

PRESTON AREA REGENERATION MASTERPLAN

Executive Summary



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Aerial photograph of the study area

1 INTRODUCTION



Marbles Pond, Preston.

1 INTRODUCTION

1.1 INTRODUCTION

Urban Practitioners was commissioned by Surrey County Council and Reigate and Banstead Borough Council in July 2004 to prepare a Regeneration Masterplan for the Preston area of Surrey. Urban Practitioners team for this project also includes architects Penoyre and Prasad, property consultants CB Richard Ellis, and transport and sustainability experts Faber Maunsell.

1.2 KEY DRIVERS FOR THE MASTERPLAN

The brief for the Preston Area Regeneration Masterplan was prepared in the context of a number of key drivers, as follows:

- The Preston ward has been identified as the second most deprived ward in Surrey;
- The findings of the Communities that Care Risk Audit and subsequent Action Plan for the Preston Area;
- The County Council's Self Reliance Policy;
- The emerging Community Plan (County, Borough and local partners);

- The future use of the De Burgh site, and its history;
- Enabling and promoting sustainable development on appropriate sites;
- Access to services and their co-ordination; and
- Poor quality of community buildings, open land and public space within the study area.

COMMUNITIES THAT CARE

Preston Ward is one of the most deprived in Surrey. The high profile Communities the Care (CtC) initiative is seeking to address Preston's social issues, in particular by focusing on the support and development of young people in the area. Focusing on the opportunities to improve Preston's physical environment, the Masterplan compliments the ongoing work associated with the CtC initiative under the following broad themes:

- Providing new community facilities;
- Creating a more mixed and balanced community;
- Improving the quality of life;
- Improving linkages to the surrounding areas;
- Improving safety; and
- Building engagement and capacity.

1.3 AIMS AND OBJECTIVES

The project brief set out the following vision statement for the Preston Area Regeneration Masterplan:



Preston's strategic location

1 INTRODUCTION

- (1) To deliver social, environmental and economic benefits to the residents of Preston and its environs through the creation of a Regeneration Plan that will match the spatial development needs of the community with opportunities created by the cooperation of the major landowners, local authorities and service providers.
- (2) To achieve a standard of development that is recognised nationally as demonstrating excellence in the field of sustainable development and construction.

- To explore the scope for, and where appropriate, to facilitate and promote new sustainable development on vacant land such as the former De Burgh site, which can be used as an example and pilot to guide other similar developments in the District and County;
- However, development opportunities should not be rigidly restricted to current vacant land; redevelopment on existing developed land should also be considered where this would bring economic and design benefits;
- To promote the highest standards in design and sustainable construction in all new development;
- To generate sufficient capital receipts from the development of vacant land to help fund improvements and facilities within the study area;

The brief also set out the following aims and objectives, in order to deliver this vision:

- To develop a masterplan which will set out proposals designed to help regenerate the Preston area;
- To develop the plan in partnership with Surrey County Council, Reigate and Banstead Borough Council, RB Housing Trust, the London Boroughs of Merton and Sutton, other key stakeholders (including the Primary Care Trust and Surrey Police) and the local community;
- To contribute to the social, environmental and economic regeneration of the area through appropriate and sustainable development of land, the provision and/or improvement of community facilities and environmental and transport improvements;



The study area

1 INTRODUCTION

- To complement the work of the Preston Advisory Group and the 'Communities that Care' Risk Audit and Action Plan by adopting an holistic approach to the economic, social and environmental issues affecting the area;
- To facilitate the regeneration of difficult to let housing and substandard accommodation;
- The need to significantly improve and enhance the quality of the urban fabric within the area;
- The need to work within the adopted and emerging planning policies and framework set out the Surrey Structure Plan and the Reigate and Banstead Local Plan;
- To help improve the image and reputation of the area; and
- Take into account the aspirations of the local community, stakeholders, service providers etc.

1.4 REPORT STRUCTURE

This executive summary sets out the key proposals of the masterplan, which have been informed by the results of our analysis of the Preston area, including:

- Policy context;
- Socio-economic context;
- Urban design analysis;
- Transport analysis;
- Property market analysis; and
- Sustainability framework.

The full report for the Masterplan sets out the results of this analysis, with a distinct chapter dedicated to each of the fields outlined above.

In addition, the report sets out an analysis of the extensive consultation process which has been undertaken to engage local people in the process of developing a new action plan for Preston, including a series of stakeholder interviews, a consultation questionnaire and a major 'walking audit' consultation event.

A number of 'opportunities' for the Preston area have been identified and developed in consultation with local residents and stakeholders. These opportunities form the basis upon which the masterplan and its proposals have been developed.

This executive summary provides an overview of these proposals in a clear and concise format. It also outlines which proposals could be directly facilitated by the residential development of the De Burgh site and which are wider objectives, and indicates a broad timescale of each of the initiatives.



Housing in Preston

2 OPPORTUNITIES

2.1 INTRODUCTION

Through the Communities that Care (CtC) initiative, a plethora of issues, concerns and opportunities have been identified relating specifically to the Preston Area. Many of these stem from the socio-economic characteristics unique to the area. The CtC Action Plan provides a range of possible initiatives and projects which aim to address some of these problems and issues. Most importantly it provides the context within which the masterplan is being prepared and through which it must be brought forward.

There is a direct link between some of the issues and problems relevant to Preston and its physical environment. Physical intervention, through development, remodelling or redevelopment of key sites and sensitive environmental improvements, can address some of these issues both directly and indirectly.

Responding to the outcomes of the consultation process and the results of the physical analysis, the key opportunities for physical intervention has been identified and summarised below. These opportunities, which have been developed in response to the comprehensive analysis work and consultation set out above, set out some broad parameters which underpin the preparation and development of the masterplan.

2.2 OPPORTUNITIES

Figure 2.1 shows the major opportunities which exist within Preston for development and regeneration projects. These fall broadly into the following categories:

- Creating a new heart to the community, and a strong east-west link across the existing recreation ground and De Burgh site beyond;
- Creating a new north-south link which links Merland Rise Community Primary School directly to the centre of Preston;
- Development of the De Burgh site.

