

STAINES MASTER PLAN

future focused, locally shaped

November 2026

SPELTHORNE
BOROUGH COUNCIL


STAINES
UPON THAMES

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Staines-upon-Thames

Town Centre Masterplan

Part 1



Staines-upon-Thames stands upon the threshold of substantial growth and investment. The Town Centre Masterplan (the masterplan) aims to ensure that everyone in the community can benefit from this development, providing a framework to guide the sustainable growth, design and investment over the coming years. Staines-upon-Thames is at the heart of a wider area of change, growth, connection and opportunity.

The proposals set out in the masterplan have benefitted from a significant degree of public support gained through an extensive consultation and engagement process. On average, 72% respondents either supported or strongly support proposals within the masterplan. Of particular importance were proposals for improving the quality of places and spaces in the town centre including the provision of more open green space.

Other themes which received significant support in having the most potential to enhance the town centre were improvements to the railway station; public spaces across the town centre; the riverside environment; walking routes; and cultural offer. Although proposals associated with more housing and high-rise buildings, and the potential loss of car parking, received less support, it was recognised that any increase in population in the town centre must be supported by proposals for enhanced infrastructure, including education provision, community and healthcare provision, and reducing traffic congestion.

The Opportunity

Staines-upon-Thames has an unprecedented opportunity for change and improvement in the coming years. It is well-connected to its surroundings, London, the South East and the wider world via Heathrow. Potential future transport investment could give it even greater connectivity.

It is located on one of the world's great rivers, the Thames, and has access to the green spaces, water and natural networks that have always attracted people to live here.

The surrounding region is experiencing economic growth and investment, from major employers through to small businesses. Central London is only 35 minutes away on frequent trains. New homes and facilities will help support the local economy.

Taken together, the masterplan aims to prepare Staines-upon-Thames to make the most of a future of economic opportunity, healthy living and sustainable development. It will broaden the reasons to live, visit and work in Staines, enhance life for existing residents, and help to create new neighbourhoods where people can feel connected and part of the community.

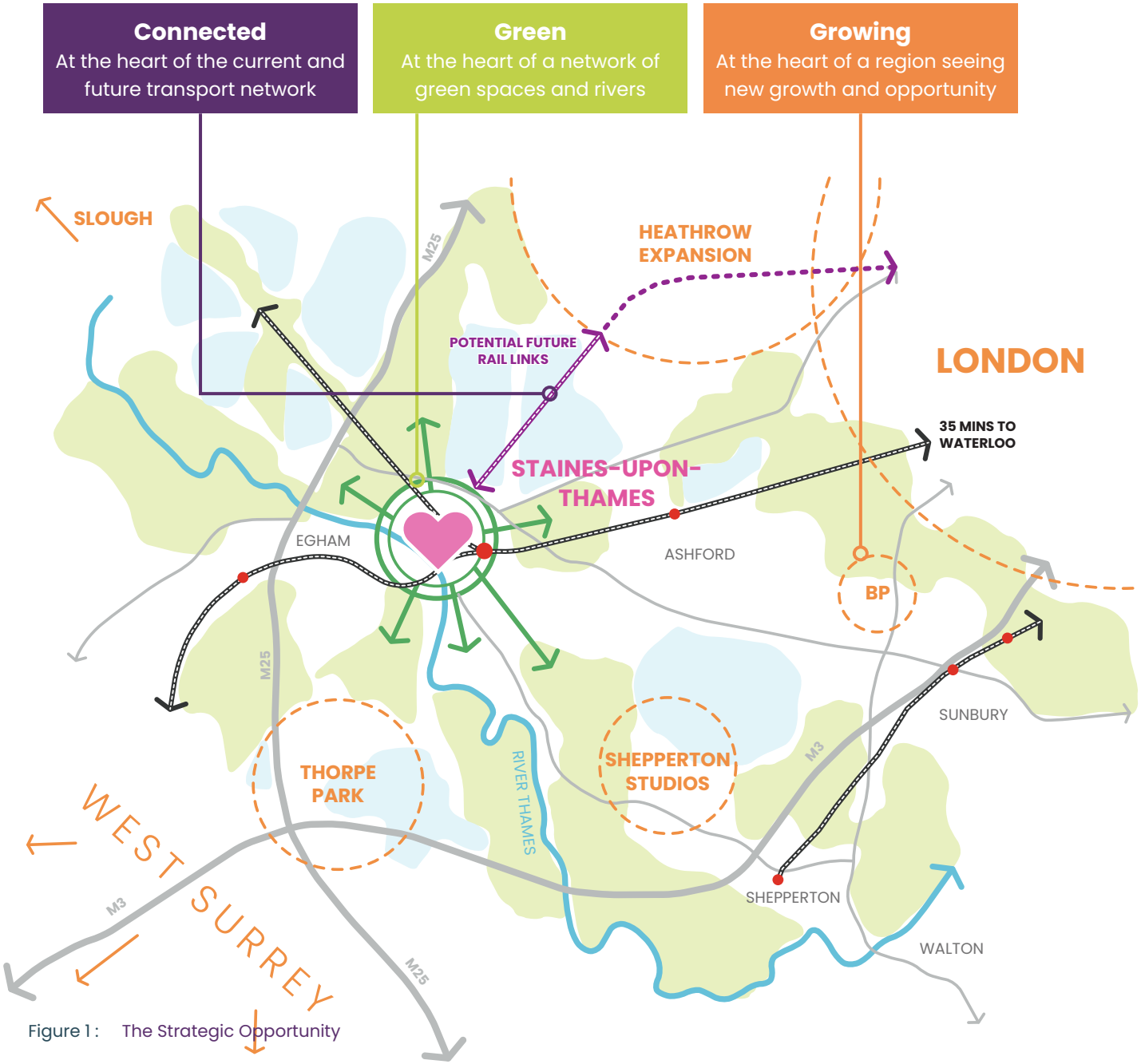


Figure 1 : The Strategic Opportunity

Vision for the Town Centre

Staines-upon-Thames will be greener, better connected and more walkable, with a wider mix of activities for everyone. It will continue its role as a successful shopping hub, provide new spaces for culture to grow and rediscover and celebrate its long neglected rivers.

Staines-upon-Thames is a riverside market town with a long and varied history. The masterplan will strengthen this identity by:

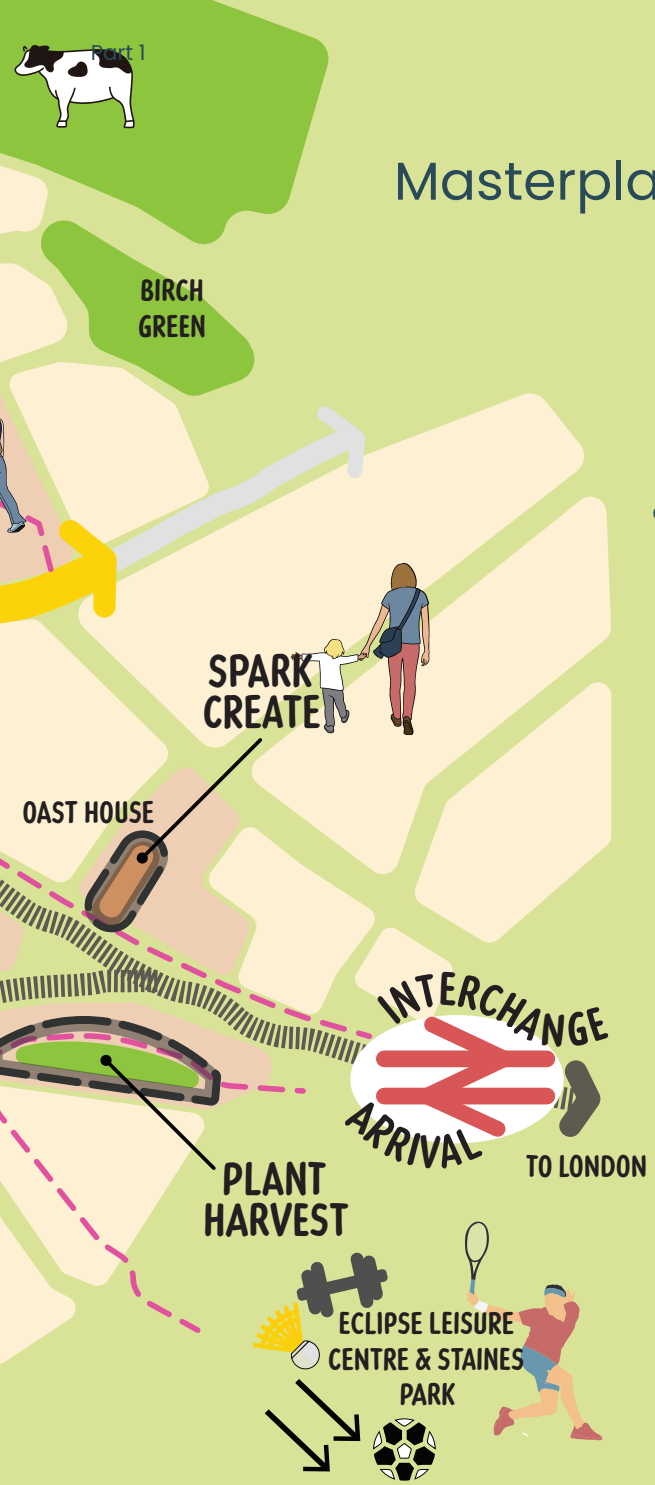
- Enhancing the spaces next to the Rivers Thames, Colne and Wraysbury and making it easier to get to them
- Making sure all new and existing neighbourhoods are connected to the core of the town centre's shopping streets
- Reusing and repurposing key heritage assets such as the Oast House and providing new space for culture

The transformation of spaces, streets and new places will be underpinned by development of new mixed-use neighbourhoods that will provide a wide mix of new market and affordable homes, to address the housing crisis, support more community facilities and shops, and give more people the opportunity to enjoy and contribute to the life of a revitalised town.



Figure 2 : Town Centre Vision

Masterplan Objectives





SUPPORTING A RICH MIX OF ACTIVITIES AND OPPORTUNITIES FOR ALL

A town centre that provides opportunities to live, work and do business as well as relax and spend time within an attractive and connected environment

STRENGTHENING CULTURE AND CELEBRATING HERITAGE

Renewed spaces that can support cultural, leisure and community uses with vibrant, active places, like The Bridge and The Oast House



MAKING THE MOST OF OUR NATURAL ENVIRONMENT

Greening our Town Centre with an open and high-quality riverfront and a series of open, interesting places and habitats



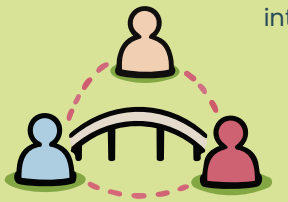
MAKING A MORE RESILIENT AND SUSTAINABLE PLACE

Accommodating new well-designed development and supporting infrastructure in a sustainable location, with flood resilience and climate change considered throughout



CREATING AFFORDABLE NEIGHBOURHOODS THAT FEEL PART OF THE TOWN

New places to live close to amenities, parkland and rejuvenated riverside spaces, community facilities, playspaces and parklands all within easy walking distance from one another , and with a mix of types of homes, tenure and ways of living



IMPROVING CONNECTIONS

Making the town centre a welcoming place to arrive in, by whichever transport choice visitors and residents make, with better public transport interchanges, modern parking places, and connected and direct walking and cycle routes

IMPROVING HEALTH AND WELLBEING

Opportunities for active travel, linked trips, and spaces that are connected, enabling communities to get and about





IMPROVING THE QUALITY OF OUR PLACES AND SPACES

Opportunities for existing and future communities to enjoy the town centre, ensuring street and spaces are busy, overlooked and making the town centre a safe place to spend time during the day and into the evening

Development Principles Plan

The Town Centre Development Principles Plan sets out the key elements of the Masterplan that will enable it to be taken forward and delivered. These include:

- key projects for implementation across the town centre; and
- opportunity sites and indicative layouts for future development.

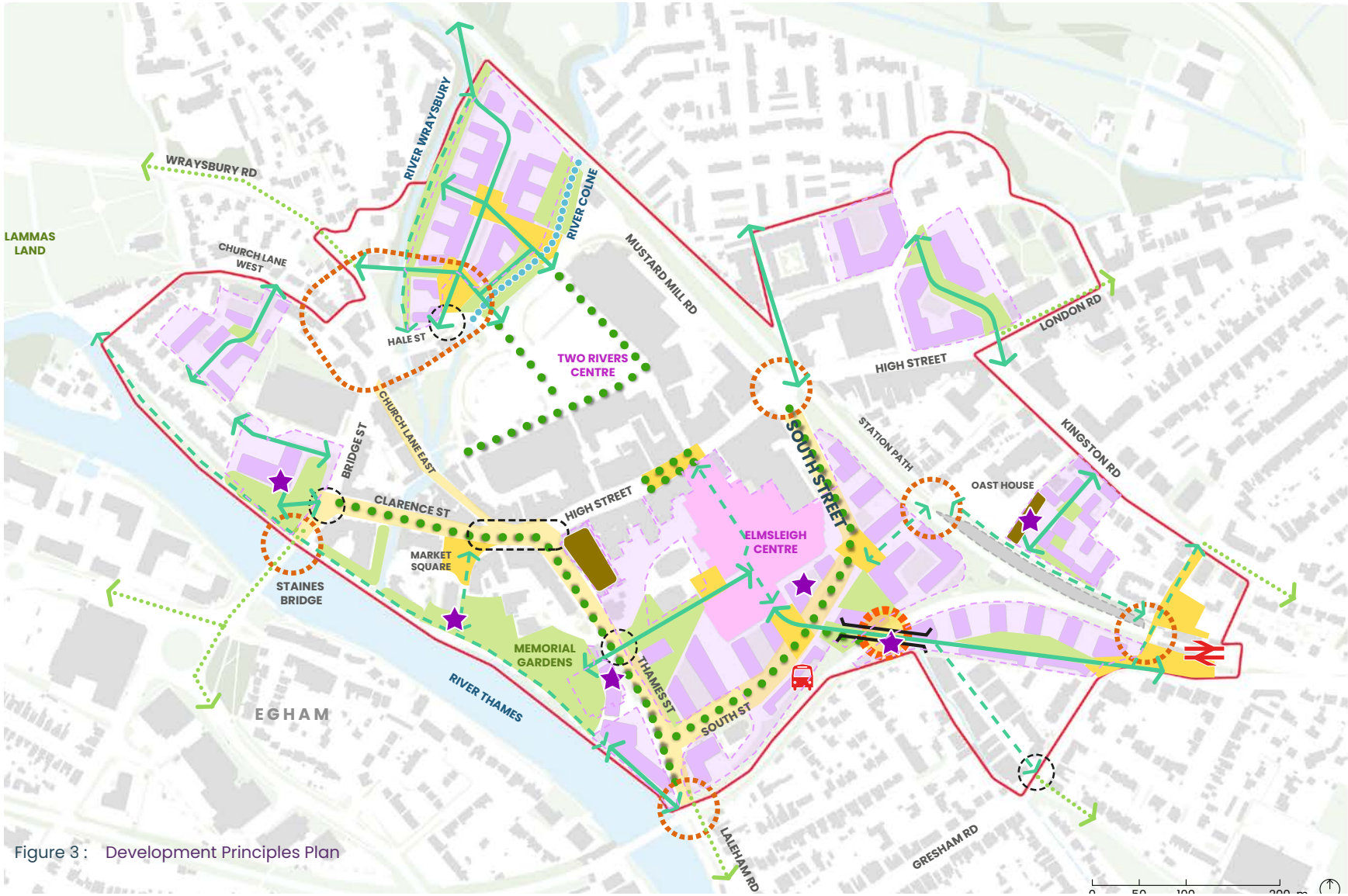


Figure 3 : Development Principles Plan

KEY PROJECTS

- Town Centre Boundary
- New Walking and Cycling Bridge
- Rail Station Improvements
- New Bus Station
- Gateway Enhancements
- River Colne Biodiversity Enhancements
- Street Improvements

PUBLIC REALM

- New Walking and Cycling Connections
- Enhanced Walking and Cycling Connections
- Wider Cycle Network Improvements
- New or Enhanced Road Crossing
- New or Enhanced Green Space
- New or Enhanced Public Realm
- New Street Trees

OPPORTUNITY SITES

- Opportunity Sites
- Indicative Development Layout
- Reuse of Existing Heritage Asset
- Key New Community Facility
- Elmsleigh Centre Improvements
- Future Railway Station Expansion

Illustrative Masterplan

The illustrative plan sets out an aspirational vision of how development in the future could come together to achieve the masterplan vision.

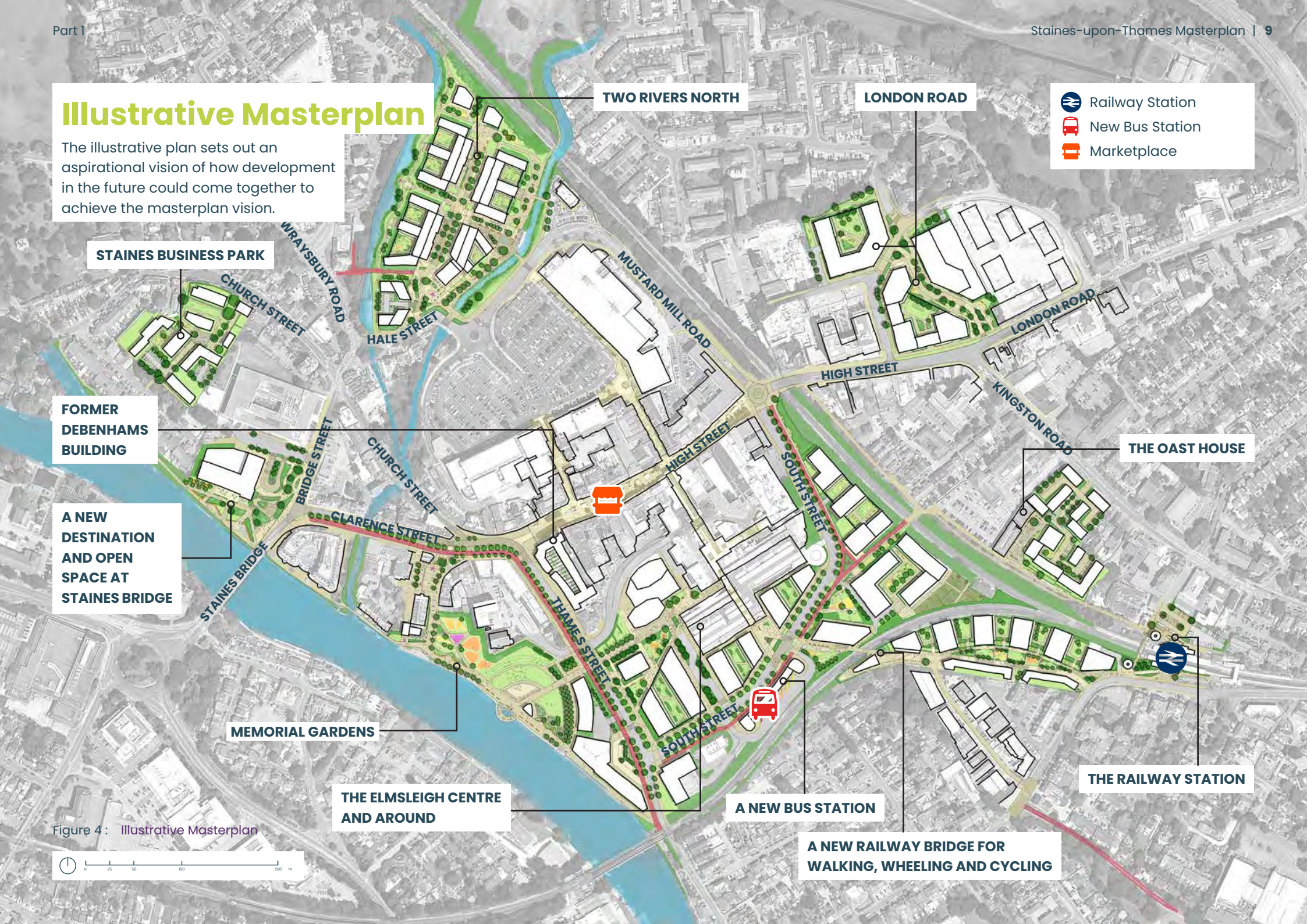


Figure 4 : Illustrative Masterplan

The Key Places

Staines-upon-Thames town centre is broughout together by a series of key places that provide structure and place identity, and will help to bring together planned change and development.

This section sets out the key places and their role in the town centre, and the key projects within them that will help to deliver:

- A destination riverfront to be proud of
- More attractive, walkable streets and spaces
- A wider mix of culture and recreation
- Easier to get to from surrounding neighbourhoods
- The equivalent of more than four football pitches of new green space
- A healthy and sustainable place to live



Figure 5 : The Key Places

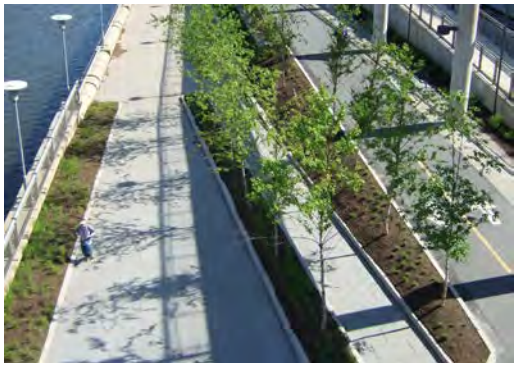
The ‘Staines Cross’

Connecting everyone to the vibrant, mixed-use heart of Staines-upon-Thames.

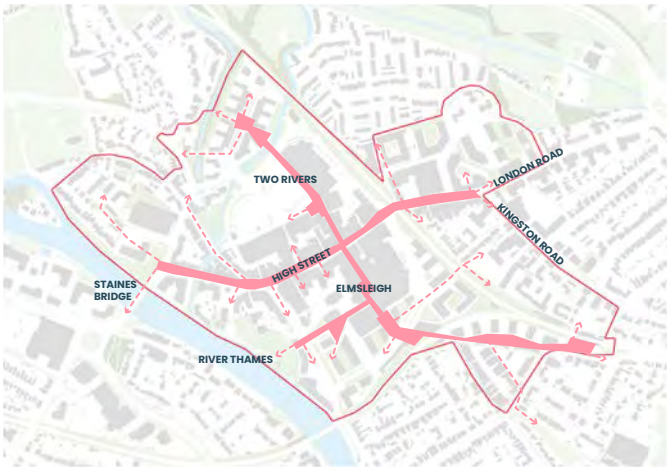
At the heart of Staines-upon-Thames is a core set of walkable, attractive and mixed-use retailed-focused streets that knit the town centre together. It is focused on the area around the High Street, stretching north through to Two Rivers, and to the south of the High Street around the Elmsleigh Centre. The masterplan calls this the ‘Staines Cross’.

Proposed new neighbourhoods and key projects are focused on connecting people to this vibrant and thriving heart of the town, and connecting it to the Rivers, the other key asset of the town centre. The character of its core along the High Street will be protected.

Public realm improvements will improve crossings, the quality of streets, and the connectivity to surrounding existing neighbourhoods. Development of opportunity sites will emphasise connections to the Cross and enhance its quality of place throughout.



Ramped accessible connection to the riverside





Street trees and planting to soften Two Rivers car park edge



Emphasise the importance of the Market space with planting, seating and surface treatment



Continuous footways on side street to improve pedestrian experience





Reconnect and reactivate Old Market Square and Clarence St with redesign of crossing

The River Thames, Colne & Wraysbury

A complete revitalisation of the most underused asset of the town centre, with new uses, landscape, new and extended green open spaces, and better connections to the town.

Staines-upon-Thames has grown around its rivers. New parks and open spaces will make the rivers a key attraction and an important part of the town. With a variety of activities and different types of spaces, there will be something for everyone to enjoy.

Staines Bridge

The current Bridge Street Car Park site could host a variety of uses that suit the riverfront location, connecting the streets down to the river and creating an exceptional new open space. The arches under Staines Bridge could be opened up to provide smaller, characterful spaces for smaller, independent businesses.

Two Rivers North

A new neighbourhood at Two Rivers North will be focused on providing access for people to the rivers Colne and also the Wraysbury, through a green linear park on the Wraysbury, and a more formal park and frontage on the Colne and facing the town centre. The River Colne has potential for restoration of its natural habitats and flood management capacity.

There could be physical access down the restored river as an extension to the public realm. An attractive new square with some retail will provide a reason to visit and facilities for new residents to enjoy.

Memorial Gardens

Is at the heart of the town's riverfront. It will be a destination in its own right, safe, active and well-connected to the town's other uses and neighbourhoods. New crossings and street improvements will help people to get to the riverfront. Expanded green open space will provide more breathing room for the town and space for events.

A multi-age play space will be located at the Market Square end to create a destination use. Sympathetic, low-rise and architecturally distinctive buildings will frame the space to the southeast with cafes and community spaces, reducing the impact of traffic from Thames Street and providing a reason to visit and stay.



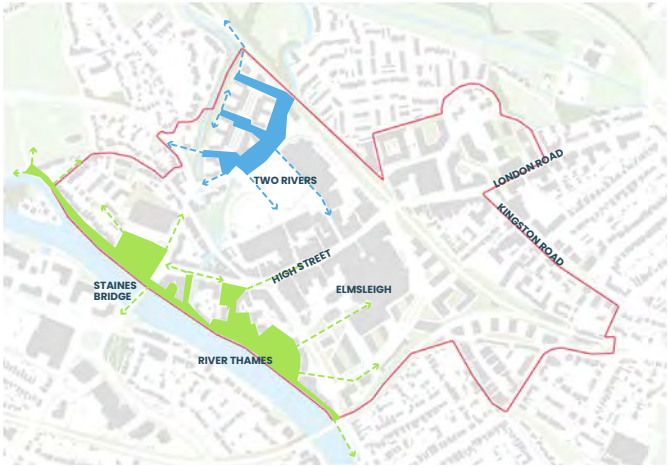






Figure 6 : The Rivers - extract from Illustrative Masterplan



TWO RIVERS NORTH ILLUSTRATIVE VISUALISATION

MEMORIAL GARDENS ILLUSTRATIVE VISUALISATION

Enhancing Culture and Character

Staines-upon-Thames has a rich cultural and industrial heritage. The masterplan proposes new spaces to support new creative, cultural and community spaces, creates new neighbourhoods that reflect their heritage, and locates taller buildings so they respect and conserve the most valued places and spaces.

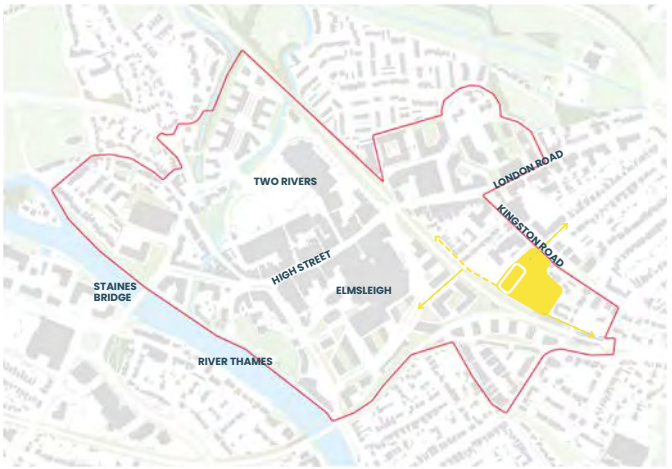
The Oast House

The Oast House site is focused on the listed building known as the Oast House, which inspires a character based on its former brewery use. As a well-connected but slightly 'off-the-beaten-track' location, it lends itself to providing space for a range of smaller-scale culture, art, creative workshops, makerspaces, family and community uses. It would complement other places in Staines that are more retail or riverfront spaces.

New homes around the Oast House will be mid-rise and fine-grain, reflecting the heritage and neighbourhood around the site, with high architectural and public realm quality. These would be framed around a new 'yard' and largely car-free spaces that provide a pedestrian link from Kingston Road to Station Path.

Preserving the character of Staines's most valued places

The Masterplan protects the character of the streets and spaces that are most valued by residents by considering the views from those streets, locating taller or bulkier buildings further into new town centre neighbourhoods. New neighbourhoods in areas of historic significance draw on their heritage to inform the design of buildings and spaces.





Live-work units, Camberwell



Buttermarket, Redruth -
hub for artists, food entrepreneurs and the local community.



Hartlepool Post Office -
repurposed as business incubator units

High Quality Streets

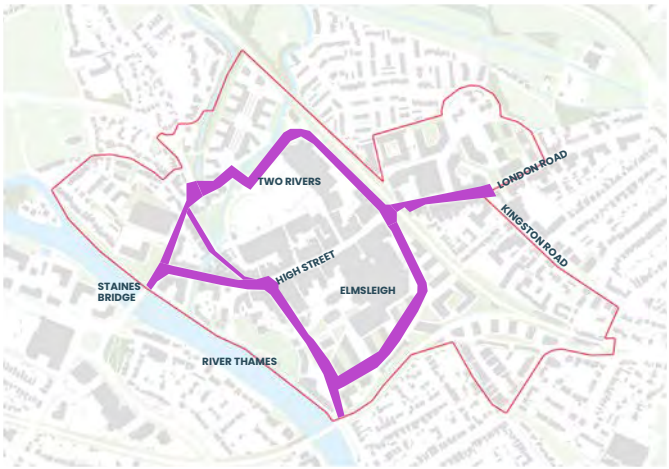
Many of the streets that surround the core of the town centre are noisy, difficult to cross and unpleasant or unsafe for cycling and walking. Thames Street cuts the town centre off from the River Thames and its surrounding neighbourhoods, and prevents active use of the street for people and 'spill-out' uses such as cafes.

Thames Street, South Street and Clarence Street

A new approach to the design of Thames St, South St and Clarence St is proposed, using design to influence the speed and behaviour of traffic, and to improve the quality of space for people. Street design updates, targeted interventions at key crossings, space for cycling and walking, and the extensive use of planting and street trees will be able to transform these streets from a 'racetrack' to a pleasant and safe town centre street environment.

Complementing this will be improvements and changes to Mustard Mill Road, Hale St and Bridge St, to achieve improvements to cycling and walking provision, and to ensure that the whole town centre benefits from a holistic change to the highway network.









Gateways

Arrival points to the town centre, needing to be welcoming, safe and highly functional for all users. These 'gateways' also provide an opportunity for placemaking through enhancements to the public realm and new development proposals

Staines-upon-Thames is well connected, and future rail links to Heathrow could make it even more so. Improving the route between the station, town centre and riverfront will make it easier to walk and cycle around the town, and reduce congestion by offering a choice about how to reach the town centre.

Railway Station

The railway station is a key gateway to the town centre. However, it is poorly connected to the town centre, and should be an attractive, welcoming and inspiring space for a growing town with excellent transport connectivity. The proposals should seek to improve the quality of the northern entrance, and create a significant new space at the southern entrance which connects to a proposed new bridge through to the town centre.

The railway station should be an attractive, welcoming and inspiring space for a growing town. Potential future connections to Heathrow Airport and even the Elizabeth Line will enhance its importance.

The masterplan proposes improvements to the quality of the northern entrance to help provide more space for people, bus interchange and dropoff.

The southern entrance would provide onward connection towards the new bridge to the town centre. There will be new retail space, wayfinding so it is obvious for arriving passengers where to go, seating, extensive planting and facilities such as secure cycle parking at both entrances.

New Walking and Cycling Bridge

The town centre is enclosed on all four sides by railways or rivers. The southeast of the town has the fewest ways of getting into the centre, on streets that have little space for walking or cycling.

The Bus Station

The masterplan proposes a new bus station near its current location, providing greater service levels using less land. The design, similar to that seen at Kingston's new Cromwell Road bus station, would include safe, covered waiting spaces and live passenger information.

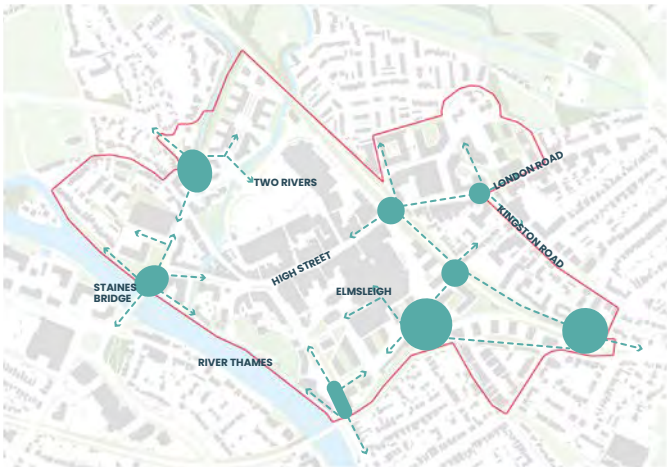
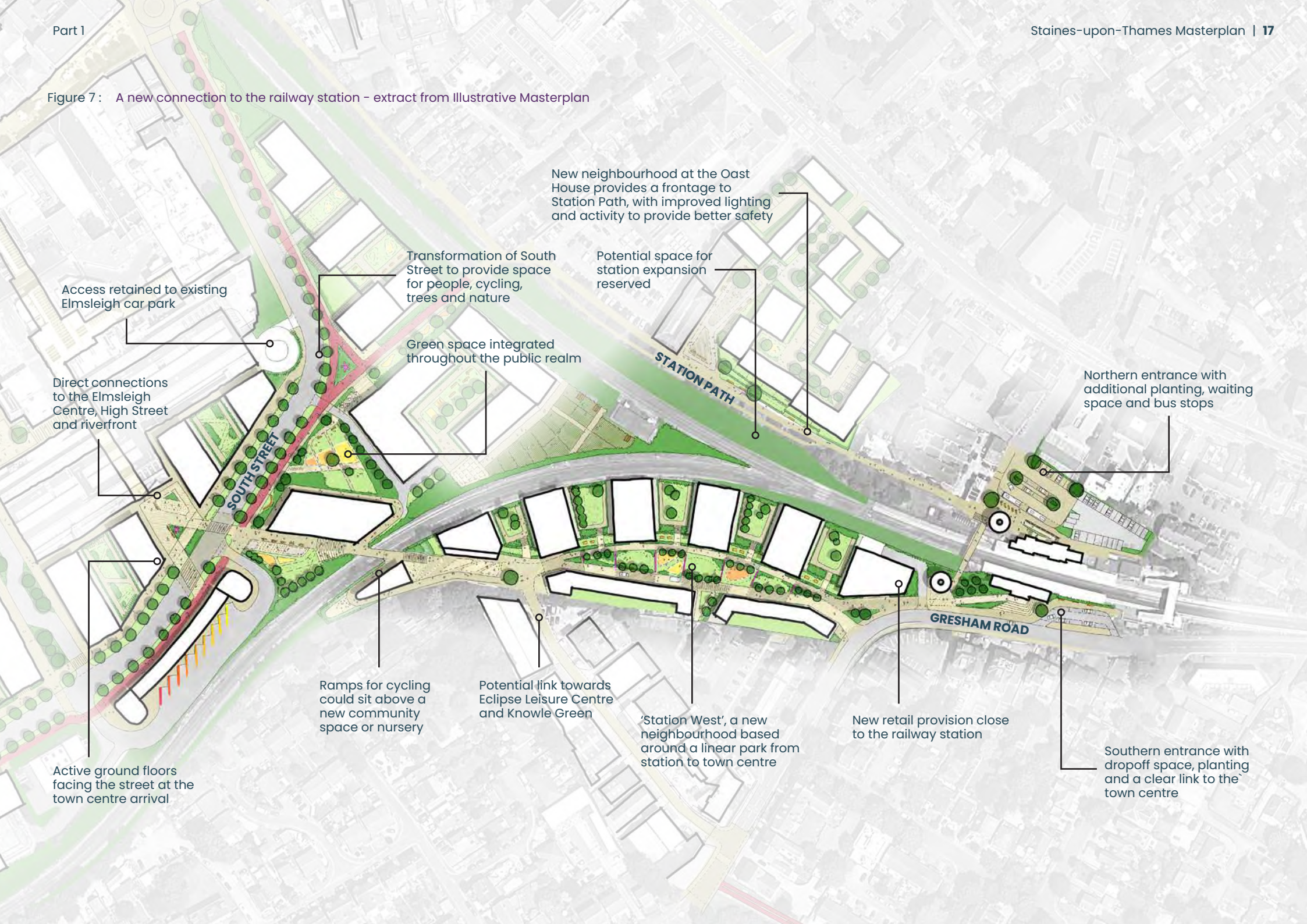








Figure 7 : A new connection to the railway station - extract from Illustrative Masterplan



New Neighbourhoods

A series of new mixed-use neighbourhoods will be green, sustainable, connected and healthy places to live in the town centre. Active, healthy and green, they will extend parkland qualities into the heart of Staines town centre, and will provide places for people to live and contribute to the vitality of the town centre.

There are a number of existing sites that could come forward for redevelopment.

Station West

An integral part of the town centre proposals is the Station West site, which is currently occupied by Jewsons, which could be redeveloped to balance enhanced connectivity between the station and Staines Cross together with opportunities for new places to live and a neighbourhood park.

Staines Business Park

Located at the heart of Staines village, the potential redevelopment of site offers the opportunity to create an attractive urban village environment focused on small-scale spaces and an attractive mix of townhouses and small scale apartment buildings. It could also open up a connection towards the south and the riverfront and take advantage of views back towards St Mary's Church, subtly integrating into the street scene at Church Street.

The public realm will be focused on creating a quiet and calm environment for residents, connected towards the river to the south and the village to the north. Small, intimate spaces with trees and high quality surface materials will be framed by 3-5 storey homes and apartments.

London Road

Two sites in the London Road area have the potential to deliver high-density residential development, with some retail space complementing London Road. The context has a number of high density schemes in place or emerging, and proposals should consider how the northern part of the site can effectively transition towards the residential areas to the north.

The design of these neighbourhoods was developed following the shared principles from the design charette, particularly creating new connections between surrounding areas and the town centre, and prioritising spaces for people to use.

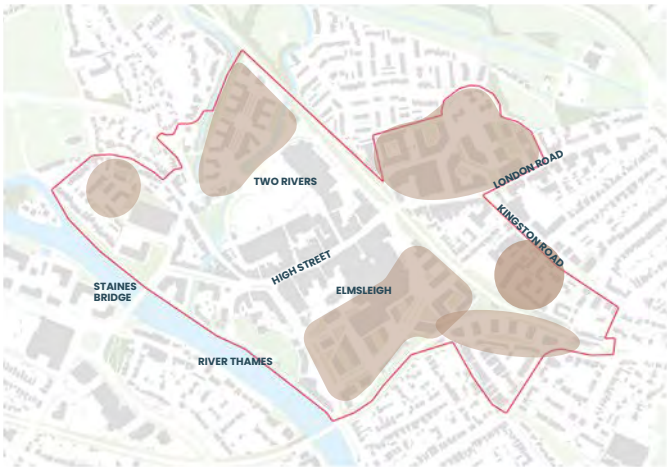








Figure 8 : Design Charette event, April 2026. Working with a representative group of the local community to develop site proposals



A Sustainable Approach

At the heart of the masterplan are a range of sustainable and resilient development principles that have informed all proposals and strategies.

Sustainability in the masterplan considers environmental sustainability and resilience to future climate change, such as increased likelihood of flooding or extreme heat events. It also considers the social and economic sustainability of the town centre and area it serves, supporting economic growth and resilience and the future sustainability and vibrancy of the community and the facilities that serve them.

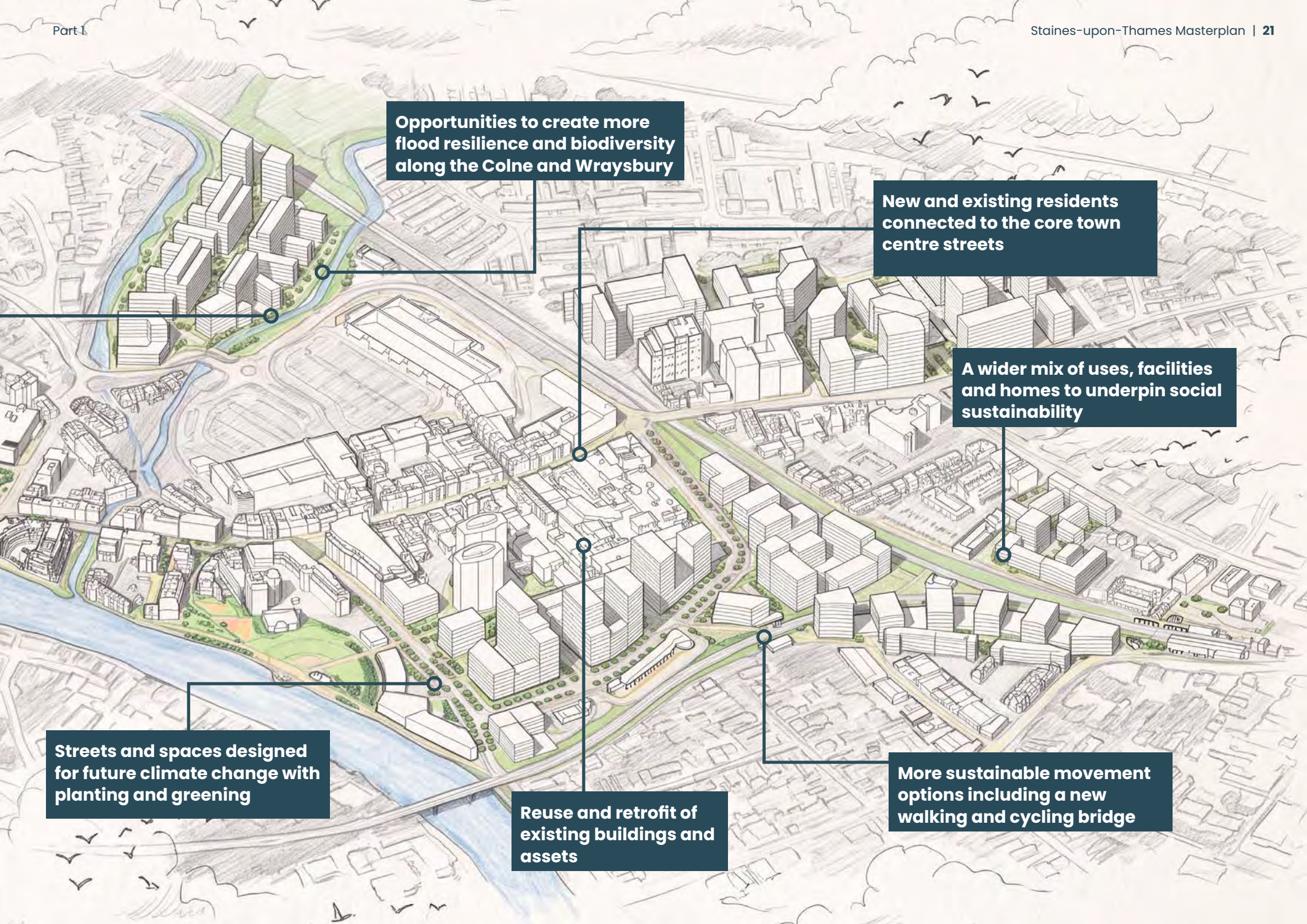


Spelthorne's Climate Change SPD (2026) and Design Code (2026) cover the specifics of what is expected for sustainable design of new buildings and public realm, covering both mitigation of climate change and adaptation to its effects.

