

Statement of Community Involvement

Demolition of the former Debenhams Store and redevelopment of site to provide 226 dwellings (Use Class C3) and commercial units (Use Class E) together with car and cycle parking, hard and soft landscaping, amenity space and other associated infrastructure and works.

Former Debenhams, High Street/Thames Street, Staines

Future High Street Living (Staines) Ltd

October 2021

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1. Introduction

- 1.1 Cerda Planning has been instructed by Future High Street Living (Staines) Ltd to undertake pre-application engagement and prepare a Statement of Community Involvement for the demolition of the former Debenhams store and redevelopment of land located at High Street and Thames Street, Staines.
- 1.2 The description of the development is as follows:
 - Demolition of the former Debenhams Store and redevelopment of site to provide 226 dwellings (Use Class C3) and commercial units (Use Class E) together with car and cycle parking, hard and soft landscaping, amenity space and other associated infrastructure and works.
- 1.3 The site location is within Staines-Upon-Thames town centre, surrounded by primarily commercial units with the Elmsleigh centre to the East, the High Street to the North and the River Thames to South-West.
- 1.4 The site consists of the former Debenhams store that is a four storey high building comprising retail space which is currently vacant following closure.
- 1.5 For full details of the proposals see the supporting documents accompanying the planning application.
- 1.6 The existing building is bordered by the High Street to the North which is comprised of commercial buildings, Elmsleigh Street and the Staines Community Centre to the South, Thames Street to the West and the Elmsleigh Centre to the East. The surrounding buildings rise between one and four floors high although Staines town centre does accommodate some recently developed high-rise buildings.
- 1.7 Staines town centre is a suitable and sustainable location for future residential development given its centrality and accessibility to both vehicle users and pedestrians.
- 1.8 This Statement of Community Involvement (SCI) sets out the pre-application consultation and engagement which has taken place during the evolution of the scheme.



2. Planning Policy Context

Local Planning Policy

2.1 Spelthorne Borough Council formally adopted their current Statement of Community Involvement during 2015. In relation to planning applications, the document sets out:

The majority of planning applications are submitted without any prior approach to the Council. However, pre-application advice to prospective developers/applicants is given by Officers to clarify technical matters and are treated as confidential.

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. The benefit of early engagement with the community is that this may highlight issues which can be resolved and reduce delays when an application is submitted. The applicant will also be able to demonstrate how the views of the local community have been incorporated or why this was not possible.

In reporting the outcome of any pre-planning application consultation, applicants should indicate:

- The method of consultation used;
- Who was consulted and the level of involvement;
- How the matters raised in the consultation were addressed by the applicant.

The level of pre-application consultation should reflect the scale of the proposed development.

The Borough Council will remain impartial during any pre-application engagement by the applicant.

The Council can only request, not require developers to involve the local community in pre-application discussion

The Council cannot refuse planning applications because a developer refuses to contact and involve the local community.

National Planning Policy

2.2 The National Planning Policy Framework was revised in July 2021. The NPPF encourages preapplication engagement and front-loading setting out that:



Early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties. Good quality preapplication discussion enables better coordination between public and private resources and improved outcomes for the community.

Local planning authorities have a key role to play in encouraging other parties to take maximum advantage of the pre-application stage. They cannot require that a developer engages with them before submitting a planning application, but they should encourage take-up of any pre-application services they offer. They should also, where they think this would be beneficial, encourage any applicants who are not already required to do so by law to engage with the local community and, where relevant, with statutory and non-statutory consultees, before submitting their applications.

The more issues that can be resolved at pre-application stage, including the need to deliver improvements in infrastructure and affordable housing, the greater the benefits. For their role in the planning system to be effective and positive, statutory planning consultees will need to take the same early, pro-active approach, and provide advice in a timely manner throughout the development process. This assists local planning authorities in issuing timely decisions, helping to ensure that applicants do not experience unnecessary delays and costs.



