

INLAND HOMES

FORMER MASONIC HALL AND
OLD TELEPHONE EXCHANGE SITE,
ELMSLEIGH ROAD, STAINES

STATEMENT OF COMMUNITY ENGAGEMENT
SEPTEMBER 2020

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EXECUTIVE SUMMARY

Inland Homes has undertaken a pre-application consultation process on their new proposals to redevelop the former Masonic Hall and Old Telephone Exchange site, Elmsleigh Road, Staines.

The plans seek to deliver an attractive, high-quality development of residential homes including one and two bedroom apartments in Staines. A thorough and detailed public consultation programme ran between February 2020 and March 2020. Activities included:

- Invitations distributed to nearby residents, stakeholders, business owners and the media outlining the proposals and advertising the public consultation events on Friday 13th March and Saturday 14th March.
- Engagement and meetings with key stakeholders groups, ward and senior cabinet councillors and council officers, informing them of the proposals and the public consultation process.
- A fully staffed and widely publicised public consultation event at the Staines Community Centre, Thames Street, Staines-upon-Thames, TW18 4EA. This event included a stakeholder preview between 5.15pm – 5.45pm on Friday 13th March and on Saturday 14th March between 9.30am - 10.30am and the main public event between 5.45pm - 9pm on Friday and between 10.20am - 2.00pm on Saturday.
- A dedicated freephone consultation telephone line, email address and freepost address were also available to ensure stakeholders and the public could easily contact the development team.

Across the consultation period, a total of 13 people (including two councillors) attended the event over the two days and eight feedback forms were collected during the event, no further forms were received by post after the event. We felt that the turnout at the public event was perhaps lower due to the Covid-19 pandemic, however, the project team received no calls from residents or stakeholders due the consultation process seeking information on the project.

Overall, there was a strong recognition among stakeholders and residents that the proposals represented an improvement on the existing site.

A councillors 'virtual' briefing meeting was organised with members of the Spelthorne Borough Council on 17th September 2020. A total of 18 members including a selection of ward councillors, members of the planning committee and senior cabinet joined the briefing.

The consultant team described the proposals in detail and answered questions from members. The presentation lasted for approximately 1.5 hours.

OVERVIEW

The Site

The Elmsleigh Road site is within the Spelthorne Borough local authority area and within the Staines Ward.

The whole site boundary is outlined in red below. The site is 0.6 acres (0.23ha) is comprised of the former Masonic Hall and hard standing from the old Telephone exchange.





CGI of the development fronting the river

The Proposals

These proposals aim to bring forward a number of benefits to the site, including:

- 206 new homes comprising two buildings of 13 and 15 storeys, with a mix of one and two bed homes, to the latest standards with high quality finishes;
- 112 private homes of which 94 (46%) are affordable. There will be a 37:63 split between shared ownership and affordable rent;
- 2,207sqm of amenity space;
- 48 car parking spaces including 10 accessible spaces and two car club spaces;
- 208 cycle spaces (96 in Block A and 112 in Block B);
- New attractive hard and soft landscaping at ground floor level including generous new public realm and other associated works.

The completion of the whole scheme will deliver:

- New homes including 46% affordable homes;
- New public realm, new landscaping and other associated works;
- New hard and soft landscaping and local contributions.

Inland Homes

Inland Homes is an established brownfield regeneration specialist, devoted to providing high-quality residential and mixed-use developments.

Inland Homes understand the value of place-making and, as such, invest heavily in high quality landscaping and public realm, which they believe helps create vibrant communities. Inland Homes is currently working in partnership with A2Dominion in delivering Church Road in Ashford.

The importance of engagement

Inland Homes places a great deal of importance on public and stakeholder engagement and the critical need to allow local communities the ability to view and comment on development proposals.

Inland Homes believe the importance of considering feedback, addressing issues and providing clarification prior to an application being submitted, greatly improves the quality planning application and process.



CGI of the development fronting Memorial Grds

Background

The spirit of the National Planning Policy Framework, the Localism Act and Government policy on planning is about giving local people the chance to be involved and help make decisions on planning in their communities.