The core sustainable development principles underpinning the masterplan are:

- Enabling more sustainable travel patterns into and around the town centre, allowing more people to choose to arrive and move around by walking, cycling and public transport
- Enabling more homes and uses to be accommodated on sustainably-connected land in the town centre
- Locating development and open spaces in the most resilient locations for future climate change and flooding events
- Ensuring new planting and greening can take place throughout the town centre to help create cooler and more pleasant spaces, manage surface water and enhance biodiversity
- Connecting new and existing residents to the core retail streets to underpin the financial vibrancy and resilience of the town centre in the long-term
- Planning for a wider mix of uses and types of homes in the town centre to underpin its social resilience and sustainability
- Identifying opportunities to reuse existing buildings, and to more effectively use brownfield land for the use of people and nature
- Ensuring development can comply with the sustainability requirements of the Design Code and Climate Change SPD




Opportunities to create more flood resilience and biodiversity along the Colne and Wraysbury
New and existing residents connected to the core town centre streets
A wider mix of uses, facilities and homes to underpin social sustainability
Streets and spaces designed for future climate change with planting and greening
Reuse and retrofit of existing buildings and assets
More sustainable movement options including a new walking and cycling bridge

Opportunity Sites

The masterplan identifies a number of key opportunity sites for change and development in the town centre, each of which will contribute to the overall vision.

Each of these are explored and tested in more detail within Part 2.



Two Rivers North
A new mixed-use neighbourhood on the Rivers Colne and Wraysbury



Staines Village
A quiet new neighbourhood with townhouses and apartments within a historic part of the town



Debenhams
Reuse of the existing landmark building for homes, shops and community spaces



London Road sites
New homes and local retail with green links



Oast House
A creative hub for Staines with new homes and apartments arranged around courtyards



Elmsleigh area
A refreshed shopping centre with new homes, facilities, public realm,green spaces and a new bus station



Station West
A new green link and neighbourhood between station and town centre

Figure 9 : Opportunity Sites

- Town Centre Boundary
- Opportunity Sites
- Indicative Development Layout

Making It Happen

The masterplan identifies key priorities for early delivery which are largely within the control of public sector bodies, and will set the early benchmark for quality and vision for subsequent development. They are focused on improvements to the public realm, open spaces and key underused sites that detract from the current town centre environment.

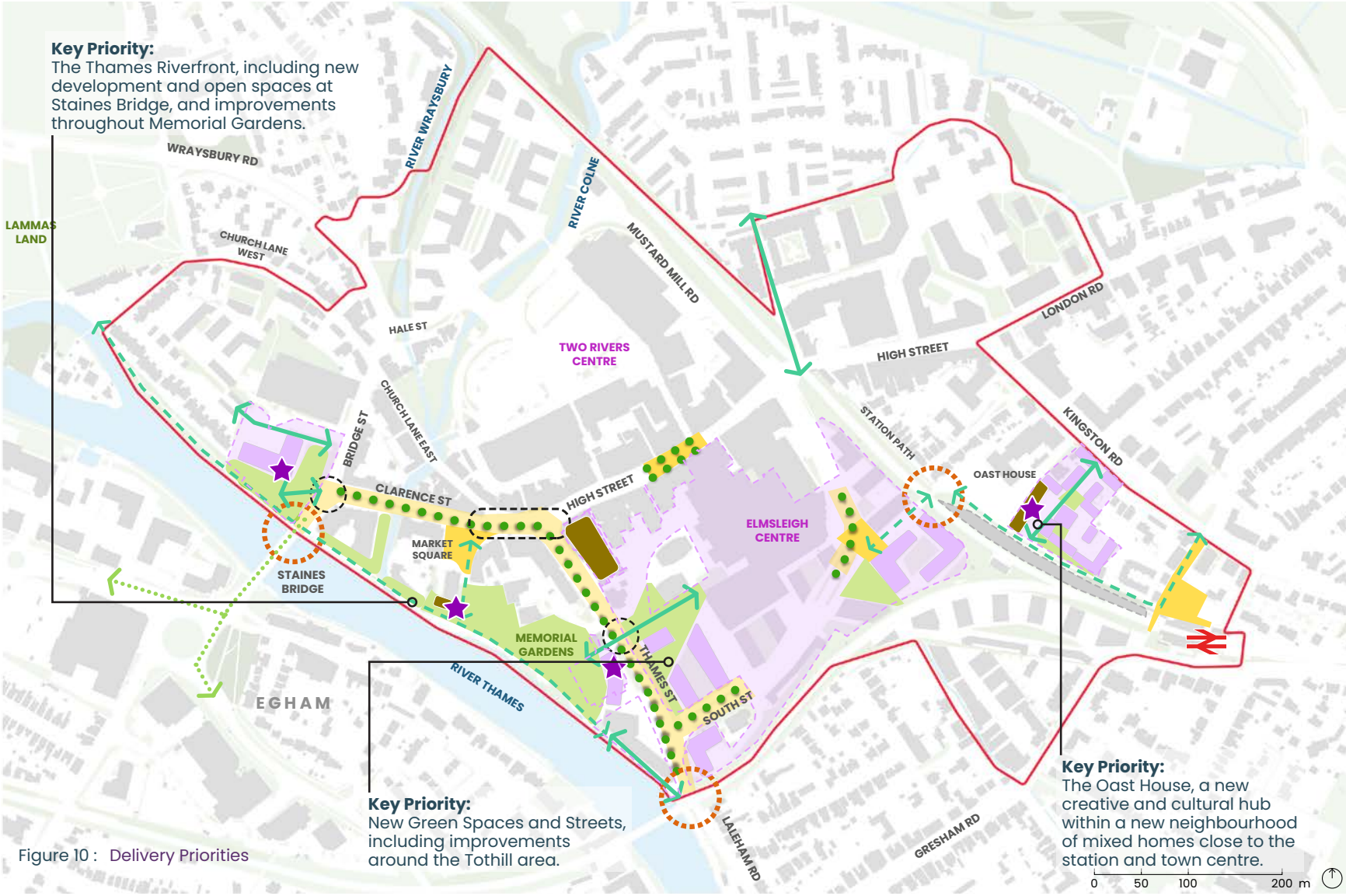


Figure 10 : Delivery Priorities

KEY PROJECTS

- Town Centre Boundary
- New Walking and Cycling Bridge
- Rail Station Improvements
- New Bus Station
- Gateway Enhancements
- River Colne Biodiversity Enhancements
- Street Improvements

PUBLIC REALM

- New Walking and Cycling Connections
- Enhanced Walking and Cycling Connections
- Wider Cycle Network Improvements
- New or Enhanced Road Crossing
- New or Enhanced Green Space
- New or Enhanced Public Realm
- New Street Trees

OPPORTUNITY SITES

- Opportunity Sites
- Indicative Development Layout
- Reuse of Existing Heritage Asset
- Key New Community Facility
- Elmsleigh Centre Improvements
- Future Railway Station Expansion

Part 2

Part 2 of the Masterplan document sets out the proposals for the town centre in detail. It includes the underlying design narrative, policy requirements for new development to achieve, guidance for change in key locations, and sets out an overarching delivery strategy.

Purpose of the Masterplan

The Spelthorne Local Plan (adopted March 2026) allocates sites to deliver 3,282 new homes in the town centre over the period to 2040. This planned growth will add a significant number of new residents to the town centre, in a location with existing local retail, facilities and sustainable transport connections within walking distance of their homes.

The masterplan considers how to integrate:

- High quality public realm and green open spaces
- Heritage and character
- A variety of new affordable and market homes
- Retail, workspace and commercial space
- Transport infrastructure
- Leisure, community, culture and recreation spaces
- Sustainability of design

The Masterplan sets the important principles for development and shows one way in which they could be realised in new development. The designs for the town centre will be tested and developed over the coming years as developments and projects come forward, and will need to set out with the principles set out within this masterplan.

The Masterplan will help guide future infrastructure delivery, the determination of planning applications for individual developments, and will set out the ambition for investment, change and growth in Staines-upon-Thames over the coming years .

How to use Part 2

Policies
Policies for determination of planning applications are highlighted throughout Part 2 in boxes like this.

Key Design Considerations
Supporting design considerations and key guidance that are referenced by Policies are highlighted throughout Part 2 in boxes like this.

Planning Context

The planning context for the masterplan is established by the Spelthorne Local Plan (the Local Plan), which was adopted by the council in March 2026.

The Local Plan allocates land for 3,282 new dwellings across 13.52ha in the town centre over the period to 2040.

The Masterplan has been prepared for adoption as a Supplementary Plan, to sit alongside the Spelthorne Local Plan, in particular policy SP1: Staines-upon-Thames, and provide more detailed policies for the town centre, with a number of closely-linked sites requiring an overarching vision and objectives, and development principles, as set out in Part 1.

The Masterplan is one part of a suite of documents that will govern different aspects of change within Staines during the plan period.

- The Local Plan sets out the core set of development policies for the whole borough, and allocates land for development
- The Infrastructure Delivery Plan sets out the list of infrastructure that should be delivered to support the growth and development identified in the Local Plan
- The Surrey Local Transport Plan (LTP) sets out the policies and key projects for transport across the whole county, including Staines.
- The Spelthorne Design Code (SDC) articulates design requirements for development across the borough, including detailed requirements for Staines town centre as an area of change.



Infrastructure Delivery Plan
2022 - 2037



Spelthorne Design Code
2025



Spelthorne Local Plan
2024 - 2039/40

Methodology

Preparation of the Masterplan has followed a five-stage process, which builds on a range of previous work and engagement in the Local Plan, Staines Development Framework (SDF) and the Spelthorne Design Code (SDC).

The approach to the masterplan has been to evolve and refine the work undertaken to date on the town centre, building on the concepts and principles developed and consulted upon as part of the SDF and SDC, to prepare a series of town wide frameworks covering movement and connectivity, land use, public realm and placemaking.

The project has been overseen by a Project Board comprising elected councillors, strategic planning officers, an external design adviser and the consultant team.



Staines Development Framework (SDF)
2023
(not adopted)



Local Plan
Adopted March 2026



Spelthorne Design Code (SDC)
Adopted March 2026



Staines Masterplan (SMP)

Stage 1

Baseline Review

- Visioning and Objectives Councillor Workshop
- Review of existing material
- Technical studies and analysis of town centre
- Stakeholder engagement

Stage 2

Town Centre Strategies

- Largely based on existing work from SDF, SDC and results of Stage 1
- High-level approaches across the town centre to Movement, Public Realm, Green Spaces, Built Form and Key Uses

Stage 3

Community Design Charette

- In-depth community event to collaboratively develop visions and designs for some of the key sites in the town centre
- Development of shared design principles to inform design team

Stage 4

Detailed Site Design

- Detailed design of key opportunity sites and key projects across the town centre

Stage 5

Draft Masterplan

- Community Engagement Exhibition (online and in-person) and Events
- Production of draft document

Figure 11 : Project Methodology

Community Engagement

The masterplan builds upon the extensive community engagement work undertaken to inform the Staines Development Framework, the Local Plan and the Spelthorne Design Code. From each of these, a deep baseline understanding of the town centre's issues, community aspirations and concerns has been instrumental in informing the underlying strategies of the masterplan.

The methodology for the Staines-upon-Thames Masterplan started by bringing together all of this work to inform an overall set of town centre strategies, deliberately intending to not revisit and reconsult on past work. A visioning workshop with elected members (the Staines Masterplan Task Group) was held in December 2025 to establish key priorities for the town centre and what aspects of previous work should be taken forward.

A community design charette then enabled the design team to engage on a much deeper level with design aspirations for particular development sites and the town centre as a whole, taking the work to the next stage. The outputs of this charette directly informed the following stage of detailed design work.

A public exhibition and online consultation was held during summer 2026 with 167 responses. Over 400 people attended two in-person events, and there were over 3000 visitors to the online exhibition platform.. A summary of the findings is set out in Appendix A.

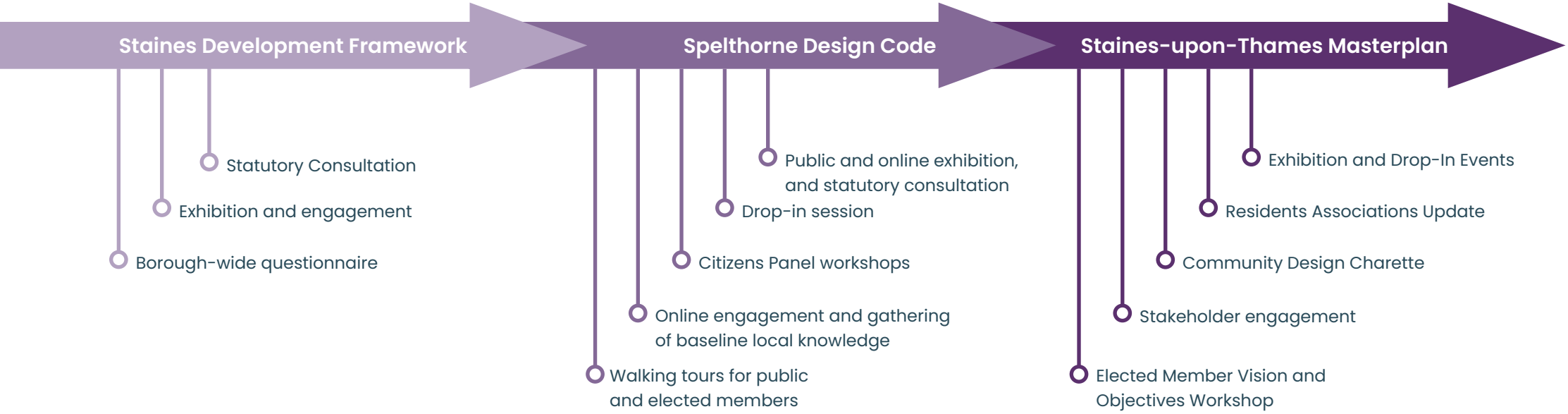


Figure 12 : Community Engagement Process

Design Charette

To inform the emerging Staines Town Centre Masterplan, a facilitated community design charette was run on Saturday 18 April 2026. Twenty-five local residents, community advocates, and people with direct knowledge of Staines gave up their Saturday to explore development and improvement opportunities across four key sites. The panel was drawn from members of and applicants to the Design Code Citizens Panel, and remained broadly representative of the demographics of the borough.

Working in groups through the day, participants developed proposals for each site before presenting to one another in a final plenary session. Site visits were undertaken walking around the four identified sites in the town centre, with work focused on small groups around tables, with opportunities to share back to the wider room.

The charette was an open, generative process. It was a structured opportunity for people who know and care about Staines to bring their knowledge, instincts, and ideas to bear on some of the town's most significant opportunities. It was deliberately not a conventional consultation. There were no predetermined options to tick, no loaded questions designed to produce preferred answers.

Seven shared design principles were agreed as part of the findings of the charrette:



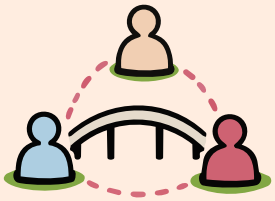
1. People before cars.

Every group sought to reclaim space from vehicles and return it to people, through calmed streets, pedestrian-priority public realm, and parking treated as a problem to engineer around rather than a principle to design from.

2. Sunlight, openness, and wellbeing.

Block orientation, gaps between buildings, private outdoor space, and safe open public realm were treated as health infrastructure, not optional extras.



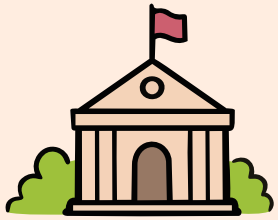


3. Connectivity.

Three new pedestrian crossings were proposed independently by three separate groups, a clear signal that Staines is too fragmented by its railway and rivers, and that reconnecting its parts is a foundational requirement.

4. Heritage and character.

New development should respect Staines' Victorian grain, its listed buildings, and its riverside setting. Poor recent precedents were cited across multiple groups as examples not to repeat.





5. Sustainability as standard.

Solar, heat pumps, green roofs, SuDS, rainwater harvesting, and EV charging were proposed organically by non-specialist participants, across all four sites, as a matter of course.



6. Culture, community, and activation.

Every group proposed arts venues, community spaces, cafés, and youth provision as essential, not optional. Development must do more than provide housing.

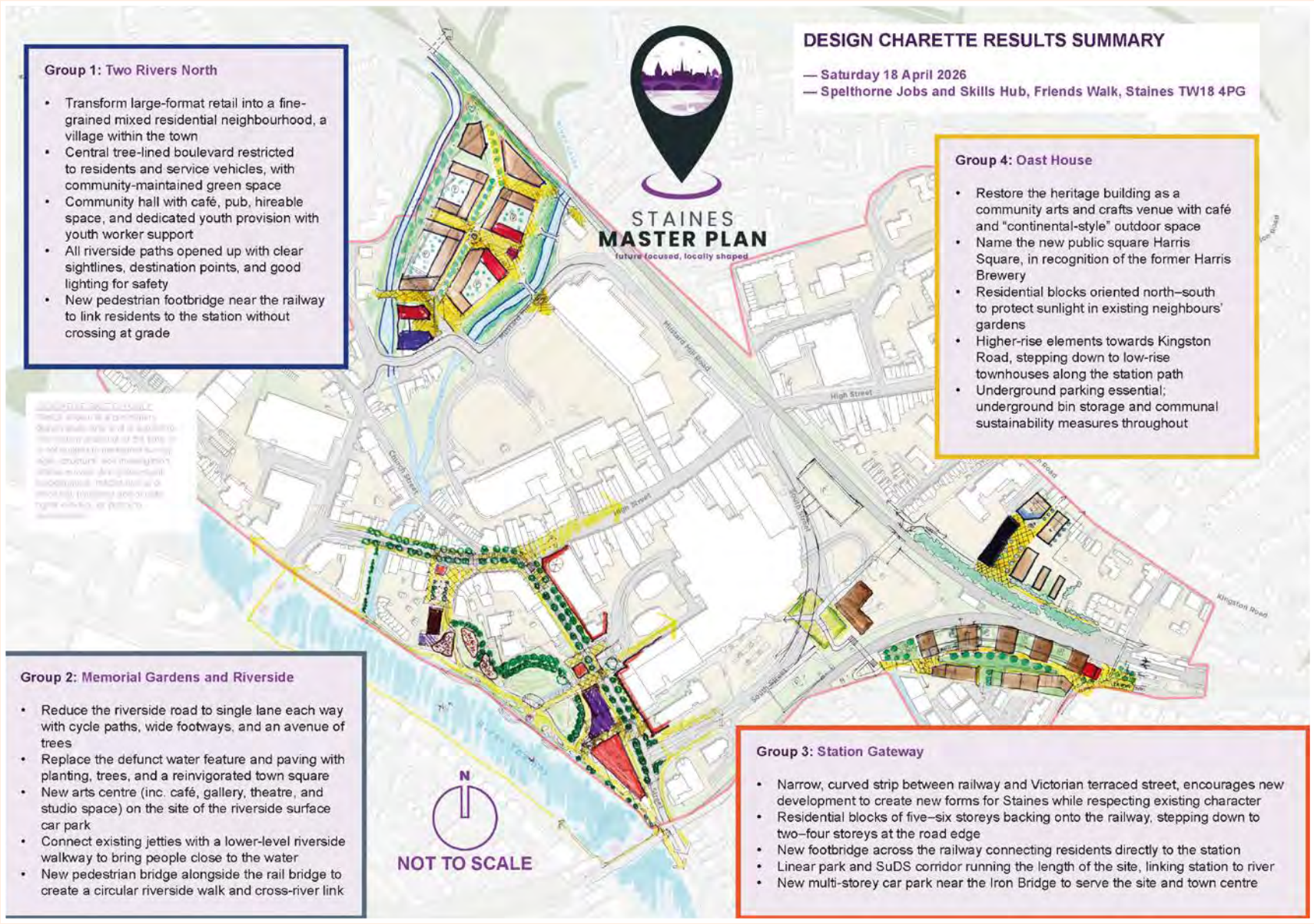


7. Housing for local people.

New homes should serve Staines residents, in a mix of types, tenures, and sizes, and new residents should become genuine participants in the town, not pass through it.

The composite plan of each group's ideas, scanned directly from the drawings produced on the day, are shown below:

Figure 13 : Design Charette combined output











Town Centre Today

Study Area

The study area for the masterplan has been established by the extent of the town centre area as defined within the Local Plan (policy SP1).

Figure 14 : Town Centre Boundary

Historic Development

Staines as a settlement likely had origins in the Roman period. The settlement grew up around a river crossing of the Thames and Colne, probably at what is now the western end of the High Street. The rivers are instrumental in the development of Staines not only through providing the need for a crossing but also as a transport route, water to support settlement, power for mills and water for processing in various industries.

More detail on the historic development of the town centre is set out in Appendix B.



Figure 15 : **1881** - Emerging industry to the north of the town centre

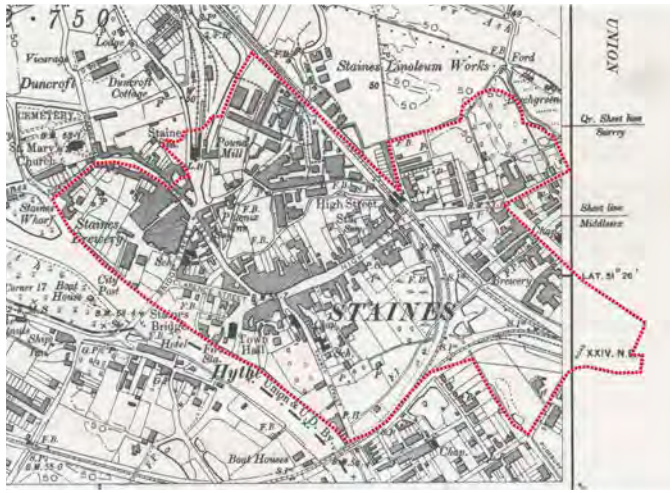


Figure 16 : **1900** - Substantial industry to the north of the town centre, new railway connections, and increasing channelisation of watercourses

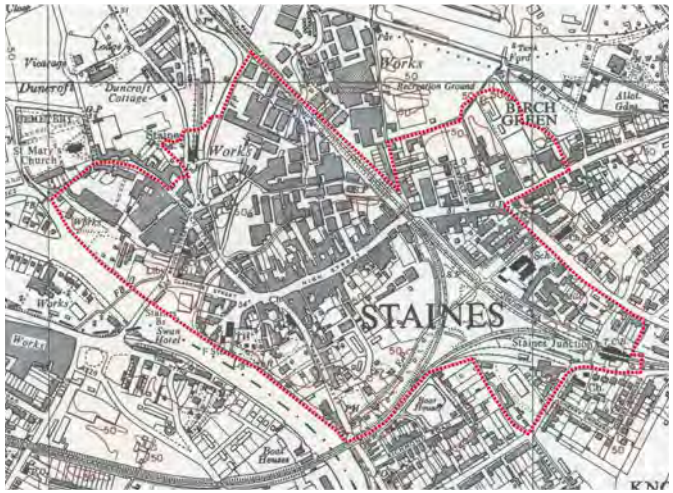


Figure 17 : **1960** - Maximum extent of industrial area. Area around the River Thames is populated by scattered buildings, which face away from the river

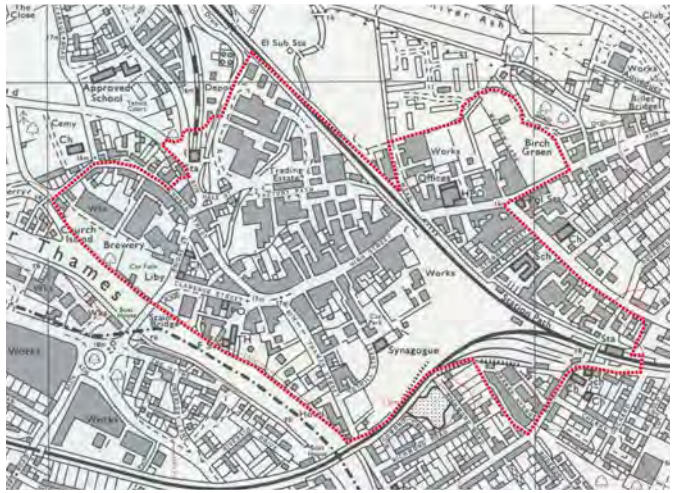
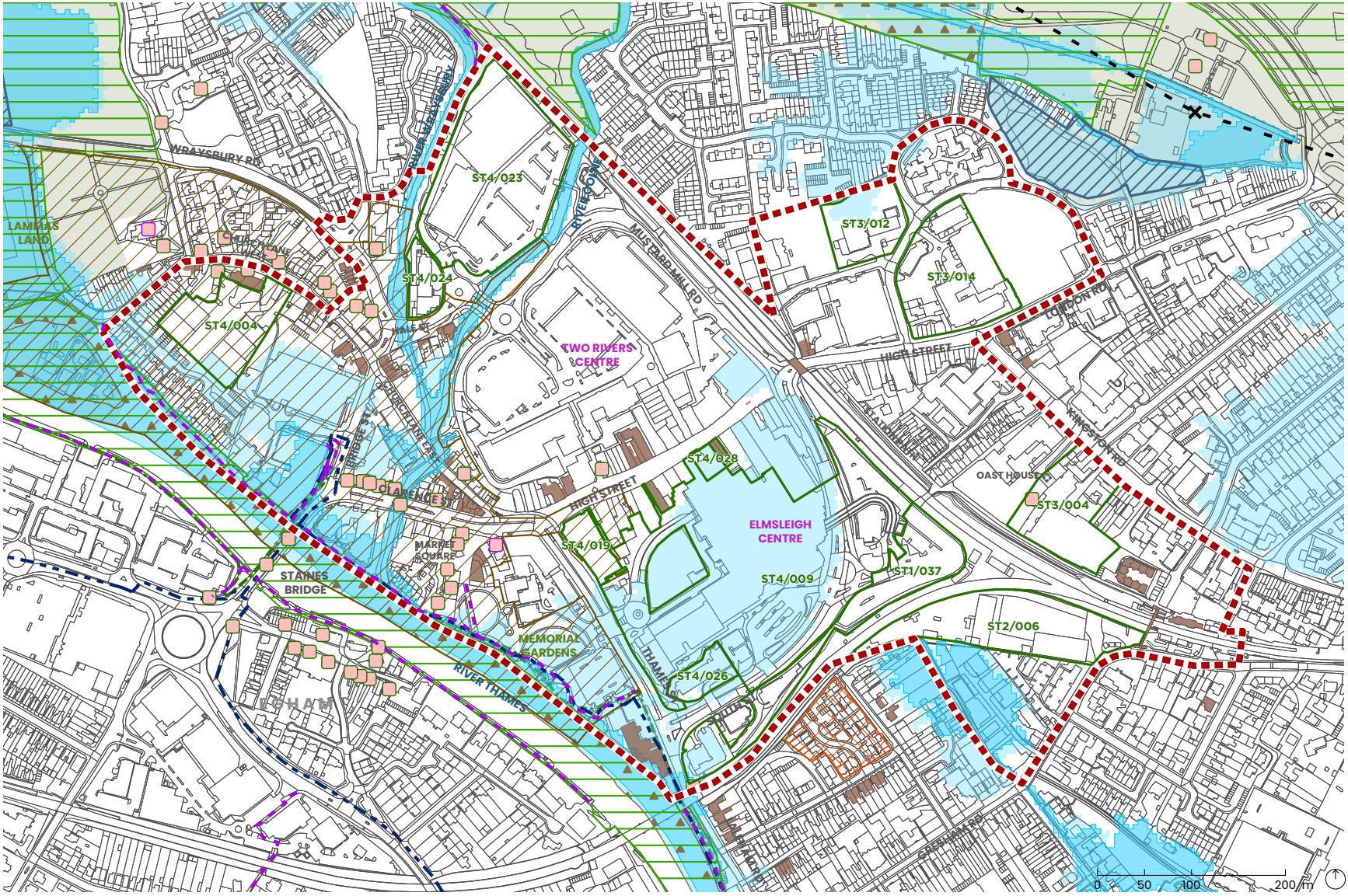


Figure 18 : **1974** - Decline of industry begins. Railway curve removed and the area to the southeast is prepared for development, on an area historically prone to flooding.

Constraints

The town centre is subject to a number of technical and policy constraints and designations which have been considered as part of the masterplan.



- Grade II* Listed Building
- Grade II Listed Building
- Electricity Towers (High Voltage)
- Overhead Lines (High Voltage)
- Public Rights of Way
- National Trails
- National Cycle Network
- Locally Listed Buildings
- Common Land
- Historic Landfill Sites
- SSSI
- Special Protection Areas
- Sites of Nature Conservation Importance (E6)
- Biodiversity Opportunity Area (E6)
- Flood Zone 3b
- Flood Zone 3a
- Green Belt
- Allocations
- Conservation Areas (LP)
- Masterplan Boundary

Figure 19 : Technical and policy constraints plan

Analysis

As part of the preparation of the masterplan, an extensive analysis of the town centre was undertaken. The aim of the analysis was to identify those part of the town centre that were valued and worked well, and also those areas where enhancement could be beneficial. The analysis can be summarised under four key themes, set out in detail on the following pages.

Role of the Town Centre

Staines-upon-Thames town centre is the main centre of Spelthorne Borough and is a large retail centre within the wider surrounding catchment. It has excellent and popular retail provision for a town of its size (c. 25,000 residents), with many national chains present both in the high street and 'out-of-town' format. In recent years (since 2020), the proportion of space dedicated to services has risen, with a slight fall in comparison space (retail items that are typically higher-value, non-perishable, and bought infrequently rather than on a daily or weekly basis and compared on price and other factors), reflecting national trends.



Figure 20 : Analysis layers

Streets & Spaces

A town centre with a limited core set of streets and spaces for people

Staines-upon-Thames town centre is thriving, with strong retail and services occupancy, and plans to substantially grow the residential population over the coming 15 years, which will provide strong additional footfall.

At present the core set of walkable, pedestrian-friendly streets that make up the town centre is restricted to the High Street and a few connecting streets into shopping centres. As the town centre grows in population, this limits the available space for adding new retail and other ground-floor space, undermines the attractiveness of the town centre as a place to live, work and enjoy, and creates barriers to integrating new neighbourhoods as a walkable part of town.

The town centre also lacks public spaces and green spaces of sufficient quality and activation to attract users to them as a destination This lack of space and public realm to support 'secondary uses', makes it more difficult for Staines to convert regular shoppers into staying longer in the town centre for cafes, recreation and other non-retail activity.

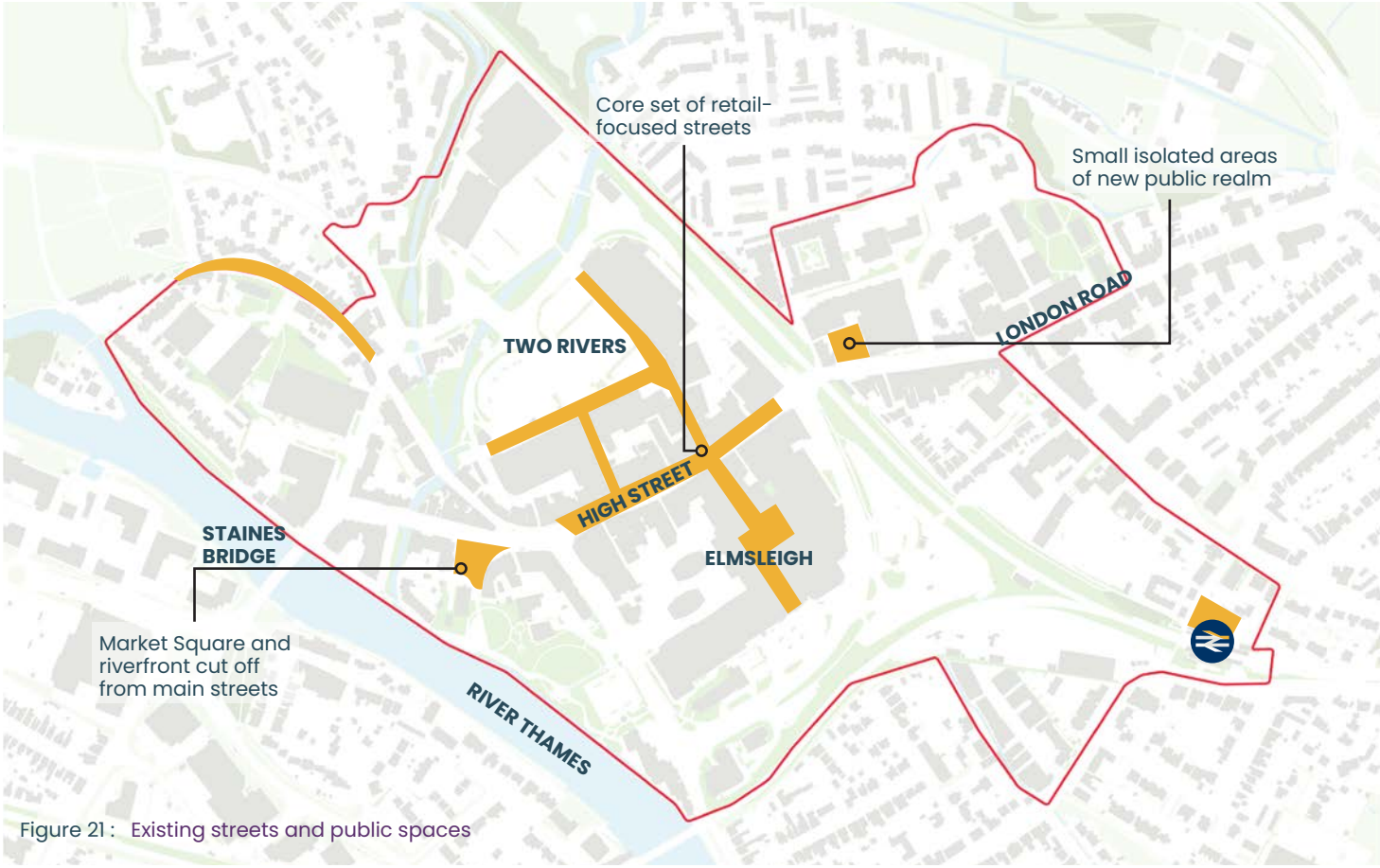


Figure 21 : Existing streets and public spaces

STRENGTHS

- ▲ Strong retail and services occupancy
- ▲ Pedestrianised High Street and shopping centres at the core of the town centre

WEAKNESSES

- ▼ Streets and crossings elsewhere in the town centre feel like they prioritise cars, not people
- ▼ Limited set of attractive streets and spaces will limit potential for a wider mix of uses and independent retailers
- ▼ Poor wayfinding makes it hard to discover the town centre and navigate for visitors

Key

Existing Key Streets and Spaces

Green & Blue Spaces

Poor quality green spaces that are far from the town centre

At the periphery of the town centre are a range of green spaces and natural habitats that can be used for recreation, amenity, ecology and a healthy life. However, they do not extend into the town, and the provision of green spaces or even planting and trees as relief from built form is very poor.

If Staines is to be an attractive and healthy home for people, these spaces and networks will need to be brought into the town centre. Staines-upon-Thames is at high risk from flooding, and developments in the 20th century took up much of the flood zones and channelised rivers, making the problem worse. There are also potential issues around disrupting shallow groundwater flows through new construction. A town centre where people live will need to manage water and flood risk more effectively.

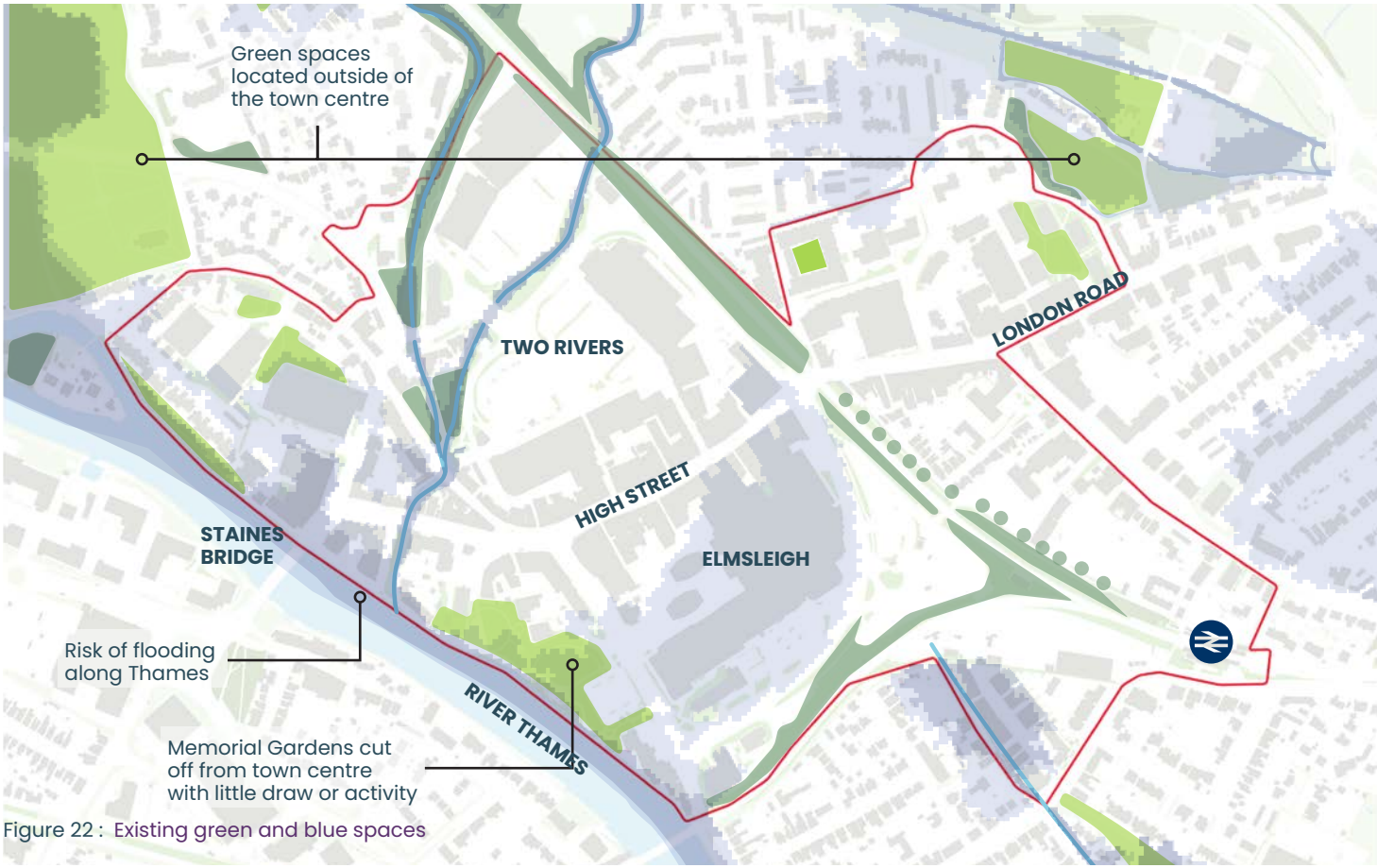


Figure 22 : Existing green and blue spaces

Figure 23 : Memorial Gardens



STRENGTHS

- Extensive green spaces and networks located within walking distance of the town centre
- Memorial Gardens provides green space on the riverfront

WEAKNESSES

- Little green space within town centre
- Few street trees and planting areas to help create shade, cooling and manage surface water from storm events
- Little space for space for recreation, informal activity and children's play
- Potential for river flooding
- Potential disruption to groundwater flow from development if not considered and designed for properly

Key

- Existing Woodland and Natural Habitats
- Existing Green Open Space
- Flood Zone 3b (considered functional floodplain)
- Flood Zone 3a (more than 1% annual event probability)

Connections & Movement

Barriers to the rest of town and the rivers

The core set of walkable streets is surrounded by a ring of car-dominated roads that cut them off from the river(s) and surrounding neighbourhoods, which makes it unpleasant, unsafe or difficult to get into the town centre, as well as providing a poor welcome to the town.

The town centre has limited arrival points, as it is surrounded by water and railway lines on all sides. The bridges and gateways are constrained and give over most of their space to vehicles, so are unpleasant and often unsafe for walking and cycling from surrounding neighbourhoods. Once in the town centre, the lack of active travel infrastructure makes it hard to get about to the place you want to go to. Crossings and streets are designed around the needs of cars, not people.

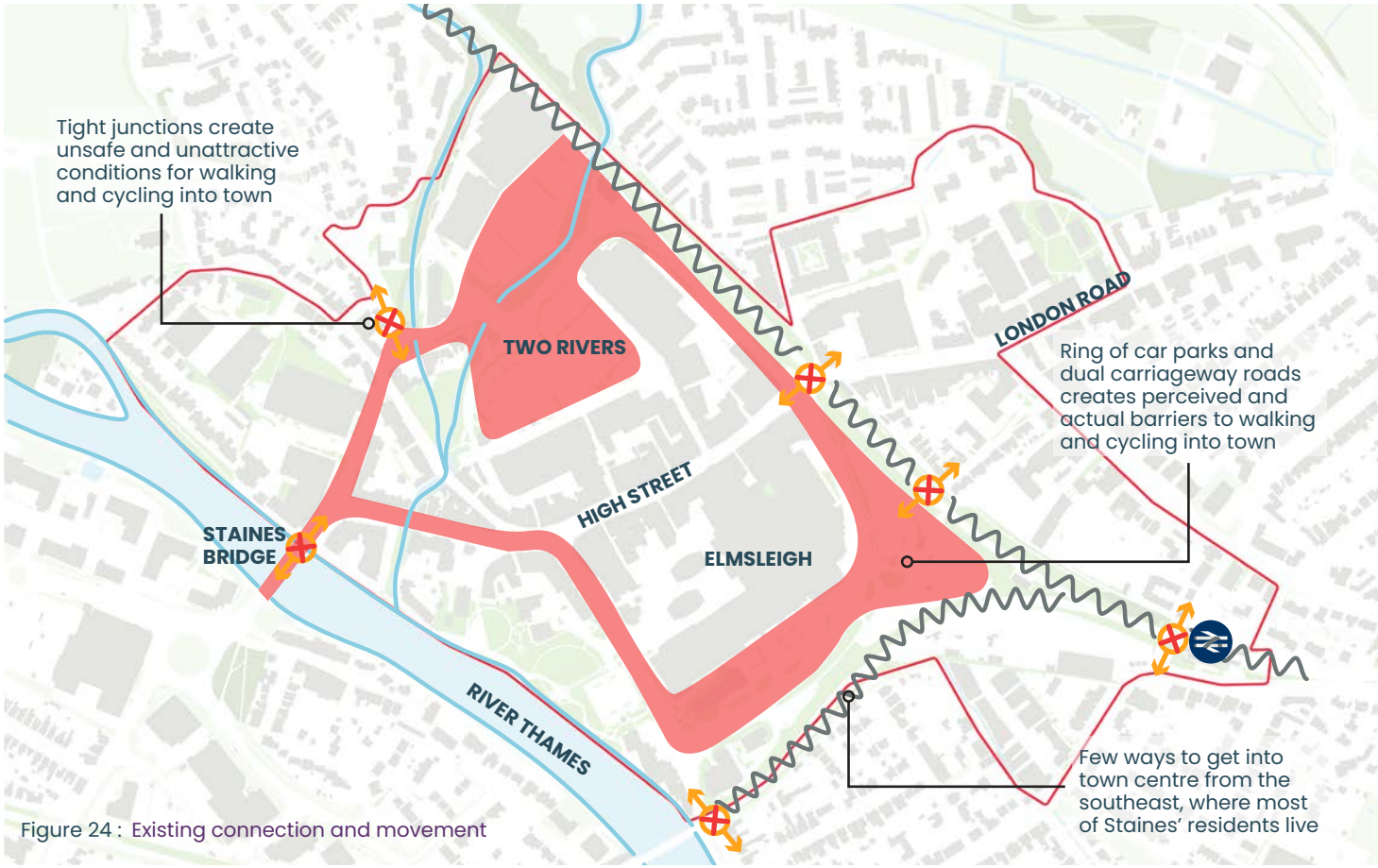


Figure 24 : Existing connection and movement

Figure 25 : Thames Street



STRENGTHS

- Well-connected to rail and road networks
- At the centre of a compact town and surrounding neighbourhoods within walking and cycling distance

WEAKNESSES

- Surrounded on all four sides by railways or rivers, with limited ways to get in or out
- Poor experience for pedestrians and cyclists at all arrival points
- Car-dominated ring of streets and car parks between surrounding neighbourhoods and the town centre

Key

- Car-dominated spaces and streets
- Constrained (for walking and cycling) gateway to town centre
- Severance due to railway lines

Character & Frontages

A mixed townscape, and a mix of uses

The town centre has a wide variety of buildings, with finer grain, low-medium rise along the High Street, Clarence St and Church St forming the attractive heart of the town centre. Away from these areas, buildings are larger and often do not relate well to the streets they are on, with few entrances, blank walls and facades, and architecture that can be jarring in context.

