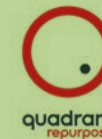


Hersham Green Shopping Centre



Welcome

Thank you for joining us at the next stage of our public consultation for Hersham Green Shopping Centre.

Last year, we consulted the community on our initial proposals to invest in the shopping centre and shared our ideas to show how the site could be redeveloped, to deliver new retail spaces and build new homes on space that is not currently being used to its full potential.

Since then, we have been considering the feedback we received from local residents and other stakeholders on a wide range of issues including design, scale of development, the impact of the temporary closure of Waitrose to allow the delivery of a new store, traffic matters and impact on local infrastructure.

We would like to share our revised plans with you today, which have changed significantly. We are committed to continuing to work with the community and would like to listen to your views on the modified plans, before we prepare our planning application for the scheme.



Sketch of the improved shopping centre.

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.



Montagu Evans
Montagu Evans is an independent property consultancy, specialising in planning and development, providing planning, heritage and townscape advice.



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

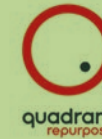


Mayer Brown
Advising on highways, transportation and parking.



Cascade Communications
Cascade is all about people, relationships and building trust. A strategic communications consultancy specialising in community engagement and advocacy across the built environment sector.

Hersham Green Shopping Centre



What you told us - community feedback

We held over 13 hours of public consultation with stakeholders, current occupiers and the local community last year. This included stakeholder briefings, two exhibition events and a webinar, which were promoted in a community newsletter sent to over 2,000 local households. We received 162 consultation responses, which presented a range of views and some consistent themes which are summarised below:

You said **We did**

You said you would like to see the shopping centre improved, but not a wholesale redevelopment, and better use made of the site.

We will maintain the majority of the retail units in our revised design, providing circa 9,000 sq. ft of retail space, alongside a newly refurbished Waitrose. We will upgrade the shopping centre to create a modern, high-quality destination fit for the future. This will include using the upper floors and expanding the range of uses. The existing courtyard will be upgraded to create an attractive public space.

You said the number of new homes was too high.

We have reduced the number of new homes from 211 apartments to 104. They will be Later Living homes, aimed at older people living in the community, who wish to downsize to accommodation that is designed specifically with their needs in mind, in a place that is accessible, and at the heart of the community.

You said the buildings facing Hersham Green were too high and were not in keeping with the village.

We have removed the previously proposed development facing Hersham Green and now retain the existing buildings and hence view from the Green. All of the new homes will now be located on the south of the site away from the sensitive location of Hersham Green.

You said it is important to maintain adequate parking for visitors.

We have undertaken parking studies, which show the car park is not used at full capacity. We have created a newly reconfigured surface level car park, comprising 138 spaces for town centre users and shoppers, and 53 dedicated spaces for the residential.



Photo from previous consultation.

You asked what will happen to the existing Waitrose while construction is ongoing?

It is now proposed to retain and refurbish the Waitrose store. This will avoid disrupting trade by significantly reducing the store closure period during the works and limiting any impact on customers, compared with the previous plans to demolish and replace the store.

You said you were worried about the impact on local infrastructure and services, such as GP surgeries and the school.

We have included non-commercial space, which could be used to accommodate a new GP surgery. As the new homes are Later Living apartments aimed at older people, there will be no impact on school places. In general, people living in Later Living developments tend to be residents from the local area, who have downsized, and are therefore likely to already be registered with a local GP and other local services.

You said we needed to consider the relationship of the development with neighbouring properties more.

The revised scheme proposes less homes, and the number of buildings have been reduced from three to two at the rear which has allowed for more space between the buildings and neighbouring buildings. The buildings are designed to further reduce the impact on neighbouring properties by stepping buildings, reducing the height and providing natural buffers through trees and landscaping.

You said sustainability is important.

The majority of the existing buildings will be retained and re-purposed, which uses the embodied carbon within the existing structures. The retained units will be refurbished to comply with the latest legislation and guidance regarding environmental performance. There will no longer be the need to dig basement parking.

You were concerned about the increase in traffic and road safety.

The revised plans will channel Waitrose traffic away from New Berry Lane and Burhill Primary School, where we will maintain pedestrian access.

Hersham Green Shopping Centre



How the plans have evolved since the last consultation

Previous site plan



Previous ground floor plan

- Majority of existing buildings demolished and redeveloped.
- New, state of the art Waitrose.
- 9,292 sq. ft retail space facing onto the new public square.
- 211 residential units across three buildings.
- Four-storey element facing Hershams Green.
- New, landscaped public square.
- 110 basement and 10 ground level car parking spaces.

