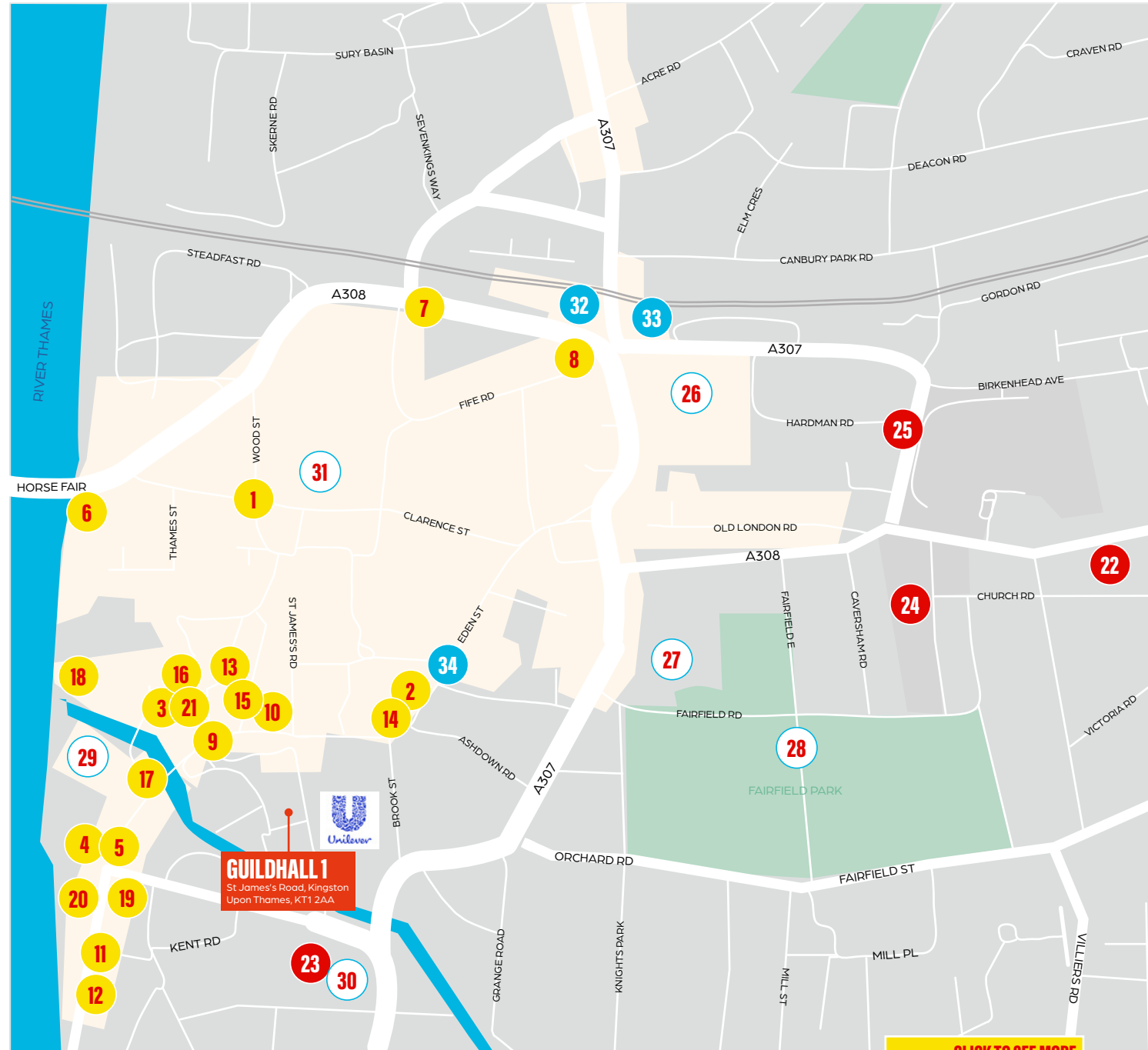
- | | |
|------------------------|----------------------------|
| 22 Kingston University | 24 Kingston Grammar School |
| 23 Kingston College | 25 Tiffin School |

TOURISM AND HOSPITALITY

- | | |
|--------------------|------------------|
| 26 Odeon Cinema | 29 Rose Theatre |
| 27 Kingston Museum | 30 ACT Theatre |
| 28 Fairfield Park | 31 Curzon cinema |

TRANSPORT AND ACCESSIBILITY

- | |
|------------------------------|
| 32 Kingston Station |
| 33 Cromwell Road Bus Station |
| 34 Eden Street Bus Station |



MARKET COMMENTARY

RESIDENTIAL

Kingston is a highly desirable place to live, benefiting from a vibrant town centre, excellent transport links and access to open greenspaces.

