

Hersham Green Shopping Centre



Welcome and our team

Welcome to our public exhibition on proposals to invest in Hersham Green Shopping Centre to deliver new shops, homes and public space in the heart of the community.

La Salle Investment Management purchased the site in 2021 on behalf of an institutional pension fund and is working in partnership with Quadrant Repurpose. Our vision is to rethink how to use the space to its full potential to create a place for people to shop, live and enjoy. We want to improve the centre to provide better retail spaces, build new homes and open up the site with new public spaces and improved pedestrian routes.

We welcome your feedback on the proposals and would be grateful if you could complete one of the questionnaires provided to ensure all comments are captured.

The team are on hand to discuss the plans and answer any questions you may have.



Scan this QR code with your smartphone to submit your feedback directly online.



An aerial view of the site showing the existing shops and car park

The team



Quadrant Repurpose

Development Manager working in partnership with La Salle to develop a strategy to improve the shopping centre and deliver the proposals.



LaSalle

Purchased Hersham Green Shopping on behalf of an institutional pension fund, responsible for the long-term strategy and management of the property.



ECE

Award winning architecture practice, specialising in residential and mixed-use developments.



Montagu Evans

Planning consultant.



Cascade

Stakeholder engagement and communications consultant.

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Site context

Hersham Green Shopping Centre was built in the 1980s and offers the community small, local shops and services, including a Waitrose and car parking. The plans provide an opportunity to revitalise the centre, which is currently underutilised and could offer more to the community.

The surrounding area is predominantly residential and our plans to deliver new accommodation that will complement the existing community of homes. Hersham boasts green and open spaces to the east and west of the shopping centre and we are considering how to add to the existing green spaces and link the development to these amenities. Two schools and other local services are located close by and the shopping centre is well served by local buses.

Local Plan

The Hersham Green Shopping Centre site has been put forward as a proposed site allocation by the Council within the draft Elmbridge Local Plan.



