

10 THE MASTERPLAN

10.1 INTRODUCTION AND OVERVIEW

This section sets out the Preston area regeneration masterplan, developed following comprehensive public consultation on the opportunities outlined in chapter 8.

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

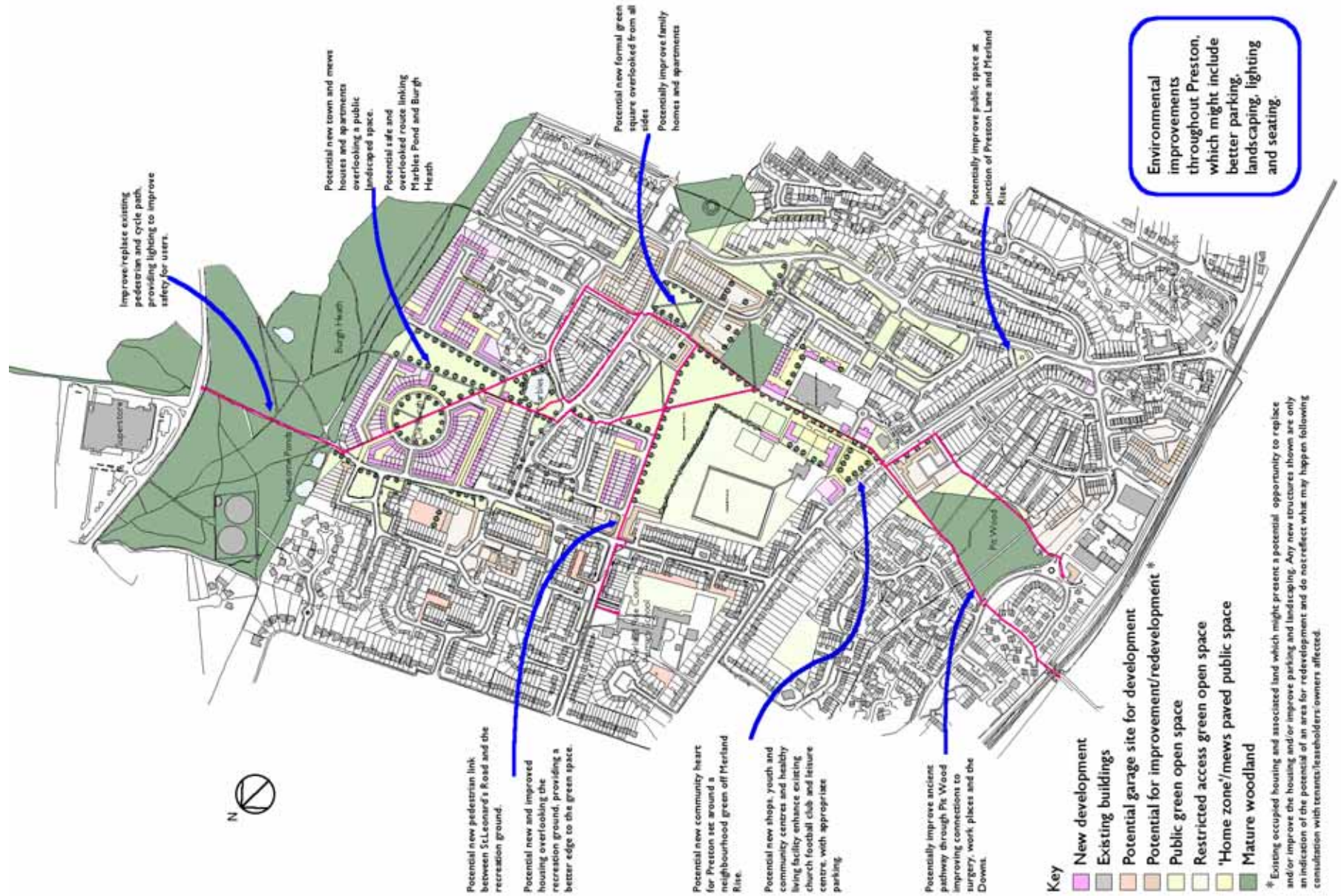
- key landscape principles;
- community facilities;
- links and movements;
- a village centre;
- the De Burgh site;
- transport and parking;
- a formal square;
- social housing; and
- sustainability objectives.