The average house price in Kingston increased by 3% over the last year and is currently £806,221. This compares to an average asking price of £733,283 for homes across London. The majority of sales in Kingston were apartments which sold for an average price of £450,285.

The residential property market in Kingston remains resilient despite turbulent market conditions with some new build apartments achieving capital values in the region of £900/sq ft. This is due to an influx of overseas buyers that see the residential market as a viable investment opportunity.

There is a shortage of residential development schemes in Kingston town centre with only 262 unsold units under construction at the end of December 2023. Recent residential developments in Kingston town centre include the Royal Exchange comprising of 267 units and 42,000 sq ft of flexible commercial floorspace. Further afield from the town centre, the Cambridge Road Estate regeneration scheme commenced construction in June 2023 with practical completion of the first phase due to complete in 2025.

OFFICES

The Southwest London office market is well-established, now achieving the highest rents in the UK outside of the West End, the City of London and the Southbank. An affluent residential catchment, together with a unique village-type amenity offer and strong connectivity has attracted a series of major occupiers in recent years, including Unilever. The multi-national FMCG corporation announced its long-term commitment to Kingston in 2022, with its Global Headquarters relocating from Leatherhead to Kingston. This will be home to over 2,000 employees within a campus comprising circa 280,000 sq ft across three state of the art buildings, due to reach practical completion in 2025. This, in conjunction with the Royal Borough of Kingston's commitment to investment into the main Guildhall building, and therefore their long-term occupation of the site, provides purchasers with an opportunity to bring forward a high-specification office scheme as part of a wider cluster.

Conversion of offices to residential use via permitted development rights has resulted in a substantial loss of floorspace in Southwest London, owing to particularly high residential sales values. This has led to an acute lack of supply in many of these markets and a subsequent rise in prime rents. Despite this, with rents at £40.00psf, Kingston offers a significant discount to neighbouring markets, with the likes of Wimbledon, Putney and Richmond attracting rents in excess of £55.00psf, £60.00psf and £52.00psf respectively.


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MARKET COMMENTARY

SENIOR LIVING

The senior living market has grown in maturity over the last ten years with an influx of market entrants offering a range of typologies for elderly living. The demographics and amenities in Kingston town centre lends itself to the provision of a retirement scheme. Within 15 minutes drive of the site, there are over 17,000 over 65's representing 12.2% of the population (higher than the London average of 10.8%). The catchment is more affluent than the wider London area with 42.2% in the highest social class (ABs) and high level of home ownership at 59.5% (Sharepoint, 2023).

There has been a scarcity of new senior living developments in the local area, reflecting a wider trend across London of acute undersupply. The two nearest schemes are Mulberry Court, Hampton Wick and Orford Place, Ham Common, which were developed in 2021 and 2018 respectively. Sales values within these schemes are in the region of £900 sq ft. In addition there are no retirement rental schemes in the area.

STUDENT

Kingston benefits from a strong student demographic, with Kingston University being ranked 55th in the Country, a top 10 London University and top 5 for Fashion nationwide (Guardian University Guide 2023). In this respect, Kingston University is recognised globally for Fashion Studies, with it being one of only two programmes in the UK to have been accredited the maximum possible 'Badges of Excellence' by The Business of Fashion.

The total student population sits at 19,920. 17,750 of these are full time with 5,970 international students, reflecting an 8% year on year growth. In 2022, Kingston University received a total of 28,640 applicants, of which, only 5,245 were accepted, representing an acceptance ratio of just 5.5:1. This over-subscription can be attributed to its enviable Greater London location and wide range of undergraduate and postgraduate courses offered, several of which were rated the best in the country by The Guardian University Guide.

HOTELS

Within Kingston town centre there is a severe lack of hotel accommodation and conferencing spaces that are of sufficient quality to meet current demand. This demand-supply imbalance is likely to continue with the development of the new Unilever headquarters opposite Guildhall 1. Once complete, the campus will house approximately 2,000 full time employees, as well as attracting a number of related visitors.

Kingston town centre also has a thriving tourism sector due to its rich history, charming riverside location, and a variety of local attractions, such as Hampton Court Palace, Richmond Park and the Kingston Market. In addition to this, Kingston's rail connections to the centre of London offer a cheaper, scenic alternative to central London hotels.