Revised site plan



Revised ground floor plan

- Majority of existing buildings retained and refurbished.
- Existing Waitrose improved and refurbished.
- 9,000 sq. ft of retail space in refurbished units, partial demolition of other buildings to provide car parking and covered walking area.
- 104 Later Living apartments across two buildings, located to the south of the site.
- Existing buildings retained and new buildings facing Hershams Green removed.
- Upgraded public square.
- Reconfigured surface level car park with 138 spaces for shoppers and town centre users, and 53 dedicated residential spaces.
- Non-commercial space, potentially for a new GP surgery.

Hersham Green Shopping Centre



Our revised proposals

Your feedback has helped to shape our revised plans. We have listened and responded to feedback, adapting the proposals where possible, to provide better retail spaces, improved public areas and high quality homes to underpin the delivery of the scheme and vitality of the village centre.



Sketch of the new residential buildings.



Sketch of the refurbished shopping centre, Waitrose and reconfigured car park.

Scheme summary:

- A newly refurbished Waitrose store to improve the shopping experience and energy efficiency of the building, with 138 customer car parking spaces. New facades on the southern and western elevations will improve the appearance of the store.
- 9,000 sq. ft of retail space for existing businesses, should they wish to return, or for other independent shops.
- Two residential buildings of four and six storeys, providing 104 Later Living residential units and 53 dedicated residential car parking spaces.
- New, improved staff welfare area for Waitrose colleagues, with outdoor roof terrace on the first floor to upgrade staff amenity spaces and facilities.
- Non-commercial space, potentially for a new GP surgery.
- Existing roofs retained and refurbished to improve sustainability and incorporate energy efficient features.
- No increase in scale along Burwood Road and Hersham Green frontage to respect the village green setting.

Hersham Green Shopping Centre



An improved retail environment

Your feedback told us that you wanted to have a better shopping experience and offer. Some of you were concerned about the Waitrose closing for a period during the redevelopment and how this would affect local food shopping choice.



Proposed Waitrose south elevation.



Sketch of newly refurbished Waitrose entrance and upgraded retail square.

Our revised plans now propose:

- Investment to upgrade the shopping centre to improve the public spaces between the shops, modernise the retail space and provide a high-quality and pleasant shopping environment.
- An improved Waitrose store for customers and upgraded store exterior to improve the visual appearance and energy efficiency of the building, with a reduced period of works.
- 9,000 sq. ft of retail space to accommodate existing retailers, should they wish to remain, or other independent businesses.
- An upgraded public square, with seating to provide a space to rest and enjoy.
- A surface car park offering 138 car parking spaces for town centre uses - sufficient to accommodate both shoppers and visitors alike.
- Improved pedestrian connections through the site and safer navigation of the car park.

The John Lewis Partnership are the first UK retailer to have their net-zero science-based targets validated by an official body. The proposed improvements to the Waitrose store will directly contribute towards their achieving net-zero greenhouse gas emissions across its own operations by 2035.

Hersham Green Shopping Centre



Design and materials

You told us that you are proud of the village and want to make sure that any development is right for the area. We share your aspiration and have responded to your concerns.

We have revisited the design and removed the previously proposed residential element on Burwood Road above the Waitrose to respect the setting of the village green. This removes any height from this sensitive location and maintains views from the Green.

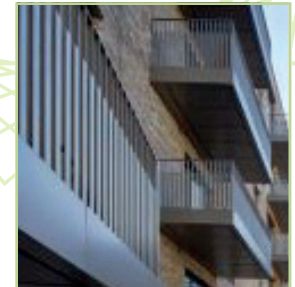
We have limited the development of the new residential buildings to an area of the car park to the south of the site. We have also reduced the number of buildings from three to two and lowered the height of the buildings.

A mixture of buff brick and complementary bronze will form the main materials for the residential buildings. They have been chosen following further discussion with planning officers and studies of the local architectural character of the village and surrounding buildings.

The appearance of Waitrose will be improved, with new elevations and an improved entrance.



Bronze canopy.



Balconies.