The Government's National Planning Policy Framework, adopted in March 2012 and revised in February 2019, understands the benefits and encourages early and good quality pre-app engagement. In Paragraph 39, the NPPF states - *'Early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties. Good quality pre- application discussion enables better coordination between public and private resources and improved outcomes for the community.'*

The Localism Act adopted in November 2011, brought into law the need for consultation. The act requires developers to consult local communities on planning applications, allowing people to comment when there is genuine scope to make changes to proposals. The Localism Act states - *'To further strengthen the role of local communities in planning, the Act introduces a new requirement for developers to consult local communities before submitting planning applications for certain developments. This gives local people a chance to comment when there is still genuine scope to make changes to proposals.'*

Spelthorne Borough Council

The council's Statement of Community Involvement (SCI), was adopted in July 2015 and outlines how the council propose to involve the community in the preparation of the Spelthorne Local Plan, Supplementary Planning Documents (SPD) and planning applications. The SCI also contains advice to developers for pre-app public consultation and engagement.

THE SPELTHORNE BOROUGH COUNCIL SCI STATES

"The Council will encourage applicants and developers to undertake pre-application consultation and discuss their proposals with their neighbours or the community before submitting their formal application."

CONSULTATION ACTIVITY

The team have endeavoured to engage with all relevant stakeholders as early as possible in the consultation process. Stakeholders included neighbouring residents, key local businesses and community groups, ward councillors and key local councillors. Meetings were held, along with a public exhibition and stakeholder preview event. A councillor briefing event was also held in September with 18 members of the Spelthorne Borough Council.

Officer Meetings

The team met with key officers at the council to discuss the details of the proposals. These meetings have included engaging with key consultants to ensure that the officers were kept updated about the consultation activities throughout the process. These meetings took place on:

- 27th November 2019 - Initial pre-app;
- 24th January 2020 - Second pre-app;
- 28th July 2020 - Final pre-app.

Political Stakeholder Engagement

The team have offered tours and briefing meetings to the following councillors, unfortunately at the time of writing meetings with those detailed below are yet to happen. The political stakeholders who were engaged, included:

- Staines Ward Councillors - Cllr Tom Lagden, Cllr Jan Doerfel and Cllr Veena Siva;
- Council Leader - Cllr John Boughtflower, Deputy Leader - Cllr Jim McIlroy and Portfolio Holder for Planning and Economic Development - Cllr Tony Mitchell;
- Previous Council Leader as at March 2020 - Cllr Ian Harvey;
- Previous members of the Planning Committee as at March 2020.

The councillors above, relevant cabinet members and Members of the Planning Committee were invited to a stakeholder preview event which was organised to take place between 5.15pm – 5.45pm on Friday 13th March and on Saturday 14th March between 9.30am - 10.30am.

Key Stakeholder Engagement

A meeting was also organised with the Staines Town Society, which took place on 9th March 2020 at Mercure Thames Lodge Hotel in Staines.

Invite Distributed to Residents

In the week commencing 2nd March 2020, invites were sent out to the local area. The invites outlined the background of the development and invited residents to the consultation event. The invites also made residents aware of a freephone number and email address that they could contact if they had questions prior to or after the consultation event.

Invites were sent to 1,008 nearby residents and businesses, within the area outlined below.



See appendix 1 for a copy of the invites



Local Media Release

In the weeks preceding the public consultation event, a media release was prepared and forward to the local media. A follow-up call was also made to the SurreyLive website.

See appendix 2 for a copy of the media release

Key Stakeholder Invitations to Consultation Event

Key stakeholders were invited to the consultation event in March 2020 via email. The invitees included:

- Ward councillors
- Member of Parliament
- Leader of the Council
- Relevant Cabinet members
- Planning Committee members
- Local community groups
- Local businesses
- Other local stakeholders



Public Exhibition

A public exhibition event was held in March 2020. Feedback was received at this consultation event which the development team have carefully reviewed prior to preparing their final proposals. A summary of the public exhibition event can be found below:

- Staines Community Centre, Thames Street, Staines-upon-Thames, TW18 4EA. This event included a stakeholder preview between 5.15pm – 5.45pm on Friday 13th March and on Saturday 14th March between 9.30am - 10.30am and the main public event between 5.45pm - 9pm on Friday and between 10.20am - 2.00pm on Saturday.



The image above of the consultation event held on Friday 13th March and on Saturday 14th March: Total number of attendees: 13, including two councillors.

A1 posters were placed in an upright A-board outside the venue, as well as posters and arrows directing stakeholders into the event and attracting passers-by. Representatives were present from Inland Homes and their public relations and community consultants.