Within these headings, there are a series of project opportunities.

1. IMPROVED PEDESTRIAN LINKAGE

- Tattenham Corner rail station is currently only accessed by one pedestrian route, which is indirect for many residents, particularly those living in the Waterfield area and on the southernmost roads in Preston. A pedestrian route could be extended to link these areas and improve the accessibility of the station.
- The current road layout of Preston reinforces the isolated nature of the area and an opportunity exists to address this by providing a link from Preston Lane through to Shelveys Way.

- Epsom Downs is a valuable open green area that is located adjacent to Preston but is currently underused by local residents. Opportunities exist to improve direct pedestrian access to the downs to address this.
- It is important that any new housing on the De Burgh site integrates into the Preston area with direct linkage to the existing street network. Opportunities for this will therefore be maximised.

2. EXISTING SCHOOL PLAYING FIELDS (HEADLEY DRIVE)

This space has been highlighted in the consultation process for possible development. However, there are a few key issues which mitigate against it as a realistic option:

- The site currently provides playing fields to Merland Rise Community Primary School which lacks sufficient



Existing community facilities do not have a positive relationship to Merland Rise

2 OPPORTUNITIES



Figure 2.1 Preston opportunities plan

on-site space. Any loss of this facility would need to be replaced;

- Only two possible sites for replacement exist within a short walk - the existing park and the De Burgh site. However, any land would need to be fenced off for the exclusive use of the school to the significant detriment of local amenity.

It is therefore considered that this site is not suitable for new development within this project. However, this does not exclude the playing field as a potential site for organised, community sports.

3. LOCAL CENTRE

There is a strong need to create a recognisable heart to Preston - creating a critical mass of facilities and providing a much needed sense of identity. The site currently occupied by the community buildings, together with adjoining open space and apartment blocks, creates a substantial development opportunity for this project.

4. A NEW EAST-WEST AXIS

This proposed link already exists as a tarmac path crossing open ground. Whilst well used in the day, the route does not benefit from overlooking and consequently considered by many as unsafe in the evening. However, it is a very important

2 OPPORTUNITIES

link and would become more so when a critical mass of facilities is established as the new local centre on Merland Rise. The avenue is intended to be wide, well lit, tree lined and overlooked by buildings to provide a safer and more attractive route.

5. LONGFIELD CRESCENT

The flats around Longfield Crescent and the environment they create received strong criticism at the public consultation event. It is proposed to demolish or refurbish and/or remodel them and replace/redesign them with new residential accommodation facing onto a formal square. The resulting housing would be a mix of units and tenures

6. ST LEONARD'S ROAD EXTENSION

St Leonard's Road is the main access to Merland Rise Community Primary School running off Chetwode Road. It is considered desirable to create a better and more direct link between the school and the recreation ground and new local centre facilities. New development along this new route would also create new building frontages facing onto the recreation ground, improving the sense of safety by increasing the amount of overlooking.

7. RECREATION GROUND

The recreation ground is at present a very large space, poorly defined, and enclosed by significant lengths of rear boundaries. Although it provides valuable green space, it does not currently fulfil its potential as an amenity for local people. The projects to

create new or redesigned development at the new local centre, Cuddington Close/Longfield Crescent area, and the continuation to St Leonard's Road will enhance the space by providing attractive frontages and passive surveillance. The space itself will also be improved by new formal pathways and structural landscaping, designed to create a more attractive park environment. By subdividing the space to create a series of areas which can be designed to have their own character features such as an improved children's play area, kick-about area, sensory garden and picnic area could all be considered.

8. MARBLES POND

Marbles Pond is a significant and well used local amenity. Facilities for fishing have recently been improved and further improvements are planned as part of the CtC initiative. One of the drivers behind these planned improvements is the opportunities fishing presents to help bring young and old together so both can benefit in shared experience. The pond has potentially a very good physical relationship with the De Burgh site and this can be exploited and enhanced.

9. THE DE BURGH SITE

The De Burgh site presents a significant development opportunity. It is important to maximise the value of development on this site as a proportion of the capital received from its sale could fund a range of improvements across the Preston area.

Whilst structurally part of the built up area of Preston, the site presents its longest boundary with Burgh Heath. The consultation revealed that the open character of the site is valued by local people and this long boundary presents an opportunity to retain visual and physical links with the Heath and for any new development to benefit from proximity to this valuable asset.

10. NEW OPEN SPACE

The De Burgh site may also present the opportunity, in association with the managed release and development of pockets of poorly located open space within the wider Preston area, to provide new overlooked open space accessible to everyone.

11. LINKS TO ASDA

Asda is a short walk across the Heath. Whilst a direct link across the Heath on the alignment of Chetwode Road provides the opportunity for good pedestrian linkage to



There is an opportunity to create a more positive frontage to the De Burgh site

2 OPPORTUNITIES

the foodstore, there are no pedestrian crossing facilities on the A240 Reigate Road. With the road widening at this point to accommodate the principal vehicular access to the store, this presents a very significant obstacle to pedestrians. There is also an opportunity to provide a new vehicular route across the heath which could potentially be restricted to bus use only.

2.3 REGENERATION THEMES FOR PRESTON

This masterplan sets out a pragmatic and deliverable development strategy providing a framework through which Preston's many opportunities for physical improvement can be brought forward in a coordinated way. We have identified a number of key themes for Preston's future, which provide the framework for the proposals for physical intervention. The themes are as follows:

Positive public space

Recognising that Preston benefits from large areas of open space, but also suffers from low levels of amenity and poor perceptions of safety, this theme establishes a principle of creating attractive, safe, overlooked public space, which has a high level of amenity value for local people, in terms of the range of facilities it provides.

High quality, affordable community facilities

Recognising the poor quality of the physical facilities which are currently available to the Preston community and the wide range of social and community projects currently being co-ordinated under the Communities that Care initiative, this theme establishes the importance of providing high quality, purpose-built community facilities in the heart of Preston, including youth facilities and community support.

