



# EGHAM

## Town Centre Masterplan

Final report, November 2013



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Urban Practitioners





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# INTRODUCTION

## Project Background

Runnymede Borough Council (RBC) has appointed consultants to prepare a masterplan for Egham 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.

Egham 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 Egham 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 their heritage while also optimising opportunities offered by the land and property assets. Egham 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 towns 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.



# BASELINE

# EGHAM TOWN CENTRE

## BACKGROUND

Egham is located in the north of the Borough. It is closely linked to the larger town of Staines-upon-Thames. It is also close to the historic location of Runnymede Meadows, where the Magna Carta was sealed in 1215. Egham is an ancient settlement that had clear eras of growth in the Victorian, Edwardian and Post war periods. Egham is also home to Royal Holloway College, part of the University of London. The college has been present in Egham for 125 years and is an important part of the life of the town. It is also home to Strode's College, a successful sixth form college attracting students from Surrey, Berkshire and West London. There are a number of business park locations close to Egham. At grade railway lines and level crossings, the elevated M25 and the Egham by-pass to the north all create barriers and severance that isolate the town centre and its immediate neighbours.

The residents of Egham reflect a mix of London and M25 commuters, those that work within or close to Egham or have shorter commutes to Staines or Heathrow as well as a student population base. Homes include larger detached homes, Victorian and Edwardian workers terraces and purpose built low rise flats. Egham is strongly influenced by its north Surrey and Outer South West London neighbours in housing market terms.

RBC's Sustainable Community Strategy identifies Egham as 'providing the link between the past, present and future – Runnymede's university town', with an agenda to support further town centre redevelopment; promote the expansion and development of Royal Holloway; encourage mixed use leisure facilities; and seek more purpose built student accommodation.

The Town Centre sits north of the railway tracks and station on Station Road and is accessed from the A30 on the west via the High Street and the from the Runnymede Roundabout via the Avenue and Vicarage Road on the east. The historic high street anchors the centre. It is now mainly pedestrianised, with Church Road acting as an internal by-pass road, with access to immediate town centre parking.



## **STRENGTHS, WEAKNESSES, OPPORTUNITIES, THREATS**

### **Strengths**

- Egham sits within an 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 settings. Detached, semi-detached, terraces and flats can be found. Development activity reflects perceived market values, with a number of schemes in recent years along Vicarage Road and next to Egham Station. The local market is underpinned by access to employment and also demand from students.
- Egham 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 settlements such as Staines and Englefield Green
- There are a number of nearby corporate employers including Rusham Park, the research and development facility for Procter and Gamble;
- There is an in-town market for offices, with a number of smaller floorplate office developments north of the Station and also on High Street and Vicarage Road.
- Students at Royal Holloway College and Strode's College provide a significant part of the retail catchment, supporting high street businesses.
- Egham has a number of visible heritage and historic landscape features. These include Strode's College, Walnut Tree Gardens, the United Church of Egham and John the Baptist Church. Victorian and Edwardian building stock also provides gateways into the core town centre. The historic Runnymede Meadows and the River Thames lie to the north of the town.
- There is good highway access from the A30 and a strong local highway network.

### **Weaknesses**

- The town centre has a limited retail offer. Past retail studies have identified a high level of leakage to Staines and Chertsey. The range of retailers is narrow, and leisure and dining options are limited. The existing Tesco supermarket appears to trade well, but is in an older store format. Retail activity reflects a local centre rather than a town centre. It is primarily oriented to meeting daily needs and does not offer a sense of destination.
- There are a number of retail vacancies.
- Post war 'precinct' style shops with housing above have not aged well and undermine the physical quality of the high street.
- There are also marked vacancies among the office stock although vacancies appear to be reducing in purpose-built office developments
- The Runnymede Annual Monitoring Report 2010-11 records a net housing completion rate of 172 for the year, the lowest level of completions in the preceding 5 year period. Delivery rates have fallen from a high the previous year of 318 units.
- Developments have been uncoordinated and inward looking, with a strong emphasis on servicing immediate needs rather than creating a high quality town framework. This is particularly marked south of Vicarage Road, with a fragmented setting and cul-de-sacs.
- The high street is surrounded by surface car-parks and service yards. These serve a function, but undermine the approach, image and identity of the High Street.
- The quality of approaches is weak. Egham Station has deteriorated and is poorly maintained, while pedestrian connections to the High Street present barriers. The High Street core is not visible on the approach from the western end.
- The public realm has become tired. There are a number of obvious visual and pedestrian barriers, while furnishings, lighting and surfaces are in

need of a major refurbishment.

- There is a strategic severance created by surface rail barriers, the M25 and the Egham by-pass. In the absence of a clear draw, many in the wider catchment will find it easier to avoid Egham Town Centre.
- There are conflicts between bicycle, car and freight vehicles and the Vicarage Road / High Street junction in particular struggles to accommodate all users safely.

### **Opportunities**

- There is a live proposal for a new anchor retail development. The Waitrose scheme on Church Road can be expected to recapture leaking retail catchment among residents and increase the number of people visiting the town.
- There is the potential to draw more people into the High Street itself.
- This development may also attract other retailers to the town centre.
- Increased competition could stimulate a commensurate upgrade in facilities at Egham's other supermarket – raising the quality of the offer overall.
- The range of surface car parks in the town centre offers the opportunity to consolidate parking and create new development blocks and parcels to host new uses and activity.
- There is a significant amount of publicly owned land in the town centre, allowing RBC to play a development as well as a town planning role.
- Service reorganisation may present opportunities for other publicly held sites to be redeveloped. There is also the potential for new and upgraded facilities. It is likely that public agencies will be releasing some sites to the market for development.
- 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 town centre offers scale, diversity and an evolved leisure and entertainment offer, particularly around the river. Windsor has a more upscale image and reputation, also with scale and an active evening economy.
- The supermarket geography continues to evolve, with major stores in Staines and Addlestone.
- 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.

Egham Town Centre is now at a critical juncture. It has substantial assets, but also substantial competition. It can perform better and become a town centre residents are proud of and others will want to visit. However a number of actions, interventions and investments will be required to halt decline and ensure that the delivery of a new Waitrose store is the beginning of a new era for the whole town centre rather than an isolated investment.



## URBAN ANALYSIS

### Legibility

Egham has a strong High Street and some notable buildings such as the Parish Church of St John The Baptist. However, the clarity of this historic town centre has been significantly affected by the changes and additions to the road network in the post war period, resulting in a town centre which feels cut off from its hinterland on the southern side.

#### Western approach

The approach to the town centre along the High Street from the junction with the Egham Bypass is mixed. The paired green spaces of Walnut Tree Gardens and Strodes College on either side of the road provide an attractive threshold, but the arrival at the core town centre area is very weak, with nothing to establish a clear vista along the approach and no real sense of the importance of the High Street as the main car route peels off to the south along Church Road. A further approach from the west is Grange Road. This has been almost completely severed by the road and landscaping at Church Road and lacks any acknowledgement that it may be a desire-line.

#### Southern approach

The approach to the town centre from Station Road is direct, and historically terminated in the T-junction with the High Street where the view rests on the handsome three storey stone frontage of the Barclays Bank. However, the route is now bisected by Church Path which has become the dominant movement for cars and following the closure of the route to cars the road has also been blocked by a substantial bank of planting which almost completely obscures the view and severely affects legibility.

#### Eastern approach

The junction of the High Street and Vicarage Road forms the first significant threshold on the approach to the town centre, a sense reinforced by the role of the public buildings around it and the increase in the scale of the built form. However, this point of arrival is

dominated by dated highways infrastructure and an ungainly roundabout. Further west towards the town centre is the parish church with its large churchyard, mature trees and ancient lychgate which is older than the main building. This acts as a major space for the town, but is divorced from the High Street by the modern road and by the extensive planting beds which screen it from the end of the High Street.

#### North-south connections

Egham has a strong east-west morphology in the core town centre. However there are a small number of routes which provide north-south connections. These link from the car parks behind the shops through to the High Street but provide a relatively weak connection. The northern route has been diverted to establish a plot for a recent office building, but does connect through to a further path leading into the residential area to the north. The southern route will change as part of the adaptations being made to deliver the new Waitrose scheme.

Egham **LEGIBILITY**



- Town centre core frontage
- Town centre secondary frontage
- Primary road
- Town centre bypass
- Historic route
- Blocked historic route
- Core town centre
- Mixed use development along historic route
- Landmark

## Routes and barriers

Although the historic core of Egham provides an attractive pedestrian environment, there are a number of locations around the edge of the town centre which present issues:

High Street (west) provides a good approach to the town centre, being clear and legible and with a good level of activity. However, the final connection into the main town centre around the junction with Church Road is weak, particularly for pedestrians on the south side of the High Street. Whilst there is a central island to provide some protection for pedestrians, they have relatively poor visibility for a relatively free-flowing traffic environment.

Grange Road provides an attractive approach to the town centre through a residential area with a high proportion of good Victorian and Edwardian houses. However, Church Road is a major barrier, both in visual terms and also due to the lack of safe crossing opportunities.

Station Road is a significant route into the centre, both for people from the station but also from those living further south who have been funnelled onto Station Road in order to cross the tracks. It is a reasonable route but severely affected by the visual barrier of planting which blocks the route to the north and by the relatively narrow pavements and barriers around the junction with Church Road.

Church Road is the major barrier to pedestrian movement, being both free-flowing with traffic and having relatively few places to cross safely. The road is made unnecessarily wide at the junction with The Grove by having a mini slip road for a simple left turn (a feature repeated at Manor Farm Lane, just east of the parish church).

High Street (east) provides a reasonable pedestrian environment, but does suffer from narrow pavements in some areas. As with other parts of town it is noted that traffic movements dominate, resulting in poor pedestrian facilities at key junctions.

North-south connections within the central part of the town are few and far between. The small handful which do exist are poorly configured and cross areas of car park, making them feel unsafe outside of daylight hours or shop opening times. It is notable that there is no connection back to the High Street at the western end of Malthouse Lane.

**Right - Planting blocking views and movement along Station Road towards the town centre**



## Frontages

### Church Road (west of Station Road)

Church Road describes a gentle chicane to the west of Station Road, carving through an area where houses and shops once stood. The result of this new road is that blank gable ends face towards it, and no effort has been made to establish new frontage or create public space. Instead, Church Road in this area is dominated by soft landscaping, rear boundary fences and blank gables, making it a poor location for bus stops and pedestrian routes.

### Church Road (east of Station Road)

To the east of Station Road, Church Road is dominated by open areas of car parking to the north and pavilion buildings housing offices and flats to the south. Both of these land uses do little to offer frontage to the road, with doors to the buildings on the south side few and far between as well as set back substantially. Church Road will change significantly over the coming years with the development of a new Waitrose supermarket on the site of the Arndale Way car park. However, this is going to present a large blank brick frontage to the road for most of its length and has the service yard and bin store located at the eastern end of the site facing back towards the parish church. It is considered that this will do little to benefit the character of the road.

### High Street south (Arndale Way car park)

The car parking to the south of the High Street, of which the largest part is around Arndale Way is largely defined by the backs of shops. However, a couple of recent developments demonstrate alternatives to this model. Most obvious of these is the Tudor Court development which has shop frontages facing south onto the car park. Also of interest is the small mews block developed further to the west which retains vehicle access to the rear of the business properties through an arch whilst carving out a small amount of development and establishing a modest amount of frontage.

### High Street north (Hummer Road car park)

Hummer Road car park on the north side of the High Street falls within a large urban block and is defined by the backs of buildings on all sides. To the north are the rear fences of the houses on Crown Street (a handful of which appear to benefit from access via the car park). To the south are a number of commercial properties, many of which have large car parks that are accessed from Malthouse Lane. At the western end of Malthouse Lane the space gradually runs out into a series of dead-ends which fail to connect. The most substantial building is the Tesco's supermarket, which relies on large signage to overcome the lack of proper shop front and which also presents a gaping service bay to the car park.

### Station Road

Station Road appears to have reasonable frontage along the route into the town centre. However, it is weak in a number of places. Firstly, the various office buildings on the route are not designed with the public realm in mind and so appear mute rather than engaging, similarly, the housing development of Nicholson Mews is set back from the street behind a tall boundary wall and planting. The overall character is not assisted by gaps in the frontage such as the Build Centre.

### School lane/The Grove

This area of housing could provide a useful connection between the eastern end of the High Street and the railway station. As the station is also one of the key crossing points for pedestrians, this relates to cross-town journeys as well as to trips to and from the station. The area is characterised by housing from the post-war period and lacks a clear street structure or building frontage which could help to make this route feel clear and safe.