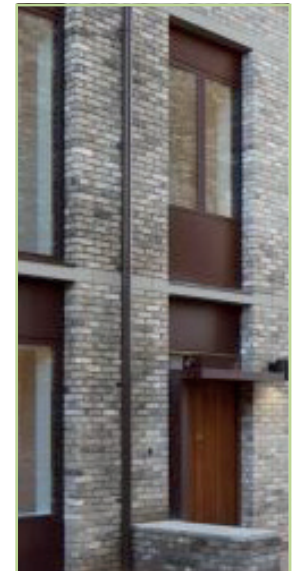
Bronze standing seam roof.



Buff brick.



Expressed pre-cast / re-constituted stone frame.



Overpanel to windows.

Hersham Green Shopping Centre



Respecting our neighbours

Our revised scheme brings forward a substantially smaller number of new homes across two, rather than three buildings. We have listened to our neighbours and considered how we can make design improvements to ensure any impact on neighbouring amenity is reduced.



Previous proposals: site section.



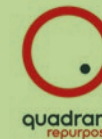
Current proposals: site section.



Ground floor plan.

- The number of residential blocks has been reduced from three to two buildings.
- The tallest element is now only six storeys, instead of seven, and is located towards the southern boundary of the site away from neighbouring houses. The second building is four storeys rather than five.
- There are set backs to the upper floors to further reduce any impact.
- Existing trees and vegetation will be retained and enhanced to minimise visual impact along the residential boundary.

Hersham Green Shopping Centre



New homes

We have listened to your feedback and have halved the proposed number of new homes and worked with our housing partners to deliver a high quality and sensitive scheme.

The proposals provide:

- A much smaller scheme of 104 Later Living apartments.
- 53 dedicated residential car parking spaces.

What is Later Living housing?

Later Living accommodation provides self-contained homes, specifically designed for people of retirement age, which is served by a range of on-site shared facilities and communal spaces. The village centre location means that residents are part of and contributing to the community and are not having to rely on infrequent bus services.



Proposed model view looking north-west.

Why is there a need for Later Living accommodation and how can it help?

- Many older people struggle to find housing where they live that meets their needs, meaning they have to relocate and lose touch with the place and people they know.
- With an ageing population in the UK and a shortfall of age-appropriate homes, there is an increasing need to provide Later Living housing, as supply fails to keep pace with a growing demand.
- In the long term, Later Living accommodation can help to ease some of the pressure on the NHS and social care system, by enabling older people to live healthier lives for longer and reduce the need to move into care homes.
- As older people downsize, more family homes become available, which makes the housing market more accessible.
- Later Living accommodation tends to be occupied by people from the local area, as they want to stay close to their family or friends. The likelihood is that they are therefore already registered with local GPs and other health services.

Why Hersham?

There is shortfall of Later Living accommodation nationally and an ageing population.

There was an overwhelming level of interest in the site from Later Living housing providers, demonstrating a strong market locally for this type of housing.



233,806
people living within
a 15-minute drive of
the village

of which 38,800 are
over 65



estimated
12.9m
over 65s today



Increase by
31%
to 16.9m by 2040



Seniors housing
stock in the UK is
90%
occupied



At the end of 2022
602,633
seniors housing units for older people
in the uk



On average, every Later Living property
transaction results in
2.7
further transactions down the chain

Hersham Green Shopping Centre



Transport

You told us that you were concerned about access, parking and the impact on local roads. We have taken on board your comments and considered these aspects in our revised proposals.

