



EPSOM AND EWELL MASTERPLAN

Allies and Morrison
Urban Practitioners
September 2019

The key principles



Delivering design quality



New development that is 'of Epsom'



An emphasis on green



Epsom as the urban centre of the borough



A family friendly community



Creating new places and communities



Accessible and supported communities



Better growth, Better places, Even Better Borough

View looking towards a reimagined Stoneleigh train station, with The Station Pub on the left of the illustration. What role might electric bike and car hire services play in helping to meet such pressing housing needs?



View looking south along East Street towards Epsom Town Centre. Improved cycle infrastructure and public realm could help encourage more active lifestyles and reduce the need for private vehicle use, reducing the need for residential parking.



EXECUTIVE SUMMARY

The need

Epsom and Ewell is a thriving Green Belt borough which, like many other locations, is facing an acute housing shortage, particularly of affordable homes. Important decisions need to be made on how these pressing housing needs can best be met. Correctly considered choices will almost need to be made. But with them, exciting opportunities for new growth and investment, for new homes, jobs and the infrastructure that will support them, will undoubtedly emerge.

Government policy changes and guidance has resulted in a new 'standard method' for calculating the minimum number of homes needed for an area. For Epsom and Ewell this works out to be 579 new dwellings every year and 9,843 homes over the plan period. This is a very significant increase in the recent rates of housing growth the Borough has been working with.

The challenge

The scale of the challenge facing the Borough is apparent when comparing the potential housing capacity of known opportunity sites (46 hectares) with the land required to meet the identified need.

Even if all housing needs were met through developments with an average housing density of 60 dwellings per hectare (dph), a total of approximately 164 hectares of land would be needed - an 118 hectare shortfall. A housing density of 60 dph would require a mix of apartments and houses and is higher than the density of most previous suburban housing areas of the Borough.

It is very clear that all new development must make the most efficient use of urban land to help meet these needs. New developments will need to exceed prevailing densities to help meet the challenging level of housing need. It is also clear that land beyond the urban area will almost certainly be required.

The Masterplan

This document sets out the Masterplan, an overarching strategy which has the potential to deliver good growth changes across the borough. It proposes that all growth across the borough will be guided by a set of strategic placemaking principles as follows:

- Delivering design quality
- New development that is 'of Epsom'
- An emphasis on green
- A family friendly community
- Epsom as the urban centre of the borough
- Creating new places and communities
- Accessible and supported communities
- Better growth, better places, better Borough

These principles have been informed by the rich character across the borough and ensures all new homes will be supported by the key ingredients that make successful and attractive places to live and spend time. High quality green spaces, shops, services and jobs in easy reach, walkable neighbourhoods, excellent public transport networks and high quality design will underpin Epsom and Ewell's committed approach to placemaking.

The Strategy

The masterplan comprises six strategic themes that address a range of interlinked growth opportunities, establishing a Borough-wide development framework. The masterplan and document are organised by these six strategic themes as follows:

- Epsom Town Centre
- Other centres and stations
- Principal movement corridors
- Strategic employment sites
- Intensification of the urban area
- Urban edge / the Green Belt

The Borough will take a 'centres, stations and corridors first' approach to concentrating growth, maximising opportunities to deliver new housing. Epsom Town Centre, Stoneleigh and Ewell East will be critical to helping meet this need as the most sustainable locations in the Borough.

Visualising the Future

The document also visualises how Epsom and Ewell might look in the future. Taking each of these strategic themes, visualisations are presented of how specific locations in the Borough might grow and change to ensure future local housing, employment and community infrastructure needs are met.

All development will be well supported by infrastructure and services that contribute towards an attractive and healthy Borough that is of benefit to existing and new residents alike.



CONTENTS

PART A

1 INTRODUCTION AND BACKGROUND

1.1	Introduction	1
1.2	Local plan context	1
1.3	Need and purpose of the study	3
1.4	Scale of the issues and the Urban Capacity Study	3
1.5	Epsom Future40 consultation	5

2 EXISTING CHARACTER AND IDENTITY OF THE BOROUGH

2.1	Historical evolution of Epsom and Ewell	6
2.2	Built character	11
2.3	Socio-economic character	15
2.4	Natural character	17
2.5	Key borough attributes as influences on future character	18

PART B

3 VISUALISING FUTURE GROWTH

3.1	Introduction	23
3.2	Principles and the strategy for growth	23

4 EPSOM TOWN CENTRE

4.1	Introduction	27
4.2	Why is it a sustainable location?	27
4.3	How can the area grow whilst retaining identity?	28
4.4	What type of development will be appropriate?	28
4.5	What form of development will be most appropriate?	29
4.6	Opportunities to improve existing conditions	29

5 OTHER CENTRES AND STATIONS

5.1	Introduction	37
5.2	Why is it a sustainable location?	39
5.3	How can the area grow whilst retaining identity?	39
5.4	What type of development will be appropriate?	40
5.5	What form of development will be most appropriate?	41
5.6	Opportunities to improve existing conditions	42

6 PRINCIPAL MOVEMENT CORRIDORS

6.1	Introduction	47
6.2	Why is it a sustainable location?	47
6.3	How can the area grow whilst retaining identity?	48
6.4	What type of development will be appropriate?	49
6.5	What form of development will be most appropriate?	51
6.6	Opportunities to improve existing conditions	51

7 STRATEGIC EMPLOYMENT SITES

7.1	Introduction	55
7.2	Why is it a sustainable location?	57
7.3	How can the area grow whilst retaining identity?	57
7.4	What type of development will be appropriate?	58
7.5	What form of development will be most appropriate?	58

8 INTENSIFICATION OF THE URBAN AREA

8.1	Introduction	61
-----	--------------	----

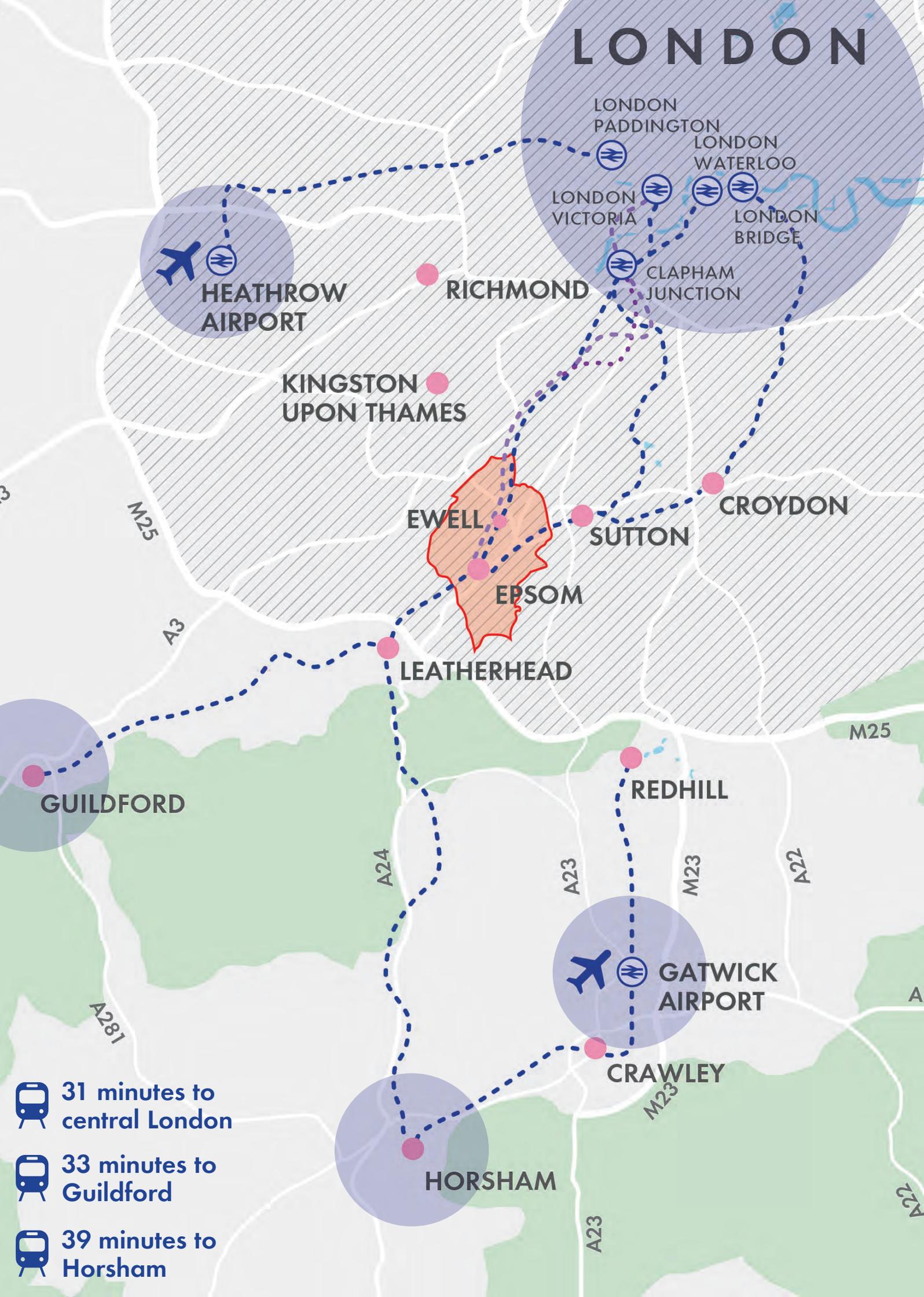
9 BOROUGH-WIDE DEVELOPMENT FRAMEWORK

11.1	Borough-wide strategy	65
11.2	Reflecting on capacity	67

PART A

introduction and
context...

Epsom and Ewell
today



LONDON

LONDON
PADDINGTON
LONDON
WATERLOO

LONDON
VICTORIA
LONDON
BRIDGE
CLAPHAM
JUNCTION

HEATHROW
AIRPORT

RICHMOND

KINGSTON
UPON THAMES

EWELL

EPSOM

SUTTON

CROYDON

LEATHERHEAD

GUILDFORD

REDHILL

GATWICK
AIRPORT

CRAWLEY

HORSHAM

 31 minutes to
central London

 33 minutes to
Guildford

 39 minutes to
Horsham

1 INTRODUCTION AND BACKGROUND

1.1 INTRODUCTION

- 1.1.1 Epsom and Ewell Borough Council is a thriving Green Belt borough known for its attractive towns and villages. The borough has many listed buildings and a network of conservation areas. The valued and highly attractive landscape that makes up the Epsom & Walton Downs and Epsom Common provides access to the Surrey Hills Area of Outstanding Natural Beauty (AONB) that lies just outside of the Borough to the South. It is a popular location with major businesses and employers, excellent schools and colleges, a highly regarded University (the UCA) and very good transport connections to and from London.
- 1.1.2 Epsom and Ewell Borough is also an area with an acute shortage of housing. Some big decisions need to be made across Epsom and Ewell over the next 20-30 years. The housing crisis is rapidly rising up the political agenda. Nationally, local planning authorities are under increasing pressure to demonstrate how housing needs will be met through the allocation of sites. Developments in urban areas which are already well served by community and transport infrastructure will need to be very carefully designed to ensure the very best use is made of land to meet pressing local needs. New typologies (types of homes e.g. flats, terraces, detached houses) will be required.
- 1.1.3 The national planning system is full of apparent contradictions and contrasts. The system is there to protect the amenities of residents, the setting of important historic buildings and the character of our cities, towns and countryside. It also places a duty of Council's to ensure sufficient land is identified to meet the needs of a growing population and economy. This inevitably raises challenges and tensions. Ultimately, the planning system is there to ensure planning decisions are made in the wider public interest.
- 1.1.4 Community and stakeholder engagement play an essential role in the day to day operation of the planning system. Engagement helps to hold all those involved in planning decision making to account and the wide-ranging views expressed during consultation and engagement ultimately leads to better decisions being made by those with the authority and responsibility to do so.

1.2 LOCAL PLAN CONTEXT

- 1.2.1 Epsom and Ewell Borough Council is in the process of preparing a new Local Plan for the period to 2032. Identifying the potential scale of, and locations for, new housing and other forms of development across the borough to meet identified needs is a priority issue for the Local Plan. Having a clear view on the infrastructure required to support this growth is equally important.
- 1.2.2 The Council undertook an initial public engagement exercise in September 2017 during which a range of issues and strategic options were put forward. The focus of this stage was to highlight to those who live and work in the borough the scale of the challenge facing the council. Principal amongst these issues is the need for the Council, through the local plan process, to find sites and land suitable for the provision of over 9,000 new dwellings in line the Governments' assessment of need.
- 1.2.3 Whilst more than half of the land in the borough is urban, or previously developed, land, about 40% of it is covered by the Green Belt. The tightly drawn Green Belt boundaries around the borough's towns, villages and residential areas place make the challenge of finding suitable sites and land all the more difficult.
- 1.2.4 The housing growth options considered in 2017 revolved around the different ways housing needs could be met across the Borough. Consideration was given to the amount of land that might be required and the housing densities that might be required to satisfy that need.



University
for the
Creative Arts
Epsom

HEATHCOTE
ROAD

1.3 NEED AND PURPOSE OF THE MASTERPLAN

1.3.1 This study has two principal purposes as follows:

- It sets out a high-level borough-wide development framework for Epsom and Ewell which will be used to help promote sustainable forms of development taking account of existing infrastructure and levels of accessibility.
- It presents visualisations of how Epsom and Ewell might be developed to ensure future housing needs are met in line with the set of key principles that will shape high quality, well designed places and communities across the Borough. Taking each of these principal strands from that development framework, visualisations are presented of how specific locations in the borough might be developed to ensure future local housing, employment and community infrastructure needs are met.

1.3.2 The report has been prepared to help the process of Local Plan preparation and will be used as part of the evidence base from which the new Plan can emerge.

1.4 THE SCALE OF THE ISSUES AND THE URBAN CAPACITY STUDY

1.4.1 The most sustainable locations for development are those located within the existing urban area which already benefit from access to good infrastructure and services. Opportunities for new development in the existing urban areas of the borough must be maximised. This will help to limit the need to look beyond the existing urban area for land to ensure housing needs are met.

1.4.2 However, a review of housing needs and high-level assumptions on the level of housing they might yield does suggest that land beyond the urban areas will need to be considered if the Borough is going to meet its housing needs.

1.4.3 The new Local Plan will cover the period between 2015-2032. The revised National Planning Policy Framework (NPPF) and Planning Policy Guidance (PPG) published a 'standard method' for establishing the minimum number of homes needed for an area. The calculated need for Epsom and Ewell is 579 dwellings per annum. This works out to be 9,843 dwellings up the year 2032.

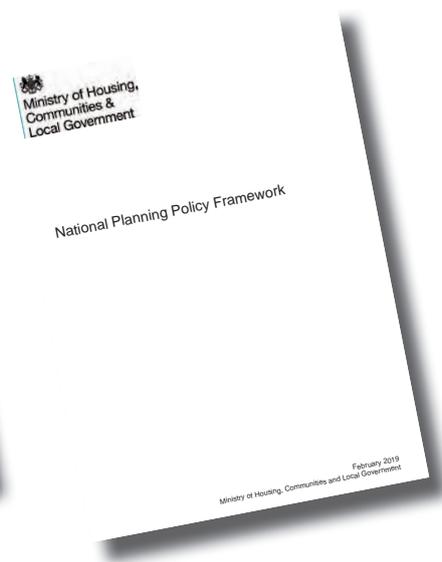
1.4.4 The adjacent diagrams present these figures in the context of the land within the borough. Around 40% of the borough's land is designated as Green Belt. Within the 1,850 Ha of land within the urban area, the sites known to represent potential development opportunities cover only 46 Ha of land. Some of this land is however located in major centres and would be suitable for higher density development.



Epsom and Ewell 2040 consultation flyer, July 2018



Making the Efficient Use of Land - Optimising Housing Delivery, May 2018



Revision to the National Planning Policy Framework (NPPF), February 2019



almost half of the borough is Green Belt

579 new homes each year

New Local Plan December 2021



2,900+ people contributed to the Future40

65% of overall need is for affordable homes



Crossrail 2 due to stop at Epsom in early 2030s



2 bedroom affordable homes are in most demand

1.5 EPSOM FUTURE40 CONSULTATION

Overview

- 1.5.1 Future40 is a council lead engagement initiative to develop a long-term strategic plan for Epsom and Ewell. This will help to influence the wide range of council initiatives, programmes and strategies it is required to prepare and review – including the Local Plan.
- 1.5.2 The Future40 feedback has helped to articulate a community-based understanding of what has made the Borough and its neighbourhoods the thriving and unique places they are today. Feedback has been organised by five draft key themes, as follows:

- Green and vibrant;
- Opportunity and prosperity;
- Cultural and creative;
- Safe and well; and
- Smart and connected.

Key messages

- 1.5.3 The study revealed the following on what people consider to be the Borough's key strengths:
- The great parks and open spaces
 - Location and connectivity
 - Excellent education offer
 - Rich history and heritage
 - The Racecourse and racing industry
 - Creative Industries (UCA, Laine Theatre Arts etc.)
 - Retail centre and being a Market Town
 - Long association with health and wellbeing
- 1.5.4 People are most concerned about:
- Traffic, congestion and the dominance of motor vehicles
 - The borough being regarded as declining / unkempt/ unwelcoming/ old fashioned / uninspiring
 - Risks to the high street with changing shopping habits

- Lacking a coherent identity for the borough
- Lack of affordable housing for local people & workers
- Lack of affordable workspaces for new business
- Lack of safe cycle routes and adequate bus services
- Growing anti-social behaviour
- Insufficient facilities for young people
- Inability to retain talented young people & young professionals
- Protecting the environment including biodiversity and clean air quality

Reflections for the masterplan

- 1.5.5 The findings are directly relevant to the masterplan. A number of key messages emerge which it will be important to take account of as the borough plans positively to the need to meet housing and economic growth needs. Key issues to take account of can be summarised as follows:

- New development should deliver high quality green space as an integral part of major schemes;
- There is a need for ongoing and increased investment in transport infrastructure, particularly in view of the rapid technological changes being made in this sector;
- There remains a pressing need for family friendly sized units and developments, but these should not be included in the most sustainable and central locations;
- New development should ensure safe and sustainable new neighbourhoods are created which are fully integrated with the network of communities and settlements across the borough. This will ensure the best use is made of existing infrastructure, and existing residents benefit the most from the provision of new infrastructure delivered by new developments.
- New developments should place high value on the importance of the Borough's existing historic character as this is something that is highly valued by existing communities.