3. Pre-Application Consultation

- 3.1 Prior to the submission of a planning application, relevant stakeholders were engaged with during the pre-application process. Relevant stakeholders included:
 - Local residents and local business owners;
 - Ward members;
 - Staines Town Society members;
 - Members of Spelthorne Borough Council;
 - Officers of the Local Planning Authority

Pre-Application Meetings with Spelthorne Borough Council

- 3.2 Pre-application meetings were held with officers from Spelthorne Borough Council to discuss details of the proposals and provide officers an opportunity to comment on the evolution of the proposal. Pre-application meetings were held on the following dates:
 - 5th March 2021
 - 23rd April 2021
 - 6th July 2021
 - 22nd July 2021
 - 20th August 2021
 - 8th September 2021
 - 6th October 2021
- 3.3 Pre-application engagement was undertaken following previous pre-application engagement by previous owners of the site, Canada Life, following closure of the Debenhams Store. Initial proposals by the Applicants were evolved to a point whereby it was concluded the necessary on-site infrastructure could not be provided to support the future occupants. Following the initial design, a further proposal was presented and refined taking into comments from officers. For further details on the evolution of the design, please see the Design and Access Statement.

Engagement with Consultees

3.4 In addition to the above engagement with officers of Spelthorne Borough Council through the



pre-application process, members of the consultant team have engaged with their relevant consultee counterparts to appropriately scope supporting assessments.

Engagement with Political Stakeholders

- 3.5 A meeting with ward members was held on 27th July 2021. The proposals were presented to the ward members for information.
- 3.6 The ward members that were engaged with are as follows:
 - Councillor Veena Siva
 - Councillor Thomas Lagden
- 3.7 Prior to the submission of an application, a councillor briefing meeting was held virtually on 27th October 2021 where a presentation outlining the proposals was given followed by questions and answers. The meeting took place from 18:30 to 19:30 with the presentation lasting for 20 minutes and the questions and answers session lasting for 30 minutes.

Engagement with Local Groups and Members of the Public

- 3.8 On 13th October 2021, a meeting with the Staines Town Society took place from 13:00 to 14:30 which was followed by a public exhibition with both events taking place in the Staines Methodist Church. Staines Town Society members and local residents were given the opportunity to gain an insight to the proposals and provide relevant feedback. Questions and answers were provided during both events as to achieve clarity.
- 3.9 After considering the current state of the Covid-19 pandemic, it was deemed acceptable to hold an in-person public exhibition with appropriate precautions in place to increase safety.
- 3.10 Invitations to the exhibition were provided through a leaflet drop and local media release as to attract a representative sample of the local community to the event. Figure 1 presents the leaflet drop area and an example of the leaflet outing the development proposals and the public exhibition information can be seen at appendix 1. The local media release statement can be seen at appendix 3. A review of all of the feedback responses from members of the public was completed to consider whether any aspects of the proposals can be altered to provide further positive benefits.
- 3.11 Members from the Staines Town Society that were present during the meeting are as follows:
 - Nigel Rowe Riverside Residents (Staines) Coalition
 - Jackie Wand Tetley Staines Town Society



- Jon Twomey Richmond Road Residents
- Lynda Fuller Staines Village Residents Association (Church Street)
- Anne Dammerell
- Vince Geraci Thames Edge Court
- John De Pear

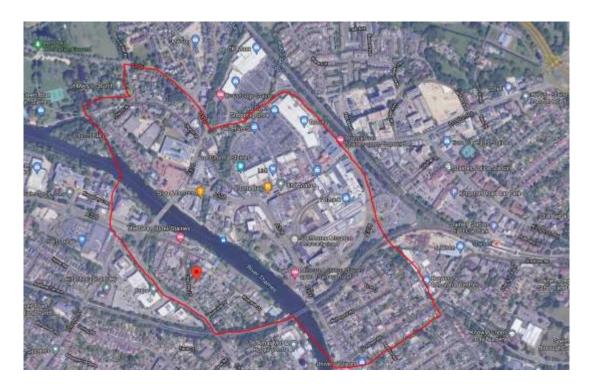


Figure 1 – Leaflet Drop Area

3.12 Figure 2 below shows a picture taken from the public exhibition that took place on 13th October 2021 between 16:00 and 20:00. Around 200 members of the public attended the event. See appendix 2 for a copy of the banners that were displayed at the meeting with the Staines Town Society and at the public exhibition.



Figure 2 – Public Exhibition

4. Feedback

Staines Town Society

- 4.1 Responses from the members of the Staines Town Society have been summarised below:
 - Significant concern was raised regarding the height of the proposals as it is believed
 that the scale of the proposals would not add value to town centre. The height will
 visually restrict key views within and around Staines.
 - Concern was raised regarding the architectural design of the buildings. Members
 were uneased over the character of the former Debenhams store being lost as the
 building has acted as a landmark for 60 years.
 - The local transport network is at capacity meaning more cars will only add to the levels of congestion.
 - Positive responses were received regarding the electric car charging points. It was acknowledged that the provision of housing within the town centre could be required but members asked for the development to be of a smaller scale.