Egham FRONTAGES



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

## **Character areas**

Core Town Centre – including buildings from a wide range of periods, but with a strong historic character from a number of good buildings. The town centre is predominantly two and three storey with shop units on the ground floor. The Arndale Precinct buildings on the south side of the eastern end of the High Street have a deck access to upper floor uses which creates a strong horizontal split in the buildings, contrasting with the vertical rhythm of the historic buildings elsewhere.

Secondary Town Centre – typically areas of two and three storey buildings following historic building patterns, but with some infill development. Buildings in these areas are usually at the back-edge of the pavement with active commercial ground floor uses.

Suburban hinterland – a range of different periods of housing but with a strong element of Victorian and Edwardian housing to be found west and north of the town centre.

Parking – A number of large surface car parking areas have a substantial impact on the form of the town centre.

Business buildings – typically more bulky than residential buildings, but with features designed to soften their impact in a residential context. Three storeys is typical, but with larger floor-to-ceiling heights and roof forms than domestic buildings.

Civic/community buildings – whilst buildings vary in age and character, a striking feature is the number of public buildings which relate to green space, including Strodes College, the youth centre, the parish church and the sheltered housing/day centre.

Egham LAND USE/CHARACTER AREAS



- Core town centre
- Secondary town centre areas
- Suburban hinterland
- Parking
- Business buildings
- Civic/community buildings
- Edge of town retail

### **Council land ownership**

Runnymede Council's land ownership around the town centre is relatively large, including key town centre car parks, public spaces and fragments of highway land around Church Road which are the vestiges of the road building process in the post-war period.

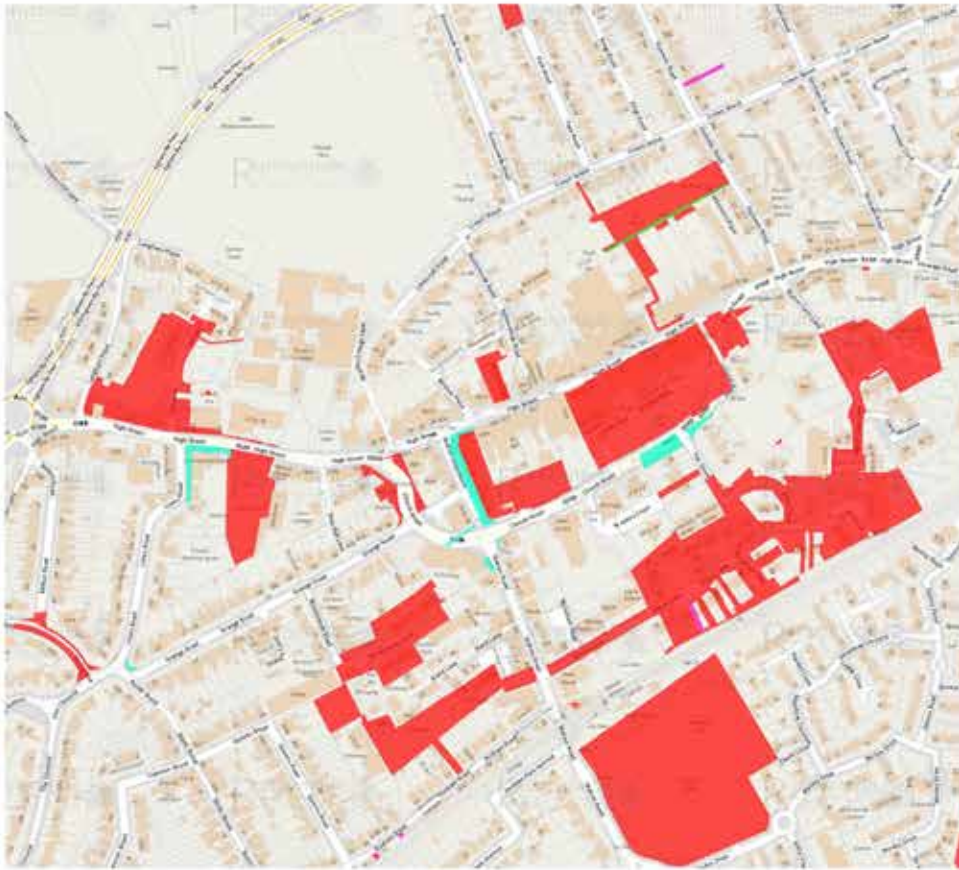
A large part of the council-owned land on the south side of the High Street will become the location for the new Waitrose supermarket, although the council will still own the high street shopping parade to the north which presents a development opportunity. The council ownership of the Hummer Road car park is also helpful as this gives the council a stake in potential future changes in the area, particularly as the lane itself provides access to the rear of many High Street properties.

The Council ownership of the library site may prove advantageous in the event that a library site can be found closer within the town centre as part of a redevelopment project. The council ownership of the Station Road parade of shops and the car park to their rear is most likely to provide an early development opportunity.

### **Flooding**

A very high proportion of the town centre is identified as being within the flooding policy area in Egham town centre. As with Chertsey, the core historic High Street area is a notable exception.

Egham **COUNCIL OWNERSHIP**



- Absolute freehold
- Joint interests

Egham **FLOODING**



- General flooding policy area

## **Heritage**

The core of Egham town centre is covered by a conservation area, although it is noted that this is weighted towards the north of the High Street rather than the southern side and that the Arndale Precinct row of shops is specifically excluded. The inclusion of the large and rather ugly Tesco building in the conservation area is notable – as/when it is redeveloped the design controls should exist to establish a much more sensitive form and design than was achieved with the original development.

Key listed buildings include the Literary Institute, several pubs and the wings (but not the main central building) of Strode's College. The parish church is perhaps the most significant listed building in the town centre, having a strong form but also possessing a tower which can be clearly seen in a number of views both when approaching from the east and also along routes such as Church Road.

## **Town Centre boundary**

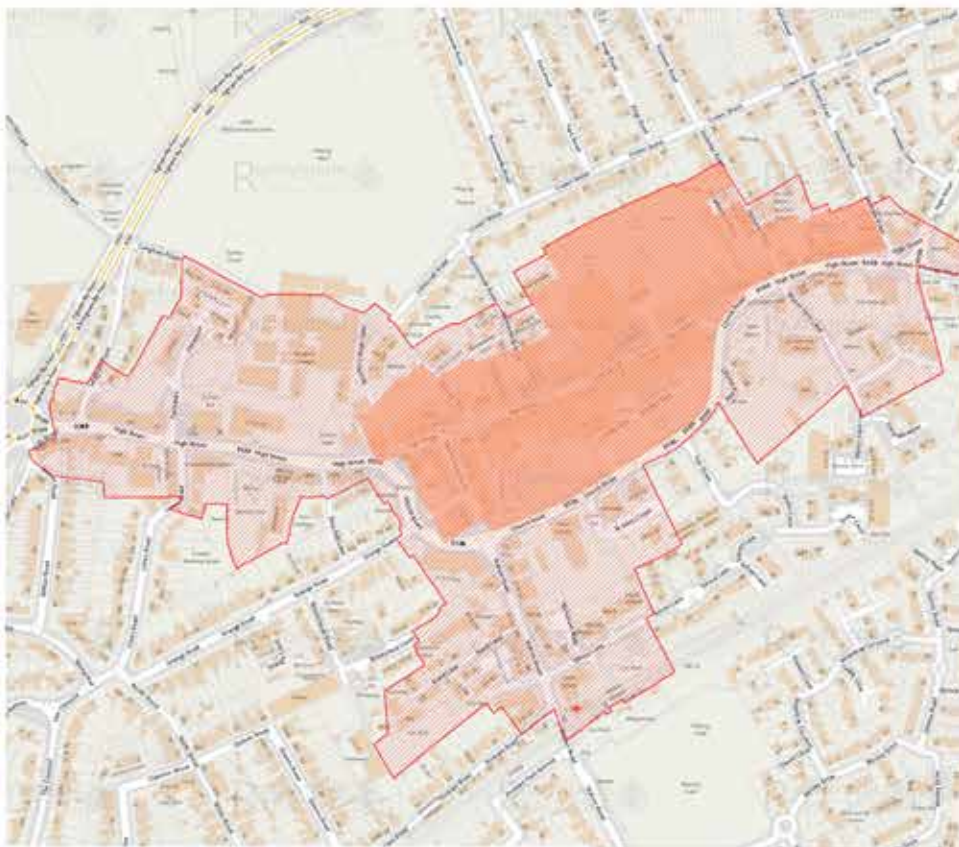
The core town centre designation effectively follows the existing core shopping centre plus the immediately adjacent car parks which serve it. Around this is the extended area covered by town centre strategies, covering the majority of the business and community buildings around the town and on the key approaches, but also including a number of residential areas.

It is noted that the core town centre designation extends a good way east of the end of the main stretch of the High Street, reflecting the relative degree of retail continuity. However, it is notable that the college and green space west of the core town centre creates a significant break in retail continuity much closer to the core town centre.

Egham **BUILT HERITAGE**



Egham **DESIGNATED TOWN CENTRE**



## Issues and opportunities

Pedestrian approaches – the routes into the High Street from the east, west and south need to be significantly improved, both in terms of the physical connections needed to overcome the barrier effect of Church Road, but also in terms of the visual links.

Church Road (west of Station Road) – opportunities should be sought to establish frontage to Church Road and to rehabilitate its character as a street rather than as a bypass. It is particularly important to frame the approaching views along High Street and Grange Road.

Station Road North – this area has significant potential for redevelopment, tackling a number of weak areas of townscape and establishing new good quality public space. Subject to the establishment of good parking provision access from Church Road to the east of Station Road North it may be possible to remove on-street parking from Station Road North and in effect create an area of pedestrian dominant space.

Church Road (East of Station Road North) – this area is likely to be characterised by open areas of car parking, with business buildings on the southern side of the road that offer little definition to the public realm. Options including structural tree planting along the route could create a more unified effect.

Hummer Road car park – this car park is large and inefficient, with both the public and private car parking areas constrained to operate well below their optimum efficiency. Options could be explored to consolidate parking, perhaps including an element of low decked parking and thereby releasing land which can be used for infill development to create a more cohesive urban structure.

Parish church – the setting of the parish church and the links back to the high street need to be significantly improved to reflect the importance of the building to the town.

Fire station site – this provides an opportunity for good quality infill development at a key gateway location, subject to the fire station relocating.

Station enhancements – the railway station is cramped, with facilities poorly configured. Investment around the station should open up the building with better approaches and should tackle the track crossings with a good quality bridge able to be used by both passengers and pedestrians simply crossing the railway lines.

Library redevelopment – the existing library site is remote from the town centre and opportunities such as the Station Road north area could provide the opportunity to relocate the facility in a more central location. In this event, the library and adjoining car park would be suitable for residential development.

Youth Centre - the existing youth centre site offers potential for redevelopment subject to the reprovision of this important facility in an acceptable alternative location. As with the library site this is considered suitable for residential uses.



Egham ISSUES AND OPPORTUNITIES



- Clarity of approach/gateway
- ▨ Treatment of Church Lane
- ▨ Early opportunity site
- ⚡ Long term framework for north of high street area
- ▨ Key gateway development/frontage
- ▨ Consolidation of car parking
- ⋯ Creation of public space
- ↔ Re-establish link between church and the town
- Station improvement area
- ↔ Potential connection from Malthouse Lane

## TRANSPORT AND MOVEMENT

### Existing Highway Network

Primary highway access for Egham is provided by the A30 Egham Bypass immediately to the north, which connects the town with Englefield Green and Sunningdale to the west and Staines to the east via the A308. The A30 also provides good highway connections with other parts of the strategic road network with links to the M25 Junction 13 via the Runnymede Roundabout.

The B388 (The Avenue, High Street and Church Road) provides the key local highway access to the town and forms a local bypass to the south with connections with the A30 to the west via the Egham Hill Roundabout and to the east via the Runnymede Roundabout. The B388 also spurs off to form a local highway connection with Thorpe and Chertsey to the south via Vicarage Road. The road also forms a key public transport corridor with a number of local bus services around the town.