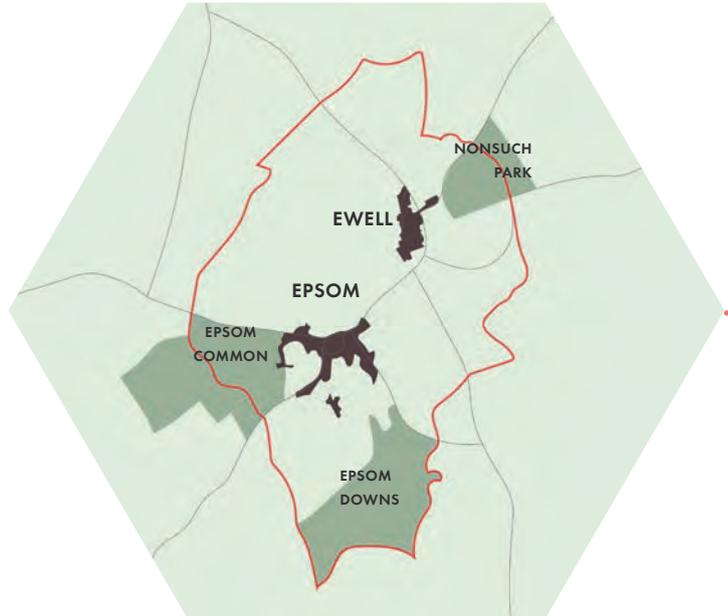
2 EXISTING CHARACTER AND IDENTITY OF THE BOROUGH

Two distinct settlements, Epsom and Ewell, have their roots in the period between the 5th - 11th centuries. These settlements formed part of the Cophorne Hundred and Hundred Court which were prominent administrative jurisdictions within Anglo-Saxon England.

early 1800s

2.1 HISTORICAL EVOLUTION OF EPSOM AND EWELL

- 2.1.1 The Borough of Epsom and Ewell has a fascinating history, partly due to its geology and position on the spring line on the edge of the London clay and North Downs chalk. It was these springs which attracted prehistoric inhabitants to the borough, a Roman settlement and during the 17th century the establishment of Epsom as a spa town. The Spa and the Horse Racing on Epsom Downs made Epsom a popular place and many large grand houses were built during and after this period.
- 2.1.2 Later periods of growth can be seen on the adjacent historic plans, where the introduction of the railways and inter-war expansion of the borough can be observed. This historic trajectory illustrates that growth is an ongoing process. Planning for the next phase of growth in the borough is part of a continual process of change and renewal. In order to help strengthen the borough's identity in the future, the historic character of the existing borough must however play an important role in shaping development.



Timber boards is a feature of a number of older buildings

Key public spaces and springs are evidence of key moments in history

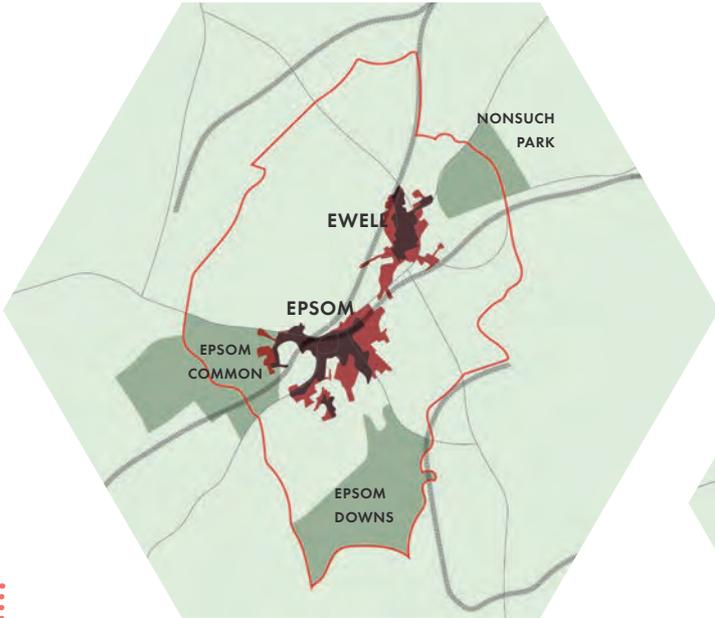
RICH ANCIENT & MEDIEVAL HISTORY

VERNACULAR

Stone generally reserved for churches and important buildings

Flint used on historic churches and some residential homes

PAST

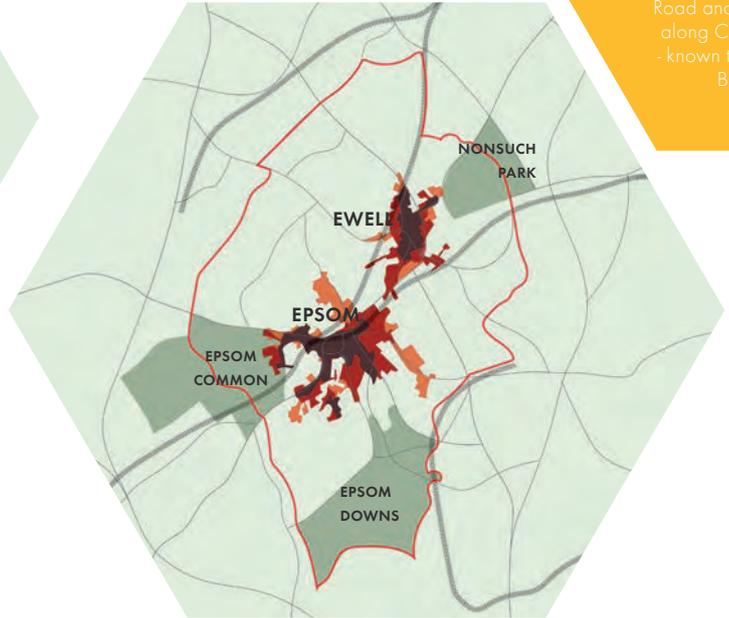


late 1800s

Railway lines are built to serve the Epsom Downs Racecourse, with termini at Epsom Downs and Tattenham Corner. The Horton Light Railway was built around 1905, as a branch from the main line near Ewell West Station.

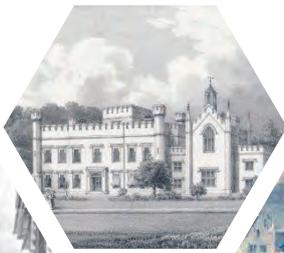
early 1900s

The town of Epsom begins to expand northwards along Hook Road and southwards along Church Street - known today as the B284.



The use of red brick for fronts or surrounds is typical

Stone or contrasting brick for details



GEORGIAN

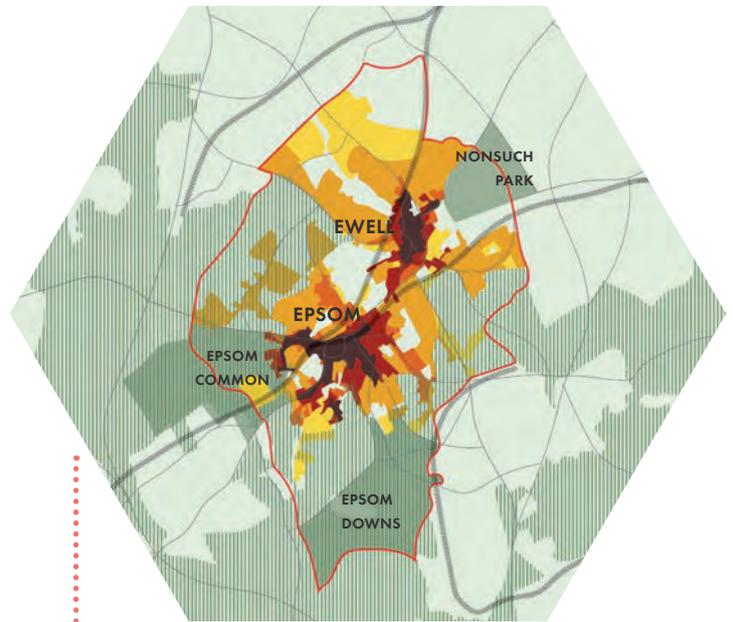
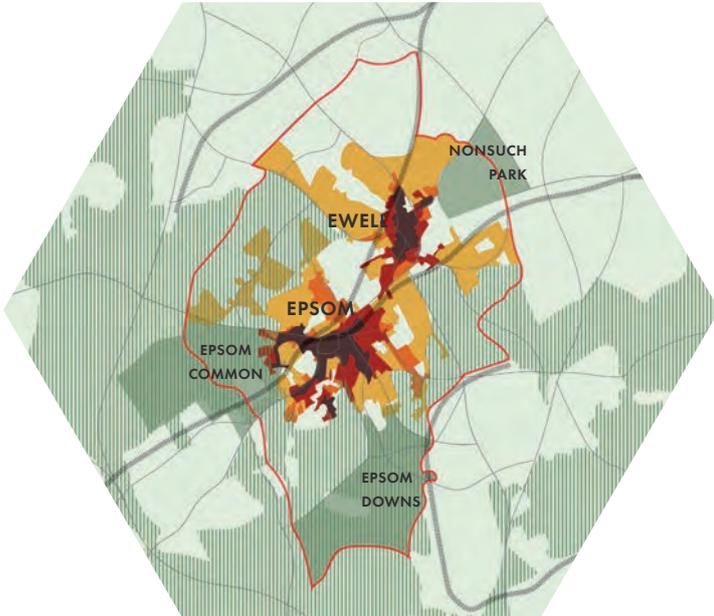
VICTORIAN / EDWARDIAN

Corner quoins and grand sash windows are a distinct feature of Georgian architecture



This is a major period of urban growth for the borough. Stoneleigh Station opens and homes are developed here. Both settlements begin to converge along the East Street / A24 axis. The Green Belt is designated in 1935. Ewell Village expands eastwards along Kingston Road and westwards along Cheam Road towards Sutton.

late 1930s



1960s

Considerable post-war expansion to the north of Ewell beyond Stoneleigh and to the south of Epsom beyond the Epsom General Hospital at the Woodcote Estate. Flats in Epsom such as Pitt Place and Sandown Lodge are built.



Diversification of materials and use of machined brick



INTERWAR

POSTWAR

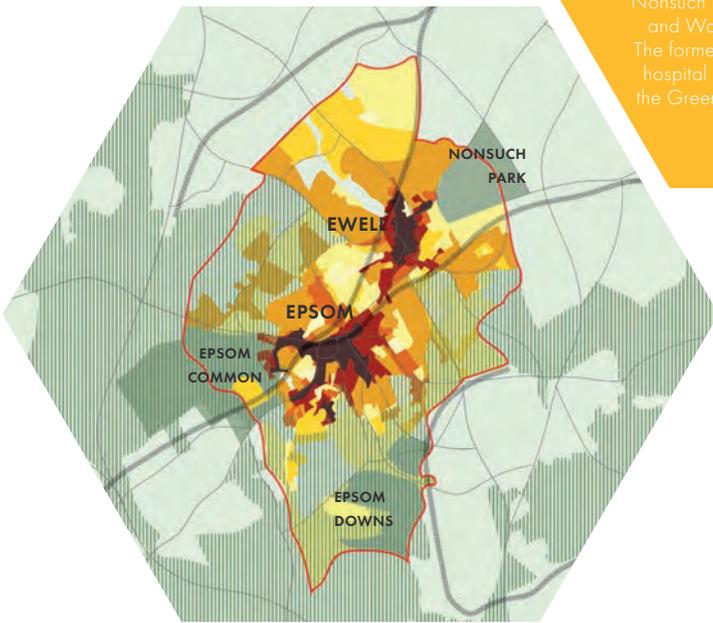
PRE MILLENNIAL



Simple features and consistent materials with an emphasis on green space

2019

Development has now reached the northern and eastern extents of the Borough boundaries adjacent to Nonsuch Park, Banstead and Epsom and Walton Downs respectively. The former Victorian and Edwardian hospital complexes that are within the Green Belt are redeveloped for housing.



FUTURE

Where should new development be located for the next phase of Epsom and Ewell's growth? The borough has a significant housing target and the Green Belt is a significant constraint.

What should new development look like? Development over the decades has varied in style, quality and density. New homes will need to take account of existing character in order to enhance the future character of the borough.



RECENT

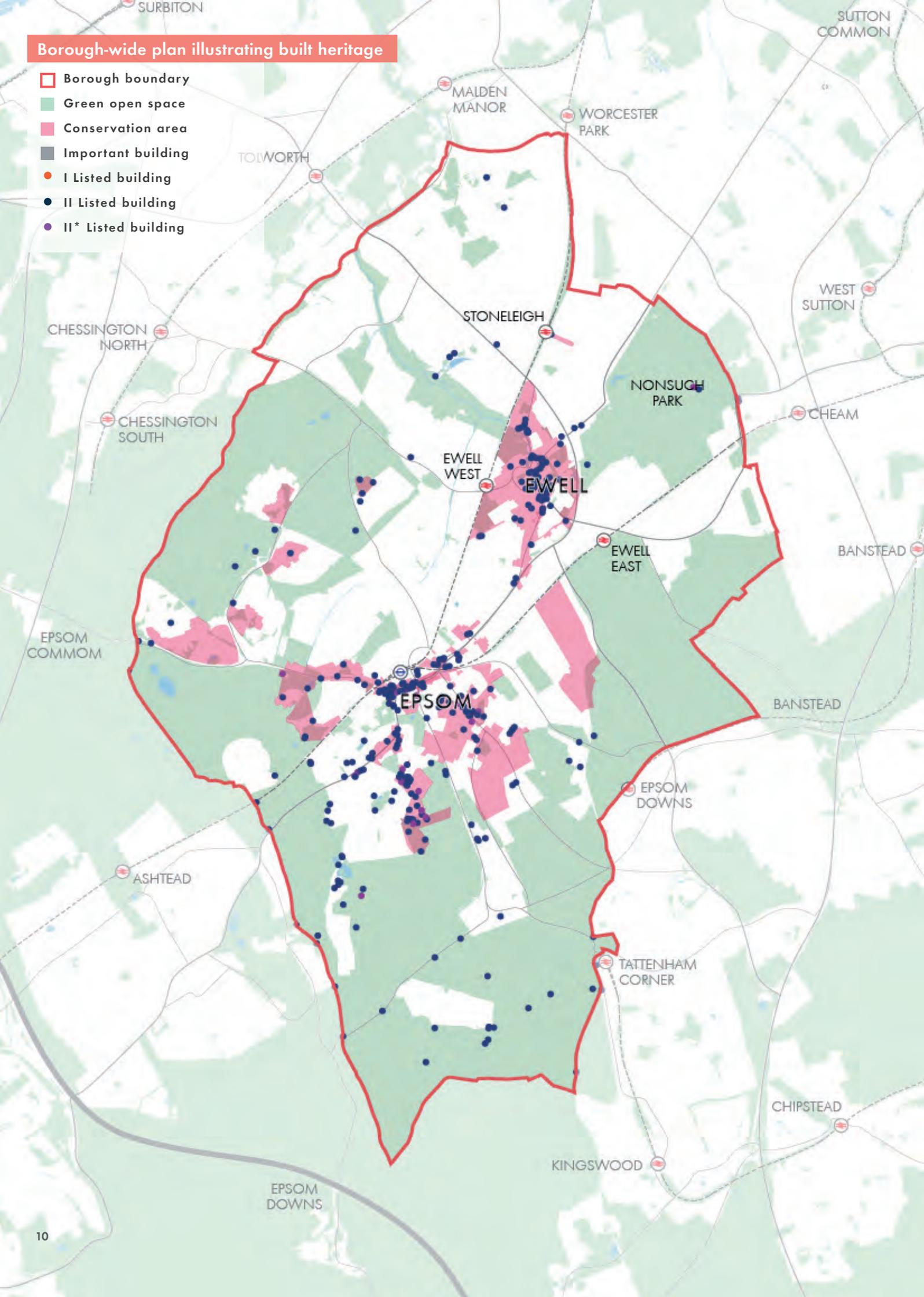
TODAY

FUTURE

Brick, PVC windows and pitched roofs are popular features of new builds

Borough-wide plan illustrating built heritage

-  Borough boundary
-  Green open space
-  Conservation area
-  Important building
-  I Listed building
-  II Listed building
-  II* Listed building





