



CHERTSEY

Town Centre Masterplan

Final report, November 2013



Allies and Morrison
Urban Practitioners





→ Railway Station

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Gogmore Farm Park

Museum & Abbey Site



Library

St. Peter's Church

Town Centre & Shops



Park & Riverside Walk

Chertsey Hall

THE CHERTSEY

INTRODUCTION

Project Background

Runnymede Borough Council (RBC) has appointed consultants to prepare a masterplan for Chertsey Town Centre. The Borough Council has been joined by Surrey County Council (SCC) to respond to a changing economic and retail environment and advance opportunities for the town centre.

Chertsey is perceived to be under-performing in shopping terms and in terms of quality of place and image and identity for the wider community. A series of key retail investments across the Borough also have the potential to impact on Chertsey town centre. The Tesco's store at Addlestone and the consented Waitrose scheme at Egham will change existing supermarket shopping patterns across all settlements given their overlapping catchments. At the same time, the future of a series of Borough and County owned sites needs to be considered.

Runnymede Borough Council (RBC) and Surrey County Council (SCC) have set out a joint aspiration to lift and enhance the town centre, retaining essential parts of its heritage while also optimising opportunities offered by the land and property assets. Chertsey has a particular set of needs and opportunities. The primary need is to advance the role and function of the centre and strengthen its offer while respecting the particular local character. Upgrades to the function and appearance of the public realm will be key. Access and parking issues also need to be addressed.

The opportunity is presented by a relatively strong market context and a set of potential development sites, many of which are in public ownership.

The purpose of this masterplan exercise is to identify a series of specific design enhancements and locally

relevant development opportunities to support significant and lasting regeneration, increasing economic activity and retail and commercial competitiveness. This will provide a framework for guiding public and private investment decisions. Key objectives have been set around:

- Providing an outstanding social and physical environment in which the town can flourish
- Seeking sustainable improvement to the retail offer;
- Exploring other potential uses that will increase footfall and usage - this could include office and commercial, residential, leisure and service sector uses;
- Taking account of the need to improve public realm and respect the integrity of good quality buildings that may exist currently - especially within conservation areas; and
- Considering the needs of the local residents and other users of the town centre.



H
O
T
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L

The Swan

THE SWAN
HOTEL

BASELINE



CHERTSEY TOWN CENTRE

BACKGROUND

Chertsey is located towards the south of Runnymede Borough. It is linked to Addlestone and Weybridge. It is also close to Thorpe Park Theme Park to the north and the River Thames and the Thames Path to north and east.

Chertsey is an historic settlement that was on the river and road route from London to Windsor. The abbey and cluster of historic buildings at the north of the town centre reflect this role. There were subsequent Victorian, Edwardian, interwar and Post war periods of residential and business development.

There is a clear office core on Pycroft Road to the north of Chertsey Station. This is underpinned by regional highway access from the M25, M3 and A3. There are also business and industrial park locations around the periphery of Chertsey.

The residents of Chertsey reflect a mix of London and M25 commuters, those that work within or close to Chertsey or who have shorter commutes to north Surrey and Southwest London employment centres. Homes include larger detached homes, Victorian and Edwardian workers terraces and purpose built low rise flats. The north and east of the town has a substantial interwar and post war housing stock. Much of this was municipal in origin, but there is also widespread private ownership. Chertsey is strongly influenced by its north Surrey and outer South West London neighbours in housing market terms.

The retail centre of Chertsey is dominated by an older Sainsbury store linked to a parade of shops which connect to Guildford Street – Chertsey's historic high street.

Runnymede Borough Council has identified a need to consider the possibility of a new store. As the local authority it is keen to see the regeneration of the town, whilst as the planning authority the council recognises the effect of the Addlestone supermarket on local retail geography. Finally the council also has an interest in the town as a freeholder of some sites, seen as a potential catalyst for wider retail revival and site development across the town.

The SCS identifies Chertsey as 'Runnymede's quiet heritage town'. It suggests that the requirement for the town is to 'Explore options to redevelop the central core of the town to improve the retail offer'.

STRENGTHS, WEAKNESSES, OPPORTUNITIES, THREATS

Strengths

- Chertsey sits within a generally affluent catchment, as part of the north Surrey and south west London market places and with access to employment in central London, Heathrow and the intersection of the M3, M25 and M4.
- It offers a diverse housing stock in a variety of setting. Detached, semi-detached, terraces and flats can be found. There has been recent flatted development at the edge of the town centre.
- Chertsey has a diverse local catchment for retail that encompasses a broad range of immediate neighbourhoods and resident demographic groups. It can also draw from nearby towns such Egham, Addlestone, Weybridge and Shepperton.
- There are a number of corporate employers within walking distance of Guildford Street;
- The Sainsbury's supermarket is a well established shopping anchor and has drawn customers to Chertsey for decades;
- Chertsey has a number of visible heritage features, particularly at the north of the town centre. These come together to create a classic crossroads;
- There are attractive restaurants and bars at the north of the High Street.

Weaknesses

- The town centre has a very limited retail offer. It is clearly underperforming given the size and relative affluence of its catchment and the day-time office population;
- The high street is noticeably quiet on weekends and weekdays;
- The Sainsbury's anchor is disconnected from the high street and allows shoppers to drive in, park and leave without experiencing or even seeing the high street core;
- There are a number of retail vacancies on the high street;
- The immediate residential population is relatively low in density and scale;
- There are vacancies among the immediately located office and employment stock on Gogmore Lane, limiting catchment;
- There have been increasing vacancies among the relatively contemporary office stock on Pycroft Road.
- Pycroft Road is a high traffic volume route through the town, with poor pedestrian quality. The shopping core is not visible from this street.
- Heriot Road, the primary approach to Sainsbury's and therefore the primary approach for a large number of visitors, is a markedly unattractive street, dominated by car parks, service yards, utilities and a petrol station.
- Chertsey Station is in poor condition, subject to minimal maintenance and staffing. The adjacent car park is poorly maintained. This environment presents a poor gateway to visitors.
- Constraints are presented by both Flood and Conservation area designations.

Opportunities

- The changing supermarket geography across Runnymede presents the opportunity to refresh Chertsey's supermarket offer.
- Extensive surface parking provision presents the opportunity to consolidate and establish a new town centre framework.
- Industrial and commercial consolidation at Gogmore Lane also presents the opportunity to establish a new town centre framework.
- There is clear regional and local housing demand. Residential development can be used to increase the local catchment as well as advance delivery of mixed use development at key sites.

Threats

- There are significant nearby competitors. Staines-upon-Thames town centre offers scale, diversity and an evolved leisure and entertainment offer, particularly around the river. Addlestone has a large, Tesco supermarket. Weybridge has a more upscale image and reputation, also with scale and an active evening economy.
- Wider retail trends continue to favour larger centres with multiple shopping, dining and entertainment roles. Smaller centres are under particular pressure.
- There is a threat of continued retail decline.
- There is also a threat of an un-coordinated response, based in a series of ad-hoc site development, public realm and movement decisions that are not related to a wider, coordinated and high-quality framework.

Chertsey Town Centre faces significant challenges. The lack of activity and energy on Guildford Street is remarkable given the array of heritage assets, an anchor supermarket and an office core that are all within a few minutes walk. There is a real threat of continued decline, particularly with new challenges to Chertsey's supermarket anchor through the new Waitrose at Egham and the Tesco at Addlestone. Both will capture shoppers that were drawn to Chertsey in the past. A major initiative will be required to halt decline and reinvigorate a town centre that should so obviously be performing better and making more of a contribution to the Borough than it does.



URBAN ANALYSIS

Legibility

The historic core of Chertsey provides a very legible town centre for pedestrians, with a series of well-defined streets and good landmark buildings in the form of St Peter's Church, and the old Town Hall. However, there is significant disconnect between the town centre and its hinterland, particularly to the east and the south.

Windsor Street/London Street

This area has great clarity of form and a series of landmarks which establish a strong approach into the town centre and create a clear sense of focus and arrival.

Guildford Street

North of Stevens Bridge Guildford Street is well defined and has a series of attractive historic buildings. Weak connections from Guildford Street relate to the access ways leading through to Sainsbury's, both of which are weak and lack definition. The two sections of Guildford Street south of Stevens Bridge, either side of Pycroft Road feel isolated and lack the visual cues to connect them back to the town centre.

Steven's Bridge

This area creates a clear break in the north-south town centre but has the potential to act as a linking space.

Chertsey Railway station

Links from the town centre towards the railway station are weak and the station lacks presence. The environment immediately around the station is also very poor and provides little by way of sense of arrival or natural wayfinding towards the town centre.

Heriot Road

Heriot Road performs well for car users as it was designed principally to achieve this. However, as a consequence it creates a weak environment for pedestrians and particularly does not help newer visitors to orientate themselves towards the town centre. The visibility of the old Town Hall at the northern end of Heriot Road provides opportunities for enhanced legibility if the block structure and street pattern is modified to open up new views.

Pycroft Road / Abbots Way

The network of major roads across the southern end of the town centre does little to help people orientate themselves and to make them aware of the historic market town centre to the north. Opportunities should be explored to change the public realm treatment and elements of buildings around the junction with Guildford Street to tackle this.

Chertsey **LEGIBILITY**



-  Town centre core frontage
-  Town centre secondary frontage
-  Primary road
-  Town centre bypass
-  Historic route
-  Train station environment
-  Green corridor
-  Steven's Bridge
-  Core town centre
-  Pycroft road office/mixed use area
-  Pedestrian barrier
-  Landmark

Frontages

Building frontages are strong and well defined in the historic town centre and where conventional streets link into the town. There are three principal areas for concern:

Heriot Road / Sainsburys

Although the Sainsbury building and the small parade of shops provides a nominal frontage to the car park, the overwhelming impression of the eastern side of the town centre is that of blank elevations, service areas and backs of buildings. Given that Heriot Road is the main approach for many people this creates a very poor impression of Chertsey. Particular problem areas include the Sainsbury service area which faces the old Town Hall and the uncoordinated way in which the houses of the Galsworthy Road area relate to the main road, lacking frontage or clear approaches.

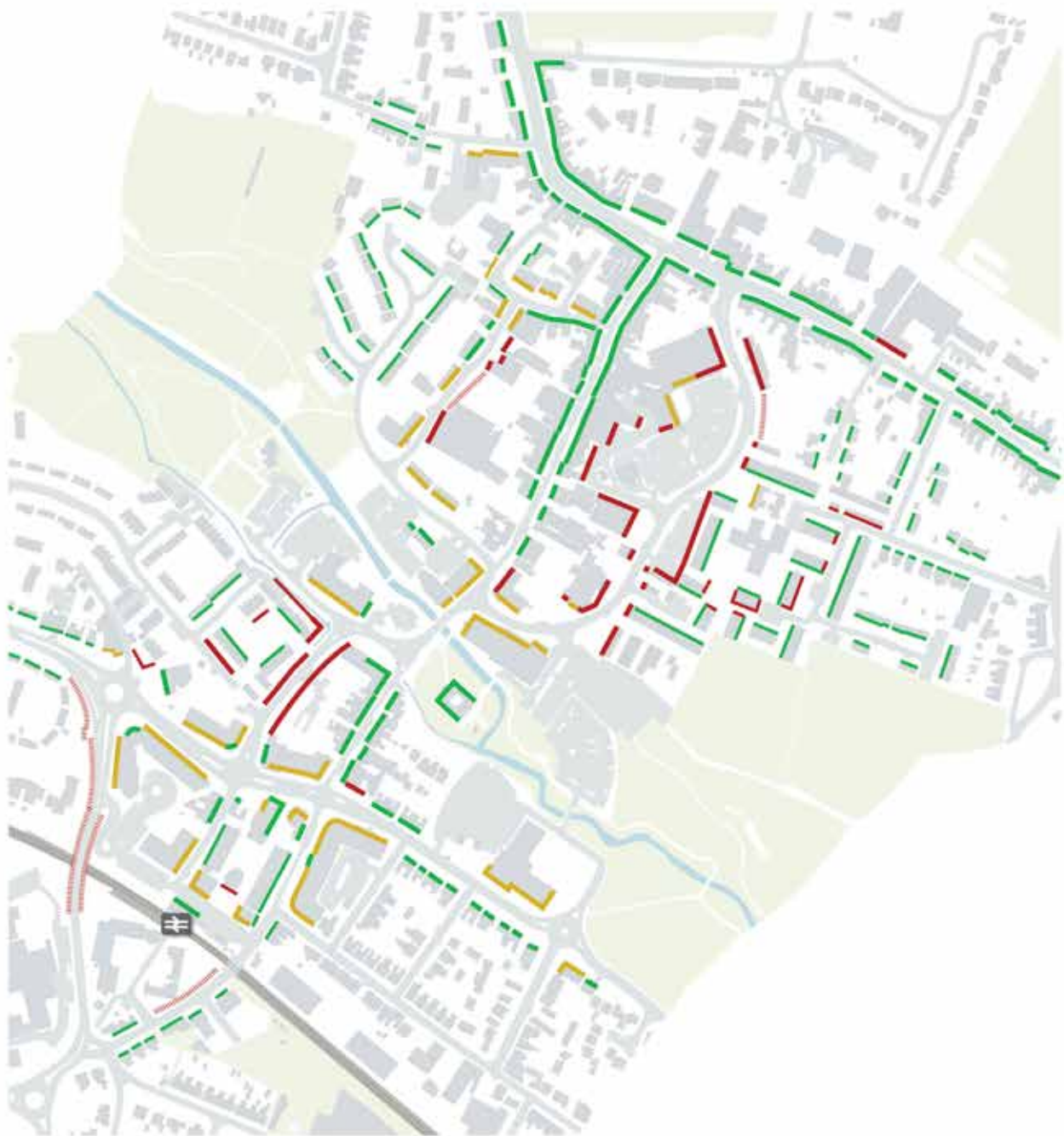
Gogmore lane

This has the makings of a reasonable environment, with buildings on the western side following the appropriate approach in creating frontage onto the street. More problematic is the large industrial development in the southern part of the area which offers a blank gable to the street and which has large parking/servicing areas at either side. Some of the more recent business development at the northern end of Gogmore Lane presents a relatively weak frontage with little engagement with the street and an over-use of soft landscaping which gives a very suburban feel.