Public Exhibition

4.2 The banners presented at the public exhibition informed attendees of the opportunity to complete a feedback form, providing a further opportunity to voice their opinions. In total, during the whole public exhibition, 73 feedback forms were received. A blank copy of the feedback form can be seen at appendix 4.

Question 1:

4.3 Feedback was provided in response to 'What are your First Impressions of the Proposals?' Overall, 88% of respondents did not like the proposals, 9% of respondents believed the proposals require improvements and 3% of respondents thought the proposals were good (figure 3).



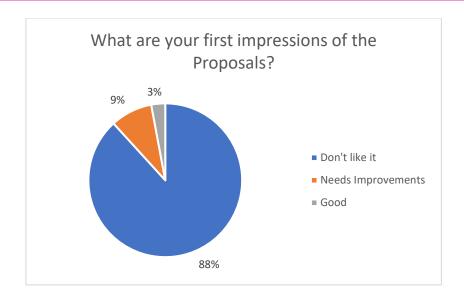


Figure 3 - What are your First Impressions of the Proposals?

Question 2:

4.4 Feedback was provided in response to 'What do you like about the Proposals?' as shown by figure 4. As this was an open-ended question, thematic coding was used to summarise and present the data in a simplified manner. Responses were coded and the codes were grouped together and placed into five themes which are outlined within figure 4. 30 respondents did not like any aspect of the proposals but the scheme did receive some praise. 10 respondents liked the architectural design of the buildings and 7 respondents supported the redevelopment of the former Debenhams store. Further merit was provided regarding the contribution the proposals will make towards the housing requirement, the provision of affordable housing and the ground floor retail space.

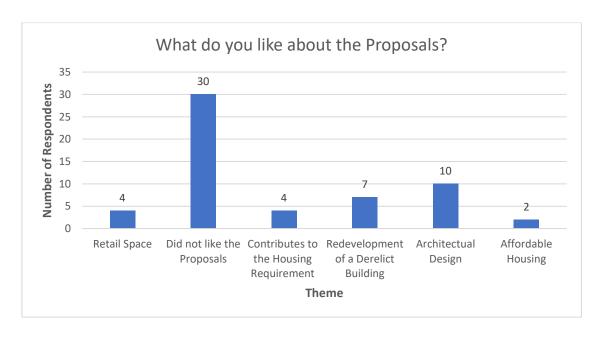


Figure 4 – What do you like about the Proposals?

Question 3:

4.5 Responses were provided in response to 'What don't you like about the Proposals?' as shown by figure 5. A total of 57 respondents did not like the height of the proposals as they believed the development would look out of character and is not suitable for the location. 21 respondents did not like the proposed density as the local transport network and local facilities are already under pressure from current use. Further concern was raised regarding the demolition of the former Debenhams store and the loss of character, the architectural design of the proposals and the ground floor retail space given its declining nature within town centres.

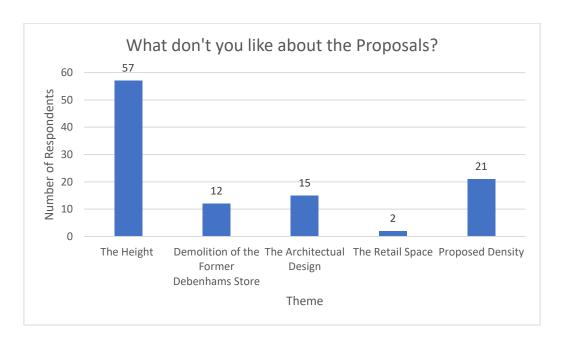


Figure 5 - What don't you like about the Proposals?

Question 4:

4.6 Responses were provided to 'Do you think the massing and scale of the proposals responds to the opportunity to provide a landmark building at the junction of High Street and Thames Street?'. 97% of respondents did not think the proposals and location offers the opportunity to provide a landmark building. Responses stated that the proposals are too high in relation to the local context and that Staines is not a suitable location for a high rise development as it would be out of character with the surrounding buildings. 3% of respondents did believe that the proposals and setting provided the opportunity to develop a landmark building (figure 6).