The parts of the town centre that are most valued by the community are those with fine-grain buildings, human-scale streets and regular entrances and active frontages. These parts of the town are also those that are thriving commercially, with high retail occupancy rates and a good mix of uses. Although of poor external design on exterior streets, the internal 'streets' of Two Rivers and the Elmsleigh Centre have similar characteristics and host a wide range of larger retailers successfully, contributing to the town's mix.

A comparison with other towns along the Thames and with similar contexts suggests that the town is lacking in higher-quality independent retailers, with a lack of streets and spaces that might host them - most retail space is within shopping centres. The town also lacks cultural spaces and venues, as well as a wider range of flexible workspaces that might be suitable for smaller and startup businesses. More peripheral streets, such as Church St West, support independent retailers but the poor quality of the public realm makes it more difficult to attract and retain them.

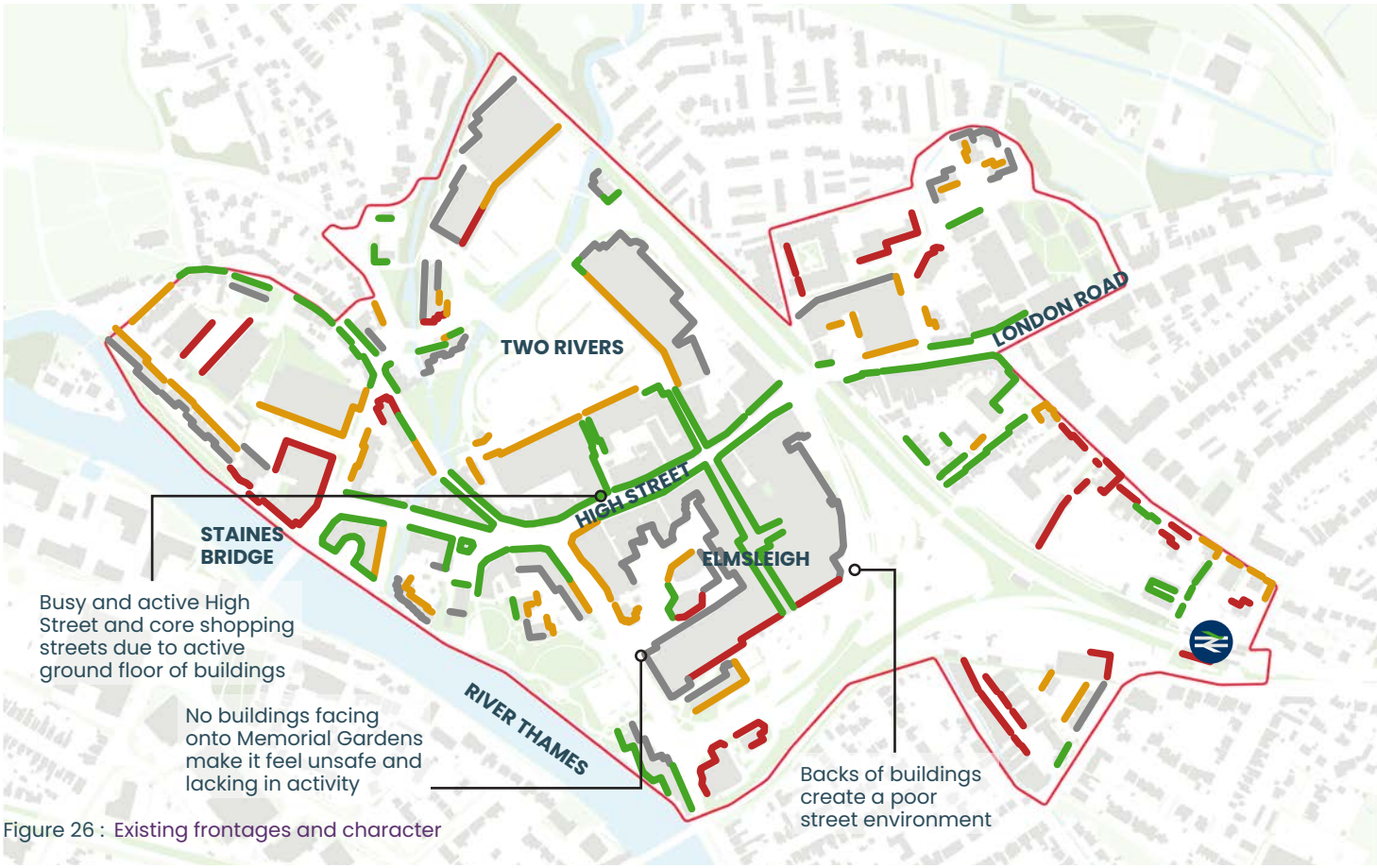


Figure 26 : Existing frontages and character

STRENGTHS

- ▲ Character of High Street, Conservation Area and riverfront valued by the community
- ▲ The most attractive, successful and highly valued places by the community have active ground floors with lots of entrances and 'fine-grain' buildings that vary and change along the street

WEAKNESSES

- ▼ Backs of buildings, service areas and blank walls dominate around the edge of the town centre, making it feel unsafe and unwelcoming, providing an opportunity for anti-social behaviour

Key

- Fine grain ground floor frontage, regular entrances
- Coarse grain ground floor frontage, occasional entrances
- Few ground floor entrances or windows, limited surveillance of street
- Rear/service frontage

Masterplan Strategies

The Masterplan sets out the key strategies, projects and opportunity areas that will underpin change in Staines-upon-Thames town centre.

It provides a basis for future decision-making and design, and ensures that projects and change are co-ordinated to deliver the vision and objectives of the masterplan.

In order to achieve this, the Masterplan identifies four interlinked strategies that encompass the whole town centre:

- Streets and Spaces
- Green and Blue Spaces
- Connections and Movement
- Heritage, Character and Built Form

Each strategy has a corresponding Policy for planning decision-making, and is supported by guidance and key design considerations.

The Development Principles Plan on the following page sets out the key elements of the Masterplan:

- Key projects for implementation across the town centre
- Opportunity sites and indicative layouts for future development

POLICY TC1
Town Centre Masterplan Strategies & Development Principles Plan

Four key design strategies are identified by the Masterplan to delivery change:

- Streets and Spaces (policies TC2 and TC2a)
- Green and Blue Spaces (policy TC3)
- Connections and Movement (policy TC4)
- Heritage, Character and Built Form (policy TC5)

The strategies are articulated on the Development Principles Plan.

Development proposals in the Town Centre must clearly demonstrate how they meet the policy requirements set out in each of the strategies policies TC2-TC5 and the Development Principles Plan.



Figure 27 : Masterplan strategy layers

Development Principles Plan

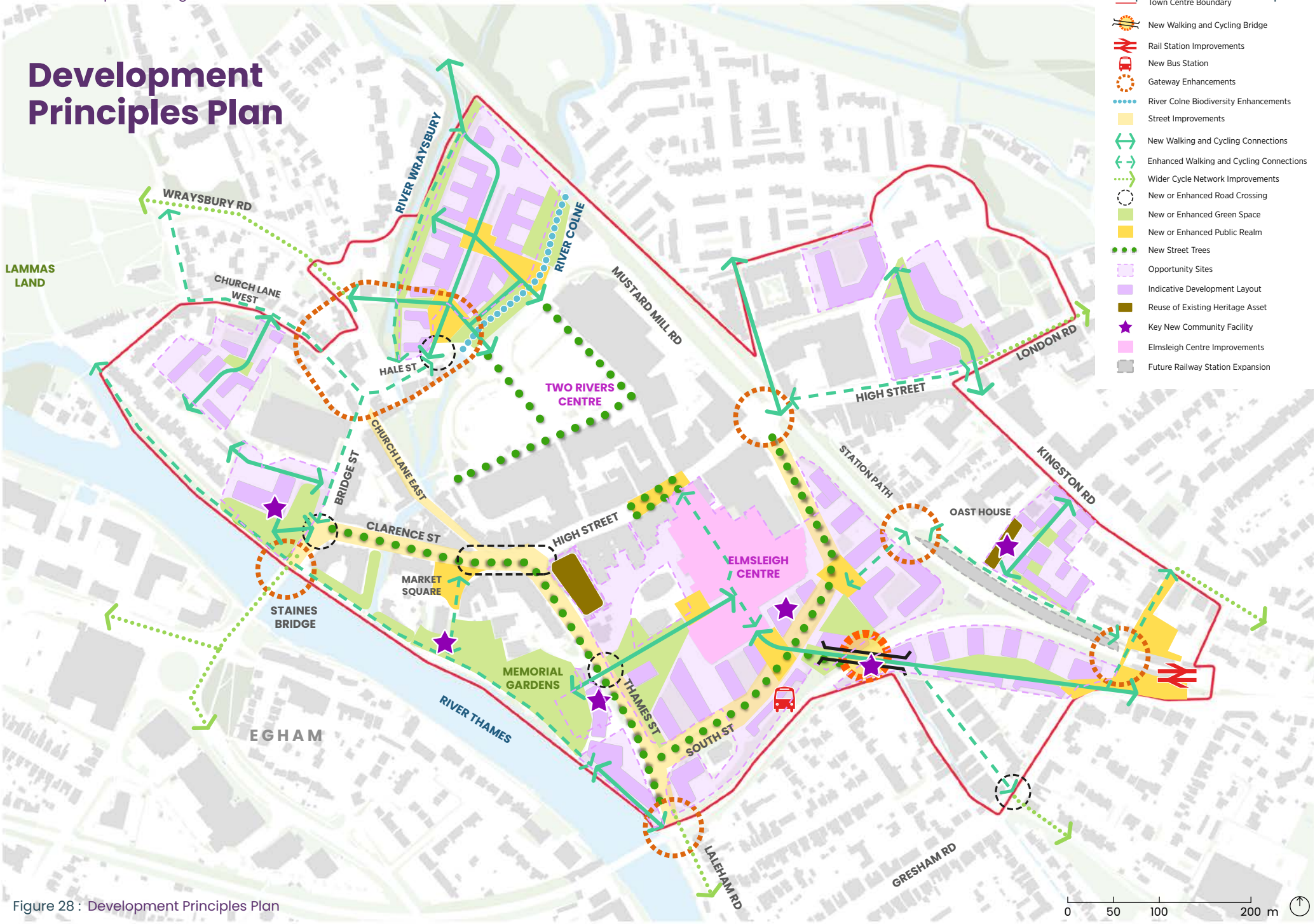


Figure 28 : Development Principles Plan

Streets & Spaces Strategy

Key Proposals

- Extend the network of walkable and attractive streets and spaces to create a larger, continuous network
- Transform South Street, Thames Street and Clarence Street into tree-lined town centre streets
- Connect the core walkable street network to the riverfront and railway station

The aim of the streets and spaces strategy is to transform the street network and wider public realm to make them centre-stage, focused on the needs of people, and creating a setting to host and absorb the needs of visitors and existing and new residents. To do this in the limited space available, new public realm will need to be high quality, inclusive and accessible to all, be multifunctional in use and distinctive in design.

The existing network of core pedestrian-friendly streets will be progressively extended through street transformations and the redevelopment of existing car-dominated areas at the periphery of the town centre. This will enable new residents to access the whole town centre, provide an attractive setting for retail and other key uses, and support further connections to surrounding neighbourhoods and the rivers.

POLICY TC2
Streets and Spaces

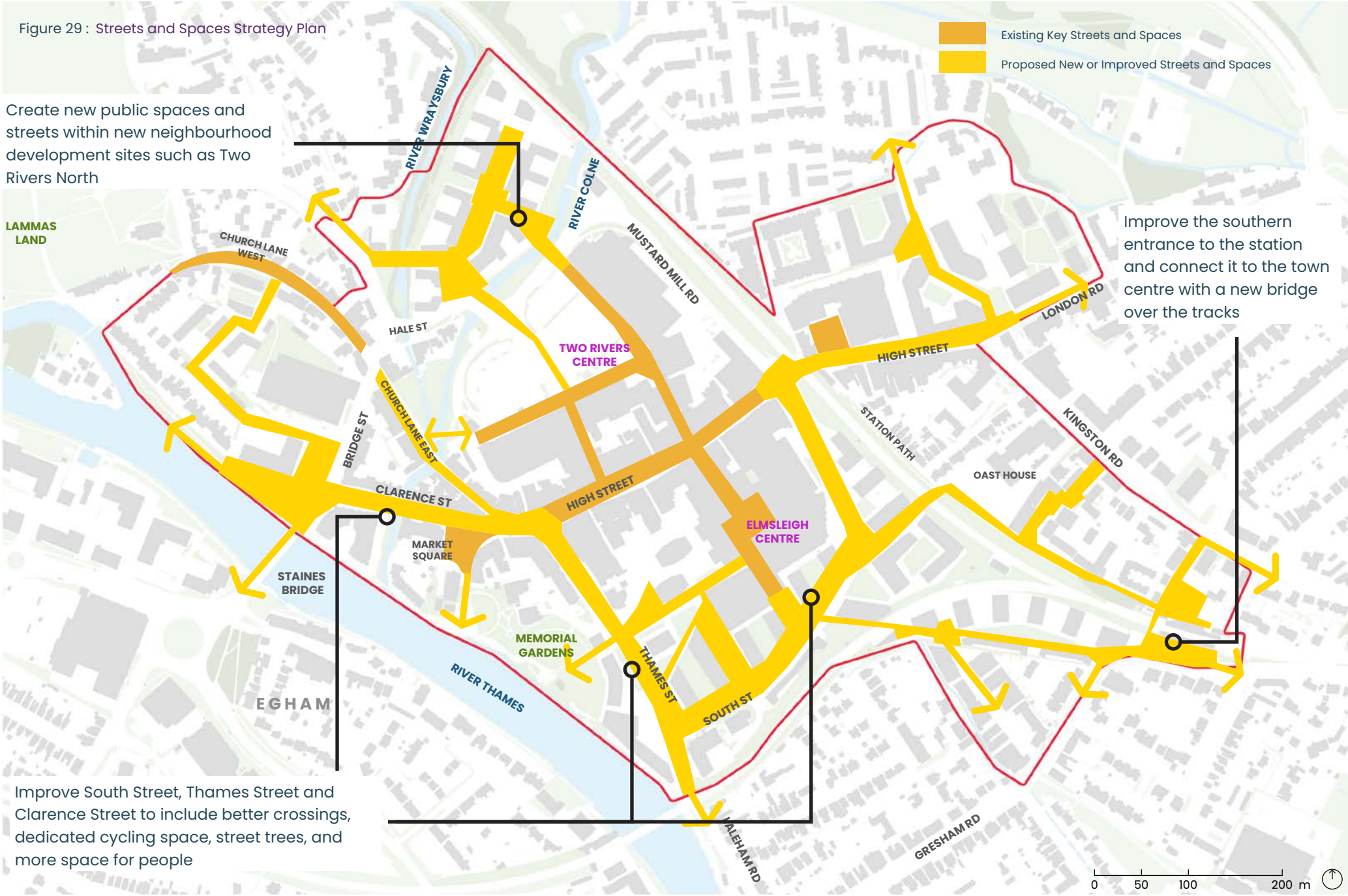
The Council will support and promote the enhancement of streets and spaces within the town centre as identified on the Strategy Plan, as attractive, accessible and multifunctional public spaces that prioritise walking, cycling and placemaking. Development proposals affecting or creating town centre streets must demonstrate how they:

- Extend the network of inclusive, accessible and attractive streets and spaces for pedestrians and cyclists
- Rebalance streets from traffic dominated conduits to tree lined spaces that prioritise sustainable and active travel choices with a focus on enhancing pedestrian accessibility
- Improve connectivity within the town centre and connect the core walkable street network to the riverfront and railway station
- Contribute to a unified and co-ordinated approach to the design of streets as linear public spaces, through the use of materials, landscaping, street furniture, lighting and detailing of the public realm, having regard to the requirements of the Spelthorne Design Code
- Enhance the legibility of the town centre through the incorporation of wayfinding measures, including pedestrian and cycle signage where appropriate

The Council will support proposals for new and enhanced pedestrian crossing facilities, junction improvements, changes to traffic management arrangements, and other highway enhancements where it can be demonstrated that they:

- improve pedestrian, cycle and public transport accessibility and movement; and
- will not result in unacceptable impacts on highway safety.

Figure 29 : Streets and Spaces Strategy Plan



Public Realm

The public realm, and the streets that form the core part of the town centre, is what brings a place together, and is how most people experience the town centre. The Masterplan is underpinned by a focus on improving the quality and function of the public realm, seeking to transform and elevate it for the existing and new communities of the town over the coming years.

A successful public realm is achieved through the early identification of the uses it will be put to, both in the public realm and in surrounding ground floor spaces.

The public realm strategy that underpins the masterplan recognises the strong existing retail core and seeks to expand it to include a wide range of additional uses that can make the town centre more complete. It will help to support:

- A focus on a range of leisure and recreation uses close to the River Thames
- A strengthening of the core retail streets
- Focusing creative and cultural uses around the Oast House, well-connected but slightly 'off the beaten track'
- Space for new neighbourhood communities to make their own

This strategy has informed the design of the spaces and streets throughout the Masterplan.



Figure 30 : Public Realm Uses Concept



New streets in town centre neighbourhoods will prioritise people over cars



Smaller incidental spaces will be included throughout new neighbourhoods to create an attractive townscape



Larger new public spaces will prioritise planting, activity, play and be designed for people first



Historic spaces such as the Market Square can be refreshed with sensitive materials and space integrated for smaller events and activities

POLICY TC2A
Public Realm Design Quality

The Council will support proposals for the public realm that are designed and co-ordinated to ensure the delivery of a locally distinctive, high quality, safe, accessible and useable environment that achieves design consistency across the Town Centre.

Public realm proposals must establish a sense of place, improve legibility and enhance linkages, particularly for pedestrians and cyclists, across the Town Centre and demonstrate how they:

- Create safe, attractive, inclusive and accessible environments for all users.
- Improve legibility, wayfinding and connectivity throughout the town centre.
- Prioritise walking, wheeling and cycling through the design and layout of streets and spaces.
- Integrate high-quality landscaping, tree planting, lighting, street furniture and sustainable drainage measures.
- Deliver a consistent palette of materials and public realm elements that reinforces local identity whilst responding to the character of individual areas.
- Strengthen connections between the railway station, High Street, riverside, new neighbourhoods, public transport facilities and other key destinations.
- Provide multifunctional spaces capable of supporting movement, social interaction, recreation, biodiversity enhancement and climate resilience.
- Address the impacts of future climate change by creating shade, urban cooling, planting and use of sustainable materials.

The design and layout of the public realm must also have regard to the key design considerations for street furniture, street planting, wayfinding, and lighting as set out in the Town Centre Masterplan, and requirements of the Spelthorne Design Code.

Street Furniture Key Design Considerations

New street furniture will form a part of public realm improvements and street transformations. Street furniture is essential to the functioning and usability of public spaces, making them accessible, safe and visually cohesive.

Where street furniture is proposed, it should:

- Be arranged and sited to minimise clutter, maintain clear access and preserve visibility for all users.
- Be inclusive, accessible and safe, supporting a wider range of users and needs through principles of inclusive design.
- Be coordinated with planting, lighting, signage and other public realm components as a part of a holistic streetscape design.
- Support placemaking and social interaction, encouraging people to dwell, meet and engage with public spaces.
- Be designed for longevity, durability and supply of street furniture components, allowing for ease of maintenance, resistance to vandalism, and robustness for intensity of use.

PRECEDENT EXAMPLES



Figure 31 : Street furniture can support a wide variety of spaces and uses



Figure 32 : A consistent approach can help to bring a place together



Figure 33 : Distinctive street furniture can help to provide landmarks and visual identity

Street Planting Key Design Considerations

New and existing planting forms an integral part of the public realm and street transformations. Street planting contributes to greener, healthier, and more climate-resilient environments, and to the character of streets. Where development is proposed, street planting should:

- Reflect the character, scale and function of the surrounding street or space, contributing positively to the identity of individual areas.
- Form part of an integrated public realm strategy, considering movement routes, street furniture, lighting and wayfinding.
- Support the creation of a coherent green network linking existing green spaces, such as Memorial Gardens, to the rivers and new public spaces across the town centre.
- Be arranged to avoid obstructing movement routes, building entrances, servicing, visibility splays and key views, and to ensure natural surveillance and sense of safety.
- Enhance biodiversity by incorporating a diversity of species and planting typologies that provide year-round habitat value, with priority for high-quality, climate-responsive planting.
- Respond to climate change by increasing canopy cover, reducing urban heat island effects, and contributing to sustainable urban cooling, with benefits for the comfort and wellbeing of town centre users. This includes being resilient to climate change and town centre conditions, such as drought, flooding, pollution, compaction and salt exposure
- Be designed for the long-term management, maintenance and replacement of planting.

PRECEDENT EXAMPLES



Figure 34 : Planting within town centre streets







Figure 35 : Above: rain gardens provide water management in streets



Figure 36 : Both left: examples of planting within main traffic streets, Sheffield

Wayfinding Key Design Considerations

Wayfinding and legibility help people read, understand and navigate their environment, aided by tools such as signage, mapping, landmarks and the public realm. Development proposals should:

- Make getting around Staines town centre intuitive, convenient and easy for all users.
- Reinforce the hierarchy of streets, spaces and routes that are visually distinct from one another, aided by landmarks, public spaces and recognisable features.
- Reinforce existing orientating features, such as the River Thames, Railway Station, High Street and Town Hall.
- Integrate wayfinding information without contributing to visual clutter or cognitive overload, employing signage only where necessary.
- Integrate wayfinding into the design of the public realm through paving, landscape design, lighting, public art and architectural features, reducing reliance on standalone signs.
- Adopt a consistent approach to signage, mapping, terminology, materials and graphic design across the town centre.
- Be accessible and inclusive, incorporating inclusive design principles across the public realm and signage.
- Highlight key attractions, destinations, facilities and public transport, with particular emphasis on links between Staines Railway Station, Bus Station, the High Street, Two Rivers, Market Square, Memorial Gardens and the River Thames Frontage.
- Contribute positively to the character and quality of the public realm, ensuring wayfinding elements are designed as a part of the townscape, rather than solely functional infrastructure.
- Where signage is proposed it should be:
  - Orientated to face the primary route;
  - Visible from the secondary route
  - Sited clear of walking/cycle space
  - Accessible to all users.



Figure 39 : Cartography and design should be consistent across the town centre

PRECEDENT EXAMPLES



Figure 37 : Fingerposts should be located at intersections of routes



Figure 38 : Map totems should be provided at major destinations and gateways

Lighting Key Design Considerations

Lighting influences accessibility, legibility and sense of safety of environments, and when designed well can positively contribute to the character and vitality of the town centre. Where lighting is proposed, it should:

- Provide a safe, comfortable and attractive environment for all users during hours of darkness.
- Support the vitality of Staines town centre and evening economy by creating welcoming, well-lit streets, public spaces and routes.
- Have a consistent approach to lighting across the town centre, whilst responding to the character and function of streets and spaces.
- Be integrated with the design of buildings, landscape, public art, wayfinding and street furniture, where appropriate, to create a coordinated public realm and highlight key routes, spaces, features and gateways.
- Enhance important landmarks, heritage assets, public buildings and focal points where appropriate.
- Use energy-efficient technologies that minimise energy consumption, and where possible are powered by renewable sources.
- Minimise light pollution, glare and spill, to ensure it does not affect habitats and neighbouring properties. Extra consideration should be made to avoid adverse effects on biodiversity and ecology around green spaces, watercourses, and areas of habitat value.
- Be adaptable to changing technologies, with thought to the long-term management and maintenance to remain functional, efficient and attractive throughout its lifecycle.

PRECEDENT EXAMPLES

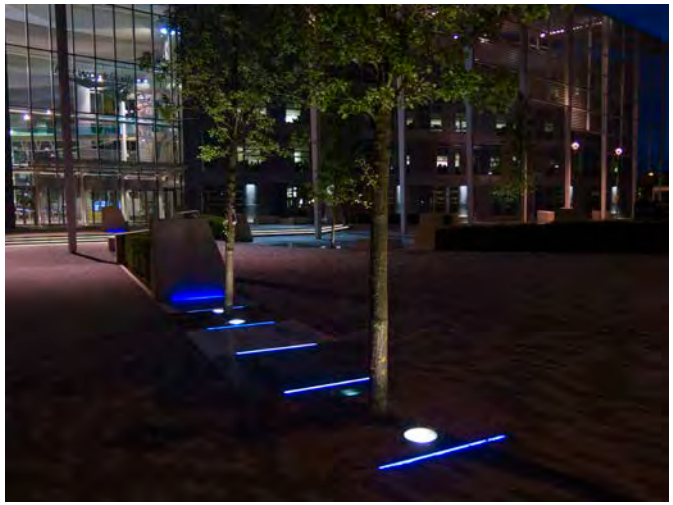


Figure 40 : Feature lighting installations can support placemaking and use of spaces into the evening

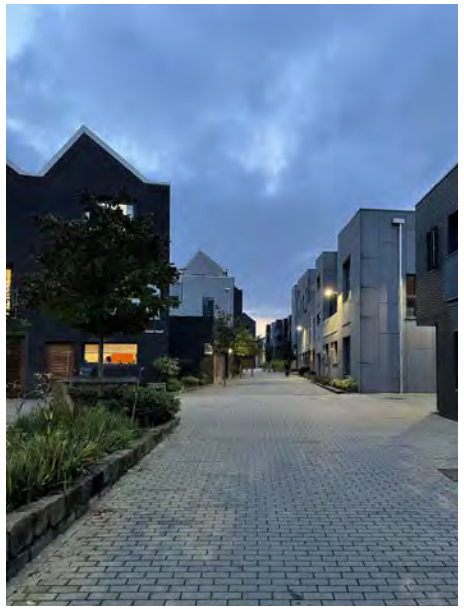


Figure 41 : Street lighting should respond to character and use, e.g. lower levels on residential streets



Figure 42 : Lighting should provide for pedestrians as well as sufficient light levels for vehicles

Green & Blue Spaces Strategy

Key Proposals

- Over 3ha (7 acres) of new green space throughout the town centre
- Tree-lined streets with planting and landscape to help create shade, lower temperatures, manage stormwater water and bring nature into the town
- A green and active Thames riverfront
- Space for recreation and children's play
- Design of development to minimise any impact on groundwater flows

Staines-upon-Thames has developed from a historic bridging point on the River Thames, dating back to at least the Roman period. Its development has thus always been strongly linked to how it relates to the water. In the past, this provided transport links and energy for thriving industries, but today it has a new opportunity to provide recreational space, natural habitats and a healthy, attractive setting for living.

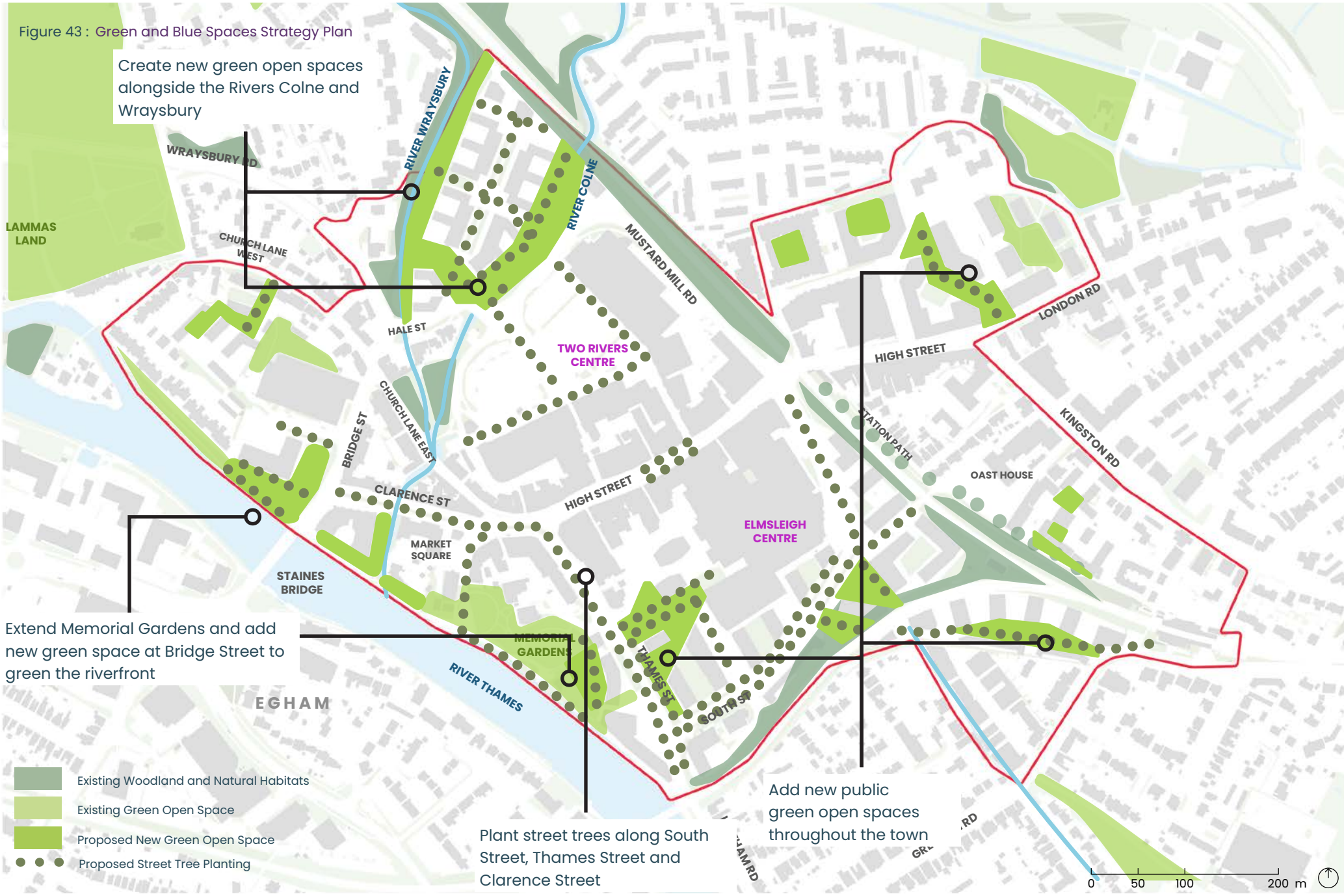
This aim can be further achieved by extending and enhancing the networks of green infrastructure that surround the town centre, and bringing them into the core of the town, where they can provide a range of benefits: amenity space, cooling and shade, water management, ecological networks and air quality improvements. Green spaces should be prioritised in areas of highest fluvial flood risk, and at the heart of new town centre neighbourhoods.

POLICY TC3
Green and Blue Spaces

The Council will support the provision and stewardship of new, and enhancement of existing, green and blue infrastructure within the town centre, as set out in the strategy plan. Development proposals creating or enhancing existing green and blue infrastructure must demonstrate how they contribute to:

- The provision of new green spaces throughout the town centre as set out in the strategy plan, including through the development of Opportunity Sites identified in Policy TC12 Opportunity Sites;
- The creation of tree-lined streets, planting and landscaping that contributes to urban cooling, provides shade, improves environmental quality and enhances biodiversity;
- The transformation of the Thames Riverfront through the provision of new planting, green spaces, improved public realm and opportunities for recreation, leisure and community activity; and
- The provision of accessible spaces for recreation, informal activity and children's play.
- Ecological connectivity, biodiversity enhancement and Local Nature Recovery Strategy objectives.

Figure 43 : Green and Blue Spaces Strategy Plan



Leisure, Recreation and Play

Broadening the range of activities to enjoy within the town centre is a key objective of the Masterplan to ensure the continued vibrance, success and attractiveness of the town for its new and existing residents, and the wider area.

New spaces for play, relaxation, physical activity and outdoor pursuits are proposed throughout the town centre. These include:

- Town-wide attractions such as an all-ages play park and events space in Memorial Gardens
- New green open spaces and enhanced, activated public realm throughout new development Opportunity Sites
- Neighbourhood-focused facilities such as local play and green space
- Residential facilities such as shared gardens and play facilities within apartment development
- Access to the River Thames for watersports

Indoor facilities are also indicated throughout the masterplan, including:

- Reprovision of existing facilities such as the Library, Staines Museum and community spaces as the Elmsleigh area is redeveloped over time
- New flexible cultural and creative space at the Oast House
- Potential riverfront space at Memorial Gardens such as a gallery, theatre or community space with associated café.

Leisure, Recreation and Play Key Design Considerations

Leisure, recreation and play should be broadly concentrated along the Thames and Colne riverfronts, making use of the water and green spaces, and providing a contrast to the busier retail and commercial core. Improved connectivity between these two areas will ensure that those who have come into the town centre for one use (leisure or retail) are able to move between and discover the two, prolonging their time and enjoyment in the town centre.

New facilities and spaces should be designed to achieve the 10 Principles of Active Design set out by Sport England (2023) to achieve high standards of safety and inclusivity for different genders, demographic groups, levels of mobility, neurodiversity and other factors affecting people's ability to use public spaces successfully.realm and signage.

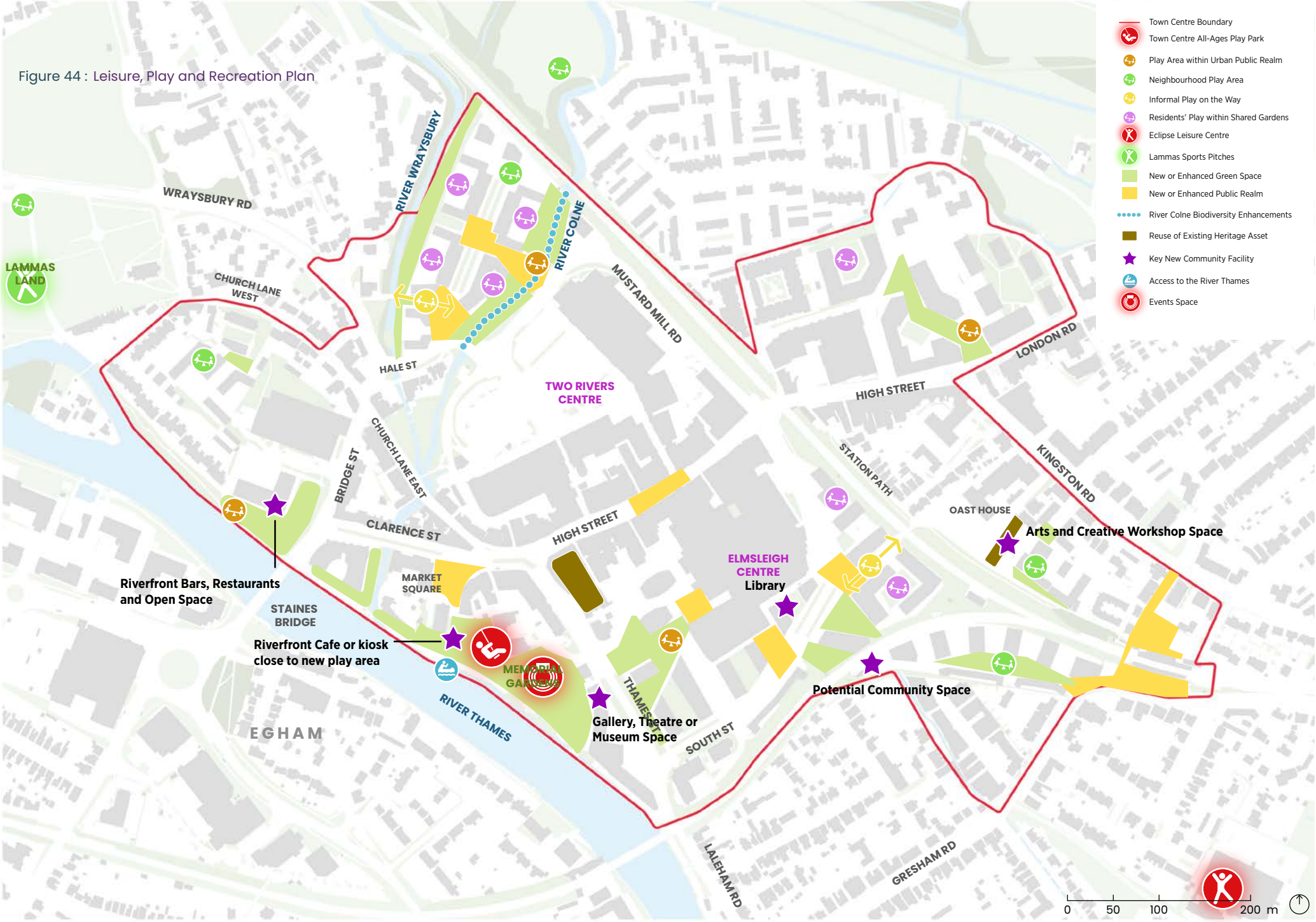




PRECEDENT EXAMPLES OF PLAY IN THE PUBLIC REALM



Figure 44 : Leisure, Play and Recreation Plan



Flood Risk and Groundwater

The presence of water defines the town centre, and the historic development of the town. Staines-upon-Thames is affected by three potential sources of flooding, each of which are addressed by the Masterplan.

River Flooding (Fluvial)

There are three rivers running through or past the town centre (the Thames, Colne or Wraysbury). In addition there are a number of culverted streams (e.g. Sweeps Ditch) which formerly ran on the surface through the town centre. In Spelthorne's Strategic Flood Risk Assessment (2024), a proportion of the town centre has been assessed as being in Flood Zone 3a (>1% annual probability of flooding), with a small amount adjacent to the rivers assessed as Flood Zone 3b (>3.3% annual probability of flooding, functional floodplain).

River Flooding Key Design Considerations

The masterplan sets out the following approaches for development when addressing fluvial flood risk:

- All areas assessed as Flood Zone 3b are unsuitable for built development and should therefore incorporate open space, for example the proposed open space to the northwest of Staines Bridge.
- All development of new homes should be located preferentially outside of Flood Zone 3a. Residential densities in the masterplan are maximised within these areas where possible and compatible with the surrounding context.
- The area around the Elmsleigh Centre is mostly assessed as within Flood Zone 3a. In this area, open space and public realm should be concentrated at the lowest elevation points and areas at highest risk. Ground floors are primarily intended to be commercial, retail or other non-residential uses. A new network of permeable streets will ensure effective evacuation routes in case of flooding to areas assessed as Flood Zone 2.
- Development on areas of Bridge Street Car Park within Flood Zone 3a should adoptsthe same principles as within the area around the Elmsleigh Centre. River level development at the most risk of flooding should be commercial and leisure uses, or other lower risk uses. Potential hotel or other non-residential uses should be situated at first floor (street level), sat well above flood risk and at the same level as the bridge above the river. In the illustrative plan a raised public realm platform connects the hotel entrance to the street, with hotel car parking located underneath. Hotel uses are at a lower risk than normal residential uses, with hotels being able to be closed during flood events and with less risk to personal property.

All sites will be developed in line with the latest modelling and regulations at time of decision.



Figure 45 : Illustrative masterplan extract showing Elmsleigh area open space located in area of potential flooding in extreme river flood event

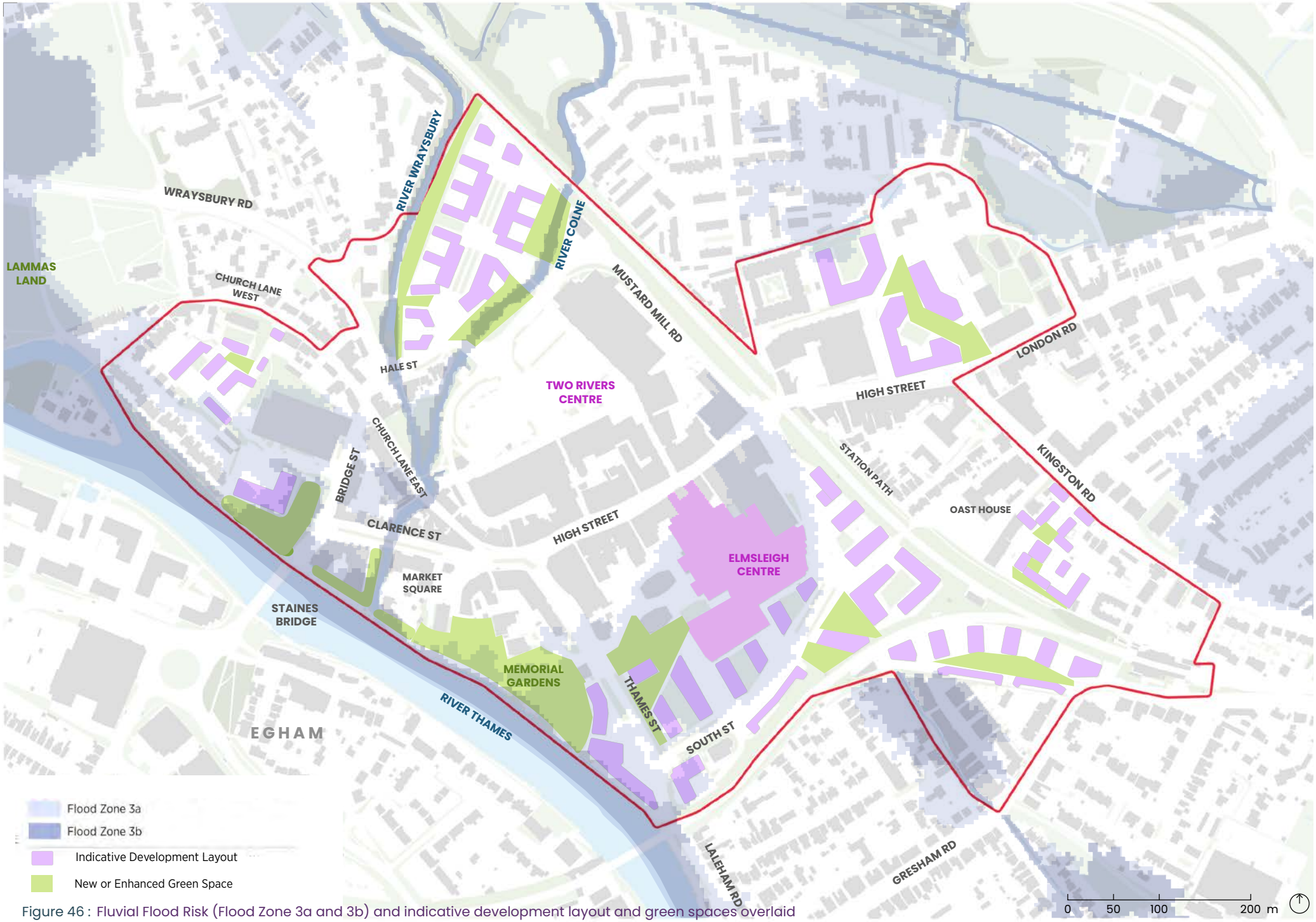


Figure 46 : Fluvial Flood Risk (Flood Zone 3a and 3b) and indicative development layout and green spaces overlaid

Surface Water Flooding

When rain falls in the town centre today, it mostly cannot permeate into the underlying soil due to the predominant use of impermeable materials. In heavy rainfall events, this can create surface water flooding when drainage systems are overwhelmed. Such events will become more likely due to climate change.