Pycroft Road

The larger buildings around Pycroft Road have been designed to present a nominal frontage to the public space. However, they are limited in their contribution by the low frequency of the entrances and also by the fact that many have either undercroft or semi-basement parking which introduces a change in floor level that removes the direct relationship between the ground floor and the street outside.

Chertsey FRONTAGES



- Active frontage
- Neutral frontage
- Non-active/back frontage
- Wall/barrier

Routes and barriers

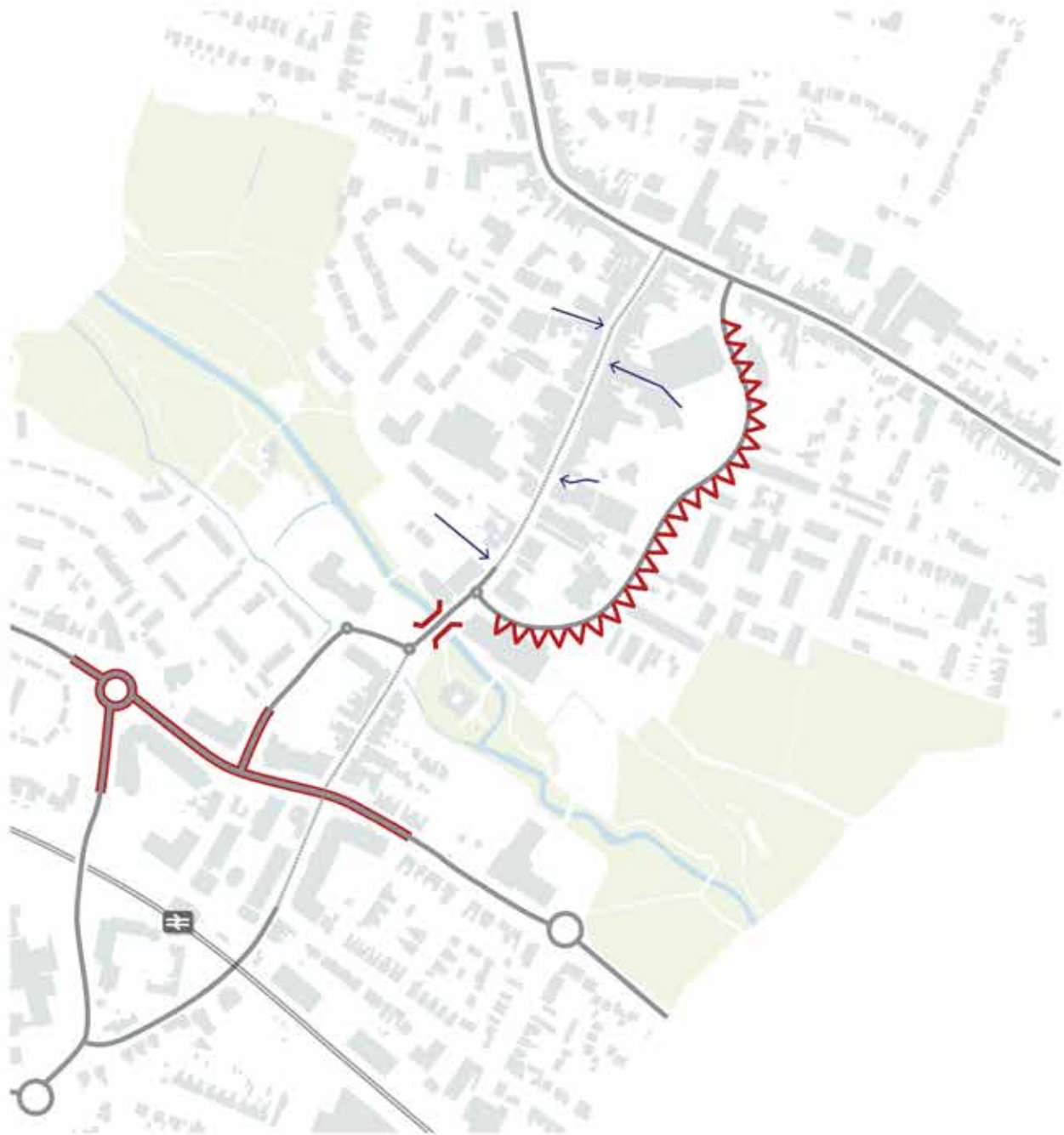
Whilst the historic street network provides a series of good and attractive pedestrian routes, there are a number of key locations around the town which create physical and psychological barriers:

Heriot Road is designed to provide a smooth traffic flow at relatively high speeds for the centre of an urban area. It creates a barrier to pedestrian movement as for many people it cannot be crossed with confidence without using the controlled crossing that links into the Sainsbury car park. Lack of frontage onto Heriot Road also reduces its attractiveness for pedestrians. Roundabouts at either end of the road interrupt the historic approaches along London Street and Guildford Street and prioritise vehicles over pedestrians.

Steven's Bridge is on the line of the historic Guildford Street and is an important connection in from the southern part of Chertsey. However, the bridge itself is narrow, with very narrow footways and the pedestrian environment at either side of the bridge is further compromised by the roundabouts which make little provision for safe pedestrian crossing.

Pycroft Road is a major vehicle route with a large capacity requirement and as a consequence is wide and has a sequence of controlled crossings. The junction with Guildford Street is the most significant pedestrian approach and benefits from a straight crossing which is as close to the desire line as can be reasonably expected. However, the buildings to the north of the crossing do little to establish the attraction of the approach into the town centre. The junction with Fox Lane/Abbotts Way is more substantial and has to cope with a larger volume of traffic movements. As a consequence the pedestrian facilities are less attractive, with guard railings and staggered crossings.

Chertsey ROUTES AND BARRIERS



- Heriot Road
- Steven's Bridge
- Pycroft Road
- High street connection

Character areas

Core Town Centre – characterised by historic buildings, typically on narrow plots with frontages directly onto the road. Two and three storey buildings with a mix of commercial uses at ground floor level.

Secondary town centre areas – similar to the core central area with historic buildings of two and three storeys but with less significant commercial uses.

Historic ribbon development – mix of historic domestic properties, principally two storeys but with some three storey elements

Postwar public sector housing – two and three storey housing, typically with a poor urban block structure which creates weak public realm and poor legibility.

Suburban hinterland – mix of different periods of housing expansion ranging from late Victorian through to post-war development. Predominantly two storey housing with clear street structure and public realm.

Sainsbury's – large format retail fronting onto a car park – linked to the town centre by a short arcade. Large areas of blank frontage presented to the public realm

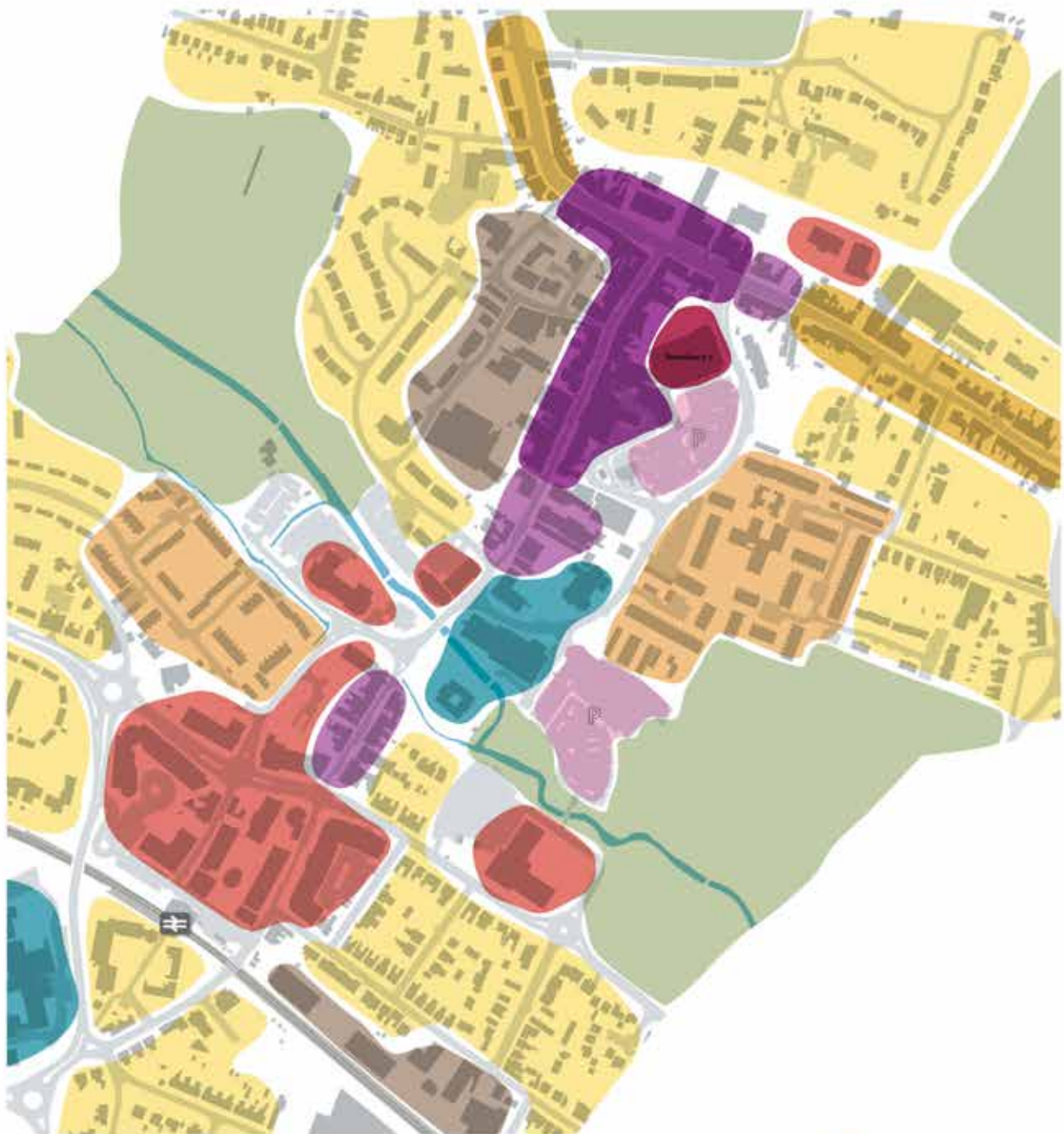
Parking – large areas of open car parking with low levels of landscaping/tree planting which would provide visual screening and shade

Business buildings – large format office buildings, often with undercroft or semi-basement parking. Limited engagement with the street or genuine active frontage

Civic/community buildings – cluster of public buildings including the library, community hall and sports centre. These buildings suffer from a poor public realm, despite their significant functions.

Industrial – industrial/trade warehouses alongside the railway.