In addition to the detailed 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.

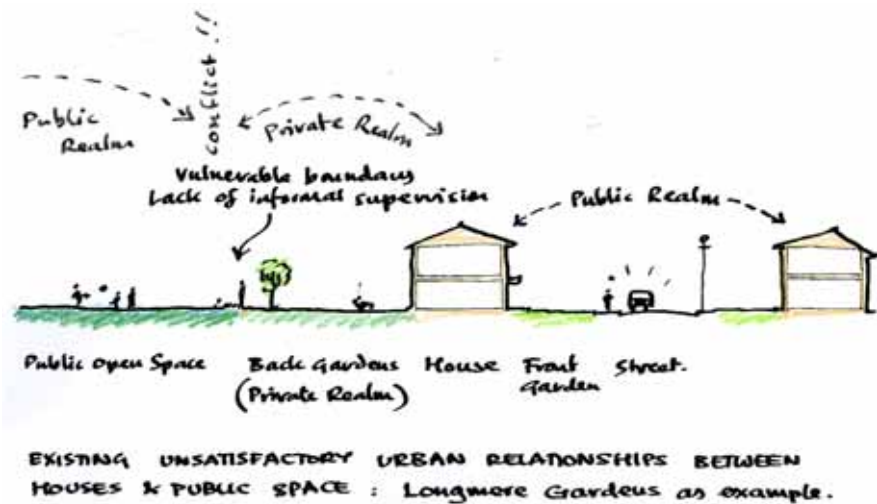
It is important to note that the highest quality design and sustainable construction techniques are both essential elements of the masterplan and provide an overarching guide for the proposals. Safety and crime issues are also addressed throughout the masterplan, within the various proposals.

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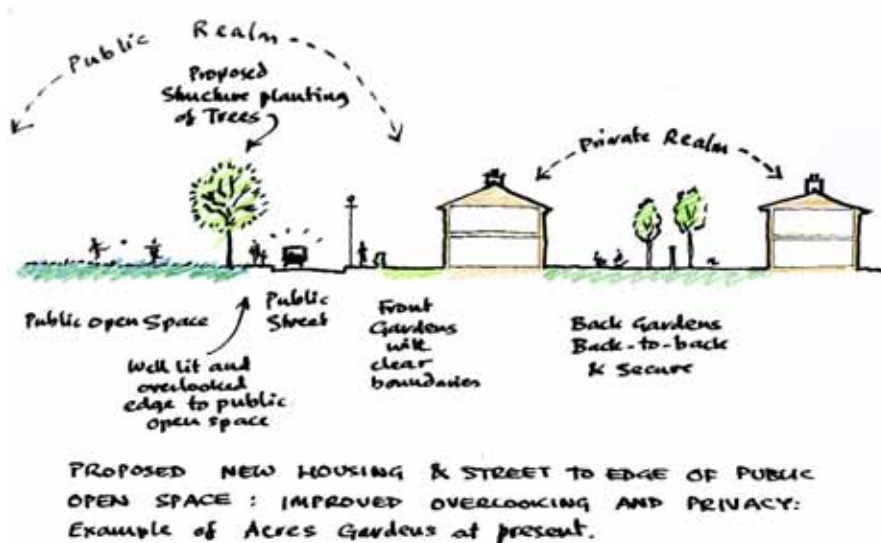
10.1 INTRODUCTION AND OVERVIEW



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Existing 'negative' frontages in Preston



Proposed 'positive' frontages for Preston

10.2 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, such as onto the Recreation Ground, as seen as Acres Gardens. New town houses and apartments are proposed that face onto the public open spaces and provide a measure of supervision. Pedestrian footpaths, roadway and public lighting all contribute to a more supervised and secure public space, accessible into the evening.

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. Semi-mature structured trees are proposed, providing shade and definition to the key routes through the neighbourhood and also easily understood boundaries to the open spaces.