To address this, all new development and public realm in the town centre will adopt principles of sustainable drainage systems (SuDS). These aim to 'slow the flow' of water, and make surfaces more permeable, allowing water to be managed before it hits drainage systems.

New development will be expected to achieve an Urban Greening Factor (UGF) as set out in the Spelthorne Design Code and Climate Change SPD, using Natural England's methodology. The Urban Greening Factor, a metric that measures how much green infrastructure and permeable space such as trees, green roofs, and rain gardens is integrated into a site.

In the public realm, sustainable drainage is a key component of a resilient town centre, helping to manage surface water, improve water quality, enhance biodiversity, and contribute positively to the enjoyment and quality of the public realm. The illustrative masterplan demonstrates how this could be delivered, and throughout the masterplan a range of improvements to streets and spaces are proposed which will increase the permeability of the town centre.

Surface Water Key Design Considerations

Design Requirements are set out in the Spelthorne Design Code. Sustainable drainage in the town centre should in particular:

- Respond to the town's waterside setting by integrating features within streets, spaces and green infrastructure, rather than engineered as standalone features.
- Avoid creating barriers to movement, ensuring sustainable drainage features are fully integrated with requirements for accessibility, servicing and pedestrian permeability.
- Deliver multi-functional benefits, combining surface water management with biodiversity enhancement, urban greening, public realm improvements, climate adaptation and opportunities for recreation and education.



Figure 47 : Attenuation features: rain gardens and green roofs



Figure 48 : Conveyance features: swales and rills/channels

Groundwater Flows

Recent research by Jonathan D. Paul et al. (2025), undertaken in the Staines area following the January 2024 flooding, demonstrates that groundwater flooding within the River Terrace Gravels is strongly influenced by local geological variability and urban development. The study concludes that groundwater emergence is influenced not only by prolonged rainfall but also by subsurface obstructions, preferential groundwater flow paths and local hydrogeological conditions, with only a weak correlation to River Thames water levels. The findings highlight the importance of considering groundwater flood risk alongside fluvial and surface water flooding when assessing development proposals within the area.

Groundwater sitting within a layer of permeable soils tends to flow "downhill" relative to the plane of the impervious strata below. When a deep foundation or basement is constructed into the water-bearing strata, the flow can be restricted and distorted. Below the ground, the permeability of the soil limits the speed that water can travel, so the blockage to flow can cause the water level to rise on the upstream side. It is also necessary to understand the combined effect of multiple subterranean developments in a given area, to prevent the unwitting construction of a "wall" of basements across the flow of groundwater, which could incrementally cause significant change to the upstream soil conditions, and potentially flooding on the surface.

Groundwater Flows Key Design Considerations

The masterplan's illustrative studies on development sites assume no use of basement parking, which could present a significant obstacle to the flows of groundwater under the town centre. Use of underground car parking will need to submit evidence on the impact on groundwater flows and assessed as part of planning applications for individual development.

Apartment buildings, particularly those that are taller, will require more substantial foundations than typical lower-rise construction. This could impact upon the flows of groundwater if not considered as part of the design process.

Potential engineering design solutions include:

- Designing foundations and retaining walls to minimise the barrier effect on groundwater flow, where site conditions permit.
- Incorporating permeable pathways or hydraulic relief measures where appropriate to maintain groundwater continuity around subterranean structures.
- Undertaking site-specific ground investigations and groundwater monitoring to establish seasonal groundwater conditions and inform the structural and waterproofing design.
- Assessing the cumulative impact of existing and proposed basements and deep foundations to avoid creating a continuous barrier to groundwater flow across a wider area.

These principles will need to be evidenced and assessed as part of planning applications for individual development.

Connections & Movement Strategy

Key Proposals

- A new railway bridge for walking and cycling for the whole town to use,linking the town centre, train station and a new neighbourhood in the Elmsleigh area
- A new bus station with better waiting facilities and more space for services
- Streets with better crossings and more space for walking and cycling
- Improvements to all the main access points under railways and over rivers

Staines-upon-Thames is a compact town, with most residents within walking and cycling distance of the town centre. It has excellent rail connections to London, and is a hub for local bus services. The town is also a centre for a wider catchment, that is not as well-connected by public transport or active travel.

The movement strategy aims to stitch the town centre better into its surrounding neighbourhoods, and make it easy to get in and out, and limit the impact of through traffic. It also seeks to make sure new residents within the town centre can move about safely and easily when walking and cycling, and access onward connections.

POLICY TC4
Connections and Movement

The Council will support and promote the delivery of a well-connected, accessible and sustainable town centre. Development proposals must demonstrate how they:

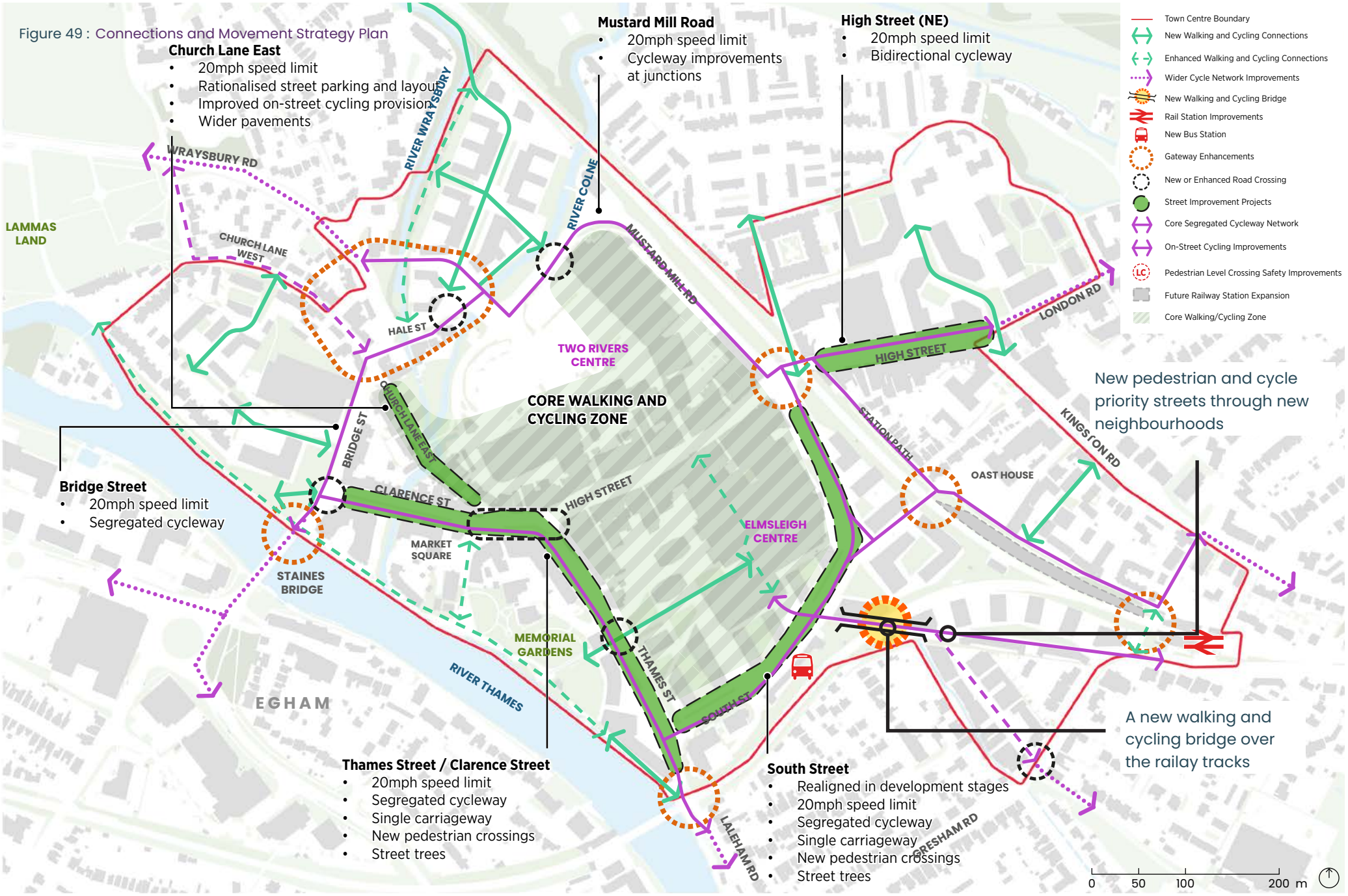
- Establish an integrated movement network that improves connectivity between key destinations, supports sustainable travel choices and reduces barriers to movement for all users
- Connect to proposed walking and cycling improvements in the Spelthorne LCWIP
- Improve existing and deliver proposed streets through the provision of safe, convenient and accessible crossing points, together with enhanced infrastructure and greater priority for walking, wheeling and cycling in accordance with Policy TC1 Street Transformations.
- Are designed to achieve a Core Walking and Cycling Zone that where there is priority to pedestrians and cyclists, frequent cycle parking and vehicle access only for loading and residential parking, with no through routes
- Enhance principal access routes into and through the Town Centre, including key connections beneath railway infrastructure and across river corridors, in accordance with Policy TC11 Town Centre Gateways

The council will support developments that support:

- The delivery of a new pedestrian and cycling railway bridge providing a key connection between the town centre, train station and southeastern neighbourhoods (policy TC2a Public Realm Design Quality)
- The provision of a new bus station offering enhanced waiting facilities and capacity for existing and enhanced services (policy TC9 Bus Station)

Developer contributions towards transport projects will only be sought where supported by policy and evidence and where statutory tests are met.

Figure 49 : Connections and Movement Strategy Plan



Parking

The town centre has significant areas of public car parking, either council-run (mostly around the Elmsleigh Centre) or privately run (around Two Rivers). Several existing council-owned surface car parks are proposed to be redeveloped.

Good availability of public car parking contributes to Staines' wider regional role as a thriving retail centre. Conversely, its provision can encourage high levels of car use which can detract from the attractiveness of the town centre, requiring significant highway and parking infrastructure which currently cuts the town centre off from its surrounding neighbourhoods. Surface car parking in particular is an inefficient use of land in a location which is sustainably located with transport and key facilities on the doorstep.

Cycle Parking Key Design Considerations

Secure, convenient and sufficient cycle parking is of vital importance to encourage more people to see cycling into the town centre as a viable and attractive travel choice.

Cycle parking should be more widely available throughout the town centre, located in close proximity to key destinations and at regular intervals on main shopping streets. Cycle spaces should be visible and well overlooked, and use standard Sheffield-stand type designs for robustness and flexibility.

Secure residential cycle parking for new development should be provided in line with the requirements of the Spelthorne Design Code.



Figure 50 : Visitor cycle parking within the public realm



Figure 51 : Visitor cycle parking within a residential courtyard

Public Car Parking

The masterplan strategy sets out two potential scenarios for future public car parking provision.

- Scenario 1: Retaining the current levels of public car parking, but in more efficient formats such as multi-storey car parking.
- Scenario 2: Reductions in the levels of public car parking. This will be tied to the success of the overall sustainable travel measures in the masterplan, the Spelthorne LCWIP and Surrey's Local Transport Plan, with a resulting modal shift to public transport and walking/cycling over time reducing the need for car parking.

This approach is in line with the wider Parking Strategy set by Surrey County Council (updated 2020) which sets a vision to 'provide parking where appropriate [and] control parking where necessary'. It also aligns with the recent update to the National Planning Policy Framework (NPPF) in August 2026, which has further strengthened the importance of embedding vision-led approaches to planning for transport and parking at the early stages of any development or strategy.

To manage this process, it is proposed that a 'monitor and manage' approach is implemented by the incoming West Surrey Council as a combined transport and planning authority, reviewing the available car parking assets across the town centre and balancing need with alternative sustainable travel modes. Parking supply and pricing can have a significant influence on travel behaviour and regular monitoring of occupancy levels, duration of stay and parking turnover will help identify how travel patterns respond to wider transport interventions. Monitoring will also help identify and mitigate against displacement of parking demand into surrounding residential areas.

Managing car parking in the town centre will help create a more attractive and healthy street environment, improve road safety and retain the economic vitality of the town centre, whilst still allowing for servicing and delivery needs of businesses and providing access by car for those with no viable alternative mode of transport. The exact quantum of parking required throughout the lifetime of the masterplan will be determined through detailed assessment of both individual sites and the town centre as a whole.

This approach has been mirrored locally in Surrey and neighbouring London Boroughs. For example, in Kingston Upon Thames, the Cattle Market Car Park redevelopment has been identified as suitable for redevelopment and parking consolidation within the wider context of the town centre.



Figure 52 : Multi-storey car parks can be clad to provide a more attractive exterior and clear entrances



Figure 53 : The visual and microclimate impact of surface car parks can be reduced with the use of street trees and planting

Residential Car Parking

Further to town centre car parking, any new residential development which comes forward as part of the masterplan will also require adequate parking. It is considered that living in a town centre with access to local services, and with a frequent rail service to surrounding towns and London, means that fewer households are likely to need a car. This approach is not new in Staines, with many recent developments delivering low parking ratios (between less than 0.5 spaces per dwelling) and have managed parking demand through charging for spaces.

This approach, supported by Surrey County Council's Transport Plan, has been applied to the illustrative masterplan schemes for the Opportunity Sites within the masterplan. The exact form of parking will differ dependent on the context of each development, for example Two Rivers North, Elmsleigh and Station Gateway are likely to have podium parking, whereby parking is provided on ground or first floors with development above. In contrast, given the historical context of the Staines Village and Oast House development areas, it is considered more appropriate to provide parking sensitively at ground level within courtyards and adjacent to dwellings.

Individual opportunity sites set out later in this document adopt a variety of approaches to providing appropriate levels of car parking, following recent precedent. Detailed provision of car parking levels will be established through individual planning applications.

Some sites in the town centre, such as Debenhams, Oast House and other smaller sites around the Elmsleigh Centre could benefit from a strategic approach to car parking provision, potentially providing residential parking through reserved spaces or levels within new central car parking facilities within a redeveloped Elmsleigh Centre. Where this would benefit the design of opportunity sites, it is noted in later sections.

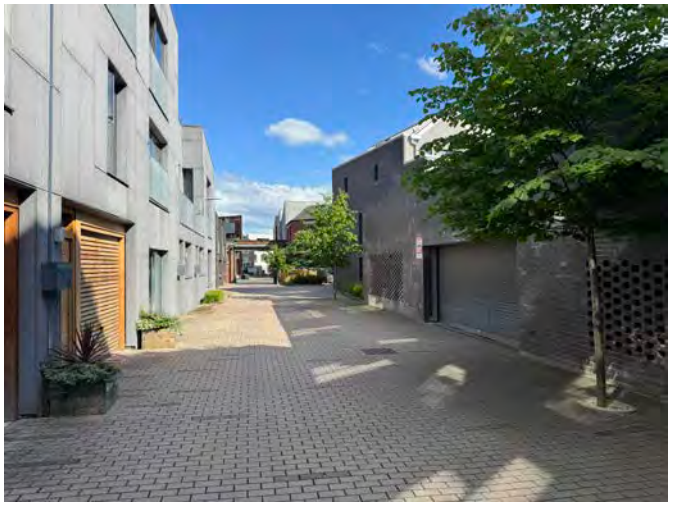


Figure 54 : Lower-rise residential streets can include parking within homes or garages

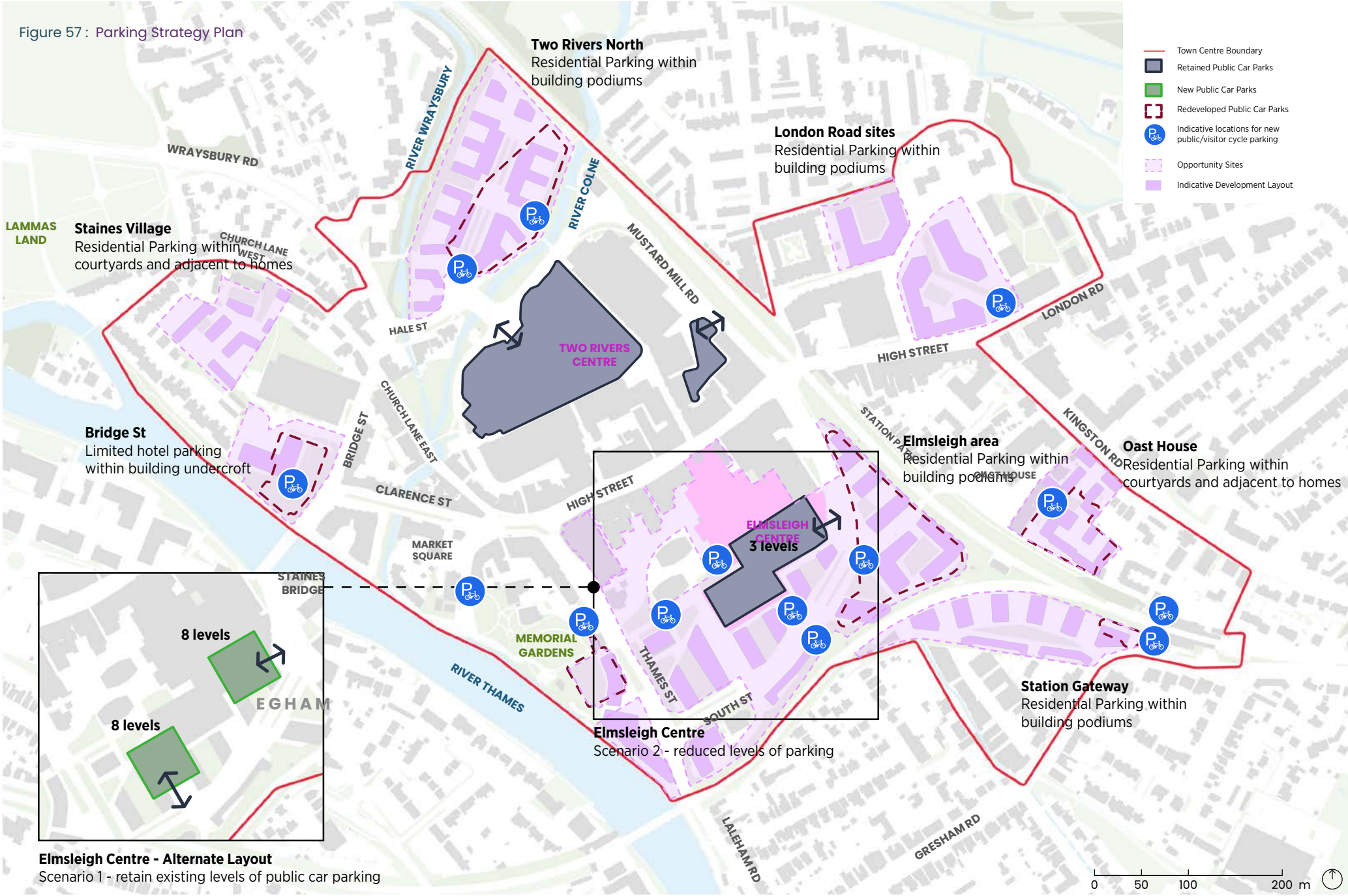


Figure 56 : Entrances to podium or undercroft car parking should be integrated within the overall facade design



Figure 55 : Lower-rise residential streets can include parking within landscaped courtyards

Figure 57 : Parking Strategy Plan



Heritage, Character and Built Form Strategy

Key Proposals

- Protect the character and scale of the High Street
- Locate taller buildings in areas where they will have least impact on streets and surrounding neighbourhoods
- Active ground floors to make streets pleasant, safe and with floorspace for a wide variety of uses and retail

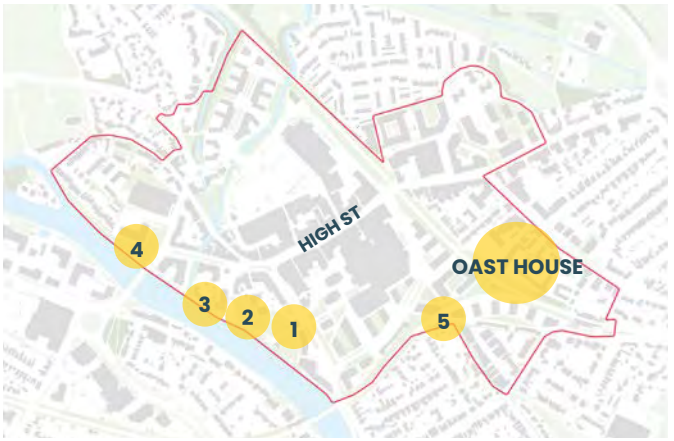
Planned new development will require a higher density of development than currently exists in the town centre. The built form strategy is to protect the scale and character of the core, fine-grain medium-rise streets, and locating taller or bulkier buildings further into new town centre neighbourhoods. Buildings will address the street with appropriately activated ground floors, making the public realm a more pleasant place to be.

A wide variety of commercial and community uses is what makes Staines-upon-Thames a thriving place, and this can be enhanced by locating the right size of units along well-connected streets with good public realm.

Policy TC5
Heritage, Character and Built Form

The Council will support development that reinforces the distinctive character and sense of place of the town centre. Development must demonstrate how it:

- Achieves the Scale and Massing approach set out in the Spelthorne Design Code for Staines and Town Centre Neighbourhoods;
- Locates taller buildings in areas where they have the least impact on the character of surrounding streets, heritage assets or neighbouring residential areas in accordance with the requirements of the Spelthorne Design Code and the principles set out in Figure 60;
- Respects the heights set out for safeguarding constraints for Heathrow Airport;
- Provides active ground floor frontages onto key streets and public realm as set out in the Strategy Plan, that contribute to a vibrant, attractive and safe public realm through the inclusion of uses that generate activity and natural surveillance throughout the day and evening; and
- Supports a diverse mix of commercial, community, leisure, cultural and retail uses at ground floor level where appropriate, helping to sustain town centre vitality and economic resilience



Across the town centre, space for cultural and community uses has been included in the Masterplan.

1. Potential Riverfront Gallery Space

2. Riverfront Event Space in Memorial Gardens

3. Provision of a cafe, kiosk and community space close to a new play area in Memorial Gardens, at the Market Square entrance

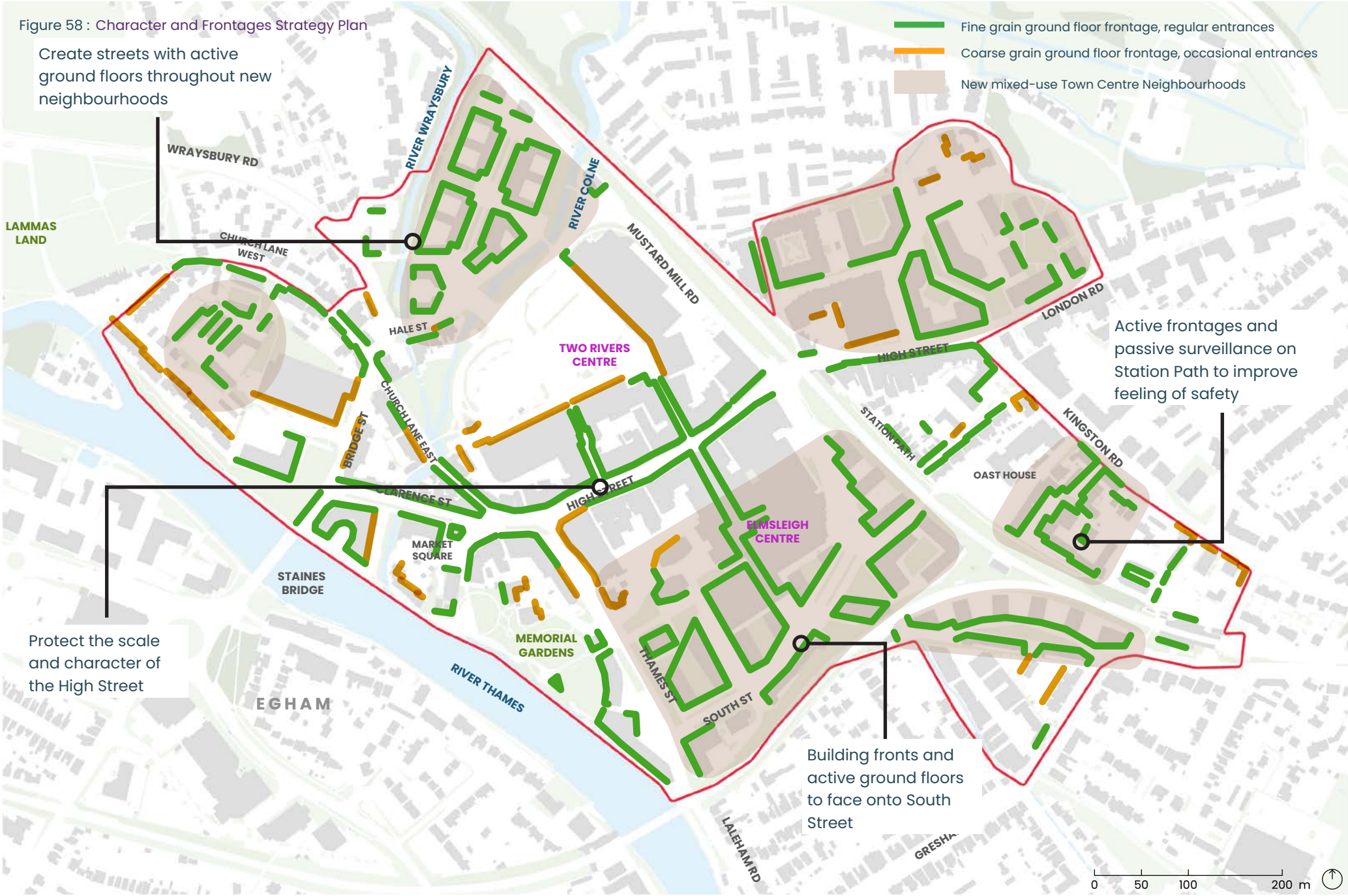
4. Opening up the arches under Staines Bridge for independent businesses to help activate a new space on the riverfront

5. Community Space in 'Station West'

The strategy is strongly related to the development of the Oast House as a new arts and cultural hub, as set out under 'Opportunity Sites'.

Existing facilities such as the Library, Museum and Jobs & Skills Hub will be incorporated into a redevelopment of the Elmsleigh Area , as set out under 'Opportunity Sites'.

Figure 58 : Character and Frontages Strategy Plan



Heritage and Place Identity

To be successful, new development should embrace and reinforce a sense of place. Using tangible and intangible heritage embedded within the design of new places can help establish character. Staines has a long history which can be appreciated in its buildings, streets and waterways. Staines's heritage is not just what can be seen, it is in how people move around the town, communal memories and lost landmarks. Alongside the visible historic buildings and places, these intangible elements help people connect with and value their town, making it their place.

Key elements of Staines Heritage include:

- The importance of water and waterways in the history and shape of the town;
- The old town focused around Staines Bridge and Church St;
- The importance of transport and transport links to Staines growth, including the rivers, the coaching route (Clarence Street and High Street), railways and Heathrow;
- Staines industry including mills, breweries, mustard factory, paper mill and Lino works; and
- Landmarks such as the former Debenhams, Staines Bridge, Staines Town Hall, Staines War Memorial, St Mary's Church, and Brewery Tower Church Street.

There is no one size fits all across the town for using heritage to influence design and placemaking. Not all sites have the same depth of history, so the response to heritage should be proportionate to the site or works. In some areas, such as those around the Oast House and in Staines Village it may be more explicit physical connections such as matching materials and architecture. In other areas it may just be triggering curiosity through providing a new view or route to a historic landmark or incorporating art or pattern in a building's exterior articulation.

Specific design guidance is set out for individual opportunity sites later in the masterplan.

Looking more widely, many parts of the town centre are attractive and valued by the community as part of its place identity as a Surrey riverside market town, with a mix of historic, human-scale buildings and streets. The characteristic scale and townscape quality of these areas has been preserved as part of the masterplan's massing and heights strategy (detailed below), with new development on these streets learning from their context and maintaining the scale and features that make those streets special and valued.

Heritage Key Design Considerations

Addressing heritage and the historic environment in design development should not be primarily focused around mitigation. It should use the history of Staines to positively influence the design of buildings, routes and places. This work should start from a place of knowledge by understanding the history and former uses of a site and its surroundings. This understanding can be incorporated in exciting and innovative ways to achieve a high quality development which may include;

- Scale, massing, materials or surface treatments which reflect past development and uses;
- Layouts which follow historic routes or development patterns or highlight historic natural or built form;
- Using existing landmarks as focal points in views from new development;
- Using building or planting placement and design to frame or better reveal landmarks or historic routes and places;
- Open space and public realm using historic references in planting, street furniture and surfacing materials and design; and
- The use of community projects with new and existing residents to develop interpretation and public art which reflect communal memories and provide a feeling of communal ownership.



Market Square has a beautiful mix of buildings and views to the river, and needs to be brought 'back in' to the town centre by making it a route to a rejuvenated riverfront and with sensitively-designed public realm.



Staines Village has quiet streets, a mix of historic buildings and views towards St. Mary's Church. Historically, the area also hosted a brewing industry tucked behind the main 'village' street.



The High Street has a characteristic scale, width of buildings and set of materials that should continue to define the town as a place and modern market town.



Figure 59 : A refurbished and reused Oast House (left) should provide the design cue for the development of a new neighbourhood around it that responds to its heritage and integrates with its surroundings

Heights and Built Form Massing

Within its historic core of the High Street, Clarence Street and Staines Village, Staines has a characteristic range of existing building heights of between 2-5 storeys. Away from this core, an emerging cluster of taller buildings along London Road reaches up to 12 storeys. Heights within the southeastern area around the Elmsleigh Centre vary, and a recent development (River Town) reaches to 13 and 15 storeys. Maximum building heights within the town centre are capped at 45m (approx. 15 residential storeys) to comply with visibility safeguarding requirements for radar systems at Heathrow Airport.

As well as vertical dimensions, the historic core has a characteristic 'fine grain' of buildings, a term that means small street blocks, narrow building plots and frontages, and diverse, frequent architectural frontage, that makes up the other dimension of massing and provide a more interesting, varied and human-scale environment. Elsewhere, 'coarse grain' buildings predominate, particularly around Two Rivers North and the Elmsleigh/Tothill area.

The massing strategy set out in Figure 60 seeks to respect areas that are attractive and valued by the community as part of its place identity as a Surrey riverside market town. The areas where new town centre neighbourhoods are located strongly correspond to areas of the town centre with an existing townscape that is less valued by the community, and where new development could significantly enhance how Staines-upon- Thames is experienced overall.

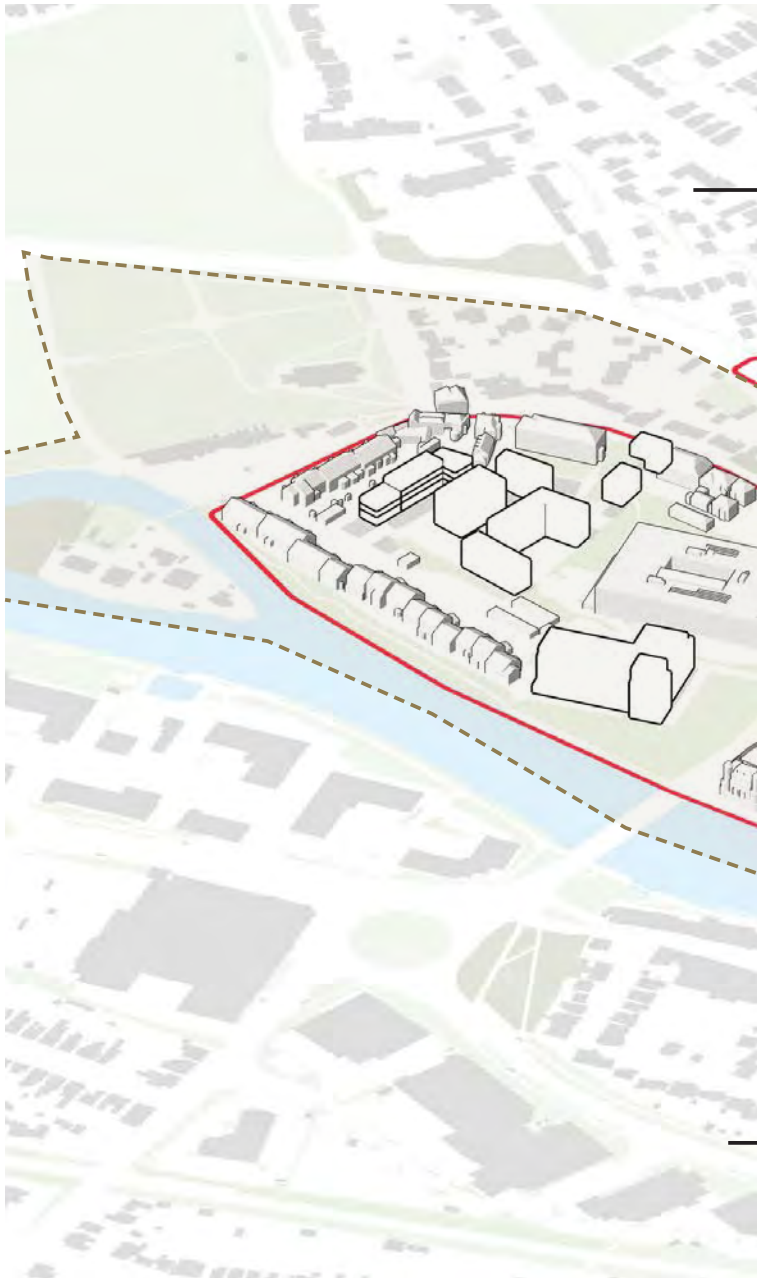
Where higher densities and taller buildings are being considered, they are located so as not to overwhelm existing streets of high townscape quality, and will ensure the streets and spaces that they form a part of are not excessively overshadowed, are of a scale that feels appropriate to the place, and do not create 'wind tunnel' effects around the base of taller buildings.

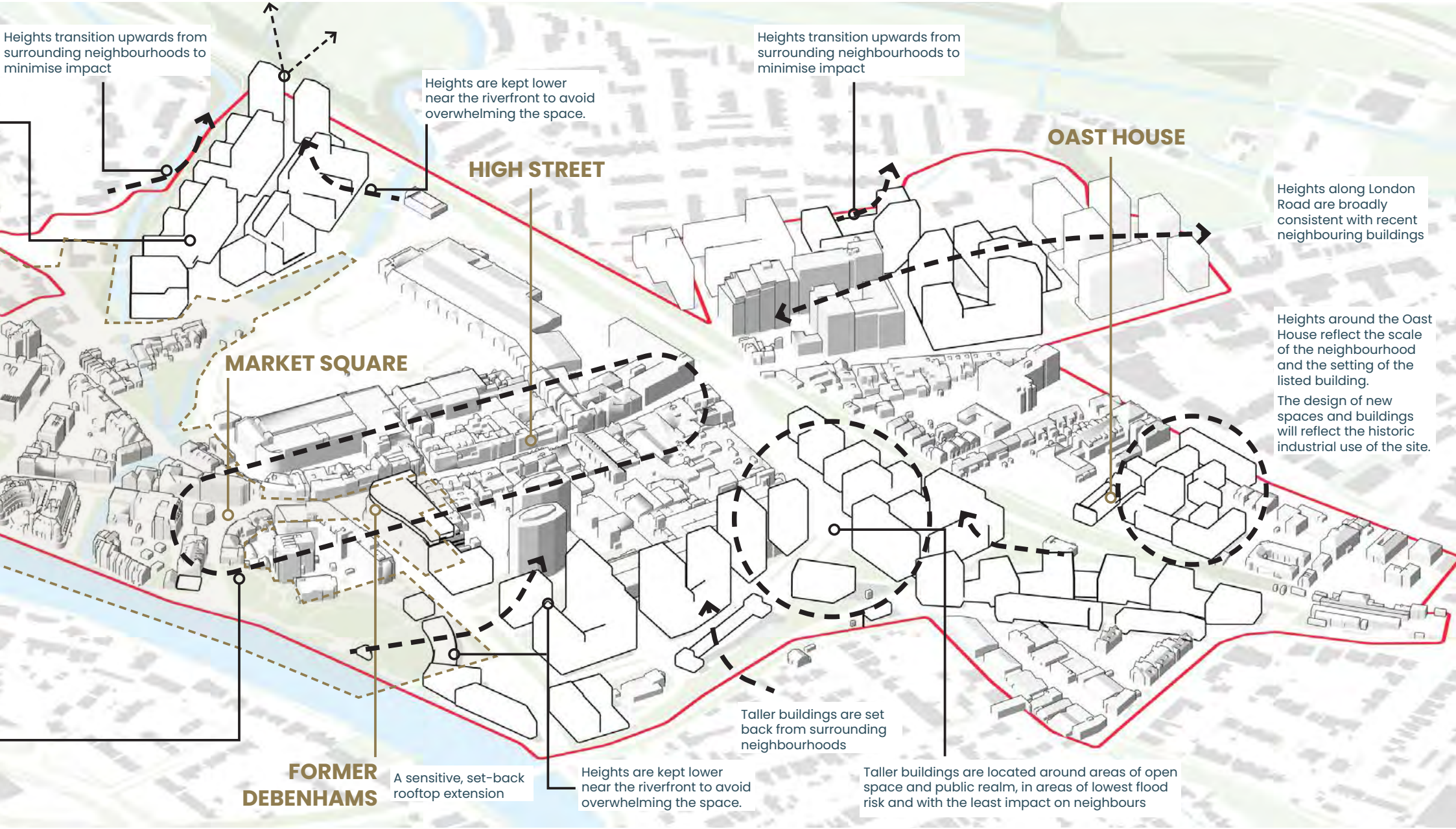
Heights and Massing Key Design Considerations

The Spelthorne Design Code has established a clear approach to massing of both height and the 'grain' of buildings in relation to existing parts of the town centre such as the High Street and River Thames. These principles include:

- Transitions in height and grain at edges neighbouring surrounding areas
- Concentrate taller buildings with coarser grain away from key fine grain streets and river
- Locate taller buildings close to railway edges if possible

The masterplan reflects the Code's requirements and provides further detailed guidance in key areas, as set out in Figure 60. Specific heights and massing design guidance is set out for individual opportunity sites later in the masterplan.




Heights transition upwards from surrounding neighbourhoods to minimise impact
Heights are kept lower near the riverfront to avoid overwhelming the space.
HIGH STREET
Heights transition upwards from surrounding neighbourhoods to minimise impact
OAST HOUSE
Heights along London Road are broadly consistent with recent neighbouring buildings
Heights around the Oast House reflect the scale of the neighbourhood and the setting of the listed building.
The design of new spaces and buildings will reflect the historic industrial use of the site.
MARKET SQUARE
Taller buildings are set back from surrounding neighbourhoods
FORMER DEBENHAMS
A sensitive, set-back rooftop extension
Heights are kept lower near the riverfront to avoid overwhelming the space.
Taller buildings are located around areas of open space and public realm, in areas of lowest flood risk and with the least impact on neighbours

Retail, Commercial and Community Space

Staines-upon-Thames is a popular and thriving retail town centre, with high levels of occupancy and a wide variety of convenience, comparison and experience retail that attract people from across the wider area. To ensure its continued vibrance and success, the masterplan encourages retention and potential expansion of existing retail space or commercial/ community ground floor uses across the town centre, should it be required.

There is considerable benefit to retail and other provision in attracting more people to live within the Town Centre. It is both socially and economically sustainable, can benefit local businesses and employers. It also enhances the viability of public transport in the Town Centre through introducing a larger potential customer base, as well as reducing the potential need for people to make journeys by car because of the local availability of a range of services.

Retail & Commercial Space Key Design Considerations

Retail and commercial space should be concentrated along the 'Staines Cross' set of routes, as the parts of the town centre which are best connected for foot traffic and thus with the highest footfall and connectivity. A variety of potential unit sizes are desirable, with smaller convenience-style units focused within new town centre neighbourhoods serving residents' needs, and larger (although subdivisible) units around the existing shopping heart of the Elmsleigh Centre.



Ground-floor retail and commercial spaces have a vital role to play in activating the public realm and making the town feel vibrant and busy throughout the day



Retail streets on the Staines Cross will be prioritised for people, with space for spill-out uses, cycle parking, planting, and other space as set out in the Design Code.

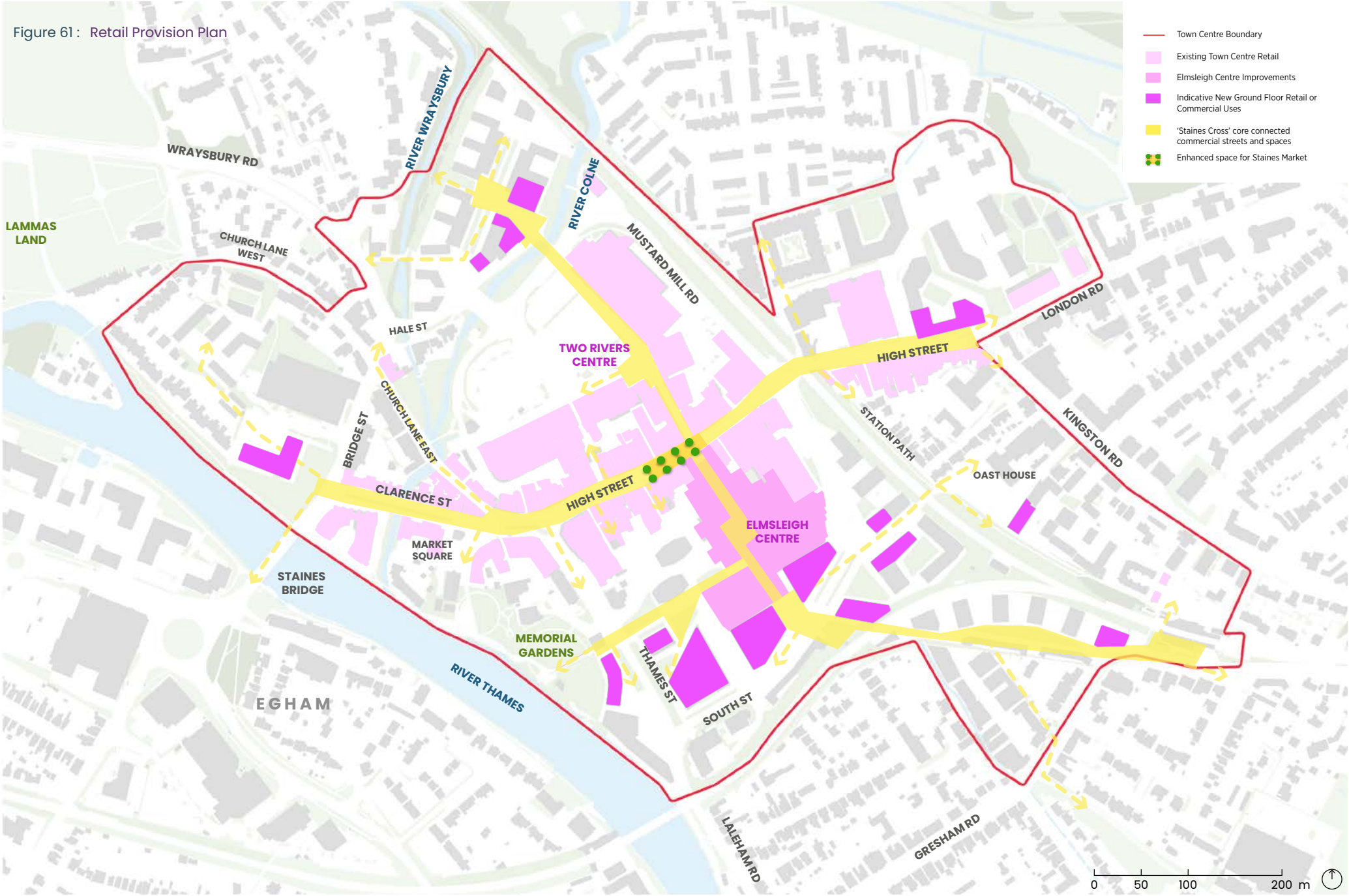


New retail space should be connected to an active public realm through providing 'spill out space'



Emphasise the importance of the Market space with planting, seating and surface treatment

Figure 61 : Retail Provision Plan



Key Projects

The masterplan identifies a number of key projects that are fundamental to achieving the Vision for Staines-upon-Thames, and will help to tie together planned growth and change in the town centre.