Image of the site today



Image of the site today



Image of the site today



Image of the site today



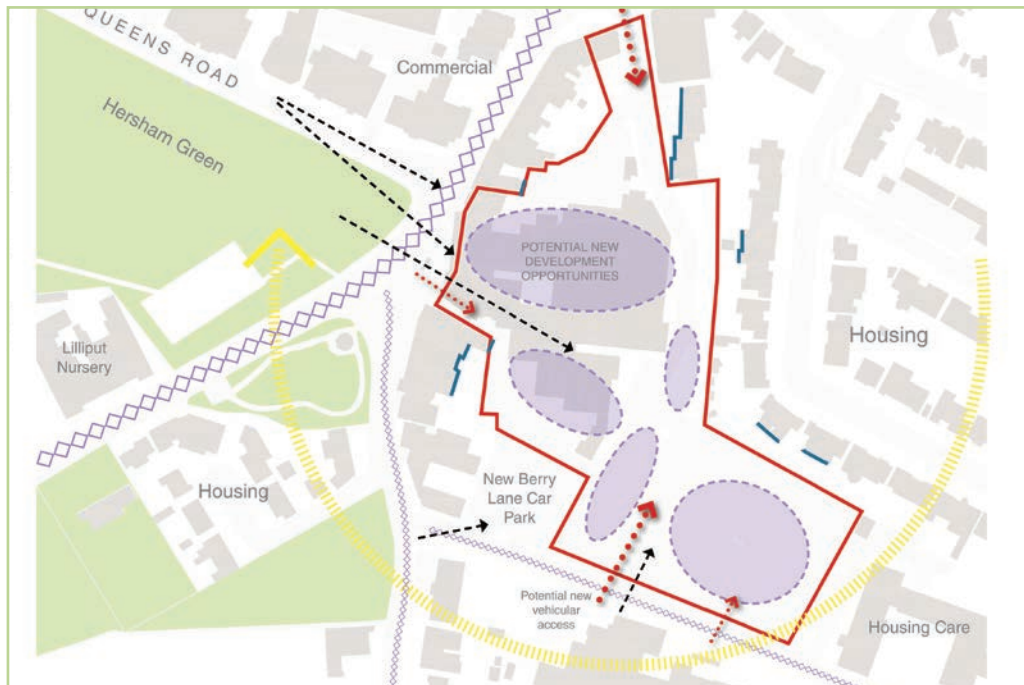
Image of the site today

Hersham Green Shopping Centre

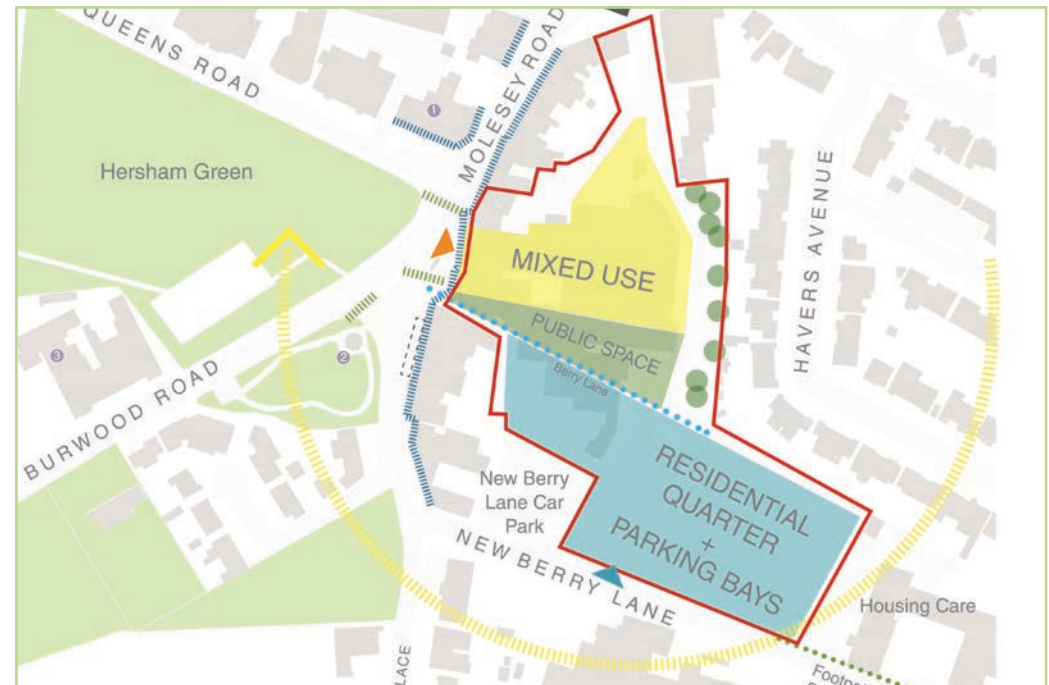


Opportunities and constraints

- **A large area of the site is currently covered in car parking** – there is an opportunity to reconfigure the use of the site to provide greater efficiency and deliver new homes and public realm, whilst helping to protect the Green Belt.
- **The site is underutilised currently** – there is an opportunity to provide local shops and services in better designed spaces alongside new homes.
- **Existing pedestrian site access from Burwood Road and Hersham Green is poor** - there is an opportunity to improve access with new pedestrian routes across the site linking to Hersham Green and Hersham Riverside Park.
- **Neighbouring amenity** – the design carefully considers the relationship of new buildings with neighbouring properties to limit any impact.
- **Maintaining key views through the site from Hersham Green and Queens Road** – analysis of the site and the evolution of the design takes account of the existing context.
- **Noise from Burwood Road** – the new residential buildings are placed away from Burwood Road.
- **The existing buildings are dated** – redeveloping the site can deliver highly sustainable, well-designed buildings.
- **The existing shopping centre sits centrally on the site, which limits the opportunity to deliver public realm** – a comprehensive redevelopment on the site can create well thought out places and a new public square.
- **Impact of vehicle access to the site and servicing** – this is carefully considered to provide parking in a convenient and accessible position, while respecting existing neighbours.