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:-

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- Wide open Recreation Ground bordered by tree lined pathways or existing mature hedgerows or woodland.
- Good sized formal squares such as Cuddington Square, De Burgh Circle, and new neighbourhood heart off Merland Rise.
- Informal and well established historic landscape nodes such as Marbles Pond and Preston Hawe.
- Village greens where houses sit back from the roadway on at least three sides forming positive and supervisable open spaces.
- Enclosed front gardens where previously extended green verges ran across the front of a number of house properties. Enclosure of unsupervisable green areas immediately around ground floor apartments.
- Where private rear gardens locally continue to form boundaries with public open spaces consideration should be given to assisting with new and secure boundary designs, including solid wall construction.
- It is highly desirable that the open spaces have clear identities and if appropriate are named and signed

as such, for wayfinding and civic security reasons.

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

The roadways are generally too narrow to support safe on street car parking. The plan proposes in-line layby parking be formed at the expense of the green verges. Such laybys should have a block paviors finish to distinguish them from the clear highway path. Maximum three spaces in a row, with a street tree planted periodically in line, thereby providing structure and variety to the very open present streetscape.

Note that a street by street detailed design strategy is proposed, sensitive to numerous local factors including housing type, depth of verge, angles of vision and appropriate demand for spaces.

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

The mews format permits greater flexibility for pedestrian and cycle movement, closer alignment of the building line with the highway and on street designated parking in marked out bays.

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



Recreation ground bordered by tree lined pathways



Good sized formal squares

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6. TRANSFORM THE UNSUPERVISED REAR PARKING COURTS.

These areas present significant community problems of both under-use, security and vandalism. In the longer 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

The masterplan for the De Burgh site generally adopts the approach of placing

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

Where the new public open space abuts the Heath two positive footpath connections are proposed to penetrate the trees and connect with the existing established pathways within the wood.

At Pit Wood, the masterplan proposes direct and well lit perimeter pathways connecting the community west of Waterfield with the new neighbourhood square of Merland Rise.

The woodland at Longfield Crescent is shown closely bounded by gardens or courtyards on three sides, while its northern flank is formed by the Recreation ground footpath. The plan proposes a diagonal well lit footpath be inserted through the wood connecting the Recreation Ground to Longfield Crescent.

8. STRENGTHEN AND PROTECT EXISTING PLANTING AND STRUCTURE TREES.

The Preston neighbourhood has a series of fine historic landscape features including former field hedgerows (Preston Lane and around the Football Ground), copses (Marbles pond) as well as fine woodlands (Burgh Heath, Pit Wood, Preston Hawe).

Detailed landscape and arboreal surveys should be undertaken at the next stages of development to ensure these exceptional amenities are sensitively reinforced with new planting and managed where they have suffered neglect.

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

The principal opportunity from a landscape perspective is to form a potential 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 crossing.



Pedestrian connections to the wider area

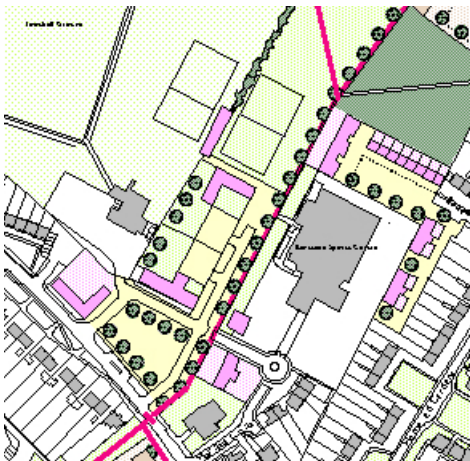
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10.3 COMMUNITY FACILITIES

Local residents have repeatedly identified that community facilities in the Preston area are not adequate for current needs. To help address this, the masterplan suggests the potential for new community facilities, including a community centre, a healthy living centre and a youth centre. These could provide a wide range of services for people of all ages living in Preston and could contribute to a stronger sense of community. 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.

Through consultation for the masterplan, the services which would be 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;
- 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.

A successful precedent for a community and medical centre in a similar environment is the Sheerwater Centre, near Woking. This provides an events hall, a café, a

members bar and IT services, in addition to medical provision, and is also located adjacent to sports facilities.