Centralised community hub

with a strong sense of place, and recognising that Preston currently lacks a heart, this theme establishes a principle of critical mass of activities and facilities for the area. The community facilities could be located with a small retail centre in the area between Merland Rise Church, Banstead Athletic Football Club and the sports centre in order to establish a centre of activity that is accessible to all local residents.

High quality, sustainable design -

Recognising that the Preston area will experience a growth in its residential population through the planned development of the De Burgh site, and the realisation of other potential residential development opportunities, this theme seeks to ensure that new development will respect the existing scale and character of the area, and enhance Preston so as to benefit the existing community.

Improved access and linkages -

Recognising that one of Preston's key weaknesses at present is its isolation, which results from poor connections to the surrounding area, including poor connections to some key amenities such as Asda, this theme sets the context for a number of projects to create new links, both for pedestrians and vehicles, to knit the Preston area back into its surrounding Surrey context and enhance access to economic opportunities for local people.



Local young people fishing in Marbles Pond



Some parking areas present an opportunity for improvement

3 THE MASTERPLAN



Merland Rise recreation ground.

3 THE MASTERPLAN

3.1 INTRODUCTION AND OVERVIEW

This section sets out the Preston area regeneration masterplan, developed following comprehensive public consultation on the opportunities that were identified in the interim report.

A number of themes are employed to set out the masterplan in a clear and concise fashion and these are:

- key landscape principles;
- community facilities;
- links and movements;
- a village centre;
- the De Burgh site;
- transport and parking;
- a formal square;
- social housing; and
- sustainability objectives

In addition to the information contained in these sections, there is an overview plan of the regeneration masterplan set out on the following page and a visualisation of the full masterplan at the end of the chapter.

Following this, the proposals are set out according to whether they could be directly facilitated by the residential development or whether they are wider objectives for the area. The broad timescale of the proposals is also indicated.

It is important to note that the highest quality design and sustainable construction techniques are both essential elements of the masterplan and provide an overarching guide for the proposals. Safety and crime issues are also addressed throughout the masterplan, within the various proposals.



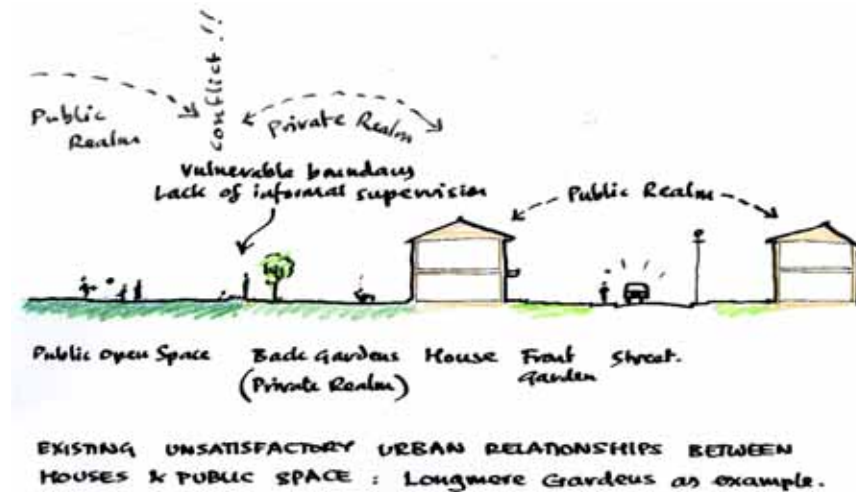
Incidental green space.

3 THE MASTERPLAN

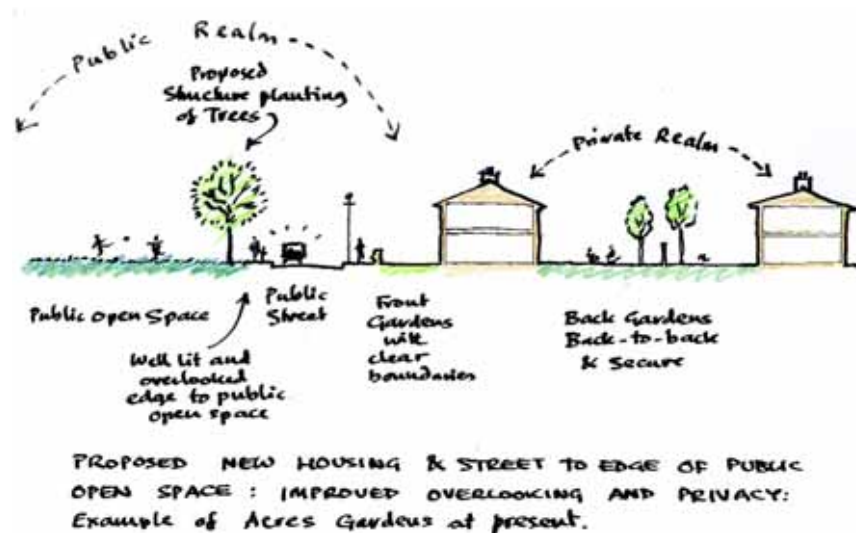
3.1 INTRODUCTION AND OVERVIEW



3 THE MASTERPLAN



Existing 'negative' frontages in Preston



Proposed 'positive' frontages for Preston

3.2 KEY LANDSCAPE PRINCIPLES

There are a number of key landscaping and design principles which inform the final masterplan for the Preston area regeneration and these are outlined below:

1. ESTABLISH 'POSITIVE' EDGES TO STREETS AND PUBLIC OPEN SPACES

The masterplan proposes the introduction of positive frontages throughout the area wherever possible to provide a measure of natural surveillance and contribute to a more supervised and secure public space.

2. REINFORCE THE OPEN SPACES WITH AVENUES OF STRUCTURE TREE PLANTING

The masterplan shows a series of tree lined pedestrian routes that form clear links through the neighbourhood.