2.2 BUILT CHARACTER

Heritage assets

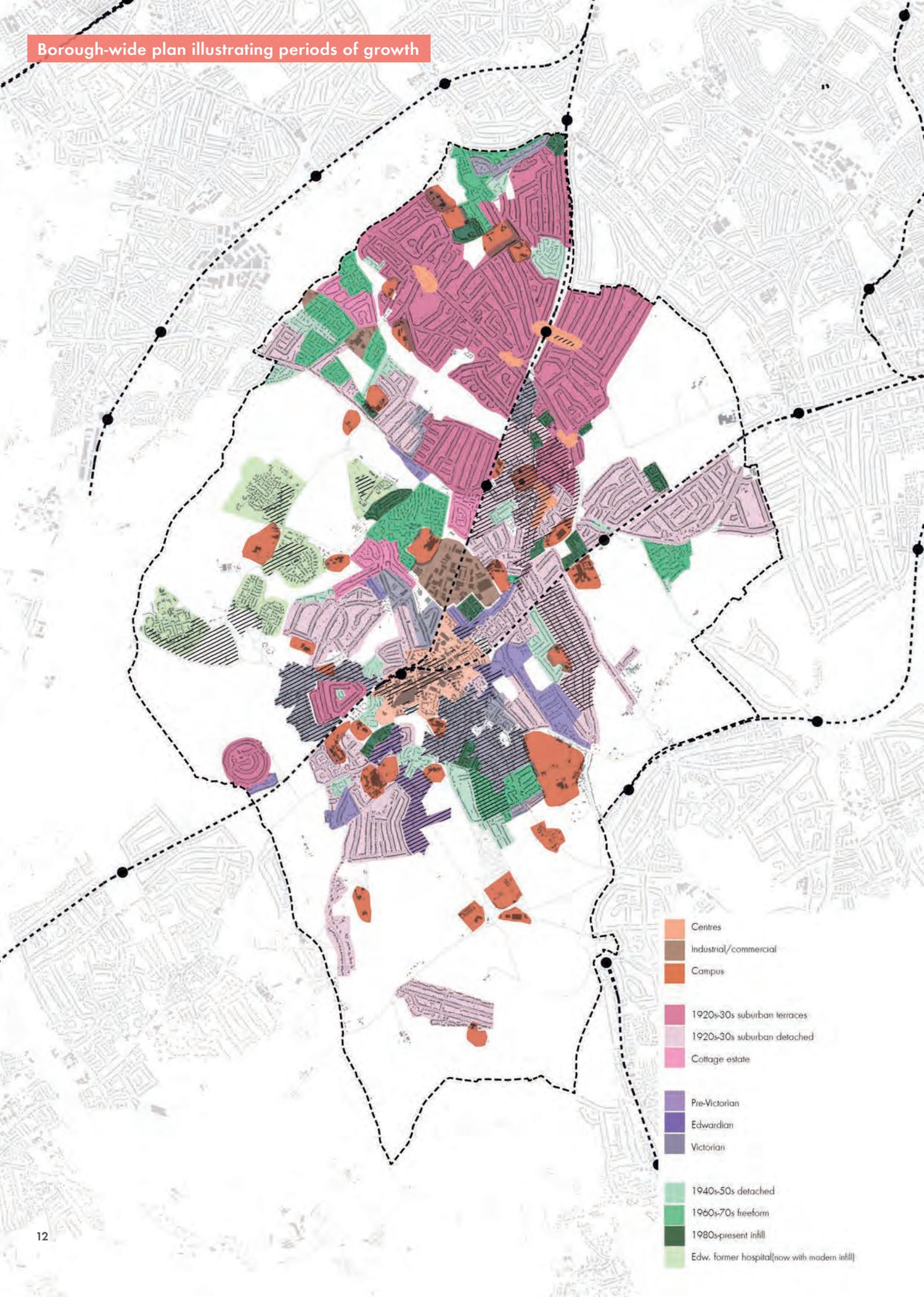
2.2.1 There are a total of 21 conservation areas across the Borough with a wider network of Listed buildings and other heritage assets. Conservation Areas are areas of special architectural or historic interest, that are desirable to preserve and enhance. Listed buildings are generally focused within the centres of Epsom and Ewell protecting the borough's oldest buildings, whilst many of the conservation areas also provide protection to more diverse residential neighbourhoods. The Council has also designated around 80 buildings or structures which are valued for their contribution to the local scene, or for their local historic associations, but are not considered to be of national importance.

2.2.2 Together these heritage assets tell the story of the history of the borough from the early assets that are still visible today from the town's history as a popular spa town - the Assembly Rooms of 1690, the Albion Inn and the Spread Eagle Inn of 1700 - to the expansion during the Victorian era and the later post-war growth. This layering of history is part of what creates the unique character the borough has today which can be observed on plan opposite.

Architectural character and housing typologies

2.2.3 On the following page is a plan which helps to illustrate the distribution of building typologies across the borough. This maps buildings and house types constructed during different historic periods which gives a sense of the architectural character which is most prevalent in the borough today. This is a useful plan as it helps to illustrate which parts of the borough are residential areas. The plan illustrates clearly the extent of these neighbourhoods which were built in the previous growth period between the 1920s and 40s.

Borough-wide plan illustrating periods of growth





Places and neighbourhoods - Non-residential

2.2.4 Epsom, Ewell Village and Stoneleigh Broadway are the primary centres in the borough, with other smaller centres and parades serving local neighbourhoods. The character of these centres varies significantly with Epsom and Ewell beginning life as historic villages whilst places such as Stoneleigh Broadway were planned to serve newer communities. The borough has a variety of employment spaces from the large office blocks situated within Epsom town centre, Longmead and Kiln Lane industrial estates, ranging to farms and shopping parades that accommodate a diverse range of smaller businesses. The campus environments in the borough are normally associated with functions such as schools, hospitals, offices, sports centres or civic buildings. They are typically characterised by collections of buildings, often within the middle of a site, with associated open space. Many of these campuses will need to intensify to serve a growing population.

Historic residential character

2.2.5 These residential typologies are mainly associated with the older streets on the edge of Epsom town centre and Ewell Village. Often these areas offer a higher density than many of the borough's suburban areas. Characteristics include a mix of tightly arranged, regular rows of houses with on-street car parking and small blocks of flats. Areas of pre-Victorian residential character also tend to be on the edge of the key settlements and include the grander Georgian villas and stately homes often associated with Epsom as a Spa town.

Residential character from previous growth period

2.2.6 As illustrated by the timeline and historic plans on the previous pages, a major period of urban growth took place in the borough between the 1930s and 1950s. Possibly the most common house type in the borough, the detached suburban form, characterised by large individual plots with homes often built to individual designs or within a pattern designed by a private house builder. Grass verges, mature street trees and driveways characterise the street scene. Whilst common, there are many subtleties to the detached suburban home that characterise many different parts of the borough, most notably, the Stoneleigh Chalet houses and the Waites houses on the Ewell Downs Estate. Homes in this style as semi detached or short terraces of properties are typically located to the north of the borough.

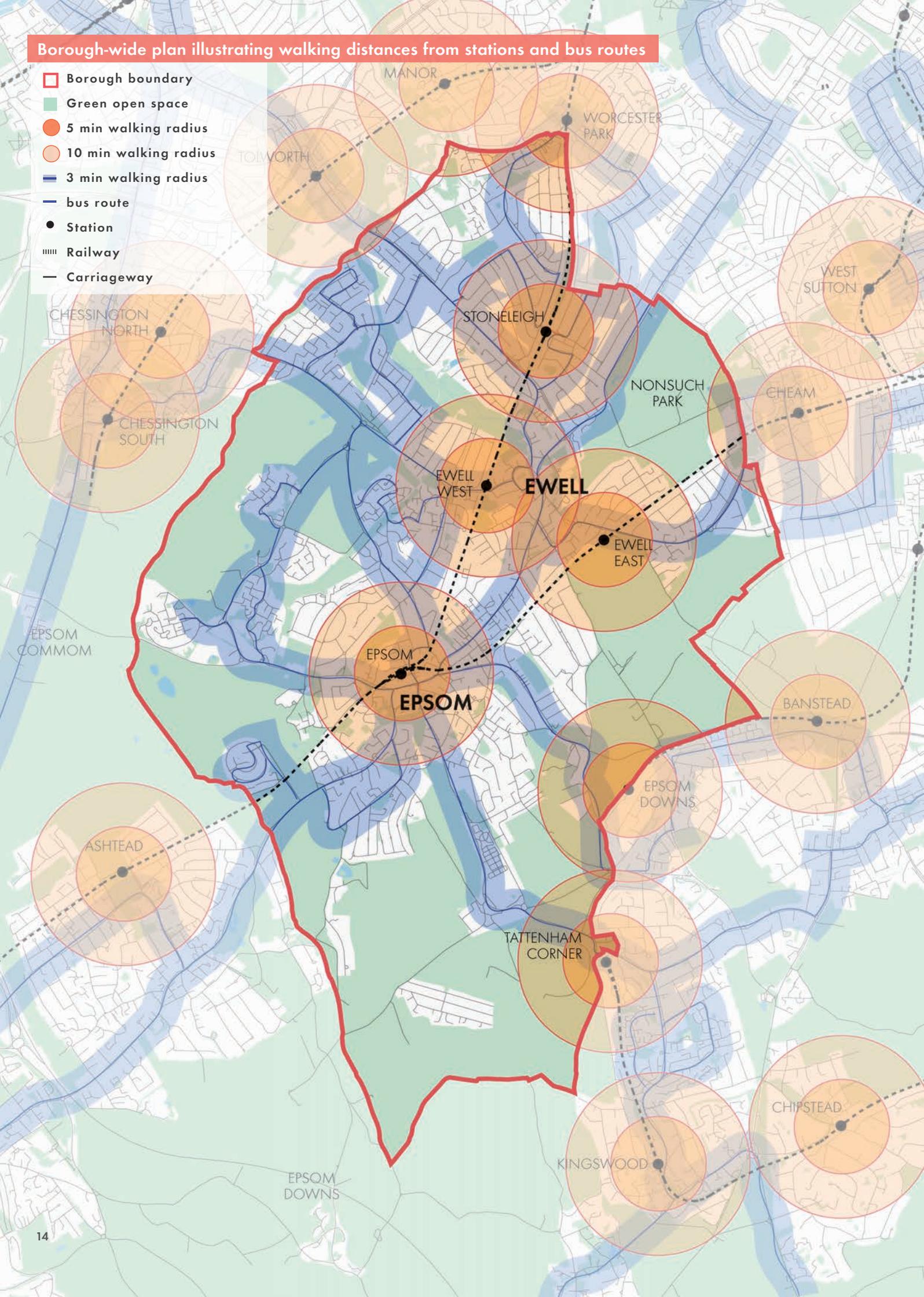
2.2.7 Some neighbourhoods built within this period are inter-war public sector housing which drew heavily on the influence of the garden city movement. The houses are cottage like in their proportions, feature modest detailing, are based around a group composition and have generous gardens and attractive green boundary treatments.

More recent residential character

2.2.8 The character of these neighbourhoods is more diverse with many areas of smaller infill. Some new areas are associated with the former hospital land and contain homes in a mix of forms from detached properties, town houses and small blocks of flats. Other neighbourhoods range in density from cul-de-sac detached houses to small blocks of flats.

Borough-wide plan illustrating walking distances from stations and bus routes

- Borough boundary
- Green open space
- 5 min walking radius
- 10 min walking radius
- 3 min walking radius
- bus route
- Station
- ▬ Railway
- Carriageway





2.3 SOCIO-ECONOMIC CHARACTER

Accessibility

2.3.1 Epsom and Ewell is well connected to the national railway network - served by two operators South Western Railway and Southern - connecting to London Waterloo, London Victoria and London Bridge, and out into Surrey towards Guildford and Horsham. The borough itself has four stations with a further network of stations immediately over the borough boundary. The plan opposite illustrates the 5 minute and 10 minute walking distances and catchments of these four important stations.

2.3.2 The borough is relatively well served by public transport with an extensive bus network operating along all the major routes serving neighbourhoods and connecting residents to other town centres. A 3 minute walking distance can be observed on the plan opposite. Cycle infrastructure is improving with many routes connecting to stations and town centres.

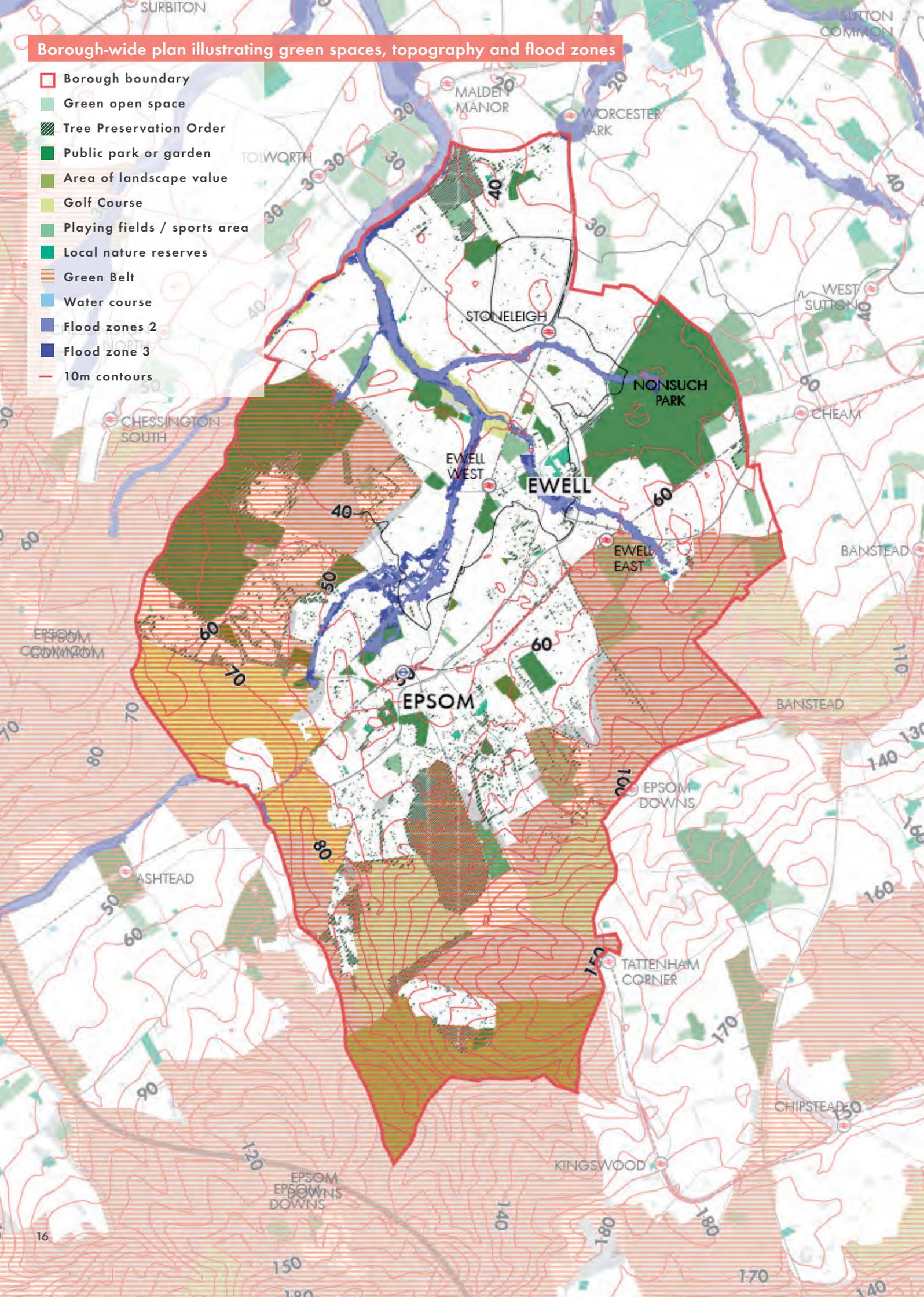
Population

2.3.3 Epsom & Ewell is the smallest of Surrey's boroughs in terms of population and area, but is the most densely populated with a population of 75,100 in 2011. The Census data also indicated that the borough was the fastest growing borough in Surrey showing an increase in population of 11.9% to 75,100. Other notable statistics include that the borough has a high average life expectancy compared to the Surrey average, for women at 85.3 years of age and for men has 81.6 years of age.

2.3.4 The borough has a disparity between its wealthiest and its poorest residents. On the one hand the borough has the highest level of owner occupied properties in Surrey (76.99%). On the other hand, a small number of its wards rank high in the most deprived wards in Surrey (Court ward ranked 5th most deprived in Surrey in 2015 Index of Multiple Deprivation). There are two areas of significant deprivation in the wards of Court and Ruxley, centred on the areas of social housing on the Longmead and Watersedge estates. The level of deprivation is often masked when ward data is considered as these are surrounded by relatively affluent areas.

Borough-wide plan illustrating green spaces, topography and flood zones

-  Borough boundary
-  Green open space
-  Tree Preservation Order
-  Public park or garden
-  Area of landscape value
-  Golf Course
-  Playing fields / sports area
-  Local nature reserves
-  Green Belt
-  Water course
-  Flood zones 2
-  Flood zone 3
-  10m contours





2.4 NATURAL CHARACTER

Topography

2.4.1 Topography is a key part of the character of the south eastern side of the borough. The land rises to the south towards the Epsom and Walton Downs and the Surrey Hills beyond, as illustrated in the plan opposite. There are attractive views from the racecourse out over the Surrey Hills to the south. From the Downs there are spectacular views north east across the golf courses and open grassland towards central London. This view plays a key part in the psyche of Epsom's relationship with central London - an important sense of visual connection.

2.4.2 The north of the borough is flatter before the landscape slowly rises north. The Hogsmill River, a tributary of the River Thames, and its associated streams extend across the Borough's lower northern landscape.

Green infrastructure

2.4.3 The borough's green spaces are hugely valued by its residents. The varied character of these spaces from former palace gardens, to town parks, formal recreational spaces, and semi-natural grassland downs and commons. The plan opposite illustrates the Borough's green infrastructure network including a patchwork of green spaces and trees, many of which are covered by Tree Preservation Orders individually or as part of larger areas and woodlands. These trees contribute much to Epsom and Ewell's distinctive visual character.