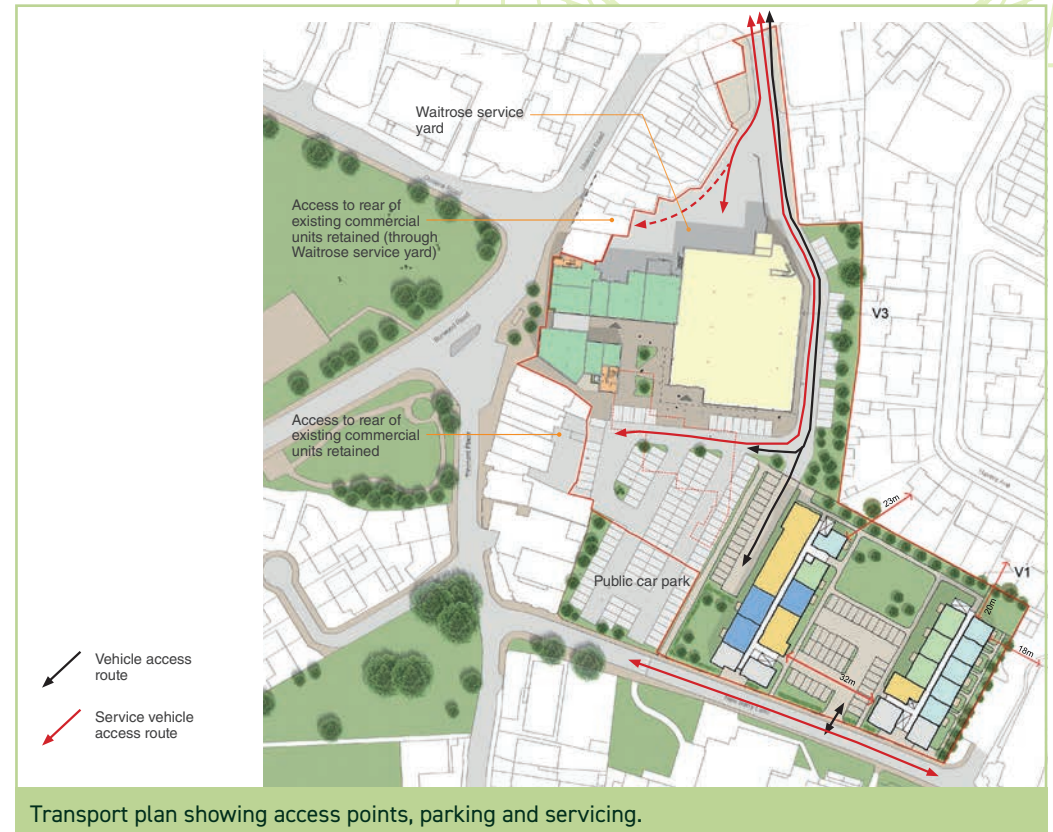
Access and servicing

- Waitrose customers and other visitors to the town centre will access the Waitrose car park from Molesey Road to the north of the site.
- There is no change to the existing servicing arrangements for Waitrose, with delivery vehicles entering the existing service yard from Molesey Road, which will also be used for refuse collection.
- Unlike the previous proposals, which proposed using New Berry Lane for servicing vehicles, the new plans direct the majority of traffic generated from town centre uses away from New Berry Lane and Burhill Primary School.
- New Berry Lane will only be used by pedestrians and to access the residential car park for the new Later Living development, which will provide 53 dedicated parking spaces.

Traffic

We are not anticipating a noticeable increase in traffic on local roads because:

- Later Living accommodation typically generates little traffic during peak times on local roads.
- The highly sustainable town centre location, within walking distance of shops and services, will reduce the reliance on car use.
- Bicycle parking will be provided where necessary to encourage sustainable travel.



Transport plan showing access points, parking and servicing.

Hersham Green Shopping Centre



An improved town centre car park

The basement car park is no longer proposed. Instead, the surface level Waitrose car park will be reconfigured to provide 138 customer parking spaces, reflecting the significant increase in home shopping deliveries that has happened in recent years and bringing the site more in line with Surrey County Council's latest parking standards for town centre retail sites.

The car park will be improved to make it easier to navigate, with wider and more clearly defined spaces, new landscaping, upgraded lighting and provision for electric car charging facilities.

We are also working with Elmbridge Borough Council to consider how town centre parking provision is delivered and as a result are discussing the option of incorporating the council owned car park to the south of the site within the revised plans.

Parking studies

Streetwise Services Limited has undertaken an independent parking survey over a weekday and weekend, outside of holiday periods in compliance with best practice. During these peak trading days of the week, the parking numbers were recorded in 15-minute intervals to understand how frequently the car park is used and when maximum use occurs.

The findings showed:

- The existing Waitrose car park and New Berry Lane car park typically operate with significant levels of spare car parking capacity, even during peak times.
- The average demand for spaces was highest on the weekday afternoon.
- The proposed scheme provides 138 spaces. Based on the data from the surveys, this provides sufficient space for the development.