See appendix 3 for a copy of the boards from March 2020

Councillor Briefing Meeting

A councillors 'virtual' briefing meeting was organised with members of the Spelthorne Borough Council on 17th September 2020. A total of 18 members including a selection of ward councillors, members of the planning committee and senior cabinet joined the briefing.

The consultant team described the proposals in detail and answered questions from members. The presentation lasted for approximately 1.5 hours.

FEEDBACK

All exhibition attendees were encouraged to give feedback and the exhibition pull-ups at the consultation event clearly advertised the feedback forms. In total, throughout the whole consultation, eight feedback forms were received.

Question 1.

Feedback was given by attendees of the event in answer to - **Do you support the plans for the redevelop of this previously developed brownfield site, helping to reduce pressure on the local Green Belt?**

Three attendees were 'Strongly supportive' of the proposed plans, three attendees 'Tend to support' the proposed plans. One attendee 'Neither supported nor opposed' the proposed plans and one attendee left the answer blank.

Overall, six attendees out eight gave their support for the proposed plans.



Aerial sketch image of proposed development

Question 2.

Feedback was given by attendees of the event in answer to - **Do you support the plans to improve the Urban Realm and biodiversity, which includes the improved road layout, a new public square outside the library, new trees and planting and new footpaths and links?**

Four attendees were 'Strongly supportive' of the proposed plans, two attendees 'Tend to support' the proposed plans. One attendee 'Neither supported nor opposed' the proposed plans and one attendee left the answer blank.

Question 3.

Feedback was given by attendees of the event in answer to - **Do you support the level of parking offered within the proposals, which will reduce the impact of additional traffic on local road, allowing new residents to use public transport and therefore supporting the Climate Change priorities?**

Three attendees were 'Strongly supportive' or 'Tend to support' the level of parking offered. Two attendees 'Neither supported nor opposed' the level of parking offered. Two attendees indicated that they 'Tend to oppose' the proposed level of parking and one attendee left the answer blank.

Question 4.

Feedback was given by attendees of the event in answer to if - **they found the pre-application consultation session informative and useful.**

As can be seen on the right, all attendees found the consultation session informative. No attendees said that they found the consultation session uninformative. One attendee left the answer blank.



75%

Supported the plans to improve the Urban Realm and biodiversity



3:2

Three attendees supported the proposed parking levels and two attendees opposed the level proposed



88%

found the pre-application consultation session informative and useful

Question 5.

Attendees were invited to indicate if they'd like to be kept informed as the plans progress.

As can be seen on the right, all attendees indicated they wanted to be kept informed. One attendee left the answer blank.



Question 6.

Attendees were asked whether they had any additional comments on the proposals.

All seven respondents left comments, see below:

88%

wanted to be kept informed
as the plans progress

A SELECTION OF FEEDBACK RESPONSES RECEIVED:

"Good Idea! Great Presentation."

"Design is ok."

"Need more Car Club parking."

"Level of Affordable Housing is good."

"Overall a good attempt at making the best of a difficult site. Too tall for the site but good use of the area."



Proposed access to the development

CONCLUSION

Inland Homes has conducted a thorough consultation on the proposals for new, high quality homes on the Elmsleigh Road site. The consultation process went above and beyond the requirements set out in national policy and meets the pre-application consultation guidelines set out in the Spelthorne SCI by engaging with residents and stakeholders during the process.

The public consultation event was well advertised through a media release and invites that were delivered to stakeholders in advance of the events. On the day of the consultation event, there was an A-board outside of the venue, publicising the event taking place. There were also arrows put up outside of the venues directing residents and stakeholders and encouraging people to attend.

The team organised stakeholder preview events on both days of the consultation and the main consultation event was held on over two days to give the most opportunity for a wider number of stakeholders to attend and give feedback. Over 1,000 invites were sent out for the consultation event and 13 residents and stakeholders including two councillors attended. Eight feedbacks forms were received at the event.

Only 1.3% of those properties that received an invitation attended the consultation event. We did feel that the turnout at the event would be higher and we felt that this may have been due to the Covid-19 pandemic, however, the project team received no calls from residents or stakeholders throughout the consultation process seeking information on the project, which we would have expected if people had been intentionally avoiding the event. This figure therefore suggests that residents were broadly comfortable with the redevelopment of the site.

