

## APPENDIX 4

### SITE APPRAISAL CRITERIA USED IN TONBRIDGE & MALLING EMPLOYMENT LAND REVIEW

#### General

Appraisal Criteria	Detailed Indicators
Quantitative Base Information	<ul style="list-style-type: none"> <li>Overall site size / area (vacant land and that in current employment use)</li> <li>Floorspace in use (by sector / use class and size)</li> <li>Possible future floorspace (by sector / use class)</li> </ul>

#### Commercial (Market Attractiveness Factors)

Appraisal Criteria	Detailed Indicators
Quality of Existing Portfolio and Internal Environment	<ul style="list-style-type: none"> <li>Age and quality of buildings</li> <li>Noise, dust, smell etc</li> <li>Quality / maintenance of external and public areas</li> <li>Parking, internal circulation and servicing</li> <li>Potential contamination and land instability</li> </ul>
Quality of the Wider Environment	<ul style="list-style-type: none"> <li>Adjacent land uses (sensitive or bad neighbour uses constraining operations or development)</li> <li>Perception of wider environmental quality (eg attractive countryside setting, urban context in need of regeneration etc)</li> <li>Availability of facilities for employees (housing, leisure, retail etc)</li> </ul>
Strategic Access	<ul style="list-style-type: none"> <li>Proximity and ease of access to the strategic highway network (primary routes and M6 motorway)</li> <li>Proximity and ease of access to rail facilities</li> <li>Quality of local road access (eg congestion)</li> </ul>
Market Conditions / Perception of Demand	<ul style="list-style-type: none"> <li>Duration of allocation / commitment / vacancy</li> <li>Strength of local demand for site / segment (review of enquiries and known requirements)</li> <li>Recent market activity on site (recent completions, applications and permissions, active marketing initiatives)</li> <li>Vacancy levels (established employment sites)</li> <li>Site being marketed for employment use</li> </ul>
Ownership	<ul style="list-style-type: none"> <li>Single or multiple site ownership (where known)</li> <li>Other ownership constraints (eg aspirations for other development)</li> </ul>

<b>Site Development Constraints (undeveloped sites only)</b>	<ul style="list-style-type: none"> <li>• Site access</li> <li>• Site topography, size, shape and other physical features</li> <li>• Availability of utilities</li> <li>• Requirement for / availability of public funding to resolved constraint</li> </ul>
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## Environmental Sustainability

Appraisal Criteria	Detailed Indicators
<b>Prudent Use of Natural Resources</b>	<ul style="list-style-type: none"> <li>• Potential to reduce the need to travel by car [proximity to potential workforce, accessibility by non-car transport modes (walking, cycling and public transport)]</li> <li>• Sequential location test (urban, edge of urban, rural)</li> <li>• Land classification (previously-developed / Brownfield or Greenfield)</li> </ul>
<b>Effective Protection and Enhancement of the Environment</b>	<ul style="list-style-type: none"> <li>• Impacts on environmental resources (eg biodiversity, landscape, trees, cultural heritage etc)</li> <li>• 'Liveability' [(potential) contribution towards an attractive urban environment].</li> </ul>

## Strategic Planning

Appraisal Criteria	Detailed Indicators
<b>Social Progress and Regeneration</b>	<ul style="list-style-type: none"> <li>• Potential to address areas of deprivation and high unemployment</li> <li>• Ability to deliver specific regeneration objectives (including comprehensive / mixed-use development)</li> <li>• Potential to attract 'gap' funding</li> </ul>
<b>Economic Development</b>	<ul style="list-style-type: none"> <li>• Contribution to delivery of RPG / RES</li> <li>• Delivery of local economic objectives / spatial strategy for the area</li> <li>• Ability to provide for target market sectors / defined end users</li> </ul>