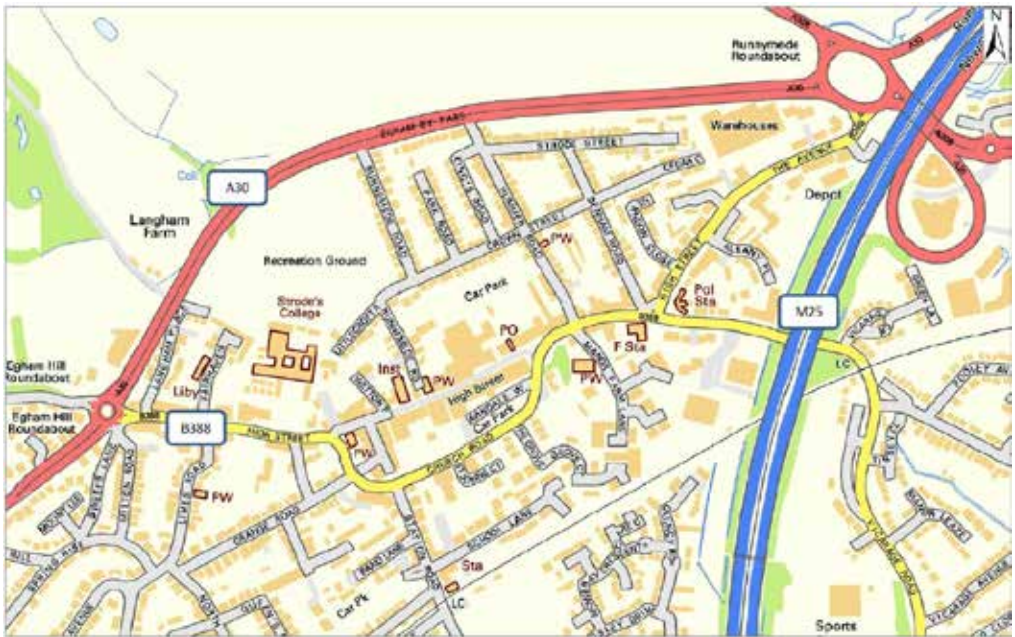
Local highway connections at times are significantly restricted by two railway level crossings located on the B388 Vicarage Road and Station Road. The crossings are down for a significant amount of time during the day, restricting vehicle movements with resulting long queues forming both at the crossing and at local junctions.

Feeding off the A30 and B388 is a network of local roads serving a variety of land uses including retail, office and residential. The main High Street within the town centre which is mostly lined with retail facilities is pedestrianised with vehicle access limited to certain times of the day.

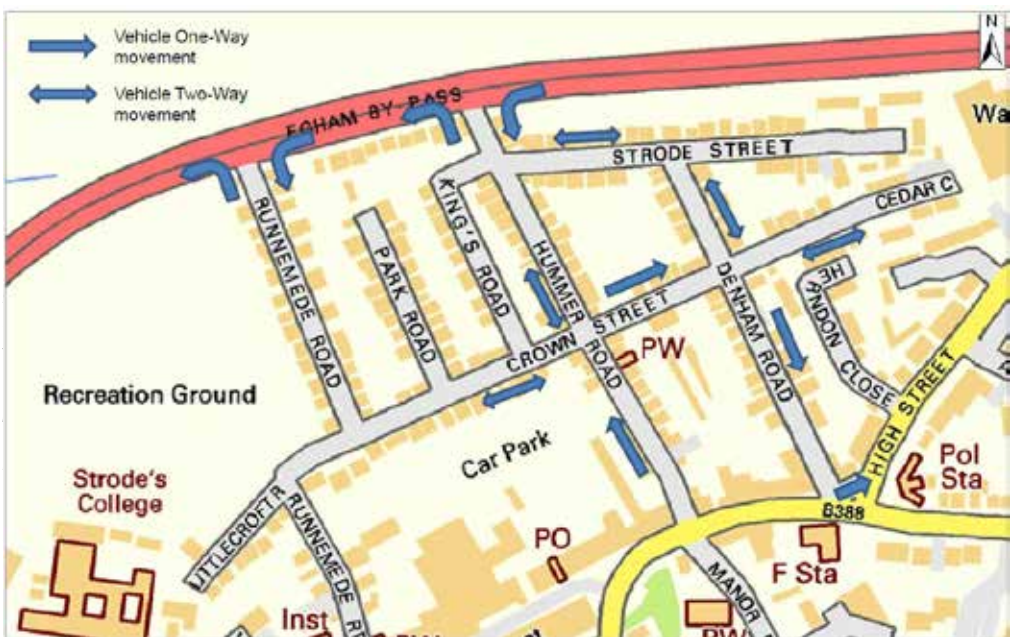
Land uses within the surrounding area of the town centre are served with a tight network of local roads. One such area is to the north of the town. Local traffic management measures are in place with restrictive vehicle movements (left in/left out only) for streets with direct access on to the A30. Furthermore, sections of Hummer Road, Crown Street and Denham Road form a one way route which feeds on to the B388 via a segregated link at the Vicarage Road/High Street Roundabout.

There are a number of existing key issues at this junction, namely: poor pedestrian facilities; tight junction layout for HGV movements (particularly for the left turn from the southbound High Street approach to Vicarage Road); significant vehicle delays during periods (often due to the Vicarage Road rail level crossing); and the layout takes up a large area of land. Potential improvements could include: revising the junctions to traffic signal control with pedestrian crossing facilities; revising the roundabout layout arrangement including the removal of the Denham Road link; removing vehicle access to the B388 via Denham Road and providing an alternative new link to the west via Crown Street; and overall improvements to public realm.

**Existing Highway Network in Egham**



**Vehicular Traffic Movements to the North of Egham Town Centre**



## Car Parking Supply

Egham town centre is served with a number of public and private-non-residential offstreet car parks and certain areas of on-street parking.

In total, there are 4 off-street public car parks (not including Egham Station car park) located within or in close proximity to the town centre, offering a total parking capacity of circa 285 spaces. However, this reflects the fact that the main Precint car park has been closed to create the Waitrose development site which will provide a new underground car park in due course.

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

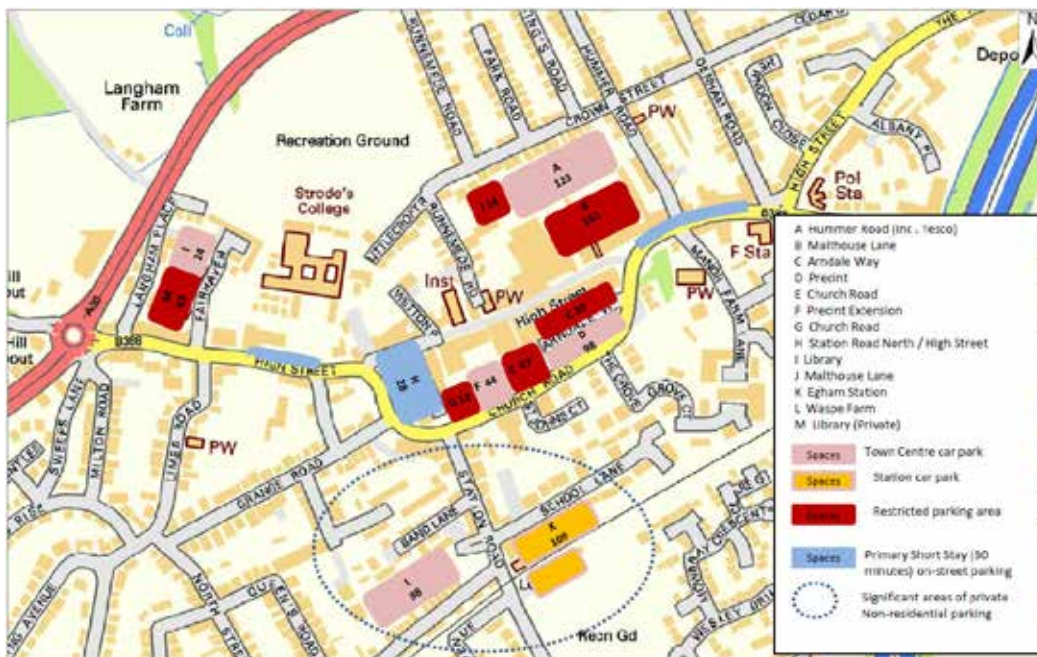
Egham Rail Station car park provides 109 car parking spaces and has the following tariff structure currently in place: £6.00 peak; £2.00 off peak (after 1100hrs Monday–Friday); and £2.00 on Saturdays and Sundays). There is high demand for parking at the station, particularly from commuters during the weekdays.

The western part of Hummer Road car park is owned by Tesco and allows parking on condition that drivers purchase items at the store.

Short stay on-street parking (up to 30 minutes) is also available within the town centre. These are all located close to the High Street and offer convenience parking for up to circa 62 cars.

Located within the town centre are a number off-street private-non residential car parks which anecdotal data appears to suggest are highly underutilised. The largest cluster of these (offering an estimated parking capacity of 161 spaces) is located adjacent to Hummer Road car park and predominantly serves businesses located on the High Street.

## Existing Town Centre Car Parking - Egham



Car Park	Capacity (Spaces)	0-1 Hrs	1-2 Hrs	2-3 Hrs	3-4 Hrs	4-5 Hrs	5-6 Hrs	All Day	Type
Precinct		£	£	£					Short
Extension	44	0.50	1.60	2.20	-	-	-	-	Stay
Library	20	Free	Free	Free	Free	Free	Free	Free	
Hummer Road	44	£	£	£	£	£	£	-	Medium Stay
Hummer Road (Tesco)*	79	£	£	£	-	-	-	-	Short Stay
Waspe Farm	98	£	£	£	£	£	-	£	Long Stay

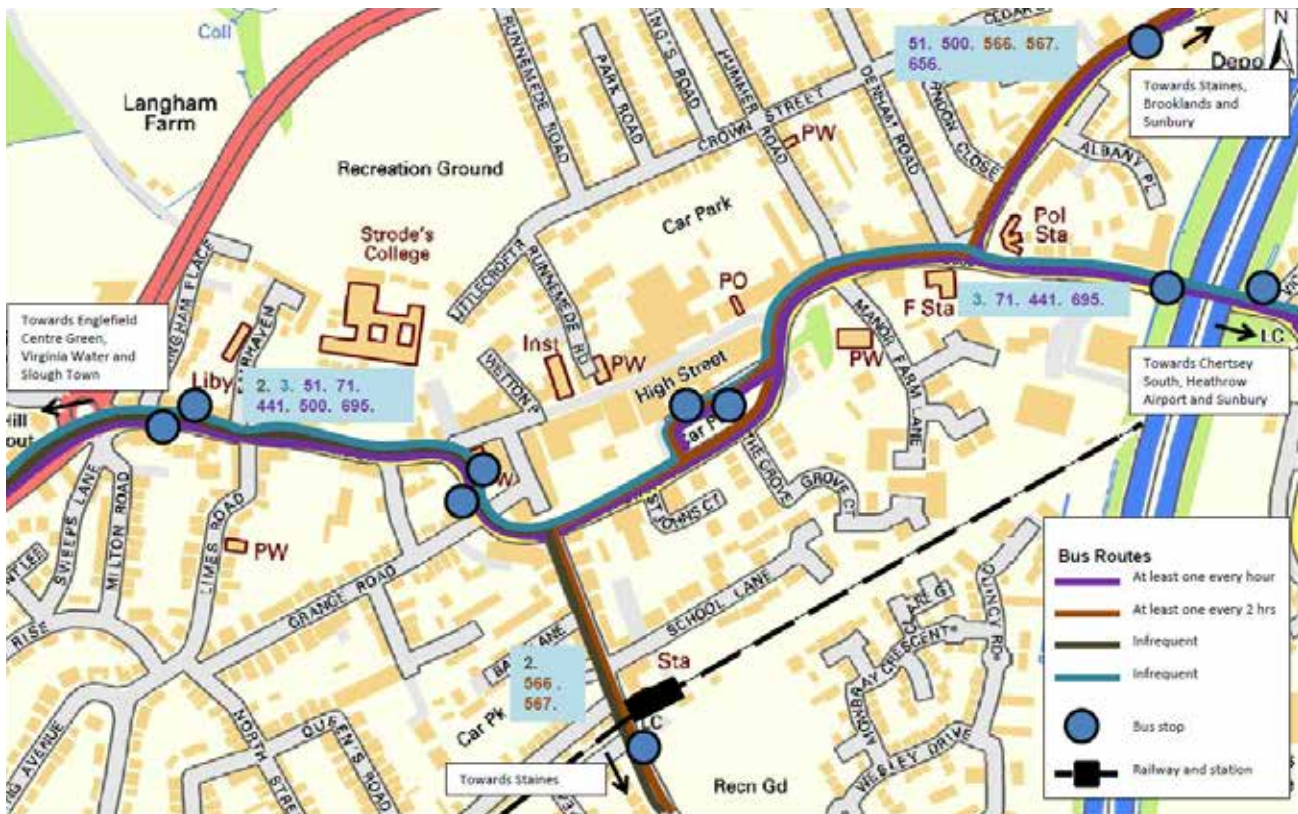
### Existing Public Transport Network

Bus services link Egham to Staines, Chertsey, Heathrow, Englefield Green, Virginia Water, Sunbury and Slough. The majority of 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 Armdale Way where the majority of services to the aforementioned destinations can be accessed.