A large percentage of those who gave feedback were supportive of the proposed scheme and nobody expressed opposition. In total, 75% of those who left feedback were supportive of the proposed scheme and 75% agreed that the new homes being proposed by Inland Homes would improve the Urban Realm and biodiversity of the site.

88% of people who left feedback stated that they found the consultation session informative, with one form left blank.

A councillors 'virtual' briefing meeting and question session was organised with members of the Spelthorne Borough Council on 17th September 2020. A total of 18 members including a selection of ward councillors, members of the planning committee and senior cabinet joined the briefing.

APPENDICES

Appendix 1 - Exhibition Invite

Elmsleigh Road redevelopment Invitation to attend our public information event



A2Dominion and Inland Homes focus on providing affordably priced, high quality homes, designed to suit modern lifestyles and individually tailored to the location, where people are proud to live and that will thrive into the future.

A2Dominion and Inland Homes are working in partnership, in developing options for the redevelopment of the former Telephone Exchange land and the vacant Staines Masonic Hall on Elmsleigh Road as indicated below within the redline. A public information drop-in event has now been organised over two days to allow residents to learn more about the proposals and leave feedback.



Public Information Event

Staines Community Centre
Thames St, Staines-upon-Thames,
TW18 4EA

Friday 13th March 2020
5:45pm - 9:00pm
or
Saturday 14th March 2020
10:30am - 2:00pm

Comments or questions?

Please contact the consultant team on:

0800 121 4890

enquiries@consultcommunications.co.uk

Appendix 2 - Media Release



MEDIA RELEASE

Inland Homes and A2Dominion to consult on early Elmsleigh Road plans

Local residents have an opportunity to shape the future redevelopment of a vacant site on Elmsleigh Road, Staines, as Inland Homes and A2Dominion reveal their early plans and offer residents the chance to meet the team at a public consultation event.

Inland Homes is an established brownfield regeneration specialist, devoted to providing high quality residential and mixed-use developments. A2Dominion is a residential property group with 36,000 homes across London, offering high-quality sustainable homes for sale and shared ownership.

The site located on Elmsleigh Road, north of the River Thames, comprises of the vacant Staines Masonic Hall and the former Telephone Exchange Building. The proposals for this previously developed site will include demolition, clearance of the vacant Masonic Hall and a residential redevelopment. Inland Homes and A2Dominion will share their early proposals with local residents at a public exhibition on Friday 13th March at Staines Community Centre between 5:45pm - 9:00pm and on Saturday 14th March between 10:30am – 2:00pm.

Patrick Thomas of Inland Homes said “We’ve spent time carefully researching the local area and we believe there is an opportunity to provide much needed new homes on this previously developed site, which will also reduce the pressure on the council to redevelop Green Belt sites elsewhere in the borough.”

He continued, “We want to hear from the local community and their thoughts on our plans, and if there are any local issues or circumstances that residents feel the development should reflect.”

Inland Homes and A2Dominion have provided a dedicated freephone information line for residents to call 0800 121 4890.

Appendix 3 - Exhibition Boards

Elmsleigh Road

Consultation Event, March 2020



WELCOME TO OUR ELMSLEIGH ROAD CONSULTATION

Inland Homes and A2Dominion are working in partnership to develop proposals for the redevelopment of the former Telephone Exchange land and the vacant Staines Masonic Hall on Elmsleigh Road as indicated within the red line below.



Inland Homes and A2Dominion are focused on providing affordable priced, high quality homes, designed to suit modern lifestyles and individually tailored to the location, where people are proud to live and that will thrive into the future.

Although we are in the early stages of developing plans for the site, we have engaged with council planning officers and feel the time is right to hold a public information drop-in event.

This event will give residents the opportunity to learn more about the plans and to meet the team.

We would like to hear residents' thoughts on our proposal, including any improvements that could be made and whether the development should reflect any local issues or circumstances.

Members of the team are on hand to answer any questions you might have.

You can let us know your thoughts by completing one of our feedback forms and dropping it into the ballot box provided.

Alternatively, you can call our information line on 0800 121 4890.

THE TEAM



Inland Homes is an established brownfield regeneration specialist, devoted to providing high-quality residential and mixed-use developments.

Inland Homes understand the value of place-making and, as such, invest heavily in high quality landscaping and public realm, which they believe helps create vibrant communities. Inland Homes is currently working in partnership with A2Dominion in delivering Church Road in Ashford.



