

Responding to your feedback

Our multi-million pound investment in the shopping centre will bring a range of benefits. We have listened to your ideas to take on board your feedback and are committed to responding to the views of local people.

It's vitally important that our neighbours get the facts regarding the submitted plans. We have responded to the key questions we have been asked, to help the community consider the application with the right and correct information.

Your question Our response

Are the shops at risk of closing?

- No, the opposite is in fact true. We are investing £6m in the shopping centre to ensure its long term future, by modernising the retail space to ensure it complies with new energy efficiency standards, which come into force in 2027. Without this refurbishment, it will be illegal to lease the units from 2027.
- We are retaining enough retail space (approximately 80%) to accommodate the existing shops, should they wish to continue trading in the refurbished centre.
- We have been talking to our tenants throughout this process to understand their requirements and provide certainty for them.
- The current leases end in 2025 providing the ideal opportunity to upgrade the retail space to secure the long term future of the shopping centre.

Are you incorporating New Berry Lane car park into your proposals?

- Currently, the New Berry Lane car park, adjacent to the free private car park, is little used because of its charging regime.
- Elmbridge Borough Council has encouraged us to include the New Berry Lane car park in the planning application, so that a more holistic approach can be taken to traffic management. This enables cars to access the car park from Molesey Road, channelling the majority of traffic away from New Berry Lane.
- The New Berry Lane car park will become part of the existing private car park as free parking.

Are there too many new homes in the scheme?

- We are proposing 109 new homes.
- The site is actually proposed as a site allocation for 200 new homes in Elmbridge Borough Council's draft Local Plan.
- Refurbishing and re-letting the existing retail units will prevent the shopping centre and remaining car park from being redeveloped for the foreseeable future.

Will there be sufficient parking provision?

- Yes, this is a privately owned shopping centre and car park and its future success depends on having sufficient car parking.
- The proposed number of parking spaces meets planning policy guidelines and also operator requirements for a store of this size.
- We have commissioned the UK's leading transport consultants on this matter to prepare a full transport statement, using 24-hour ANPR camera data and parking surveys undertaken at the Hersham Green Shopping Centre.
- Their analysis demonstrates there shall be sufficient car parking numbers to accommodate the demand over each day.

Will the development result in an increase in traffic on local roads?

- Reducing the level of car parking will encourage customers to stagger their visits across the day rather than at peak hours, helping reduce congestion on local roads.
- Our transport report shows that car trips will not increase as a result of the upgrades to the centre.
- The smaller number of spaces will be used more frequently with shopping patterns spread across the week and in currently quieter off-peak times of the day where there is capacity.
- Expert evidence confirms that residents in later living accommodation tend not to keep a car and the central location further reduces the reliance on car use.

Will the new buildings overlook neighbouring buildings?

- We have designed the scheme to recess the upper floors away from neighbouring houses to protect privacy.
- We have also designed all upper-floor balconies to avoid overlooking neighbours' gardens and the school.

Your question Our response

Will the development impact on the houses in Havers Avenue and other neighbours?

- We have increased the distances between the proposed new buildings and neighbouring properties.
- At its closest point, the nearest building is two storeys high and is the width of three tennis courts away from the nearest neighbouring building.
- We have also changed the design to a Z-configuration to further reduce the visual impact from street level.
- Massing has been reduced and located away from Havers Avenue, with recessed upper floors to pull the building away from the neighbouring residential properties and the school.

Will the development have an impact on local services?

- The proposed later living accommodation is likely to be occupied by people from the local area who are most likely already registered with a local GP.
- This form of accommodation also normally provides services such as healthcare on-site reducing the reliance on the local GP.

Is there a need for Later Living housing in Hersham?

- We have received the highest level of interest from later living providers, as there is actually an undersupply of purpose built accommodation for the over 65s, who want to downsize and thereby release family homes in the immediate area.

How long will Waitrose be closed for?

- The original proposals required the demolition of the existing foodstore and extensive excavation for the basement car park, and an 18 month closure.
- The final plans propose retaining and refurbishing the foodstore and surface car park. This means a considerably shorter length of closure – approximately 3 months.

Will the public conveniences be removed from the car park?

- We have listened to feedback and the submitted plans provide public toilets in a convenient location, within the refurbished shopping centre.

How high are the proposed residential buildings?

- We have reduced the building heights in response to feedback.
- The building mass will be largest at the first and second storeys, then tiered up to a maximum of 6 storeys, to reduce massing at the upper levels.

What safety measures will be in place to manage construction and construction traffic?

- A Construction Traffic Management Plan will be agreed with Elmbridge Borough Council before any construction works start, which will agree the permitted routes and access to the site for construction traffic.
- We will ensure that New Berry Lane remains safe for all users.

We are committed to continuing to engage with the community. As the plans have been changed since the last consultation to take on board feedback, please contact us if you have any questions or would like further information.

You can also sign up to receive updates on the plans by visiting the website or emailing us using the contact details below.