Chertsey LAND USE/CHARACTER AREAS



- Core town centre
- Secondary town centre areas
- Historic ribbon development
- Postwar public sector housing
- Suburban hinterland
- Sainsbury's
- Parking
- Business buildings
- Civic/community buildings
- Industrial/employment

Council land ownership

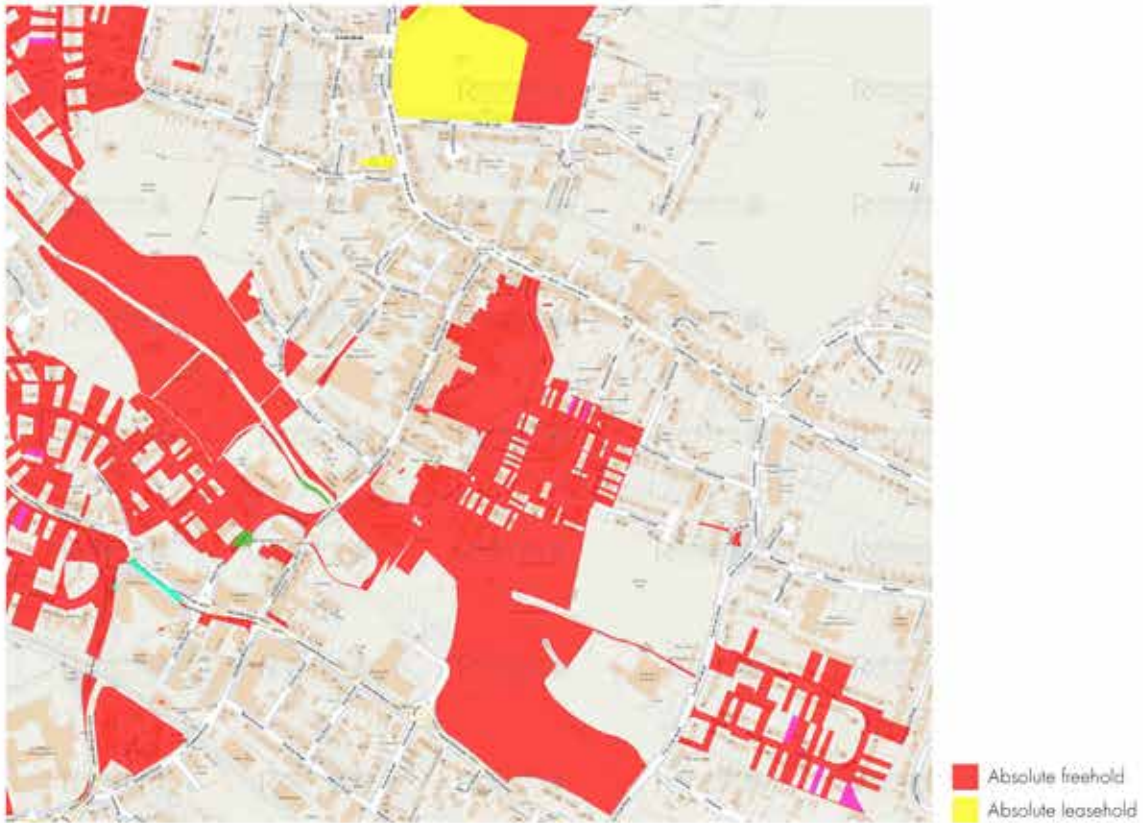
Runnymede Borough Council has significant land holdings in the area around the town centre. This includes the complete extents of the Sainsbury's supermarket area and associated shopping parade, car park and filling station. It also holds a large proportion of two public housing estates around Cowley Avenue and Galsworthy Road with the exclusion of some houses bought through right-to-buy provision.

RBC owns the leisure centre and community centre at the southern end of Heriot Road, but does not own the library building which is in County Council ownership. RBC also owns a number of small strips of land which may play a role in providing a partnership interest for the council in areas such as Gogmore Lane where the public land ownership is otherwise limited.

Flooding

Flooding is a significant issue in this area, with large parts of the town centre and its hinterland identified in the potential flood zone of the Bourne corridor. Unsurprisingly, the principal area of the town which is located outside the flood area is the historic core.

Chertsey **COUNCIL OWNERSHIP**



Chertsey **FLOODING**



Heritage

The historic buildings of Windsor Street, London Street and Guildford Street form the core of the conservation area and include numerous listed and locally listed buildings. This reflects the high degree of consistency and character within the core town centre. However, in seeking opportunities to establish new links from Guildford Street towards Gogmore Lane and Heriot Road there are a number of buildings in the central part of Guildford Street which are relatively modern additions and which make a weak contribution to the streetscape. These buildings may therefore represent an opportunity to enhance the town in terms of both retail and conservation.

Town centre boundary

Council planning policy has defined the core retail area as being the upper length of Guildford Street and a small amount of Windsor Street and London Street frontage. Importantly, the core area also includes the Sainsbury site including car parking and the telephone exchange and sorting office sites, leaving the potential for new retail development in this area.

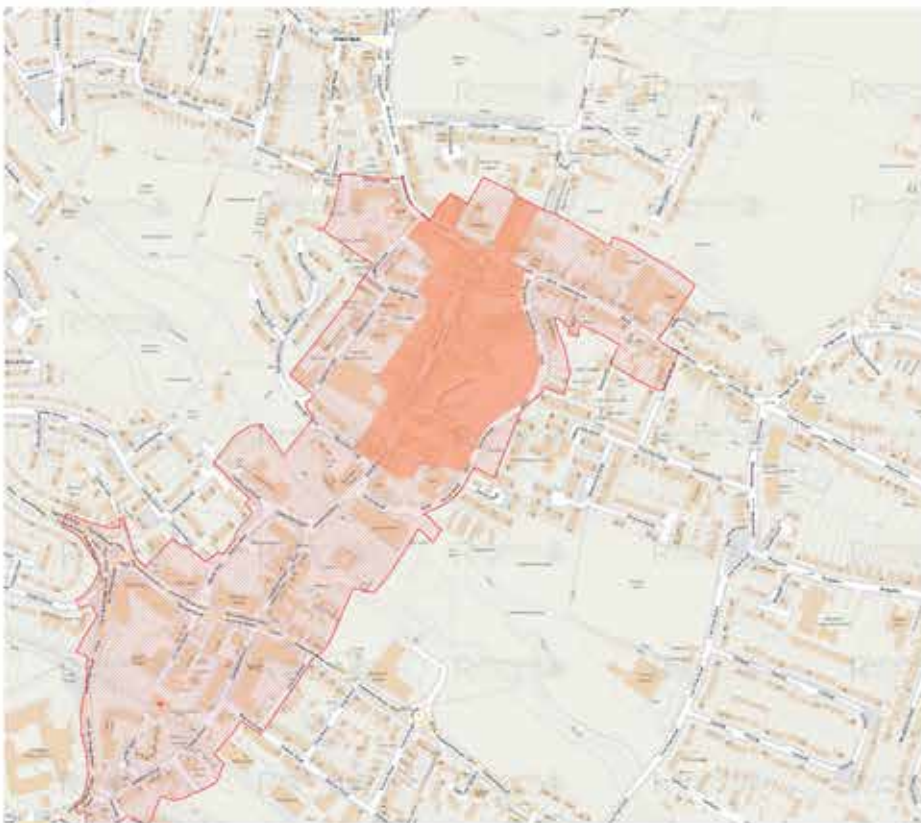
The defined area of town centre outside the core town centre allows for further town centre uses to be developed, providing these are not at the expense of the priority which needs to be given to the core area.

Chertsey **BUILT HERITAGE**



- Conservation area
- Nationally listed building
- Locally listed building
- Tree preservation order

Chertsey **DESIGNATED TOWN CENTRE**



- Town centre strategies area
- Shopping core areas in town centres

Issues and opportunities

Pedestrian priority – consideration can be given to the highway design to gradually improve the balance between pedestrian and vehicle needs, particularly to prioritise pedestrians at key crossing points.

Green corridor – the green corridor along the Bourne could play a much more useful role in providing safe routes for pedestrians and cyclists to access the town centre from surrounding residential areas.

Heriot Road – Heriot Road could be significantly improved, with new elements of development fronting onto it and clearer definition of the public realm to enhance the pedestrian environment. Crossing points and key linkages need to be reconsidered to respond to existing desire lines.

Sainsbury's – options should be developed which consider the potential for the remodelling or redevelopment of Sainsbury's. This should particularly aim to improve links into Guildford Street, reduce the impact of surface parking and create stronger frontage onto Heriot Road to establish better public realm.

Gogmore Lane – the opportunity exists to gradually reduce the heavier elements of business use in this area and move to a model of development which can accommodate a mix of business, studio and residential development. A framework should be established which improves links back to Guildford Street and creates public realm and car parking.

Steven's Bridge – the library and the green space around it has the potential to perform a much stronger linking role in the town. The green space needs to be opened up in terms of both access and sightlines to promote its use by both shoppers and office workers. Activities in and around the building, perhaps including a food offer could help to enliven the space.

Station area – the station needs significant improvement, including the station facilities themselves, but also in terms of the station approach and the sense of arrival created for passengers. Clear wayfinding is needed to establish stronger links into the town centre.

Galsworthy Road housing – this estate has a complex urban form which would benefit from rationalisation. Improvements can be made without requiring the removal of individual dwellings, but including the removal of some garages and the addition of new homes. This could help to define a clearer sense of space and routes and would improve the linkages with the town centre across Heriot Road.



-  Pedestrian prioritisation
-  Green corridor
-  Heriot Road
-  Sainsbury's opportunity area
-  Gogmore Lane opportunity area
-  Steven's Bridge and library area
-  Station improvement area
-  Galsworthy Road housing

TRANSPORT AND MOVEMENT

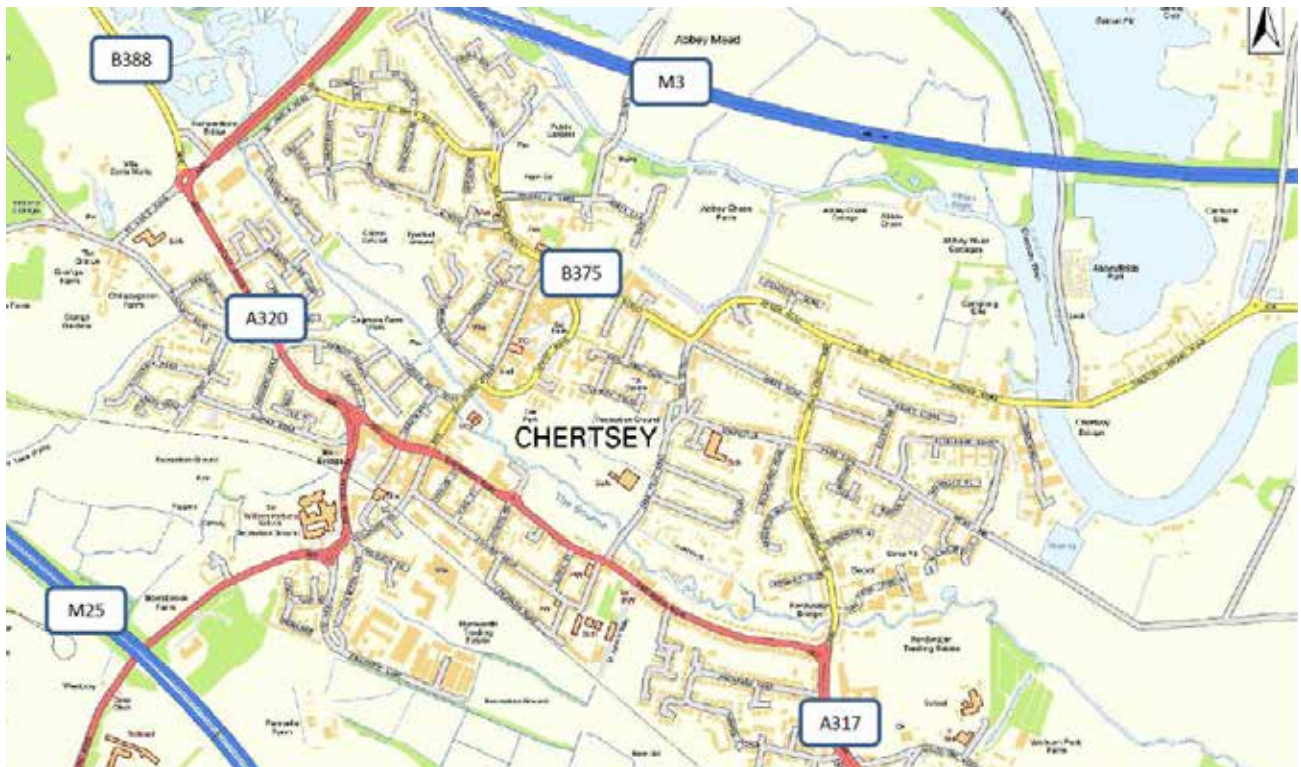
Existing Highway Network

Chertsey's primary road access is provided by the A320/A317 corridor which links the town with Staines to the north and Addlestone to the south. The A320 also connects Chertsey to Egham via the B388 and with the strategic highway network at the M25 junction 11 via the A317.