A2Dominion is a residential property group with 36,000 homes across London, offering high-quality sustainable homes for sale and shared ownership.

A2Dominion have a variety of housing options within Spelthorne Borough Council, with a combination of owned or managed homes and offices totalling over 7,500 properties.

Assael

Assael Architecture is an award-winning practice working on the plans for the proposed development. Assael is currently delivering Charter Square in Staines-upon-Thames, the first phase of which is due for completion in June 2020 and will deliver 260 new homes as part of the wider masterplan for London Square. Assael also has a long-standing relationship working with A2Dominion, designing and delivering new mixed-use schemes across London.



Hillington Gardens, Hayes, Inland Homes



Clayton Road, Hayes, A2Dominion & Assael



Bolton Road, Ealing, A2Dominion & Assael



Charter Square, Staines-upon-Thames, Assael



Church Road, Ashford, Inland Homes and A2Dominion

THE SITE



10 MINS walk to
Staines train station



2 MINS walk to
the high street



Site area of
0.33 ha



Aerial view of site



Site from Elmsleigh Road (north east)

The site is located on Elmsleigh Road, north of the River Thames, a two minute walk from the high street and ten minutes from Staines train station. Encompassing 0.33 ha (0.82 acres), the site comprises of the Staines Masonic Hall and land associated with the former Telephone Exchange Building. The Masonic Hall is now vacant, its functions have relocated and it is now owned by Inland Homes. The former Telephone Exchange has been demolished leaving the land vacant.

The proposals for this previously developed site will include the demolition and clearance of both the Masonic Hall and areas of hard standing, and will provide a major physical and environmental clean-up of the area where required.

WHY BUILD NEW HOMES ON THIS SITE?

There is a growing need for new homes in the local area. New housing can be a catalyst for the regeneration of sites, particularly sustainable Brown Field sites like this land on Elmsleigh Road.

The government has pledged to increase the supply of housing to:

- Meet housing need
- Reduce the long term upward trend in house prices
- Achieve a more stable housing market to provide better conditions for housing growth
- Improve the affordability of housing, enabling more people to buy their own home

Spelthorne Borough Council is preparing a new Local Plan set for adoption in summer 2021. The site is currently allocated as part of a wider site which incorporates the Elmsleigh Centre in the adopted Local Plan for retail and residential development.

The emerging Local Plan maintains an allocation for the site comprising a residential-led development, including 650 dwellings alongside commercial floorspace. The emerging allocation is identified as an opportunity for high rise high density development. Emerging Policy SP1 also recognises Staines as key focus to deliver housing, employment and retail development in the borough.

We believe there is an opportunity to provide much needed new homes on this previously developed site reducing the pressure on the council to redevelop Green Belt sites elsewhere in the borough.

THE PROPOSED DEVELOPMENT

Before designing possible proposals, Inland Homes and A2Dominion undertook an assessment of the site and the surrounding area and reviewed local features that needed to be taken into account in the initial design.

Inland Homes and A2Dominion developed a vision for the site, which helped shape the initial plans, through the development of four key principles.

OUR VISION



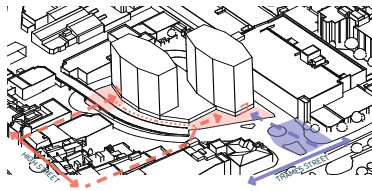
Diagrammatic aerial sketch of the proposal in the wider masterplan

The vision for future development had three main aims:

- To RECONNECT a currently undervalued, redundant area of the town centre to the wider amenities.
- To provide a number of HIGH-QUALITY SUSTAINABLE HOMES that can act as a catalyst for regeneration.
- To create a GREEN LINK that extends the Memorial Gardens from the Thames to the adjacent high street.

KEY PRINCIPLES

The four key principles which helped shaped the early development plans are detailed below:



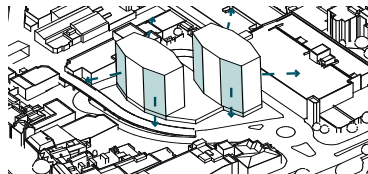
Permeability to improve connections to the High Street and Thames Street



Introduce a green route from Memorial Gardens to the High Street



Landmark buildings to act as a catalyst for the future masterplan



Chamfered form orienting the building to maximise views of the River Thames and Staines

THE PROPOSED DEVELOPMENT

The current proposal for the site show two landmark buildings that will be joined at the ground floor by new public realm, which will provide new pedestrian routes.