2.4.4 The Green Belt was designated in 1935 and has helped to retain the green character of the southern part of the borough, including many of the fields which meet the built edge of Epsom town centre.

2.4.5 In the north of the borough natural green spaces run along the Hogsmill River corridor which will continue to be an important green finger that runs across the borough. Nonsuch Park is a very important space for the borough, both as a green lung but also as an events and community space. Similarly, Hook Road arena is used for events such as car boot sales, fairs and fireworks displays.

2.4.6 The borough's green spaces and landscape setting will be an important consideration in identifying appropriate locations for growth.

Epsom today...

Treasured green spaces at the heart of communities



2.5 KEY BOROUGH ATTRIBUTES AS INFLUENCES ON FUTURE CHARACTER

2.5.1 The ambition for future development in the borough is for design of exceptional quality, respecting the existing positive character and the borough's rich built vernacular. The wide range of heritage assets and the varied character of existing neighbourhoods underpins the identity of the borough and is highly valued by residents.

2.5.2 The borough's places and buildings all contribute to its sense of identity and unique characteristics. Alongside its built character, the borough is a very green borough, which is a very valued characteristic. Any new development must use this identity as a spring board in shaping development proposals in terms of building materials, proposed built form, retention of important views and vistas and improvements to the public realm.

Materials

2.5.3 Epsom has a distinctive material palette and brick has been a common material used throughout building periods of growth in the borough. There are plenty of positive examples of bricks being used to create patterns, textures or contrasts. Other materials commonly used, particularly within some of the borough's valuable heritage assets include flint, stone for key features and painted timber panelling. This material palette should influence the material choices for new developments, interpreted in a modern way. The quality and the care in the choice of materials will have a huge impact on the overall success and quality of a new building.

Detailed brick work and designs that celebrate window openings



Pitches roofs and carefully articulated details



Wooden painted panelling



Use of flint and brick

This page illustrates materials and features that exist in the borough today...

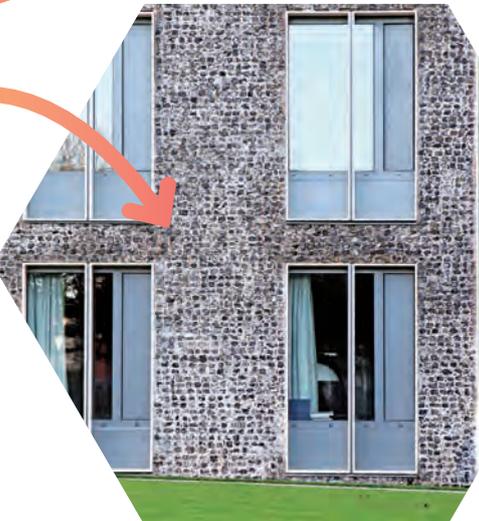
...influencing Epsom tomorrow



Higher density homes are provided alongside generous open spaces



Pitched roofs and additional storeys add interest



A modern use of flint surrounding generous windows



Features

2.5.4 How a building is articulated - its shape, overall form, massing and design features - will have a huge influence on the overall character. Key factors from existing buildings which might influence modern building design in the borough could include the proportion and size of window openings, features of facades such as corner quoins, or the pitch and detail of roofs. The design of the roof of a building is a key factor that can effect the sense of overall quality in the building. Victorian buildings in the borough tend to have a fairly steep pitch whilst older Georgian buildings often have an extra storey and windows incorporated in the roofline. Modern interpretations of these traditional features will help to reinterpret the borough's rich built vernacular.

Spaces and streets

2.5.5 The borough has a network of green spaces that are embedded within communities. Consequently it is important that new development delivers public open spaces and landscapes as well as enhance the borough's existing streets and green spaces. For higher density development to be successful it must be delivered alongside improvements and additions to the Borough's green space network. Thereby securing amenity for both new and existing residents. Proposals should think in innovative ways about delivering habitats for wildlife, and creating high quality streets which are also public spaces through greening with generous verges, tree planting, and carefully planned infrastructure.

This page illustrates materials and features that could exist in the borough tomorrow... influenced by the past

PART B

a strategy for growth

Epsom



cash withdrawals & balance enquiries

cash withdrawals & balance enquiries



3 VISUALISING FUTURE GROWTH

3.1 INTRODUCTION

- 3.1.1 As a part of the masterplan a borough-wide strategy has been developed to provide an overarching approach to the delivery of new homes and places.
- 3.1.2 The strategy is primarily based on identifying the most sustainable and accessible locations best supported by services, amenities and infrastructure. Indeed, it was these areas that received most support for development through the Local Plan Regulation Issues & Options 2017 consultation process. As such, the strategy identifies those regions within 10 minutes and 5 minutes walking distance of services and train stations. Areas within 3 minutes walking distance from movement corridors, A-roads served by bus routes, have also been highlighted.
- 3.1.3 The Epsom and Ewell Urban Housing Capacity Study (2018) applied density ranges in accordance with the London Plan's Density Matrix for different areas in the borough using 40 dph as a borough-wide base, before stepping this up in key destinations. These density multipliers included:
- Epsom Town Centre - 130 dph
 - Ewell Village - 95 dph
 - Stoneleigh Broadway 95 dph
 - Areas within 5 mins walking distances from services/facilities - 80 dph
 - Areas within 10 mins walking distances from services/facilities - 65 dph
- 3.1.4 Whilst this strategic approach is suitable on a borough-wide scale, it will be the opportunities and constraints of individual sites and merits of schemes that determine their appropriateness for high residential densities and scale.

3.2 PRINCIPLES AND THE STRATEGY FOR GROWTH

Principles for growth

- 3.2.1 We have developed a series of eight borough-wide principles that underpin our strategies for housing delivery. These principles provide the basis for shaping connected, vibrant, healthy and well designed places that will help Epsom and Ewell achieve the aspirations set out in the Future40 consultation.
- 3.2.2 The principles are set out below and expanded on the following page.
- Delivering design quality
 - New development that is 'of Epsom'
 - An emphasis on green
 - A family friendly community
 - Epsom as the urban centre of the borough
 - Creating new places and communities
 - Accessible and supported communities
 - Better growth, better places, an even better Borough

A strategy for growth

- 3.2.3 Building on these principles and informed by an understanding of the historic evolution and an analysis of its environmental assets and characteristics of the Borough, we identify a number of key framework strands which are presented to help outline the role each of them can play in delivering the long term growth of the borough required. The layers of this framework are as follows:
- Epsom town centre;
 - Other centres and stations;
 - Principal movement corridors; and
 - Industrial land.
- 3.2.4 A description of why and how each of these layers can contribute to delivering housing need across the borough is outlined, with visualisations presented for each on how places might be reimaged.
- 3.2.5 The strategy closes with consideration being given to the contribution that land beyond the urban area might need to make to deliver the scale of development required.

PRINCIPLES

to shape the strategy



Delivering design quality

The ambition for future development in the borough is for design of exceptional quality, respecting the existing positive character of existing places. The Council is committed to the use of Design Review Panels to help shape schemes coming forward and will do everything we can to secure development that is of the highest quality.



New development that is 'of Epsom'

Epsom and Ewell's existing built character, including the wide range of heritage assets that underpin the borough's distinctive character, is highly valued by residents. In order to help strengthen the borough's identity, the existing character of places in the borough must play an important role in shaping development proposals in terms of building materials, proposed built form, retention of important views and vistas and improvements to the public realm.



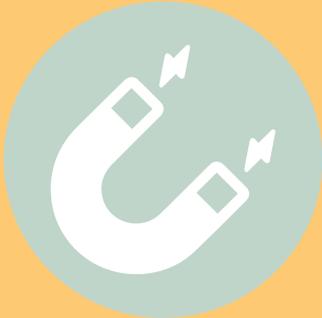
An emphasis on green

Epsom and Ewell is a very green borough; a characteristic that is valued by those who live in, work in and visit the borough. New development must deliver new green spaces and landscapes as well as enhance the borough's existing streets and green spaces. Proposals should think in innovative and creative ways about how green spaces, landscaping and habitats for wildlife can be delivered, improved and better linked with existing green infrastructure.



A family friendly community

One important reason for Epsom and Ewell's longstanding appeal is that it is perceived as being a family friendly and safe place. New development must deliver a range of new homes of varying sizes, with an emphasis on delivering homes and developments that are family friendly. This means a mix of dwellings of all sizes, with open spaces in accessible locations.



Epsom as the urban centre of the borough

Epsom is the principal urban centre in the borough and new development should reflect and enhance its urban qualities – a rich collection of uses, compact neighbourhoods, safe streets. More people living in the centre will help to support Epsom as a thriving and prosperous market town, and support the existing shops, leisure cultural uses, public transport services and community facilities that are so valued by existing residents. This principle of supporting higher density developments in the more accessible and better served locations in the borough extends proportionately to Epsom and Ewell’s other centres.



Creating new places and communities

There are exciting opportunities to create new vibrant communities in the borough, centred around currently underdeveloped transport hubs or through the development of larger sites. These developments will form new communities and grow to be distinct places with their own identities. They will need to be supported by appropriate investments in community and transport infrastructure to ensure existing and new residents are supported in terms of movement, health, education and other services.



Accessible and supported communities

Epsom is valued for its accessible location, on the edge of one of the most exciting cities in the world but within easy access to the countryside of the Surrey Hills and beyond. Delivery of new homes in the borough must be supported by improvements in transport infrastructure. To help tackle pollution, public transport and active travel networks will be a core part of future growth in the borough.

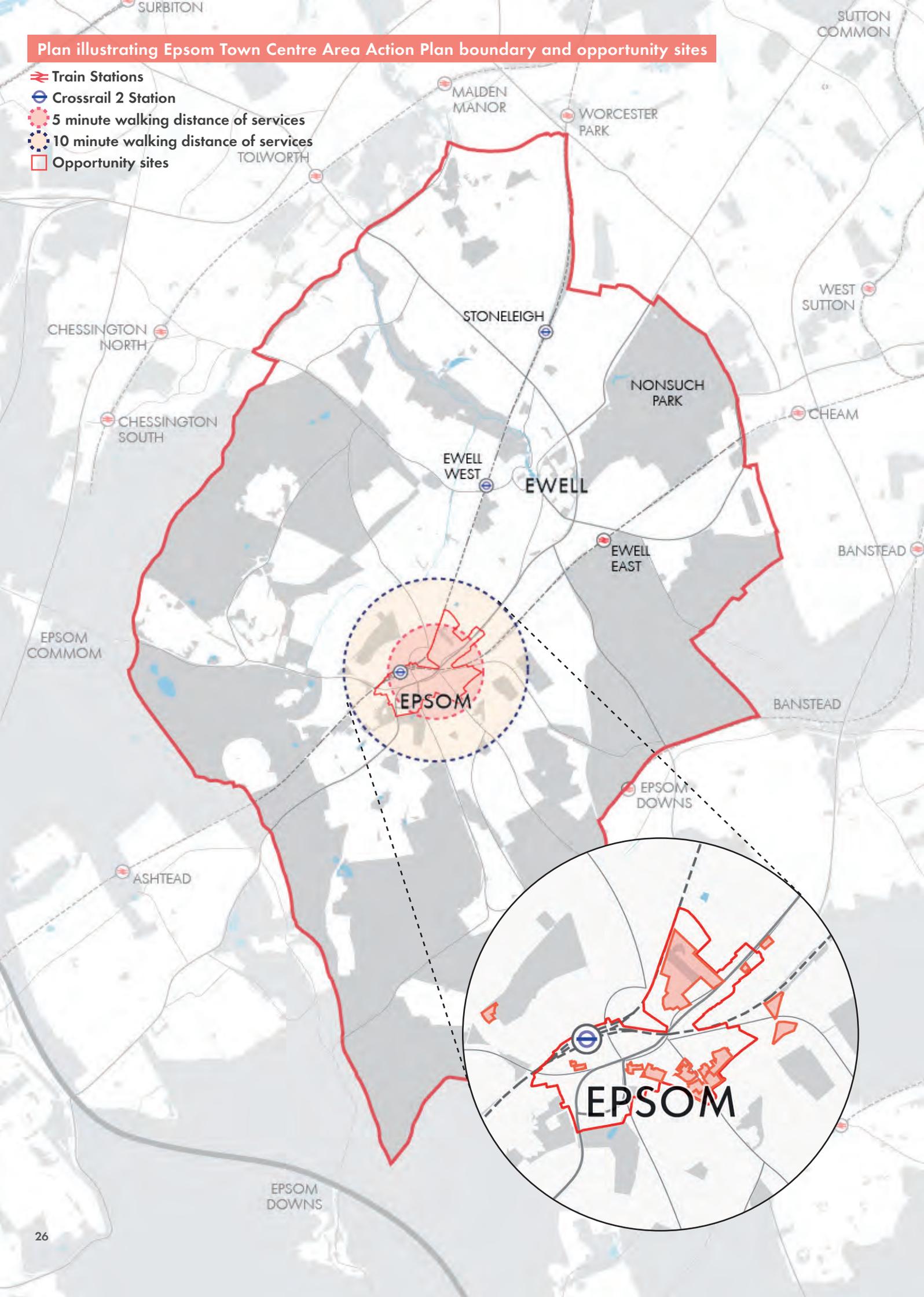


Better growth, better places, an even better Borough

This is the beginning of a new period of growth for the borough. The Council are ambitious and determined that this will strengthen and enhance the character of the borough. Growth must be different from what has come before, with a greater emphasis on design and built quality and on the delivery of environmentally sustainable homes and communities for families and new residents who want to contribute positively to Epsom and Ewell’s unique character.

Plan illustrating Epsom Town Centre Area Action Plan boundary and opportunity sites

- Train Stations
- Crossrail 2 Station
- 5 minute walking distance of services
- 10 minute walking distance of services
- Opportunity sites



4 EPSOM TOWN CENTRE

4.1 INTRODUCTION

- 4.1.1 Epsom town centre is the largest commercial centre of the borough, illustrated in the plan opposite. The town centre plays a vital role in sustaining community life and provides a wide range of retail, administrative, commercial, cultural and leisure services and activities for those who live in, work, study or visit not only the centre but the Borough as a whole.
- 4.1.2 As an historic market town, Epsom benefits from a rich heritage dating back over 1,000 years. Much of the town centre is designated a Conservation Area and there are many historic and listed buildings across the centre.
- 4.1.3 Epsom is a successful commercial centre with a long and rich history and a catchment well beyond the borough's tight political boundaries. That said, it is not without its challenges. Some large and important town centre sites have remained undeveloped in recent years and as a result have not positively contributed to business confidence. These and other central sites will have a huge contribution to make to the ongoing success of Epsom and the borough as a whole.

4.2 WHY IS IT A SUSTAINABLE LOCATION TO CONCENTRATE GROWTH?

- 4.2.1 Epsom town centre is the most sustainable location in the borough to accommodate new high density housing development due to its greater access to public transport, services and amenities. Epsom's market and clock tower, gently undulating high street and tree-lined connections north and south to nearby neighbourhoods all contribute to its special character
- 4.2.2 Already well-served by services and amenities, the town centre benefits from very good transport infrastructure and is accessible by a variety of modes. Short train journeys of just over 30 minutes connect Epsom with central London, with additional services to Guildford, Dorking, Sutton and Horsham. The interchange at the station supports a network of local bus services which provide connections with surrounding neighbourhoods and beyond into Greater London.
- 4.2.3 Accessibility is set to radically improve with the proposed plans for Crossrail 2. Due to arrive at Epsom Station in the early 2030s, this infrastructure investment will provide Epsom with direct access to London's strategic transport network.
- 4.2.4 The town centre is the main destination for high street and specialist retailing; regular street markets; a wide range of restaurants and cafes; festivals and events; and cultural and civic life. The University for the Creative Arts and Laine Theatre Arts both have a town centre campus. Importantly, this high concentration of commercial, education and cultural activities is complemented by good access to parks and open spaces including Rosebery Park and Mounthill Gardens.

4.3 HOW CAN THE AREA GROW WHILST RETAINING ITS LOCAL IDENTITY?

- 4.3.1 The town centre is a pattern book of development that documents the borough's growth and evolution over the past centuries. Its collection of Georgian, Victorian and Edwardian buildings provides a rich library to explore and reinterpret. New development can draw on the local context of materials and colour palettes, typologies, rhythmic street fronts and locally distinctive features to help develop a modern vernacular for the town centre.
- 4.3.2 New development should repair the urban fabric that may have been lost to post war development through the creation of car parks and amalgamation of building plots. Reinstating the historic street pattern can aid walkability whilst new buildings can help repair street frontages. New development provides an opportunity to secure investment in wider public realm improvements. Taller buildings may be appropriate in some locations and can be placed to respect and enhance the setting of heritage assets in the town centre, including framing views to and from them.

4.4 WHAT TYPE OF DEVELOPMENT WILL BE APPROPRIATE?

- 4.4.1 Intensification of existing urban land is the most sustainable form of development. Under-used land and sites should be recycled to strengthen Epsom town centre's role as the borough's principal commercial and retail centres. Aspirations to create safer, healthier places across the borough should be reflected in the town centre taking the lead.
- 4.4.2 A range of older commercial stock is prevalent in the town centre, including many offices built pre-1970, that are occupied by a number of locally important businesses. It is important to ensure there is an approximate mix of commercial spaces provided in any redevelopment schemes. This will help to ensure that small local businesses can still locate in Epsom town centre and take advantage of the amenities and public transport infrastructure provided in the centre.
- 4.4.3 Where sites are large enough to accommodate them, a mix of uses should be provided in central locations, including residential uses. The inclusion of flexible commercial space at ground and lower levels may provide an adaptable option that could help the wider town center respond to evolving retail and market trends. This could help accommodate a wide range of commercial activities ranging from artisan manufacturers, professional services and independent retail. Such uses could positively contribute to the town centre's vitality and viability and also help shape the new neighbourhoods coming forward through growth and change.
- 4.4.4 The town centre is home to a number of large car parks, including both multistorey and surface car provision that meet short and long stay requirements. The masterplan process may provide opportunity to review the nature of of this provision, particularly in relation to surface car parking sites. A possible option would be to re-provide these important pieces of town centre infrastructure in more efficient formats – such as decked or multi-storey facilities. Alternatively, as the nature and use of the motor car evolves, it is possible that parking infrastructure will also change, thereby allowing the release of the sites for more intense land uses.