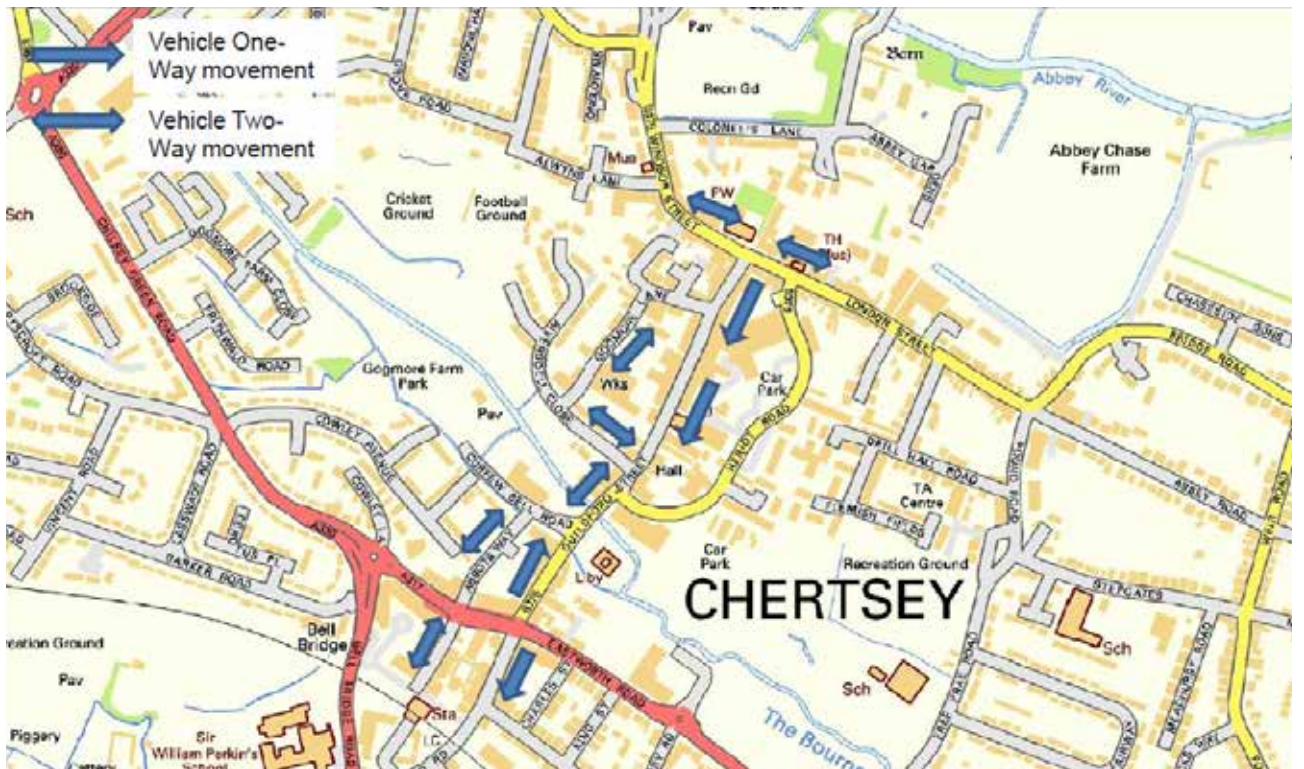
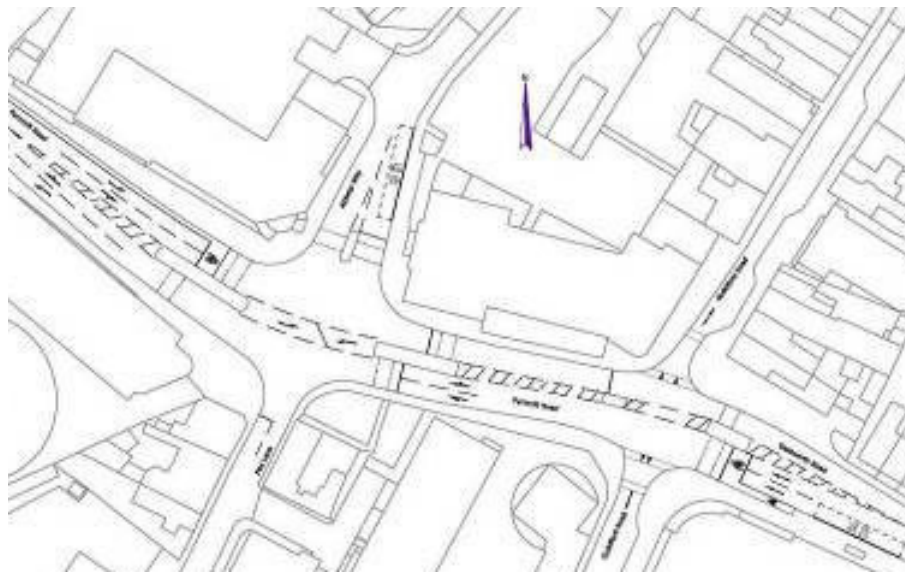
Secondary road access is provided by the B375 Windsor Street and London Street with Heriot Road forming a spur which links with the A317 to the southwest via Abbots Way. The B375 also serves as the main bus route through the town centre and provides a link from the north of Chertsey to Chertsey train station in the south.

In addition to the key highway links a network of local roads serve a variety of land uses including retail, office and residential. Guildford Street (which forms part of Chertsey's high street) is restricted to one-way vehicle movements southbound and one-way northbound between its junction with the A317 and Curfew Bell Road.

The A317 is a busy road with significant traffic demand. The road acts as a significant severance between the northern and southern parts of the town and it's junction with Abbots Way has a large land take. There is potential to reduce the road impact on the local environment. Improvements could include reducing carriageway width along Pyrcroft Road, revising pedestrian staggered crossings with straight through facilities and / or moving forward vehicle stop lines to reduce the junction size.



Existing junction layout, A317 and Abbots Way



Car parking supply

The plan on the facing page provides an overview of the significant areas of car parking supply located in and around Chertsey town centre. Car parking capacity within the town centre is predominantly off-street with the only available on street parking located along the B375 and Guildford Street.

In total, there are 3 off-street public car parks (not including Chertsey train station's car park and Sainsbury's car park) located within or in close proximity to the town centre, offering a total parking capacity of circa 293 spaces. These car parks are all managed by Runnymede Borough Council.

The tariffs at these car parks range from £0.30 to £0.80 per hour. The table on the facing page provides information on the permitted duration of stay, tariff structure and capacity.

Sainsbury's car park accessed via Heriot Road has a capacity of 170 spaces and offers free short stay parking to customers spending over £5 in the store. Chertsey Station car park provides 20 car parking spaces and has the following tariff structure in currently in place:

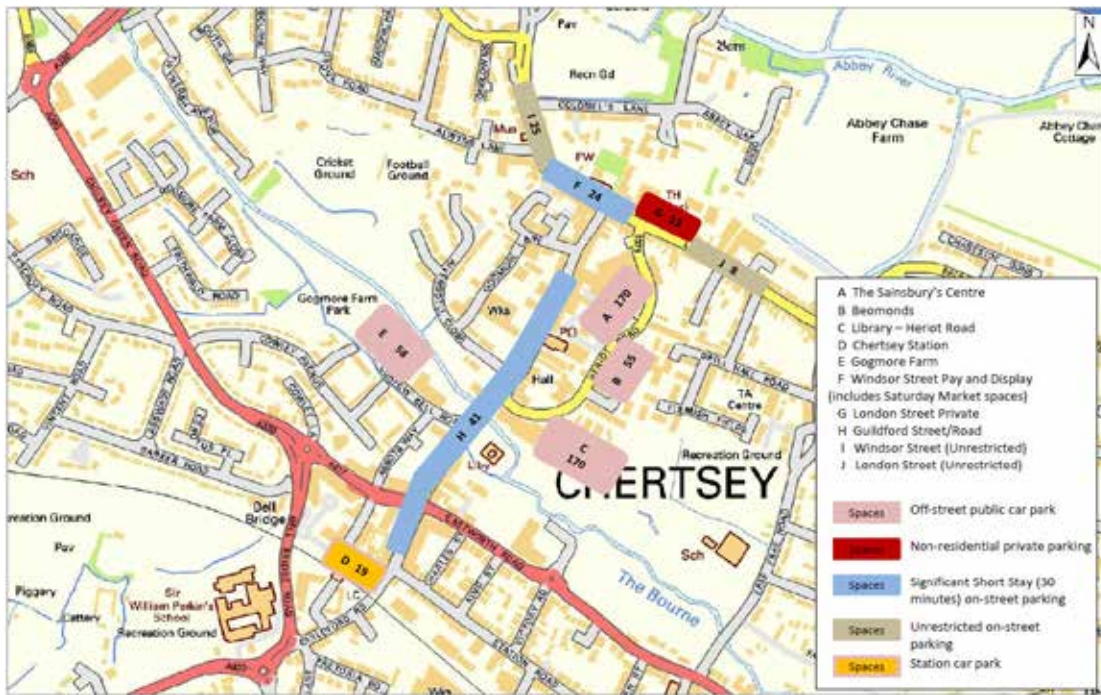
- £5.00 peak daily rate;
- £2.00 off peak (from 1600hrs Monday–Friday); and
- £2.00 on Saturdays, Sundays and Bank Holidays.

Chertsey train station's car park and Sainsbury's car park are managed by South West Trains and Sainsbury's respectively.

Existing On-street Car Parking

On-street parking available within the town centre includes 30-minute short stay convenience parking along Guildford Street, Windsor Road and London Road with unrestricted parking also located along Windsor Street and London Street. The existing on-street parking supply has been estimated to have a capacity of 98 spaces.

Existing Town Centre Parking



Car Park (CP)	Capacity	0-1Hrs	1-2 Hrs	2-3 Hrs	3-4 Hrs	4-5 Hrs	5-6 Hrs	All Day	Type of CP
Gogmore Farm	58	£ 0.30	£ 0.60	£ 1.20	£ 2.00	£ 2.50	-		Medium
Beomonds	55	£ 0.80	£ 1.60	£ 2.20	£ 2.80	£ 3.20	£ 4.20		Medium
Chertsey Library	180	£ 0.80	£ 1.60	£ 2.20	£ 2.80	£ 3.20	-	£ 6.00	Long

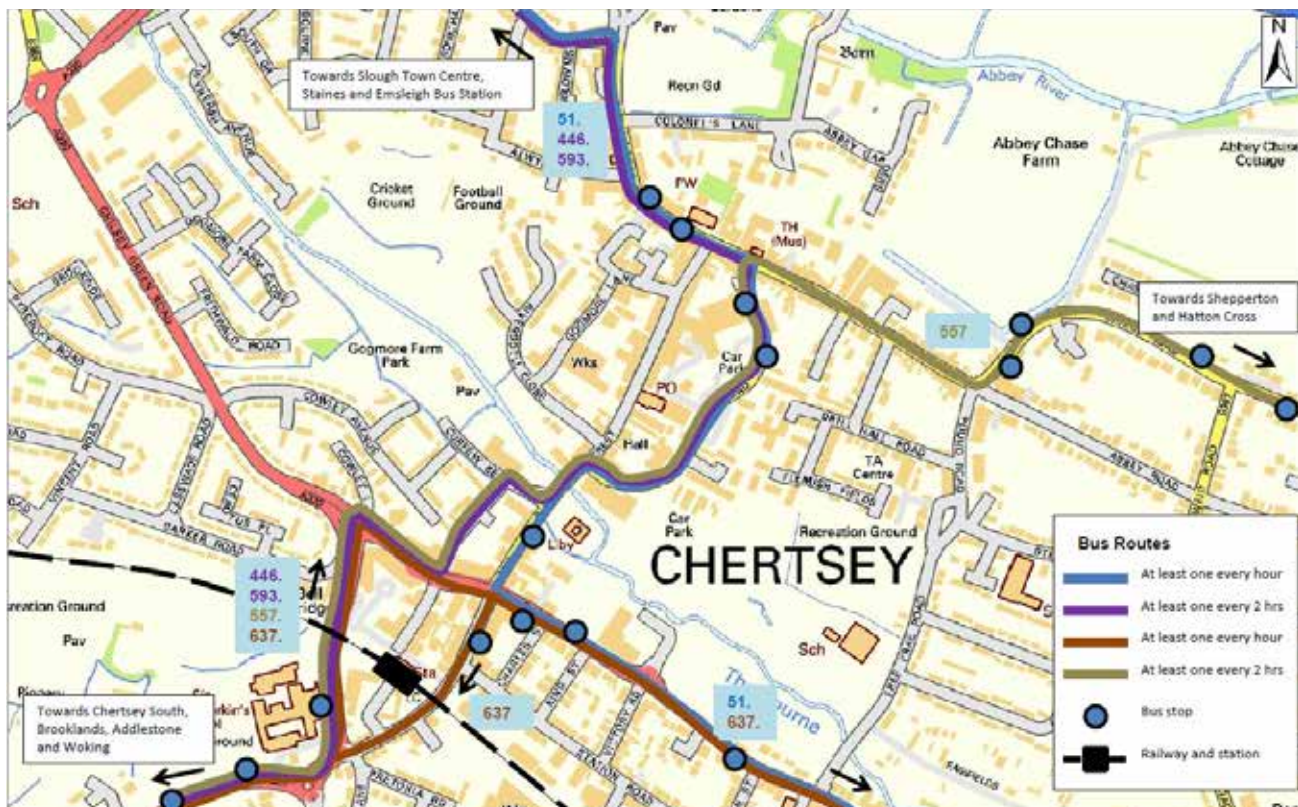
Existing public transport network

The plan below shows the various bus routes within Chertsey town centre along with the bus stop locations, available services and frequencies. These bus services link Chertsey to a number of popular destinations including Staines, Slough, Egham, Addlestone, Woking and Heathrow via Hatton Cross. These bus services operate relatively infrequently with services ranging from at least one every hour to at least one every 2 hours. The main bus hub is located at the heart of the town centre on Heriot Road.