For each of the key projects there is a corresponding Policy, and a number of key design considerations are included to inform the future detailed design and layout of each.

The key projects comprise:

- The Rivers;
- Station Bridge;
- Railway Station;
- Bus Station;
- Street Improvements; and
- Town Centre Gateways.

Key Project 1: The Rivers

Staines-upon-Thames has grown around its rivers. New parks and open spaces will make the rivers a key attraction and an important part of the town. With a variety of activities and different types of spaces, there will be something for everyone to enjoy. The provision of new and enhanced open spaces along the rivers is an important part of delivering the Green and Blue Spaces Strategy. Three key locations are identified within the Masterplan together with key design considerations that should be included as part of the design and layout of each space:

- **Memorial Gardens;**
- **Staines Bridge; and**
- **The rivers Colne and Wraysbury**

POLICY TC6
Key Project 1: The Rivers

Three new and enhanced parks and open spaces have been identified to enhance the character of the Town Centre and recognise the importance of the River Thames, River Colne and River Wraysbury to the identity of Staines-upon-Thames, They are shown on the Development Principles Plan:

- Memorial Gardens
- Staines Bridge
- The rivers Colne and Wraysbury

Development of these spaces must demonstrate how design and layout meets the key design considerations set out.

Figure 62 : Rivers illustrative plan

Illustrative Proposals Plan

Memorial Gardens

1. Improved crossings from the High Street
2. Cycling and walking improvements to Thames Street and Clarence Street
3. Expansion of gardens and green space onto current car park
4. New flexible community spaces (e.g. gallery, theatre, events centre) to enclose and activate gardens
5. Potential for redeveloped hotel
6. Floating boardwalk
7. Pavilion/shelter with lawns and formal gardens
8. Events space / performance stage with grass terrace seating
9. Multi-age play facilities around a central tower
10. Access to the river for watersports
11. Potential Café / community space

Two Rivers North (Wraysbury and Colne)

12. New cycle link to bypass Wraysbury Road / Hale Street junction
13. Natural river walk along the River Wraysbury
14. Steps down to a restored river Colne
15. Central Plaza space with retail space
16. Public space with artwork and retail

Staines Bridge

17. New public open space with restaurants, bars, terraces and re-opened arches under Staines bridge hosting independent businesses

Market Square

18. Market Square as a gateway to the river, with new seating, space for games and small events

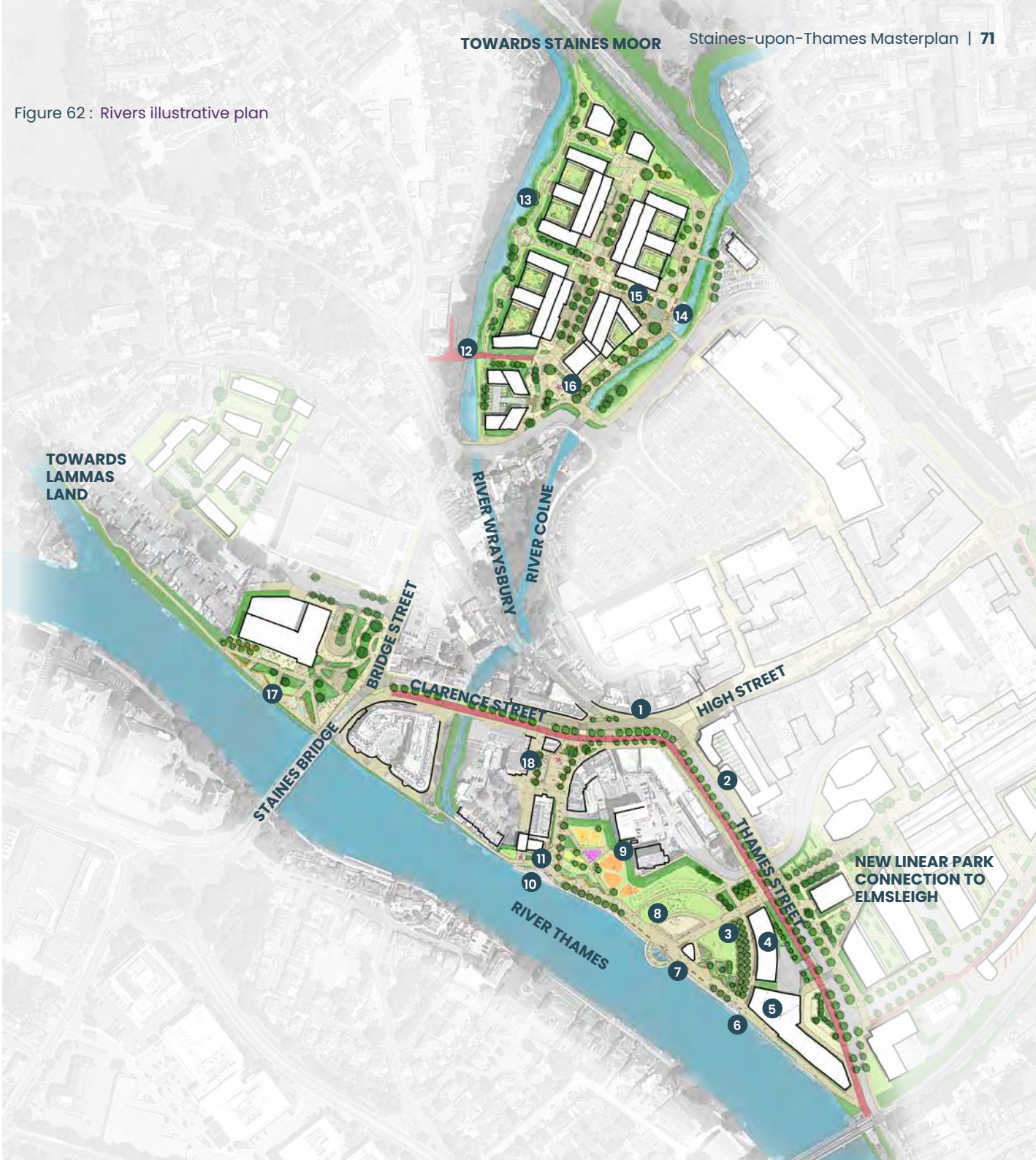


Figure 63 : Illustrative visualisation of future Memorial Gardens



Memorial Gardens Key Design Considerations

Memorial Gardens is at the heart of the town's riverfront. It will be a destination in its own right, safe, active and well-connected to the town's other uses and neighbourhoods. Development of Memorial Gardens should demonstrate how it delivers the following:

- New crossings and street improvements on Thames St and Clarence St to help people to easily walk or cycle to the riverfront.
- Expanded green open space to provide more breathing room for the town and space for events.
- A multi-age play space at the Market Square end to create a destination use.
- Sympathetic, low-rise and architecturally distinctive buildings to frame the space to the southeast and accommodate cafe, cultural or community spaces, reducing the impact of traffic from Thames Street and providing a reason to visit and stay.
- Provision of active spaces or features at both ends of the gardens to encourage activity and movement through the space.
- Potential to provide for access to the River Thames to facilitate watersports and other river-borne activities, located close to the proposed play area.

Staines Bridge Key Design Considerations

The current Bridge Street Car Park site could be redeveloped to host a variety of uses that suit the riverfront location, connecting the streets down to the river and creating an exceptional new open space. Key design considerations comprise:

- Two levels of public realm, at river level and street level to provide activity adjoining both the river bank and also Staines Bridge, Clarence Street and Bridge Street.
- Retention of the arches under Staines Bridge as part of the river-level public realm, opening them up to provide smaller, characterful spaces for smaller, independent businesses.
- As part of the site is on functional flood plain of the River Thames (Flood Zone 3b), within the modelled extents of this area no level changes shall be proposed as part of the design and layout of the public spaces at river level. No built form should be located within Flood Zone 3b and safe access/egress from buildings in the event of flood must be provided.
- Part of the site at river level should be reserved for undercroft parking and/ or servicing or other uses that would be designed to be floodable, as the current situation.

Figure 64 : Staines Bridge concept

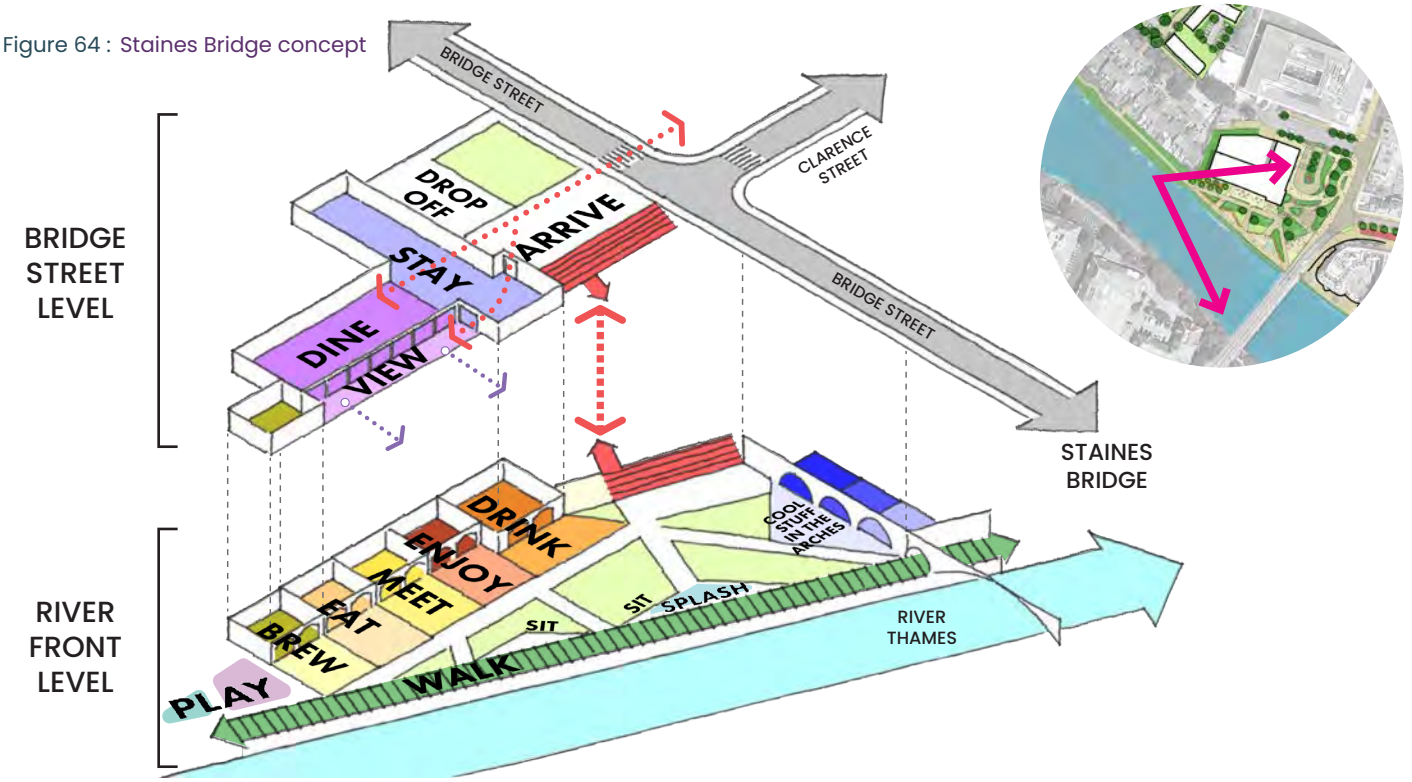




Figure 65 : Example of reuse of arches to provide commercial space



Figure 66 : Example of green space and planting to provide a setting for a walking promenade



Figure 67 : Illustrative visualisation of future River Colne Park

The Rivers Colne and Wraysbury Design Considerations

A new neighbourhood at Two Rivers North will be focused on providing access for people to the rivers Colne and Wraysbury (see Opportunity Sites). Key design considerations will comprise:

- Provision of a green linear park along the Wraysbury, and a more formal park and frontage on the Colne and addressing the town centre.
- Potential for design and layout to allow for the restoration of natural riparian habitats and flood management capacity.
- Physical access down to the restored river Colne could be included as an extension to the public realm.
- An attractive new square with active edges and a mix of uses will be provided as part of the delivery of the Two Rivers North Opportunity Site.







Provision of improvements and connectivity to the River Wraysbury, and associated development of the Two Rivers North opportunity site and the rest of the town centre, is likely to increase pedestrian recreational use of the path along the Wraysbury that leads to Staines Moor. The path crosses an existing uncontrolled pedestrian level crossing on the Staines-Windsor railway line, and increases in usage have the potential to cause safety issues at this location.

To address this issue, several potential solutions are possible and should be explored in more depth with partners, including Network Rail.

- Installation of warning lights at the crossing to alert users to trains, and the installation of CCTV to assist in monitoring of the crossing
- In the event of further increased usage beyond acceptable safety levels, there is potential to close the existing crossing and provide an alternate route between the town centre and Staines Moor. Two potential solutions, both subject to further feasibility testing, are shown to the right:

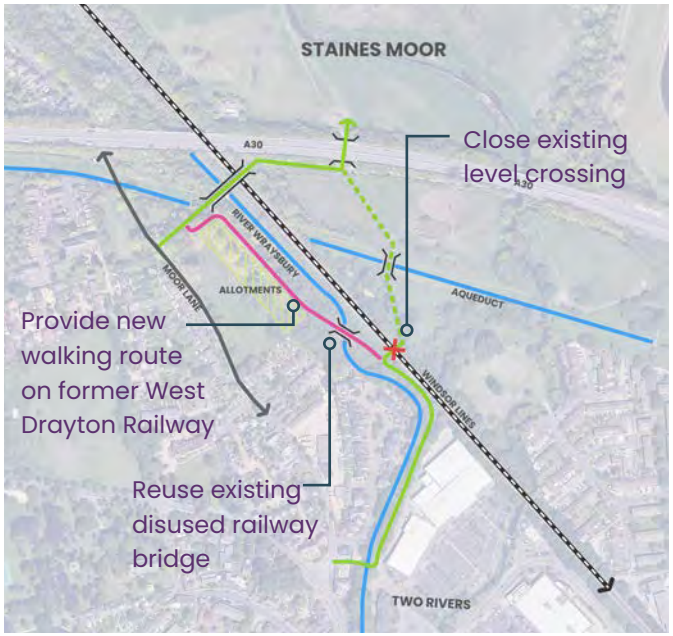


Figure 68 : Level Crossing Solution 1

› Solution 1 provides a new link along the fomer trackbed of the Staines and West Drayton Railway, reusing an existing disused railway bridge.

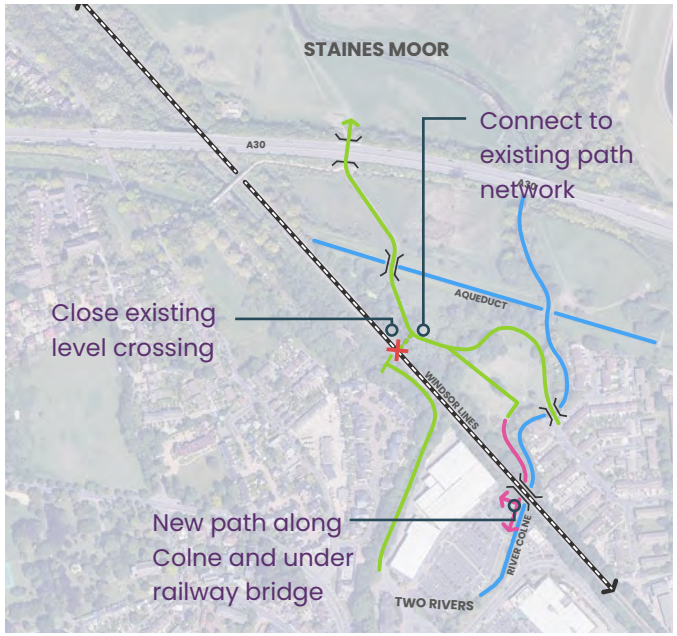


Figure 69 : Level Crossing Solution 2

› Solution 2 provides a potential link to Moormede Recreation Ground along the River Colne, potentially using a cantilevered walkway through the bridge under the railway.

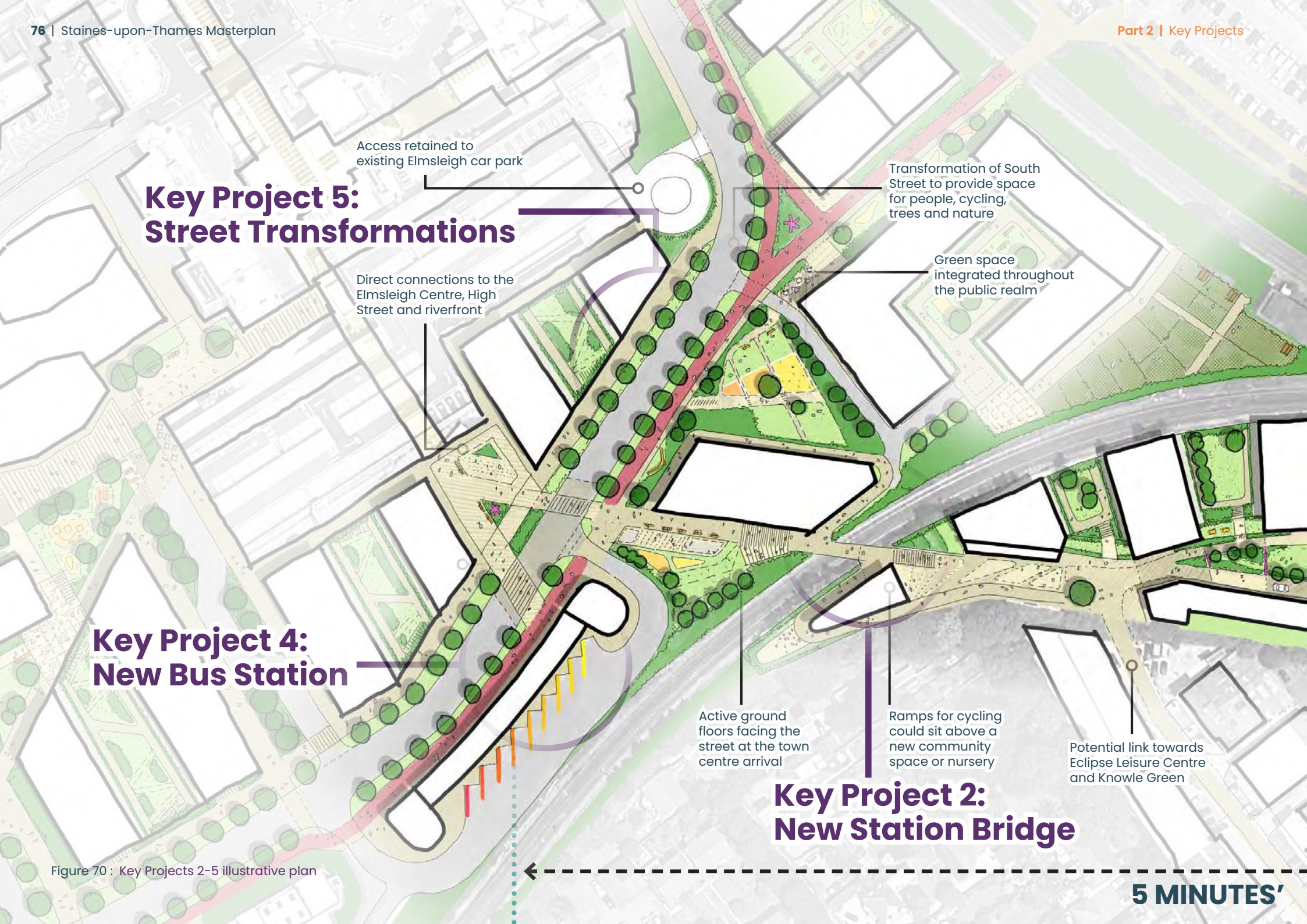
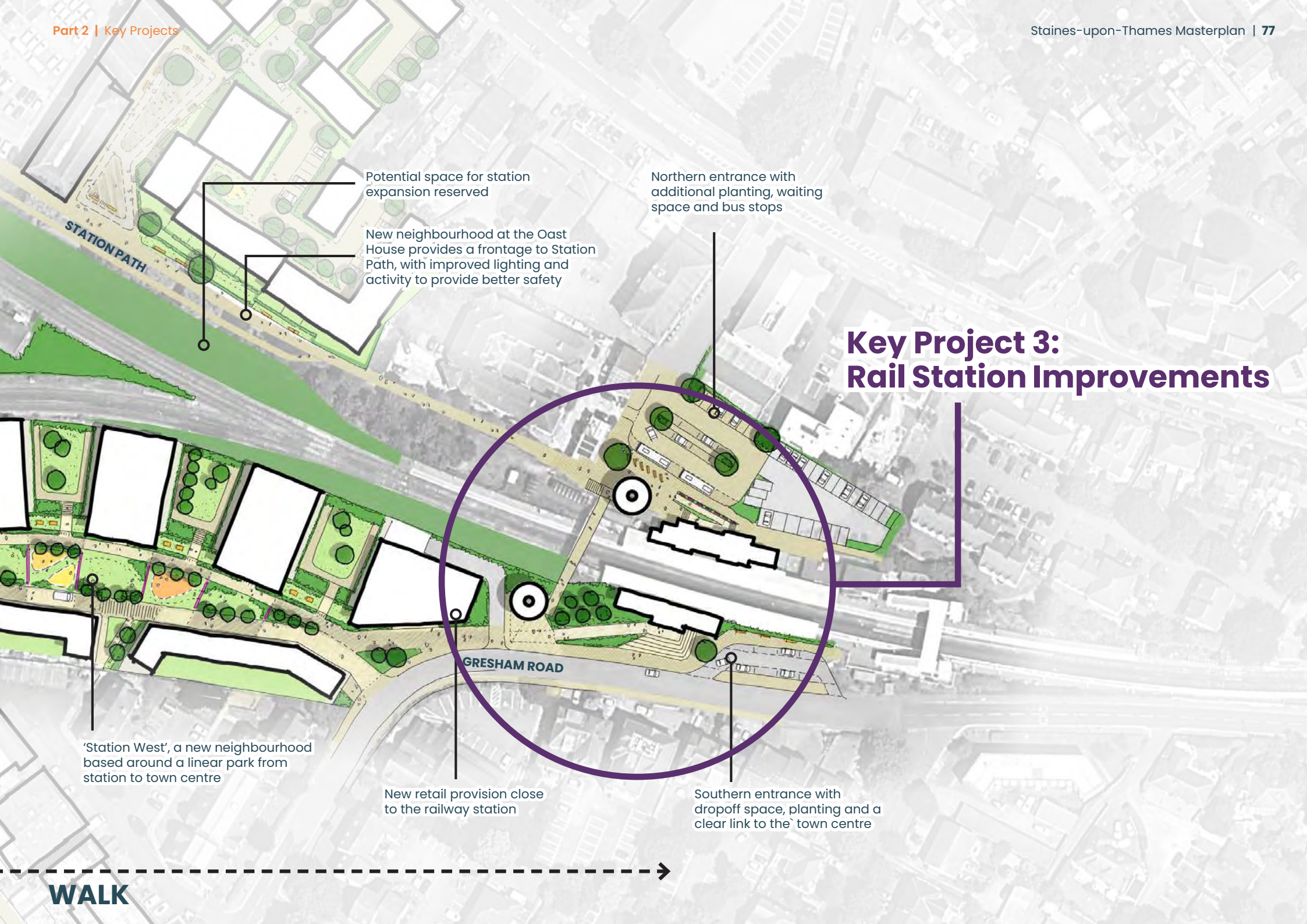


Figure 70 : Key Projects 2-5 illustrative plan

Key Project 3: Rail Station Improvements



Potential space for station expansion reserved

New neighbourhood at the Oast House provides a frontage to Station Path, with improved lighting and activity to provide better safety

Northern entrance with additional planting, waiting space and bus stops

'Station West', a new neighbourhood based around a linear park from station to town centre

New retail provision close to the railway station

Southern entrance with dropoff space, planting and a clear link to the` town centre

WALK

Key Project 2: New Station Bridge

The town centre is enclosed on all four sides by railways or rivers, and access is only possible at a few points. The southeast of the town, although largest by area, has the fewest ways of getting into the centre, and the routes have little space for walking or cycling. It also includes key assets such as the Eclipse Leisure Centre, and the railway station. The railway station has frequent fast trains to central London and the rest of the area. In the future, it is likely to have a direct connection to Heathrow and the Elizabeth Line via the Heathrow Southern Railway proposals.

Existing walking and cycling access to the town centre from the south and east requires the use of two busy main roads (Laleham Road and Kingston Road), with constrained bridges across the railways. Getting from the station to the town centre is also not as easy or direct as it could be. Station Path can feel unsafe due to a lack of passive surveillance, and routes via Gresham Road are indirect.

A new bridge crossing would provide off-street cycling and walking routes to the town centre from the town's southeastern neighbourhoods, would enable a new and improved southern entrance to the rail station, and a new link to the Eclipse Leisure Centre.

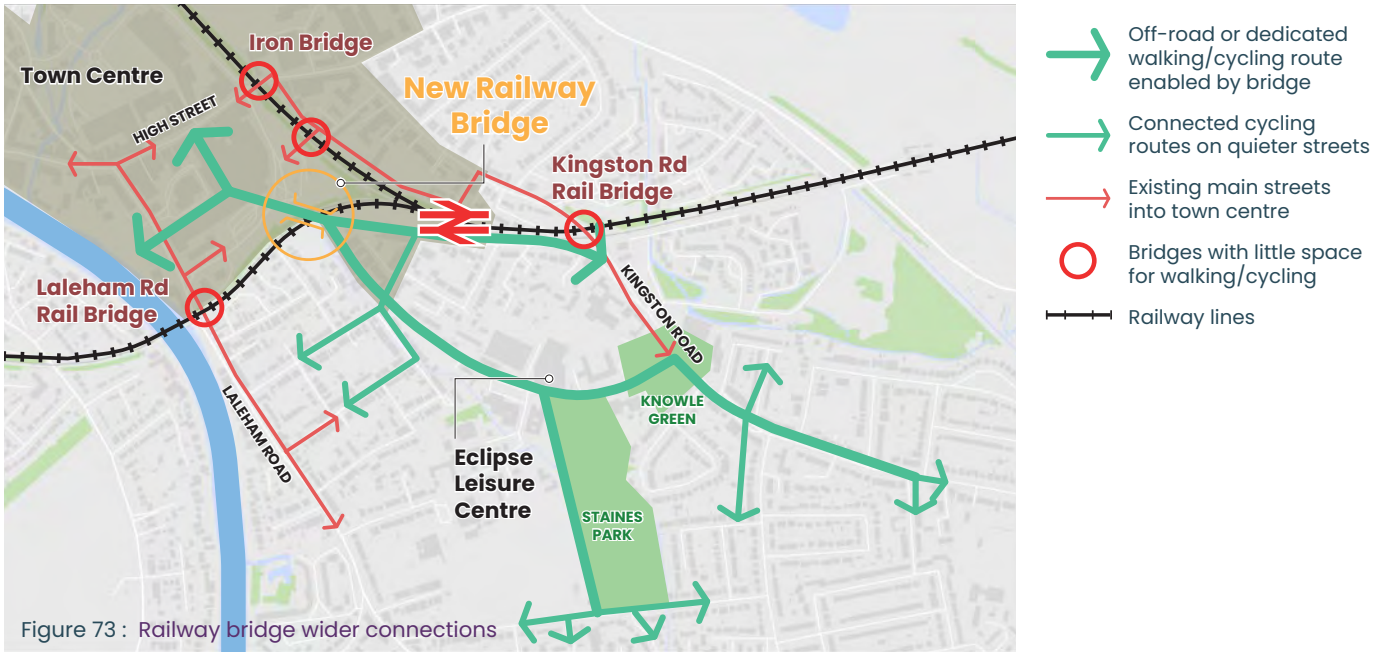


Figure 73 : Railway bridge wider connections



Figure 71 : The bridge should include convenient walking and cycling provision

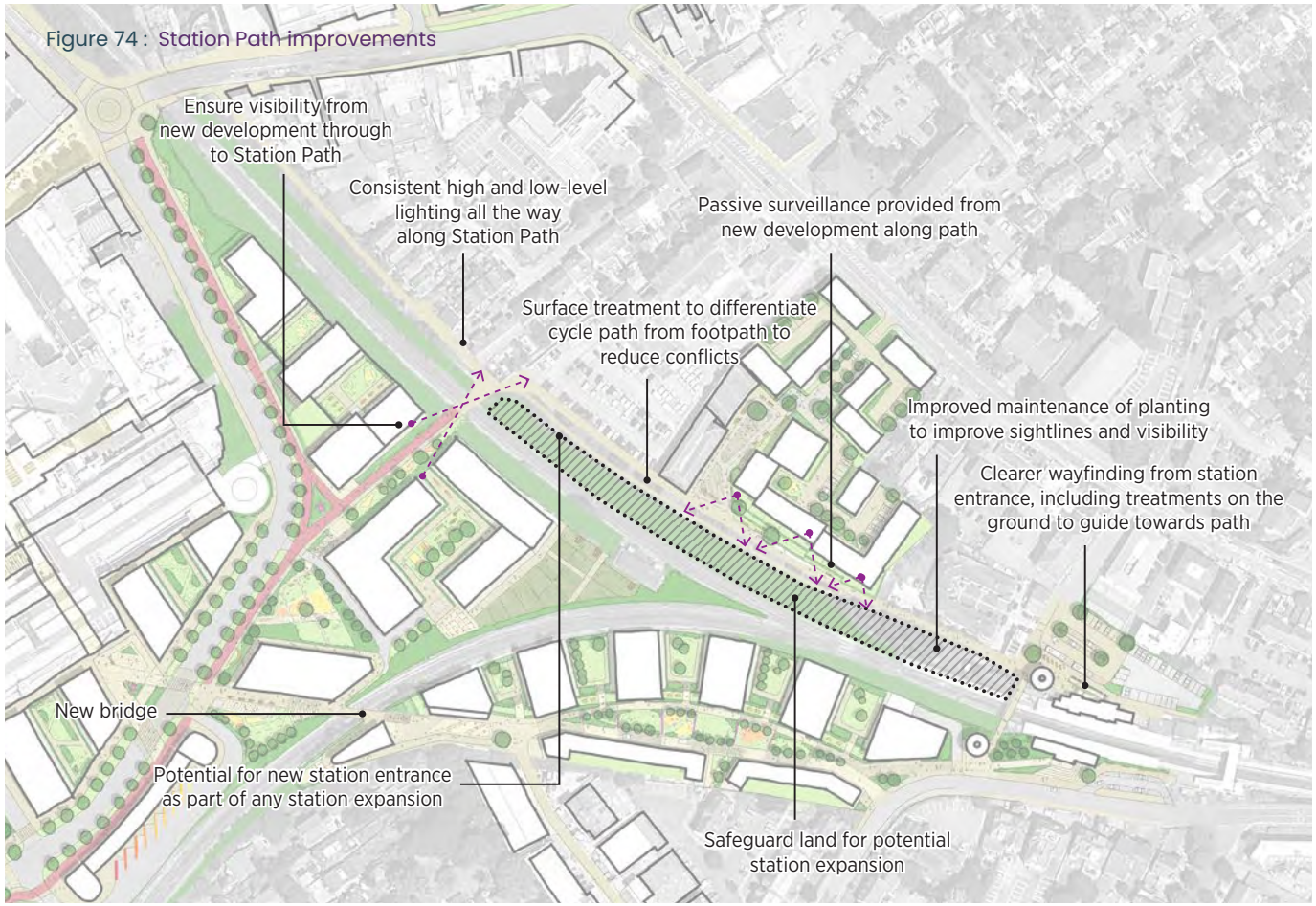


Figure 72 : High quality materials and design can make bridges a local landmark

In the short term, improvements to Station Path and the northern station entrance should be made to make it safer and a clearer route from station to town centre for those unfamiliar with the town.

These include lighting, wayfinding, landscape management and passive surveillance improvements.

Figure 74 : Station Path improvements



POLICY TC7
Key Project 2: Station Bridge

A new pedestrian/cycle bridge between the railway station and the town centre will be supported in order to improve sustainable travel access to and from the town centre and support the growth ambitions for Staines-upon-Thames. The general location is shown on the Development Principles Plan. The Station Bridge must be designed to:

- Connect from the Elmsleigh Centre and current bus station to a new route through allocation ST2/006 and towards the southern entrance of the railway station
- Deliver convenient active travel provision to LTN 1/20 Cycle Infrastructure standards on both sides that tie into cycleways and footways on either side
- Retain maintenance vehicle access to the railway tracks from the eastern side
- Ensure that a new bus station (policy TC9) can be delivered to the northwest of the railway tracks
- Have regard to delivery dependencies and feasibility, Network Rail technical standards and approval, and land ownership positions

Key Project 3: Railway Station

The railway station is a key gateway to the town centre. However it is poorly connected to the town centre, and should be an attractive, welcoming and inspiring space for a growing town with excellent transport connectivity. Potential future connections to Heathrow Airport and even the Elizabeth Line will enhance its importance.

The masterplan seeks to improve the quality of the northern entrance, and create a significant new space at the southern entrance which connects to the proposed new bridge through to the town centre (Key Project 2).

The public realm will be focused on managing the various modes of travel that converge on the station, whilst opening up more space for people, sustainable travel and ensuring complementary retail uses can thrive. It should be obvious for arriving passengers where to go and how to get to the town centre, and there should be seating, extensive planting and facilities, such as secure cycle parking at both entrances.

Co-ordination with Network Rail, Platform4, the train operating company/Great British Railways, and surrounding landowners will be required to deliver all parts of the project. The southern entrance will also require co-ordination with the new walking/cycling bridge over the railway tracks (Key Project 2).



Figure 75 : Retail, residential, planting and high quality public realm - Rochester railway station



Figure 76 : Public realm should be safe and welcoming, and accommodate a range of different travel modes

POLICY TC8
Key Project 3: Railway Station

The masterplan identifies the need to enhance the railway station, to improve sustainable travel access to and from the Town Centre and support the growth ambitions for Staines-upon-Thames. The design and layout of station enhancements must include:

- Improvements to the layout of the northern entrance to provide better interchange between active travel, bus interchange and vehicle dropoff, prioritising walking and cycling in this area.
- Public realm improvements to the southern entrance to provide high quality walking and cycling connections to a new Station Bridge providing access to the town centre (policy TC7).
- Opportunities for new retail space, seating, and extensive planting to improve passenger facilities and experience of using the station.
- Provision of secure cycle parking at both entrances to the station.
- Reserve land to enable future expansion of the railway station to the west, should terminating platforms for a connection towards Heathrow and the Elizabeth line be required.
- Collaboration with Network Rail, train operators and other delivery partners.

Any infrastructure contribution requirements will need to be supported by an appropriate policy basis and evidence.

Key Project 4: Bus Station

The existing bus station serves a large number of through and terminating routes for the local area. It is adjacent to the Elmsleigh Centre, so is convenient for much of the shopping area. It takes up a significant amount of land, uses that land inefficiently, and has poor quality waiting facilities and a lack of real-time information for passengers. It is also somewhat distant from the railway station, which can make interchange between these modes harder.

The masterplan proposes a new bus station near its current location, providing the potential for greater service levels using less land. The design, similar to that seen at Kingston's new Cromwell Road bus station, would include safe, covered waiting spaces and live passenger information.



Figure 77 : Covered waiting space and passenger information



Figure 78 : Real-time information for passengers

POLICY TC9
Key Project 4: Bus Station

The masterplan has identified the need to provide a new bus station, as shown on the Development Principles Plan, to improve sustainable travel access to and from the Town Centre, support the growth ambitions for Staines-upon-Thames, and facilitate development proposals around the Elmsleigh Centre. The design and layout of bus station enhancements must include:

- Sufficient bay or stop provision to accommodate assessed current and future public transport use
- Provision of safe, covered waiting facilities and real-time passenger information
- A high quality, controlled pedestrian crossing across South Street to facilitate connectivity with the railway station
- Design to accommodate the operational needs of local bus operators including TfL
- Driver welfare facilities including 24-hour access to toilets
- Rapid charging facilities for electric buses
- Cycle parking facilities to promote interchange with active modes of travel

Any infrastructure contribution requirements will need to be supported by an appropriate policy basis and evidence.

Key Project 5: Street Improvements

The A308 along Thames Street and Clarence Street moves around 18,000 cars per day through the town centre, of which around two-thirds are simply passing through. The dual carriageway street environment is noisy, difficult to cross and unpleasant or unsafe for cycling and walking. It cuts the town centre off from the River Thames and its surrounding neighbourhoods, and prevents active use of the street for people and 'spill-out' uses such as cafes.

A new approach to the design and layout of Thames Street, South Street and Clarence Street is therefore needed using design to influence the speed and behaviour of traffic, and to improve the quality of space for people.

In contrast, Church Lane East is currently a quiet one-way street with on-street parking. However, the existing footways are very narrow and the materials used do not reinforce the historic and traditional nature of this street.

Finally, changes to Mustard Mill Road, Hale Street and Bridge Street are needed to achieve improvements to cycling and walking provision in the Town Centre. See Connections and Movement Strategy for more details.



Figure 79 : How it could be done: Sheffield Grey to Green street transformations (before top, after bottom)

POLICY TC10
Key Project 5: Street Improvements

The masterplan has identified the need to improve a number of key streets as shown on the Development Principles Plan, to improve sustainable travel access to and from the Town Centre, reduce the dominance of vehicles in the Town Centre, and support the growth ambitions for Staines-upon-Thames. These comprise:

- Thames Street, Clarence Street and South Street
- Mustard Mill Road, Hale Street and Bridge Street
- Church Lane East

The design and layout of these spaces must demonstrate how they deliver the key design considerations for the street transformations.

Proposals will be subject to detailed transport assessment, modelling and highway authority approval.

Contributions towards public realm and highway improvements will only be sought where necessary, directly related to development and fairly and reasonably related in scale and kind.

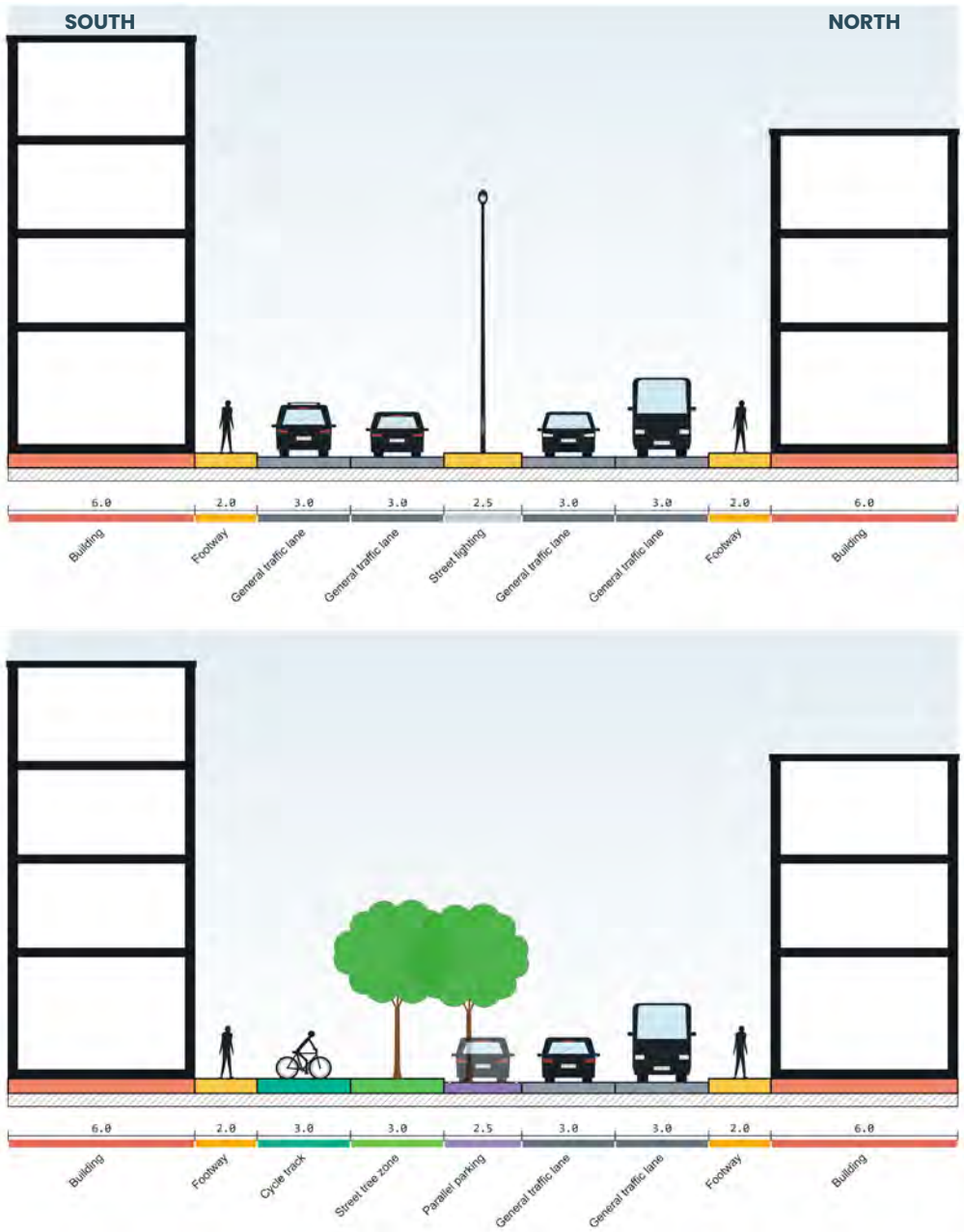
Thames Street, Clarence Street and South Street Key Design Considerations

The A308 will be improved over time to reduce the dominance of vehicle movements and increase the quality of space for pedestrians and cyclists. The illustrative masterplan and sections on the following pages shows one way in which this could be achieved.