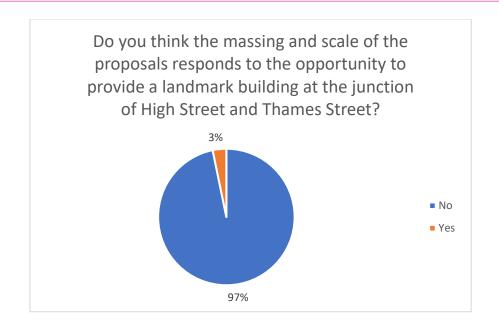


Figure 6 - Do you think the massing and scale of the proposals responds to the opportunity to provide a landmark building at the junction of High Street and Thames Street?

Question 5:

4.7 Feedback was provided in regard to 'Do you think the elevational treatments and materials provide architectural interest?'. 70% of respondents did not think the proposals provided architectural interest, responses raised concern regarding the character of the former Debenhams store being lost and that the overall height of the development being out of character in relation to the local context. 30% of respondents did believe that the elevational treatments and materials provide architectural interest (figure 7), responses highlighted the attractive nature of the brick colouring scheme.

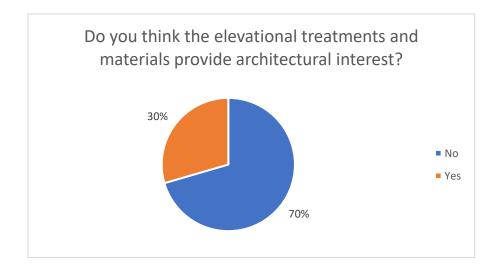


Figure 7 - Do you think the elevational treatments and materials provide architectural interest?

Question 6:

4.8 Feedback was provided in response to 'Do you think the proposals create a good level of amenity for the future residents?'. As shown by figure 8, 19% of respondents did think the proposals provide a good level of amenity space for future residents. However, 81% did not agree, reasons related to the number of balconies provided not being sufficient and local facilities like schools not being able to cope with the increased pressure from the future residents.

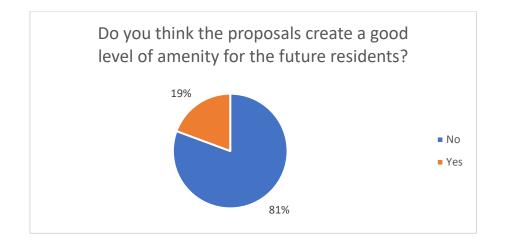


Figure 8 - Do you think the proposals create a good level of amenity for the future residents?

Question 7:

4.9 Responses were provided in relation to 'Do you think there is Sufficient Car and Cycle Parking for this Location?' (figure 9). 78% of respondents thought that not enough car parking was provided within the proposals, 14% thought that the proposals provided sufficient car parking and 8% believed there was too much car parking as the transport network will not be able to cope with the increased number of vehicles. No concerns were raised regarding the cycle parking.

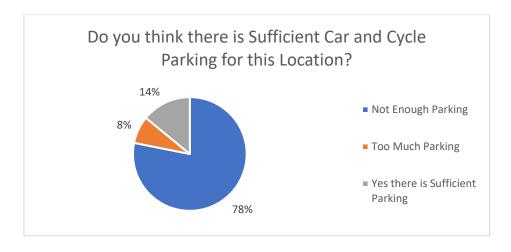


Figure 9 - Do you think there is Sufficient Car and Cycle Parking for this Location?

Question 8:

4.10 Feedback was provided in response to 'Do you think the scheme could be improved and if so how?'. Responses related to 5 key themes as shown by figure 10. 49 respondents believed the height of the proposals could be lowered to better relate to the surrounding context, 6 to 7 storeys were suggested. 15 responses thought the scheme could be improved by retaining the former Debenhams store and 9 respondents would like the architectural design to be improved. Further suggestions of improvement include lowering the density and changing the specific uses of the proposals.

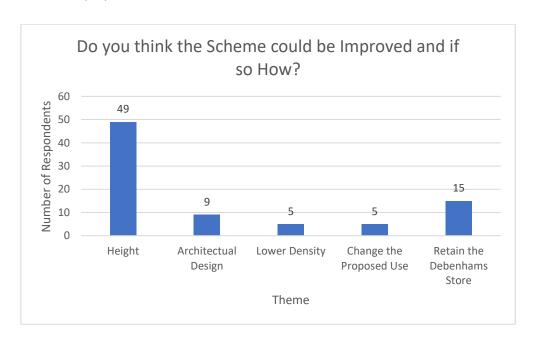


Figure 10 - Do you think the scheme could be improved and if so how?