Drawing considering the opportunities and constraints of the site



Drawing showing site considerations and how the site could be used

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Rethinking the shopping centre

Our proposals

- An improved Waitrose (approx. 29,000 sqft), with 110 basement car parking spaces and 10 car parking spaces at ground level.
- 9,292 sqft of additional retail space, including space for smaller independent shops.
- 211 residential units, with adequate car parking to suit.
- Four buildings across the site ranging from two to seven storeys, arranged around a new public square and two podium gardens for residents.
- Enhanced pedestrian routes through the site from New Berry Lane to Burwood Road and Molesey Road.
- A car-free centre of the site with parking concealed from view.
- Sustainable building features, to achieve BREEAM excellent.



Concept image showing the new buildings



Proposed site plan

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Improving the retail space

The existing shopping centre was built in 1985 and is now tired and dated. A large part of the site is taken up by surface car parking. There has been a careful analysis of the site to consider the aspects that limit development and the opportunities to create better spaces.

- The existing Waitrose building is now nearly 40 years old and inefficient by modern standards. Our proposals are to provide a new, state of the art store of the highest standards that is fit for the future.
- New retail units are provided facing onto the new public square creating a vibrant and welcoming area to shop and eat.
- Car parking is retained, but re-provided underground or concealed from view.



Sketch of new retail units fronting the new public square



Image of new Waitrose

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New homes for Hersham

By incorporating the car parking underground and reducing the need for surface car parking, space is freed up to enable other uses to be introduced to the site to create a thriving, mixed-use community.

- 211 new, well-designed homes with sufficient parking and podium gardens creating a high-quality residential community.
- A number of sustainable features are incorporated into the design to create sustainable buildings, including air source heat pumps, water saving measures, solar panels and materials with low embodied carbon.



Image of the ground floor of new homes



Image showing a view of the new residential buildings

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New public space and landscaping

A new public square sits at the heart of the development to provide an attractive, central focal point around which the residential and retail spaces are designed.

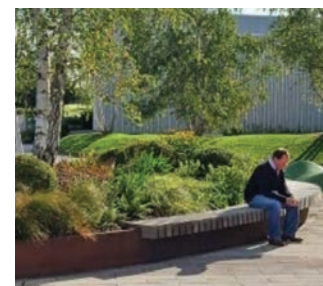
- A central plaza in front of the retail pavilion to facilitate the movement and gathering of people.
- A mix of hard and soft landscaping, including planted and landscaped areas, paved pathways and seating, as well as planting to soften and enhance the Waitrose elevation.
- Trees lining the main walkway along the southern edge of the site to create a planted buffer to the outdoor eating space and to frame the square.
- New pedestrian routes to improve connections through the site, linking up to the surrounding area.



Diagram showing landscaping features of new public square



Sketch showing new public realm



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Design approach

We have considered a number of design options for the site. As the existing buildings are reflective of the period they were built, they will not have the same energy efficiency as a new building that can incorporate sustainable features.

The design considers how to develop the site to its full potential and address the current site constraints. This includes removing the centrally positioned shopping centre and large surface car park which currently dominates the site, to create new high quality retail space and services for Hersham Green, new homes and public realm, and sufficient car parking.

This is achieved by replacing the existing shopping centre with a new highly sustainable building with a new supermarket and basement parking, with smaller retail units and new homes built around the central public square.

The materials have been chosen to reflect the surrounding context and mark the importance of the site in the heart of the village.



CGI showing the new building from Hersham Green



CGI showing new the residential properties sitting above the commercial space

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Transport and sustainability

Access

Vehicles will access the Waitrose from Molesey Road to a basement car park. The Waitrose service yard is maintained in its existing location.