Key Design Considerations include:

- improved, direct and more frequent pedestrian crossings
- removal of railings
- new street trees and planting
- speed reductions for vehicles
- changes in the space given over to traffic to provide cycling and walking facilities, for example through the reduction or removal of vehicular lanes
- minor realignment of South Street to unlock more developable land and reduce vehicle speeds

Implementation of proposals on South Street and Thames Street should be co-ordinated and delivered with the phased redevelopment and change of the Elmsleigh Centre, Memorial Gardens and surrounding surface car parks.



CLARENCE STREET TODAY



CLARENCE STREET FUTURE

Figure 80 : Potential reconfiguration of Clarence Street (top: today, bottom: potential future)

THAMES STREET TODAY

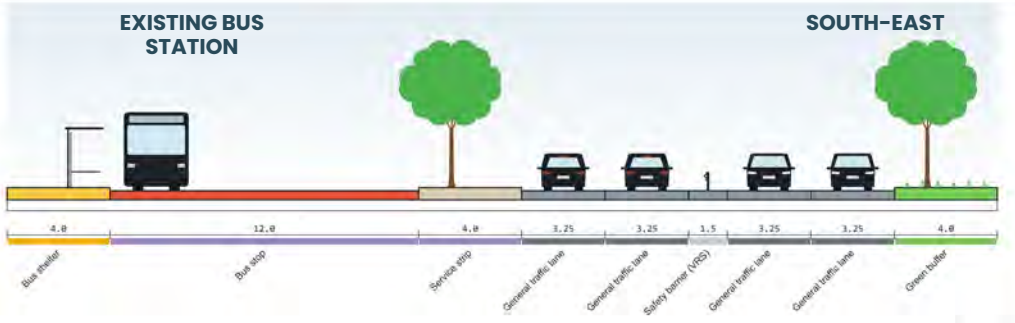


THAMES STREET FUTURE



Figure 81 : Potential reconfiguration of Thames Street (top: today, bottom: potential future)

SOUTH STREET TODAY



SOUTH STREET FUTURE



Figure 82 : Potential reconfiguration of South Street (top: today, bottom: potential future)

Mustard Mill Road, Hale Street and Bridge Street Key Design Considerations

Improvements and changes to Mustard Mill Road, Hale Street and Bridge Street, will be focused on achieving improvements to cycling and walking provision, and to ensure that the whole town centre benefits from a holistic change to the highway network.

Key Design Considerations will include:

- improved safety for cyclists and pedestrians when crossing side accesses through road markings, signage and reduced kerb radii
- speed reductions for vehicles
- improved, direct and more frequent crossings



Cycleways should be marked when crossing side streets on Mustard Mill Road, and priority given to cyclists

Church Lane East Key Design Considerations

The design and layout of Church Lane East should reflect its character and overall appearance and improve footfall for the local, largely independent, businesses.

Key Design Considerations will include:

- use of footway and carriageway materials that reflect the historic character of the street
- subtle traffic calming arrangements, such as use of setts and buildouts and widened pavements
- rationalising street parking arrangements with defined parking bays broken up by street trees
- lower speeds for vehicles to provide a safer space for in-carriageway cycling



Defined street parking spaces can improve how a street functions and ensure sufficient space for pedestrians



Use of sympathetic surface materials can improve the appearance and quality of a street



Small pockets of usable public realm can be created in space recovered from carriageways and junctions

Key Project 6: Town Centre Gateways

In addition to a new walking and cycling railway bridge, the masterplan proposes targeted improvements to each of the main access points into the town centre. Improvements are intended to improve the safety and attractiveness of walking and cycling through these key locations, reconnecting the town centre with its surrounding neighbourhoods.

POLICY TC11
Key Project 6: Town Centre Gateways

The masterplan has identified the need to enhance five Town Centre Gateways, which are shown on the Development Principles Plan, to enhance the character of the Town Centre and improve the experience of arriving into the Town Centre, particularly for pedestrians and cyclists. These comprise:

Short-term:

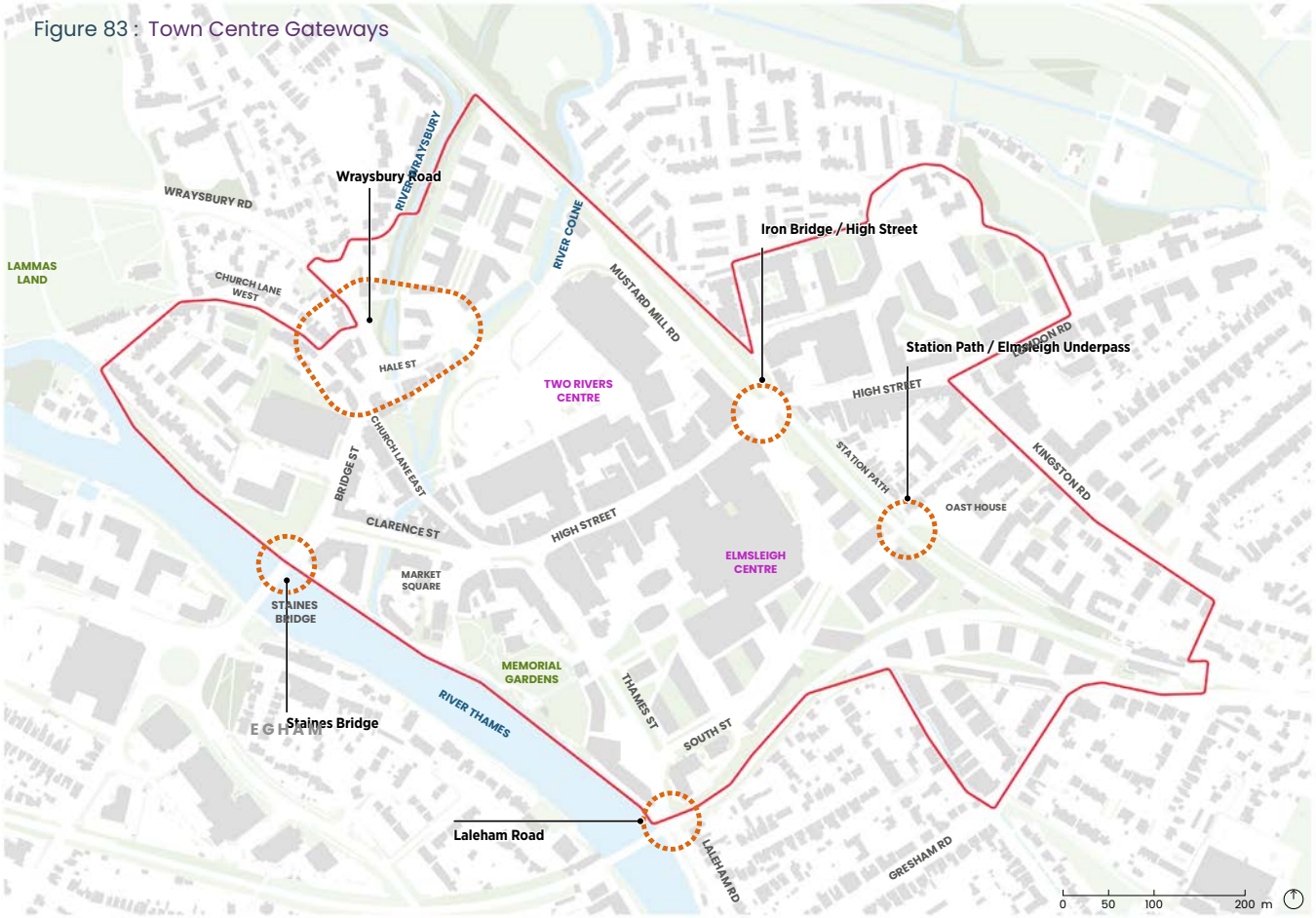
- Laleham Road
- Staines Bridge
- Station Path

Medium/long-term:

- Wraysbury Road
- Iron Bridge/High Street

The design and layout of these gateways must demonstrate compliance with the key design components for each.

Figure 83 : Town Centre Gateways



Laleham Road Key Design Considerations

Pedestrian and cycling space adjacent to the carriageway under the railway bridge on Laleham Road is very restricted. Between the road and the River Thames is a space that hosts the Thames Path and leads to Victoria Gardens.

Victoria Gardens is a small piece of formal planting and seating that sits by the Thames. Its dense planting and design means that the path through the Gardens has poor visibility from the street and houses opposite. On the town centre side of this bridge, an existing set of steps down to the water creates a potential safety issue for those moving through this area.

Key design considerations for this gateway will comprise:

- Enhancements to the landscape scheme in Victoria Gardens to provide better visibility of the path from Laleham Road.
- Introduction of new accessible footpaths in Victoria Gardens to allow for easier use by pedestrians and cyclists.
- Installation of underbridge lighting and safety railings adjacent to the River Thames

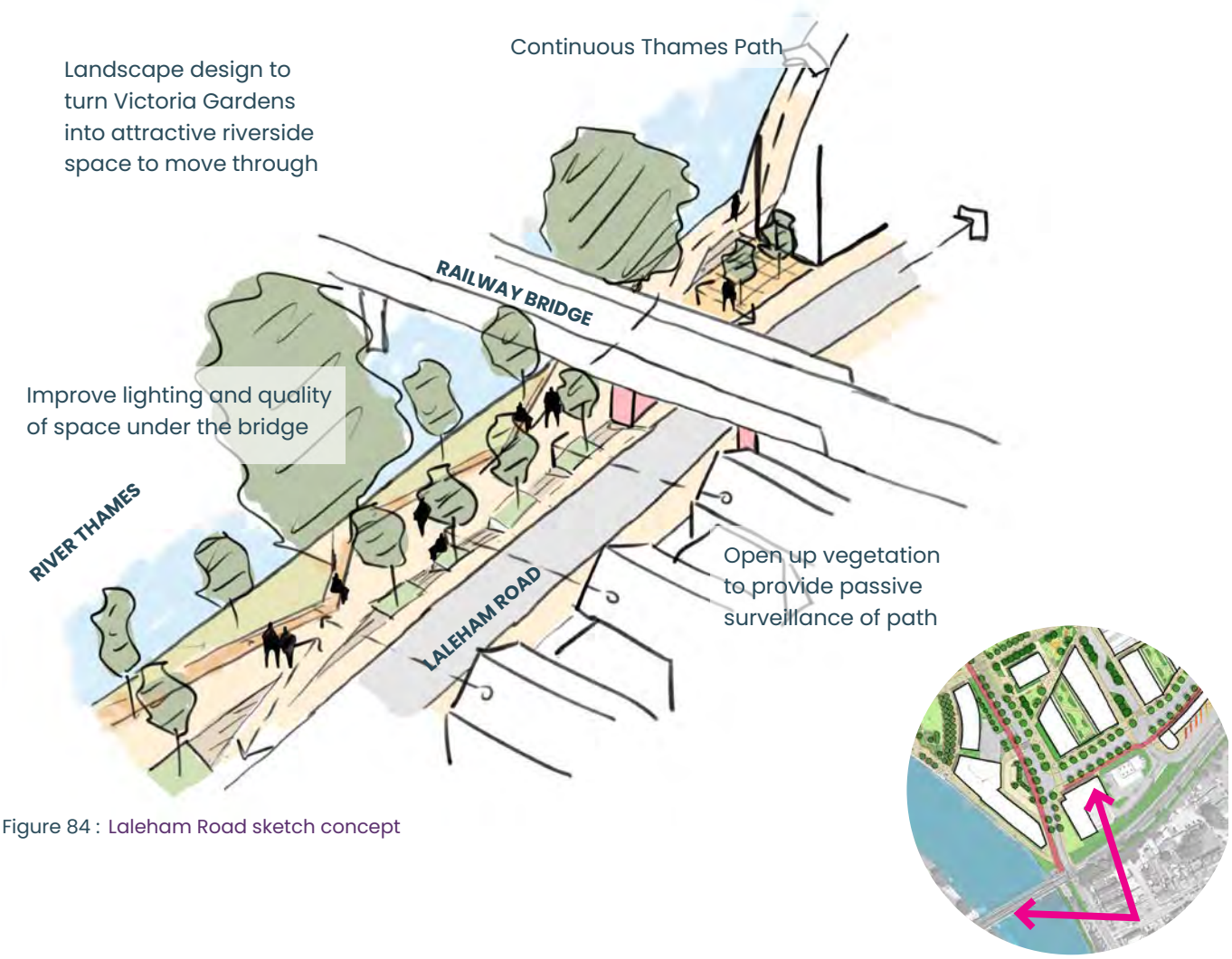


Figure 84 : Laleham Road sketch concept

Staines Bridge Key Design Considerations

Approaching the town centre from Egham, Staines Bridge currently has a painted cycle lane on the southeast side, and a shared cycle/footway behind a barrier on the northwest side, which drops cyclists on to the highway on the Staines town centre side of the river. Redevelopment of the existing Bridge Street car park and improvements to Clarence Street could enable a number of opportunities that improve this situation.



Key design considerations for this gateway will comprise:

1. Potential for a bi-directional cycleway on Clarence Street to connect towards the bridge.
2. Provision of a new crossing at the traffic light junction to enable a tie-in to the existing unidirectional cycle paths, which could have improved segregation through the use of light segregation features.
3. Relocation of the existing northbound cycleway from where it is currently dropped onto the carriageway adjacent to the Bridge Street Car Park site.
4. Potential to add a cantilevered footway above the existing arches to release space on the existing bridge for a continuous cycleway, that would then tie into a new crossing as noted above. This footway would sit above the redeveloped arches under the bridge. Detailed design should seek to not harm the heritage significance of the Grade II listed bridge or its immediate setting.



Figure 85 : Example of protected cycling space at a traffic light intersection

Iron Bridge / High Street Key Design Components

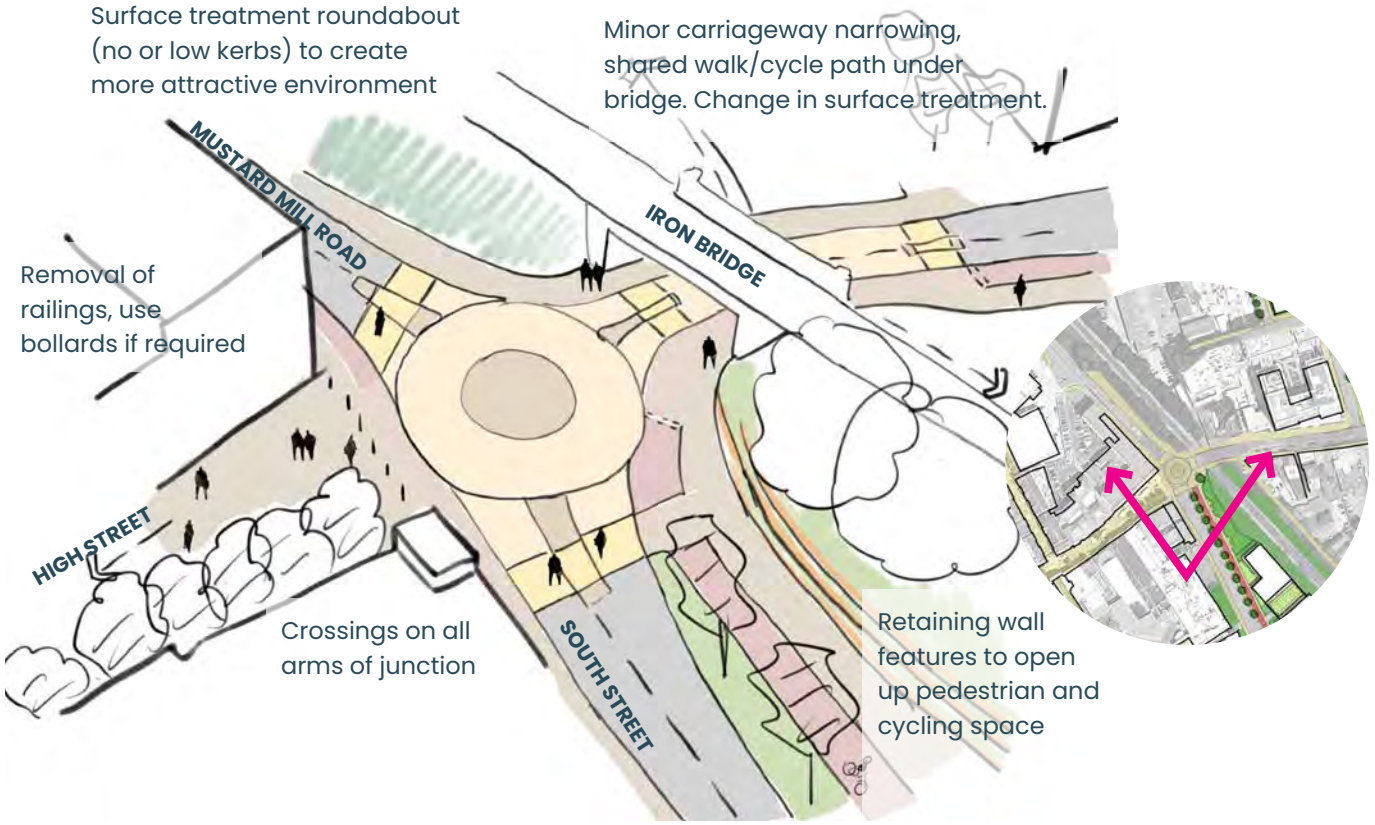
Iron Bridge forms a key gateway to the town centre and High Street from London Road and Kingston Road, and the end of Station Path. At present there are footways on both sides, and on the town centre side there is a traffic-light controlled junction with partial crossing facilities.

As with Wraysbury Road, a series of incremental improvements are possible in this area allowing for slowed traffic flow at a clear 'gateway' and transition to a town centre environment for pedestrians, cyclists, buses and other vehicles. Proposals could also tie into improvements included in the Spelthorne Local Cycling and Walking Infrastructure Plan (LCWIP).

Key design considerations for this gateway comprise:

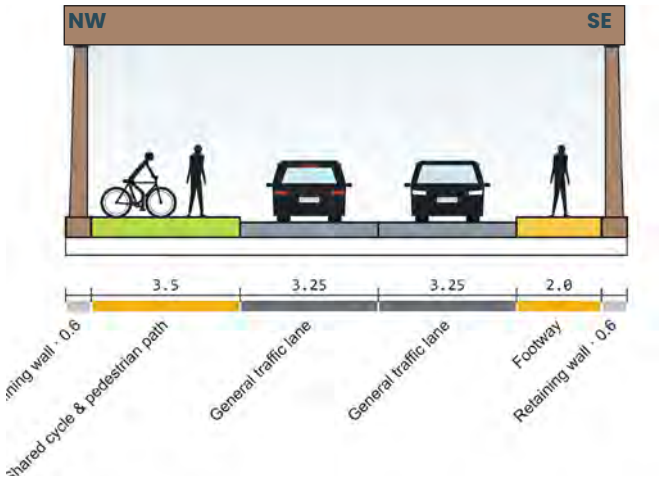
- Changes to the junction to allow pedestrian and cyclist movements to cross on all arms
- Provision of crossings on all arms, including a controlled crossing on the South Street arm where a controlled crossing currently exists.
- Provision of a 2m footway under the Iron Bridge itself on the south side and a 3.5m shared footway and bidirectional cycleway through this pinch point, alongside a 6.5m carriageway to allow for bus use.

Figure 86 : Iron Bridge sketch concept



- Provision of a bidirectional cycle path on London Road, where space exists as part of the wider public realm provided by existing and indicative new developments along the northern side of this street.

IRON BRIDGE POTENTIAL FUTURE



Wraysbury Road Key Design Considerations

Cycling to the town centre from Wraysbury Road requires negotiating the busy and constrained junctions with Hale Street, Church Lane and Bridge Street. A series of incremental improvements are possible in this area.

The intersection of Bridge Street and Church Street forms the key geometric pinch point in the highway network surrounding the core walking and cycling zone. The carriageway narrows to approximately 5.5 m, with narrow footways directly alongside.

Alternative routes are available for some journeys. For example, people cycling along Wraysbury Road could potentially use Vicarage Road and Church Street to access the town centre. However, severance is likely to be greatest for journeys between Wraysbury Road and Staines Bridge, where there are fewer practical alternatives.

Within the existing highway boundary, it will not be possible to provide a solution that maintains free flowing two-way general traffic while also delivering high quality, segregated walking and cycling infrastructure. One way shuttle working may provide an alternative, subject to junction and network modelling, although this would likely have adverse impacts on traffic capacity and congestion.

A comprehensive long-term solution would require the highway boundary to be locally widened at this junction, which would require redevelopment of properties on the eastern side. This would create sufficient space to provide safe, segregated walking and cycling infrastructure, while maintaining the wider function of the junction.

Key design considerations for this gateway comprise:

- Provision of a cycling link from Wraysbury Road into the redeveloped Two Rivers North area, bypassing the junctions with Hale Street, Church Lane and Bridge Street when moving from the west towards the town centre.
- Traffic calming measures on Church Lane West which will improve the quality and safety of on-street cycling
- Formalisation of the cycling route along the access road parallel to Hale Street through clear, continuous markings and materials

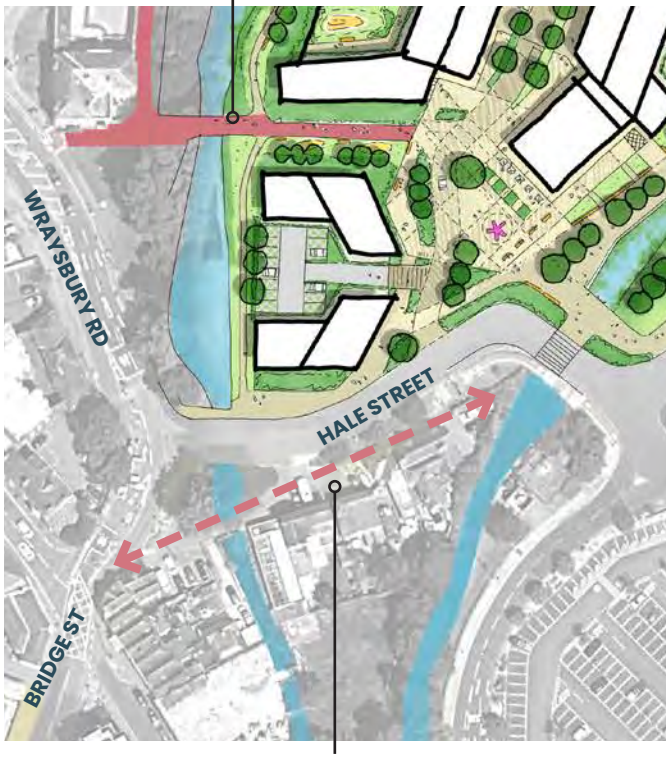


Figure 87 : Indicative interventions around the Wraysbury Road gateway

Station Path-Elmsleigh Underpass Key Design Considerations

New development on the southwestern side of the railway line will provide a new pedestrian street environment leading to the underpass, with building frontages providing passive surveillance of the street, and improved lighting and planting providing a safer and more attractive environment at all times of day.

Key design considerations for this gateway comprise:

- Improved underpass lighting,
- The underpass to retain and enhance its role as a canvas for public art.
- Passive surveillance through the underpass from development to the south



Figure 90 : Station Path underpass, with existing public art



Figure 88 : Views of development through underpasses can improve their perceived safety



Figure 89 : Artwork and surface design can improve the perceived quality of underpasses

Opportunity Sites

The masterplan identifies a number of key opportunity sites for change and development in the town centre, each of which will contribute to the overall vision.



Figure 91 : Opportunity Sites

POLICY TC12
Town Centre Opportunity Sites

Proposals will be supported which demonstrate how development within Opportunity Sites:

- Delivers the identified Key Design Considerations and Development Principles for each Opportunity Site, as set out in this Masterplan.
- Contributes towards the delivery of the Town Centre Masterplan Strategies and identified Key Projects.
- Positively responds to the context of the site including distinctive townscape and streetscape features, buildings, structures and landscape planting.
- Integrates with adjacent sites and neighbourhoods.
- Establishes a safe, useable and well-connected public realm.
- Provides frontages addressing the public realm to provide continuity and enclosure and enhance legibility.
- Achieves a high standard of design quality, sustainability and placemaking.

Where sites are to be delivered in phases, proposals shall demonstrate that individual phases will not prejudice the comprehensive development of the remainder of the site, masterplan strategies, Key Projects or adjoining opportunity sites.

Alternative design solutions are possible where proposals demonstrably achieve the objectives of the Masterplan.

Elmsleigh Area

The south-east of the town centre has a number of allocated sites, some of which are in the ownership of the borough council. The masterplan considers these as a whole to demonstrate how the area can be developed holistically, whilst considering its phased development. This part of the town centre is the most suitable for higher density developmen,t having fewer site constraints, including being at a lower level of flood risk, near the rail station with good levels of accessibility, and least impact on neighbouring residential areas.

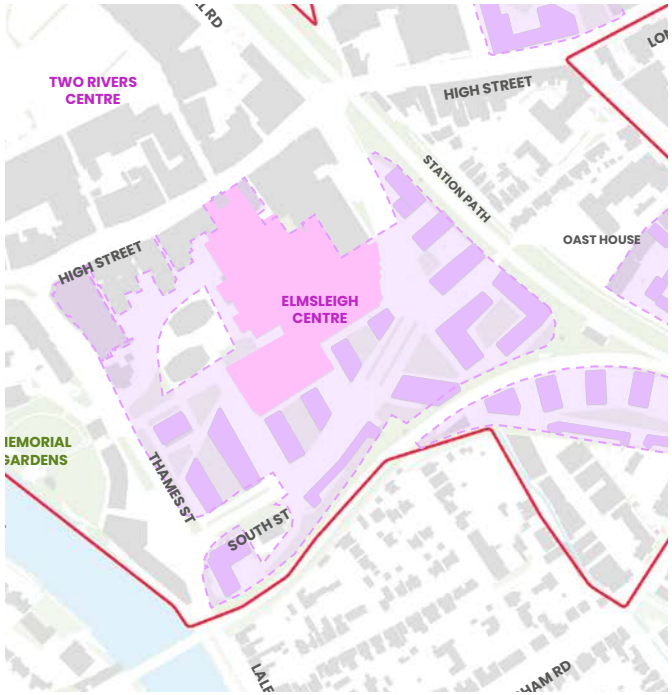


Figure 92 : Opportunity sites in Elmsleigh Area

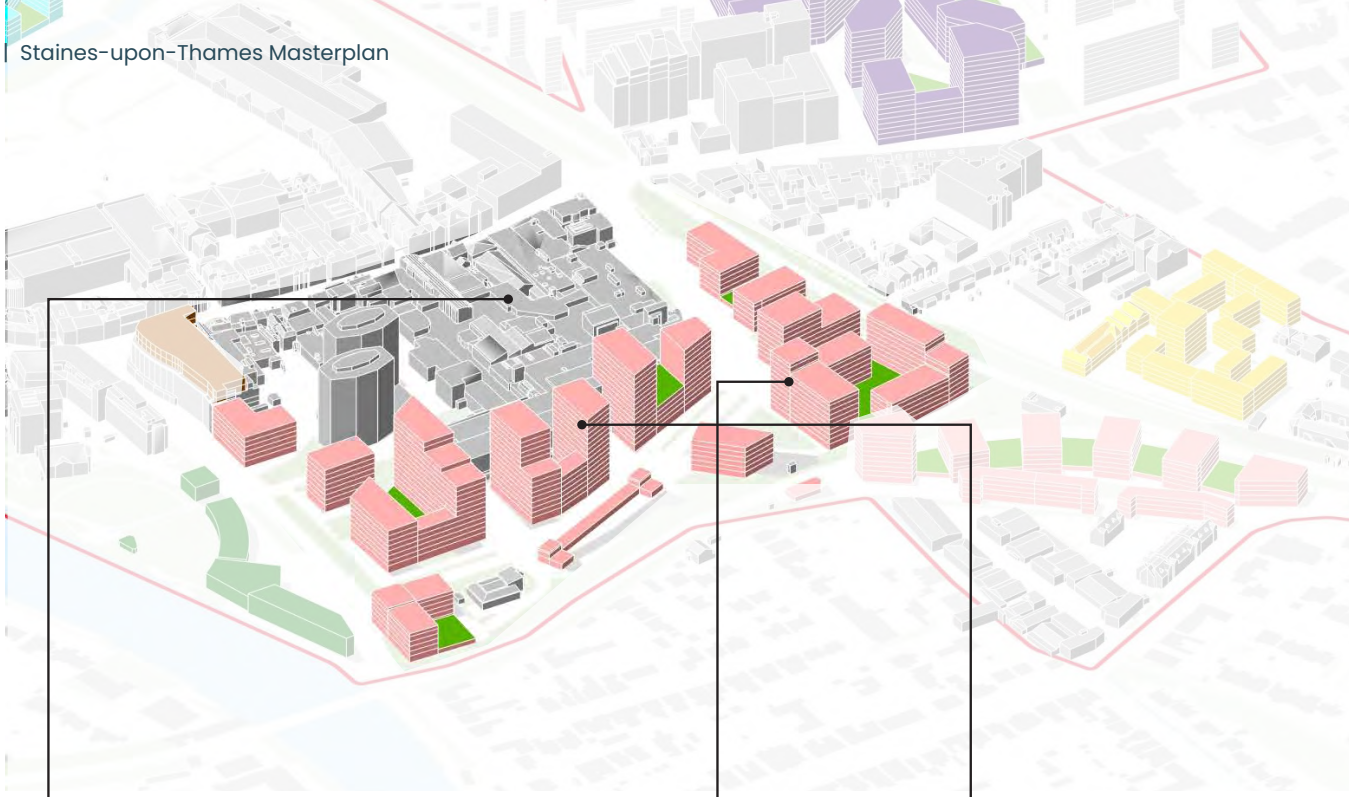
Two future scenarios for the development of this area have been considered (shown on following page).

- **Scenario 1:** Retention of most of the existing shopping centre buildings with targeted redevelopment or retrofit. This involves targeted removal of some existing areas (e.g. along South Street and the largely disused and independent Tothill Car Park area) to enable new streets and space for development with active frontages and high quality landscape. This scenario retains the existing Elmsleigh Multi-Storey Car Park.
- **Scenario 2:** Replacement of most of the existing shopping centre buildings over time. The design approach focuses on retaining the Elmsleigh centre's retail heart, and expanding retail provision to further the vibrancy of the town centre. It adds new green spaces in areas known to be at higher fluvial flood risk, and to create new outdoor spaces for a more robust mix of retail, eating and leisure uses at the heart of a new neighbourhood.

Both scenarios include core development principles of:

- A new bus station
- Connections to the proposed new walking and cycling railway bridge towards the railway station
- Street transformations of South Street and Thames Street
- Green, walkable connections through to the High Street and Riverfront
- A new residential neighbourhood

A comparative assessment of both options is set out below. The illustrative masterplan, Framework Plan and this Site Brief are based on Scenario 1, which fulfils the objectives of the Masterplan with the least potential disruption and potentially lowest capital investment. A summary of Scenario 2 is presented to aid future decision-making with delivery and development partners.



Retained Elmsleigh Centre



Area of the town centre most suitable for higher-density development: lower flood risk, near rail station, least impact on surrounding homes, good access and fewer site constraints

Redeveloped portion of the Elmsleigh Centre could require taller heights to achieve required Local Plan capacity

Scenario 1: Retrofit

- ▲ Retention of most existing retail units to avoid disruption to retailers and the vibrancy of the town centre during a period of change
- ▲ Potentially lower capital development costs (to be tested)
- ▲ Retention of existing structures could reduce embodied carbon emissions from reconstruction (subject to further study)

- ▼ Need for taller heights to accommodate required number of dwellings
- ▼ Reduced car parking provision when compared to Scenario 2, significantly reducing public car parking provision from the town's current provision. This will require a strong and successful sustainable travel strategy, and investment to enable this.



Lower heights within back of High Street 'mews' area

New multi-storey car parking



Heights step up slowly from High Street to ensure existing street character unaffected

Typically 6 storey facing the river with occasional height up to 8 storey on key corners

Scenario 2: Replacement

- ▲ Comprehensive change to enable high quality placemaking throughout to Design Code standards
- ▲ Potential for reduced maximum heights
- ▲ Potential to consolidate residential car parking for a number of sites and still accommodate all public car parking needs
- ▲ Phased redevelopment over time to ensure the town centre remains functional and not dominated by construction during the period of change

- ▼ Potential disruption to existing retailers who will need to move units
- ▼ Potentially higher capital development costs (to be determined)
- ▼ Requirement for long-term, sustained investment and delivery partner to ensure it is completed to the original vision

Elmsleigh Area

Vision and Opportunity

The design vision for the Elmsleigh Area looks to adapt and enhance the existing shopping centre through targeted removal of some areas (e.g. along South Street and the largely disused and independent Tothill Car Park area), enabling new streets and space for development with active frontages and high quality landscape. The existing Elmsleigh multi-storey car park is retained, with green open spaces on podiums for residents, and new public open spaces throughout the area.

The vision also includes a new bus station and walking/cycling link towards the riverfront, railway station and High Street.

Opportunity Site Area: 5.75 ha

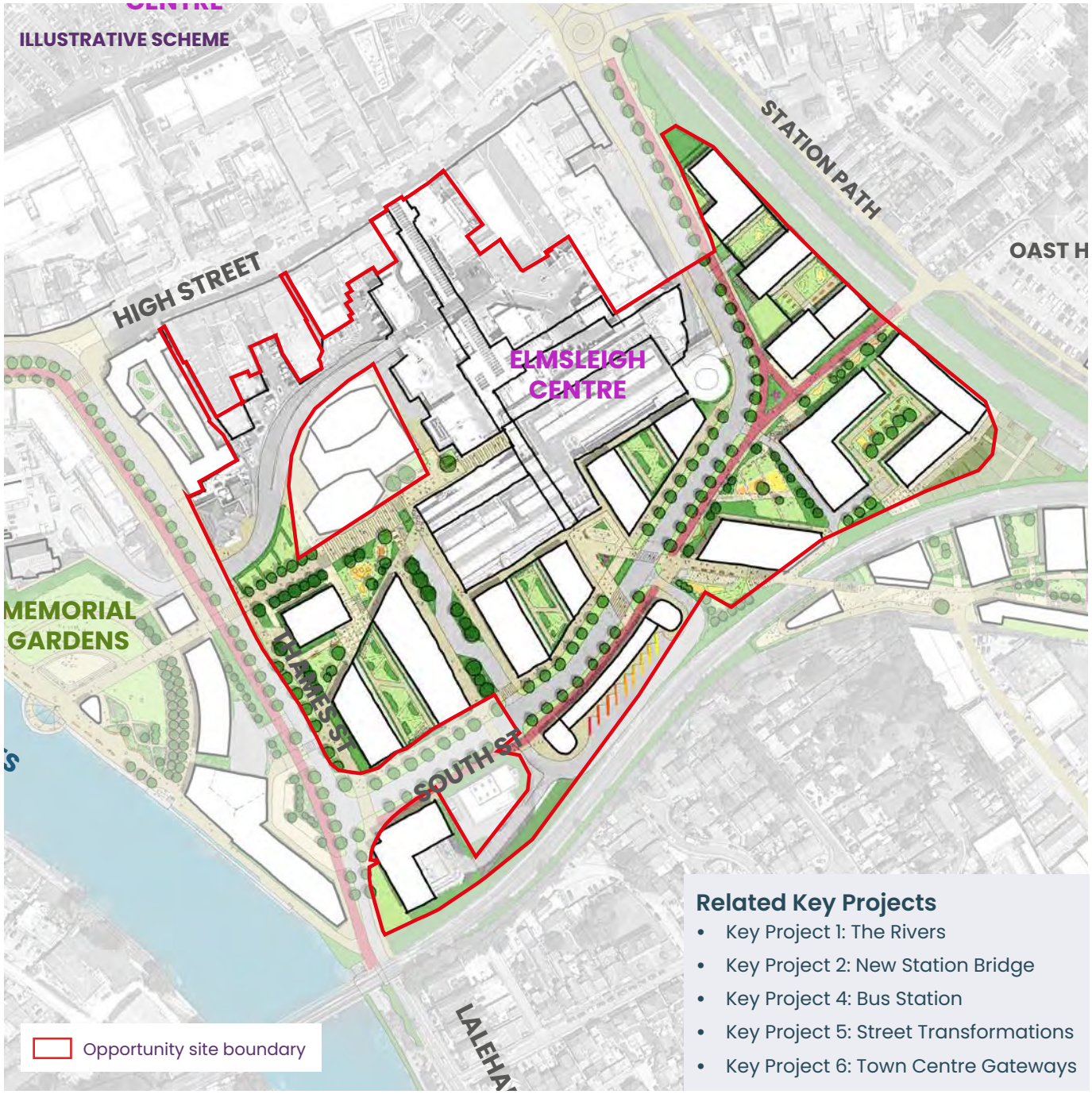
Local Plan Allocation reference: ST4/028, ST4/026, ST4/009, and ST1/037

Allocated capacity: 1,124 dwellings

Local Plan Timescale:years 1 – 15 across sites

Key Potential Uses:

- Retail
- Commercial / Office
- Community, library, museum and other spaces
- Restaurants, food and beverage
- Residential
- Bus station
- Public car parking



Related Key Projects

- Key Project 1: The Rivers
- Key Project 2: New Station Bridge
- Key Project 4: Bus Station
- Key Project 5: Street Transformations
- Key Project 6: Town Centre Gateways



Key Design Considerations

- A comprehensive design approach to the allocated sites to create a coherent space, designed to reflect the Development Principles Plan.
- Preserved and enhanced connection between South Street and the High Street, with new provision for cycling.
- Enhanced public realm along the High Street, with increased street greening.
- New public spaces along South Street, at the confluence of new and existing walking and cycling routes
- A central public space at the confluence of routes, reflecting the importance of the area as part of the 'Staines Cross'
- Sustainable re-use of as much of the existing structure as possible.
- Creation of space for community and commercial uses, at ground floor level, and reprovision of space for library, museum, community and other mixed uses
- Improved ground floor activation and natural surveillance from the frontages along South Street and Thames Street.
- Improved connectivity and visibility to a new Bus Station, walking and cycling bridge to Staines Railway Station and Station Path.
- Phasing of proposals to minimise the loss of trade during development.
- Consolidation of any necessary public car parking from the Memorial Gardens Car Park, Kingston Road Car Park and car parks within the opportunity area in line with a Monitor and Manage approach

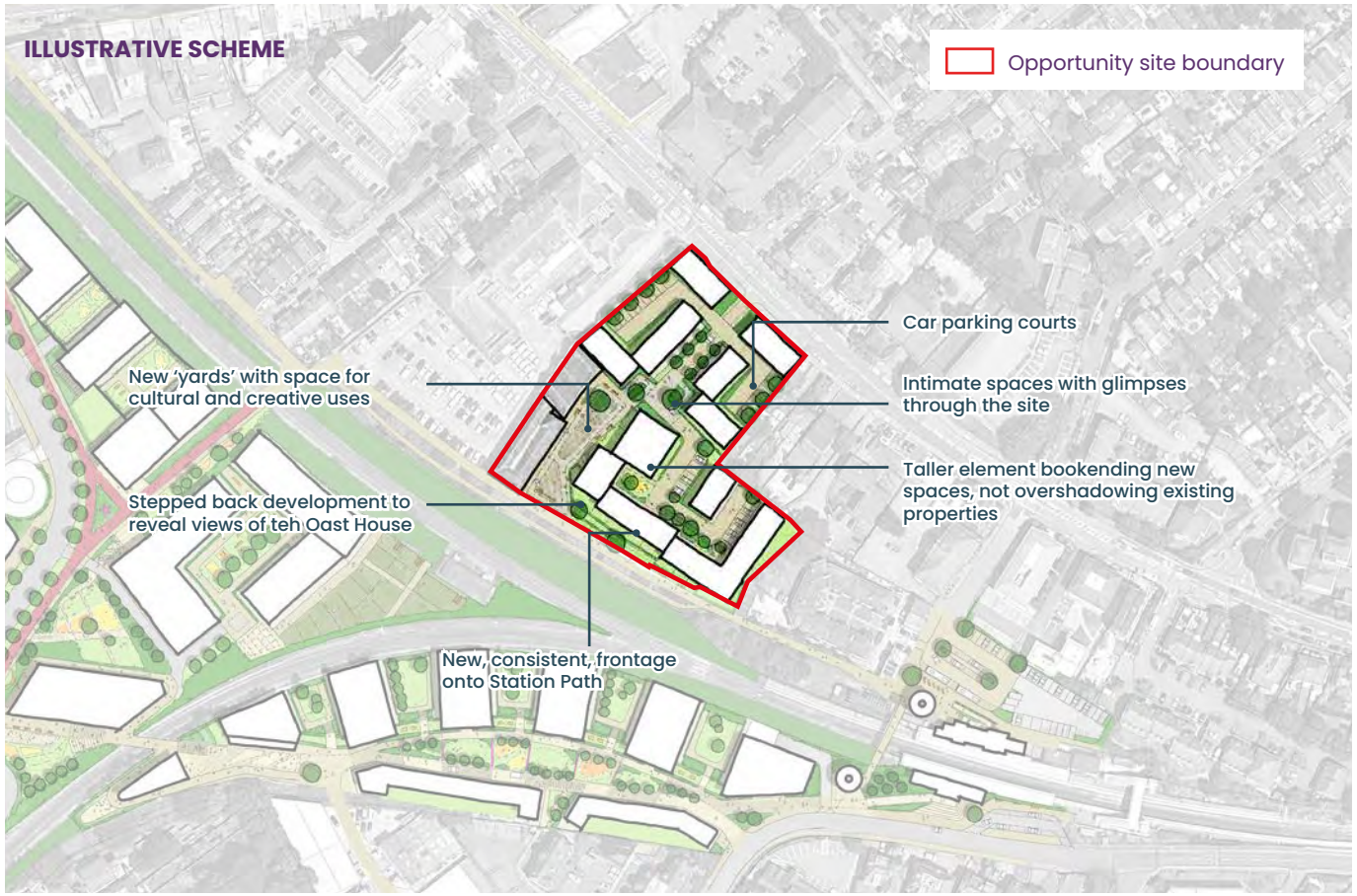
Oast House

Vision and Opportunity

The Oast House site is focused on the listed building known as the Oast House, which inspires a character based on its former brewery use, and should provide space for a range of smaller-scale, creative and cultural uses framed around a new 'yard' and intimate, largely car-free spaces.

New homes will be mid-rise and fine-grain reflecting the heritage of the site, which could allow for a mix of urban family homes and smaller apartments. Given its proximity to the railway station and potential character, homes aimed at younger people are a potential opportunity.

Ideas for the Oast House site were developed as part of the charette. The resulting design reflects the participants' ambition for a public space focused on the listed building, a range of creative uses, a through link to Kingston Road and improvements to the safety and quality of Station Path, as well as a diverse mix of homes.