3. CREATE A VARIETY OF OPEN SPACES WITH CLEARLY DEFINED IDENTITIES

The masterplan proposes to redesign the open spaces in Preston so that they have clear identities and readily understood scale and sense of place. Examples of the range of public spaces are as follows:-

- Wide open but bordered Recreation Ground;
- Good sized formal squares;
- Informal and well established historic landscape nodes;
- Village greens where houses sit back from the roadway on at least three sides forming positive and supervisable open spaces;

3 THE MASTERPLAN

- Enclosed front gardens and enclosure of unsupervisable green areas;
- New and secure boundary designs, including solid wall construction where private gardens form boundaries with public open spaces;
- Clear identities given to open spaces though named signs to help; and wayfinding and promote civic security.

4. ADJUST THE EXISTING HIGHWAYS TO ACCOMMODATE SUPERVISABLE CAR PARKING, IMPROVE PEDESTRIAN SAFETY AND ENHANCE LANDSCAPING

A street-by-street design strategy is proposed including in-line layby parking at the expense of the green verges with a street tree planted periodically in line to provide structure and variety to the streetscape.

5. ACTIVELY ENCOURAGE NEW MINOR ROADWAYS SERVING NO MORE THAN 50 HOMES TO BE DESIGNED TO HOME ZONE STANDARDS, INCLUDING MEWS COURTS.

Street tree planting is to be encouraged at pinch points creating entrances, intervals and chicanes if required, further calming vehicular traffic to walking speeds.

6. TRANSFORM THE UNSUPERVISED REAR PARKING COURTS.

In the long term alternative uses should be established in consultation with the immediate residents. Uses could include sheltered housing (single storey) for the

elderly, crèches or communal pocket squares with tree planting and children's supervised play areas.

7. ESTABLISH CLEAR AND POSITIVE BOUNDARIES TO THE NEIGHBOURHOOD'S WOODS

Private rear gardens placed directly onto the wooded boundary of the heath, reducing unsupervised pathways and encouraging wildlife transfer.

Two positive footpath connections connecting the new public space to the Heath to penetrate the trees and connect with the existing pathways within the wood.

Direct and well lit perimeter pathways to Pitt Wood, connecting the community west of Waterfield with the new neighbourhood square of Merland Rise.

A diagonal well lit footpath through the wood at Longfield Crescent, connecting the Recreation Ground to the Crescent.

8. STRENGTHEN AND PROTECT EXISTING PLANTING AND STRUCTURE TREES.

Detailed landscape and arboreal surveys should be undertaken at the next stages of development to ensure ancient hedgerows, copses and Burgh Heath are sensitively managed and reinforced with new planting.

9. ENHANCE CONNECTIONS BETWEEN THE NEIGHBOURHOOD AND ITS WIDER CONTEXT.

A new link for pedestrians and cyclists through Burgh Heath to the A240 and the superstore, such that it arrives at a safe location for a pedestrian and cyclist crossing.



Recreation ground bordered by tree lined pathways



Good sized formal squares

3 THE MASTERPLAN

3.3 COMMUNITY FACILITIES

The masterplan suggests the potential for new community facilities, including a community centre, a healthy living centre and a youth centre. They would be located close to the site of the existing community buildings but should provide a much better range of modern, purpose-built facilities.

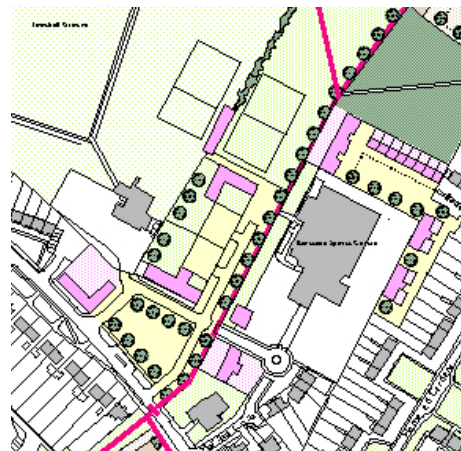
The services considered most valuable as part of the community facilities by local people are:

- a community meeting and events space;
- a youth centre;
- medical services such as a dental surgery;

- a benefits surgery;
- a sports pavilion;
- a new safe play area for children; and
- a community football pitch within the existing football club.

Further consultation is needed to establish whether the youth centre should be housed separately to the community centre and to explore other potential uses.

The masterplan suggests locating these facilities in the new community hub, but a much more detailed design process is needed to decide the precise content, layout and external appearance. Local residents should be extensively involved at every stage in the design process. The facilities must be affordable and viable, with a management strategy designed to reduce vandalism.



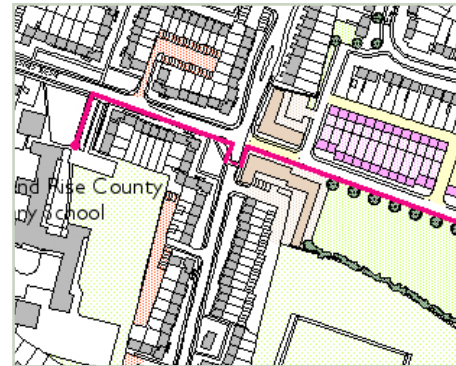
Community and recreation facilities

3 THE MASTERPLAN

3.4 LINKS AND MOVEMENT

A number of opportunities exist to enhance pedestrian links through the Preston which will improve movements levels in the area. Proposals set out in the masterplan to help address this include:

- A pedestrian and cycle link to the A240 to improve access to the local Asda store and the bus services that run along this route. This would also improve access and provide a safe route to the Beacon School.
- Pedestrian links to Tattenham Corner station to improve access to public transport, particularly from the Waterfield area.
- A direct pedestrian link to Epsom Downs to improve access to this valuable green open space.
- A potential link from Preston Lane through to Shelters Way to address the isolated nature of Preston and provide access to skilled and unskilled employment at the The Children's Trust, Tadworth.
- Direct linkage of housing on the De Burgh site to the existing street network to integrate the development with the wider Preston area.



3 THE MASTERPLAN

3.5 A VILLAGE CENTRE

The masterplan proposes creating a hub for both shops and services to address the fact that there is currently no easily identifiable 'heart' to Preston. This will encourage a 'village centre' where shops could benefit from passing trade when people visit community or medical facilities.