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

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10.4 LINKS AND MOVEMENT

PEDESTRIAN LINK TO A240



Asda and the A240 are a short distance from Preston but the existing pedestrian link through Burgh Heath does not provide a safe or effective connection due to insufficient lighting and the lack of pedestrian crossing facilities on the A240. An enhanced cycle/pedestrian route which considers security, safety and lighting, and connects with a safe pedestrian crossing and cycle path across the A240 will greatly improve local access to the Asda store and bus services along this route. It will also improve the safety of the route from Preston to the Beacon School.

A vehicular connection across the Heath was considered but was rejected on sustainability grounds. An assessment of the social, economic and environmental benefits and disenefits of a new vehicular route is set out in appendix 3. A bus only link through the Heath may be considered at a later date.

PEDESTRIAN LINK TO TATTENHAM CORNER STATION

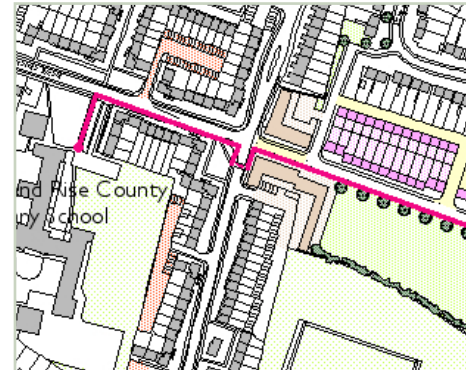


Urban design analysis highlighted problematic pedestrian connections to some train stations in the area, and these findings were supported by feedback during public consultation and stakeholder meetings for the masterplan.

A pedestrian link from Waterfield to Tattenham Corner train station already exists in part and completing this route would greatly increase the accessibility of the station for residents living in the southern part of the estate. The link would run parallel with the railtrack, forking from the link to Epsom Downs, and the opportunity exists to raise awareness of both these links through signage.

Other potential pedestrian links to the station also exist and this principle should be developed in the most appropriate form.

LINKS TO SHELVERS WAY AND ST. LEONARDS ROAD



One of Preston's key weaknesses is its isolation, which results from the lack of vehicular and pedestrian linkage to the wider surrounding areas.

Access is very limited, being concentrated to the area's western edge. By connecting Marbles Way to Shelveys Way, for pedestrian or perhaps vehicles, the area will be more effectively integrated with its wider context. This will also improve access to economic opportunities, such as The Children's Trust, Tadworth, which is a source of skilled and unskilled employment.

Links from the recreation ground north to St Leonards Road should also be strengthened, to provide greater connectivity within the area. This will improve access to the green space and to Merland Rise Community Primary School.

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10.5 A VILLAGE CENTRE

Currently, there is no easily identifiable 'heart' to Preston, and shops and services are spread across the area. By creating one hub for both shops and services in the centre, Preston should benefit from a 'village centre'. The shops could equally benefit from additional trade from local people visiting other community and 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:

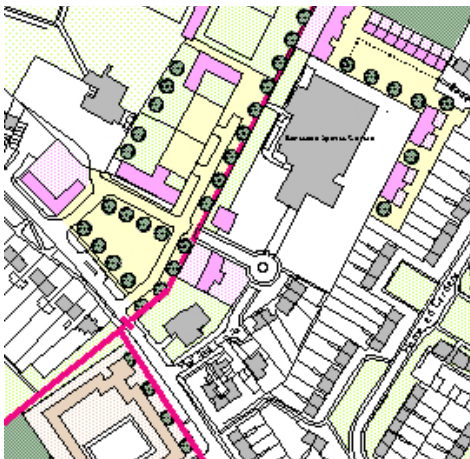
- a concentration of shops, including shops relocated from Marbles Way, some new;

- 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, as follows:

- 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.

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10.6 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.

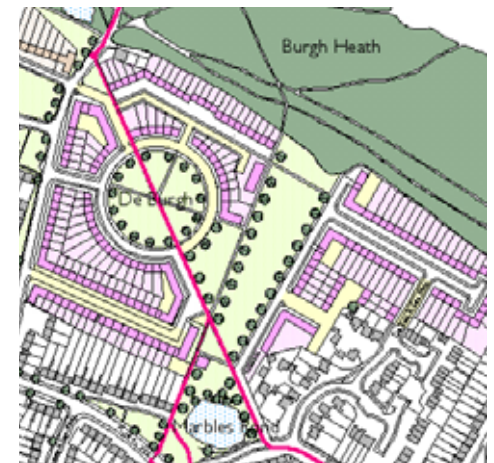
The area surrounding Marbles Pond could be enhanced so that it can be visited as a small park and can support the proposed local fishing project. High quality green space could also be retained on the De

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 8 of this report.