Question 9:

4.11 Responses were provided to 'Do you have any other Comments?' as shown by figure 11.

Responses were grouped into five themes with 16 respondents stating that the proposals will negatively impact Staines by increasing the pressure on local infrastructure. 12 respondents stated that Staines is not suitable for high rise buildings. Further comments were made regarding the demolition of the former Debenhams store, the architectural design and the redevelopment of derelict offices in place of the former Debenhams store.

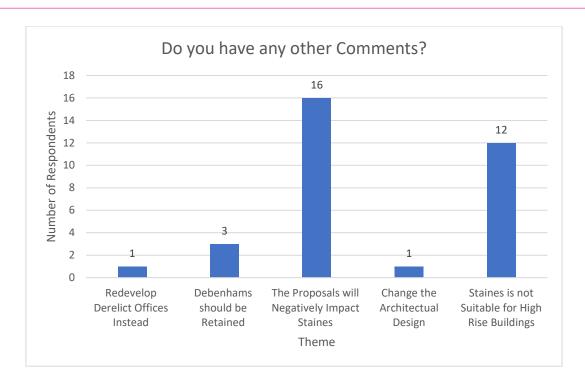


Figure 11 - Do you have any other Comments?

5. Applicant Responses

- 5.1 Following the feedback received from the meeting with the Staines Town Society and the public exhibition on 13th October 2021, responses were taken into account and concerns were addressed by the applicant. The main concerns were in relation to the height of the proposals, the character and the loss of the current building, the density, the local infrastructure and car parking. The applicant responses are as follows:
 - Height Concerns were raised over the height of the proposals being ground floor plus 14 storeys. Responses stated that the development would not be suitable within Staines and would be seen as out of character. A Townscape Impact Assessment has been prepared as part of the supporting reports to accompany the planning application. The TVIA assesses the effects of the height of the building from surrounding viewpoints demonstrating that there is only a moderate effect from key viewpoints.
 - Density Responses stated that the proposed density is too high and that the influx of future residents would negatively impact Staines and place further pressure on local infrastructure. The Planning Statement submitted in support of the application addresses the matter of density and how the proposals make an efficient use of a brownfield land and a highly sustainable location which is supported by national planning policy.
 - Character and the loss of the current building Respondents raised concern over the former Debenhams store being demolished and thus losing its character. In response, a Design and Access Statement has been prepared in support of this application. The statement identifies why the existing building is not suitable for conversion. Further concern was raised regarding the proposals materials not relating well to the current character of the former Debenhams store. In response, the proposed type of brick has been changed as to produce a lighter character that correlates well with the existing building.
 - Infrastructure Concerns were raised over the increased pressure the proposals will
 impose on the local infrastructure and facilities. The applicant has anticipated that
 Spelthorne Borough Council and Surrey County Council may request contributions towards
 improving the capacity of local infrastructure and facilities. The contribution may be
 requested through a Section 106 Agreement where specific to the site and otherwise would
 be through the Community Infrastructure Levy payment.
 - Car Parking Concerns were raised over the provision of car parking within the proposals being too low. In response, a Transport Assessment has been prepared and will be submitted in support of this application. The assessment will consider the proposed car parking provision and the potential impacts on the local transport network.

6. Conclusion

- 6.1 The Applicant has undertaken pre-application engagement with the local planning authority, ward members, statutory and non-statutory consultees and key stakeholders including the Staines Town Society and members of the public. An in-person public exhibition was held within the Staines Methodist Church after taking into consideration the current state of the Covid-19 pandemic and implementing relevant measures to improve safety.
- 6.2 The engagement undertaken by the Applicant meets the requirements of Spelthorne Borough Council's Statement of Community Involvement and National Planning Policy Framework.
- 6.3 Responses from both the meeting with the Staines Town Society and the public exhibition have been summarised. Positive responses were received in terms of redeveloping the site and providing residential space along with ground floor retail space. Concerns were raised regarding the architectural design of the buildings and the height of the development which are addressed in the reports accompanying the application.

Appendices:

Appendix 1 - Public Exhibition Leaflet:

Proposed Residential Development at Former Debenhams Building, High Street, Staines

Public Exhibition Event

at Staines Methodist Church, Thames Street, TW18 4SD, Wednesday 13th October 2021 4:00 pm - 8.00 pm



Future High Street Living Ltd are a well-established development company, working across the UK with a proven track record for delivering developments across a range of sectors, including residential sale and Build-to-Rent. Proposals are tailored to the location to deliver high-quality living environments, meeting residents' needs, creating communities and re-invigorating town centres.