The development will stitch together the currently disjointed nature of the existing site while creating a vibrant and cohesive extension of the existing town centre without prejudicing any future redevelopment in the area.

Within the overall scheme, Inland Homes and A2Dominion are proposing a range of one and two bedroom apartments, in a variety of forms.

The overall scheme would provide around 200 new homes. A proportion of the homes planned would be designated as affordable housing, to help meet the identified shortfall in the borough.



200
New Homes



59 Parking Spaces
Below Podium Level



Public Realm
Improvements



Affordable
Homes



500k Approx CIL
Contribution



Indicative aerial sketch of the proposed scheme

ELEVATION STUDIES

Inland Homes and A2Dominion have worked collaboratively to create the proposed plans. The CGI images of the proposed development detailed below have been presented to council officers prior to this consultation for their feedback.



Material palette

Red bricks have been used on the smaller building (B) which references the materiality of the local buildings. The materiality of the Landmark building (A) was chosen to contrast but complement the prevailing red brick along Thames Street. Secondary material to the head and base of the windows, referencing local architectural details.

URBAN REALM & BIODIVERSITY NET GAIN

Inland Homes and A2Dominion have worked hard to create a scheme which improves the Urban Realm and Biodiversity compared with the current site, to create a vibrant and cohesive extension of the existing town centre.

KEY OBJECTIVES

- ① Redesign the road layout at the junction of Thames Street to simplify the junction for pedestrian and vehicle traffic
- ② The reduction in road surface creates an opportunity to introduce a public square outside the library that links the park and river to the site and beyond
- ③ Pedestrian crossings in front and underneath the ramp have been integrated into the road and pavement design to establish a more defined and safer pedestrian journey
- ④ Net gain in biodiversity
- ⑤ More trees to be planted



Indicative landscape plan highlighting public realm improvements



Potential to improve wayfinding to create a sense of place under the service ramp



Vertical planting linking the ground floor with podium garden referencing the historical use of the site as a Telephone Exchange



Potential to improve wayfinding and create a sense of place using existing tumbled cobbles on the High Street



Providing additional amenity space for residents allowing views towards Memorial Gardens and the River Thames

NORTHERN ENTRANCE

- Lighting scheme to create welcoming and distinctive entrance
- Wayfinding in the form of colours, furniture and paving patterns
- Soft landscape edging the road and building

WESTERN GARDEN SPACES

- Referencing the historical use of the site as a Telephone Exchange
- Forming connections
- Vertical planting linking the ground floor with the podium garden
- Green backdrop



URBAN REALM & BIODIVERSITY NET GAIN

Inland Homes and A2Dominion believe it is vital that the new development delivers homes to suit modern lifestyles. Each development is tailored to its location in which people are proud to live, ensuring the community will continue to thrive.

The proposals for the ground floor will include the following key areas:

- ① Residential entrances located on the line of key pedestrian approaches
- ② Double height entrance space to building B to enhance legibility in front of the service ramp
- ③ External link to complete footpath around site
- ④ Cycle storage to act as buffer to ramp, accessed off link
- ⑤ 59 parking spaces (incl 7 disabled spaces) below podium
- ⑥ Management office positioned at base of southern tower to create an active frontage



Affordable homes



Public Realm Improvements



100% Private amenity for all homes



Additional Trees to be planted



Illustrative CGI of Thames Street entrance



Memorial Gardens - picnic by the river



Memorial Gardens - walk back towards your apartment



Memorial Gardens - walk through the park



Elmsleigh Road - Apartment entrance

SITE LOCATION & SUSTAINABLE TRAVEL

The site benefits from a well-connected town centre location, with many amenities and public transport options in close proximity.

Staines Railway Station is approximately 11 minutes' walk from the site. In addition, Staines Bus Station is approximately 4 minutes' walk from the site providing frequent services. The excellent public transport connections will provide future residents with viable alternatives to undertaking journeys by private vehicle.



ACCESS & SERVICING

Access to the site will be taken from Elmsleigh Road and scheme improvements will be made to the public realm in the vicinity of the site. This will involve the significant reallocation of space currently used by vehicles to pedestrian and landscaping areas. High-quality pedestrian routes will be provided connecting the site to both high street and the riverside, linking the town centre with the river.