Also shown is the location of Egham Station which is managed by South West Trains and offers services to the following destinations:

- Weybridge via Chertsey (3 trains per hour during peak periods);
- Reading (4 trains per hour during peak periods); and
- London (4 trains per hour during peak periods).

The station itself and Station Road both contribute to a relatively unattractive urban environment for visitors to the town. Both would benefit from public realm improvements.



## Walking and Cycling

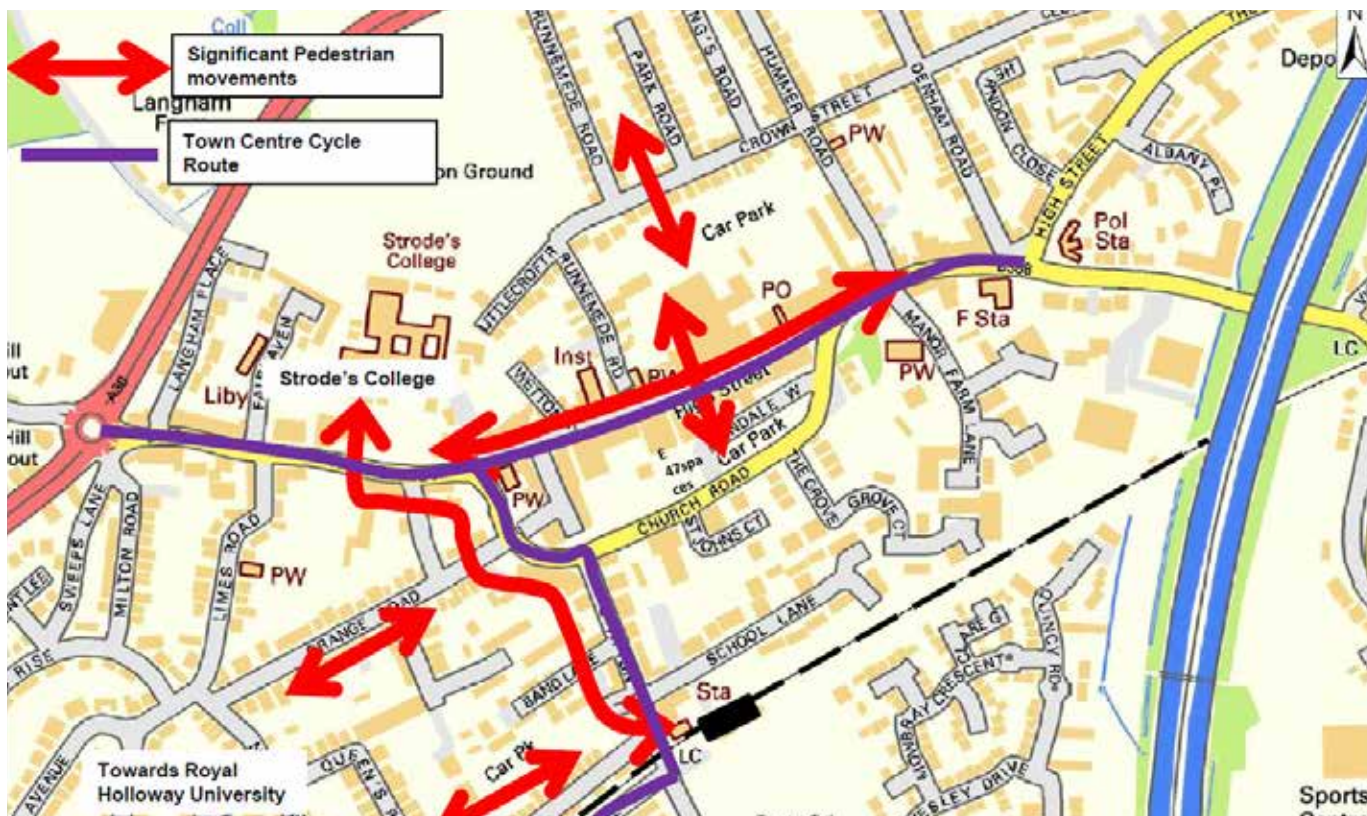
The main thoroughfare from the east to the west of the town centre is along the High Street which has been pedestrianised along its core section. This offers easy access to retail and other town centre businesses. Other key pedestrian routes include the north and south movements between the residential streets to the north and Tesco (via the Hummer Road/Tesco Car Park) and the High Street. There is significant pedestrian movements between the Station and Strode's College and Royal Holloway University to the west of the town centre. The majority of Strode's College students arriving via the rail station

walk towards the town via station road and then often walk along Church Road to the west, away from Station Road North and the heart of the town centre. This is as a result of a perceived poor pedestrian access gateway for the town at the Station Road / Church Road junction.

Students walking to the Royal Holloway University from the rail station often use local residential street to the west (e.g. Rusham Road and Grange Road) to access a pedestrian / cycle entrance to the University.

The main cycle routes run along the B388 High Street and Station Road.

The main cycle routes run along the B388 High Street and Station Road.



## MARKET CONDITIONS

### Retail Sector

Egham town centre is principally a convenience retail and local service centre (Runnymede Retail study, 2009) with over 50% of town centre units (33% of floorspace) occupied by service activities, more than the national town centre average. Retail activity is focussed within the Town Centre, with no out of centre retail floorspace.

The Town Centre is anchored by a Tesco on the High Street, with a number of national multiples clustered close to it on the High Street and the Precinct. There was a known requirement identified in the last retail study (11 as of Jan 2009) suggesting Egham presented a viable trading opportunity.

The remainder of the town centre core hosts a series of banks, smaller cafes, newagents, pharmacies, independent gift and card shops, hairdressers, estate agents and charity shops. The emphasis is on serving an immediate residential and day-time student market. There are a small number of mid market restaurants.

Egham continues to trade well and the introduction of Waitrose is likely to further add an anchor that will recapture spend that is currently lost. This, along with improvements to the public realm could re-establish the town centre as an attractive proposition to retailers and shoppers.

#### Recent Transactions and Rental Levels

		No. Deals	Av. Rent / sqm
Retail	Town Centre	17	£276
	Out of Centre	0	0

Source: GVA 2013

### Commercial Office Sector

Runnymede forms part of the M25 West office market and also the eastern extremity of the M3 market. Its closest competitors for occupiers are Slough, Staines, Camberley, Woking and Bracknell. As noted in the Borough ELR the limited rail accessibility of Egham does restrict its ability to compete with their near neighbours.

Egham has a number of small and mid size office buildings. The Borough's historic employment growth has focussed on Financial and Business Services activity, with a significant proportion being from ICT related activities. More recently the economy has seen some diversification with 'Oil and Gas' and 'Pharmaceutical' businesses taking significant amounts of office floor-space. Demand has predominantly come from inward investment, larger firms have focussed on the north to benefit from closer proximity to M25 J13 and Heathrow.

Generally the Runnymede market has performed well against the M25 West average, demonstrating a consistent level of office take up since 2004 and demonstrating a small uplift in 2010 and 2011. It has a relatively good proportion of 'new' space (i.e. that has been completed since 2006) with a net increase in total stock of office floorspace of a third since 1981 (source: PROMIS). Historic development has predominantly been focussed within town centres with most space delivered speculatively.

Headline Rents in the area have fallen from the pre-recession high of £30/sqft in 2007 to approximately £25/sqft in 2011 (source: PROMIS), however data for the first half of 2012 indicates values have begun to recover with an average to date of £28/sqft being achieved. Rents have tended to be stronger in town centre locations when compared to out of centre business parks where values have remained flat.

Significant large scale office floorspace has been delivered in or close to Egham, predominantly out of



centre at The Causeway. This benefits from direct access to the M25. Development in the town centre has been less pronounced as demand is drawn to the larger centre of Staines and out of town campuses as at Procter and Gamble. However, a cluster of activity also exists within the town centre around Vicarage Road and also further west at Station Road. In the past it has been home to global brands such as Blackberry – which has since vacated. Key data in terms of market demand (take up) for the period Jan 2007 to Jun 2012 is set out in the table below.

The principal areas of market focus are The Causeway and the Vicarage Road area of the town centre. These locations saw the largest gross demand in terms of floorspace, the largest average deal size and command the highest average rent per square metre.

The central town centre area (around the High Street and Station Road) has experienced the highest number of deals over the 2007-2012 period, however these have predominantly been for smaller units (as shown by the average deal size), hence gross floorspace demand is considerably lower.

The most recent Egham area completions have been occupied by Belron at Milton Park, Egham (2009) and Tandberg and BUPA Pine Trees Business Park, Egham/Staines (2008).

The market for speculative new office development in the South East and Outer London is limited. It is not expected that Egham Town Centre will see proposals for new office provision in the foreseeable future.

## Residential

London and the South East of England remain the strongest residential markets in the UK. Prices have continued to rise through recent economic challenges, reflecting relative employment strength, ongoing demand and a constrained supply. Egham's location close to a number of employment centres and corridor mean that prices have also been maintained here. At the same time, Egham's residential market is underpinned by student accommodation demand. Family homes have been subdivided to provide multiple student bedrooms. There is also anecdotal evidence of demand from Heathrow airline staff. There is reported to be local competition for housing as a result. The following sales and value data reflect this demand.

These values below are sufficient to attract private sector residential development activity where it can be achieved. Recent developments along Vicarage Road and around Egham Station reflect this. There is a strong basis to expect ongoing private sector interest in residential development opportunities, subject to developer contribution and affordable housing requirements. 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	232	£347,897
	Flat		£202,206
	Terrace		£276,217
	Semi-detached		£324,437
	Detached		£643,758

Source: GVA 2013

		No. Deals	Av. Rent / Total sqm	Floorspace (sqm)	Av. Deal Size (sqm)	Notes
The Causeway		10	£234	15,371	1,537	
Town Centre						
	The Avenue	3	£161	1,244	415	
	High Street	27	£199	4,265	158	1 Freehold sale
	Vicarage Rd-Church Rd	4	£289	5,509	1,377	
	Station Rd-Grange Rd	13	£182	2,869	221	
Thorpe Industrial Park		7	£190	3,089	441	2 Freehold sales £470,000 each

Source: GVA 2013



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# PROPOSALS

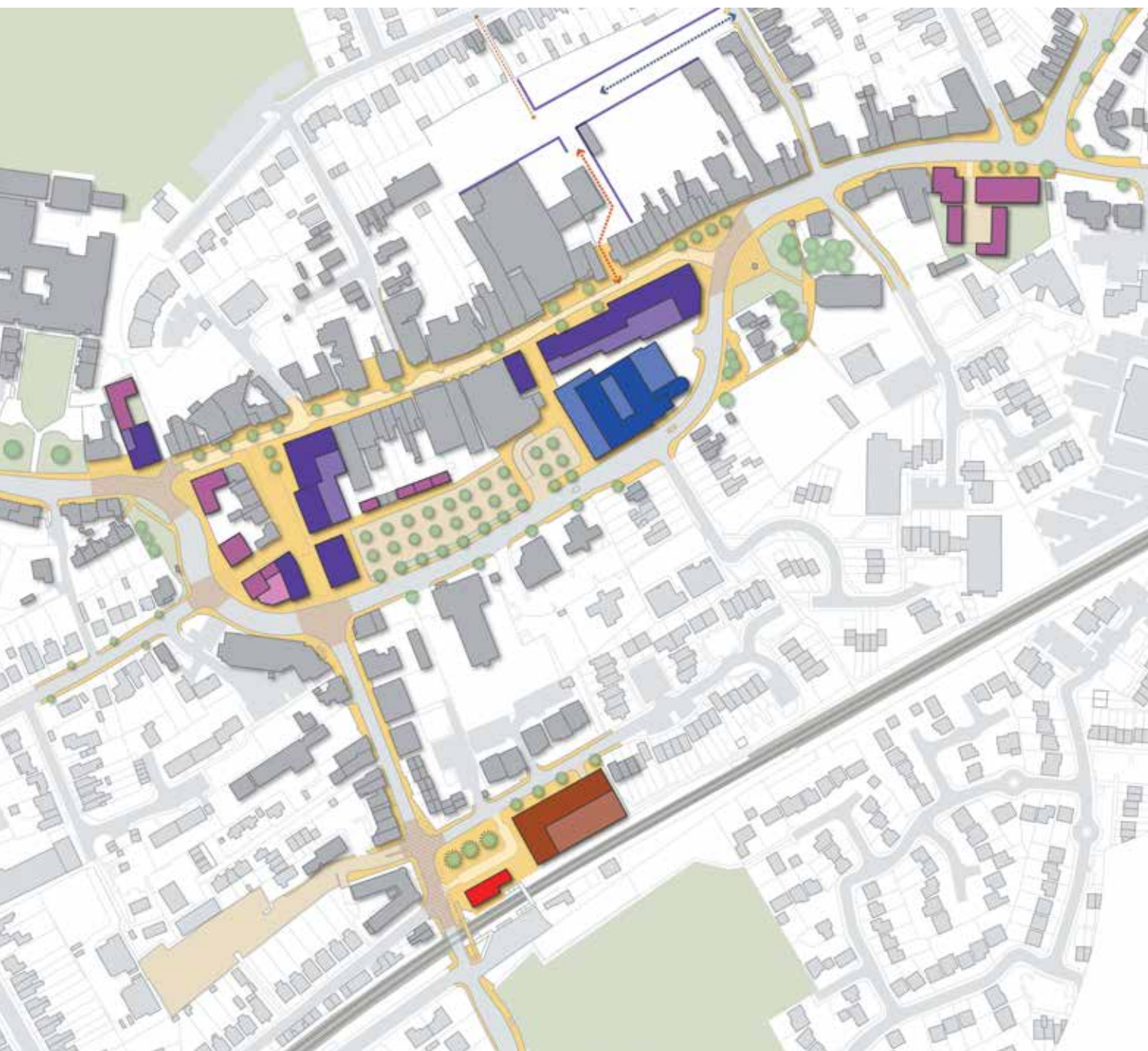


## EGHAM TOWN CENTRE: PRINCIPLES

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 Egham Town Centre within which specific design solutions and site development opportunities can be pursued:

