

[The Site]. Good evening, I am Matthew Secker, Project Director for the Eden Walk Shopping Centre Limited Partnership, a 50/50 Joint Venture between British Land and USS. Tonight we are presenting our proposals for the redevelopment of the existing centre shown in colour on the aerial photograph. This long awaited regeneration scheme is an extremely important opportunity for the future of Kingston and its economy.

[Existing Eden Walk Photos] As you will all know, the existing Eden Walk Shopping Centre is tired, dated, unattractive and in a poor state of repair. It does not meet customer expectations or modern retailer requirements. In the last 12 months alone, both footfall and car park usage have dropped over 4% year on year. It is a centre in decline and Kingston deserves better.

[The Masterplan] We would like to share with you our vision for what it can become - its diverse range of uses, the better connectivity around the town centre, the high quality design and how it has been carefully balanced with the Historic setting.

We will also explain our approach, the extensive consultation we have undertaken and the changes that have resulted, together with the significant social and economic benefits it can provide.

Kingston is a great town, a Metropolitan Centre and aspiring Opportunity Area that is a retail powerhouse for its catchment. However, the future success of the town centre is not guaranteed. It faces real challenges from competing centres and online retail. Working together, we are certain Kingston can address these challenges.

This strategically important, transformational, mixed use scheme, would be one of the largest investments ever made in Kingston and will be the catalyst for the wider regeneration of Eden Quarter.

In line with well-established planning policy, our vision is to create a vibrant new retail quarter, with very high quality public realm, that will re-integrate this forgotten part of Kingston back into the town centre, improving links to Clarence Street and the Market Place through the sensitive re-landscaping and opening up of the southern end of Memorial Gardens which you can see on this masterplan.

[A Truly mixed use scheme] It will provide new retail space to meet modern requirements; cafes and restaurants with a dining terrace and a boutique cinema which will broaden our offer and extend evening trade, together with almost 35,000sqft of new office space. The development will generate hundreds of new jobs for Kingston.

[3D isometric of the scheme] It will also create 380 homes in the heart of the Eden Quarter. These will play an important part of meeting Kingston's needs, providing an opportunity for town centre living in a high quality environment. These will range from studios to 3 bedroom units, of which 45% will have private underground car parking. The residential accommodation has an essential role to play in generating the revenue to pay for the rest of the scheme. Without it the development would be unviable.

[Sky restaurant view towards Bushy Park] The scheme will also provide a much needed refurbishment of the multi-storey car park replacing the old spiral ramp, making the spaces wider, providing new lifts, stairs and escalators up to a sky restaurant which will be the highest publically accessible space in Kingston, affording spectacular views across the rooftops towards Bushy Park.

So why should you trust us with such an important site in Kingston town centre?

British Land and USS are an established partnership with substantial expertise and resources, and have already delivered transformational schemes together. We have the desire to make this a reality and are committed to helping Kingston stay at the top of its game.

[Proposed approach from Eden Street] We already have written expressions of interest from numerous good quality retailers and an occupier interested in the cinema. We are confident we will attract new, aspirational brands not currently in Kingston.

Because this is a complex scheme with three different buildings, we have produced an updated version of our flythrough, which I would now like to show you to help you understand the proposals.

FLYTHROUGH

[Consultation and Roadshow images] Bringing forward a scheme of this complexity is challenging. There are many, often conflicting requirements that need to be carefully balanced. That is principally why it has taken 3.5 years to get to this point.

It is widely recognised that doing nothing is not an option, so to bring forward proposals for this comprehensive redevelopment, we have undertaken the most extensive programme of consultation ever carried out by British Land.

Our strategy has been very different to that of other developers. At all times we have sought to be honest about what our proposals are. When we have consulted, we have listened and responded. That is why we made significant changes before submitting our planning application.

Kingston is a special place and we are not seeking permission for a scheme of this importance without trying our hardest to tailor these proposals to the feedback we have received. We are here for the long term and want to be the best neighbours we can be.

We are grateful to the 3,500 people from across the borough, who have given their time to engage with us. Even if we haven't managed to agree on everything, they know they have helped shape this scheme for the better.

Getting to the right solution has been a long and iterative process. The proposals before you now represent the best solution available and at our final public exhibition, received almost 80% support.