Chertsey train station is managed by South West Trains and offers services to the following destinations:

- Weybridge via Chertsey (2 trains per hour during peak periods);
- Reading (3 trains per hour during peak periods); and
- London (3 trains per hour during peak periods).

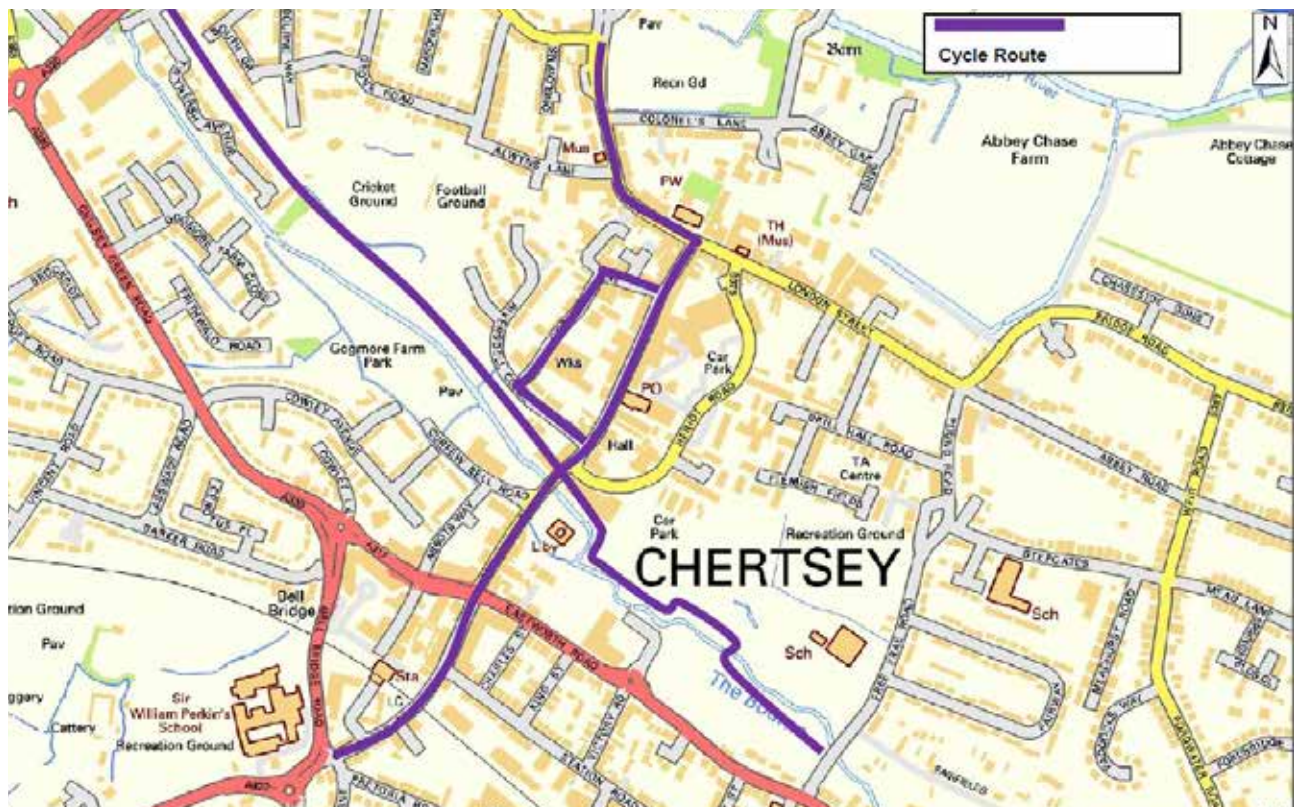
The station itself and its immediate surroundings appear to suffer from a poor urban environment, which is limiting the attractiveness of this key gateway for visitors to the town. It is believed that through appropriate public realm design, the area could be significantly improved.



Walking and cycling

Between the northern and southern parts of Chertsey, the main cycle route runs along Windsor Street through Gogmore Lane and down along Guildford Street and Guildford Street. The main cycle routes east to west run along The Bourne from St Ann's Road, through Gogmore Farm Park and down across Guildford Street to Free Prae Road.

Guildford Street is the main pedestrian link between the northern retail area and the southern office location. Pedestrian routes east to west across the town are mainly along Windsor Street and London Road and through Sainsbury's link between Heriot Road and Guildford Street.



MARKET CONDITIONS

Retail

Retailing in Chertsey is dominated by the Sainsbury's supermarket. However it has little functional link to the rest of the Town Centre and the Retail Study noted there were few linked trips. This lack of trade draw is reflected in the low proportion of national multiple retailers within the Town Centre. A significant proportion of town centre units within Chertsey are occupied by service activities, representing over 50% of units and 45% of floorspace. The Town Centre has a higher share of comparison goods retail (c25% of units and floorspace) than Egham, suggesting it plays a different role. However this is still significantly below national averages.

Generally Chertsey is considered to be a viable and vital centre, however it currently trades well below its potential, largely as a result of the poor linkage between the core anchor and the wider retail offer, as well as the quality of the offer elsewhere, particularly along Guildford Street. Potential for improvement and development exists, both with the potential redevelopment of Sainsbury's and the adjoining Sainsbury Centre and cleared site at 67-73 Guildford Street.

The supermarket context for the Sainsbury store is changing rapidly. The Tesco store in Addlestone and the proposed Waitrose at Egham will recapture spend from their own immediate catchments that previously shopped in Chertsey, as well as drawing Chertsey residents to these nearby alternatives. There is a critical need for the supermarket offer in Chertsey to be refreshed.

Recent Transactions and Rental Levels

		No. Deals	Av. Rent / sqm
Retail	Town Centre	22	£167
	Out of Centre	2	£53

Source: GVA 2013

Commercial / Employment

Pycroft Road hosts a number of larger commercial office buildings. This cluster includes 1990's stock, offering single or multiple occupier work spaces and is an important visual and economic gateway to Chertsey.

However, more recent deals data suggests that demand is from smaller occupiers. Focus data suggests that the office market in Chertsey serves a different role, catering for demand for smaller quantities of space. As shown in the table on the facing page, outside of one large freehold occupancy deal in an out of centre location (Hillswood Business Park) and a small number of deals in the Pycroft Road area, take up has been for units below 400sqm.

The Guildford Street area has formed the main focus for office take up within the town centre, with over twice the level of floorspace take up between 2007 and 2012 than any of the other town centre locations. The Pycroft Road area has seen the largest average deal size, reflecting the nature of existing provision within the area.

Chertsey Employment Locations

Hillswood Business Park (out of centre office campus)

Chertsey Revitalisation Area (collection of town centre office employment sites)

Gogmore Lane (mixed office/industrial town centre site)

Fordwater trading Estate (edge of centre industrial)

Hanworth Lane Trading Estate (edge of centre industrial)

Downside & Station Rd (small edge of centre industrial and office)

		No. Deals	Av. Rent / sqm	Total Floorspace (sqm)	Av. Deal Size (sqm)	Notes
Hillswood Business Park	Building 2000	1		9,303	9,303	Freehold sale to occupier £16mn
Town Centre	London St/Rd	7	£212	1,573	225	
	Guildford St	15	£209	5,496	366	
	Gogmore Lane	7	£163	999	143	
	Pycroft/Chilsey Green Rd	4	£190	2,120	530	
Hanworth Lane		3	£215	1,049	350	

Source: CoStar Focus, GVA, 2012

Residential

Chertsey is located within the London and the South East of England residential market. Prices have continued to rise through recent economic challenges, reflecting relative employment strength, ongoing demand and a constrained supply. Chertsey's location close to a number of employment centres and corridors means that prices have also been maintained here.

These values below are sufficient to attract private sector residential development activity where it can be achieved. There is a strong basis to expect ongoing private sector interest in residential development opportunities, subject to developer contribution and affordable housing requirements where they might exist. Residential development should be seen as a key component of strategies to deliver opportunity sites in the wider town centre.

	Sales	Av. Price
Residential Average	215	£324,761
Flat		£215,819
Terrace		£265,611
Semi-detached		£316,048
Detached		£509,840

Source: GVA 2013



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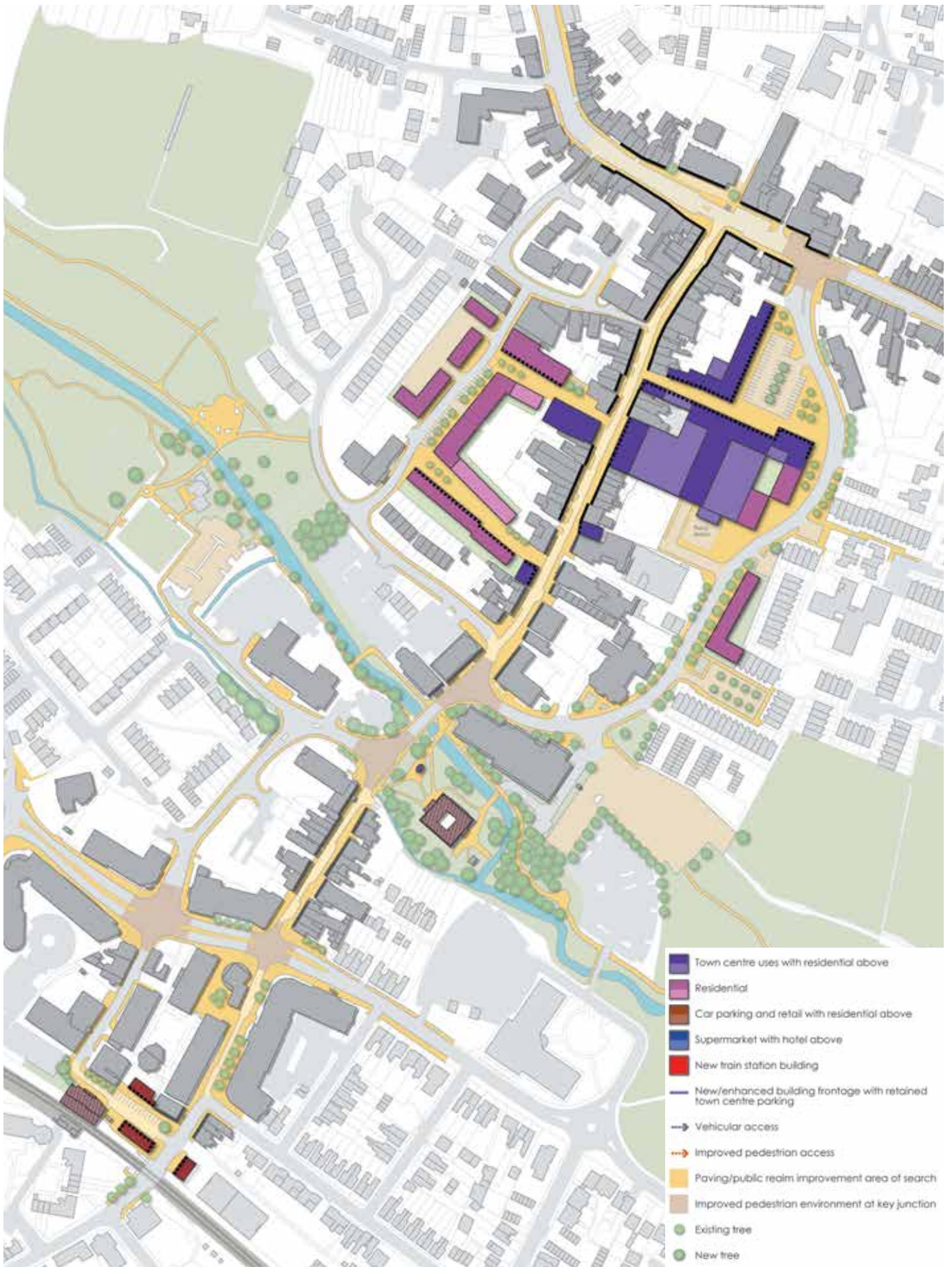
PROPOSALS

**CHERTSEY
LIBRARY**

CHERTSEY TOWN CENTRE: PRINCIPLES

In response to the context set by the analysis of strengths, weaknesses, opportunities and threats and the development, public realm and movement context, the following principles and key projects have been identified. These provide a framework for Chertsey Town Centre within which specific design solutions and site development opportunities can be pursued:

- Strengthen Chertsey's gateways to create a higher quality arrival sequence and clearer routes to the town centre core- including:
- Achieving a better balance between the needs of pedestrians and traffic at Pycroft Road;
- Renovating Chertsey's railway station and immediate environment;
- Transform Heriot Road – the primary shopper access into the town centre;
- Create a truly public realm that draws people along the length of Guildford Street from the north and south;
- Highlighting and improving pedestrian routes;
- Coordinating the streetscape of lighting, surfaces, furniture and signage;
- Manage existing and adding new landscape features that enhance the setting and experience of the town centre;
- Create a town "square", a central place that people can gather;
- Enhance and make full use of existing green spaces, such as at the Library at Stevens Bridge;
- Upgrade maintenance and cleaning of the public realm;
- Ease movement, allowing people and vehicle to reach their destinations simply and with high quality junctions, crossings and directions;
- Realise opportunity site potential, making full and active use of under-utilised sites, bringing greater density, footfall and activity into the town centre; and
- Make complete places, where buildings, public spaces and streets work together to provide an attractive setting to live, work, shop, visit and be entertained.