The area of Merland Rise, close to the football club, leisure centre and Merland Rise Church, is considered a suitable location for the 'village centre' thanks to these existing facilities.

Amenities that could be supported in this new 'heart' are:

- a concentration of shops, including shops relocated from Marbles Way, some new;
 - a new youth and community centre;
 - healthy living facilities;
 - a community café; and
 - cycle parking.
- There are a number of measures that should be taken in order to ensure that the local centre is a successful hive of activity. These are that:
- a critical mass of activities is built up through the number of amenities available;
 - a sufficient variety of services are available;
 - pedestrian links to the centre from the rest of the estate and the De Burgh site are strengthened; and
 - services are set around a public space or community green, with on street parking for easy access and deliveries.



A concentration of shops and services will help to create a village centre for Preston.

3 THE MASTERPLAN

3.6 THE DE BURGH SITE

The development of the De Burgh site is important, as a proportion of the money received from the sale of this site could be used to deliver other improvements throughout the Preston area, including new community facilities.

The masterplan portrays a large crescent, with mews running adjacent to Burgh Heath. Most of these town and mews houses will overlook a public, landscaped space, which has a through route for pedestrians wishing to travel to either Burgh Heath, or the Asda supermarket on the A240. The housing could be a mix of

family homes and apartment blocks, creating the opportunity for a mixed and lively community and the development should create significant areas of new, high quality open space.

For this mixed and lively community to be established, it is important that affordable housing is also provided on the site, though this is likely to replace affordable housing in the Preston area rather than add to it.

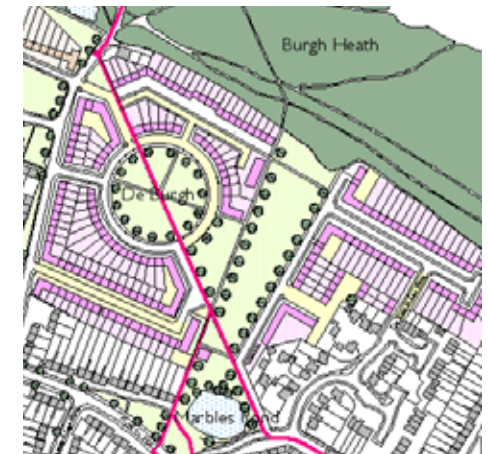
The area surrounding Marbles Pond could be enhanced so that it can be visited as a small park and can support the proposed local fishing project. High quality green space could also be retained on the De

Burgh site to create a green, tree lined route leading to Burgh Heath from the pond that is well designed to maximise user safety. This will be a good location for walking and will also provide access to the Heath.

The new development should be designed to achieve the highest standards of environmental sustainability and a separate sustainability appraisal of the masterplan addresses this. Such measures include the stipulation that any housing adjacent to Burgh Heath will have gardens that back onto the the Heath, to provide a green buffer zone. Housing would also fulfil the sustainability criteria set out by either the Ecohomes or BREEAM policies outlined in chapter 7 of the main report.



A large crescent of town houses and apartments overlooking a public, landscaped space.



3 THE MASTERPLAN

3.7 TRANSPORT AND PARKING

PUBLIC TRANSPORT

Despite recent improvements to the public transport service through the introduction of a Sunday bus service to Banstead and Epsom, public transport provision in the area remains limited. The isolated nature of Preston makes this a critical issue and improved links are required to all major towns nearby for the development at the De Burgh site to be successful. Evening and weekend bus links to Sutton, Epsom, Banstead and Redhill are considered to be particularly important in regard to this issue, as are train links to central London.

Funding for these improvements could be sought through contributions from the developers of the De Burgh site and this is addressed in the Implementation Strategy, chapter 11 of the main report.

PRIVATE TRANSPORT

Road provision in Preston is currently considered to be inadequate by many local residents, with road widths and on street parking frequently causing congestion in the area. General environment and highway improvements will be necessary in order for the road network to support the increased level of usage anticipated by the development at the De Burgh site.

Priorities for this include:

- road widening strategies at feasible locations, such as the removal of the central reservation on Chetwode Road;
- road re-surfacing initiatives to withstand increased use;
- parking provision that can help to address the current levels of congestion and provide greater manoeuvrability for buses on local roads; and
- traffic calming measures to prevent cars from speeding on the residential roads, though speed humps are not considered appropriate.

PARKING PROVISION

Throughout consultation for the regeneration masterplan, greater provision of parking space has consistently been considered a key issue. Demand currently exceeds parking capacity, which results in the use of grass verges for parking. This has a negative impact on the physical environment and also decreases pedestrian accessibility in the area.

A comprehensive survey of existing parking controls and of supply and demand throughout the area is required before a meaningful parking strategy for the area can be developed. However, based on initial analysis, observation, and consultation feedback, preliminary

suggestions for the Marbles Way area are set out over the next pages.

The key initiatives proposed are:

- parking restrictions and enforcement at junctions, narrow areas and other inappropriate locations;
- existing grass verge conversions to parallel parking bays;
- existing grass verge conversions to right angle parking bays; and
- subsidised kerb dropping for residents' driveways.



Area covered by the parking provision proposals

3 THE MASTERPLAN

3.7 TRANSPORT AND PARKING



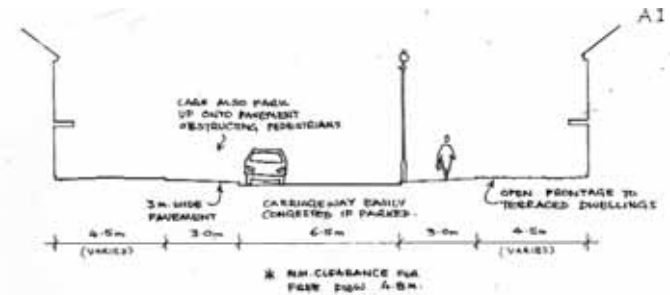
Distributor roads parking provision proposals

Distributor roads

Marbles Way is a distributor road on which local bus routes operate. The existing carriageway is 6.5m wide and is regularly obstructed by on-street parking, which reduces effective clear carriageway width to 4.5m (too narrow for two vehicles to pass safely).