Future High Street Living Ltd are currently undergoing pre-application discussions with the Borough Council to evolve proposals for the redevelopment of the former Debenhams Store on High Street and Thames Street. The current proposals seek to provide a high-quality residential living with retail uses fronting onto High Street.

Your opinions are important to us and therefore you are invited to attend our public exhibition where you will be able to ask members of the team questions about the development and leave feed back. We look forward to hearing your views and using them to shape the proposals.

Comments or questions, please contact: office@cerda-planning.co.uk or 0121 748 1620



Appendix 2 - Public Exhibition Banners:

The Brief & Team

Future High Street Living Ltd are currently developing proposals for the selected present of the foreset Debenhame ince at the junction of High Street and Thames Street, as indicated by the red line on the plan below. The proposals seek to demolitarity and provide ingle-quality residential living and provide high-quality residential living with receil uses froming onco High Street.

housing to help meet the identified shortfull in the borough.

Future High Street Using has engaged with offices of the local planning artifactly in extremive pre-application discussions and are now seeking the view of residents, businesses and lay studenties choosing the guide or before. This ever well provide attended with an opportunity to learn more about the proposals, meet the ream, and provide feedback.

ways they could be enhanced, and would birdly request you complete one of the feedback forms provided.





Communities and selecting indicate in well-contributed development company, working across the UK with a proven track record for delivering developments across a range of across, including residential sale and Ruidi co-lami. Proposals are saleted to the location to deliver high-quality living environments receiving residents' needs, creating communities and selevigorating high sovers.

Corstorphine & Wright

Contemphine & Wright is an award-winning architectural practice ranked at member 24 in the prentigious AJ100. Contemphine & Wright design spaces with that elautie Traus-haved quality, translating requirements, coastrained and opportunities into places that are races that the sum of



Planning Consultant

Pleasing Countries:

Ceeds Planning is an established planning constrainty who
are based in Surce Coldfield and Carde Dosington. Ceeds
has exercise as periodic in promoting land and securing
planning permission for a wide range of projects, ranging
from major whom regenerated as projects to residential
proposals of all acales. Ceeds Planning have worked with
Future High Street Living to secure permission for several
major projects.





The Site

The site is located at the junction of High Street and Themes Street, with the Elver Thomas to the southwest. The site is 5 minused wall that the bus existing and 10 minused walk from the wall studen. The existing beliefing on site - Debenhans - recently closed and is now vacuum.

This she has been identified as an accellent opportunity to need the growing need for horses is the local assa, regenerating a vacant previously development lock, and assisting is safeguarding the renoval of land from the Green Belt.

Spatricene Bosough Council is currently in the process of preparing a new Local Plan. The site is proposed as a preferred allocation senting out: The site is brownfield and is located within Status Town Centre. The site is near to services and transport finite and given the character of the wider area, will be sole to accommodate high-rise, high-density development. A high-quality design would contribute to the regeneration of Status Town Centre. As the site is located on the common of the High Street the opportunity solits for a high quality (and out it high Street the opportunity solits for a high quality (and out it high Street the opportunity and explorate the opportunity of the sole of the sole is considered too small or provide matter infrastructure and is untillely to be able to meet specific needs of the local community, the sustainable location in Statines Town Centre and opportunity for the efficient can of limit dense that his state would make a notable contribution solbs spetial strate by it paramet."