**TO DISCUSS SENIOR LIVING FURTHER,
PLEASE CONTACT:**
HARRY.CHARMAN@MONTAGU-EVANS.CO.UK
07387 237 996



FEASIBILITY REVIEW

Supporting a wide range of alternative uses, including an office repositioning, student accommodation, hotel, residential and senior living, a feasibility review conducted by FaulknerBrowns Architects details schematic redevelopment options. The image below shows an example of what could be possible on site, albeit any scheme would be subject to the necessary consent.



PLANNING & HERITAGE

THE GUILDHALL 1 BUILDING PRESENTS A REDEVELOPMENT OR REPOSITIONING OPPORTUNITY WITH A WIDE RANGE OF POTENTIAL USES (SUBJECT TO PLANNING)

The Site currently is identified as an Opportunity Area within the Royal Borough of Kingston Upon Thames and is highly accessible in public transport terms. The Site is situated within the Eden Quarter development area and has been identified for potential development for a number of different uses, including office, hotel and residential accommodation.

There may be scope to increase the height of the existing building, with 2–3 additional storeys being achievable, subject to design and heritage/townscape impact, thereby, increasing the quantum of the development to 6–8 storeys.

Other alternative uses include residential, with scope to explore a mixed-use scheme, incorporating offices and developing any uplift as residential. There is also an opportunity for the addition of ground floor retail or other commercial uses, fronting St James's Road.

The London Plan supports development that would enhance the visitor economy and a sufficient supply, and a range of accommodation should be provided in both Inner and Outer London Boroughs. As a result, the provision of a full service hotel in the town centre is likely to be linked to need and therefore may be scope for consideration.

Overall, the Site has potential for development either as part of a demolition and rebuild or an extension to the existing building to increase the height with additional floors.

The Council should be supportive of development subject to design, use and its associated impacts, which includes impact on the setting of heritage assets, including the listed Guildhall and the Old Town Conservation Area.

TO DISCUSS FURTHER, PLEASE CONTACT:

DAVID.MABB@MONTAGU-EVANS.CO.UK
07818 012 530



FURTHER INFORMATION

EPC

The client is in the process of obtaining a valid new Energy Performance Certificate. Parties will be notified once the survey is complete and is available to view in the online data room. The current rating is EPC D(95).

METHOD OF SALE

Expression of Interest stage will be held in the first instance where parties will submit the terms of their offer. If the vendor deems it necessary, a final tender stage for best bids will be held afterwards. Offers sought on an unconditional or subject to planning basis. **There is no guide price for this development opportunity.**

Offers are to be submitted electronically with the subject heading 'Guildhall 1 Tender Submission' to both Ivan Moore and Josh Boreham.

TENURE

The property is to be sold Freehold subject to any rights, reservations or obligations that may exist.

VIEWINGS

Inspections of the property are strictly by prior appointment only via Montagu Evans as the sole agent. Details of the viewing days will be arranged in due course with dates and times available upon request. Interested parties should note that Montagu Evans LLP takes no responsibility for any injury or accident at the property.

DATA ROOM

Further information concerning the sale of the property can be found within our dedicated online data room. Access to the data room can be found using the link below:

<https://Guildhall1.co.uk>

Documents within the data room include:

- *Land Registry Title Register and Plan*
- *Report on Title*
- *Expression of Interest Bid Template*
- *Site plans, drawings and floorplans*
- *Planning & Heritage Report*
- *Planning & Heritage Commentary*
- *Asbestos Report and Survey*
- *Supporting Technical Reports*
- *Workplace Review & Planned Preventative Maintenance Report*
- *CPSEs*



ENQUIRIES

For all enquiries and further information
please contact:

DEVELOPMENT



**EDOUARD
BARROIS**

M: 07920 072 335
E: edouard.barrois@montagu-evans.co.uk



**IVAN
MOORE**

M: 07901 327 513
E: ivan.moore@montagu-evans.co.uk



**SAMUEL
BLAKE**

M: 07429 170 013
E: samuel.blake@montagu-evans.co.uk

COMMERCIAL



**JOSH
BOREHAM**

M: 07341 090 194
E: josh.boreham@montagu-evans.co.uk



**TOM
PATON-SMITH**

M: 07818 012 440
E: tom.paton-smith@montagu-evans.co.uk

LIVING



**ELLIE
HAGART**

M: 07584 143 144
E: elie.hagart@montagu-evans.co.uk



**ROBBIE
CATLING**

M: 07824 355 001
E: robbie.catling@montagu-evans.co.uk



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