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



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10.7 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.

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

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10.7 TRANSPORT AND PARKING

Distributor roads

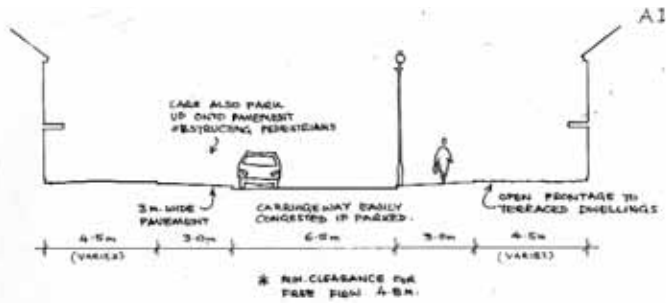
Marbles Way is a distributor road on which local bus routes operate. The existing carriageway is 6.5m wide and is regularly obstructed by on-street parking, which reduces effective clear carriageway width to 4.5m (too narrow for two vehicles to pass safely).

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.



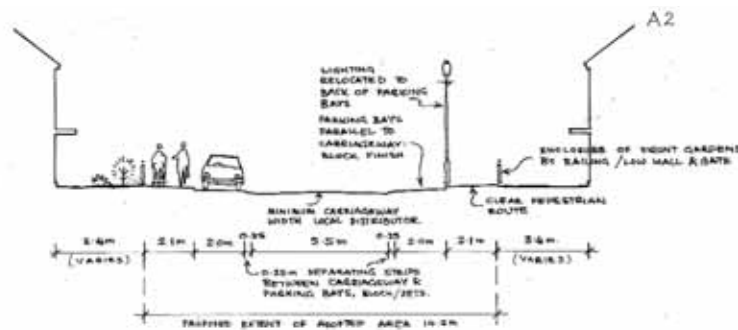
Distributor roads parking provision proposals



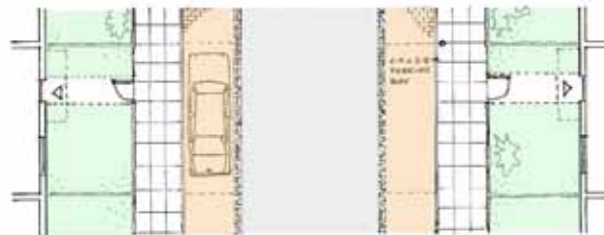
CURRENT LAYOUT OF TYPICAL ROAD SERVING ONE SIDE DWELLINGS



Section diagram of existing conditions on Marbles Way



PROPOSED PARKING STRATEGY FOR ROADS SERVING ONE SIDE DWELLINGS



Section diagram of suggested parking improvements on Marbles Way

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10.7 TRANSPORT AND PARKING

Minor roads

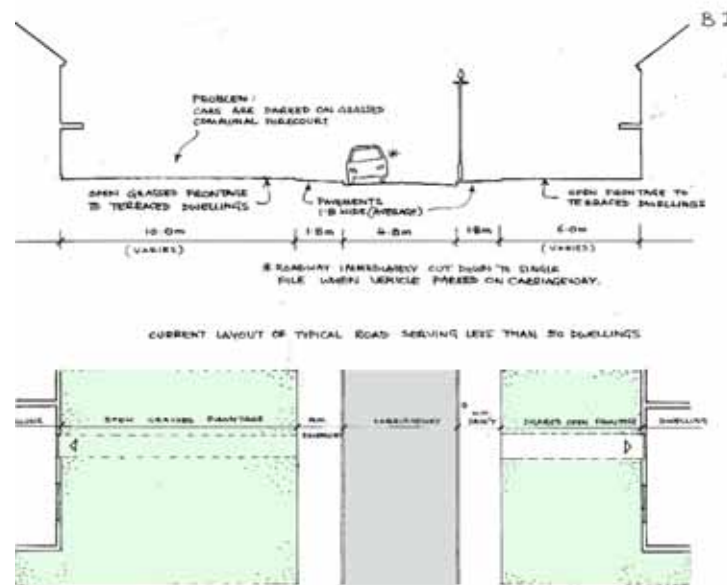
Minor roadways such as Longmere Gardens are 4.8m wide and are easily blocked by on-street parking. Here, right angle and parallel parking are acceptable due to the low number of houses served. These would be created at the expense of the shared open frontage areas in front of houses and could be established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