4.5 WHAT FORM OF DEVELOPMENT WILL BE MOST APPROPRIATE?

- 4.5.1 Most locations in the town centre will be suitable for commercial and public-facing uses on lower floors with opportunities for new homes on upper floors. These should front and frame streets and public spaces, with residential front doors and commercial entrances contributing to an active pedestrian environment.
- 4.5.2 A range of typologies will be appropriate for the town centre delivering a range of dwelling sizes including larger dwellings for families. This mix will be important to provide housing choices which will enable young people to stay living in the area, small but growing families and new choices for older residents looking to downsize. A mix of town houses, stacked maisonettes (two to three apartments one on top of another, each set over two floors and usually accessed via individual front doors) and mid to higher scale blocks of flats will provide a flexible choice of typologies able to achieve optimum densities.
- 4.5.3 Excellent design quality will be the hallmark of development across the borough and the town centre will be no exception. Given the highly sustainable location, there should be the aspiration for higher density residential development and tall buildings where suitable.
- 4.5.4 There is likely to be a need to take a flexible approach to parking and other planning standards to ensure the very best use is made of land in Epsom town centre. In particular, parking and open space standards should be applied flexibly. The Borough Council plays a full role in facilitating an on-going shift in behavior towards more sustainable forms and patterns of transport and travel.
- 4.5.5 However, the need to address a growing need for affordable housing is a borough-wide priority and town centres already well served by community infrastructure are seen as particularly appropriate locations.

4.6 OPPORTUNITIES TO IMPROVE EXISTING CONDITIONS

- 4.6.1 New development must ensure it is fully integrated with the town centre's network of routes. Larger sites such as the Utilities Site on East Street and the Depot Road site offer valuable opportunities to create new pedestrian linkages which will help to ensure that, once redeveloped, these sites quickly become integral parts of the town centre.
- 4.6.2 Given the size of these two sites, they offer the opportunity to accommodate a significant number of homes in highly sustainable locations. High quality design and investment must be made in terms of their wider landscape, public realm and public transport setting in order to maximise their potential as healthy and desirable places to live that contribute towards the Borough's housing need.
- 4.6.3 Feedback from existing residents has demonstrated the importance of trees and green spaces across all areas of the Borough. Nowhere is this more important than in the dense and urban centre of Epsom. New street trees will form an essential part of enhancing the Borough's green infrastructure network, boosting pedestrian and cycle mobility through a sequence of connected, high quality and multifunctional green spaces and routes.



Image:
View looking south along
East Street towards
Epsom town centre

New development on East Street is of exceptional quality, new buildings local people can be proud of



DELIVERING
DESIGN QUALITY

New segregated cycle lanes provide a safe route encouraging residents to travel by sustainable modes



ACCESSIBLE
AND SUPPORTED
COMMUNITIES

The characterful telephone exchange is refurbished and extended



NEW DEVELOPMENT
THAT IS 'OF EPSOM'



Existing view of East Street

New trees and planting along East Street to enhance this important route into the town centre



New denser development forming a new urban community on the edge of the town centre



This sketch is designed to illustrate the scale and key opportunities for good growth in the borough. The detailed design of buildings and spaces will follow as part of future planning applications.



Image:
View looking north west
into the Utilities Site from
East Street

New development is rich in
character and complements
Epsom and Ewell's local
vernacular

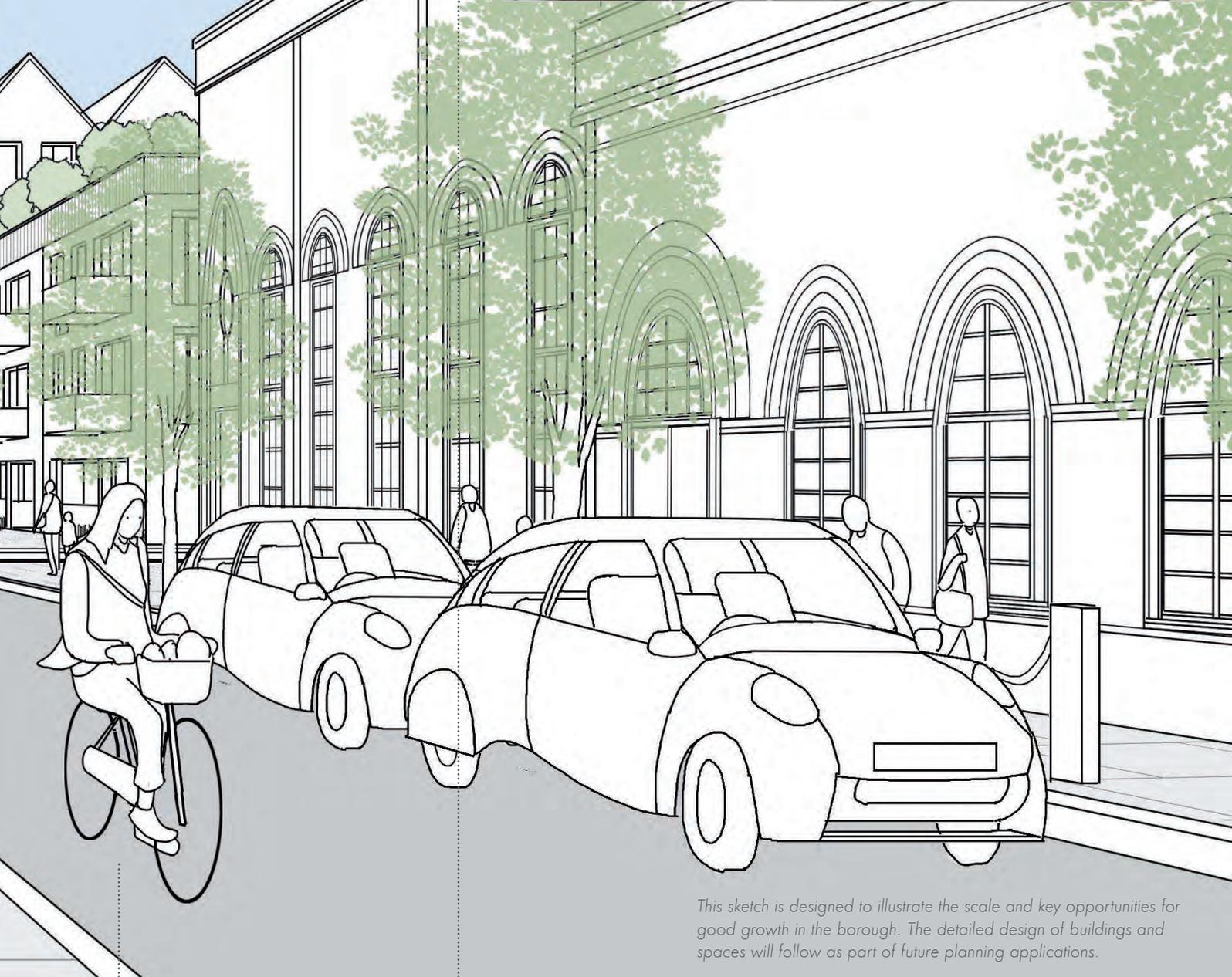


New denser
development and taller
buildings in suitable
locations on the edge
of the town centre





Existing view of the Utilities Site



This sketch is designed to illustrate the scale and key opportunities for good growth in the borough. The detailed design of buildings and spaces will follow as part of future planning applications.

Well defined street hierarchies will create cycle-friendly neighbourhood streets



ACCESSIBLE AND SUPPORTED COMMUNITIES

The characterful pump house is refurbished and extended



NEW DEVELOPMENT THAT IS 'OF EPSOM'

New trees and planting will help mark the gateway entrance to the site



AN EMPHASIS ON GREEN



Image:
View looking south along Church Street, facing away from Epsom town centre towards Epsom Downs

New development takes references from existing buildings in the town centre, such as the use of timber panels and pitched roofs

Epsom E-Bikes encourages local residents to travel in a sustainable way

Beautiful existing trees are retained and planned around to ensure the town centre retains a green quality

 DELIVERING DESIGN QUALITY

 ACCESSIBLE AND SUPPORTED COMMUNITIES

 AN EMPHASIS ON GREEN

 NEW DEVELOPMENT THAT IS 'OF EPSOM'



Existing view along Church Street



The town centre is the place for more dense forms of development to help the borough meet its housing target

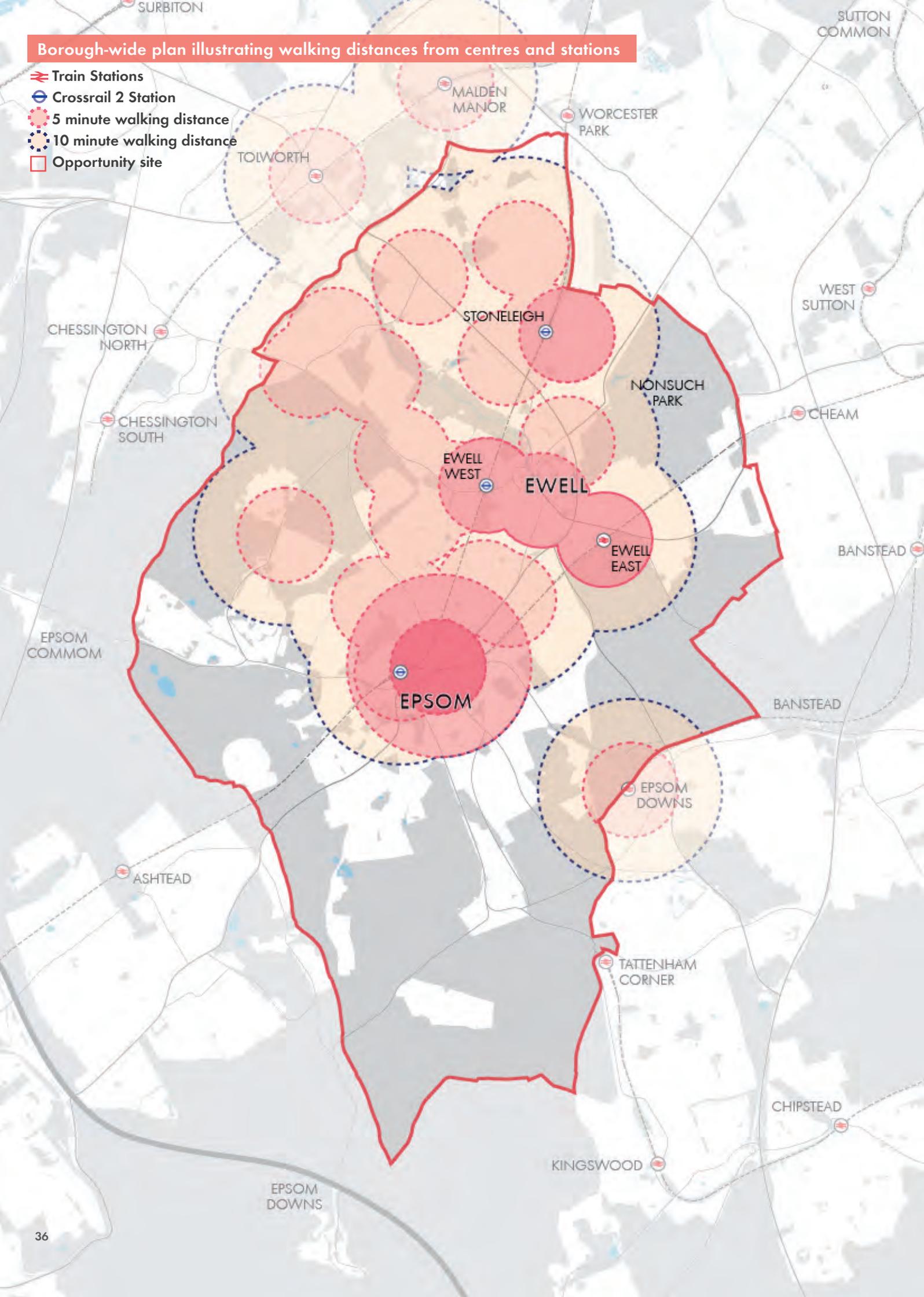
This sketch is designed to illustrate the scale and key opportunities for good growth in the borough. The detailed design of buildings and spaces will follow as part of future planning applications.



EPSOM AS THE URBAN
CENTRE OF THE
BOROUGH

Borough-wide plan illustrating walking distances from centres and stations

-  Train Stations
-  Crossrail 2 Station
-  5 minute walking distance
-  10 minute walking distance
-  Opportunity site



5 OTHER CENTRES AND STATIONS

5.1 INTRODUCTION

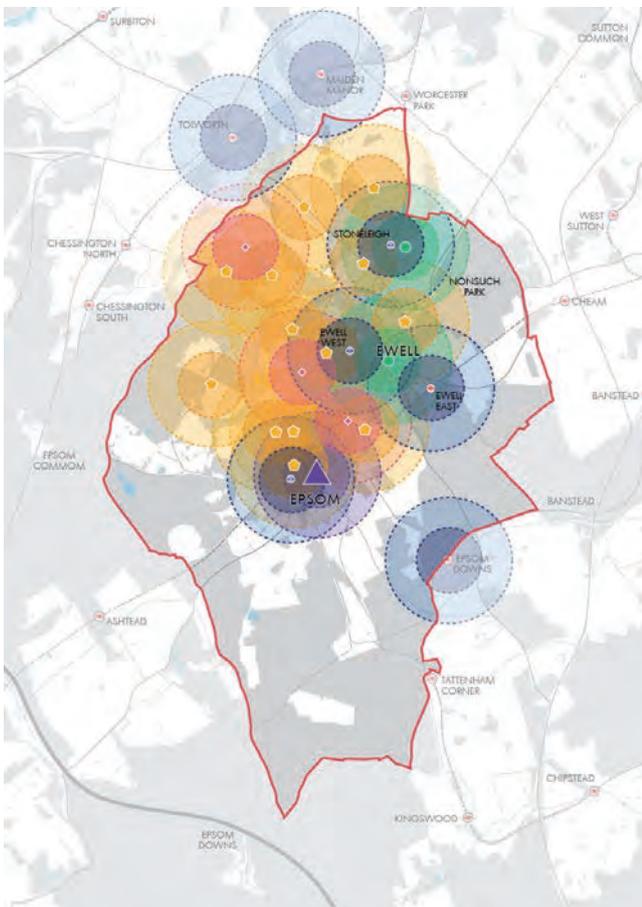
5.1.1 A network of smaller centres serving a more local catchment extends across the Borough. Similarly, there is a network of railway stations across the borough, some of which directly serve some of the smaller centres. Residents also benefit from proximity to additional railway stations which lie immediately beyond the borough boundary but within walking distance.

Secondary centres

- Ewell Village; and
- Stoneleigh Broadway

5.1.2 These centres fulfil a number of important functions for the borough including providing a distinct place identity and a hub for the community through convenience shopping and other commercial services such as professional services, restaurants and public services like libraries. Infill and redevelopment opportunities should be taken to increase the numbers of residents served by these centres. This will help to make them more viable in the long term.

5.1.3 Ewell Village and Stoneleigh are particularly important as they are both directly served by dedicated railway stations. Whilst the historic townscape of Ewell Village is sensitive to new development, Stoneleigh Broadway provides a vibrant commercial and community hub which may have the capacity to support greater levels of growth.



- 🚆 Train Stations
- ⊕ Crossrail 2 Station
- ▲ Epsom Town Centre
- Secondary Town Centres
- ◆ Local Centres
- ◆ Shopping Parades
- ⊙ 5 minute walking distance
- 10 minute walking distance

Local Centres

- Castle Parade, Ewell;
- Chessington Road/ Green Lanes;
- Chessington Road/ Plough Road;
- Chessington Road/ Ruxley Lane;
- Horton Local Centre;
- Kingston Road/ Bradford Drive;
- Kingston Road/ Ruxley Lane;
- Manor Green Road, Epsom;
- Poole Road, Epsom;
- Pound Lane, Epsom;
- Vale Road, Worcester Park;
- Waterloo Road, Epsom; and
- Windmill Lane/ East Street, Epsom

5.1.4 These Local Centres typically include a range of shops of a local nature, serving a small catchment at the nexus of several neighbourhoods. In general these centres are not co-located with stations but are highly accessible due to their location on key movement corridors that are well served by bus routes.

5.1.5 The centres will provide small scale infill development opportunities which increase local development densities whilst respecting local character and scale. Mixed use buildings within the centres, with commercial ground floors and apartments above, are likely to represent a good model for intensification.

Shopping Parades and Smaller Shops of Neighbourhood Importance

5.1.6 There are a number of other shopping parades and smaller shops of neighbourhood importance, which perform important socio-economic functions across the Borough. These shops and parades have a smaller, immediate catchment and are often found on the urban fringe serving small communities. Some of these parades sit on bus routes but would not be considered well connected.

Other stations

5.1.7 Ewell East station is within walking distance of Ewell Village with direct train services to Sutton, London Bridge and London Victoria. Serving established residential suburbs to the north but not part of an established centre or parade, the land to the south are playing fields forming part of the Green Belt.