The road is too narrow and well used for right angle parking bays so parallel parking bays are suggested. Existing grass verges and green areas, predominantly on the eastern edge of the road, could be converted to accommodate these.

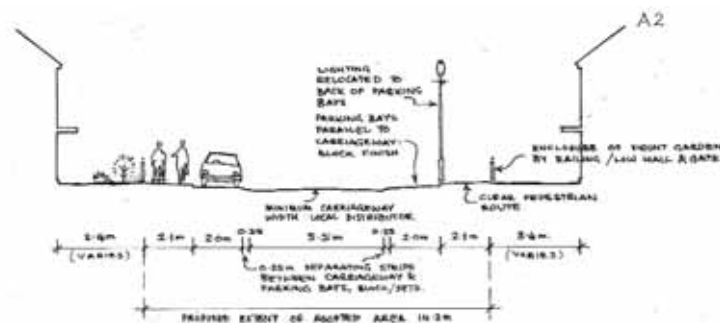
Where parallel parking bays are proposed, care should be taken in the design of and location of pedestrian crossing facilities.



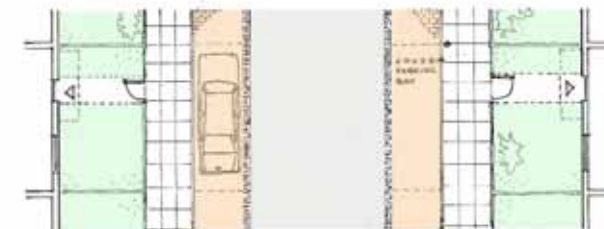
CURRENT LAYOUT OF TYPICAL ROAD SERVING ONE TO TWO DWELLINGS



Section diagram of existing conditions on Marbles Way



PROPOSED PARKING STRATEGY FOR ROADS SERVING OVER 20 DWELLINGS



Section diagram of suggested parking improvements on Marbles Way

3 THE MASTERPLAN

3.7 TRANSPORT AND PARKING

Minor roads

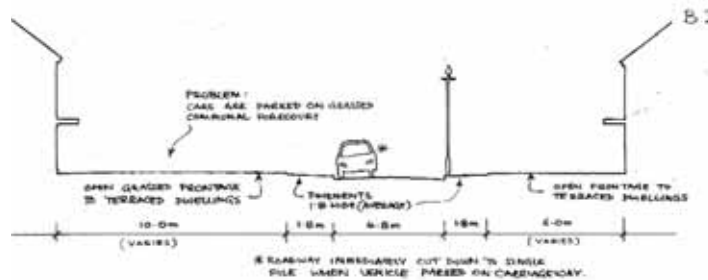
Minor roadways such as Longmere Gardens are 4.8m wide and are easily blocked by on-street parking. Here, right angle and parallel parking are acceptable due to the low number of houses served. These would be created at the expense of the shared open frontage areas in front of houses and could be established in conjunction with the formation of enclosures to front gardens, making clearly identifiable territories in front of each dwelling.

Bollards may be required in front of perpendicular parking bays to prevent encroachment on the footway, or a 2.8m footway may be necessary to allow for potential vehicle overhang.

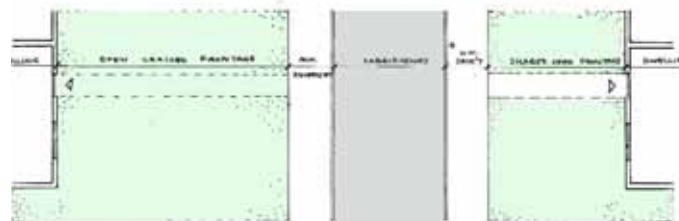
In each case, the relocation of pavements and lighting to the rear of the bays as indicated would have cost implications.



Minor roads parking provision proposals



CURRENT LAYOUT OF TYPICAL ROAD SERVING LESS THAN 20 DWELLINGS

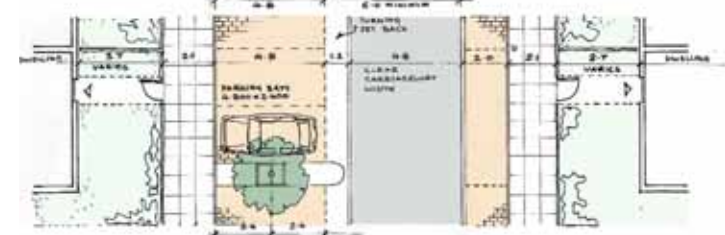


Section diagram of existing conditions on Marbles Way



EXTENT OF REVISED ADOPTEE AREA 17m

PROPOSED PARKING STRATEGY FOR ROADS SERVING (LESS THAN 20) DWELLINGS



Section diagram of suggested parking improvements on Marbles Way

3 THE MASTERPLAN

3.8 A FORMAL SQUARE

Many residents in Preston have indicated some housing in the area is not suitable for modern family needs. Concern was also expressed about the amount of space given over to car parks that were not in regular use. The masterplan addresses both these issues by suggesting the redesign of the area at the south east corner of the recreation ground, by Cuddington Close and possibly the Longfield Crescent area.

The redesign of this area would have a number of benefits, including:

- the replacement of some flats with new houses and maisonettes;

- the creation of a new formal square, providing an opportunity for a new landscaped garden and children's play area;
- alternatively, major refurbishment , oblique remodelling of the area, and provision of some new homes;
- a clearer distinction between public and private space, and between the fronts and backs of properties; and
- improved perceptions of safety in the area.