We would now like to talk about the scheme's design in more detail.

[Proposed approach from Union St/Memorial Gardens] We have employed BDP as architects for this scheme. Their credentials in delivering high quality regeneration schemes are second to none. Their team, and particularly Gregory Fonseca, have been with us every step of the way, attending almost every meeting and consultation event, to hear first-hand what Kingston and its residents from across the borough want out of this scheme.

There were also some key design requirements that the project had to deliver on. The architects' experience, coupled with their detailed understanding of the site's context, has led to a very high quality design, bespoke to Kingston.

[Proposed Union Street approach] At all times they have been cognisant of our desire not to dominate the Kingston skyline. The quality and variety of the materials, the colour palette, texture and tone together with the architectural detailing have all been inspired by the local context and interpreted in a contemporary way. Fundamentally, the primary purpose of this development is to create a vibrant, modern retail, leisure and commercial environment which will stand the test of time.

One of the particular areas of discussion was the height and mass of the scheme. Sarah Jackson, an expert from the leading historic building and townscapes advisors, Tavenor Consultancy, will now talk you through the design in terms of the historic context, and the changes that we made before submission, as a result of the extensive consultation with statutory consultees, planning officers and the local and wider community.

SARAH JACKSON

[Proposed Eden St approach] Thank you Matthew. So how can you design a scheme that's both viable (which inevitably means an increase in mass and height) and that sits comfortably in its surroundings? The Kingston setting is extremely sensitive – the site sits between two conservation areas, there are several listed buildings in the near vicinity, it is close to Hampton Court Palace and three registered parks. But the setting is also varied, which led us to consider a range of design responses.

Our starting point was to test the scheme throughout the design process, at both the metropolitan and local scales, to see how the Eden Walk Development fitted in to its context, and, as I'll show, the project changed substantially as a result. In all 38 viewpoints (as agreed with Historic England and RBK) were tested. Through the design process, as a result of consultation and general design development, the tower reduced in height from 22 storeys down to 16 and the overall massing was reduced.

Views from Kingston Bridge

At the metropolitan level, it is important that the Development is seen as part of the urban layering within Kingston, and that it does not dominate.

View 13a existing. Kingston Old Town can be seen as a whole from Kingston Bridge; key elements of the view include the relationship of Kingston to the river, and the tower of All Saints (which represents the spiritual and symbolic heart of the town) sitting within an urban layered context. It is important to us that the dominance of All Saints is maintained; the height of the tower and the overall massing of the blocks were substantially reduced as a result.

View 13a early iteration. This is an early iteration of the scheme – the tower is shown at 20 storeys.

View 13a final version. We reduced the height of the tower, and the overall massing to maintain the primacy of All Saints.

However, these views are not fixed, the reality is that you experience them differently as you move across the bridge.

Play view sequence of 4 with Bishops Palace cumulative. View 13a final cumulative, View 13b proposed, View 13c proposed, View 13d proposed. As this sequence shows, the relationship between the tower and other buildings, including the consented schemes for Bishops Palace (shown in grey) and TOPO (shown in a blue wireline) changes as you walk over the bridge. The impact of Eden Walk, in relation to its context, is relatively low.

Market Place

Market Place View 19 proposed. Similarly, at Market Place, it is important that the Market House remains the focus. As you can see (or can't see) the visibility of the development is extremely slight. In this view, the Development is just to the left of Market House - where it is visible, it merges into the background, like other buildings.

Market Place View 20 proposed. Again, this shows how well hidden the Development is, even from relatively close quarters. The Development is just seen to the right of the chimney between the gables of half-timbered double gabled building, number 32 – 33 Market Place. This is a direct result of us reducing the height of the Development.

Hampton Court

Hampton Court Park - View 5. There are places where it is essential that the Development is not seen at all, for example at Hampton Court. This is one of several views tested, looking down one of the lime avenues, towards All Saints, which focuses the view. Eden Walk is shown by the red dotted line, Kingston generally is shown in yellow, and TOPO, and other developments in blue. Even in winter, when this image was taken, the Development is not visible at all. It is worth noting that the Historic Royal Palaces and the Royal Parks have no objections to the Development.