- Town centre uses with residential above
- Residential
- Car parking and retail with residential above
- Supermarket with hotel above
- New train station building
- New/enhanced building frontage with retained town centre parking
- Vehicular access
- Improved pedestrian access
- Paving/public realm improvement area of search
- Improved pedestrian environment at key junction
- Existing tree
- New tree

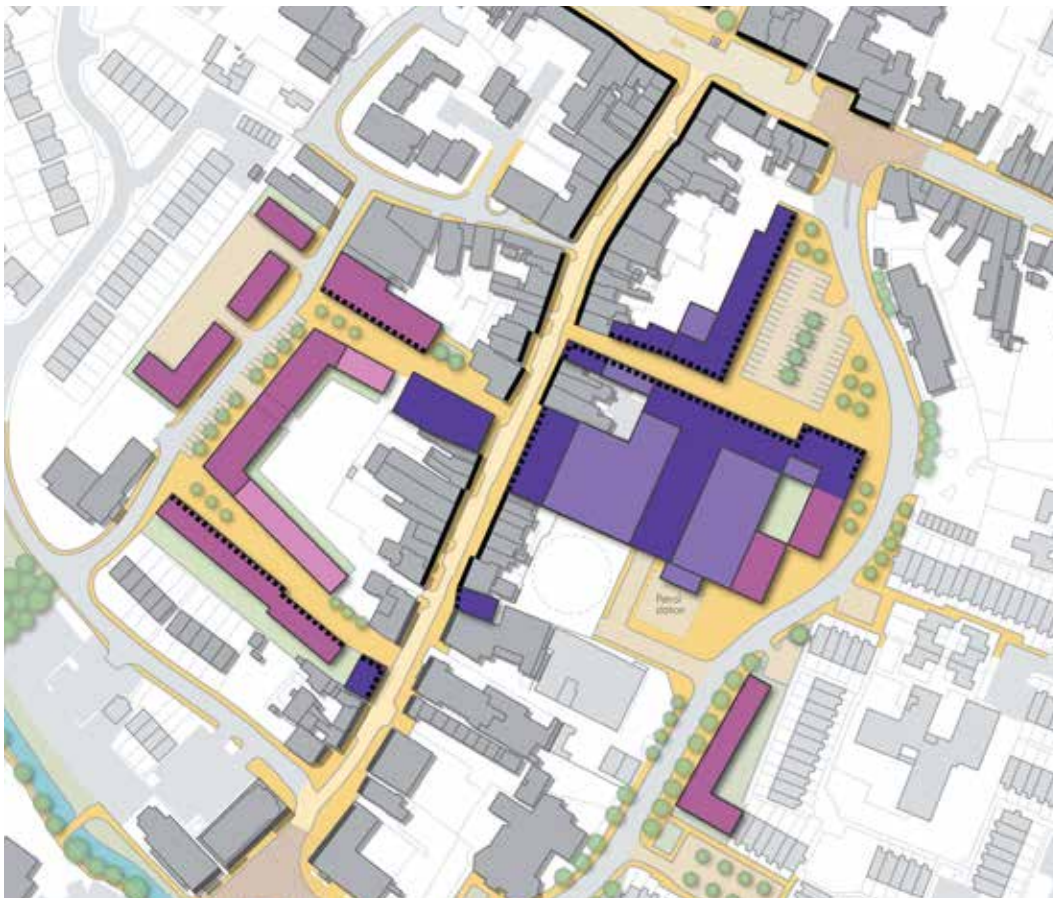
CHERTSEY TOWN CENTRE PUBLIC REALM AND MOVEMENT FRAMEWORK

2 GUILDFORD STREET

Guildford Street will continue its important role as the primary shopping street. Car access will continue to retain ease of access to shops and services.

Streetscape

- Deep cleaning of surfaces and furniture
- New pavers and setts
- New seating, bins and bollards
- Refurbished pedestrian lights
- Updated planters
- New pedestrian lights
- New and contemporary directional signage



2 GUILDFORD STREET

Developments along Guildford Street will provide the opportunity to create a small space which acts as a central focal point along the street.

Public Square

- New gateway to supermarket
- Distinctive surface materials
- New pavers and setts
- New seating, bins and bollards
- Refurbished public art
- Maps and directional signage



3 HERIOT ROAD

Heriot Road will be better for pedestrians and cyclists through the creation of an improved public realm and increased active frontage.

Streetscape

- Deep cleaning of surfaces and furniture
- Landscape trimming, pollarding, maintenance
- New pavers and setts
- New seating, bins and bollards
- Refurbished pedestrian lights
- Updated planters
- New pedestrian lights
- New and contemporary directional signage



4 HERIOT / LONDON STREET

Pedestrian desire lines will inform improved public realm and crossings, creating a series of spaces along the street which give more priority to pedestrians.

Pedestrian Crossings

- New pavers and setts
- Distinctive curbs and cut materials
- Coloured / textured roadway materials
- Raised table
- Reduced or eliminated barriers
- New and contemporary bollards
- New and contemporary directional signage



5 GOGMORE LANE STREETScape

Gogmore Lane will become a more active street, with strong building frontages, tree planting and paving contributing to a good pedestrian environment. New links will be created back to Guildford Street.

Streetscape

- Deep cleaning of surfaces and furniture
- Landscape trimming and maintenance
- New pavers and setts
- New seating, bins and bollards
- Refurbished pedestrian lights
- Updated planters
- New pedestrian lights
- New and contemporary directional signage



6 RIVER CORRIDOR

The area around Steven's Bridge will feature improved pedestrian links, making better use of the green space and opening up access to the library.

Pedestrian Links / Routes

- New and contemporary directional signage
- Gateway features
- New pedestrian lights – partial
- Interpretive information

Chertsey Library Park

- Landscape upgrade
- Direct pedestrian link to River Corridor from Pycroft

Tulk Field

- Pedestrian Links / Routes
- New and contemporary directional signage
- Gateway features
- New pedestrian lights - partial



7 PYRCROFT ROAD – CROSSINGS UPGRADE

The Pyrcroft Road crossing will be adapted to create a much stronger pedestrian link on the route from the station to the town centre.

Pedestrian Crossings

- New pavers and setts
- Distinctive curbs and cut materials
- Coloured / textured roadway materials
- Raised table
- Reduced or eliminated barriers
- New and contemporary bollards
- New and contemporary directional signage



The A317 Pycroft Road forms part of the key highway network through Chertsey. It provides a highway link between the town centre and the wider strategic network, including the A320 towards Woking, A317 towards Weybridge and the M25 motorway.

Key Issues

The existing highway arrangement along Pycroft Road has a number of issues which could potentially impact on the overall masterplanning proposals for the town. Primarily, the road acts as a significant severance between the traditional town centre to the north and office land uses to the south. It is believed its current arrangement, particularly around its junction with Abbots Way and Guildford Street, discourages pedestrian and cycle link trips between the two elements of the town.

This severance issue is reinforced due to:

- The busy nature of the road with high vehicle demand;
- The carriageway, particularly at its junction with Abbots Road, being wide and taking up a large area of land; and
- Staggered pedestrian crossing facilities which require pedestrians to walk longer distances to cross the road

Proposed Solution

A revised highway arrangement to Pycroft Road has been identified which seeks to reduce the impact of the road on the local environment and the severance it creates between the northern and southern parts of the town.

This proposed arrangement will involve the following:

- High quality 'straight through' signal controlled toucan crossings on all approaches to the junction. These facilities will provide a more direct desire line for pedestrian and cyclists to cross the road and enable them to do so in one movement rather than in two stages, i.e. having to wait on islands within the centre of the junction.
- Improving the existing urban realm surrounding the junction through selective removal/replacement of street furniture, building out of the footways on the south side of the junction and general improvement to the quality of footways surrounding the junction.
- Advanced cycle stop lines for all approaches to the Pycroft Road/Abbot Way junction. These will provide additional priority for cyclists, enabling them to advance to the front of vehicle queues.



8 CHERTSEY RAILWAY STATION

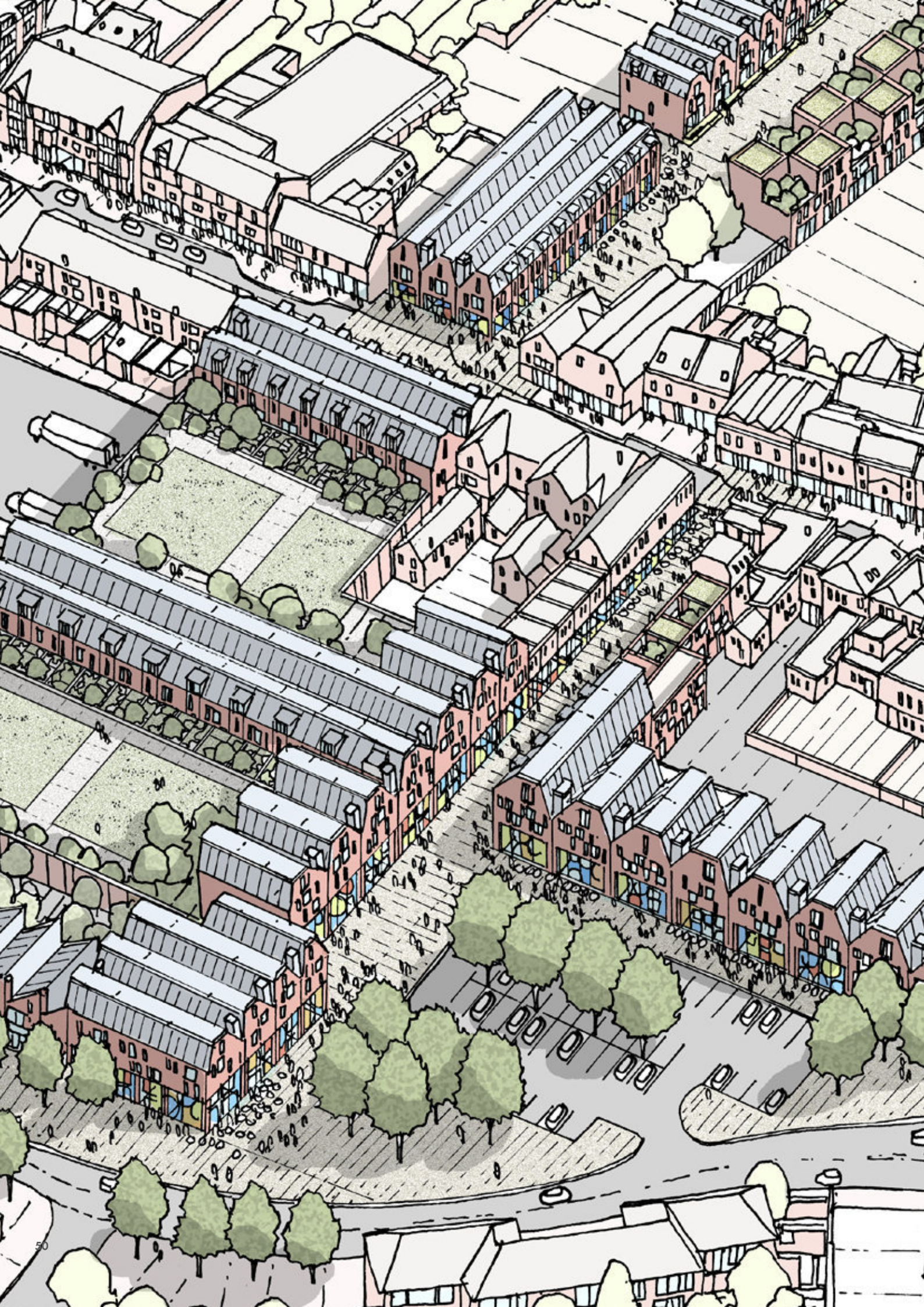
The area around the station will be improved with infill development and new public realm to create an attractive point of arrival in Chertsey