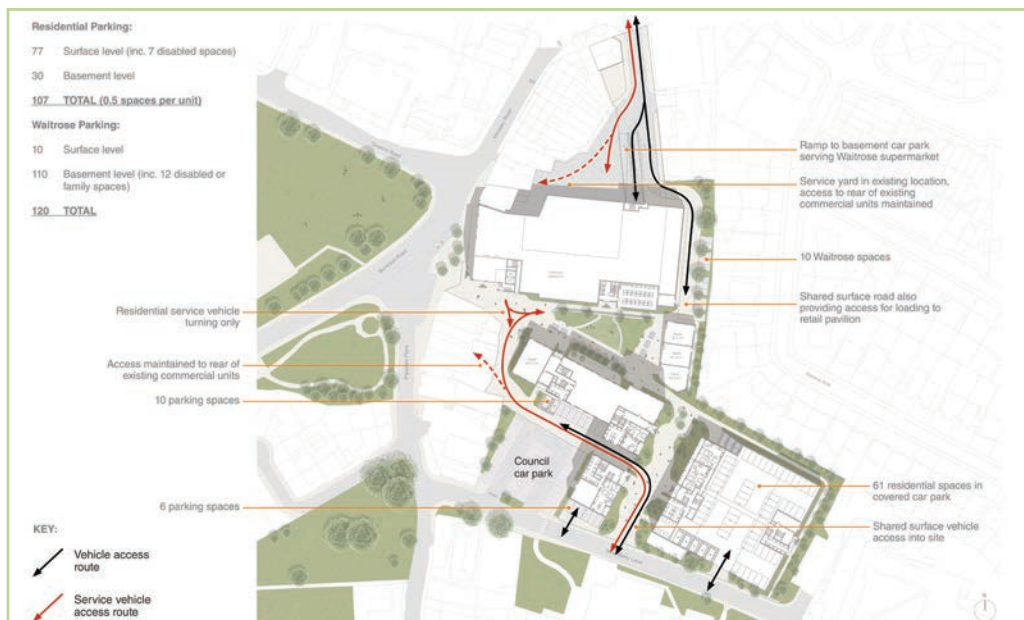
Residential vehicle access is from New Berry Lane, with access to the rear of existing commercial units fronting Hersham Green maintained.

Sustainability approach

In order to achieve the sustainable objectives the building will incorporate a number of features:

- Ultra-high-efficiency heating and hot water systems using air-source heat pumps.
- Energy efficient LED lighting and appliances.
- Removal of the large surface car park and introduction of a large public square, two podium gardens, a green buffer, green roofs and enhanced soft landscaping delivering a biodiversity net gain.

- PV panels with southern orientation to maximise electricity production.
- Reduced depth inside buildings to assist day lighting levels and reduce energy consumption.
- Promotion of sustainable transport methods, including the provision of cycle storage.
- Provision of EV charging stations for parking bays.
- Water saving measures to reduce water consumption, such as flow restrictors, reduced bath volumes, water efficient white goods and duals flush toilets.
- Use of high quality materials that will age gracefully and maintain their appearance requiring minimum maintenance.
- Re-use of materials where possible, reducing the impact on construction, embedded carbon and the building's life cycle.



Plan showing the access to the site



Sustainability features

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Summary and next steps

We welcome your feedback and want to know what you think of the plans. Please take the time to speak with a member of the team and complete a questionnaire before you leave. You can also scan the QR code below to complete it using your smartphone.

In summary our proposals will:

- Create a place for people to live and shop.
- Bring investment to boost the long term future of the centre by providing a mix of uses on site.
- Improve shopping facilities and services.
- Provide new public spaces for everyone to enjoy.
- Create a well-balanced community of high quality design, fitting for its central location in Hersham Green.



Scan this QR code with your smartphone to submit your feedback directly online.

How to get in touch

If you have any questions or would like to speak to our team, please get in touch.

Visit:
www.hershamgreenproposals.co.uk

Email:
consultation@cascadecommunications.co.uk

Call: 020 7871 3565



Image showing the new scheme from Burwood Road