Opportunity Site Area: 0.92 ha

Local Plan Allocation reference: ST3/004

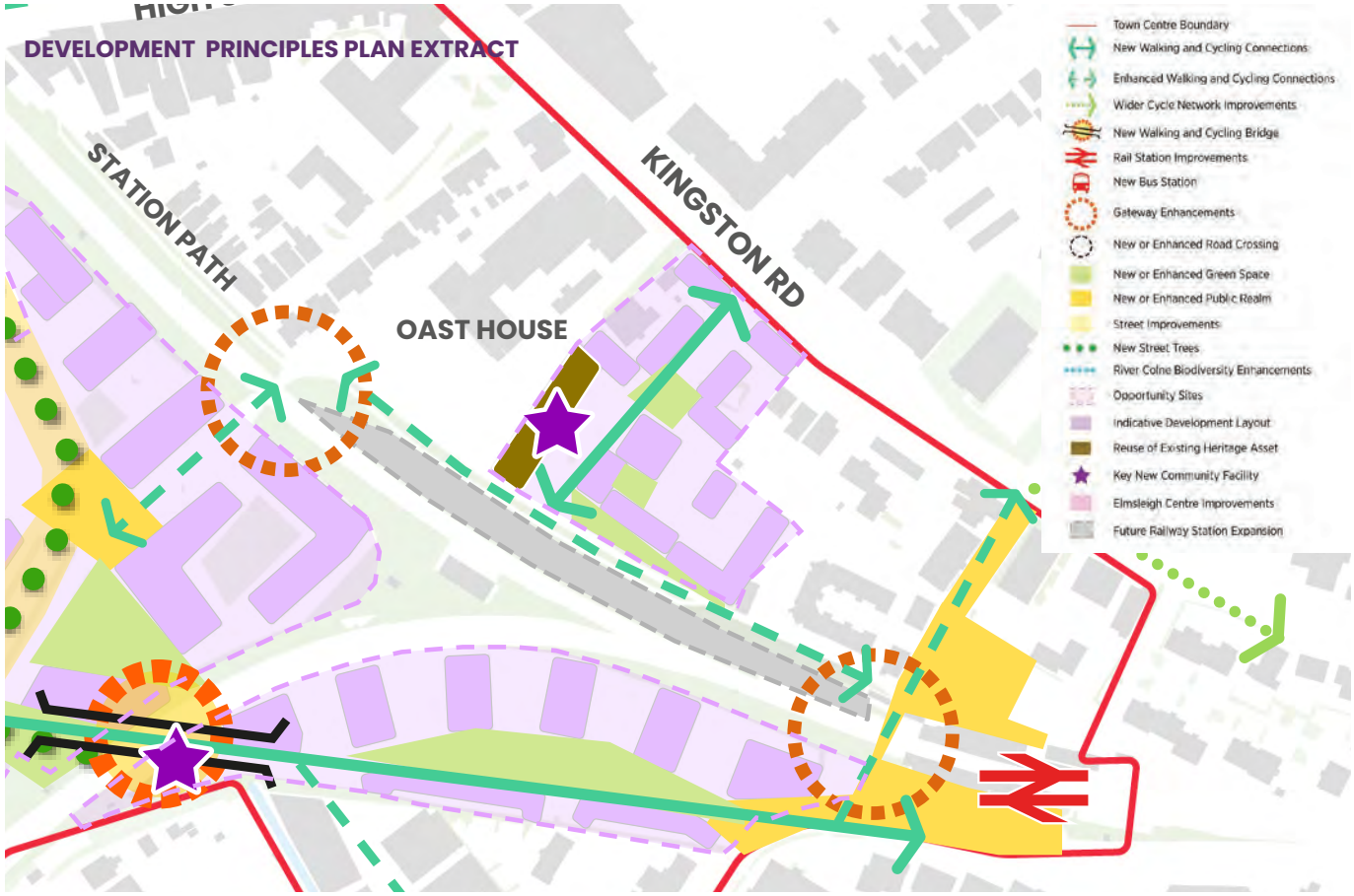
Allocated capacity: 180 dwellings

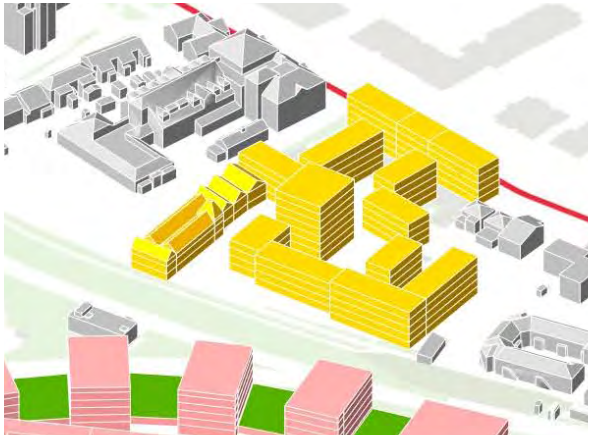
Local Plan Timescale: 1 – 5 years

Key Potential Uses:

- Residential
- Cultural and small-scale creative commercial spaces in renovated Oast House







Heights typically 4-5 storeys across site, with potential for a single 8-storey building in the centre of the site to respond to surrounding building heights and Design Code transition approach.

Related Key Projects

- Key Project 6: Town Centre Gateways

Key Design Considerations

- Creation of a square in front of the Oast House, appropriately scaled in relation to the historic asset.
- Flexible use of the public realm for community and creative uses, including 'spill-out' spaces.
- Improved frontage and overlooking onto Station Path, stepping back to create views of the Oast House.
- New walking and cycling connection between Station Path and Kingston Road.
- Building arrangement and layout to allow for glimpsed views through the site.
- Consistent frontage onto Kingston Road.
- Parking provided in courts and/or undercroft, away from the primary public realm.
- Innovative ways of converting and presenting the Oast House, which reflect both its historic use and new uses, can be explored based on a sound understanding of the building and its significance;
- A 19th century brewery complex character of materially robust buildings and enclosed yards can be used to inform the layout and design approach to the site and its spaces, especially in relation to the listed building;
- The Oast House pyramidal roof should be incorporated as a focal point for routes within the site and from the public footpath; and
- Community involvement in interpretation of the historic uses on the site and public art would positively combine the historic nature of the site and the new uses proposed for the Oast House.

London Road

Vision and Opportunity

Two allocated sites in the London Road area have the potential to deliver high-density residential development with some retail space complementing London Road. The context has a number of high-density schemes in place or emerging, and the design demonstrates how the northern part of the site can effectively transition towards the residential areas to the north, offering an opportunity to provide a wider mix of dwelling types such as duplexes or maisonettes along this edge.

Unlike neighbouring schemes, the spaces at the heart of this site are designed to draw people through from surrounding neighbourhoods towards the town centre and Kingston Road.

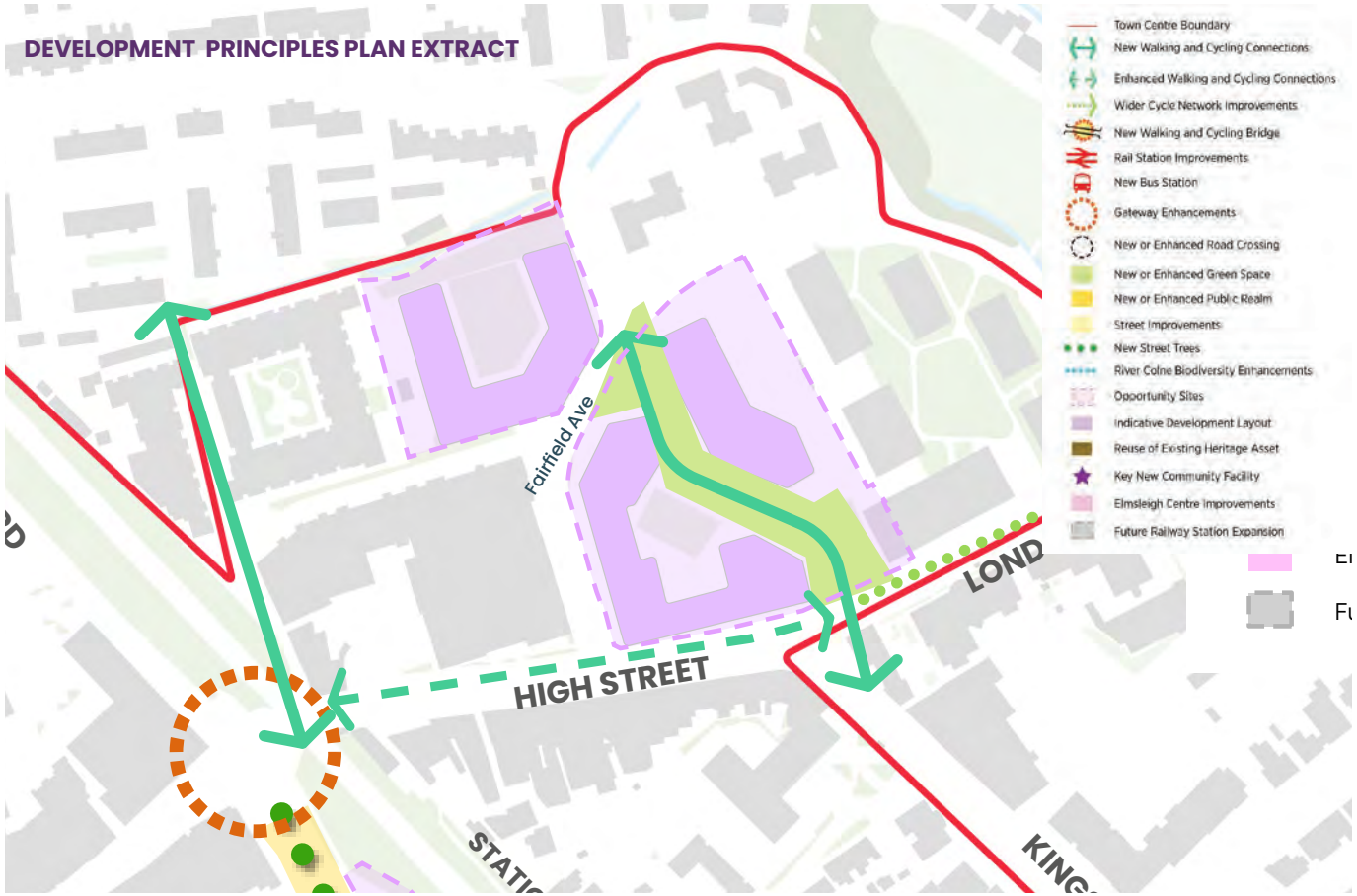
The design of this site was developed following the shared principles from the design charette, particularly creating new connections between surrounding areas and the town centre, and prioritising spaces for people to use.

Opportunity Site Area: 1.84 ha
Local Plan Allocation reference: ST3/012 and ST3/014
Allocated capacity: 580 dwellings
Local Plan Timescale: years 6 – 10
Key Potential Uses:
Residential above ground floor commercial









Key Design Considerations

- Design that reflects this site's important role as a gateway location to the town centre.
- Retail and commercial frontage to London Road on the ground floor.
- Greater height along London Road. Taller buildings to feature visual interest in their roof form, with overall development heights stepping down towards the north, sensitive to neighbouring dwellings.
- Creation of a new walking and cycling connection between London Road and Fairfield Avenue, which doubles as a new green space.
- Residential car parking provided in podiums.
- Heights step down toward existing neighbourhoods
- Heights 12-14 storey to reflect existing built form on London Road

Related Key Projects

- Key Project 6: Town Centre Gateways





Heights 12-14 storeys to reflect existing built form on London Road

Two Rivers North

Vision and Opportunity

Two Rivers North will be a largely residential neighbourhood with a walking/cycling priority boulevard at its heart, flanked by new open spaces facing its surrounding rivers, which are currently underused as public spaces and town centre assets.

Two Rivers North was a site considered by a group at the Design Charette. The key principles and layout have been translated into the proposed scheme.

The public realm will be focused on providing access to the rivers, through a greener linear space on the Wraysbury, and a more formal space on the Colne and facing the town centre. It will enable physical access to the river as an extension to the public realm. An attractive new square with some retail will be located at the end of the 'Staines Cross' as it enters the site over the existing pedestrian bridge.

Opportunity Site Area: 2.53 ha

Local Plan Allocation reference: ST04/022 and ST04/023

Allocated capacity: 805 dwellings

Local Plan Timescale: years 6 – 10

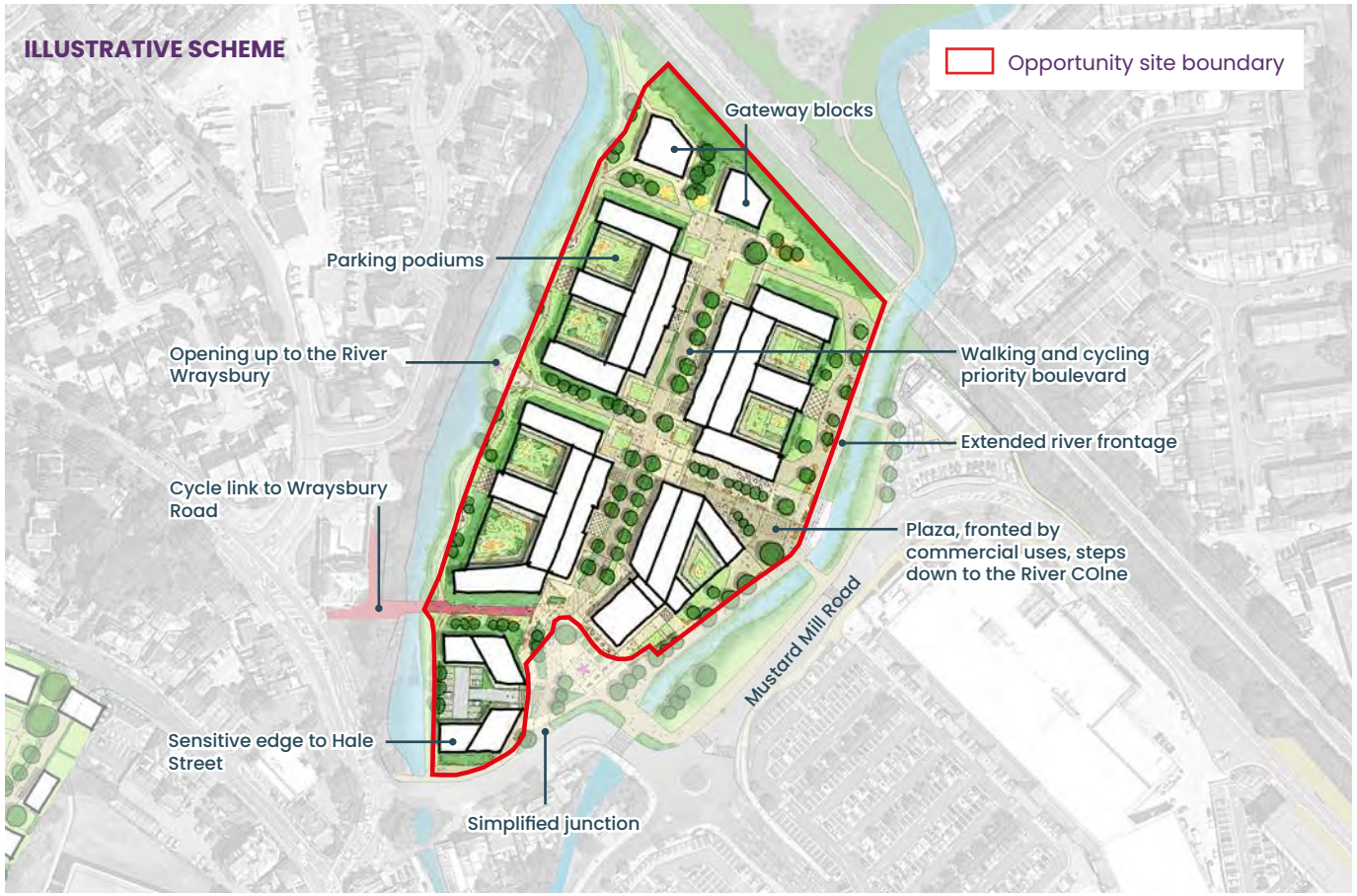
Key Potential Uses:

Residential

Ground floor and riverfront commercial and retail

Related Key Projects

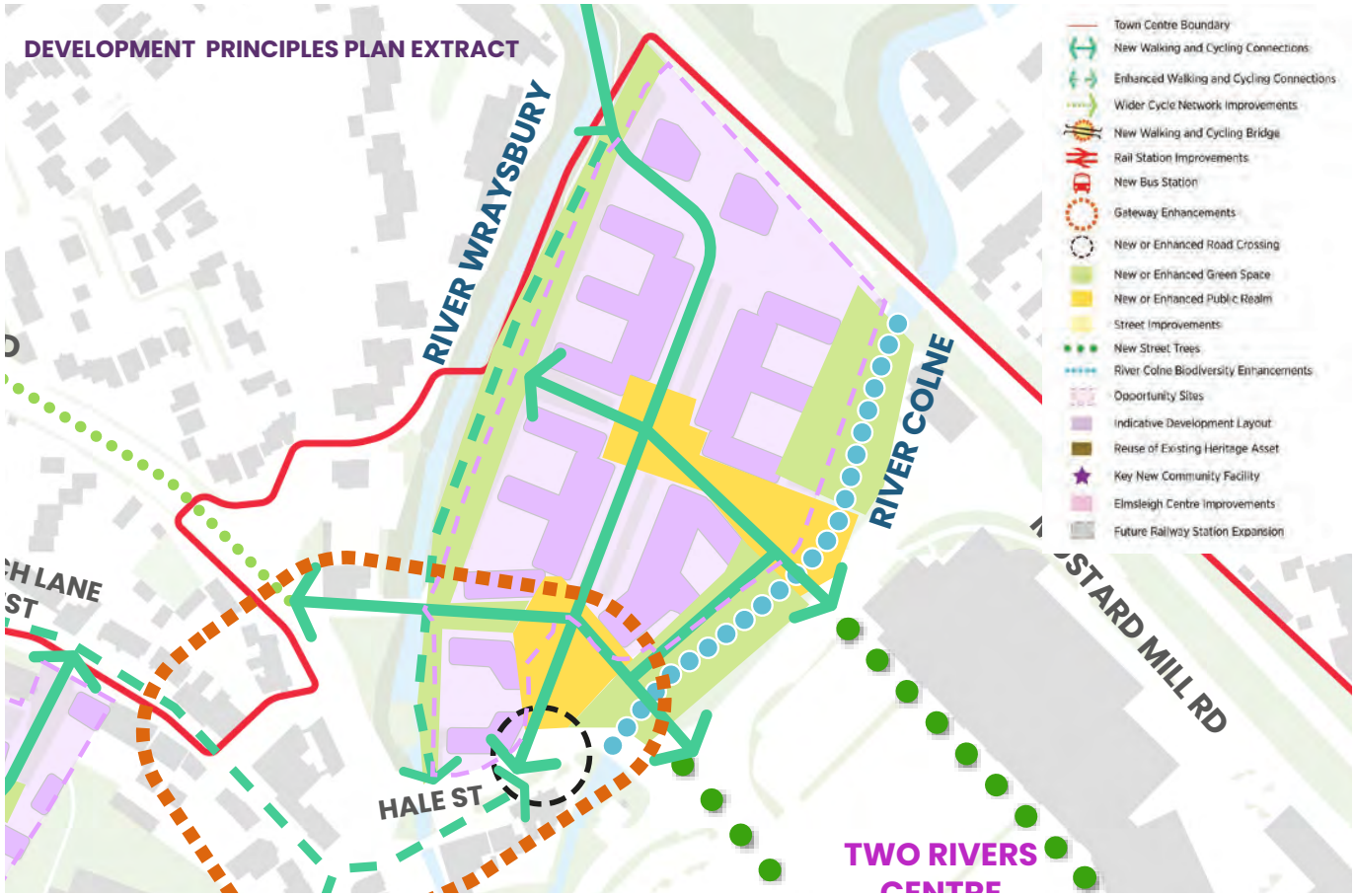
- Key Project 1: The Rivers
- Key Project 5: Street Transformations
- Key Project 6: Town Centre Gateways

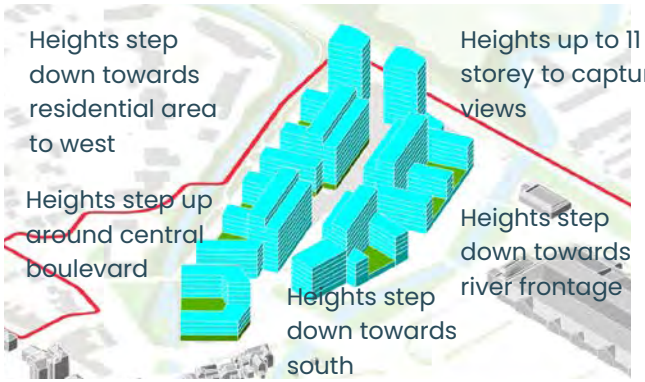












Key Design Considerations

- Walking and cycling priority along new streets, including a central boulevard, where vehicle movements are limited to servicing and parking access.
- Provides new connections including a cycle link to Wraysbury Road.
- New public realm that opens to the Rivers Colne and Wraysbury, with new leisure routes and open spaces along their length.

- Retail and commercial uses on the ground floor of buildings fronting a new piece of public realm that opens up to the River Colne and steps down to the water's edge.
- Greater massing north along the railway line, with building heights stepping down where there are neighbouring dwellings.
- Massing to be informed by a comfortable street scale, where increased heights are stepped back from the street frontage through the use of a 'shoulder' as set out in the Design Code.

- Taller buildings should provide interest and variation from a distance, with marker buildings at key locations that support legibility in line with the Design Code. Heights should step down towards residential area to west, to the Conservation Area to the south, and to the river frontages.

This is the site of the former Linoleum Works, a major employer and presence in the town for generations and a significant part of the town's intangible history. Whilst there is no real indication of the history of the site on the ground now, the redevelopment of this area provides an opportunity to provide a tangible connection to an important past. In developing a scheme;

- Provide points of interest or curiosity within the scheme, for example using lino pattern books to find patterns for building or public realm surface treatments, public art or bespoke street furniture which references the former use of the site;
- Provide better connectivity with the river to help re-establish the historic connection between the water and the site, with the river providing water for processing; and
- Use building, park or road names which directly relate to the former use of the site; these could be names of products, buildings or people previously associated with the linoleum works.

Station West

Vision and Opportunity

An integral part of the town centre proposals is the Station West site, which is currently occupied by Jewsons and industrial yards. It could be redeveloped to provide enhanced connectivity between the station and Staines Cross together with opportunities for new places to live and a neighbourhood park.

A comprehensive approach to development of the site is supported, enabling essential new infrastructure, new homes in an accessible location, and improvements to the railway station. The proximity to sustainable transport and the town centre means a wide mix of affordable homes and homes for older and younger people could be possible, with types such as duplexes and maisonettes also possible on the southern edge.

The linear park at the heart of the new neighbourhood could support play, community spaces, rest and relaxation and provide a continuous treed link from the station to town centre.

Opportunity Site Area: 1.36 ha

Local Plan Allocation reference: ST2/006

Allocated capacity: 343 dwellings

Local Plan Timescale: years 11 – 15

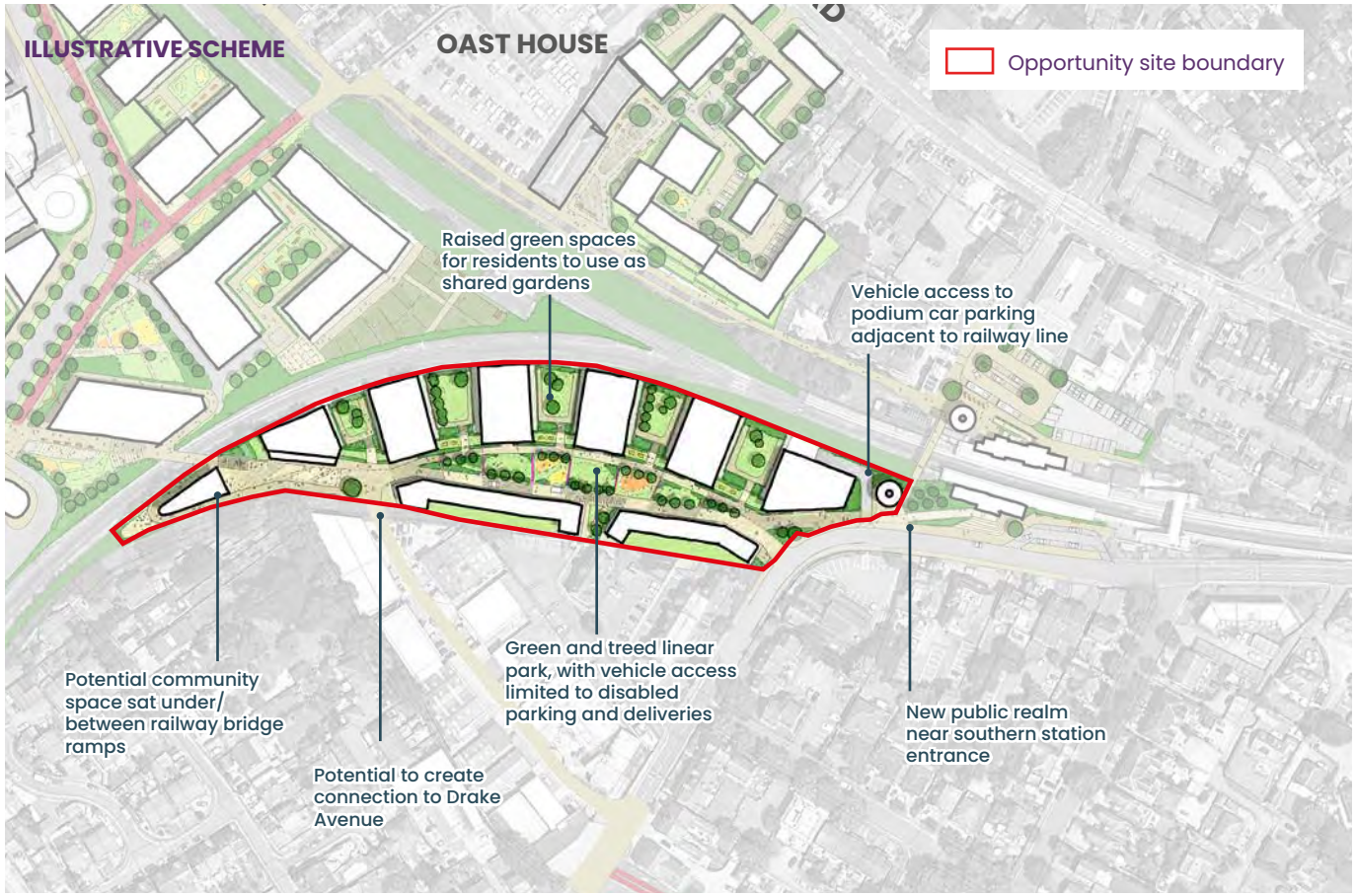
Key Potential Uses:

Residential

Ground floor commercial/retail close to station

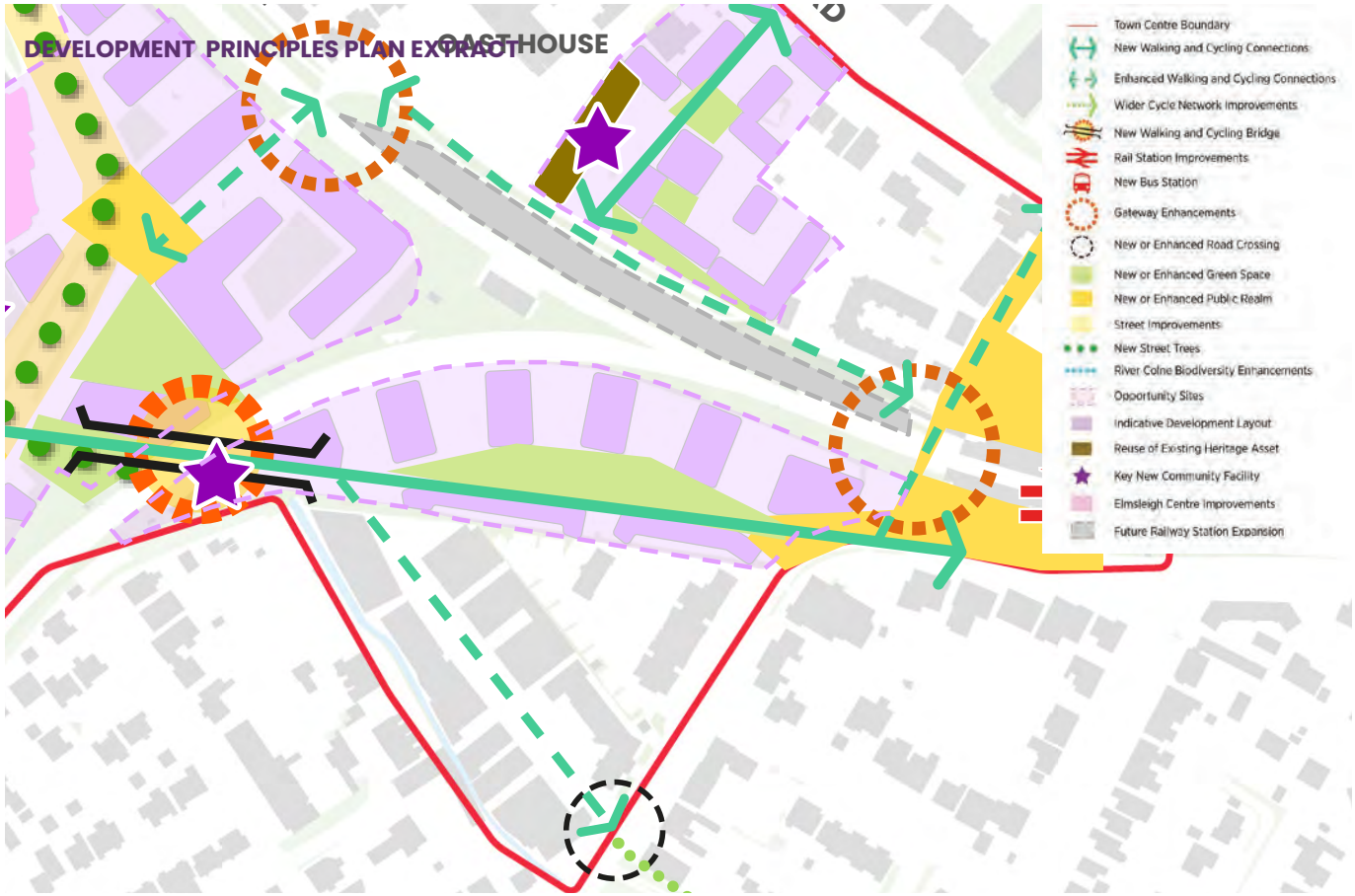
Related Key Projects

- Key Project 2: New Railway Bridge
- Key Project 4: Railway Station Improvements



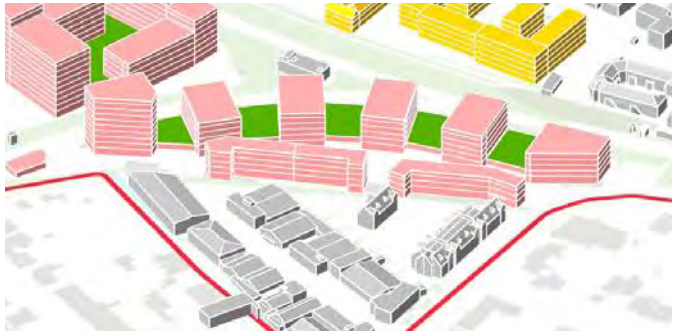






Key Design Considerations

- Retail and commercial frontage near the southern entrance of the railway station
- Heights dropping towards Gresham Road
- Heights rising to match potential development on Elmsleigh Surface Car Park
- Built form arranged to provide raised shared gardens between blocks, as set out in Spelthorne Design Code for 'Railway Edges' area type
- Creation of a new walking and cycling connection between southern station entrance and a new bridge across the railway towards the town centre, which doubles as a new green space.
- Residential car parking provided in podiums close to railway line
- Potential to use space created under railway bridge ramps to create community building
- Vehicle access to linear park limited to disabled parking, Network Rail service access and deliveries
- Vehicle access point the to railway line at the western end of the site to be retained



Heights step up towards town centre

Heights step down towards Gresham Road



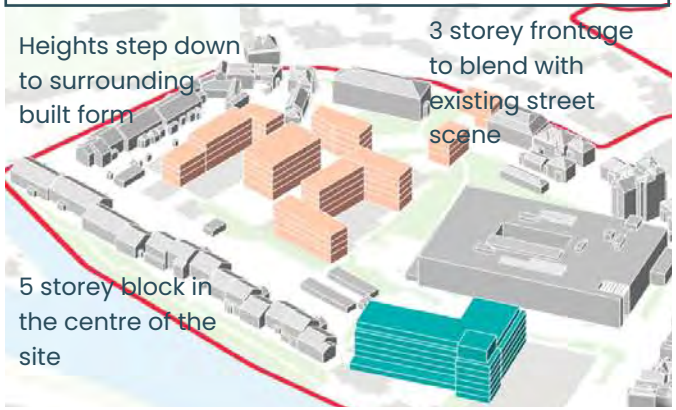
Staines Business Park

Vision and Opportunity

Located at the heart of Staines village, this site offers the opportunity to create an attractive urban village environment focused on small-scale spaces and an attractive mix of townhouses and finer-grain apartment buildings. It will open up a connection towards the south and the riverfront. It will make use of momentary views to St Mary's Church and will be subtly integrated into the street scene of Church St.

The public realm will be focused on creating a quiet and calm environment for residents, connected towards the river to the south and the village to the north. Small, intimate spaces with trees and high quality surface materials will be framed by 3-5 storey homes and apartments.

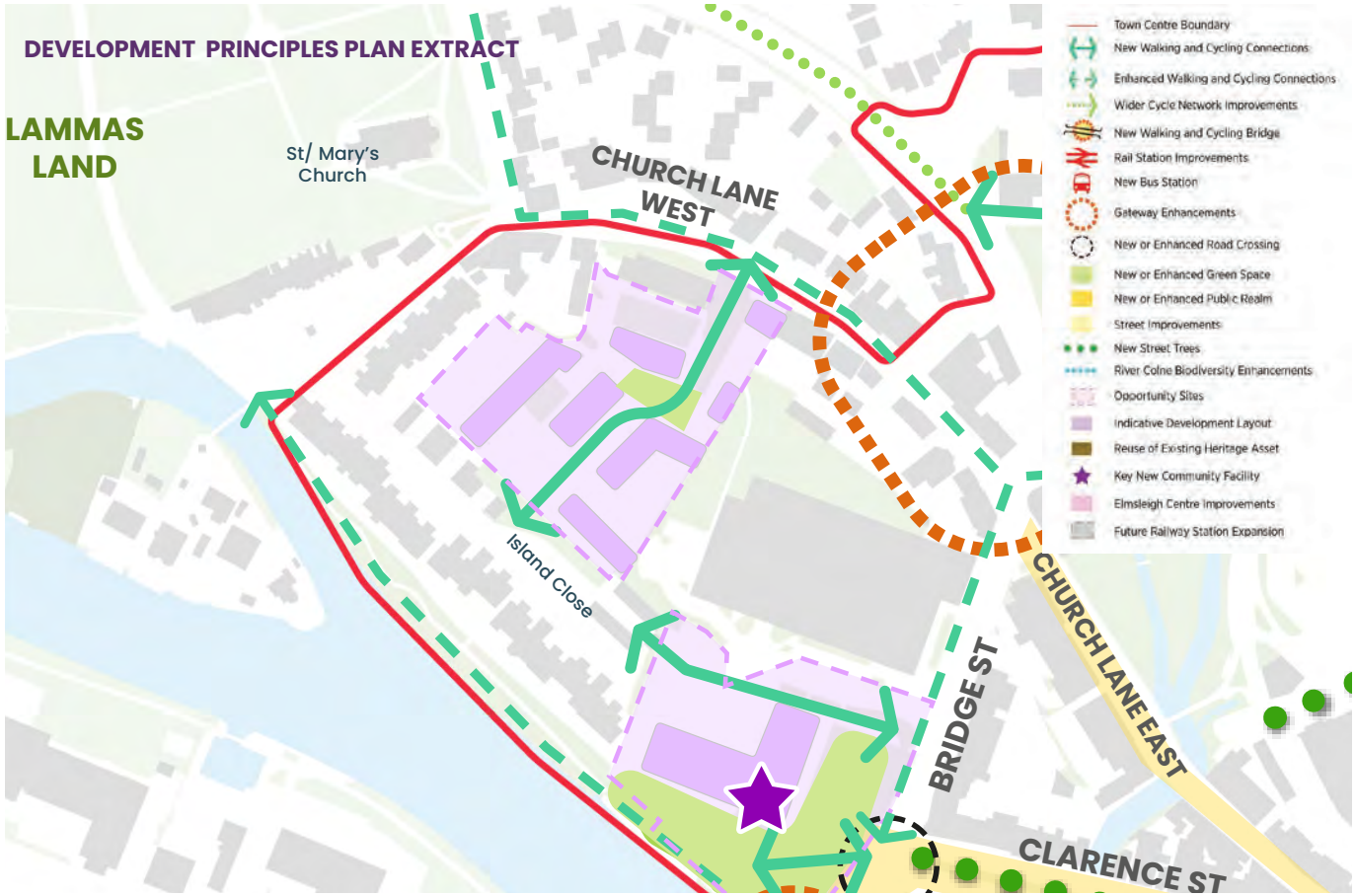
Opportunity Site Area: 0.88 ha
Local Plan Allocation reference: ST4/004
Allocated capacity: 100 dwellings
Local Plan Timescale: years 6 – 10
Key Potential Uses:
Residential











apparent on Church Street and Vicarage Road to embed the development in its historic surroundings;

- Provision of parking, away from the public realm, in courts well-related to their dwellings.

The site currently has a very poor historic and architectural relationship with the Staines Conservation Area. There are significant opportunities to better connect and reflect the historic development of this area of Staines. In developing a scheme the following should be considered;

- Look at innovative ways of providing a new contemporary phase of development which is of comparable quality to the conservation area, in effect adding a new layer of history;
- Use existing historic features bordering and within the site to create a sense of place, embedding the development within its historic surroundings - these could include the boundary wall to 114 Church Street, the locally listed 96 to 104 Church Street and the mature trees.

Key Design Considerations

- Building line and spacing along Church Street is continued.
- Orientation and arrangement, which avoids overshadowing neighbouring dwellings, and is of an appropriate massing.
- New walking and cycling connection, linking Church Lane to Island Close, with a pedestrian-first public realm.

- Intimate pocket spaces, with views to St Mary's Church reinforced in the layout.
- Frontage onto public realm, including both existing and new streets and spaces.
- Greater massing towards the centre of the allocated site, with a comfortable street scale preserved.
- Reflect the scale, massing and materiality of the tight-grained residential development character

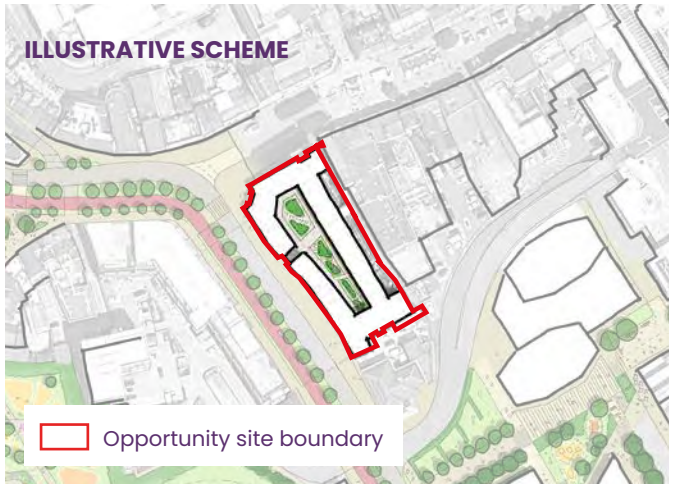
Former Debenhams Department Store

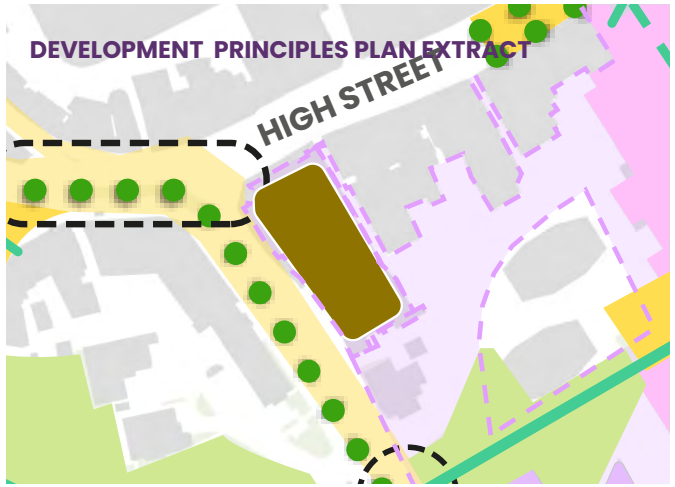
Vision and Opportunity

Debenhams is a valued existing building within the town centre. As a former department store it has deep floor plates which are challenging to convert to residential use. By retaining the existing facade, opening up the interior, and adding two storeys of set-back terrace development above, the essence of the original building and street scene can be retained whilst still providing new homes and ground floor retail. This approach provides a more sympathetic response to the location and street than developing taller 'towers' above the existing base.

The ground floor will be dedicated to retail and other active uses, reflecting its prominent position on the corner of Thames Street and the High Street.

Opportunity Site Area: 0.24 ha
Local Plan Allocation reference: ST4/019
Allocated capacity: 150 dwellings
Local Plan Timescale: Years 6 – 10
Key Potential Uses:
Residential
Ground-floor retail and commercial space
Potential Capacity:
70-80dw
Bespoke layout, 13-15dw per floor
On-site disabled parking
Residential parking to be located within redeveloped Elmsleigh area





CONCEPT DESIGN STUDY

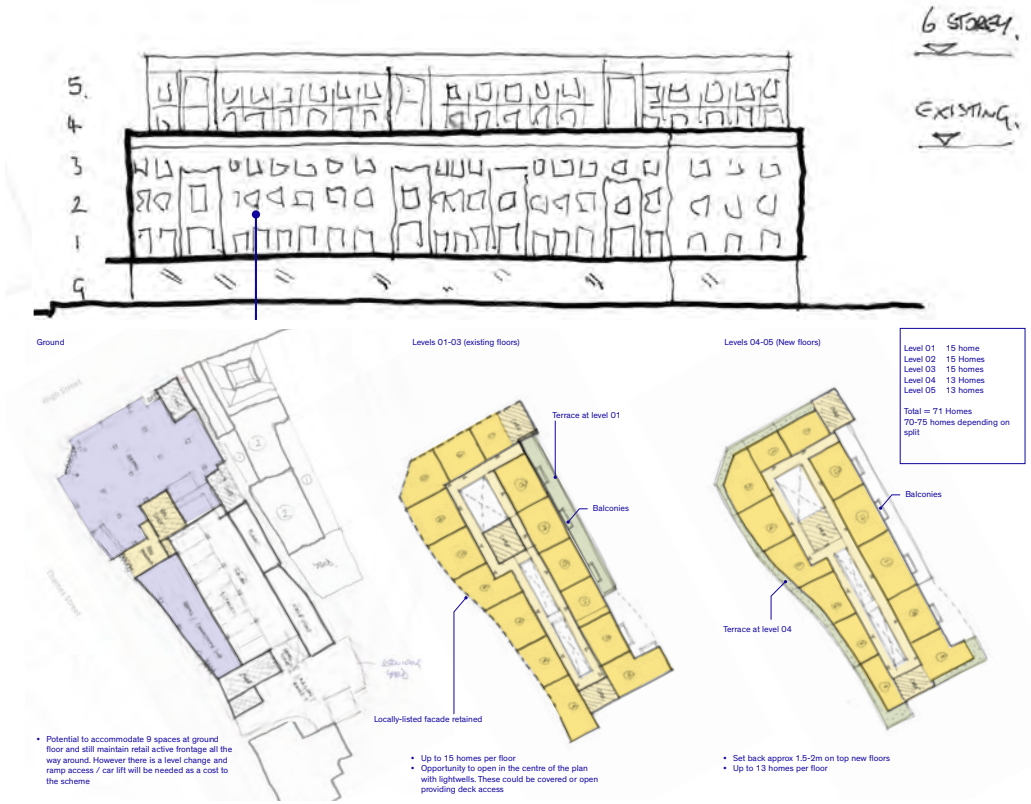


Figure 93 : Concept design study for Debenhams with apartments on upper floors arranged around an internal atrium

Key Design Considerations:

- Preservation of the locally listed façade, with the building retaining its role as a marker between the High Street, Clarence Street and Thames Street
- Enhanced frontage activation at the ground floor with new retail units along Thames Street and the High Street.
- Sustainable re-use of the existing structure where feasible
- Accommodate new dwellings above a commercial ground floor, including additional upper floors, set back from the building frontage.