Access for deliveries and service vehicles has been carefully considered as part of the design. All vehicles that currently use Elmsleigh Road will be able to continue to do so following the revisions to the road layout and loading bays have been provided for deliveries and collections.

PARKING

The high level of site sustainability means that residents will have viable alternatives to owning their own private vehicle. To reflect this, 59 car parking spaces will be provided for the 200 dwellings. Residents without access to on-site car parking will not be able to park on local roads given the town centre parking restrictions in place. Convenient cycle parking will also be provided within the ground floor of the development in accordance with local requirements.

To provide a viable alternative to private car ownership, provision will be made for two Car-Club vehicles to be accommodated on-site which will be available to both future residents of the scheme and existing residents in the surrounding area. As part of the sustainable Travel Plan for the site, residents will be offered free membership of the car club and an initial travel allowance to incentivise the use of the scheme.



TRAFFIC IMPACT

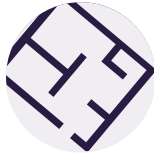
The site is expected to generate a maximum of 35 two-way vehicle trips in the AM peak and 40 two-way vehicle trips in the PM peak. This equates to less than one vehicle movement every minute. Detailed traffic surveys and modelling have been undertaken to demonstrate that the addition of development traffic and the revisions to the road layout will not impact upon the operation of the existing network.

FEEDBACK & NEXT STEPS

Thank you for taking the time to attend our public information drop-in event for our proposals to develop this site. We hope you found it useful, and would be grateful if you would take the time to submit a feedback form and tell us what you think.



200 New
Homes



Affordable
Homes



Public Realm
Improvements



59 Parking Spaces
below Podium Level



£500k Approx CIL
Contribution



75% River Views &
Landscaped Amenity



100% Private Amenity
for all Homes



Additional Trees to
be Planted

Following today's exhibition, we will review all feedback received and, where possible and appropriate, incorporate this into the proposals as they progress.

All of the written feedback we receive from this event will be included in a Statement of Community Engagement that will be submitted to the council as part of the planning application.

Should you have any further questions or comments or if you would like to discuss the plans with the team following this event, you are welcome to contact us using the details below.

Freephone: 0800 121 4890
Email: enquiries@consultcommunications.co.uk

THANK YOU



Illustrative CGI of new Urban Realm and pedestrian route

Appendix 4 - Feedback Form

Elmsleigh Road redevelopment

MARCH 2020



Thank you for attending our consultation event today, let us know your comments and feedback on our proposals. You can post your feedback form in the ballot box or send it to us using a Freepost envelope.

Full Name:

Company / Organisation:

Address:

Postcode:

Email:

Contact no:

1. Do you support the plans for the redevelop of this previously developed brownfield site, helping to reduce pressure on the local Green Belt?

☐ Strongly support ☐ Tend to support ☐ Neither support nor oppose ☐ Tend to oppose ☐ Strongly oppose ☐ Don't know

2. Do you support the plans to improve the Urban Realm and biodiversity, which includes the improved road layout, a new public square outside the library, new trees and planting and new footpaths and links?

☐ Strongly support ☐ Tend to support ☐ Neither support nor oppose ☐ Tend to oppose ☐ Strongly oppose ☐ Don't know

3. Do you support the level of parking offered within the proposals, which will reduce the impact of additional traffic on local road, allowing new residents to use public transport and therefore supporting the Climate Change priorities?

☐ Strongly support ☐ Tend to support ☐ Neither support nor oppose ☐ Tend to oppose ☐ Strongly oppose ☐ Don't know

4. Did you find today's pre-application consultation session informative/useful?

☐ Very informative ☐ Informative ☐ Uninformative ☐ Not useful at all

5. Please let us know if you would like us to keep you informed as the plans progress?

☐ Yes, please keep me informed as the plans progress

Do you have any other comments?

Continue overleaf

PLEASE PUT COMPLETED
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28TH MARCH 2020

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Consult Communications Ltd

Telephone: 0800 121 4890

The information supplied on this form will be retained by Consult Communications Ltd (The data handler) on a database and will be used to compile a Statement of Community Engagement report to accompany the planning application. The feedback on this form may also be forwarded to the council, however, personal details will remain private. This form will be stored and disposed of securely as required by GDPR and Data Protection regulations.

The information may also be used to keep you informed about future developments and you could be contacted by letter, telephone or email. If you wish to receive such further information please tick this box ☐