Chertsey Station Square

- Full building, ticketing and waiting room refurbishment
- Refurbish platform structures
- Replace and upgrade all signage
- New and additional lighting
- New entrances, gateways and fencing







CHERTSEY TOWN CENTRE DEVELOPMENT STRATEGY: STRATEGIC OPTIONS

Chertsey	Potential Future Uses		
Sites	Option 1: Repair and In-fill	Option 2: Change	Option 3: Transformation
Sainsbury's Carpark	Supermarket refurbishment	Supermarket + mixed use	Supermarket + mixed use
Guildford Street Frontage East	Renovation	Renovation	New Retail
Gogmore Lane Office	-	-	Residential
Gogmore Lane Industrial	-	Residential / mixed use / town centre parking	Residential / mixed use / town centre parking
Guildford Street Frontage West	Retail / Residential	Retail / Residential	Retail / Residential
Leisure Centre / Steven's Bridge	-	-	-
Library	Library / Community Hub	Library / Community Hub	Library
Station Carpark	-	-	Residential

There is a range of locations within Chertsey which, over time, could host new uses. The above options set out progressively more interventionist options.

The future of these sites will require a range of decisions and actions by the public sector and owners.

Facing page - proposals for Sainsbury's car park area

DEVELOPMENT FRAMEWORK OPTIONS

The plans on the facing page illustrate two very different masterplan scenarios which have been considered for the central area of Chertsey. These relate to different approaches to the Sainsbury's area and to Gogmore Lane, but it should be noted that the elements within the different scenarios for the two areas can be combined in different ways.

Both of these scenarios illustrate possible approaches and elements which could be incorporated within the overall masterplan options 2 and 3 as set out on the previous page.

Sainsbury site

The plans for the Sainsbury area set out the following options:

Scenario 1 - Comprehensive redevelopment

This option shows a significant new foodstore development as part of a wider mixed use scheme which also includes new retail space to complement the existing high street offer and new residential development to boost the catchment in the town centre. Whilst some short-stay surface parking is shown this option is based on the inclusion of significant underground parking. The new store development is capable of construction whilst the old store remains open to ensure continuity of service to the town.

Scenario 2 - Refurbishment-led option

The second option is predicated in the refurbishment of the existing Sainsbury store, but with significant improvements to the context and to linkages back to Guildford Street. A new east-west connection is also provided, recognising the importance of the pedestrian connections from Drill Hall Road. As with the first option, this approach includes new retail development which is designed to complement the existing retail units.

Gogmore Lane

The options for Gogmore Lane set out different approaches which both reflect the fact that there is likely to be a gradual transition towards town centre and residential uses and away from industrial activities.

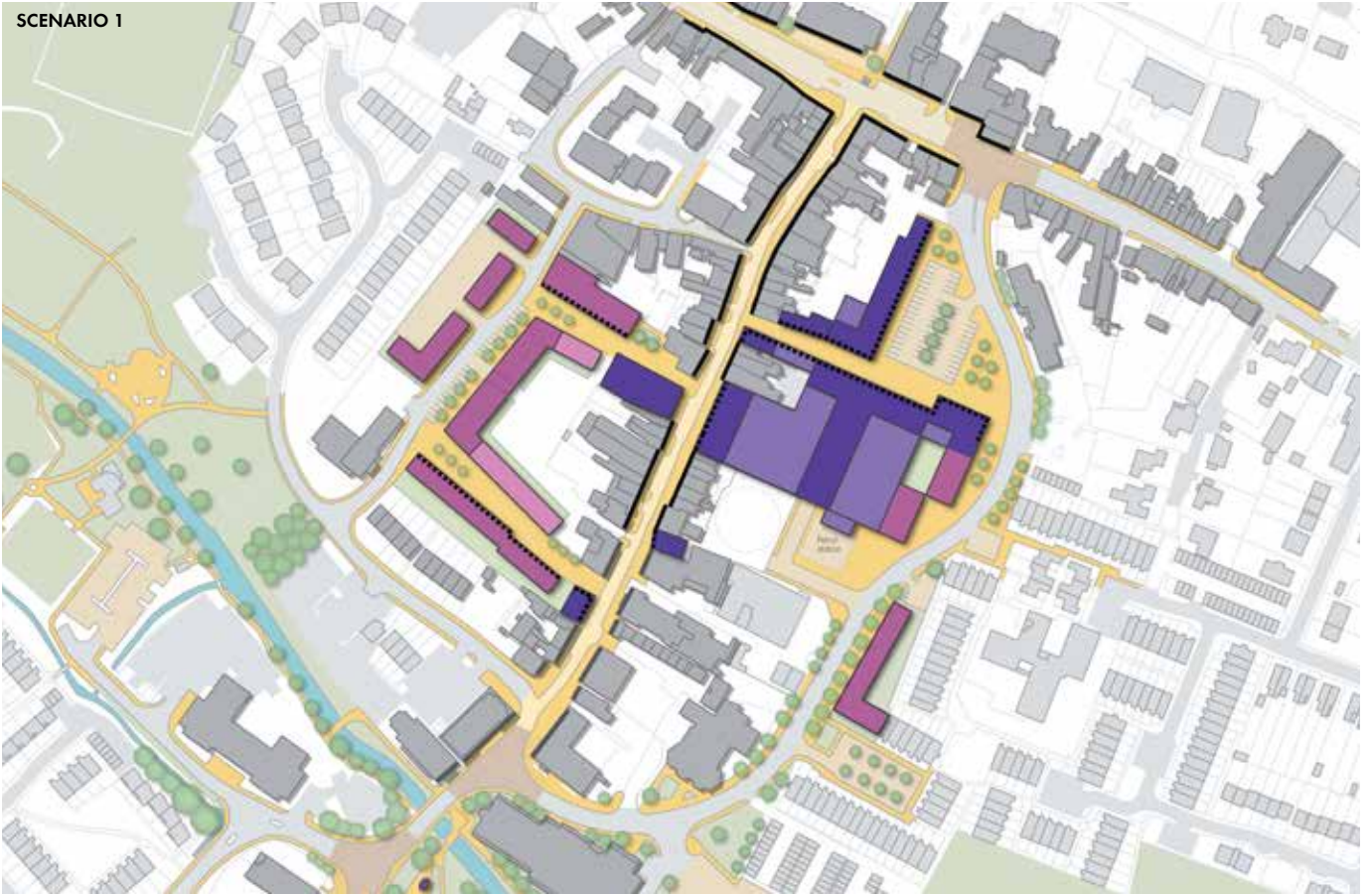
Scenario 1 - Residential

This option is almost entirely residential development, on both sides of Gogmore Lane. New links back to the high street are included, subject to assembly of the land. Other elements of the scheme can be delivered within existing land ownerships on a phased basis provided the framework is observed. Parking for residential development is expected to be accommodated within the blocks, with a limited element of on-street/visitor parking.

Scenario 2 - Mixed use

This approach allows for the extension of town centre business activities to be included and as a consequence takes an approach to parking and public space which is orientated towards business and visitors. This scheme is likely to be harder to achieve without significant land assembly and strong demand for commercial space.

SCENARIO 1



SCENARIO 2



CHERTSEY TOWN CENTRE DEVELOPMENT STRATEGY: KEY SITES

1 SAINSBURY'S AND CAR PARK (1)

The Heriot Road supermarket and parking site will be reconfigured and redeveloped to create a signature new retail offer within Chertsey. A new and larger supermarket offer will be more strongly connected to Guildford Street, bringing increased footfall and spending to both parts of the town centre. New facades will create a more attractive vista for neighbours. This will be matched by new landscape and streetscape treatments. Car parking will be largely be internalised and screened within structures.

Owner: RBC - subject to long lease

Key Policy Factors:

Retail hierarchy, adjacent heritage assets

Contribution to Centre:

Anchor use and site - weakening

Potential Use: Retail, and mixed use

Output:

6,120 sqm retail

Residential options

Delivery Requirements

- Planning policy position - retail
- Multiple owner agreement /
- Consolidated ownership
- Planning Strategy and consent
- High street frontage redevelopment
- Public realm / infrastructure investment
- Greater Incentive programme - landlord and tenant

Project	Sainsbury's and car park 1
Location	Chertsey Core
Intervention Type	Retail led mixed uses
Phase	Medium Term
Ownership	RBC
Development Site Area (SQM)	13,950
Existing Floorspace (SQM) Est	5,075 (inc 1,905 supermarket)
Proposed elements (SQM)	Commercial: 6,120 (inc 4,050 supermarket) Flats: 11,900 (excludes basement parking)
Total Floorspace (SQM) Est	18,020
Net Gain (SQM) Est	12,945
Net Additional Housing Units	128
Adjacent Projects	Guildford Road Frontage
Delivery Lead	Leaseholder or RBC
Delivery Route	Leaseholder and, or, RBC Investment
Development Partners	Leaseholder and, or, other
Potential RBC Roles	Leaseholder negotiations Town Planning policy framework Land assembly strategy Occupier relocation Site disposal with planning Development partner procurement Development management
Key Next Steps	Leaseholder negotiations Town planning policy framework

- Town centre uses with residential above
- Residential
- Car parking and retail with residential above
- New train station building
- New/enhanced building frontage with retained town centre parking
- Vehicular access
- Improved pedestrian access
- Paving/public realm improvement area of search
- Improved pedestrian environment at key junction
- Existing tree
- New tree





1 SAINSBURY'S AND CAR PARK (2)

Owner: RBC – subject to long lease

Key Policy Factors:

Retail hierarchy, adjacent heritage assets

Contribution to Centre:

Anchor use and site – weakening

Potential Use: Retail, and mixed use

Output:

1,700 sqm retail
34 residential units

Delivery Requirements

- Sainsbury’s agreement
- Planning Strategy and consent
- Public realm / infrastructure investment
- Incentive programme – landlord and tenant

Project	Sainsbury's and car park 2
Location	Chertsey Core
Intervention Type	Retail led mixed uses
Phase	Medium Term
Ownership	RBC
Development Site Area (SQM)	5,500
Existing Floorspace (SQM) Est	Commercial: 2,815
Proposed elements (SQM)	Commercial: 2,115 Flats: 3,155
Total Floorspace (SQM) Est	5,270
Net Gain (SQM) Est	2,455
Net Additional Housing Units	34
Adjacent Projects	Guildford Road Frontage
Delivery Lead	Leaseholder or RBC
Delivery Route	Leaseholder and, or, RBC Investment
Development Partners	Leaseholder and, or, other
Potential RBC Roles	Leaseholder negotiations Town Planning policy framework Land assembly strategy Occupier relocation Site disposal with planning Development partner procurement Development management
Key Next Steps	Leaseholder negotiations Town planning policy framework

- Town centre uses with residential above
- Residential
- Car parking and retail with residential above
- New train station building
- New/enhanced building frontage with retained town centre parking
- Vehicular access
- Improved pedestrian access
- Paving/public realm improvement area of search
- Improved pedestrian environment at key junction
- Existing tree
- New tree





2 GOGMORE LANE OFFICES

Gogmore Lane will become a new residential address within Chertsey town centre. New homes will be located on attractive tree lined streets, bringing additional life and density of activity to the town centre. A range of high quality homes will reflect the historic quality of the Chertsey town centre setting. Town houses and low rise apartments will attract families, couples and singles to the town centre, supporting local retail and entertainment and the overall vitality of the town centre.

The west side of Gogmore Lane will be redeveloped as vacant office buildings change use to residential. On the east side of Gogmore Lane, selective relocations will see businesses decant to other business locations within Chertsey. These sites and other underutilised yard spaces will be consolidated into a development block. New homes will reflect the historic setting, as well as the context set by more recent developments to the south.