5.1.8 Ewell West is also a short walk to Ewell Village and has quick train services to central London stations including London Waterloo and London Victoria. Again, the station does not form a part of a larger centre or parade but serves a large local residential population. The station site itself is constrained by the rail line and Chessington Road, but is in close proximity to a number of parks and recreation grounds and there may be an opportunity to further intensify the use of the car park. The quick train line that serves this area offers opportunities to think about the intensification of sites along the main road corridors and other areas within easy walk and cycle distance of Ewell West station.

5.1.9 Epsom Downs is a small end-of-the-line train station that sits on the boundary of Epsom and Ewell and the neighbouring borough of Reigate and Banstead. It provides a direct service to Sutton. Set on the fringe of low density suburban development and the Green Belt, the station is not currently well integrated with the surrounding area. Like Ewell East, there may be scope, perhaps in the longer term, to make more intensive use of this infrastructure.

5.2 WHY IS IT A SUSTAINABLE LOCATION TO CONCENTRATE GROWTH?

- 5.2.1 Secondary, local and other smaller centres provide a range of commercial services and amenities that are focal points for local communities. They are easy to get to given the rail or bus services that support them. As such, they represent potential opportunities for intensification and growth.
- 5.2.2 Ewell Village and Stoneleigh are well supported by existing vibrant local high streets with train stations (zone 6 and 5 respectively) in close walking distance. These two secondary centres are the most sustainable locations to accommodate an increased population beyond Epsom town centre. But more sustainable, higher density, forms of development should also come forward in smaller more local centres. This will help to underpin the viability of these centres and will help to encourage more sustainable patterns of movement.
- 5.2.3 Ewell East station offers good services to central London but is in a low key and discrete location. It represents, perhaps in conjunction with a remodelling of NESCOL college, a major opportunity to emerge as a more significant focal point with high density living the community services and facilities.

5.3 HOW CAN THE AREA GROW WHILST RETAINING ITS LOCAL IDENTITY?

- 5.3.1 Centres are generally well-established and represent some of the oldest parts of the borough, serving the surrounding communities for long periods of time. They are at the heart of our neighbourhoods and have often experienced the greatest levels of change, with historical layers of intensification including upper floor and rear extensions, as well as wholesale new buildings.
- 5.3.2 In many cases, they are home to heritage assets and growth and intensification needs to be undertaken sensitively and informed by the existing heritage and character of the individual centre.
- 5.3.3 Centres often bear the hallmarks of different eras of development with some post-war additions typically being low quality, low density and inefficient in the way it uses land. Therefore, new residential growth can be used to repair existing stock that currently degrades the overall integrity of the centre and reintroduce locally distinctive characteristics through materials, scale, massing and detailing.
- 5.3.4 Because of the unique character of each centre, the most appropriate forms of development within them must emerge from detailed analysis. Emphasis will be placed on townscape and local views analysis.
- 5.3.5 New development will not however always retain local identity and character. Where more significant opportunities emerge, more radical changes may present a new character which improves areas which may have lacked investment for some time. Ewell East may be one such example, with the existing station potentially emerging as a key focus for growth, interchange and community life.

5.4 WHAT TYPE OF DEVELOPMENT WILL BE APPROPRIATE?



5.4.1 Intensification at higher densities will be the most appropriate form of development for centres across the borough. Typically taking the form of small high streets, shop terraces and parades either side of roads, centres present opportunities to explore the intensification of back-land areas behind these commercial parades. Often used for miscellaneous storage or informal parking arrangements, their plot depth can lend themselves to intensification that is set back from the street.

5.4.2 Similarly, surface car parks associated with centres and stations could be redeveloped to introduce the addition of commercial and residential uses. This form of development can offer residential and employment space, supporting the commercial function of the centre as well as adding to the vitality and viability of the centres.



5.4.3 Comprehensive ownership of larger blocks could provide opportunities for more significant interventions. Increased residential density could be achieved through consolidation of land to make better use of available land; retaining attractive facades whilst undertaking improvements on others; reorganising internal layouts; and adding new upper storey and rear extensions can be achieved.

5.4.4 Some of the centres have single storey buildings which could be intensified by adding additional storeys. Some of these opportunities have already been taken. It is more common to see buildings set back from the street, breaking the continuous frontage. In these instances the buildings could be redeveloped and restore the street frontage as well as maximising the usable area of the plot for commercial and residential uses.

5.4.5 There should be an aspiration for more comprehensive redevelopment at train stations by providing higher density residential development.

5.5 WHAT FORM OF DEVELOPMENT WILL BE MOST APPROPRIATE?

- 5.5.1 A range of typologies can be appropriate for the intensification of centres and stations depending on the site and form of development. Apartment buildings which accommodate a range of dwelling types would be suited to the redevelopment of poor quality stock, single storey buildings, surface car parks, vacant plots and over station schemes.
- 5.5.2 Mid-scale mews and stacked maisonettes would be better suited to more constrained sites including backland areas and other development behind main street frontages. Care must be taken to design legible routes and safe access.
- 5.5.3 Stepping up the scale and density at centres is good practice for creating the critical mass needed to support good quality services and amenities. Taller buildings may be appropriate, particularly in larger centres, whilst taking account of heritage assets and their setting. This mix of uses will help support and create sustainable local retail and service centres.
- 5.5.4 Overall, development should take the form of high density, residential-led mixed use schemes at centres and stations. A mix of dwelling sizes in new development including one, two and three bedroom properties will be appropriate within centres and nearby stations.
- 5.5.5 As the borough continues to grow and evolve the role of the centre and the population it serves may change, possibly elevating its position in the hierarchy. Whilst active ground floors should house commercial activities, other uses beyond retail can help to reinforce its role. Creating more resilient communities through the provision of community, creative and co-working space can help the borough adapt to changing working patterns and trends.

5.6 OPPORTUNITIES TO IMPROVE EXISTING CONDITIONS

- 5.6.1 Improving access to and the environment within and around smaller centres and stations will help to improve their profile and attract more people to support and use them. As development schemes come forward in these locations, studies should be done on walking and cycling routes to and from specific centre and stations to explore ways in which routes and connections can be improved.
- 5.6.2 Similarly, studies should be done to consider the extent to which local public realm improvements could be delivered to help improve the appearance and attractiveness of the centres and station environments. Small, incremental improvements, secured through contributions from relevant developments, can significantly improve accessibility to, and the quality of, centres and stations across the borough.
- 5.6.3 Within identified centres and parades, improvements to on-street short term car and cycle parking facilities can help to make these retail locations more attractive alternatives to larger town centres and out of centre locations. Such improvements could be used to facilitate the transition to electric car and bike travel.
- 5.6.4 In addition, co-ordinated programmes of investment in local infrastructure will play an important role in supporting the shift towards more sustainable patterns of travel. For example, electric car charging points located in accessible and high profile locations will become increasingly important for local communities. Similarly, bike hire schemes, including electric bike pools, in accessible locations will help to strengthen the role of centres and stations as the focal points for community life and activity.



Image:
View looking towards a reimagined Stoneleigh train station, with The Station Pub on the left of the illustration

New development is set around new high quality public space with area of planting, places to play and spaces for events and activity

The careful design of the roofline, including the inclusion of roof gardens, is an important part of the design of high quality new buildings that are appropriate for the borough

New fleets of electric vehicles provide residents with a sustainable way to travel around

 A FAMILY FRIENDLY COMMUNITY

 AN EMPHASIS ON GREEN

 NEW DEVELOPMENT THAT IS 'OF EPSOM'

 ACCESSIBLE AND SUPPORTED COMMUNITIES



Existing view of Stoneleigh Station

The scale of development proposed is high quality that will strengthen and enhance the character and facilities provided in Stoneleigh. New uses and activities will be supported by these new homes which will make Stoneleigh a better place to live and visit

This sketch is designed to illustrate the scale and key opportunities for good growth in the borough. The detailed design of buildings and spaces will follow as part of future planning applications.



CREATING NEW PLACES AND COMMUNITIES



DELIVERING DESIGN QUALITY



BETTER GROWTH, BETTER PLACES, BETTER BOROUGH



Image:
View looking south west
towards a reimagined
Ewell East train station,
with Cheam Road behind
and the railway line to
the right of the illustration

New development is set around high quality public realm with generous pavements and tree lined streets



Electric vehicles charging points and e-bike hire docks at the station provide a seamlessly integrated sustainable travel network



New development would be of exceptional quality and reinforce the local vernacular





Existing view from the eastern side of Ewell East Station looking towards Nescot



High quality and high density development will maximise the homes delivered at Ewell East, creating a new sustainable community and providing new facilities and services to existing communities



CREATING NEW PLACES AND COMMUNITIES



DELIVERING DESIGN QUALITY



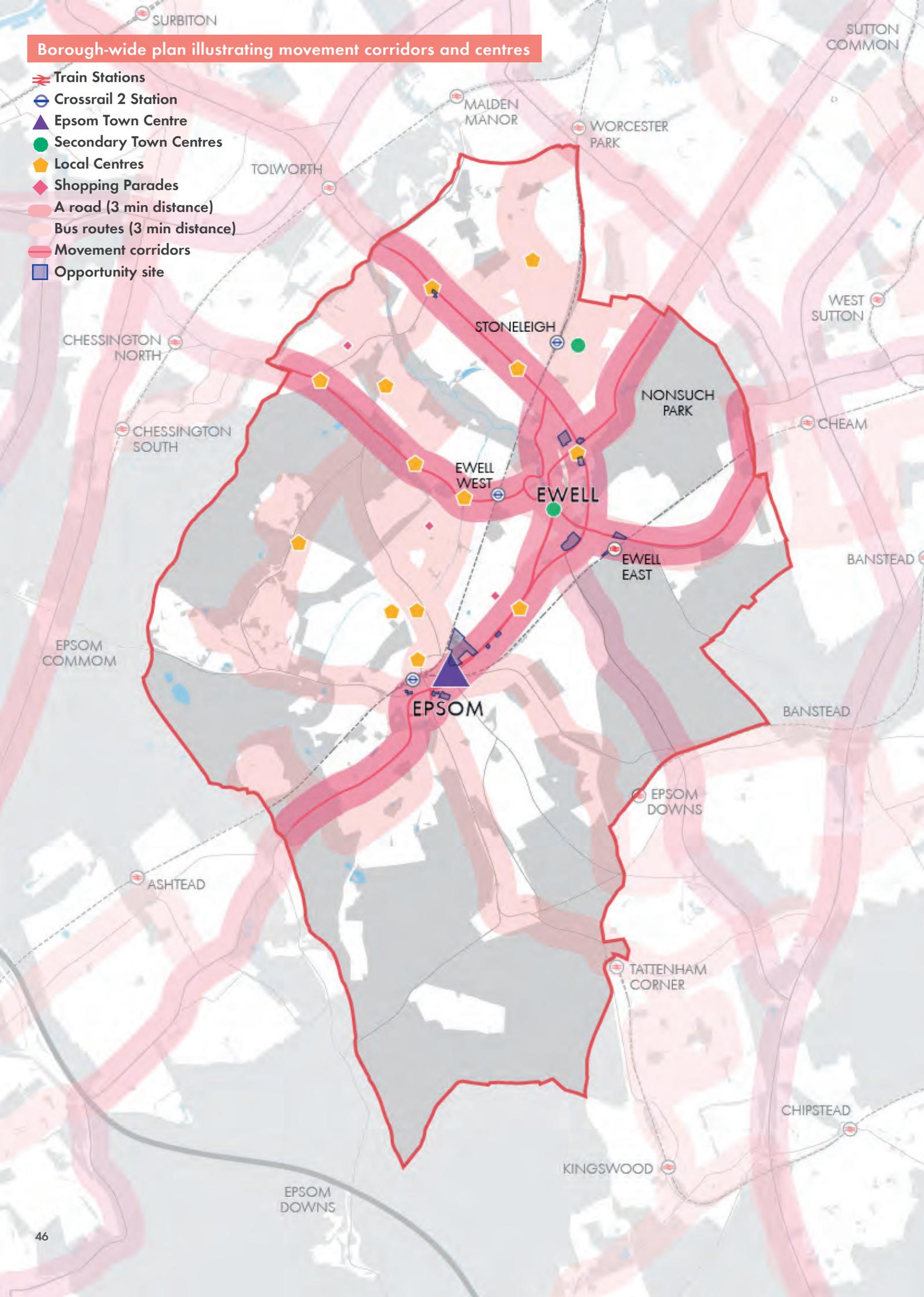
BETTER GROWTH, BETTER PLACES, BETTER BOROUGH

This sketch is designed to illustrate the scale and key opportunities for good growth in the borough. The detailed design of buildings and spaces will follow as part of future planning applications.

A new and improved station entrance to access the southern side of the tracks

Borough-wide plan illustrating movement corridors and centres

- Train Stations
- Crossrail 2 Station
- Epsom Town Centre
- Secondary Town Centres
- Local Centres
- Shopping Parades
- A road (3 min distance)
- Bus routes (3 min distance)
- Movement corridors
- Opportunity site



6 PRINCIPAL MOVEMENT CORRIDORS

6.1 INTRODUCTION

- 6.1.1 Epsom and Ewell is traversed by a number of major movement corridors, providing connections to the wider sub region and linking the borough with the national road network. These corridors act as the main arteries of movement to and through the borough. They tend to be some of the oldest and most significant routes and can be some of the busiest roads in the borough. For both of these reasons, they play a very important role in defining the character of the borough and make a very significant contribution to its image.
- 6.1.2 These corridors tend to be quite busy and noisy places given the levels of traffic that use them. In urban areas, development alongside principal thoroughfares can take a different character to the areas around them. Junctions along them have emerged as prominent nodes of activity. These corridors tend to be easily accessible on foot, bicycle, bus and car and are prominent points of reference which help orientation.
- 6.1.3 The A24 and A240 corridors extending from the north to the south-west of the Borough are its principal movement corridors. Others include the B2200 between Ewell and Chessington to the west, picking up a number of accessible locations including local centres and Ewell West station. The A232 runs east towards Sutton with Ewell East station along its path. It is, however, the Ewell By-Pass and the A240 west of Ewell Castle parade which perhaps offers the greatest opportunities for change and enhancing the residential environment along the axis of this prominent corridor.

6.2 WHY IS IT A SUSTAINABLE LOCATION TO CONCENTRATE GROWTH?

- 6.2.1 Movement corridors present good opportunities for growth given their accessibility and existing mix of use and scale. The plan opposite illustrates the Borough's movement corridors and specifically those that are bus routes on A-roads. As the most accessible routes, a 3 minute walking distance has been applied to them and the number of centres that lie along their path can be observed.
- 6.2.2 Historically these corridors emerged as the thoroughfare between key destinations concentrated at either end and as such often are low density, despite having good access to public transport and centres.
- 6.2.3 At junctions along these key routes, nodes of activity have emerged. Activities typically found at these points include petrol filling stations, single storey sheds, big box retail units and vacant/underused brownfield plots. In some locations along these corridors, established retail parades provide a range of popular retail, commercial and community services to nearby neighbourhoods. These parades tend to have high occupancy rates and make a valuable contribution towards neighbourhood vitality and the borough's economic offer.

6.3 HOW CAN THE AREA GROW WHILST RETAINING ITS LOCAL IDENTITY?

6.3.1 Epsom and Ewell is renowned as a green and leafy borough and there is a good opportunity to reinstate trees and planting through the public realm along these corridors. Delivered alongside highway improvements, corridors can be redesigned into an attractive boulevard character, supporting pedestrian and cycle mobility. These connections should stitch into the borough's green infrastructure network of high quality, multifunctional green routes and spaces that contribute to biodiversity and health and well being.

6.3.2 This treatment could be applied to Kingston Road along the A240 alongside width reduction of the carriageways, the introduction of at-grade (at the same level as the street) pedestrian crossings and high quality cycle infrastructure. Planting can help soften the visual and acoustic character of the road itself, whilst a package of improvements to the secondary town centres can help establish a necklace of destinations and hubs of activity along its length.

6.3.3 Aside from the generally green and tree-lines nature of these major transport corridors, rather than their own built character, it is the proximity to and adjacency of existing neighbourhoods and communities which is likely to be the most significant design consideration. The prominent nature of these corridors is also a key issue. Developments along them will be experienced by high concentrations of people as they travel to and through the borough. They will play a significant role therefore in determining impressions of the borough.



6.4 WHAT TYPE OF DEVELOPMENT WILL BE APPROPRIATE?

- 6.4.1 Within urban areas, the borough's main road corridors offer scope to provide more intense, higher density residential and mixed use development on sites that are typically less sensitive environmentally than neighbouring locations within established neighbourhoods.
- 6.4.2 Beyond the urban areas, there are opportunities along the borough's principal corridors to start seeing key junctions as new neighbourhood places. Whilst these corridors' strategic function as key roads will remain, there are significant opportunities to change the character of busy A-road junctions across the borough by reducing the width of the carriageways, introducing at-grade pedestrian crossings, improved cycle infrastructure and enhancing the public realm.
- 6.4.3 Intensification can also be achieved through the redevelopment of sites that house increasingly incompatible land uses such as large format retail units and petrol filling stations. These uses do not typically make best use of land available and can encourage unsustainable behaviour by relying on customers driving to their premises.
- 6.4.4 Exciting opportunities might exist to remodel and restructure our of centre, large scale, retail formats to incorporate a more balanced and sustainable mix of uses, including new homes. In some instances they will form longer term opportunities, with their continued commercial activity and role as local employers making an important contribution to the borough's economy.
- 6.4.5 Redevelopment of these sites should come forward as mixed use with ground and lower levels retained for commercial activities, with homes on upper floors. Commercial uses could strengthen the borough's entrepreneurial identity by providing business space for start-ups and SMEs that. The co-location of a small shop and café would help create sustainable places without undermining the commercial viability of existing centres, unless forming part of a strategic reorganisation of the centres hierarchy.
- 6.4.6 Petrol filling stations are a common occurrence along movement corridors and the increasing shift towards alternative forms of sustainable travel including mass transit, walking, cycling and electric / hydrogen vehicles means their relevance will continue to diminish into the future. Redevelopment of these sites will provide opportunities to make more efficient use of land through high density residential-led schemes.