Hersham Green Shopping Centre

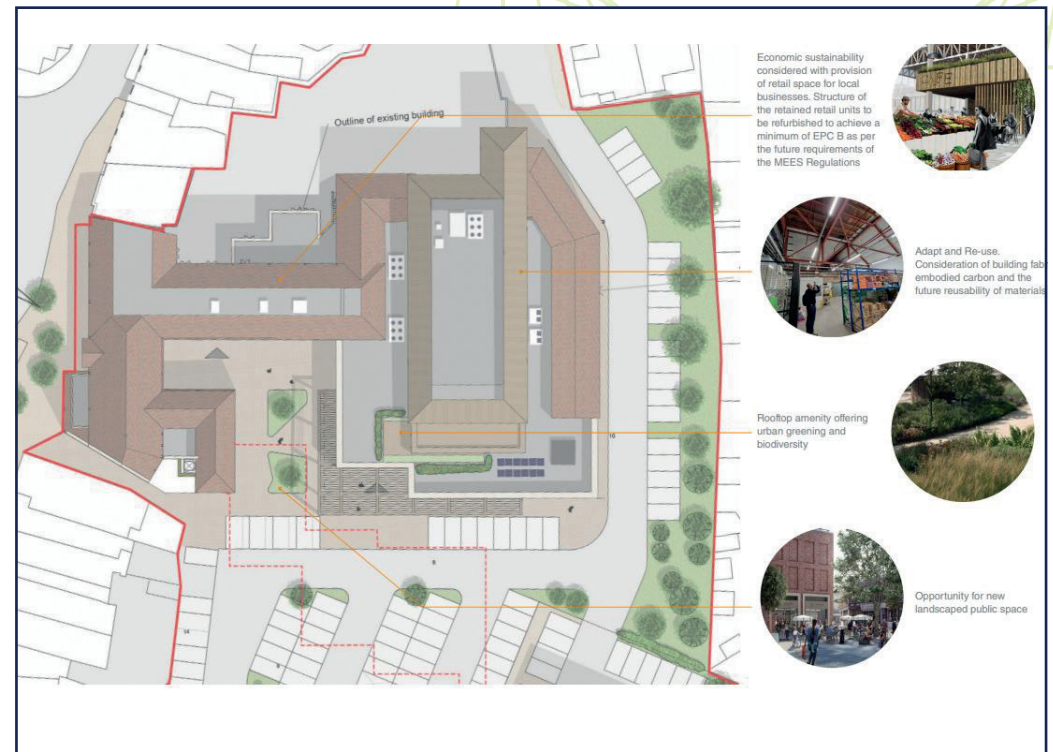


Sustainability and public spaces



Public spaces - key features

- Existing trees and vegetation will be retained and strengthened to minimise visual impact along the western boundary.
- Existing brick wall along the northeastern boundary, adjacent to residential properties, will be retained and enhanced.
- Low planting with native shrubs, trees and climbers along boundary fences.
- Climbing plants to building and brick walls.
- New tree planting around boundary to provide additional screening for adjacent properties.
- New trees and planting to enhance wildlife habitats.



Sustainability - key features

- Majority of existing buildings will be retained, including foundations, concrete frame and roof.
- Provision of retail space for local businesses making the scheme economically sustainable.
- Existing retail units will be improved to meet modern sustainability standards.
- Rooftop amenity will offer urban greening and biodiversity.
- Opportunity for new landscaped public space.
- Targeting BREEAM Excellent.
- Provision of new public space.

Hersham Green Shopping Centre



How we have improved the scheme

Our revised scheme takes on board feedback from the community. Overall, the proposals will improve the local shopping experience and environment for residents, while respecting the village setting.

Scheme benefits

- An improved Waitrose store with better access and customer-friendly environment.
- A reconfigured and refurbished shopping centre offering space for independent shops and businesses in upgraded units.
- A high-quality and sensitive design, which respects the village green setting.
- Space provided for a potential new GP surgery to support local services.
- High-quality residential apartments, aimed at retired residents, who are looking to downsize to purpose-built accommodation.
- An attractive public square with seating and new planting.
- Dedicated customer and residential car parking, ensuring the provision of sufficient town centre parking.
- Improved energy efficiency of buildings.



Sketch view of residential building and Waitrose, looking north-west.



Hersham Green Shopping Centre



Next steps

Thank you for attending today's public exhibition.

We would like to hear your views on our proposals. Please take a few minutes to fill in our feedback form. Alternatively, the feedback form is available on our website should you wish to complete it online.

We are planning to submit a planning application to Elmbridge Borough Council in the autumn.

Information will be updated on our website: www.hershamgreenproposals.co.uk so that you can view the information shared today.

You can contact the project team at any point by emailing consultation@cascadecommunications.co.uk or by calling **020 7871 3565**.



Project timeline:

July 2023
Public consultation.

Early autumn 2023
Planning application submitted.

Early 2024
Planning application determined.

Spring 2025
Start of redevelopment works.