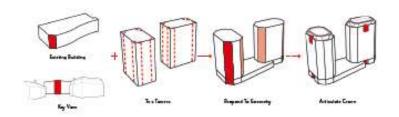






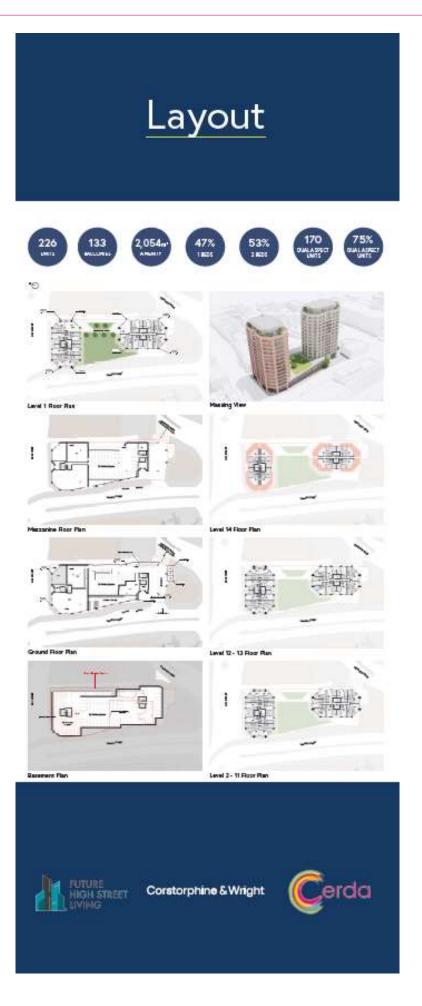


Vision & Principles

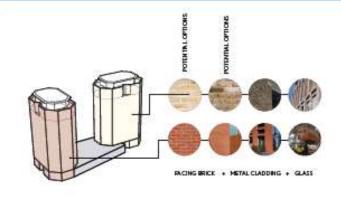


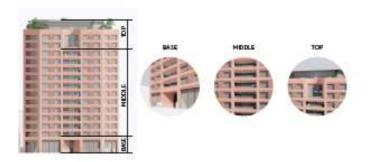






Elevation Details

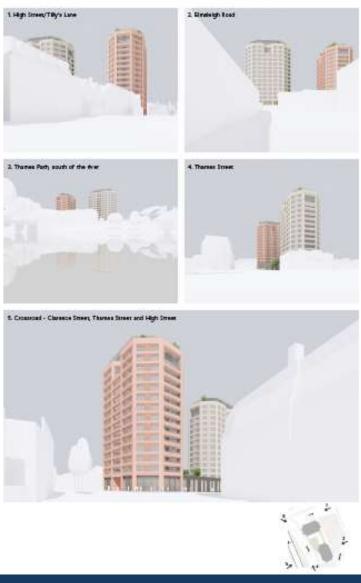








Massing Views





Amenity Provision & Car Parking





































Feedback & Next Steps

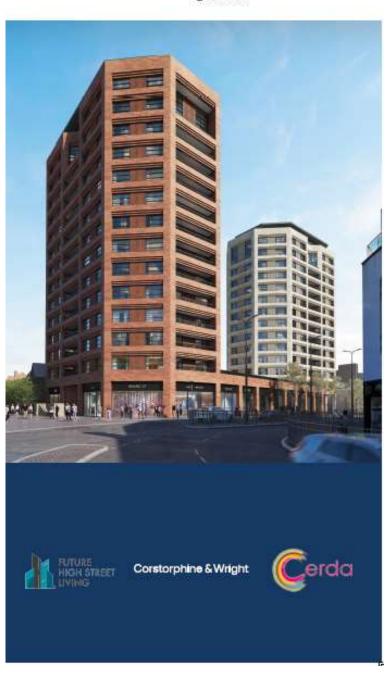
Thank you for nating the time to streed our public exhibition ween for our proposals to develop this she. We kope you found in useful, and would be granted Hyos would take the time to submit a feedback form and tell sa what you think.

Following voday's exhibition, we will neview all feedback receive and, where possible and appropriate, incorporate this into the proposals as they progress. AS of the written feedback we receive from this event will be lackeded in a Statement of Community Engagement that will be as beinned to the council as part of the planning application.

Should you have any further questions or convenes or If you would libe to discuss the plans with the team following this event, you see welcome to conscrus using the details below.

⊠ officeBoards-planning.co.uk

C 0121 748 1620



Appendix 3 – Local Media Release Statement:

Future High Street Living Ltd to consult on plans for former Debenhams building

Future High Street Living Ltd are offering local residents and businesses, the opportunity to attend a public exhibition to view the evolving proposals for the redevelopment of the former Debenhams building on Thames Street and High Street, Staines. The event will provide attendees an opportunity to meet the team, view the proposals and provide feedback to help shape the designs as they evolve.

Future High Street Living Ltd are a well-established development company, working across the UK with a proven track record for delivering developments across a range of sectors, including residential sale and Build-to-Rent. Proposals are tailored to the location to deliver high-quality living environments, meeting residents' needs and creating communities.

The site, located on Thames Street and High Street, north east of the River Thames, comprises the vacant, former Debenhams building. The proposals seek to demolish the existing building and provide high-quality residential living with retail uses fronting onto High Street.