6.5 WHAT FORM OF DEVELOPMENT WILL BE MOST APPROPRIATE?

- 6.5.1 High density residential development will be appropriate on many sites along the movement corridors. Maisonettes, town-houses, terraces and apartment buildings would be appropriate on infill sites. These sites should maximise the opportunity to repair street frontages and complete blocks, as well as frame public open spaces and streets. Responsive scale, bulk, massing and materiality can help embed schemes into local context, whilst care should be taken to design legible routes and safe access into constrained sites.
- 6.5.2 Both within and beyond the urban area, principal corridors provide opportunities to develop land with alternative forms than those that might be considered appropriate one or two streets back into established, and more sensitive, neighbourhoods. Corridors can typically accommodate taller and higher density forms of development without undermining the qualities of the surrounding areas.
- 6.5.3 These locations, and particular the nodes of activity that might already have established at key points along these corridors, offer opportunities to concentrate new growth. Given their environmental characteristics and the fact that they are for the most part free from sensitive heritage constraints, they are often more suited to higher density and higher scale development.
- 6.5.4 All development should front the corridors and introduce significant public realm enhancements to help change the character of the roads towards a safer street environment. Redevelopment of larger sites should take a street-based approach, particularly when involving tall buildings to reinforce a regular, legible block pattern.

6.6 OPPORTUNITIES TO IMPROVE EXISTING CONDITIONS

- 6.6.1 The intensification of movement corridors relies on delivering development in coordination with a comprehensive package of upgrades to the public realm. Often 'leftover' and forgotten spaces beside busy roads, but highly visible and exposed to very high numbers of people, a place-shaping approach is needed to support new residents and give benefit back to existing communities.
- 6.6.2 Highways improvements should seeks to make vehicular traffic less dominant and improve pedestrian and cycle infrastructure. At-grade pedestrian crossings should be introduced at logical points and connect desire lines. The prominent nature of these corridors and the activity nodes along make them particularly useful to promote more sustainable travel behaviours. Investment in electric car and bike infrastructure along these corridors would help to communicate the strategically important role they will continue to have.



Image:
View looking north west
along the A24 at Ewell
Castle Parade (Ewell by-
pass) towards Tolworth

Existing characterful parades that are regular features in the borough are retained but additional storeys can be added to help intensify their use

Raising the environmental quality of this important route will be key to changing the character of this part of the borough. Tree planting, public realm investment and new development will help to bring more activity to these streets

A rapid bus network with bus only lanes would help to improve the use of this transport mode to encourage sustainable travel





Existing view along the Ewell by-pass



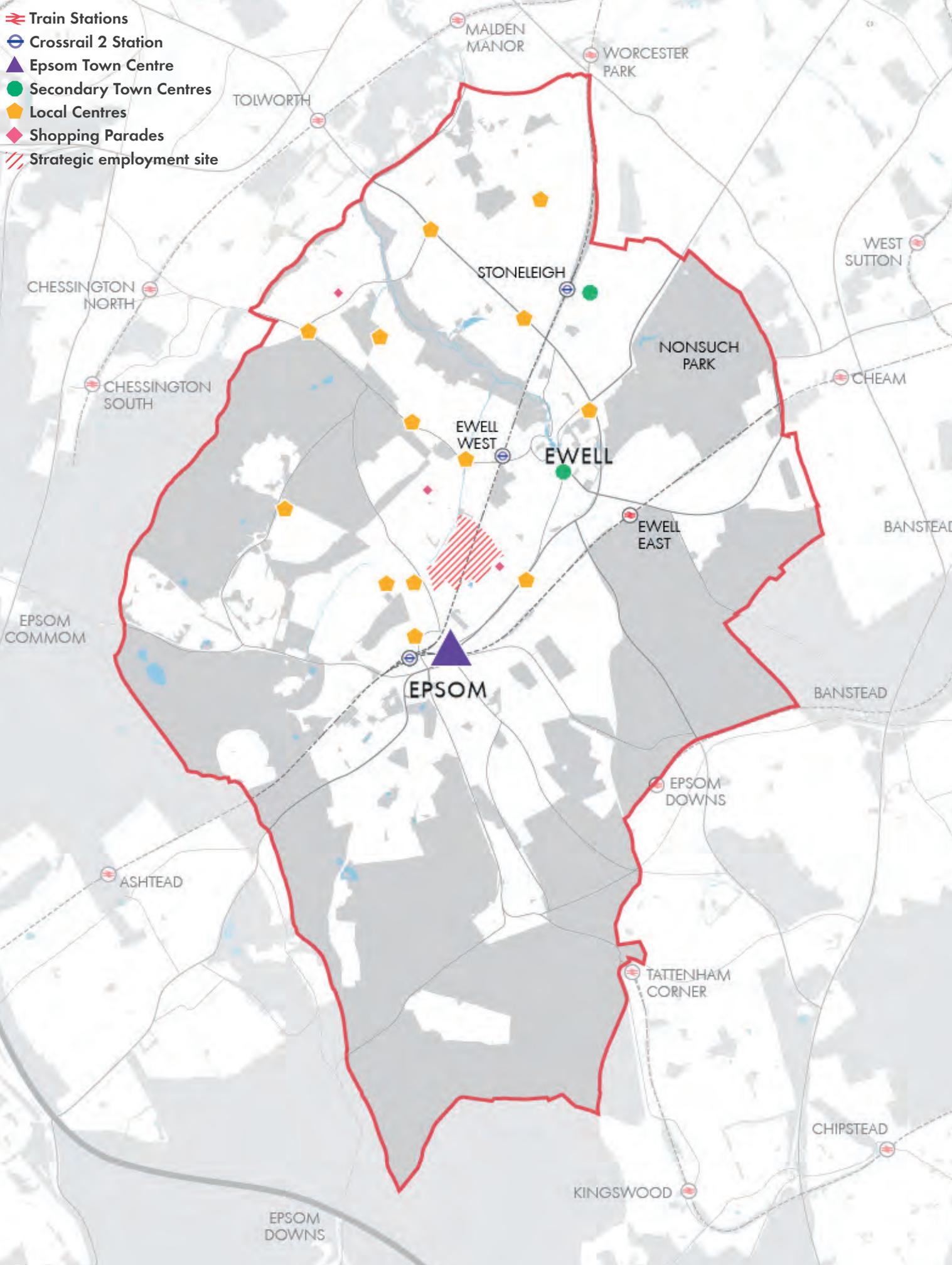
New development steps up in height at the corners of this busy transport corridor. This is a well connected location and taller buildings can add interest along this important route

This sketch is designed to illustrate the scale and key opportunities for good growth in the borough. The detailed design of buildings and spaces will follow as part of future planning applications.



Borough-wide plan illustrating the strategic employment site and range of centres

- Train Stations
- ⊖ Crossrail 2 Station
- ▲ Epsom Town Centre
- Secondary Town Centres
- ◆ Local Centres
- ◆ Shopping Parades
- ▨ Strategic employment site

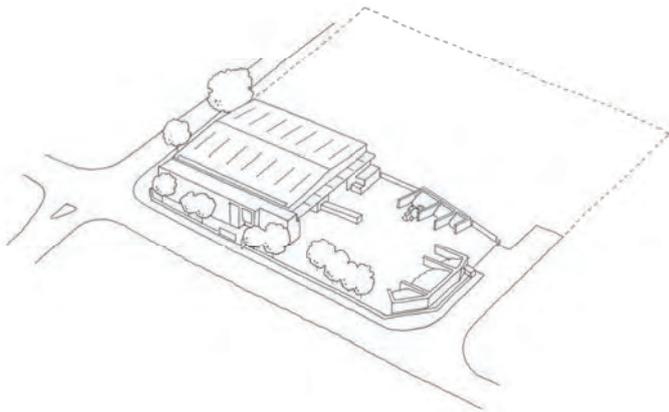


7 STRATEGIC EMPLOYMENT SITES

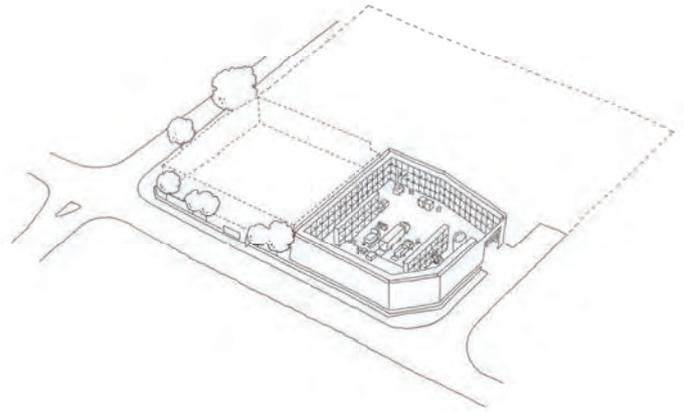
7.1 INTRODUCTION

- 7.1.1 Epsom and Ewell is home to a handful of employment sites of strategic importance to both the borough and region of neighbouring boroughs. The two most significant locations are Longmead Industrial Estate and Kiln Lane Industrial Estate. Located at the heart of the borough, these two industrial sites are adjacent to one another, separated by the rail line running from Epsom station to central London. Treated as one strategic employment site, the area is characterised by large footprint, single storey shed and warehouse developments.
- 7.1.2 Beyond Epsom and Ewell, strategic employment sites have come forward for intensification and have become sources of mixed use development often including an element of residential uses. The circumstances of this scale and type of change is unique to each location. Different locations have different issues, pressure and circumstances, with Epsom and Ewell being a case in point.
- 7.1.3 The Council are exploring the potential opportunity for the intensification of low density strategic employment sites, in line with its search to identify housing land based on the Governments' assessment of need.
- 7.1.4 That said, the area performs an important economic function for the borough with high occupation rates and a strong concentration of light industrial, distribution, manufacturing and service businesses.
- 7.1.5 The masterplan therefore explores the conditions required to see the intensification of employment land and the introduction of mixed uses and new homes. A phased approach could be implemented in the future should the right circumstances and conditions arise.
- 7.1.6 There has been a dramatic reduction of industrial land across London and south east England over the past decade, with large areas of land being released for housing and often more intensive forms of commercial activity. This trend is set to continue with the emerging London Plan looking at releasing employment sites for residential growth and other London hinterland authorities exploring options that will release similar sites.
- 7.1.7 A capacity study has recently been undertaken for the Longmead and Kiln Lane Industrial Estates. This study concluded that both strategic employment sites are subject of high demand from businesses. The existing use values of the two sites, boosted by the high demand, means that proposals to intensify the use of the sites through mixed-use development is not a financially viable option. Given the high demand, absence of development viability and lack of alternative sites (coupled with conflicting demand for housing land) the Capacity Study concluded that comprehensive redevelopment of the two sites was unlikely to take place during the forthcoming Plan period. The availability of alternative viable sources of housing land supply, that have fewer development constraints suggests that these two sites are not easy opportunities for intensification in the foreseeable future.

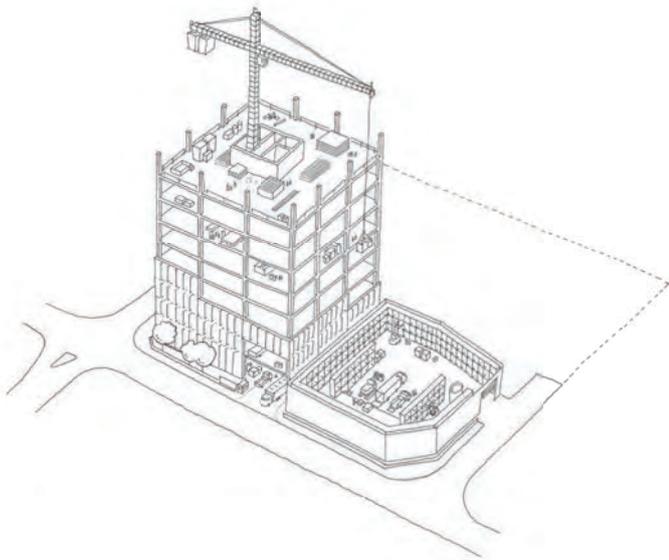
Phased approach to consolidation and intensification of industrial land, introducing high density mixed use development



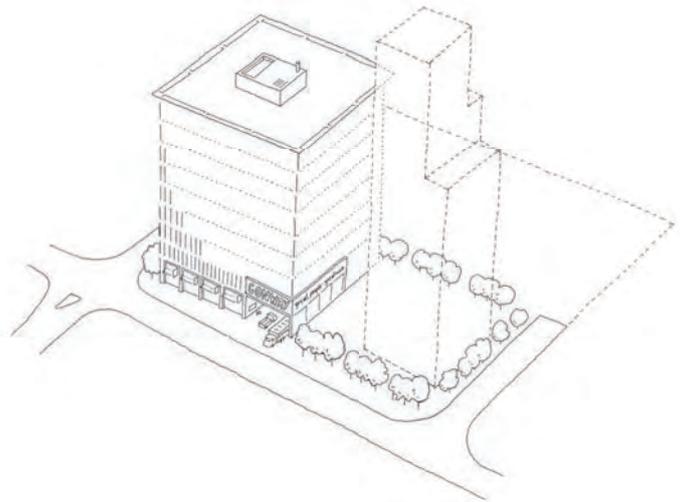
1 Existing industrial land use - low density land use with open yard and storage



2 Reformat industrial space on a more efficient floor plan, making use of vertical space



3 High density redevelopment of released land - flexible spaces for office and other employment uses



4 Potential later phases of development which recycle the originally relocated employment space for higher intensity uses, which might include some residential uses

Phases of industrial land intensification

7.2 WHY IS IT A SUSTAINABLE LOCATION TO CONCENTRATE GROWTH?

- 7.2.1 In a borough as tightly constrained by Green Belt designations as Epsom and Ewell, any reuse of brownfield land for intensification represents a sustainable type of growth. Whilst investment is needed to help create successful places to live and work, the existing base of infrastructure means reduced costs and environmental degradation by building new neighbourhoods and settlements on greenfield land.
- 7.2.2 The Borough's strategic employment sites are therefore sustainable locations for redevelopment. However, they perform an important strategic role in establishing a mixed and balanced economic profile for the Borough. These existing uses are important ingredients in the establishment of sustainable, varied and vibrant places.
- 7.2.3 Whilst there is a need for housing delivery which the planning system must plan positively for, there is also a long term need for employment land. Epsom & Ewell's policy approach has been to consider such opportunities on the basis of evidence that demonstrates that any loss of employment floorspace will not have a negative impact on the Borough's economic vitality and viability.
- 7.2.4 Mixed use opportunities that increase employment densities and raise the employment offer beyond current levels (e.g. high tech or offices) are, subject to evidence, more likely to be supported. However, whilst these opportunities can appear enticing it is important to remember that the demand for these sites to supply employment uses outstrips any other use (including residential).

- 7.2.5 The economic importance of industrial land alongside viability considerations means the delivery of any potential future homes on such sites will be limited. Indeed, the potential redevelopment of Longmead and in scale.
- 7.2.6 Therefore, any restructuring of employment land which might see a richer mix of uses come forward in these locations, potentially including some residential uses, could only ever be envisaged over the much longer term.

7.3 HOW CAN THE AREA GROW WHILST RETAINING ITS LOCAL IDENTITY?

- 7.3.1 The primary consideration in planning terms regarding mixed use development, including residential uses, on land within strategic employment designations revolves around the quality of the employment land.
- 7.3.2 The intensification of allocated employment sites through mixed use redevelopment might result in a net increase in the number of jobs alongside the benefits of delivering other uses which might include residential uses. The sequence of drawings opposite illustrates how a phased approach to intensification of industrial land can see the introduction of mixed uses including homes.
- 7.3.3 Given the strategic importance of the Longmead and Kiln Lane industrial estates, mixed use development should not harm the quality of the predominant employment land uses across the estate. Though the introduction of residential uses could give rise to issues associated with the protection of residential amenity restricting the range of uses capable of being undertaken in the estates.

7.4 WHAT TYPE OF DEVELOPMENT WILL BE APPROPRIATE?

7.4.1 Whilst the recent capacity study found no evidence to support the release of existing strategic employment land, if such a need did arise, the redevelopment of industrial sites provides opportunity for fundamental intervention. Industrial land tends to have a low overall floor area ratio, with irregular pattern of free form sheds and warehouses sitting in generous plots next to surface car parks and storage yards.

7.4.2 These low density and land hungry uses mean industrial land has the potential to be consolidated into more intensely used plots. This release of land could then be used for alternative uses including residential development, although more intensive forms of employment land uses would be more appropriate in planning terms.

7.4.3 That said, all types of redevelopment should take the form of intensification, whereby existing uses are retained in order to reinforce their economic importance in the region. It would be a case of introducing homes at the fringes of industrial land, taking a strategic approach to careful masterplanning, reorganising the internal street hierarchy and the drawing of character areas to inform the type development, including typologies and uses.

7.4.4 For example, it would be appropriate to retain core employment uses with good access preserved at the centre of industrial sites, as well as those constrained by railway lines and noisy commercial activity. Residential growth could potentially be accommodated on the edges where there is greater opportunity to improve frontage and contribute to streetscape whilst not undermining the quality of the bulk of the adjacent industrial land.