Contact us:

Email: consultation@cascadecommunications.co.uk

Tel: 020 7871 3565

Write: FREEPOST RUCG-JBYH-TJGZ, 3-4 Wardour Mews, London, W1F 8AJ

Website: www.hershamgreenproposals.co.uk

Hersham Green Shopping Centre

March 2024



Delivering improvements to Hersham Green Shopping Centre

We are looking forward to bringing positive change to Hersham Green Shopping Centre, through our plans to modernise and upgrade the centre. Our £6 million investment will preserve and improve the shopping centre to secure its long term future.

We would like to thank everyone who provided us with their feedback. The views of local residents have helped to shape the plans, which are now 50% smaller than the original proposals.

We have submitted the planning application to Elmbridge Borough Council following our extensive community consultation, which has been instrumental in developing the plans. You can view and comment on the planning application on Elmbridge Borough Council's website.

Summary of key design changes

The proposals will deliver a refurbished foodstore and customer car park, and upgrade the retail spaces for our other tenants, while revamping the public realm to improve the overall experience of visiting the centre.

- View from Hersham Green protected, with no development on Burwood Road facing the Green.
- Fewer, lower, residential buildings designed to respect neighbouring properties.
- Refurbished foodstore offer and upgraded space for other retailers.
- Sustainable development on a brownfield site in the village centre, relieving pressure on the greenbelt.
- Overall, approximately 80% of current retail space is retained.
- New public toilets in the shopping centre.
- 128 surface car parking spaces for customers.
- Non-commercial space, suitable for a healthcare facility.
- Parking charges abolished in New Berry Lane car park.
- Retained and improved public square and better pedestrian routes.
- 109 residential apartments, built on the southern part of the car park, with 54 parking spaces.
- Electric vehicle charging points and secure cycle spaces to encourage sustainable travel.

Over the last 18 months we have consulted:



How the plans have changed in response to your feedback

Each stage of our consultation has influenced the proposals. Significant changes have been made to reflect community feedback.

Our consultation journey:

2022

- September**
- First public consultation
 - Tenant and stakeholder briefings
 - Newsletter
 - Public consultation events



October

- Briefing for Elmbridge Borough Council Members



November onwards

- Review of consultation feedback and wholesale amendment of proposals



2023

June-July

- Second public consultation
 - Tenant and stakeholder briefings
 - Newsletter
 - Public consultation events



August

- Meeting with Hershams Residents' Association (HRA) and Hershams Village Society (HVS)



September

- Scheme amendments following meeting with HVS/HRA architect



October

- Letter to Havers Avenue residents
- Stakeholder briefings
- Scheme amendments following meeting with HVS/HRA architect



November 2023-January 2024

- Further meetings with Burhill Primary School
- Ongoing scheme review and amendments
- Scheme finalised for submission



2024

- February**
- Submission of planning application

1 September 2022

The initial plans proposed a wholesale redevelopment of the site, demolishing the shopping centre to provide a new foodstore and space for the independent businesses, plus new homes on part of the car park.

At a glance.

- New foodstore and retail space.
- Three large residential buildings up to a maximum of 7 storeys.
- 211 residential apartments.
- New development facing Hershams Green on Burwood Road.
- Basement car park, requiring extensive excavation and cycle spaces.
- Removal of the public toilets from the car park.
- Two vehicle entrances on New Berry Lane.
- Improved public square and pedestrian routes.

2 July 2023

Following the second stage of public consultation, we revised the design to reduce the scale and number of buildings, halve the number of new homes and remove the development on Burwood Road, to protect the views from the Green.

At a glance.

- Refurbishment of the existing Waitrose premises and upgraded retail space.
- Two smaller residential buildings up to 6 storeys.
- 50% less homes proposed.
- Surface car park for customers – no excavation required – plus cycle spaces.
- No development facing Hershams Green.
- Introduction of non-commercial space, suitable for a healthcare facility.
- One vehicle entrance on New Berry Lane.
- Improved pedestrian routes through the site.

3 February 2024

The submitted plans incorporate additional community and stakeholder feedback on the design and improve the relationship of the development with our neighbours, with further refinements to the layout and massing of the buildings.

At a glance.

- Refurbishment of the existing Waitrose premises and upgraded retail space.
- Two residential buildings up to 6 storeys.
- Massing refined to recess the upper floors (storeys 3 to 6) to increase the distances between the new buildings and neighbours.
- 109 residential apartments, with 54 dedicated parking spaces.
- 128 surface car parking spaces for customers and cycle parking.
- Non-commercial space, suitable for a healthcare facility.
- One vehicle entrance on New Berry Lane, reducing the volume of traffic using the road.
- New public toilets provided in the shopping centre.



Proposed indicative view of southern apartments looking south east.



Proposed view of supermarket entrance looking north.



Proposed view of supermarket entrance looking east.



Consultation event in Hershams Green Shopping Centre.



Proposed site plan.

No new development on Burwood Road facing Hershams Green.

No access to the car park from New Berry Lane.

Refurbishment of the existing Waitrose premises.

Retained, upgraded retail space.

Non-commercial space, suitable for a healthcare facility retained.

Improved public square.

Z-shaped building configuration introduced to reduce visual impact.

Improved pedestrian routes through the site.

Main site access.

Reduced vehicle access from New Berry Lane.