- Strengthen Egham's gateways to create a higher quality arrival sequence and clearer routes to the high street core including:
- Achieving a better balance between the needs of pedestrians and traffic;
- Creating a better enclosure of buildings and streetwalls;
- Renovating Egham railway station and pedestrian crossings and bridge;
- Create a truly public realm that makes it a pleasure to walk around Egham Town Centre:
- Clarifying and improving pedestrian routes;
- Improving 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 Walnut Tree gardens.
- Upgrade maintenance and cleaning of the public realm.
- Ease movement, allowing people and vehicles 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.
- Make complete places, where buildings, public spaces and streets work together to provide an attractive setting to live, work, shop, visit and be entertained





# EGHAM TOWN CENTRE: PUBLIC REALM AND MOVEMENT FRAMEWORK

## 1 HIGH STREET (WEST)

Strengthening the gateway to the town centre from the west.

### 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



## 2 CHURCH ROAD / GRANGE ROAD CROSSING

Creating a new pedestrian connection into the town centre.

### Pedestrian Crossing

- 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



### 3 GRANGE ROAD AXIS

A new pedestrian link with access to new homes and a redesigned car park

#### Pedestrian Link

- Deep cleaning of surfaces and furniture
- New pavers and setts
- New pedestrian lights
- New and contemporary directional signage





## 4 STATION ROAD NORTH

A new streetscape and public realm setting for new buildings at Station Road potential to host public events.

### 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



## 5 STATION ROAD / CHURCH STREET JUNCTION

A new high quality pedestrian crossing linking the station to the High Street

### Pedestrian Crossing

- 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 Station Road/Church Road Junction acts as a southern gateway to the town centre and forms part of a key link between Egham Rail Station and the town centre for pedestrians and cyclists. The existing junction has good pedestrian crossing facilities with an all red pedestrian phase (where all vehicle approaches are set to a red signal) incorporated into the traffic signals.

#### Key Issues

Although the junction has good pedestrian crossing facilities, the current layout and arrangement presents a physically poor environment – the presence of a wall, vegetation and pedestrian guard rails along the northern edge of Church Road results in a significant visual severance for pedestrian movements to and from Station Road, Station Road North and the wider town centre.

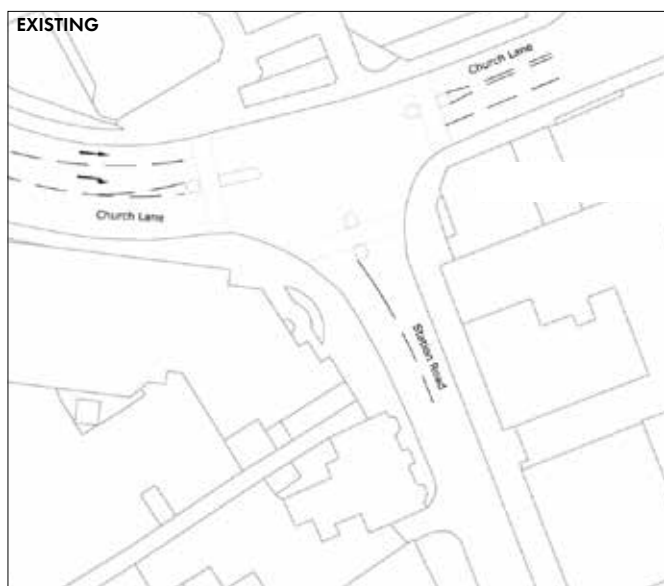
#### Proposed Solution

It is identified an urban realm solution can be achieved without compromising the traffic operational capacity of the junction. Such a solution would provide

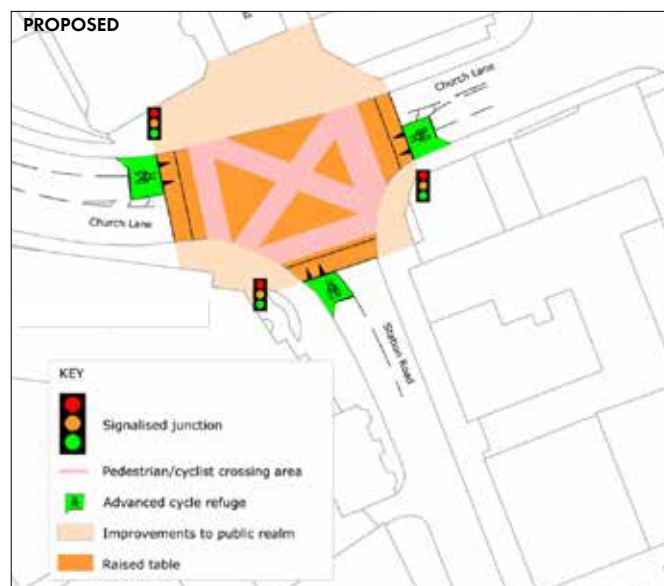
a much improved environment for non-vehicular movements, thus significantly improving this key town centre gateway.

A package of urban realm improvement measures at the junction could be provided by:

- The removal of the physical barrier (brick wall, vegetation and street furniture) at the northern edge of Church Road, which will help to reduce the visual severance, encouraging pedestrians to access Station Road North and the wider town centre.
- Improving the overall urban realm surrounding the junction by upgrading the quality of footways and the selective removal of existing street furniture.
- Raising the height of the highway carriageway within the centre of the junction to same level as adjacent footways and pedestrian crossings - such a raised table would also provide appropriate traffic calming at the junction.
- Provide cycle priority measures at the junction with advanced stop lines.



*Existing road layout*



*Indicative design*

## 5 STATION ROAD

Station Road will become a more pleasant street to walk along

### 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



## 6 EGHAM STATION

Egham Station will be upgraded to reflect its status as the gateway to egham for visitors, students and workers

### Minimum option

- Station Exterior Repainting
- Replacement signage, materials
- Ticket office and concession upgrade
- Relocate and re-provide bike parking
- Relocation of south mini-car-park
- Refurbish pedestrian bridge

### Maximum option

- Create station forecourt
- Potential to retain parking as part of a new development



## 7 CENTRAL HIGH STREET 1

The streetscape of the High Street will be completely renovated.

### 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

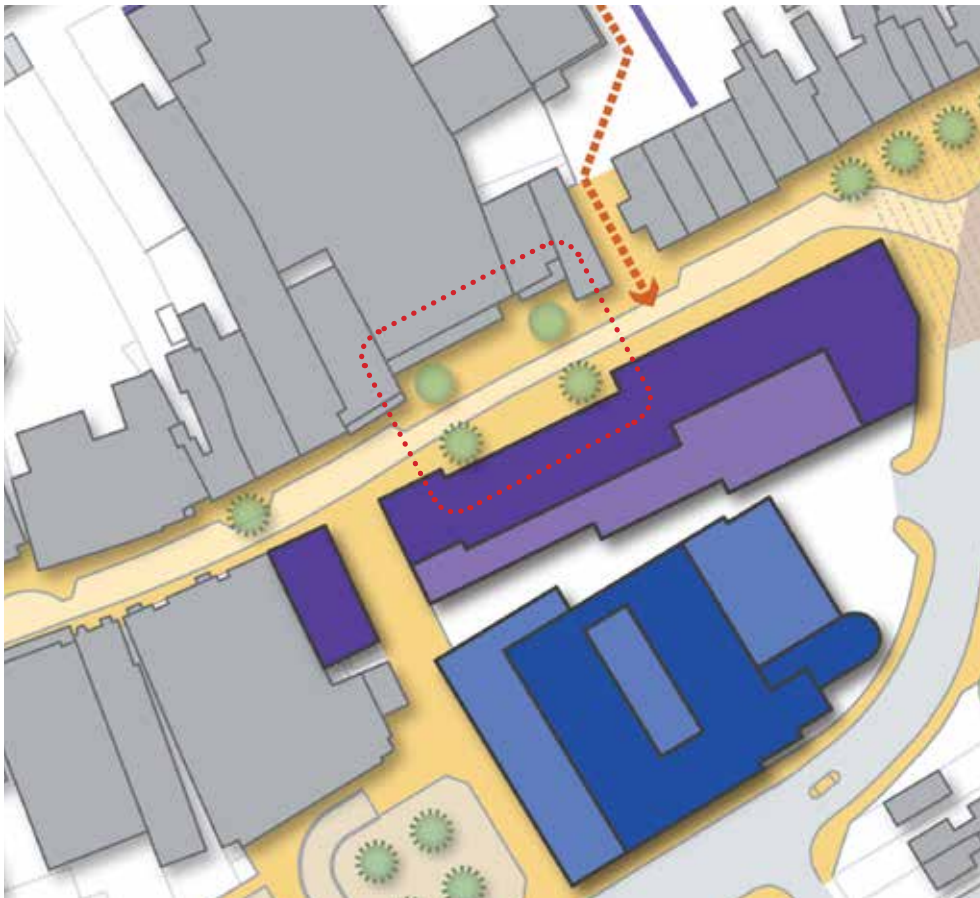


## 7 CENTRAL HIGH STREET 2

A new central gathering space will be defined by investment in surfaces and street furniture.