Project	Gogmore Lane offices
Location	Town Centre west
Intervention Type	Residential led mixed use
Phase	Near Term
Ownership	Multiple Private
Development Site Area (SQM)	2,240
Existing Floorspace (SQM) Est	Commercial: 1,295
Proposed elements (SQM)	Flats: 2,340
Total Floorspace (SQM) Est	2,340
Net Gain (SQM) Est	1,045
Net Additional Housing Units	25
Adjacent Projects	Gogmore Lane East
Delivery Lead	Existing ownership
Delivery Route	Market led
Development Partners	
Potential RBC Roles	Town Planning policy framework
Key Next Steps	Town planning policy framework

-  Town centre uses with residential above
-  Residential
-  Car parking and retail with residential above
-  New train station building
-  New/enhanced building frontage with retained town centre parking
-  Vehicular access
-  Improved pedestrian access
-  Paving/public realm improvement area of search
-  Improved pedestrian environment of key junction
-  Existing tree
-  New tree



2 GOGMORE LANE INDUSTRIAL

Owner: RBC and multiple interests

Key Policy Factors:

Employment allocations

Adjacent heritage assets

Contribution to Centre:

Peripheral

Potential Use: Residential led mixed use

Output: 86 units

Delivery Requirements

- Relocation of use
- Planning policy position
- Multiple owner agreement or consolidated ownership
- Planning Strategy and consent
- Public realm / infrastructure investment
- Incentive programme

Project	Gogmore Lane industrial
Location	Town centre west
Intervention Type	Residential development
Phase	Medium Term
Ownership	RBC and Private Interests
Development Site Area (SQM)	8,850
Existing Floorspace (SQM) Est	Commercial: 3,495
Proposed elements (SQM)	Commercial: 665 Flats: 8,045
Total Floorspace (SQM) Est	8,710
Net Gain (SQM) Est	5,215
Net Additional Housing Units	86
Adjacent Projects	Gogmore Lane West
Delivery Lead	RBC and existing owners
Delivery Route	Relocations and market led
Development Partners	
Potential RBC Roles	Leaseholder negotiations Town Planning policy framework Land assembly strategy Occupier relocation Site disposal with planning Development partner procurement Development management
Key Next Steps	Town planning policy framework

-  Town centre uses with residential above
-  Residential
-  Car parking and retail with residential above
-  New train station building
-  New/enhanced building frontage with retained town centre parking
-  Vehicular access
-  Improved pedestrian access
-  Paving/public realm improvement area of search
-  Improved pedestrian environment at key junction
-  Existing tree
-  New tree



3 GUILDFORD STREET FRONTAGE WEST

Owner: RBC

Key Policy Factors: Heritage, Flood

Contribution to Centre:

Guildford Street frontage – weak performance

Potential Use:

Retail, residential above

Delivery Requirements

- Key owner agreement or consolidated ownership
- Planning Strategy and consent



- Town centre uses with residential above
- Residential
- Car parking and retail with residential above
- New train station building
- New/enhanced building frontage with retained town centre parking
- Vehicular access
- Improved pedestrian access
- Paving/public realm improvement area of search
- Improved pedestrian environment of key junction
- Existing tree
- New tree

4 CHERTSEY STATION CAR PARK

This high visibility location has the potential to accommodate new homes, small commercial spaces or a smaller hotel. This will be integrated with a renovated station and station building, new parking arrangements and landscaping befitting this gateway location.

Owner: SW trains

Key Policy Factors: TBD

Contribution to Centre:

Gateway location, weak

Potential Use: Residential, commercial

Output: 0 units

Delivery Requirements

- Planning Strategy and consent
- SW Trains agreement
- Site disposal

Project	Chertsey Station Car Park
Location	Station Gateway
Intervention Type	Commercial infill
Phase	Near Term
Ownership	Southwest Trains
Development Site Area (SQM)	1,850 (primarily public realm)
Existing Floorspace (SQM) Est	Commercial: 55
Proposed elements (SQM)	Commercial:385
Total Floorspace (SQM) Est	385
Net Gain (SQM) Est	330
Net Additional Housing Units	0
Adjacent Projects	
Delivery Lead	Southwest Trains
Delivery Route	Site disposal with planning policy
Development Partners	
Potential RBC Roles	Freeholder/leaseholder negotiations Town Planning policy framework
Key Next Steps	Town Planning policy framework

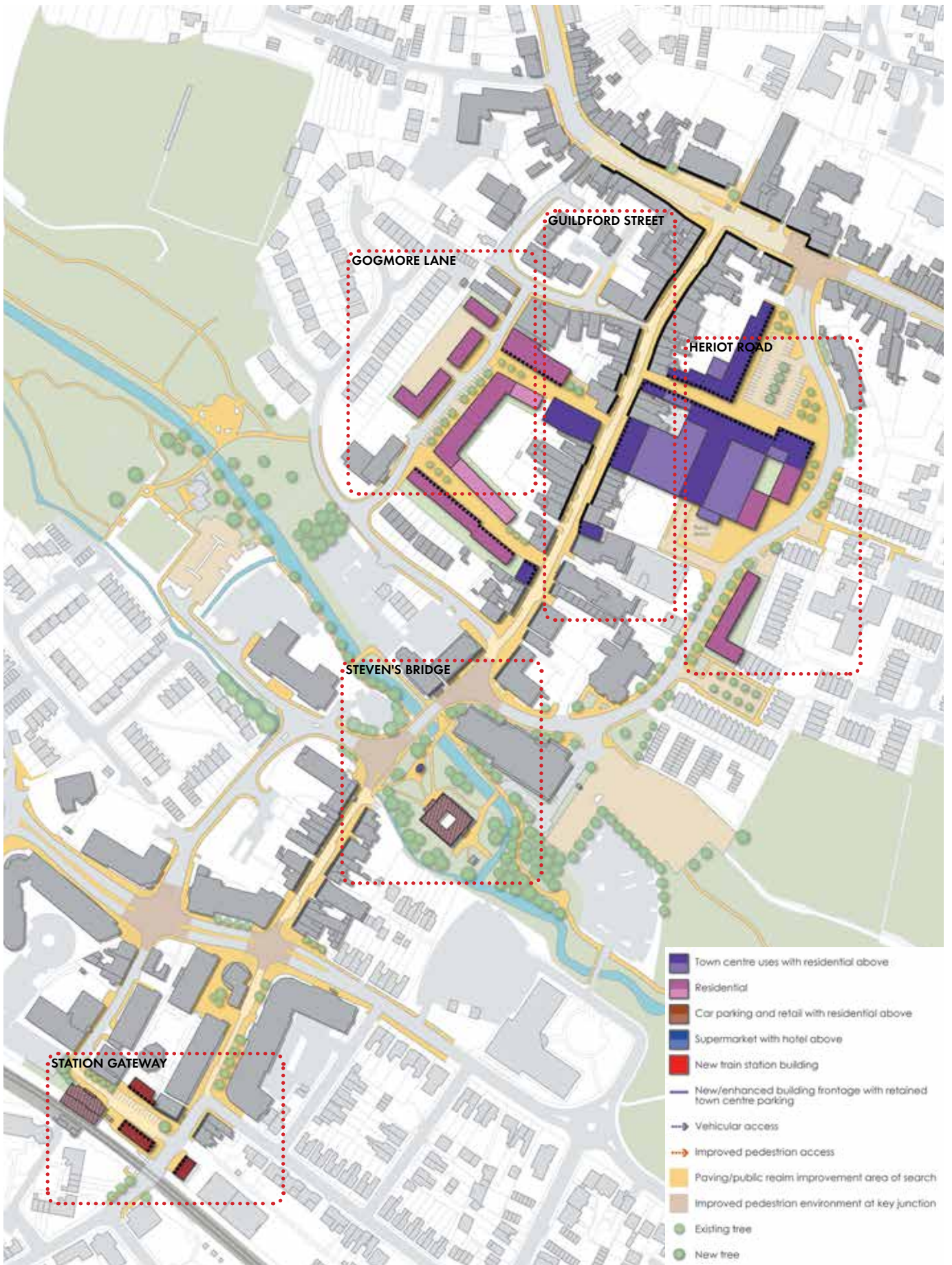
	Town centre uses with residential above
	Residential
	Car parking and retail with residential above
	New train station building
	New/enhanced building frontage with retained town centre parking
	Vehicular access
	Improved pedestrian access
	Paving/public realm improvement area of search
	Improved pedestrian environment at key junction
	Existing tree
	New tree



CHERTSEY: MAKING COMPLETE PLACES

It is strongly recommended that the approach to Chertsey Town Centre be based around making complete places. The candidate projects identified can be seen as part of a connected framework across the town centre in public realm, movement and development domains. However, the strongest outcomes will be when they are coordinated at the level of place, creating complete experiences that bring each of these components together. The following approach to 'places' within Chertsey Town Centre has been identified:

- **Chertsey Station Gateway** – including the rail station itself, the adjacent car park and surrounding streets and pedestrian links – particularly to the north;
- **Steven's Bridge** – encompassing the river corridor, the library and its landscaped grounds, the leisure centre and adjacent parking areas and junctions and roundabouts;
- **Heriot Road** – including the Sainsbury's site and car park, petrol station and BT facility as well as the street itself and pedestrian links;
- **Gogmore Lane** – including vacant and underutilised properties and yards either side of the Gogmore Lane, including yards behind high street frontage to Guildford Street;
- **Guildford Street** – including targeted façade renovations as well as the potential to redevelop selected frontages where they have marked vacancies, and, or can contribute to a more comprehensive town centre regeneration approach.



CHERTSEY: DELIVERY APPROACH

The scale of potential change within Chertsey Town Centre could be considerable over the medium to long term. While recognising the distinctive characteristics of the town it is marked by a struggling retail sector and an aging supermarket anchor which is subject to increasing competition from new, nearby rivals. The nature of the town means that it has a remarkable low density residential and employment core. People and jobs are more separated from retail than elsewhere. The delivery approach will need to respond to these special circumstances.

NEAR TERM ACTIONS

Near term actions will need to focus on the strategic re-positioning of the town from a planning and developer interest point of view.

Actions should include:

- Town planning: establishing a new framework for the Heriot Road supermarket and car park site, along with the Gogmore Lane redevelopment area;
- Leaseholder negotiations: Heriot Road supermarket and car park site to establish interest in participating in the future scheme;
- Site development opportunity promotion: Gogmore Lane – particularly the potential for conversion to residential on the west side of the street;
- Freeholder and leaseholder negotiations and voluntary relocation strategy on the east site of Gogmore Lane;
- Streetscape, crossing and river corridor design and investments;
- Junction design and upgrade: Pycroft Road.

MEDIUM TERM

Medium Term actions will depend on the level of agreement reached with current retail and commercial leaseholders and occupiers. Options include:

Plan led private sector change, with current owners and major leaseholders responding to the new framework set by Runnymede Borough Council;

Delivery led change, with the Council playing a leading role in assembling land and preparing development opportunities for new private sector partners;

DELIVERY STRATEGY

Given the challenges faced by Chertsey Town Centre and the low intensity of retail activity, Runnymede Borough Council may need to take a lead in some areas in order to set the stage for and encourage private sector investment on the scale desired.

- Town planning: providing a strong policy lead for physical development projects. Planning guidance for Heriot Road and Gogmore Lane is recommended to provide the necessary underpinning;
- Up-zoning: allow an increase in supermarket retail floor-space as part of a major reconfiguration on Heriot Road and managed change of use to residential on Gogmore Lane;
- Freeholder and leaseholder negotiations: setting out the redevelopment opportunity and a joint venture mechanism for partners to benefit from redevelopment. This will be the case at Heriot Road and Gogmore Lane sites;
- Land assembly: it may be necessary for the local authority to assemble properties in order to create a rational and comprehensive development opportunity, which can then be made available to the private sector for delivery.
- A flexible and strategic deployment of redevelopment powers should be carefully deployed where it is most required. However, a town planning base is a necessary precursor to deployment of such powers if this is required.

MASTERPLAN CAR PARKING REQUIREMENTS

New developments are likely to require a certain amount of car parking provision. Such provision should be based on the likely level of parking demand, taking into account the objectives of sustainable travel, encouraged through the site's travel plan. The amount of acceptable parking provision is therefore subject to actual development proposals being brought forward.

However, at this stage RBC's current parking provision standards provide an indicative guide as to the likely parking car provision required for the masterplanning proposals. These parking standards are summarised in the table below.

Land Use	Type	Town Centre Parking Provision
Residential	Up to 2 bedrooms	1 car space per unit
	3 or more bedrooms	1.5-2.0 car spaces per unit
Business	Office (B1)	1 car space per 40 sqm GFA
Retail	Individual retail units	1 car space per 40 sqm GFA
	Supermarkets	1 car space per 14 sqm GFA
	Restaurants & Cafés	1 car space per 40 sqm GFA
Non-residential	Libraries	1 car space per 30 sqm GFA
Mixed use development	Various	Individual assessment required