3.9 SOCIAL HOUSING

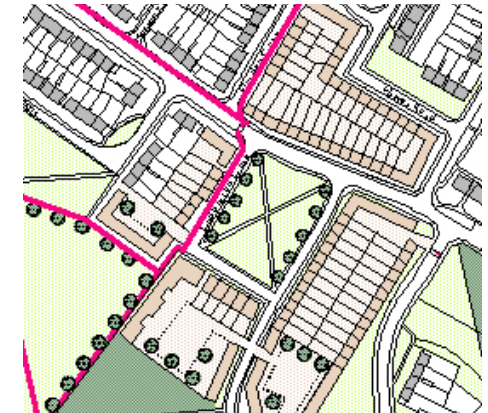
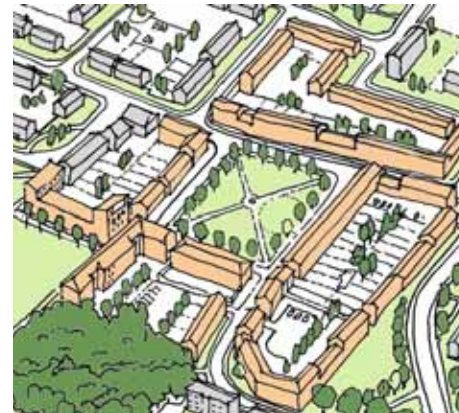
Social housing from this site could be replaced with shared ownership or market

housing to help create a mixed community throughout Preston and an equal number of units reprovided on the De Burgh site. This would need to be at no cost to the housing associations, and opportunities also exist to improve existing accommodation if this redevelopment does not take place.

It should be noted that any proposals which affect individual homes and households, whether tenanted, leasehold or freehold, would need to be subject of much more detailed further consultation with individual residents, led by the relevant Registered Social Landlord. No proposals concerning individual homes will be progressed without this detailed consultation. If agreement cannot be reached with social landlords and tenants for the redevelopment/remodelling of social housing, additional social housing will then be considered on the De Burgh site. The viability of the replacement of some existing social housing will also require further financial feasibility studies.



A formal square with safe play areas surrounded by market housing. Social housing would be reprovided on the De Burgh site.



3 THE MASTERPLAN

Ultimately, this will depend upon a number of factors, including the extent of possible Housing Corporation grant funding available, and also the extent to which any capital receipt from the De Burgh site can be used to cross fund improvements to the wider Masterplan area, as well as the nature/mix of the affordable housing proposed.

3.10 SUSTAINABILITY OBJECTIVES

The masterplan seeks to address the sustainability objectives outlined in chapter 7 as follows:

- The proposals include an intention to include an additional football pitch in the existing football club that could be open to community use. This would help to integrate the football club more into community life.
- The proposals include a redevelopment of the community buildings into a new, mixed use development with a range of community facilities.
- The building and re-location of the medical centre will help to provide access to medical facilities and allow the potential for a wider network of community health support facilities to be set up.
- The links to bus routes have been

improved which will help to provide access to public transport, reduce the need for car trips and the corresponding local air pollution.

- Traffic calming measures are incorporated into the scheme to help to reduce the dominance of the car.
- Enhancing and improving the existing local open spaces and the provision of new quality open spaces will help to encourage their safe use.
- Intensification of housing development and diversification of tenure will create a mixed and viable community.
- Facilities for cyclists are included in the proposals with spaces for securely locking cycles adjacent to the community facilities and the shops. Also, spaces for storing cycles in the new housing can be provided (ideally with one space per person accommodated). Also, pedestrian routes could be supplemented by appropriate cycle routes through the study area.
- Space could be set aside for sustainable drainage systems to attenuate storm-water run-off, such as ponds, swales and ditches. Underground attenuation tanks and/or oversized pipes could also be provided. Existing ponds on the site could be used or green areas adjacent to paths and roads could be used to help drain impermeable areas,

wherever possible.

- The proposed open-space corridor through the development could be used as a 'green-corridor' to allow wildlife to move between habitats. This will need to be considered in the context of the local biodiversity.
- Provision of new (native) species of trees, shrubs and hedgerows will help to enhance the ecological value of the study area. Areas could be identified for provision of new habitats for local species. In particular, Marbles Pond, Burgh Heath and Pit Wood.
- Provision of space for community facilities for recycling of glass, tins, newspaper and textiles will be proposed within the study to complement the Local Authority's recycling strategy for the area. Provision of recycling facilities will require community consultation and they should be positioned away from residential areas.
- A community archaeological project would connect new and existing residents of Preston with its heritage as a medieval manor and build a 'pride of place' in the area through information on past excavations and new community digs. This would involve input from English Heritage and could result in local historic artefacts featuring in the architecture of new community facilities.

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3.11 VISUALISATION



3 THE MASTERPLAN

3.12 TABLE OF PROPOSALS

The table to the right sets out the proposals of the masterplan in bullet point form. Each of the proposals is identified either as being facilitated directly by the development of the De Burgh site or as a wider objective of the masterplan. A broad timescale for each of the proposals is also provided.

Further details and options for each of the proposals are set out in the individual masterplan sections.

Proposals	Broad Timescale
Masterplan proposals directly facilitated by the development of the De Burgh site	
Improvements to the local streetscape through tree planting and pathway improvements	Short term
Improving pedestrian and cycle links to the A240 across Burgh Heath	Medium term
Improving the physical environment of Marbles Pond	Medium term
Development of a new public open space at the De Burgh site	Medium term
Improvements to the definition between public and private green space	Medium term
Interventions to improve parking provision and vehicle accessibility on roads including in-line layby parking and parking restrictions on narrow roads.	Medium term
Development of new community facilities including a youth centre and community centre	Medium term
Establishing cycle parking at the community centre and village centre	Medium term
Establishing a sustainable drainage system	Medium term
Establishing a glass and paper recycling point for the area	Medium term
Improving pedestrian links to Tattenham Corner station	Medium term
Improving public transport	Medium term
Masterplan proposals with wider objectives	
Developing a new 'village centre' as a new community hub	Medium term
Strengthening pedestrian links between the recreation ground and Merland Rise Community Primary School	Medium term
Improving links between Merland Rise and Waterfield, along the edge of Pitt Wood	Medium term
Establishing an archeological group for the Preston area	Medium term
Preserving and enhancing ancient trees and hedgerows through sensitive management and new planting	Medium term
Establishing a community fishing project at Marbles Pond	Medium term
Redevelopment, replacement, remodelling or refurbishment of housing in Cuddington Close and Longfield Crescent area	Long term
Establishing one social landlord for social housing in the area	Long term
Transformation of unsupervised rear parking courts for a new safe children's play area	Long Term
Providing active frontage to the recreation ground	Long term
Improving links between Preston Lane and Shelters Way	Long term
Creation of a community football pitch in the existing football club to promote community use	Long term