Close too, local level

Masterplan. Clearly the Development will be visible close to, and here it is important that it is knitted into the existing immediate context. Due to the tight nature of the streets, the Development is never seen as a whole, and is read in fragments, as part of street views. For this reason, we looked at the Development as a series of 'character areas', to enable each section to respond to the differing local conditions.

For example:

Union Street

Union St View 21, existing and proposed. This view is taken looking down Union Street, opposite the United Reformed Church. Here you can see the currently poor, fragmented, street front, dominated by the low quality entrance to the car park, all of which contribute to a low pedestrian experience.

Our proposal repairs and improves the street frontage, providing continuity to the street elevations. The residential massing is set back, reducing the impact and producing a successful relationship with the Old Town Conservation Area to the left.

United Reform Church view 22 BDP, proposed This view looks directly towards the United Reformed Church; it shows the new landscaped public square, between the Church and Eden Walk – a new, south facing space, similar in scale to Apple Market, with a new route, Union Way, leading directly into the centre of the Development, Eden Crescent. This new square, as well as providing a welcome place to sit and meet, provides an enhanced setting for the United Reformed Church.

Eden Walk and the Old Post Office

Brook St junction with Eden Street Existing View 23 This view is taken looking up Eden Street, with the Old Post Office on the right. The current Eden Walk presents a largely blank dead elevation to Eden Street. The current setting of the Post Office is poor – the key relationship it has with its neighbouring Sorting Office and its function is lost, but it holds a strong place on the corner of Eden Street, particularly when looking east down Eden Street from Union Street and the Market Place.

Proposed View 23 This is a view that some may find challenging - I understand that, and I'd like to explain how we have thought about, and evolved, the design to give what we think is an appropriate response. Yes, there is an increase in intensity, yes, there is an increase in height, mass and volume. Eden Street becomes vibrant; there are shop fronts, a space for the community use, building entrances, activity, strong street edge – providing extremely positive benefits for Kingston. reversing the currently dead condition. In terms of design, the proposal is clearly articulated, with a strong bottom, middle and top, and the residential buildings have been broken up to allow light and views through to clear sky . The primary experience for the pedestrian will be the lower podium – which has a scale and material treatment directly evolved from the Old Post Office. The colours, textures and tones – directly refer to the stone and brick of the Post Office, and is an honest, contemporary,

response. Up above, set within their own roof top gardens, and set back from the podium face, is the residential part of the development.

Ashdown Road Proposed View 24 The homes above work to a different aesthetic, providing an appropriate combination of windows, privacy and balcony spaces. In relation to the Old Post Office, the primary aspects of setting - the relationship with the Sorting Office and the views down Eden Street – do not change, and the qualities of the Post Office can still easily be experienced. And in townscape terms, the Eden Street frontage is vastly improved, providing a much better pedestrian experience for those walking past.

Fairfield Park South

Fairfield Park South - View 29 cumulative. The residential part of the development is visible from Fairfield Park, itself a residential area. It continues the pattern of development set by the existing hotel, but is of a superior quality, and sits in between it and the consented TOPO scheme. Over the development of the project we have made significant changes to the massing to achieve this clearly articulated skyline.

Memorial Gardens

Memorial Gardens - View 32 existing. We will also relocate the War Memorial to a calmer setting, just a few metres from where it is now, and will upgrade the Memorial Gardens. **Memorial Gardens - View 32 proposed** The combination of the increase in footfall across the gardens, and the increase in natural surveillance, should reduce the antisocial behaviour currently apparent there, and reclaim the Gardens for Kingston residents. This approach is strongly supported by the British Legion. **View of Memorial Garden**

New links

We are also providing new links into the development from Union Street and from the Memorial Gardens. **Route to Market Place – View 18.** This improves connectivity to Clarence Street, Bentalls Centre and the Market Place, re-introduces a historic route into the Site, and extends the network of lanes within the town centre (these informal routes which are so much part of the character of Kingston). This new route has the added advantage of opening up new views of All Saints, all of which helps to embed the Development within the historic core of Kingston.

In all cases, we believe that no harm has been caused by the Development, a view shared by the GLA. Historic England also concur that there is 'no substantial harm'.

Overall, we have produced a high quality scheme that is both distinctive in its own right, as well as responding to its local context. Eden Walk will be fully embedded within the town centre, respects its neighbouring listed buildings and conservation areas, and at the same time, offers something of high quality and new.