Future High Street Living Ltd are currently undergoing pre-application discussions with the Borough Council to evolve proposals for the redevelopment of the site and offer residents the opportunity to view and feed into the evolving proposals at a public exhibition on Wednesday 13th October between 4:00 pm and 8:00 pm, to be hosted at the Staines Methodist Church, Thames Street, TW18 4SD.

Sam Ginda of Future High Street Living Ltd said:

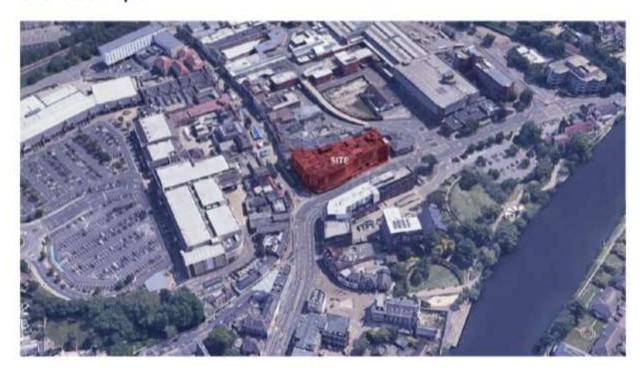
Future High Street Living is all about repurposing and bringing struggling high streets back to life by investing in developments like this that will introduce new housing and new reasons to visit these areas yet again. We are very excited at the prospect of redeveloping this iconic site in Staines which presents an opportunity to deliver on our ethos in a highly sustainable location on a previously developed site. The proposed development offers a chance to create a high-quality living environment delivered through a landmark development at a key location for the town, relieving pressure on the release of precious Green Belt land, and reinvigorating the town centre.'

He continued:

'We have spent an extensive time researching the site and area to understand local needs and want to offer local residents, and businesses, the opportunity to attend our public exhibition so we can hear their thoughts on our proposals, feed in to the proposals as they continue to evolve, and highlight any pertinent matters. We want to create a residential community which fits harmoniously with the existing area, breathes new life into the town centre and creates a development everyone can be proud of.'

For further information on the exhibition, please contact Cerda Planning at office@cerda-planning.co.uk or 0121 748 1620

Site location plan



Appendix 4 – Blank Feedback Form:

FORMER DEBENHAMS STORE, THAMES STREET/HIGH STREET, STAINES

FEEDBACK QUESTIONNAIRE

Please assist Future High Street Living (Staines) LTD and Cerda Planning in finding out what you think of their current proposals and any ideas you have about them, by completing this feedback sheet.

Please feel free to answer all or as many of the questions as you wish.									
What are your first impressions of the proposals? Like it a lot									
2. What do you like about the proposals?									
3. What don't you like about the proposals?									



FORMER DEBENHAMS STORE, THAMES STREET/HIGH STREET, STAINES

FEEDBACK QUESTIONNAIRE

4. Do you think the massing and scale of the proposals responds to the opportunity to provide a landmark building at the junction of High Street and Thames Street?								
5. Do you think the elevational treatments and materials provide architectural interest?								
6. Do you think the proposals create a good level of amenity for the future residents?								



FORMER DEBENHAMS STORE, THAMES STREET/HIGH STREET, STAINES

FEEDBACK QUESTIONNAIRE

7. Do you think there is sufficient car and cycle parking for this location?								
0.5								
8. Do you think the scheme could be improved and if so how?								
9. Do you have any other comments?								



FORMER DEBENHAMS STORE, THAMES STREET/HIGH STREET, STAINES

FEEDBACK QUESTIONNAIRE

Thank you for taking the time to complete this form. The responses you have given will be analysed and a summary document will be published in due course to accompany the planning application. No personal details will be placed in the public domain.

Are you a?	(delet	e as nece	essary)					
Local resident		Elected Member		Business Person			Other	
How did yo	ou hear	about the	e consul	tation? (de	elete as nece	essary)		
Leaflet	Email	Ро	ster	Twitter	Word of 1	mouth	Facebook	
Were all yo	our que	stions ans	wered?	(delete as	necessary)			
Yes	No	Pa	ırtly					
How did yo	ou find t	the clarity	of the c	onsultatio	n material? (delete as	necessary)	
Excellent		Good	Satis	factory	Poor			
Please help	o us and	alyse you	r respons	se by com	pleting the fo	ollowing:		
Name:								
Address:								
Postcode:								