4 IMPLEMENTATION

MARKETING STRATEGY AND DEVELOPMENT PARTNER

The key to the successful delivery of the Preston Regeneration Masterplan proposals rests on the disposal of the De Burgh site. A clear and sound marketing strategy will form the basis for engaging a development partner to assist the Councils in delivering improvements to Preston. Based on the proposals set out in the Masterplan and the indicative and selective viability assessments that have been undertaken, the following strategy is suggested:

The De Burgh site is marketed widely through a two-stage tendering process. Given the scale of the development opportunity, it is likely that European Union requirements and regulations will be relevant to the first stage of the marketing strategy adopted. The second, invitation to tender stage will involve a select number of suitable residential-led developers who are able to demonstrate a commitment to the application of sustainable development and construction techniques and the highest quality of design.

The site is marketed with the support of the adopted masterplan proposals for regenerating the Preston area. Residential developers will be invited to bring forward enhanced schemes/indicative financial offers for the De Burgh site based on the approach set out in the masterplan.

The Council would then choose a preferred development partner based on their

selection criteria. It will be extremely important to allow for flexibility in the application of the masterplan as plans are drawn up in more detail by the developers, subject to certain parameters specified by the Council. Parameters could, for example, relate to ensuring an appropriate level of affordable housing is provided, although given the high concentrations of affordable housing in the Preston area a more relaxed stance may have to be taken on the residential mix and density.

Once a suitable development partner has been identified, an appropriate legal agreement will be drawn up between the Council and the preferred Development Partner. The development partner would then be expected to work up a planning application for the scheme, and it is expected that this process will involve further public consultation.

ENSURING THE DELIVERY OF WIDER COMMUNITY BENEFITS

The Masterplan makes clear that significant community benefit must flow from the development of the De Burgh site. The costs associated with these area-wide benefits can be funded in two ways as follows:

- Either directly by the appropriate Council through the capital receipt from the sale of the land on the basis that these costs are not discounted from the land value; or
- Through a planning obligation to provide

these community benefits and environmental improvements on the granting of planning permission to develop the land

The indicative development appraisal work undertaken suggests that the value generated from the sale of the De Burgh site could be sufficient to meet the capital costs associated with the provision of new and improved community facilities and environmental improvements considered necessary for the development to proceed. This takes into account already established commitments associated with any capital receipt realised.

PROJECT MANAGEMENT

In order to manage the process of delivering the Preston Area Regeneration Masterplan, it is suggested that a working group is set up to ensure that all key departments, partners and agencies are engaged, and to provide clarity of communication for the development partner and the local community. It is anticipated that the working group would be led by the Reigate and Banstead Borough Council would include officer representatives of the following:

- Reigate and Banstead Borough Council, Policy and the Environment
- Reigate and Banstead Borough Council, Chief Executives
- Reigate and Banstead Borough Council, Services to the Community

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- Reigate and Banstead Borough Council, Resources
- Surrey County Council, Property
- Reigate and Banstead Housing Trust
- London Borough of Merton
- Communities that Care initiative
- Appropriate community based representation from the Preston Regeneration Project Board

It will be extremely important to establish consistent membership of this working group, and to keep the numbers of officers involved to a workable minimum (suggested no more than two officers per department or organisation), in order to foster effective working relationships and ensure continuity of communication.

It is suggested that the working group should meet on a monthly basis to review project progress. The working group should have responsibility for the following:

- communication and liaison with the development partner
- co-ordination of further phases of public consultation in relation to the emerging development scheme prepared by the development partner
- co-ordination and communication relating to the roles and requirements of different Council departments, including the processes associated with taking the masterplan forward as an Area Action Plan or Supplementary Planning Document.

The Working Group would report directly to the Preston Regeneration Project Board on a regular basis.

Once a planning application has been approved and development commences on the De Burgh site, it is recommended that a site office is established by the working group, to provide a local source of accurate information for local residents, and a context of day to day communication with the developer and contractor. This will help to ensure that any difficulties which arise on site can be dealt with as quickly as possible.

FUNDING - OVERALL CONCLUSIONS

CBRE's advice on financial matters relating to the Preston Area Regeneration Masterplan comprises three key elements;

- An indicative development appraisal of the De Burgh site based on the proposals for that site as set out in the Masterplan
- An indicative development appraisal of selected additional sites considered key to the implementation of the Masterplan
- An indicative assessment of the capital costs associated with the provision of a new health and community centre and youth club facilities as shown in the Masterplan.

It should be noted that these appraisals have been undertaken to give a high level indication of the viability issues associated with some of the key elements in the Preston Regeneration Masterplan. Only the elements listed above have been included in the viability analysis. Many of the proposals put forward in the Masterplan have not been costed or subject of any sort of financial analysis. In particular, some of the improvements that may be considered necessary as part of a planning obligation associated with the De Burgh site have not been included such as environmental and highways related improvements to streets in the Preston area and providing the improved linkage across Burgh Heath linking the Preston Area to Asda.

It is understood that a commitment has already been made to direct funding towards new community facilities in Redhill through the sale of the De Burgh site. This has not been taken account of in the appraisal work outlined in this report. Notwithstanding this, the value that can be generated from the development of the De Burgh site and other sites identified in the Masterplan has the potential to generate values which, if reinvested in the Preston area, could provide significant public, community and environmental benefit to the Preston area as a whole. However, it is suggested that further advice should be sought on the financial implications of those elements of the masterplan which have not been the subject of the appraisals undertaken.