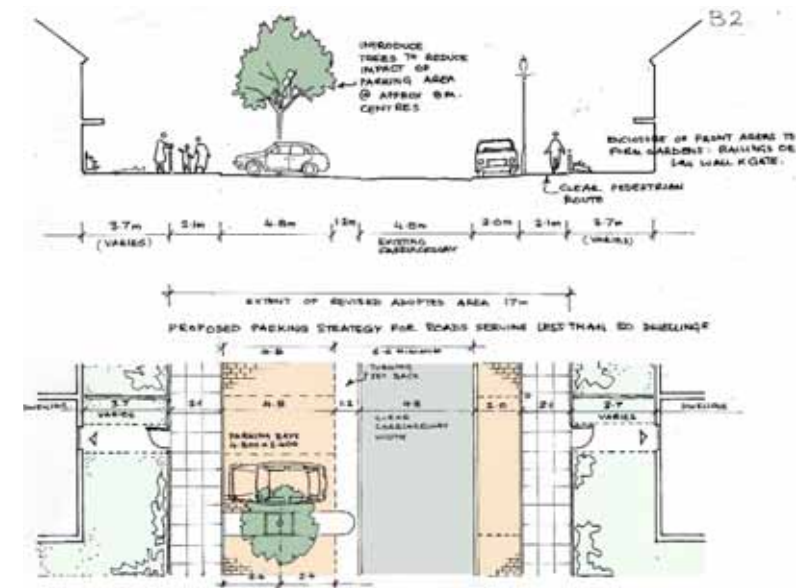
In each case, the relocation of pavements and lighting to the rear of the bays as indicated would have cost implications.



Minor roads parking provision proposals



Section diagram of existing conditions on Marbles Way



Section diagram of suggested parking improvements on Marbles Way

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10.8 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 the 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.

10.9 SOCIAL HOUSING

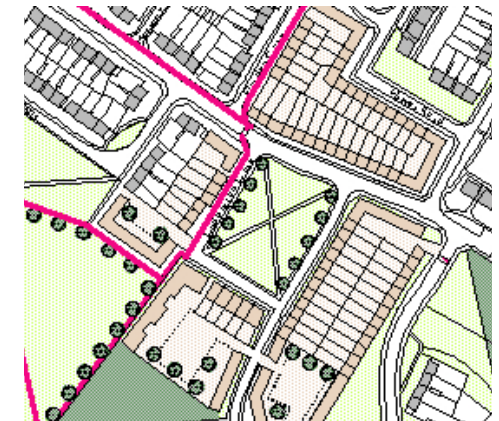
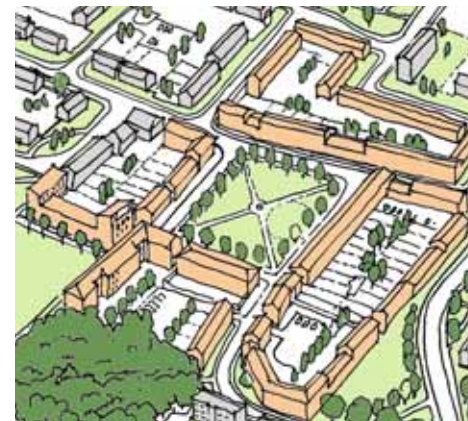
Social housing from this site could be replaced with shared ownership or market housing to help create a mixed community

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 or 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.



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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.

10.10 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 will need to be 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 is 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 archaeology 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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10.11 VISUALISATION



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10.12 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 that could be 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 Shelveys Way	Long term
Creation of a community football pitch in the existing football club to promote community use	Long term