7.4.5 Given the national trend that has witnessed the rapid loss of industrial land over the past decade, it is more valuable to the functioning of towns and cities than ever before. In some cases competition for land between industrial and residential uses has increasingly resulted in innovative mixed use schemes, incorporating both homes and operating warehouses into single schemes. Stacked warehouses, sound insulation and a safe street networks can help these uses be good neighbours to one another.

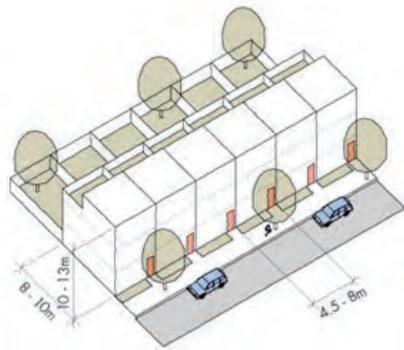
7.4.6 Many of these emerging typologies are in their infancy and whilst practically attainable they remain aspirations for many boroughs. They tend to only arise in locations where land values fuel more flexible and innovative forms of development which might not be appropriate or viable in the Epsom and Ewell context. However, such approaches may be more relevant to the Borough beyond the approaching plan period.

7.5 WHAT FORM OF DEVELOPMENT WILL BE MOST APPROPRIATE?

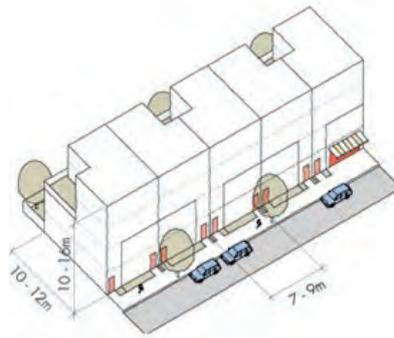
7.5.1 In general, the intensification of industrial land should concentrate on the edges first and foremost, creating a more positive threshold with neighbouring uses. This also avoids conflict with the ongoing operations of industrial activities which could be an issue if land at the centre of a site was chosen for residential redevelopment. Traffic management measures can help to separate service access and residential access and protect both uses.

7.5.2 Any residential development on such edges should contribute to an enhanced pedestrian and cycle environment. Street trees and planting can help reinforce what was a poorly defined boundary and form a part of the borough's green infrastructure network of high quality, multifunctional green routes and open spaces.

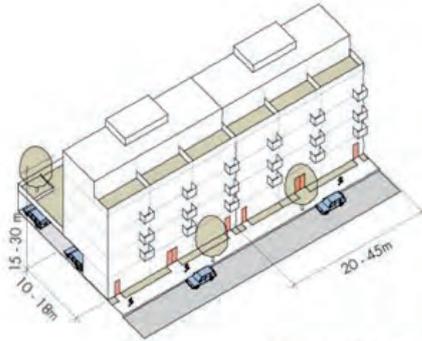




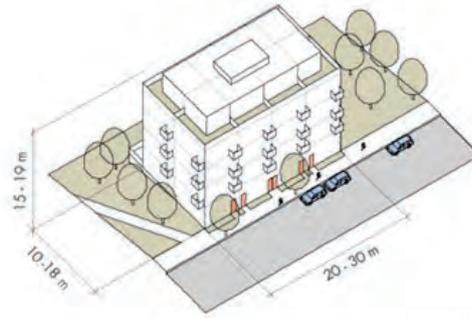
Terraced houses, on-street parking



Stacked maisonettes, on-street parking

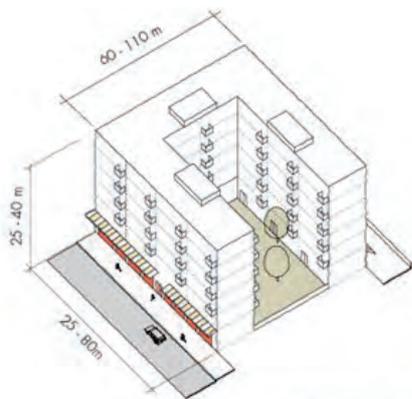


Terraced apartment buildings

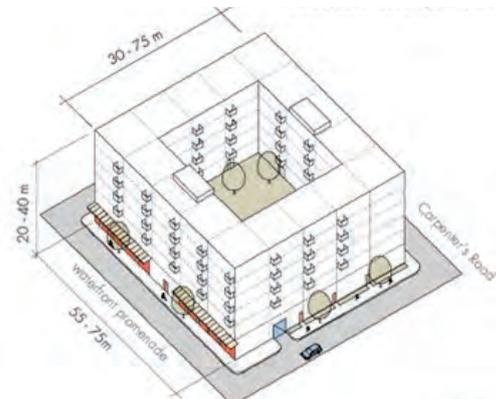


Detached terraced apartment block

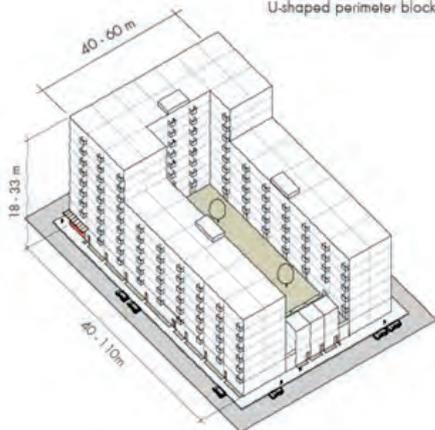
Street frontage building typologies



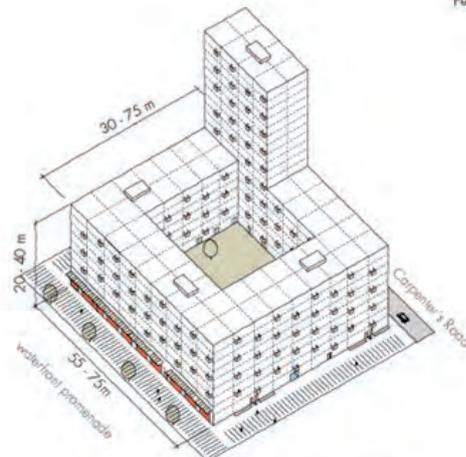
U-shaped perimeter blocks



Perimeter blocks



Hybrid perimeter block integrating u-shaped perimeter block and terraced houses



Hybrid perimeter block integrating taller elements

Apartment building typologies

8 INTENSIFICATION OF THE URBAN AREA

8.1 INTRODUCTION

- 8.1.1 A broad approach to making better use of urban areas across the Epsom and Ewell is an essential ethos that will underpin the success of the Borough in meeting its housing need. Opportunity sites will be identified that fall outside of the borough's network of centres; between the pedestrian catchment of its stations; and away from the principal movement corridors.
- 8.1.2 It is important these sites that come forward for housing growth accommodate high density development that makes best use of available land. The drawings opposite illustrate a number of typologies that can deliver high numbers of homes without necessarily needing to be high scale.
- 8.1.3 Between the borough's network of centres; between the pedestrian catchments of its railway stations; away from the Borough's principal road corridors, opportunities will arise for the redevelopment of sites.
- 8.1.4 The planning authority must take a leading role in steering these sites towards delivering the most sustainable forms of development. Whilst market forces may put pressure on such sites delivering high values through the delivery of entirely market-facing forms of development - often large, detached, executive homes - planning policies must ensure that the most effective use is made of land.
- 8.1.5 Nationally, local planning authorities are under increasing pressure to demonstrate how housing needs will be met. Given Epsom and Ewell's Green Belt constraints, densities need to increase. New housing typologies need to emerge which respect prevailing urban character whilst making the best use of land. Stacked maisonettes can deliver high quality living environments for families including private amenity space at densities significantly higher than individual houses. This is just one potential way in which the spaces people associated with a family home - with two storeys of family accommodation and with private amenity space - can be provided at densities far higher than more traditional houses.
- 8.1.6 Technological advances in the way people move around is evolving rapidly. Battery powered bicycles and cars are becoming much more accessible. Car hire initiatives are attracting more and more young people to choose not to own a car. It therefore will be important to take a flexible approach to planning standards - and in particular, parking standards.
- 8.1.7 The rigid application of historically established planning standards will undermine efforts to deliver the positive changes required. It will also increase the need to look for land beyond the urban area to meet current needs.
- 8.1.8 In some cases it could be required for masterplans to demonstrate adaptability of parking spaces for alternative futures as demand for car ownership and use falls in line with the increasing popularity of efficient public transport and active travel. For instance, residential parking could be converted to open green spaces and front gardens.



Image: View looking south along Church Road towards the former Dairy Crest site, standing adjacent to the current building supply yard

New development should be of an appropriate scale and grain to sit comfortably within conservation areas within Epsom Town Centre. The buildings will be constructed using materials that are recognised locally such as the red brick of surrounding Edwardian and Victorian streets

Private gardens and tree planting help to ensure the street scene is characteristically green





Existing view along Church Road



This sketch is designed to illustrate the scale and key opportunities for good growth in the borough. The detailed design of buildings and spaces will follow as part of future planning applications.

New development steps up in height at the corners of the main road but reduces in scale on Church Road. Larger family sized homes and new shared green spaces are provided



DELIVERING DESIGN QUALITY



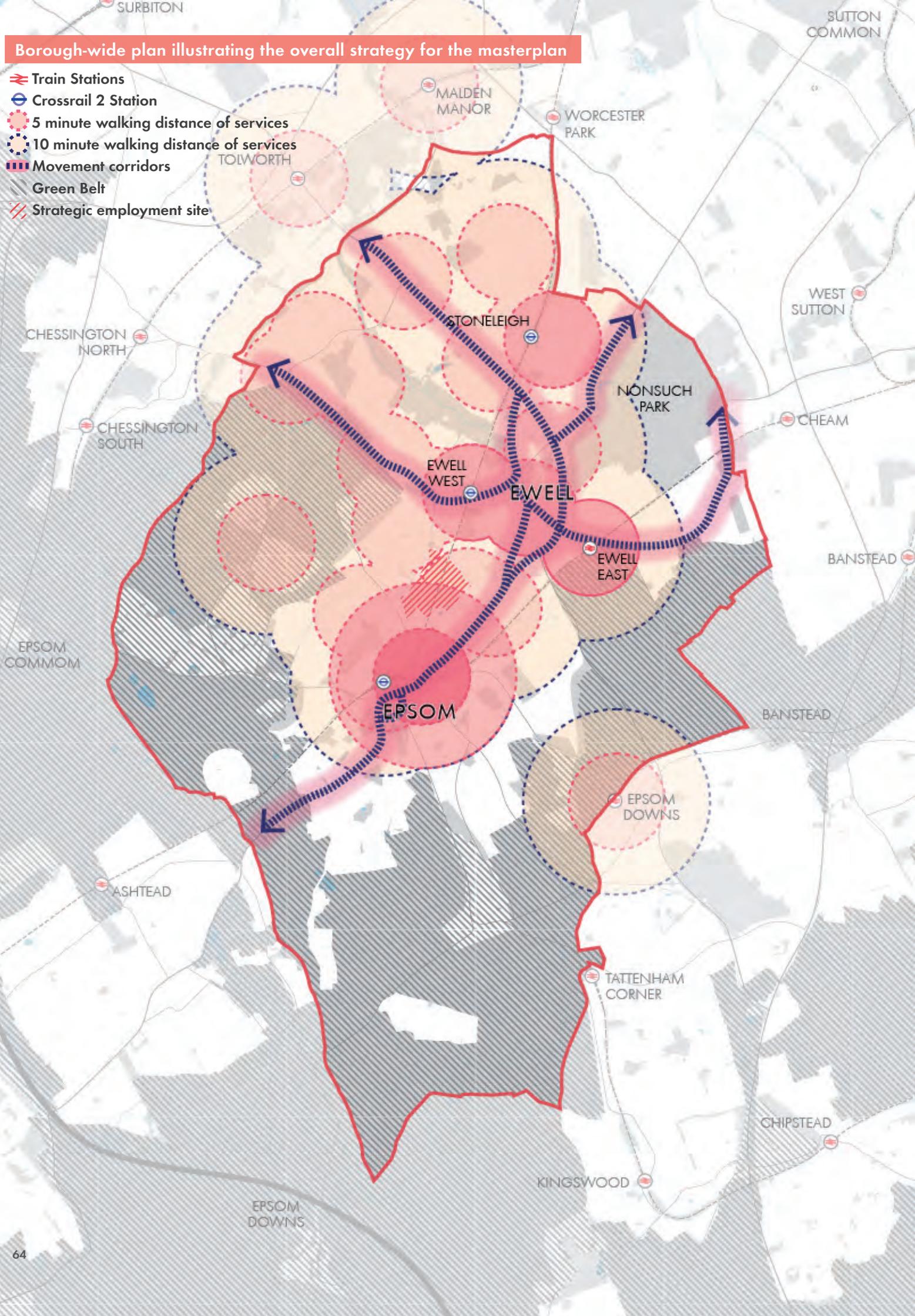
EPSOM AS THE URBAN CENTRE OF THE BOROUGH



A FAMILY FRIENDLY COMMUNITY

Borough-wide plan illustrating the overall strategy for the masterplan

-  Train Stations
-  Crossrail 2 Station
-  5 minute walking distance of services
-  10 minute walking distance of services
-  Movement corridors
-  Green Belt
-  Strategic employment site



9 BOROUGH-WIDE DEVELOPMENT FRAMEWORK

9.1 BOROUGH-WIDE STRATEGY

- 9.1.1 The scale of change required to meet identified housing need across Epsom and Ewell is very significant. The Borough must plan positively for this change.
- 9.1.2 The strategy outlined through this masterplan seeks to establish the key strands of a development framework which will be required to deliver wide ranging beneficial change across the borough.
- 9.1.3 The priority will continue to be ensuring that identified urban sites are developed in such a way to ensure they meet the majority of the borough's housing needs. The role of Epsom town centre is of paramount importance. Because of their scale, the Utilities and Depot Road sites present the most exciting and significant opportunities to kick start the step change in thinking required.
- 9.1.4 However, the strategy outlines the significant potential to deliver distinct change across the borough and the need to look with a new perspective on the potential for smaller centres, the areas around railway stations and the borough's principal road corridors to do much more to meet housing need. Key elements of the strategy are summarised in the following paragraphs.

Stoneleigh

- 9.1.5 Stoneleigh Broadway is a healthy secondary shopping centre. Its railway station forms an integral part of the centre and provides very good and fast access to central London from within the Oyster Card network. A detailed study should be undertaken to help explore how redevelopment could help to deliver much needed housing in a high density format in this highly sustainable location.

Ewell East Station

- 9.1.6 The area around Ewell East Station is considered to represent a particular opportunity. The land to the south of the station is occupied by playing fields and falls within the Green Belt. The area around the station however is considered to have potential to emerge as a new local centre with small scale commercial and community uses supporting a new residential neighbourhood. Housing densities could take full account of the immediate access to the station.
- 9.1.7 A study to explore the scope for a new neighbourhood to be developed alongside the existing NESCOL College should be undertaken.

Ewell-by-pass and Kingston Road

- 9.1.8 Principal movement corridors through the borough will provide opportunities for the intensification of highly accessible sites along their length. In many cases these will provide opportunities for good growth that can be of benefit to existing and new communities, taking a placemaking approach that contributes to the attractiveness of the borough and its key road corridors.
- 9.1.9 Two examples where this approach would make the greatest positive impact would be along the Ewell-by-pass and Kingston Road, forming part of the A24 and A240 respectively. Taking a coordinated approach and delivering high quality housing in combination with a package of highways, public transport, public realm and green infrastructure improvements will help create accessible, attractive and healthy places.

Longmead and Kiln Lane Industrial Estates



9.1.10 Epsom and Ewell's principal industrial sites play an important economic role for the borough and wider region. Their continued commercial activity is essential but long term opportunities for intensification could be explored in time. Housing delivery could be possible by reviewing the edges of these sites, whilst retaining core employment activity at the core. Emerging typologies where flexible residential formats and industrial activities co-exist may yet provide future opportunities and alternative futures for these sites.

Intensification of urban areas

9.1.11 Existing urban areas will see residential development at higher densities that traditionally seen across the Borough. Flexible application and possible review of planning standards, including parking requirements, will help encourage more sustainable behaviours as well as future-proofing development for changing lifestyle trends. This approach will make the most effective use of available land and use of a Design Review Panel will help in high quality design becoming a hallmark of Epsom and Ewell.

9.2 REFLECTING ON CAPACITY

9.2.1 The previous sections outline a multi-layered strategy for how the borough can address future development needs during the plan preparation process and in the consideration of developments as they come forward during the plan period.

9.2.2 All strategic options will need to be explored further. However, the scale of the challenge facing the Borough is highlighted when one compares the potential housing capacity of the known opportunity sites with the land that would be required to meet the identified housing need of 9,843 dwellings.

9.2.3 It is apparent that, even if all housing needs were met through developments with an average housing density of 60 dwellings per hectare (dph), a total of approximately 164 Ha of land would be needed, of which only 46 Ha is potentially already known about. This scenario would therefore still require 118 Ha of land to be found to ensure housing needs are met.

9.2.4 The traditional suburban housing streets of Epsom and Ewell typically have housing densities of between 20 and 30 dph. In more urban areas, where apartments become a more prevalent housing typology, densities can increase significantly.

9.2.5 It is very clear therefore that the very best use of urban land, with developments that must exceed prevailing averages, must be made to help meet the very challenging level of housing need facing the Borough. Land beyond the urban area may also be required to help meet this need.

9.2.6 Epsom and Ewell Borough Council will take forward the masterplan and its strategic themes, whilst commissioning further studies to explore how the remaining housing need will be met.

**Allies and Morrison
Urban Practitioners**

85 Southwark Street
London SE1 0HX

telephone +44 20 7921 0100
web alliesandmorrison.com
email info@alliesandmorrison.com