The former Debenhams is locally listed and within the Staines Conservation Area. It is a local landmark with a strong communal memory. Its sinuous bow elevation to Thames Street is a good example of mid-century townscape which could be used to influence how other new development interfaces with modern public routes. In developing a scheme;

- Look to maintain its landmark presence on the corner of High Street and Thames Street, where it forms the gateway to the shopping area of the High Street;
- There is an opportunity to enhance the rear of the building and its service yard, which are of less architectural interest than the frontages, in a way which better integrates new development in this area.
- Innovative re-use of this key location that provides community and placemaking benefit is encouraged.



Oru Sutton - Coworking, café & restaurant, event space, yoga and wellbeing studios, nursery, rooftop community garden (Takero Shimazaki Architects)



Atriwm, Carmarthen - NHS services, university facilities, gym, soft play, adventure golf, go-karting, civic customer service centre (Camarthenshire County Council)



Mansfield Food Hall - Independent food vendors, cookery school, bars, community events, darts and recreation (ARC Architecture)



Southport Broadbents - Apartments, ground-floor commercial space, heritage restoration (APG Capital / WD Architects)

Figure 94 : Precedent examples of department store reuse and repurposing

Delivery

A considered and realistic approach to delivery is key to the implementation of the masterplan.This is supported by a key driver for development and investment in Staines-upon-Thames which is its planned growth.

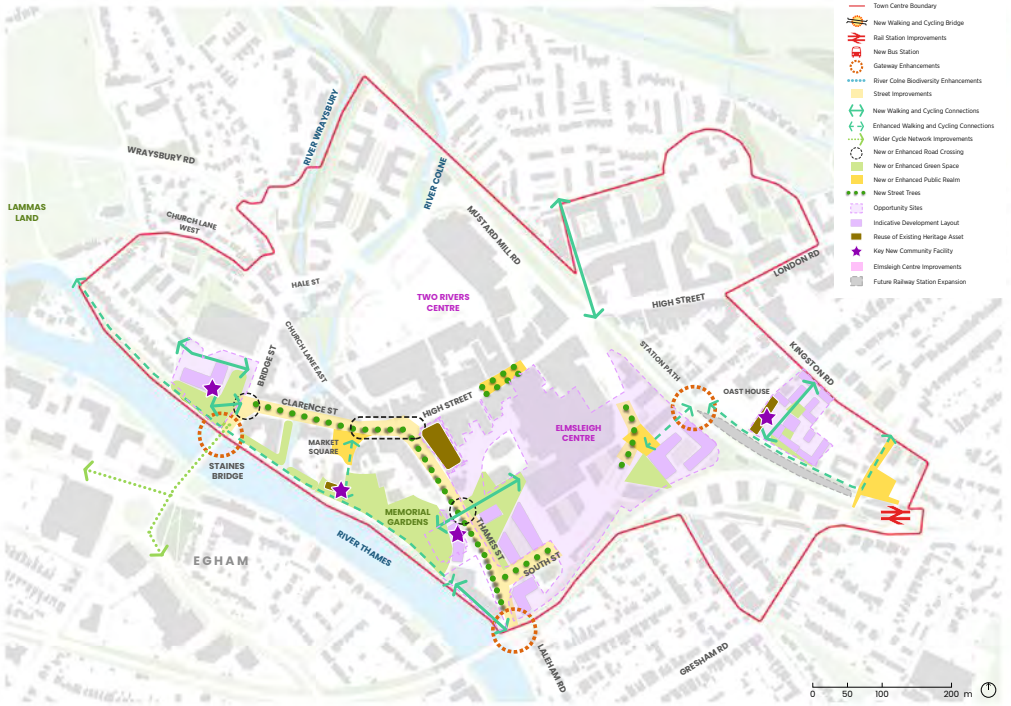
This chapter sets out an overall Delivery Framework for all identified strategies, projects and sites, followed by guidance on key aspects of delivery and long-term stewardship.

The Masterplan has been prepared during a period of Local Government Reorganisation, and with a conscious eye on the implications of this for implementation. By preparing this plan prior to the formal handover of powers to West Surrey Council, it is intended that the Masterplan guides future decision-making by establishing a clear ambition for the new authority, and identifyinh a set of projects and investment priorities to be brought into the new authorities' emerging plans.

Many of the projects identified have the potential to be delivered more effectively within a unitary authority, where decision-making for travel, highways, education and planning are combined into a single organisation.

Spelthorne Borough Council are currently a major landowner in the town centre, and several Opportunity Sites are owned by the council as assets, along with some key areas of open space and public realm. The council is currently reviewing its portfolio and how best to bring forward priority sites in the town centre, and the masterplan will inform this strategy.

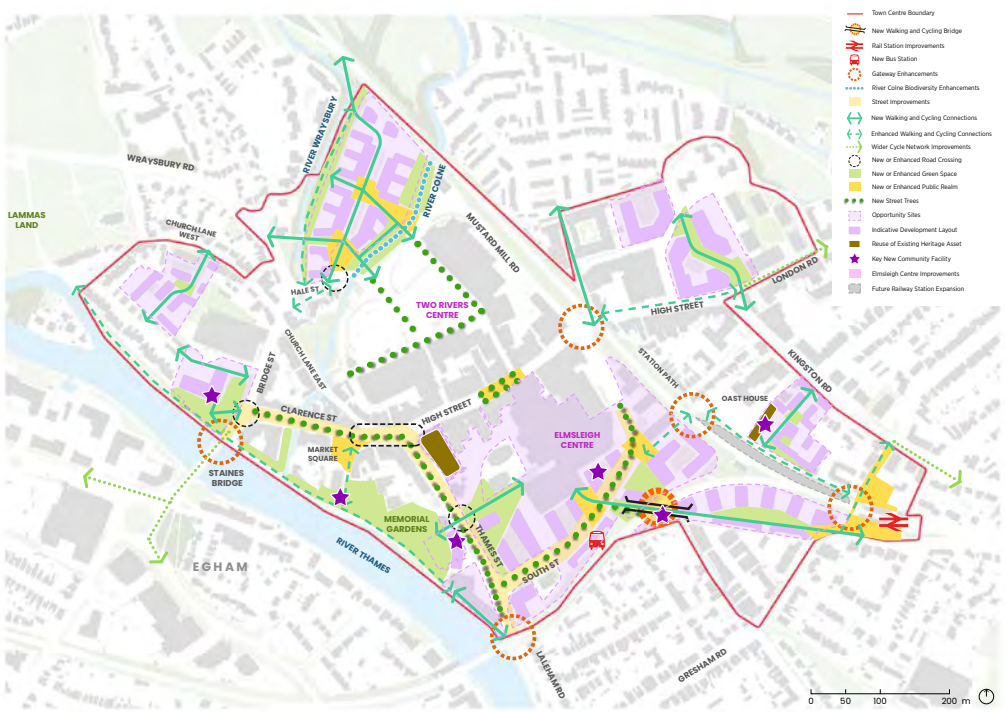
Short-Term Priorities



The following set of plans sets out an anticipated indicative phasing approach to the delivery projects, public realm and opportunity sites across the town centre.

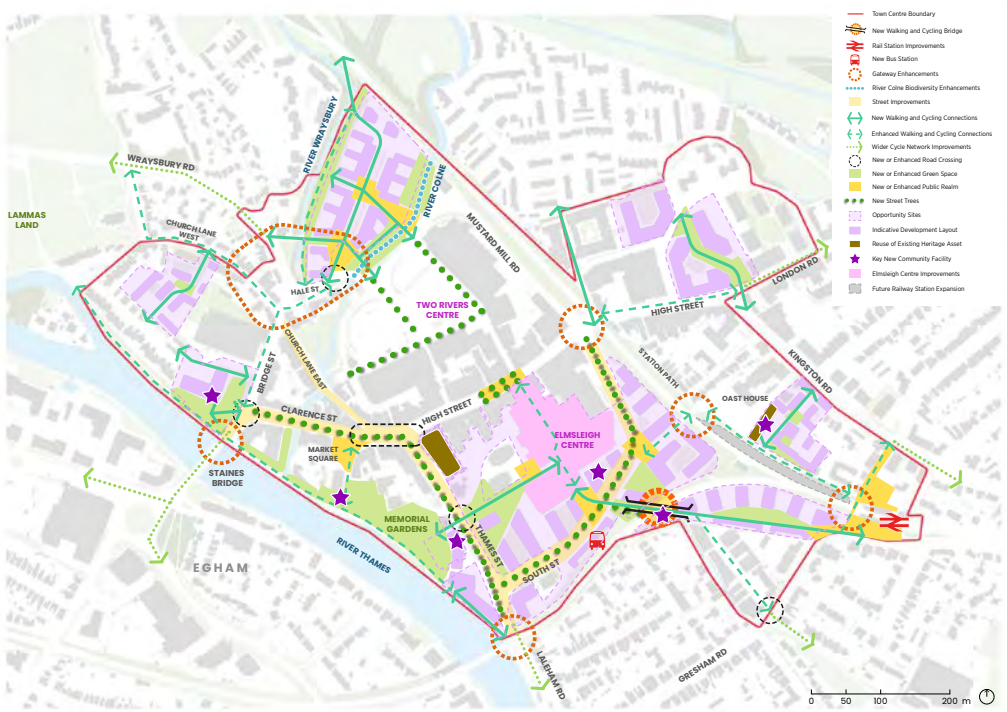
Short-term priorities, aligned with years 1-5 of the Local Plan, focus on high-impact public realm improvements and less complex development opportunity sites.

Medium-Term



Later development, aligned with years 6-10 of the Local Plan, is likely see a substantial proportion of Opportunity Sites coming forward for development, with a range of Key Projects such as the Railway Bridge delivered.

Long-Term



Longer-term development, aligned with years 11-15 of the Local Plan, would see aspirational public realm and connectivity improvements undertaken and the completion of development in and around the Elmsleigh Centre.

Unlocking the Elmsleigh Area

The Elmsleigh Area has a number of allocations and related Opportunity Sites, as well as Key Projects that benefit the whole town centre. Its regeneration will require careful engagement and co-ordination to ensure the opportunities are maximised and not lost through piecemeal development.

It is also necessary to retain flexibility in its delivery, responding to changes in market conditions and viability, and the importance of ensuring a viable and vibrant heart of the town centre throughout a period of change.

An indicative phasing plan for the successful unlocking of a regenerated Elmsleigh Area is shown below. This allows for further future phased redevelopment of the existing shopping centre should market conditions make this the preferable approach.

EARLY PHASES - PRIORITY DELIVERY SITES



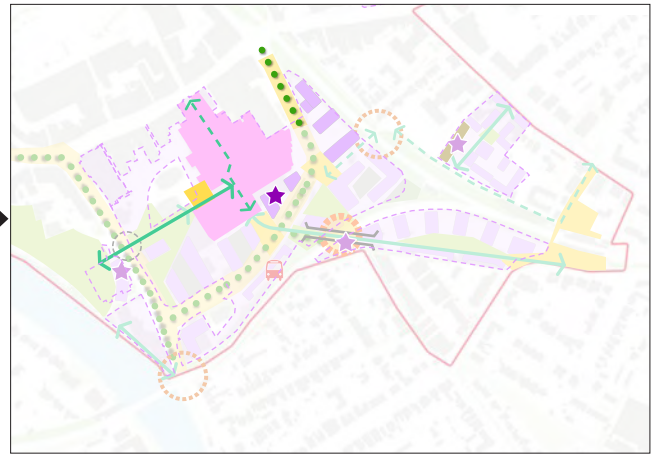
- Development of Tothill Car Park
- Development of eastern part of Elmsleigh Surface Car Park, with changed access to Elmsleigh Multi-Storey Car Park (MSCP)
- Development of the Oast House neighbourhood
- Phased Street Improvements as part of development sites
- Initial Memorial Gardens Improvements (ongoing)

LATER PHASES - STATION CONNECTION



- New Bus Station
- Redevelopment of current Bus Station
- New Railway Bridge
- Development of Jewsons Site
- Phased Street Improvements as part of development sites

FINAL PHASES - REFIT ELMSLEIGH CENTRE



- Remodelling of Elmsleigh to allow for new public realm, river connection and redevelopment of eastern section
- Improvements/refurbishment to the Elmsleigh Centre
- Development of remaining Elmsleigh Surface Car Park

In a 'Replacement Scenario', further phased redevelopment of the existing Elmsleigh Centre can occur from this point, should demand and investment exist

Figure 95 : Indicative phasing approach to redevelopment of Elmsleigh Area

Delivery Framework

The table on following pages sets out the Delivery Framework for the Masterplan, which identifies:

- Projects, policies and opportunity sites
- Anticipated timescales and priorities
- Lead organisation and key partners
- An anticipated delivery approach
- Anticipated funding streams
- Key next steps to achieving delivery

It is arranged by Policies identified in this document:

- Masterplan Strategies
- Key Projects
- Opportunity Sites

Timescale periods are broadly aligned with those set out in the Local Plan:

- Short-Term: Years 1-5 (2024/25-2029/30)
- Medium-Term: Years 6-10 (2030/31-2034/35)
- Long-Term: Years 1-5 (2035/36-2039/40)
- Throughout: from Years 1-15 (2024/5-2039/40)

Some projects will need further evidence and work before including in an updated Infrastructure Delivery Plan (IDP) in the future.

Potential Funding Sources

There are a number of potential funding sources available that the council or successor authority (West Surrey Council) will explore to deliver the masterplan. Some projects may be funded from a mixture of funding sources as appropriate, and major projects in the town centre are likely to use pooled funding from a range of sites and sources to enable delivery.

- Developer contributions secured through Section 106 agreements as part of planning applications, which are suitable for projects to mitigate the impact of new development in line with statutory regulations.
- Community Infrastructure Levy (CIL) on new development, which can be spent in line with the CIL regulations on town centre improvements
- Local Transport Fund capital funding for identified transport projects that deliver wider benefit, or funds from a future Bus Service Improvement Plan (BSIP).
- Funding from specific agencies such as the Environment Agency, Network Rail or Active Travel England for projects that provide benefit to that agency's remit, e.g. improvements to flood management or rail safety.
- Public realm-led regeneration funding such as UK Shared Prosperity Fund (UKSPF), Local Regeneration Fund / Successor Levelling-Up Funding
- Housing delivery funds administered by Homes England, e.g. Housing Infrastructure Fund, Housing Grant and Brownfield Land Release Fund
- National Lottery Heritage Fund which may fund projects that lead to heritage-led town centre renewal.

Site-specific infrastructure and public realm contributions will be considered through the planning application process in line with the Delivery Framework. References to developer contributions do not in themselves establish a requirement for CIL or S106 funding, and that any obligations sought will need to comply with the relevant statutory and policy tests at the time an application is determined.

Policy / Project	Location	Indicative Timescale	Implementation Lead & Key Partners	Delivery Strategy
Masterplan Strategies				
TC2/TC2a Streets and Spaces	Across town centre	Throughout	West Surrey Council Site Developers	Delivered through combination of site-level development and council-led public realm improvement schemes
TC3 Green and Blue Spaces	Across town centre	Throughout	West Surrey Council Site Developers	Delivered through combination of site-level development and council-led public realm improvement schemes
TC4 Connections and Movement	Across town centre	Throughout	West Surrey Council Site Developers	Delivered through combination of site-level development and council-led public realm and infrastructure improvement schemes
TC5 Heritage, Character and Built Form	Across town centre	Throughout	West Surrey Council Site Developers	Delivered through site-level development proposals
Key Projects				
TC6 The Rivers				
Memorial Gardens Improvements	Memorial Gardens	Short-term	West Surrey Council	Council-led phased improvement projects
Staines Bridge	Bridge Street Car Park	Short-term	Site developer	Site redevelopment, led by a site development partner
Rivers Colne and Wraysbury	ST4/023, ST4/024	Medium-long term	Private landowners Network Rail (level crossing improvements) West Surrey Council Environment Agency	Delivered as part site development of Two Rivers North Environment Agency involvement in potential improvements to River Colne Network Rail to deliver improvements to level crossing
TC7 New Railway Bridge	ST1/037, ST2/006	Medium-Term	West Surrey Council Network Rail Site Development Partner	Delivery of the railway bridge will need to be led by West Surrey Council as a major capital transport project, in collaboration with Network Rail as both site developers for ST2/006 and as infrastructure owners of the railway, and future site development partners of the Elmsleigh area.
TC8 Railway Station Improvements	Railway Station, North and South	North: Short-term South: Medium-term	Network Rail West Surrey Council	Delivered as a public realm improvement scheme to be led by West Surrey Council in collaboration with Network Rail as both infrastructure owners and site developers for ST2/006.
TC9 Bus Station	ST4/009, ST1/037	Medium-term	West Surrey Council TfL Site Development Partner	Delivered as part of phased site development of the Elmsleigh area.

Potential Funding Sources	Related Projects	Next Steps
Private sector developers Developer contributions Local transport capital funding	Key Street Transformations Railway Station Improvements All town centre opportunity sites	Ongoing: Informs determination of planning applications and all future public realm works
Private sector developers Developer contributions CIL	Memorial Gardens Improvements Rivers Colne and Wraysbury All town centre opportunity sites	Ongoing: Informs determination of planning applications and all future public realm works
Private sector developers Developer contributions Local transport capital funding	New Railway Bridge Key Street Transformations Town Centre Gateway Improvements All town centre opportunity sites	Development of detailed Monitor and Manage mechanisms for car parking Ongoing: Informs determination of planning applications and all future public realm works
Private sector developers	All town centre opportunity sites	Ongoing: Informs determination of planning applications and all future public realm works
To be included in an updated Infrastructure Delivery Plan Developer contributions (S106, CIL)	Elmsleigh Centre Area Opportunity Site Thames Street Improvements	Costed design proposals for phased change in Memorial Gardens Inclusion in future Infrastructure Delivery Plan
Site Development Partner	Staines Bridge Gateway Improvements	Identification of site development partner Planning application
Private sector	Two Rivers North Opportunity Site	Engagement with Environment Agency Planning Application for Two Rivers North opportunity site
The Council will explore external capital funding sources for major transport projects to unlock new homes and active travel connectivity, such as Housing Grant (MHCLG).	Station West Opportunity Site Elmsleigh Centre Area Opportunity Site South Street Improvements	Development of Evidence Base and Feasibility for inclusion in future Infrastructure Delivery Plan Identification of potential funding sources
Developer contributions Local transport capital funding Network Rail contributions	Station West Opportunity Site	Costed design proposals for phased change around Station Inclusion in future Infrastructure Delivery Plan
Private sector developers Developer contributions Local transport capital funding Future Bus Service Improvement Plan (BSIP)	Elmsleigh Centre Area Opportunity Site South Street Improvements	Development of Evidence Base and Feasibility for inclusion in future Infrastructure Delivery Plan Identification of potential funding sources

Policy / Project	Location	Indicative Timescale	Implementation Lead & Key Partners	Delivery Strategy
TC10 Street Transformations				
South Street / Thames Street	South Street, Thames Street, ST4/009, ST4/026, ST1/037	In stages, Throughout	West Surrey Council Elmsleigh Site Developers	Delivered as part of phased site development of the Elmsleigh area and Memorial Gardens.
Clarence Street	Clarence Street	Short-term	West Surrey Council	Delivered as a public realm improvement scheme to be led by West Surrey Council.
Mustard Mill Road	Mustard Mill Road, ST4/024, ST4/023	Medium-term	West Surrey Council Two Rivers North Site Developers	Delivered as a public realm improvement scheme as part of development at Two Rivers North.
Church Lane East	Church Lane East	Long-term	West Surrey Council	Delivered as a public realm improvement scheme to be led by West Surrey Council.
TC11 Town Centre Gateways				
Laleham Road	Laleham Road railway bridge, Victoria Gardens	Short-term	West Surrey Council	Delivered as a public realm improvement scheme to be led by West Surrey Council.
Staines Bridge	Bridge Street Car Park, Staines Bridge, Bridge Street	Short-term	West Surrey Council Staines Bridge Development Partner	Delivered as part of site redevelopment, led by a site development partner
Wraysbury Road	Wraysbury Road, Hale Street, Church Lane West, ST4/024	Long-term	West Surrey Council Two Rivers North Site Developers	Delivered as a public realm improvement scheme as part of development at Two Rivers North.
Iron Bridge/High Street	High Street railway bridge (Iron Bridge)	Short-term	West Surrey Council	Delivered as a public realm improvement scheme to be led by West Surrey Council.
Station Path	Station Path, ST3/004	Short-term	West Surrey Council	Delivered as a public realm improvement scheme as part of development at the Oast House.

Potential Funding Sources	Related Projects	Next Steps
Private sector developers Developer contributions Local transport capital funding	Elmsleigh Centre Area Opportunity Site Bus Station New Railway Bridge	Costed design proposals for street improvements Inclusion in future Infrastructure Delivery Plan Planning application(s) for redevelopment of areas encompassing or bordering identified areas of South Street and Thames Street for improvement
Local transport capital funding	Staines Bridge Gateway Improvements	Costed design proposals for street improvements Inclusion in future Infrastructure Delivery Plan
Developer contributions Local transport capital funding	Two Rivers North Opportunity Site	Costed design proposals for street improvements Inclusion in future Infrastructure Delivery Plan
Local transport capital funding		Costed design proposals for street improvements Inclusion in future Infrastructure Delivery Plan
Local transport capital funding		Costed design proposals for public realm improvements Inclusion in future Infrastructure Delivery Plan
Staines Bridge site developer (TC6) Local transport capital funding	Staines Bridge Key Project (TC6)	Costed design proposals for public realm improvements Inclusion in future Infrastructure Delivery Plan
Developer contributions Private sector/developer delivery through Two Rivers North Local transport capital funding	Two Rivers North Opportunity Site	Costed design proposals for public realm improvements Inclusion in future Infrastructure Delivery Plan
Local transport capital funding		Costed design proposals for public realm improvements Inclusion in future Infrastructure Delivery Plan
Developer contributions Local transport capital funding	Oast House Opportunity Site	Costed design proposals for public realm improvements Inclusion in future Infrastructure Delivery Plan

Policy / Project	Location	Indicative Timescale	Implementation Lead & Key Partners	Delivery Strategy
TC12 Opportunity Sites				
Elmsleigh Centre Area	ST4/009, ST1/037, ST4/026, ST4/028	Surface CP SE: Short-term Tothill CP: Short-term Developed in phases throughout	West Surrey Council Site Development Partner TfL Network Rail	Phased redevelopment of the site in close collaboration with West Surrey Council due to its important role in unlocking the potential of the town centre masterplan.
Oast House	ST3/004	Short-term	Site Development Partner	To be brought forward by a site development partner Delivery of a refurbished Oast House may need to be accomplished by a specialist development partner or led by the council.
Station West	ST2/006	Medium-term	Site Developers Network Rail	To be brought forward by the site owner/developer
London Road	ST3/012, ST3/014	Medium-long term	Site Developers	To be brought forward by the site owners/developers
Two Rivers North	ST4/023, ST4/024	Medium-long term	Site Developers	To be brought forward by the site owner/developer
Staines Business Park	ST4/004	Medium-term	Site Developers	To be brought forward by the site owner/developer
Former Debenhams	ST4/019	Medium-term	Site Developers	To be brought forward by the site owner/developer

Potential Funding Sources	Related Projects	Next Steps
Site Development Partner Wider infrastructure need from Centralised parking to serve wider sites supported by developer contributions	Bus Station South Street / Thames Street improvements New Railway Bridge Memorial Gardens improvements	Feasibility study of retrofit of existing shopping centre and potential development parcels Identification of site development partners Planning applications
Private sector/developer Additional funding sources may be needed to achieve the potential refurbishment of Oast House building	Station Path improvements	Identification of site development partner Feasibility study on refurbishment of Oast House Planning application
Private sector/developer	New Railway Bridge Railway Station Improvements (south)	Feasibility study on railway bridge Planning application
Private sector/developer		Planning applications
Private sector/developer	River Colne and Wraysbury Mustard Mill Road improvements Wraysbury Road gateway improvements	Planning application
Private sector/developer		Planning application
Private sector/developer		Planning application

Meanwhile Uses

With the scale of change proposed, there is scope for meanwhile uses to take place across parts of the town centre where redevelopment is occurring. Providing space for occasional community events and temporary uses aims to retain the vitality and success of Staines Town Centre, whilst providing unique and incidental spaces for the community.

Where meanwhile uses are proposed, they should:

- Be sited on underutilised and/or vacant land, buildings or spaces undergoing transformation.
- Not compete unreasonably with existing town centre businesses, having regard to the potential benefits and impacts on neighbouring uses.
- Work with and support local communities, providing opportunities for community groups, local businesses, artists and educational institutions, for example, to participate in the delivery and operation of projects.
- Consider opportunities for both commercial and community uses, informed by local need and market demand.
- Support the maintenance of activity, vitality and footfall within the town centre during periods of redevelopment and change.
- Enhance perceptions of safety through active occupation and animation of vacant spaces and buildings.
- Be flexible and adaptable, capable of accommodating a range of uses and activities, such as cultural programmes and recreation.
- Act as a catalyst for future development, encouraging experimentation of future land uses, public realm interventions and business models before permanent implementation.
- Seek to contribute to urban greening, through temporary planting, drainage and/or habitat creation where appropriate.
- Ensure accessibility and inclusivity of spaces.
- Avoid prejudicing the comprehensive redevelopment of a site or wider masterplan. This includes clear messaging on the permanence of uses.

Temporary uses of space for street food or other activities





Markets and fairs can enliven temporarily unused spaces

Exhibitions, play spaces or other events can be set up



Stewardship

Development proposed within the masterplan will enhance the existing public realm and open spaces as well as delivering a diverse range of new spaces and green infrastructure. Preserving its quality and condition for the long term requires effective stewardship. Planning for long term stewardship of community assets, including its financing and governance structure must be considered from the outset if a successful and sustainable outcome is to be achieved.

Existing areas of public realm and streets will be retained in public ownership and management. Opportunity sites that deliver new public spaces, active travel-focused streets and green infrastructure will need to develop stewardship strategies for these newly-created assets.

In the past it was common for the Council, together with its partners to adopt and manage new community assets (including the green and blue infrastructure and other community facilities) which were delivered through development. However, in light of ever-increasing public sector financial constraints and the ongoing pressures on the Council's resources this model of long-term stewardship is no longer the preferred option of the Council in the majority of circumstances.

With a broad range of stewardship models and funding opportunities available, it is not possible to adopt a 'one size fits all' approach. The most appropriate stewardship option for a development will vary depending on the scale, location and community assets provided and must be agreed on a case-by-case basis. Community stewardship models are encouraged and will be supported.

Nevertheless, the Council recognises that a community stewardship model requires sufficient level of development to create a natural community focus or where there is adequate scale of on-site community assets to manage. In circumstances where the scale of development is not sufficient to support a community management stewardship model, a private management company solution may be considered acceptable. Where this is the case, proposals will need to demonstrate that the private management company proposed will:

- be run in a way that ensures residents have and retain a key governance role,
- maintain openness and transparency,
- be focused on the local development and the maintenance of the environment in
- the longer term with surpluses reinvested for such purpose,
- provide a quality service at a reasonable cost over the longer term,
- allow for residents to take control in the longer term should this be their ambition.

At design stage it is important to recognise the factors which will impact upon the long-term stewardship of a space. The Spelthorne Design Code sets out requirements for the town centre, and design should consider::

- Quality and longevity of materials selected, with particular attention and higher quality required in high-traffic and high-visibility areas
- Any need for future intrusive work to access utilities, where access solutions should be provided or materials selected to allow for replacement
- Choice of planting species and landscape design to minimise onerous maintenance regimes
- Early engagement with the relevant authority should be undertaken to establish relevant design standards and requirements, and suitability of proposed concepts and detailed implementation plans.
- Materials should be selected on the basis of longevity and low lifetime maintenance costs, rather than initial capital cost. Materials with higher long-term maintenance costs will attract higher commuted sum or endowment requests should they be adopted by the local authority.



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Appendix A
Summer 2026 Exhibition Outcomes

Public Exhibition and Consultation

During July and August 2026, an exhibition of the emerging masterplan proposals and ideas was held online via the council's Commonplace website, and in-person at Staines Library. Two drop-in events were held, one on the High Street and one in Staines Library, to allow for in-person discussions. Over 400 people attended these two in-person events, and there were over 3000 visitors to the online exhibition platform.

167 responses were received from the community, statutory stakeholders and other stakeholders. On average, via the main survey, 72% respondents rated their support for the Masterplan overall a 4 (support) or 5 (strongly support).

The most important objective identified across surveys was 'Improving the quality of our places and spaces', and the proposals which were supported the most were 'More open green space'. The key project people felt would have most potential to improve the town were 'Railway station improvements'.









Figure 96 : Public exhibition in High Street

Key Areas of Feedback

Green space and riverside improvements

- Residents strongly supported improvements to the riverside, including connections to the river and making better use of waterfront spaces.
- Desire for the riverfront to become the focus of the town.
- Support for more greenery, additional tree planting suitable for future climate conditions, better connections to Staines Moor and the creation of more wild or natural spaces.
- Good maintenance of existing public spaces was considered just as important as delivering new projects.

How the masterplan has responded:

- ▲ Additional detail on how Staines can be better connected to wider green networks such as Staines Moor and Colne Valley Regional Park
- ▲ More emphasis on the use of watersports as part of the Memorial Gardens offer





Infrastructure

- Concern around whether local infrastructure can support future growth,
- Traffic congestion remains a key issue
- Participants also raised concerns about parking provision, particularly the future of the Two Rivers and multi-storey car parks
- Improvements are desired for public transport, including better links to Woking, Guildford and Heathrow, potential inclusion in London Zone 6, and upgrades to the bus station
- The station was identified as a key gateway requiring regeneration and priorities included improving the public realm around the station, strengthening links to the town centre and ensuring any improvements are future-proofed to accommodate long-term growth and changing travel patterns.

How the masterplan has responded:

- ▲ Further clarity on how wider infrastructure provision is being handled (e.g. Education, Health etc) outside of the Masterplan (e.g. in Infrastructure Delivery Plan)
- ▲ Further testing on proposals for main traffic routes around town centre
- ▲ Monitor and Manage Strategy for future scenarios on car parking
- ▲ Details for improvements to main gateway ‘pinch points’



Higher-density development and housing provision

- Mixed opinion on taller buildings: some accepted height if it is well designed but many are concerned about preserving the town's skyline and avoiding inappropriate development
- Desire for Staines to remain a riverside town and not become a high-rise urban centre
- Participants requested greater transparency around how height-related decisions are made.
- Support for delivering of more affordable housing alongside a greater variety of housing types.
- Protecting existing communities, businesses and valued buildings was seen as important when planning future development.

How the masterplan has responded:

- ▲ References to Spelthorne Design Code sections on well-designed taller buildings
- ▲ Diagrams around where and why taller buildings have been located



Delivery, implementation and confidence in process

- A significant minority of respondents expressed some degree of scepticism about delivery
- The dominant concern was not that the vision was wrong, or that the Masterplan's aspirations aren't generally supported, but that Staines has seen previous strategies, proposals and promises that either changed, weakened or never materialised.
- There were some doubts about whether developers would follow the Masterplan or whether key elements such as design quality, green space and height controls could be weakened over time.
- Stakeholders questioned funding, accountability, monitoring and who would ensure delivery and sought assurance that infrastructure would be delivered alongside growth
- Some respondents raised concerns about future governance and decision-making, especially in the context of West Surrey and Local Government Reorganisation and whether it would continue to support and implement the vision.
- Uncertainty was expressed about the Masterplan's influence, with some respondents questioning whether it would carry sufficient weight in planning decisions

How the masterplan has responded:

- ▲ Delivery Plan with a focus on early priorities and change, meanwhile uses, and long-term stewardship
- ▲ Development of development management policies which will be adopted as a Supplementary Plan, part of the overall Development Plan



Town Centre Leisure and Culture Offer and Investment

- Many stakeholders emphasised the need to attract more visitors and investment into the town
- Support for enhancing the town square area, Old Town Hall and former Debenhams site.
- Suggestions included strengthening Staines' identity as a market town through independent retailers, permanent market stalls and potentially outlet shopping opportunities.
- Stakeholders wanted a wider range of facilities and activities to support different age groups and interests.
- Suggestions included study spaces, SEND-friendly facilities, cultural venues, theatres, live music and comedy events, an outdoor cinema, playgrounds, riverside restaurants, historical trails, blue plaques and leisure attractions such as bowling, arcades, laser quest and running facilities.
- More public toilets were also identified as a priority.

How the masterplan has responded:

- ▲ A Heritage Placemaking strategy to reveal and celebrate Staines' heritage in design of public realm and places
- ▲ Identification of where key new uses could go



Flood and environmental protection

- Flood risk, including groundwater flooding, remained a significant concern, with specific concerns raised about proposals at the Bridge Street car park site.
- Flood risk sought to be addressed much more explicitly before major development proceeds.
- Stakeholders also emphasised the need for sustainable and healthy development, including measures to address overheating, air pollution and climate resilience through increased shade, tree planting and features such as solar canopies.

How the masterplan has responded:

- ▲ Design Principles for managing groundwater flow in Staines town centre
- ▲ Guidance on use of SuDS in public realm and green spaces
- ▲ Strategy for the location of floodable/flood-resilient landscapes in open spaces



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Appendix B
Historic Development

Historic Development

Staines as a settlement likely had origins in the Roman period. The settlement grew up around a river crossing of the Thames and Colne, probably at what is now the western end of the High Street. The rivers are instrumental in the development of Staines, not only through providing the need for a crossing but also as a transport route, water to support settlement, power for mills and water for processing in various industries.

During the medieval period Staines became more prominent as an important settlement. It is recorded in the Domesday Book in 1086 as a relatively large settlement held by Westminster Abbey. A market was established in Staines by 1218, with a Friday market being held in Staines until the 19th century. This made Staines a focal point of the local area with people converging on the town on market days, contributing towards its growth as a market town as more people took advantage of the footfall to sell wares and services. The market and related development appears to have been focused around the area south of the Church, close to the bridge and around what is now Market Square and the western end of the High Street.

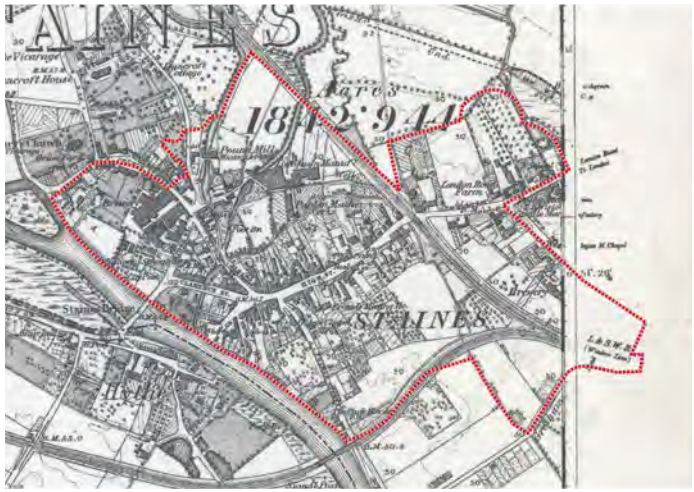


Figure 97 : **1881** - Emerging industry to the north of the town centre

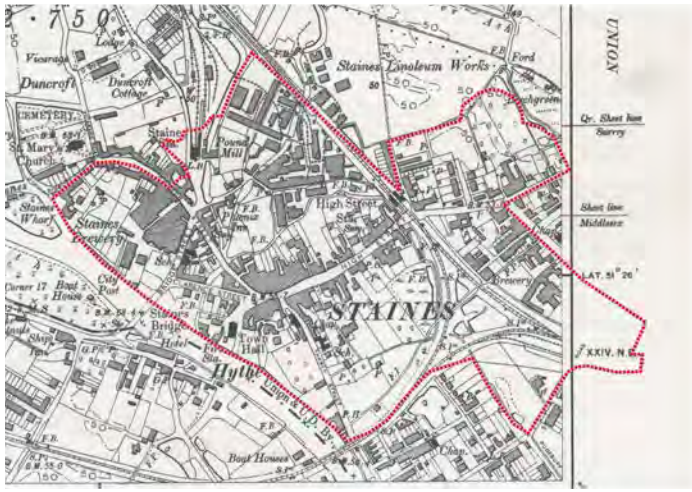


Figure 98 : **1900** - Substantial industry to the north of the town centre, new railway connections, and increasing channelisation of watercourses

The town itself grew up around Church Street and the western end of the High Street until the 19th century, with the town described in 1675 as a “well built town”. Staines became a coaching town as well as a market town. This resulted in the establishment of numerous coaching inns and posting houses, where horses related to the postal service were stabled, in the town.

It was this status as an important coaching town which was one of the contributing factors to the growth of the High Street and the extension of the town to the east from around the river and Church Street along the coach road. By the 1842 Tithe Map this growth along the High Street is visible. This Tithe Map also shows the replanning of the western end of the town with the rebuilding of the church and bridge and the laying out of Clarence Street and Bridge Street. However it still shows the historic layout of what is now Market Square to the south of the junction between Clarence Street and High Street. In the 19th Century the arrival of the railways enabled the development of industry, powered by the water that ran through the town into the Thames. The Staines Lino factory expanded to the north of the High Street, connected to the railway lines and rivers to provide energy and carry away waste. The railways provide connectivity and are built at the edge of the town at the time, but cut the town centre off from its hinterland and emerging neighbourhoods that are catalysed by the arrival of the railway.

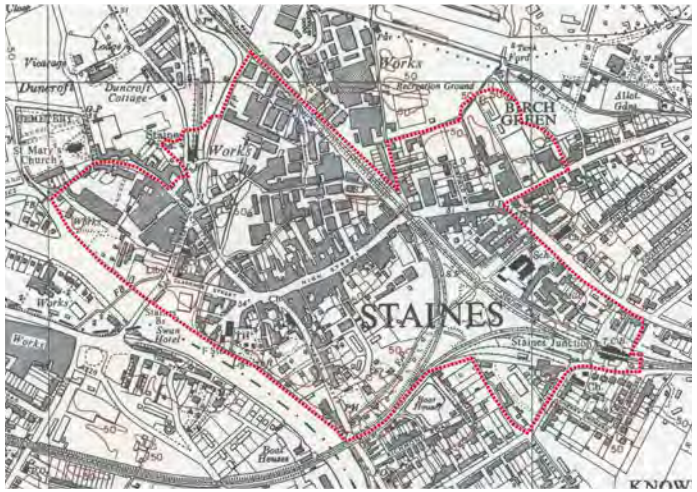


Figure 99 : **1960** - Maximum extent of industrial area. Area around the river Thames is populated by scattered buildings and the backs of

Industry in Staines was established with the mills mentioned in the Domesday Book, the majority likely related to corn or other grain. There were two fulling mills in the later medieval period. Brewing became a large industry in the town, again located due to the easy access to water which was required in the brewing process. Brewhouses are recorded at several dates between 1301 and 1839, however the malting trade was thought to have been considerable before being overtaken by the brewing trade in the 18th century. Large breweries were established in the 18th century.

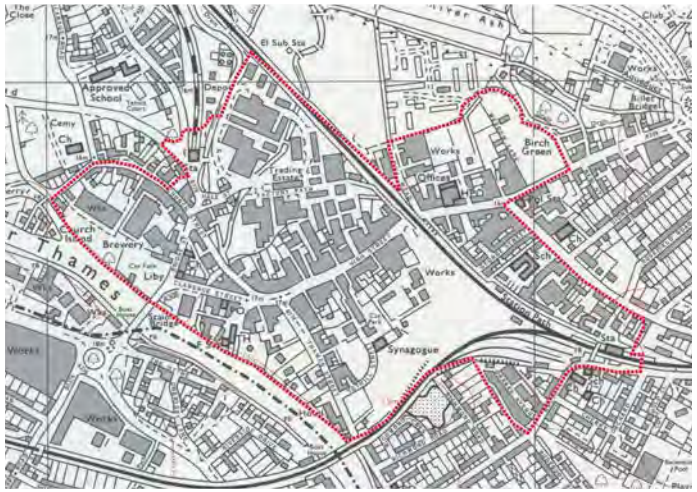


Figure 100 :**1974** - Decline of industry begins. Railway curve removed and the area to the southeast is prepared for development, on an area historically prone to flooding.

The mapping between 1910 and 1947 shows limited changes in the Masterplan Area, although the area around the town centre continued to expand. Pevsner notes in Middlesex edition of The Buildings of England, first published in 1951, the population of Staines grew from 6,000 in 1901 to 39,000 in 1949. Although not obvious in the mapping the High Street continued to evolve during this period with new buildings replacing older ones on the same plots. To an extent the High Street retains the character of the pre and inter-war period, although with notable earlier buildings and later infill buildings.

The River Thames running past the town has always been 'backed onto' - being a place of industry and a place to dispose of waste and the results of industry. It is only in more modern times that it has been seen as a leisure and recreation asset for the town.

It is the latter part of the 20th century which saw the most comprehensive changes to Staines since the 19th century. This was driven by a number of factors: the decline in industry, the post-war building boom, proximity to London and the expanding Heathrow Airport. Due to the development of vinyl flooring, the last major industry and employer in Staines, the Linoleum Works, closed in 1973.

The area to the south-east of the High Street remained primarily undeveloped until the late 1970s, when today's Elmsleigh Centre was built, along with South Street and the highway infrastructure of this area. In the latter part of the 20th century and early part of the 21st century, shopping has continued to be the primary commercial activity within the town, which has seen the construction of the Two Rivers shopping centre along with the extensive surface car parking which was built in 2002 on the former Linoleum works site.



DAVID LOCK ASSOCIATES



STAINES
MASTER PLAN
future focused, locally shaped

November 2026

Appendix C
Glossary

Glossary

TO BE COMPLETED



DAVID LOCK ASSOCIATES