### Town Square within Street

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

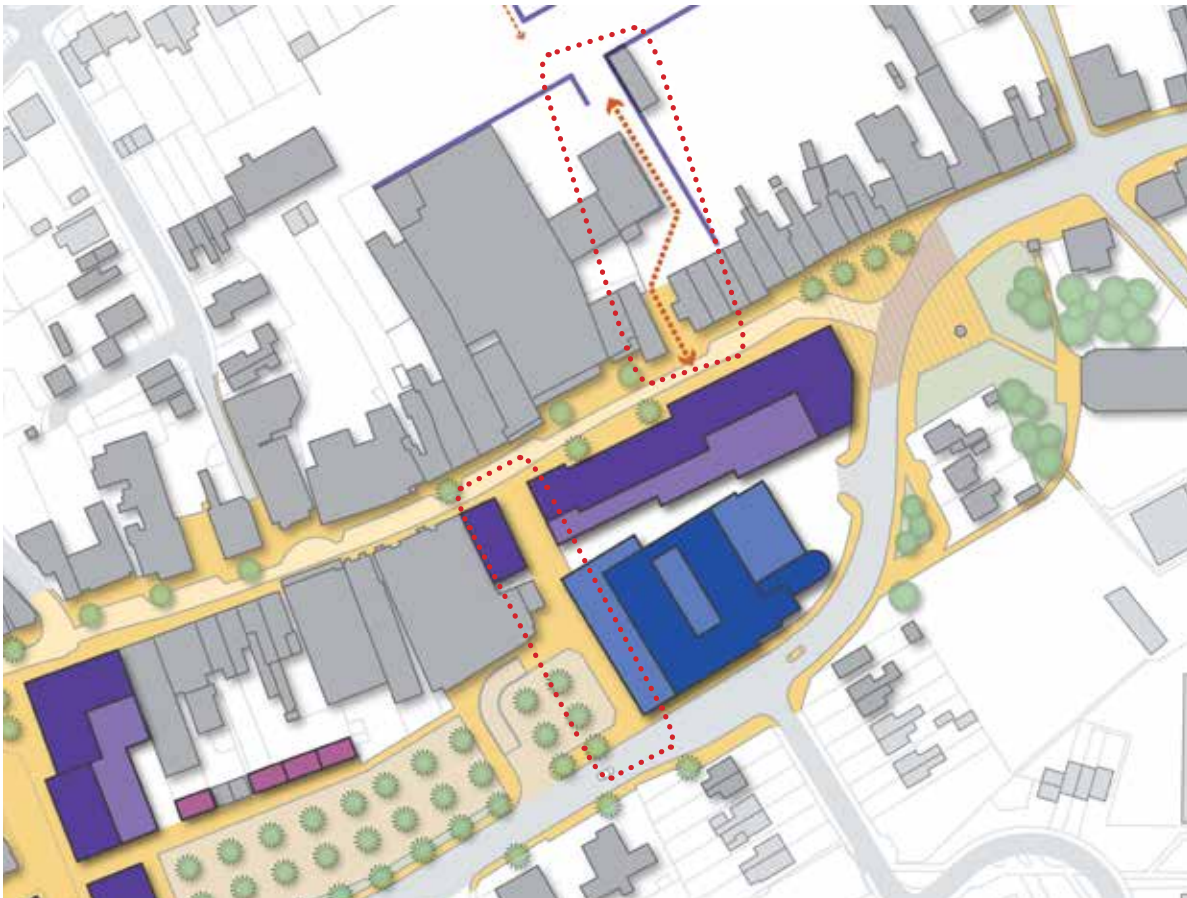


## 7 CENTRAL HIGH STREET 3

The pedestrian links and alleys connecting to the High Street will all be enhanced.

### **Town Walk Pedestrian Link** **Malthouse Lane** **Church Road Car Park axis**

- Deep cleaning of surfaces and furniture
- New pavers and setts
- New pedestrian lights
- New and contemporary directional signage





## 8 HIGH STREET (EAST) / CHURCH ROAD CROSSING

The pedestrian connection and its setting will be enhanced, raising the quality of the gateway location from the east.

### Pedestrian Crossing

- Reintegration of the Parish Church with the High Street
- 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



## 9 VICARAGE ROAD ROUNDABOUT

### Context

The Vicarage Road/High Street Roundabout is a key junction, which forms part of the highway network surrounding Egham Town Centre. Located to the east, it provides access to the town, the wider strategic highway network (including the A30 Runnymede Road) and local routes to Thorpe and Chertsey. Land uses surrounding the junction currently include Police and Fire Stations, both of which have been identified as potential sites for redevelopment within the emerging masterplanning proposals.

### Key Issues

The existing junction arrangement has a number of issues which could restrict its potential for supporting the regeneration for this part of the town. Specifically, these issues include:

- Poor public realm within the junction with the carriageway taking up a significant area of land.
- Sub-optimal arrangement for non-vehicular movements with poor pedestrian crossing and cycling facilities.
- Tight junction layout for HGV movements, particularly for the High Street left turn into Vicarage Road where HGVs currently swing out into the Vicarage Road vehicle approach to the junction.
- Significant vehicle delays during periods, often due to Vicarage Road Rail Level crossing being down.

### Potential Solutions

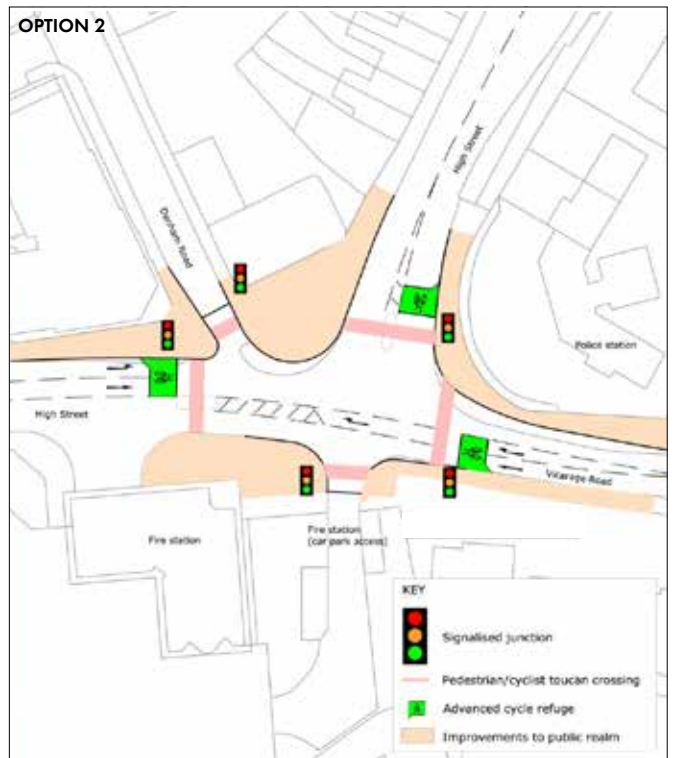
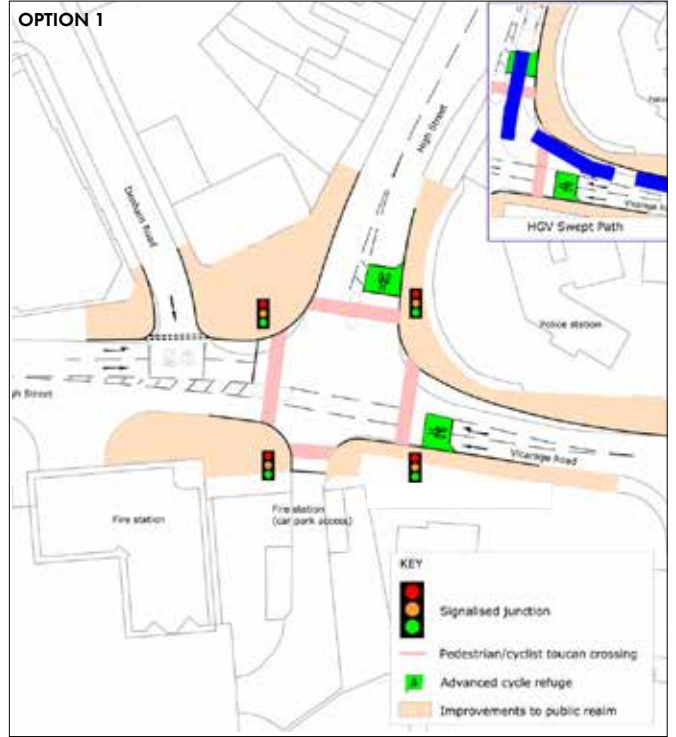
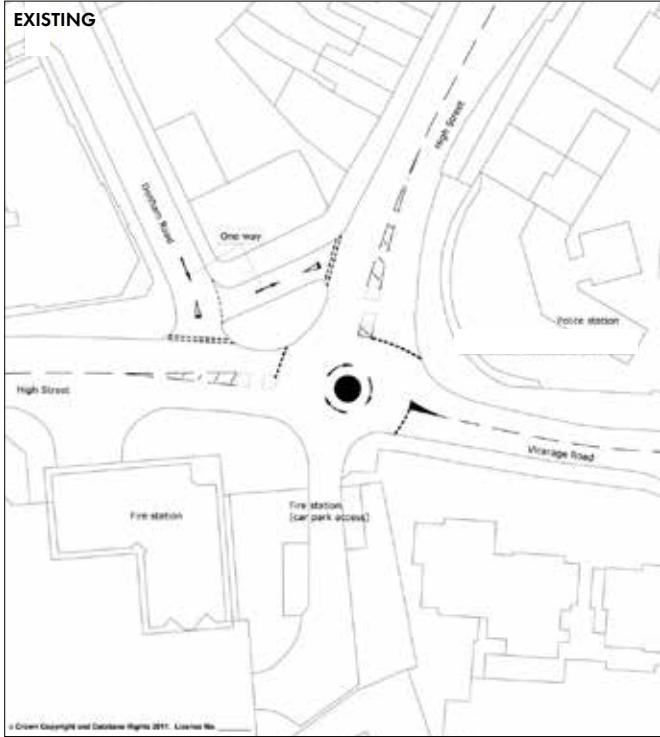
#### Option 1

Option 1 presents a revised junction arrangement which seeks to improve the environment for all users. This arrangement will involve replacing the existing roundabout with a signal controlled junction and will have the following:

- High quality signal controlled toucan crossings on all approaches to the junction. These facilities would improve safety for pedestrians and cyclists negotiating the junction.
- Advanced stop lines for cyclists. These will provide additional priority for cyclists, enabling them to advance to the front of the vehicle queue, particularly when linked to the existing shared footway/cycle way.
- Safer movement of HGV's through the junction with appropriate geometry ensuring vehicle swept paths can be safely accommodated.
- Significant improvements to the urban realm surrounding the junction. This includes reducing the size of the carriageway and increasing and improving the footway space surrounding the junction.
- Selective removal of street furniture which contributes to the existing poor urban realm environment.
- Preliminary testing of the proposed junction arrangement has been carried out. While in principle this testing has identified the junction should operate effectively in highway capacity terms, further detailed modelling work using up to date traffic data information is required to ensure the junction can accommodate future traffic demand.

#### Option 2

A further junction option has been developed, which is similar to the option 1 described above except the Denham Road approach has been upgraded to signal control.





## EGHAM TOWN CENTRE DEVELOPMENT STRATEGY: STRATEGIC OPTIONS

Egham	Potential Future Uses		
Sites	Option 1: Repair and In-fill	Option 2: Change	Option 3: Transformation
Library and car park	-	Residential	Residential
Youth Centre	-	Residential	Residential
Station Road North	Mixed Use	Mixed Use	Mixed Use
Station Road Obsolete Office	Residential	Residential	Residential
Church Road Car Parks	-	Retail / Residential / Parking	Retail / Residential / Parking
Tesco Car Park	-	-	Replacement supermarket and parking
High Street North Rear Parking	-	-	Mixed Use
High Street Street Frontage (SE)	-	Mixed use	Mixed use
Police Station	-	-	Residential
Fire Station	-	-	Community Hub / Residential
Manor Farm Day Centre	-	-	Residential

There are a range of locations within Egham 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 Station Road North*

# 1 EGHAM LIBRARY AND CAR PARK

Egham Library could be relocated to the High Street area, where it will be more accessible, allowing people to visit the library as well as shop. The library will also add vitality and diversity to the town centre. In its place, new homes will be offered to meet local needs. This is an opportunity to bring new, high quality housing to the western edge of the town centre, within a high quality landscaped setting. Homes will carefully respond to the neighbouring context.

**Owner:** RBC, SCC long lease  
**Key Policy Factors:** Flood 2  
**Contribution to Centre:** Weak  
**Potential Use:** Residential  
**Output:** 27 units

### Delivery Requirements

- Relocation of use - alternative location
- Landowner agreement
- Planning strategy and consent

Project	Egham Library
<b>Location</b>	Egham TC West
<b>Intervention Type</b>	Residential redevelopment
<b>Phase</b>	Near Term
<b>Ownership</b>	Surrey County Council
<b>Development Site Area (SQM)</b>	2580
<b>Existing Floorspace (SQM) Est</b>	730 (library)
<b>Proposed elements (SQM)</b>	Flats: 1,200    Town houses: 800
<b>Total Floorspace (SQM) Est</b>	2,000
<b>Net Gain (SQM) Est</b>	1,270 (Library to residential)
<b>Net Additional Housing Units</b>	Flats: 19    Town houses: 8
<b>Adjacent Projects</b>	
<b>Delivery Lead</b>	Surrey County Council
<b>Delivery Route</b>	Private sector partner
<b>Development Partners</b>	To be identified
<b>Potential RBC Roles</b>	Owner negotiations Town Planning policy framework Occupier relocation
<b>Key Next Steps</b>	Owner negotiations Occupier relocation strategy Town Planning policy framework

- 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



## 2 EGHAM YOUTH CENTRE

Egham Youth Centre occupies a prominent corner site. Subject to the proper reprovision of this important facility there could be potential for redevelopment for residential use.

The site benefits from good access on two sides, together with the opportunity to overlook Walnut Tree Gardens.