MATTHEW

[Leave last image V18] I hope that Sarah has demonstrated our comprehensive and professional approach.

On this project, achieving the right balance between the heritage considerations and quantum of development required to make this scheme viable, has been a very delicate balance.

[New dining terrace] We agree it is vitally important that as decision makers, you are in possession of the full facts in respect of this scheme's viability.

This is why we were pleased to share the numbers that make up the viability assessment with Members. Many developers shy away from disclosing such information, but right from the outset, we have been open and honest about what this scheme has the financial ability to deliver.

One of our biggest challenges to creating a viable development is the value of the existing centre worth about £88million, derived from the value of the existing rental income. This is not like buying a largely vacant site for development. We cannot artificially reduce the value of the asset, so the land value used in the appraisal can only be the existing use value.

We have communicated for a long time that the viability of the scheme precludes the provision of any affordable housing. The additional scale and massing of a development needed to provide full compliance with policy targets would be unacceptable. **[Profit share diagram]**

Our approach has therefore been to accept a lower minimum return than many of our competitors would demand and offer the Council a 50% share of profit above our minimum 15% return. We will be legally bound to a fully transparent financial review on completion of the scheme documented in the s.106 agreement. The review will be based on actual costs and values, so the Council will be confident it has secured the maximum payment the development can truly afford.

[Union Terrace courtyard] During our conversations with residents about housing, we were asked whether there was something we could propose as a guaranteed minimum offer. Our response is that 10% of the units are to be Starter Homes, offered exclusively to those living or working in the Borough at 20% discount to market value. There will be covenants ensuring that these units are maintained at the 20% discount in perpetuity.

I would now like to talk to you about the range of benefits that arise from this development.

[The Kingston Offer] As this slide shows, the delivery of this scheme has significant economic benefits for Kingston.

The greatly improved retail and leisure facilities provided in the new Eden Walk, will complement those which currently exist in Kingston, attracting lost shoppers back to the town centre.

Importantly, once the new scheme is open, it is forecast that an extra 6 pence of every £1 available from the wider catchment will be spent across Kingston town centre as a whole, boosting trade for existing retailers, independents and the markets.

Given the challenges of Local Government finance, the development will help the Council by providing an additional £3 million per year in business rates and over £700,000 per year in additional Council Tax.

We have developed an Employment, Skills and Training Strategy with the help of the Kingston Skills and Employment Working Group, focussing on maximising local employment for the 700 jobs created during construction and the 600 additional jobs created when the centre opens.

We also commit to deliver wide ranging training and upskilling programmes and are targeting that 1 in 20 of the construction workforce will be apprentices, shared apprentices or trainees.

Our values run to the core of everything we do. Take sustainability. British Land were again recently voted one of the top 100 most sustainable businesses in the world. This will be one of the most sustainable developments Kingston has ever seen. Both the new offices and the retail space will be built to BREEAM excellent. It will feature photo voltaic solar panels, green roofs, sustainably sourced materials and rainwater recycling.

We will also manage the entire development for the long term, using our directly employed on site management and security team. We want to make Kingston proud of the newer Eden Walk. Clearly that is not something it can say of the current centre.

[The Local Offer] However, as substantial as these macro-economic benefits are, the consultation with local residents taught us that the borough wide significance is not the only thing that matters. As a direct result, we have continued throughout the application period to develop our local offer, introducing things that will benefit local businesses and residents.

We are now committing that all 25,000 sqft of the Grade A office space will be exclusively marketed to local businesses for 6 months and that an additional 10,000 sqft of office space will be exclusively reserved for local organisations at a discounted rent. There will also be a unit on Eden Street exclusively for Community use.

[New central space] We will continue to run events in the centre for the benefit of Kingston and its community, utilising the new central space which will be 30% larger than it is at present. We will also continue to support a range of community projects and charities.

We would now like to show you a 2 minute film, showing what this investment will mean to some of Kingston's investors, retailers, businesses and residents.

VOX POPS

[View of All Saints from new sky restaurant] In conclusion - we hope that we have convinced you that our mixed use development is right for Kingston. It will deliver transformational social and economic benefits for the town and the borough as a whole.

There are moments in time when great opportunities are there to be taken. We hope that the Council will seize this opportunity and secure this investment for Kingston and its future generations.