**Owner:** SCC

**Key Policy Factors:** Flood 2

**Contribution to Centre:** Weak

**Potential Use:** Residential

### Delivery Requirements

- Relocation of use – alternative location
- Landowner agreement
- Planning strategy and consent



### 3 STATION ROAD NORTH / HIGH STREET

Station Road will become a diverse and lively quarter that offers new retail, dining options, community infrastructure and housing. People will drop in for quick trips, as part of a High Street visit, for lunch or dinner and to visit outdoor events or market days. A new public realm will create attractive places for people to dwell. Nearby junction improvements will encourage people to cross and pass through Station Road north. New and renovated buildings will create a new gateway to the High Street and Town Centre, providing a new frontage to Church Road.

New access and parking arrangements will meet and balance the needs of businesses, visitors and residents. Active management will increase efficiency. Transformation here will complement and add value to projects across Egham town centre as a whole.

The proposals for this area also illustrate the adjoining projects to replace the redundant office building on the Corner of Station Road North and Church Road and the potential improvements to the Church Road Car parks to the east.

**Owner:** RBC freehold, private freeholders, multiple leaseholders

**Policy Factors:** Conservation and heritage

**Contribution to Centre:** Important, under-performing

**Potential Use:** Retail, local service, residential

**Output:** 78 units / Retail re-provision

#### Delivery Requirements

- Planning policy position
- Multiple owner agreement
- Consolidated ownership
- Public realm / infrastructure investment
- Incentive package

Project	Station Road North
<b>Location</b>	Egham TC
<b>Intervention Type</b>	Mixed use redevelopment
<b>Phase</b>	Near and Medium Term
<b>Ownership</b>	RBC and multiple private leasehold interests
<b>Development Site Area (SQM)</b>	7,375
<b>Existing Floorspace (SQM) Est</b>	5,520 (mixed commercial)
<b>Proposed elements (SQM)</b>	Commercial/ground: 2,520 Flats: 7,280
<b>Total Floorspace (SQM) Est</b>	9,800
<b>Net Gain (SQM) Est</b>	4,280
<b>Net Additional Housing Units</b>	Flats: 78
<b>Adjacent Projects</b>	Station Rd North public realm High St and Church St Junctions
<b>Delivery Lead</b>	RBC Lead, private sector partner
<b>Delivery Route</b>	To be identified
<b>Development Partners</b>	Owner negotiations Leaseholder negotiations Town Planning policy framework
<b>Potential RBC Roles</b>	Land assembly strategy Occupier relocation Site disposal with planning Development partner procurement Development management
<b>Key Next Steps</b>	Owner negotiations Town Planning policy framework







#### 4 TESCO CAR PARK/ HIGH STREET NORTH

The Hummer Road Car Park has the potential to make a strong contribution to Egham Town Centre. Surface parking can be consolidated in a new structure, releasing opportunities for new activities and development.

Options include new homes on the north of the site, including detached and terraced houses. A new car-park structure at the south east could include new homes. The extent of this will depend on the potential to include under-utilised yards to the north of the High Street. A larger redevelopment could allow a replacement supermarket with contemporary approaches to product, facilities, servicing and parking. This could also offer the potential for a new contribution to the High Street.

In all cases, the increase in residents, business activity and parking efficiency will encourage and allow more users of the Town Centre, boosting the range of shopping and dining options. New connections to the High Street and new public spaces can be created.



## 5 HIGH STREET FRONTAGE (SOUTH EAST)

A new set of shop-fronts and homes will be provided to contemporary standards.

New retail spaces that meet contemporary retailer standards will attract a wider range of shops and the potential for more national multiples to have a presence in Egham. New homes will be built to high space, sustainability and materials standards.

Together these highly visible locations can present new high quality facades to both the High Street and to Church Road that reflect and reinforce local character.

**Owner:** RBC, private interests

**Key Policy Factors:** Conservation

**Contribution to Centre:** Core High Street site

**Potential Use:** Community hub, retail, upper floor residential

**Output:** 43 units

1,350 sqm retail approx

### Delivery Requirements

- Planning policy position
- Multiple owner agreement or consolidated ownership
- Public realm / infrastructure investment

	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

Project	Central High Street - SE
<b>Location</b>	Egham TC
<b>Intervention Type</b>	Mixed use redevelopment
<b>Phase</b>	Medium Term
<b>Ownership</b>	RBC and multiple private Leasehold interests
<b>Development Site Area (SQM)</b>	2,865
<b>Existing Floorspace (SQM) Est</b>	Commercial: 3,550 Flats: 1,230
<b>Proposed elements (SQM)</b>	Commercial: 2,360 Flats: 4,740
<b>Total Floorspace (SQM) Est</b>	7,100
<b>Net Gain (SQM) Est</b>	2,320
<b>Net Additional Housing Units</b>	Flats: 43 (51 new - 8 existing)
<b>Adjacent Projects</b>	Town Square High St - Church Lane Crossing Wairose Redevelopment
<b>Delivery Lead</b>	
<b>Delivery Route</b>	RBC / RSL lead
<b>Development Partners</b>	RSL and others
<b>Potential RBC Roles</b>	Owner negotiations Leaseholder negotiations Town Planning policy framework Land assembly strategy Occupier relocation Site disposal with planning Development partner procurement Development management
<b>Key Next Steps</b>	Owner / Leaseholder negotiations Town Planning policy framework



## 6 POLICE STATION

The former police station has recently been sold and converted for commercial office use. The retention of the existing building is welcomed, but it is recognised that there remains the longer term potential for redevelopment for either commercial or residential use.

**Owner:** Private owner

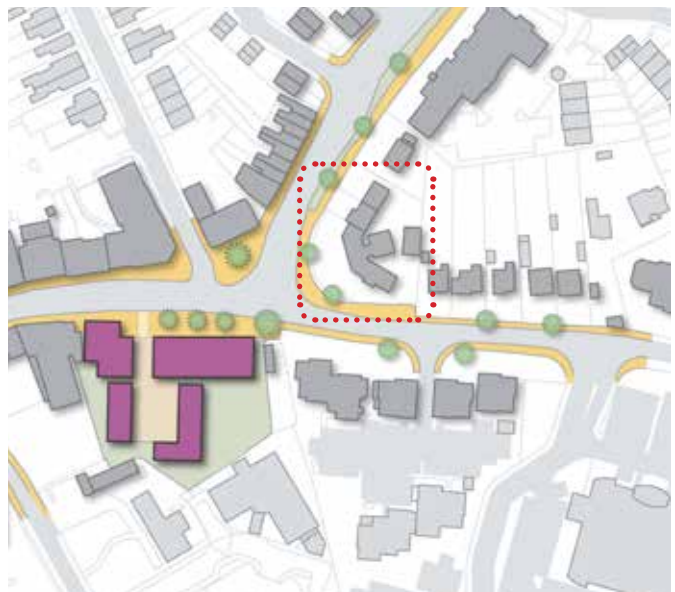
**Key Policy Factors:** Flood Zone

**Contribution to Centre:** Peripheral

**Potential Use:** Office or Residential

### Delivery Requirements

- Relocation of use - alternative location
- Landowner agreement
- Planning strategy and consent



## 7 FIRE STATION

In the event the Fire Station was to relocate, this gateway site can offer new homes to Egham residents. High quality homes will be provided to contemporary standards, while presenting high quality facades to Church Road that reflect and reinforce local character.

**Owner:** SCC

**Key Policy Factors:** Flood, nearby listed buildings

**Contribution to Centre:** Peripheral

**Potential Use:** Community hub, or residential

**Output:** 24 units - flats

### Delivery Requirements

- Relocation of use – alternative location
- Landowner agreement
- Planning strategy and consent

Project	Egham Fire Station
Location	Egham TC East
Intervention Type	Residential led mixed use
Phase	Long Term
Ownership	Surrey CC / Fire Service
Development Site Area (SQM)	2,935
Existing Floorspace (SQM) Est	515 (fire station)
Proposed elements (SQM)	Commercial: 725 Flats: 2,280
Total Floorspace (SQM) Est	3,005
Net Gain (SQM) Est	2490 (Fire station to residential/commercial)
Net Additional Housing Units	Flats: 24
Adjacent Projects	Vicarage Road Junction
Delivery Lead	Surrey County Council
Delivery Route	Private sector partner
Development Partners	To be identified
Potential RBC Roles	Town Planning policy framework Occupier relocation Site disposal with planning Development partner procurement Development management
Key Next Steps	Owner negotiations Occupier relocation strategy Town Planning policy framework

	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



## 8 MANOR FARM DAY CENTRE

**Owner:** RBC

**Key Policy Factors:** Flood, Conservation  
Contribution to Centre: Peripheral Area:

**Potential Use:**

Existing use, other community use or residential redevelopment.

### Delivery Requirements

- Relocation of use
- Landowner agreement
- Planning strategy and consent
- Public realm / infrastructure investment
- Incentive package





## **PARKING**

### **Public Off-Street Car Parking**

In total, there are 5 off-street public car parks (not including Egham Station car park) located within or in close proximity to the town centre, offering a total parking capacity of circa 370 spaces. The plan on the opposite page indicates their respective locations.

The tariffs are broadly consistent across all the car parks with £0.80 for the first hour and £2.20 up to 3 hours, the exception being the Library car park which is free throughout the day. There is also a section of the Hummer Road car park (78 spaces) which the public can park up to 6 hours for a charge of £4.20.

Egham Rail Station car park, which is managed by South West Trains, provides 109 car parking spaces and has the following tariff structure currently in place: £5.50 peak; £2.00 off peak (after 1100hrs Monday–Friday); and £2.00 on Saturdays and Sundays). There is high demand for parking at the station, particularly from commuters during weekdays.

### **Public On-Street Short Stay Parking**

Short stay on-street parking (up to 30 minutes) circa 60 spaces is also available within the town centre. As shown in the plan on the facing page these spaces are all located close to the High Street, around the High Street / Station Road North area, and at the eastern and western ends of the town.

There are also a small number of short stay parking spaces within the pedestrianised town centre, with vehicle movements restricted to certain times of the day.

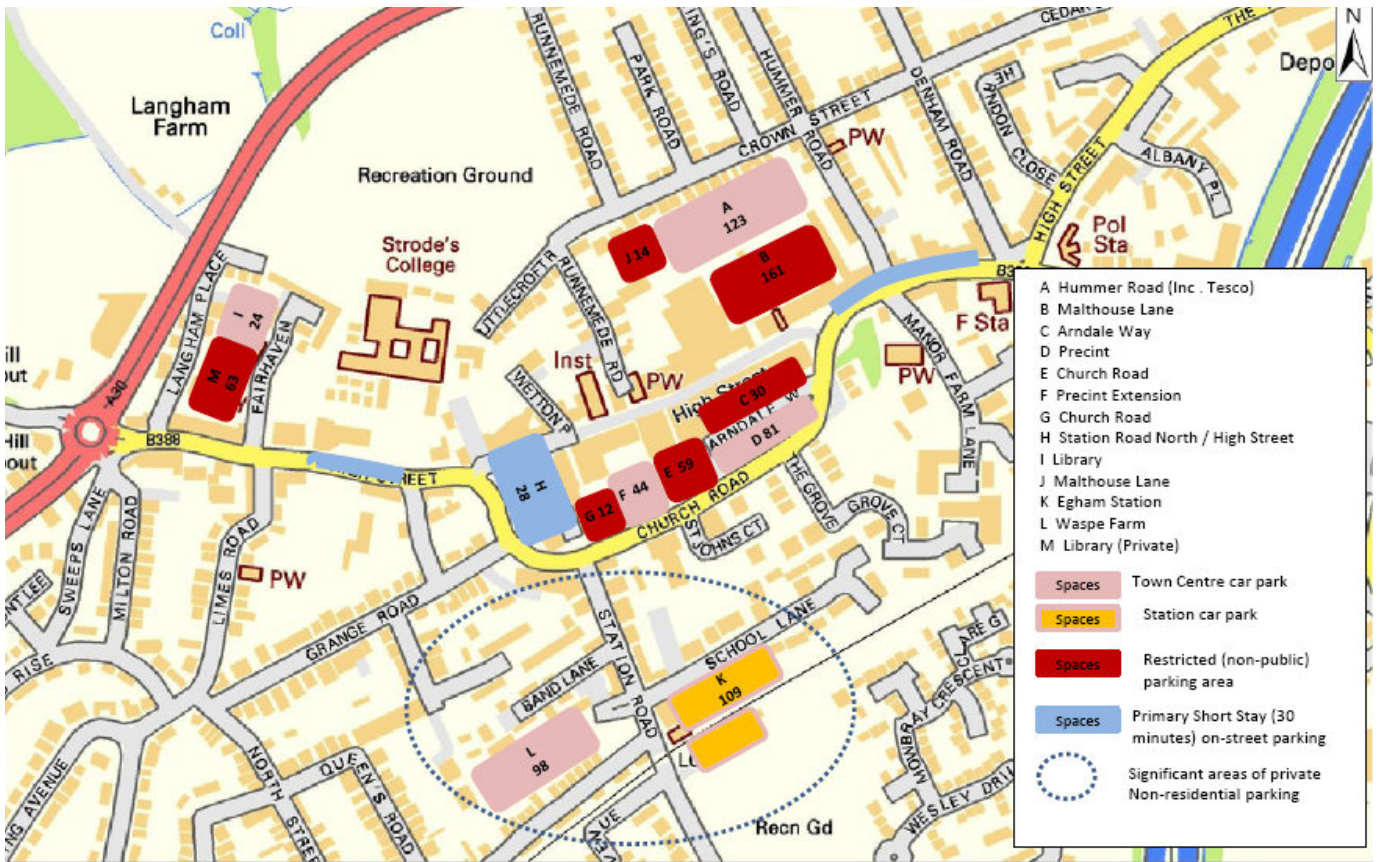
### **Off-street Private-Non Residential Parking**

Located within the town centre are a number of off-street private-non residential car parks which anecdotal data appears to suggest are highly underutilised. The largest cluster of these (offering an estimated parking capacity of around 160 spaces) is located adjacent to Hummer Road car park and predominantly serves businesses located on the High Street. Figure 1 indicates the locations of these car parks as well as their estimated capacity.

### **Committed Future Parking Proposals**

As part of the Waitrose and Travelodge development, the Precinct Car Park was closed at the start of 2013. The site proposals are to include the construction a new car park consisting of 178 car parking spaces (18 allocated to local residents and 14 for tenants' parking), representing an increase of 65 public parking spaces for the town centre. The Waitrose car park is likely to be managed by RBC, which is likely to impose a similar tariff structure consistent with other parking facilities in the town.

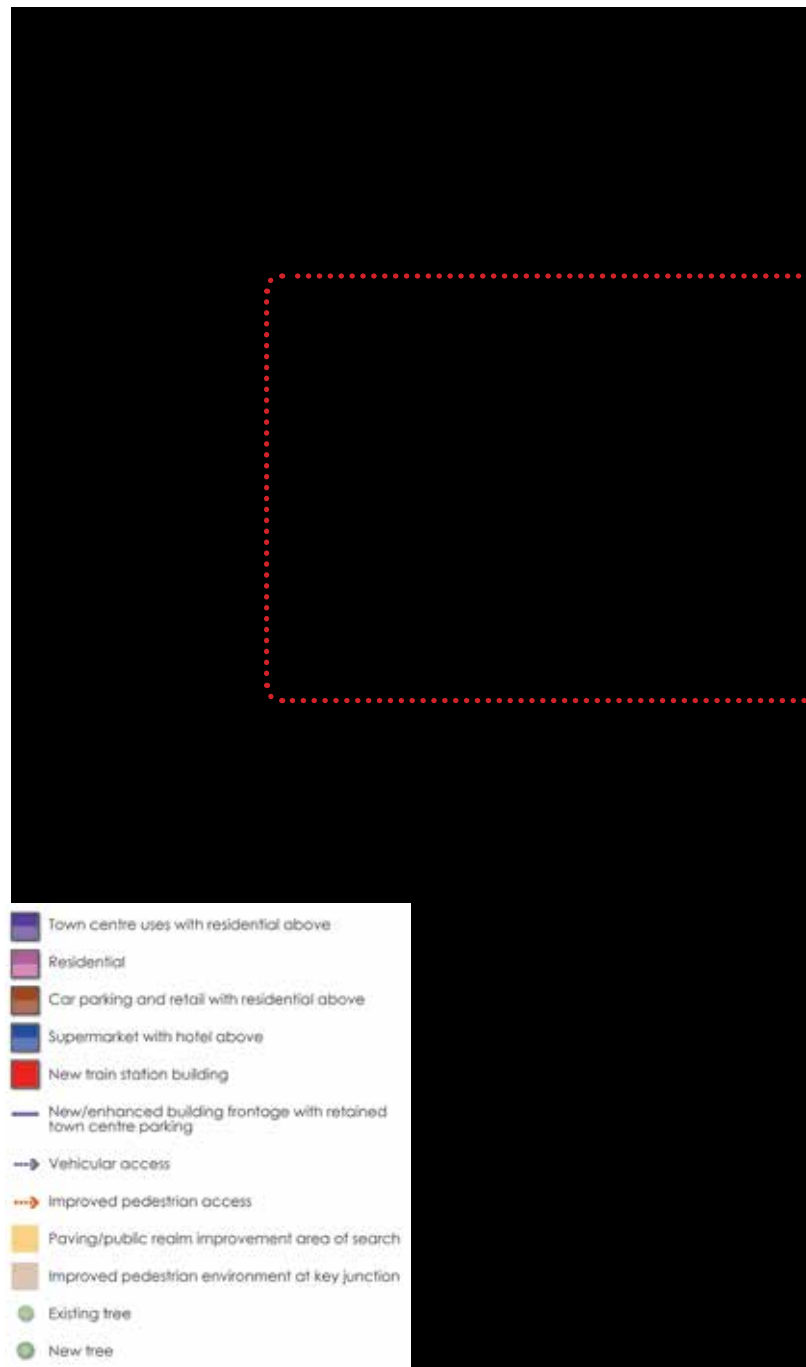


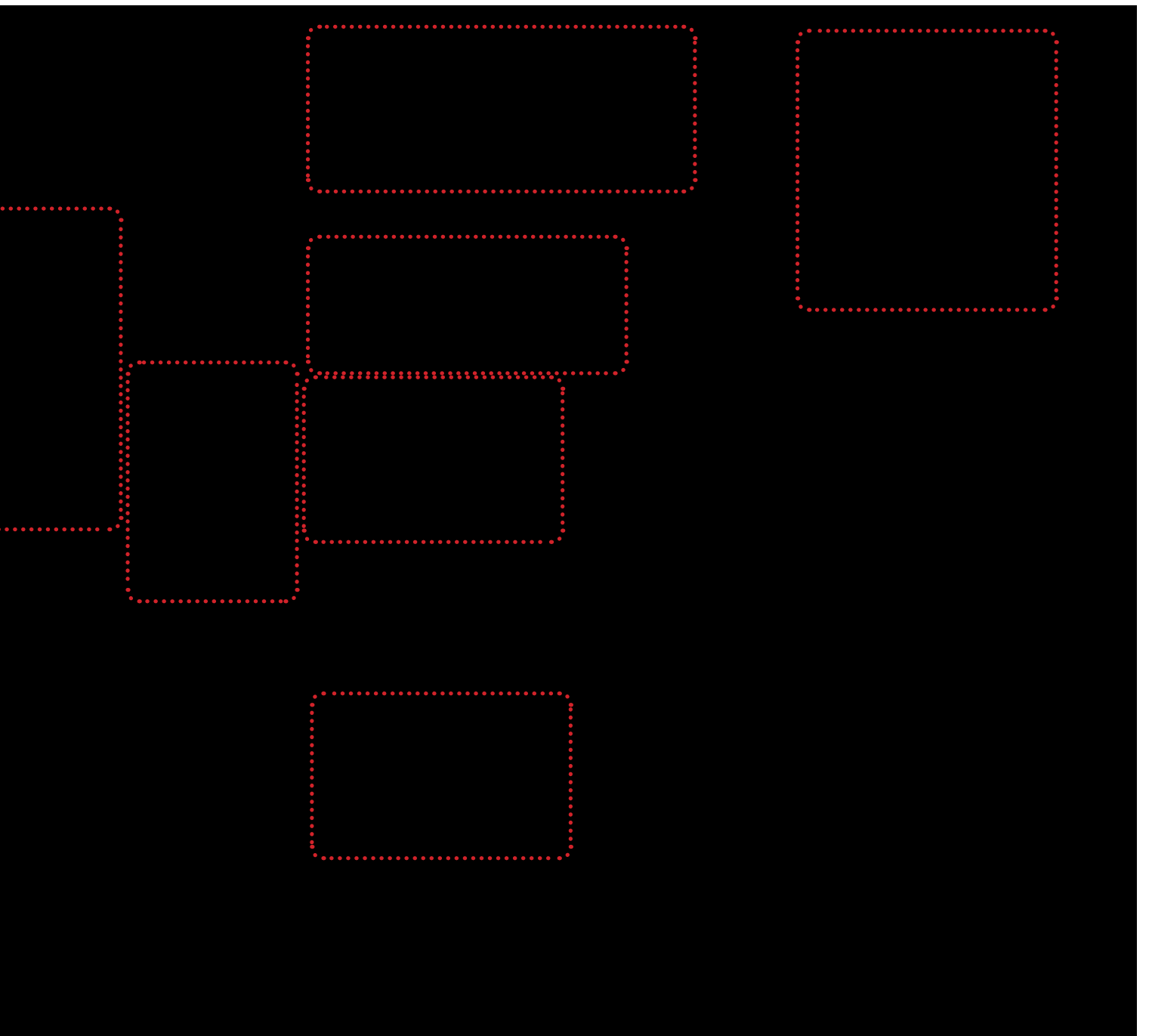


# EGHAM: MAKING COMPLETE PLACES

It is strongly recommended that the approach to Egham 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 Egham Town Centre has been identified:

- The Western 'Gateway', including the approach from the A30 towards Walnut Tree Gardens and Strodes College and encompassing public assets at the library and SCC Youth Centre;
- Station Road North, including the beginning of the High Street Core and local shops, offices and parking areas north of Church Street;
- Church Road Car Parks; including a swathe of car parks and service yards on the north side of Church Road, south of the High Street;
- The High Street Core, including shopping frontages and mixed uses above;
- The Hummer Road Car Park and the north of the High Street;
- The Southern 'Gateway', including Egham Station and Station Road;
- The Eastern 'Gateway', including the Police and Fire Station and other public buildings at Manor Farm.





# EGHAM: DELIVERY APPROACH

## NEAR TERM PROJECTS

There is a set of early opportunities that can set the stage and intention for change in Egham. These projects include:

- Egham Library and Car Park redevelopment;
- High Street west streetscape and crossings;
- Church Road / Station Road Junction;
- Egham Station Improvements.

Delivery of these projects is largely in the hands of the public sector. Key moves include a decision on library relocation to the town centre core by Surrey County Council. At the same time, streetscape and junction improvements can also be implemented by Surrey County Council Highways. Representations to Southwest Trains and Network Rail can advance the station improvement works.

During this phase, a range of preparatory actions to advance other components of the town centre can also be carried out. These relate to:

- Town planning: Station Road North and High Street South West;
- Leaseholder negotiations: Station Road North and High Street South West;
- Freeholder negotiations: Station Road North and High Street South West;
- Highways engineering: Vicarage Road roundabout / junction;
- Public realm design: High Street East and Church Road crossing;
- Development partner identification.

## MEDIUM TERM

In the medium term, with momentum building, a number of key developments and investments could be realised. This includes:

- Redevelopment of the Station Road North area, along with new public realm, parking and access arrangements;
- Redevelopment of the SCC Youth Centre site;
- Redevelopment of the south east frontage of the High Street, reflecting the investment in new shopping and hotel facilities to the south; and
- Delivery of junction and streetscape improvements at Vicarage Lane, Church Road and the High Street.

## LONG TERM CONSIDERATIONS

In the long term, it may be possible to take advantage of potential opportunities at Hummer Road car park and adjacent service yards on the north side of the high street. A set of connections and potential new plot and frontage lines have been identified that new development opportunities could be defined by.

It is recommended that these be further defined over time, and individual property owners consider whether a joint venture approach could see appropriate development realised at this location.

## DELIVERY STRATEGY

As noted in the baseline assessment Egham Town Centre sits within an affluent outer London and north Surrey catchment. There is strong residential and student housing demand. Retail and leisure has lagged behind the catchment, and can be expected to pick up alongside residential development and public realm and access improvements. Within this context, Runnymede Borough Council can expect to see a strong role for the private sector in delivering change. However, it may need to lead in the following areas in order to maximise the level of private investment.

- Town planning: providing a strong policy lead for physical development projects. A planning and design brief for Station Road North is recommended to provide the necessary underpinning. This can be used to encourage and provide certainty for private sector investment at sites in this area;
- Up-zoning: Allow an appropriate increase in densities and changes of use to encourage greater investment;
- Public sector partner alignment: agreement among Borough Council, County Council and Fire Service partners is strongly encouraged as joint action could see significant early results. An ongoing officer forum for such coordination, led by RBC is recommended;
- 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 Station Road North and High Street South East;
- 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.

