

WELCOME TO THE SECOND PUBLIC CONSULTATION FOR HERSHAM PLACE TECHNOLOGY PARK



Welcome

Thank you for taking the time to attend this second public consultation by Berkeley Homes about our proposed redevelopment of Hersham Place Technology Park on Molesey Road.

Since we last consulted the community in February we have developed a set of initial proposals for the land. We value the views of the local community and would like you to share your opinions about our ideas. This will help us to continue to develop and refine the proposals as we work towards making a planning application this autumn.

Please take your time to review the initial proposals and share your views using the forms provided or online.



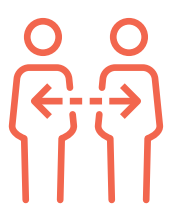
Your feedback so far

We held our first consultation event in February 2025 where we introduced our aspiration for a high-quality residential development on the site.

We also explained our plans to prepare an application for a change of use (called a Prior Approval application), to convert the existing buildings on site from office to residential. This has now been approved by the Council.

The event was held at Hersham Centre for the Community and received over 110 attendees who were able to meet the project team, introduce themselves and provide feedback about the site.

The feedback we received and subsequent conversations with local people and from engagement with planning officers have helped inform the material you will read today, including:



Strong support for Berkeley as the site developer, with appreciation for early community engagement and a well-structured consultation process.



A desire for a mix of housing including smaller homes and a mix of houses and apartments to meet different needs.



Emphasis on preserving Hersham's 'village feel' and community spirit, while acknowledging the need for new housing.



Concerns that the village centre is not used enough, and shops will continue to close therefore general concerns not to provide retail on the site.



Preference for brownfield development, rather than building on greenfield or undeveloped land.

SITE HISTORY

The site was originally farmland and has had a rich history as it has evolved for both residential, industrial and employment uses since the 1800s, seen in the timeline below.

The site has no heritage assets, with the nearest being the Grade II listed Barley Mow Pub and the Hersham Conservation Area, which we will seek to respect through how we design the form and character of the buildings.

Timeline



Hersham Lodge is developed in 7 acres of garden and parkland. It replaced an early C18th house known as Hersham Place.

Mid 1800s



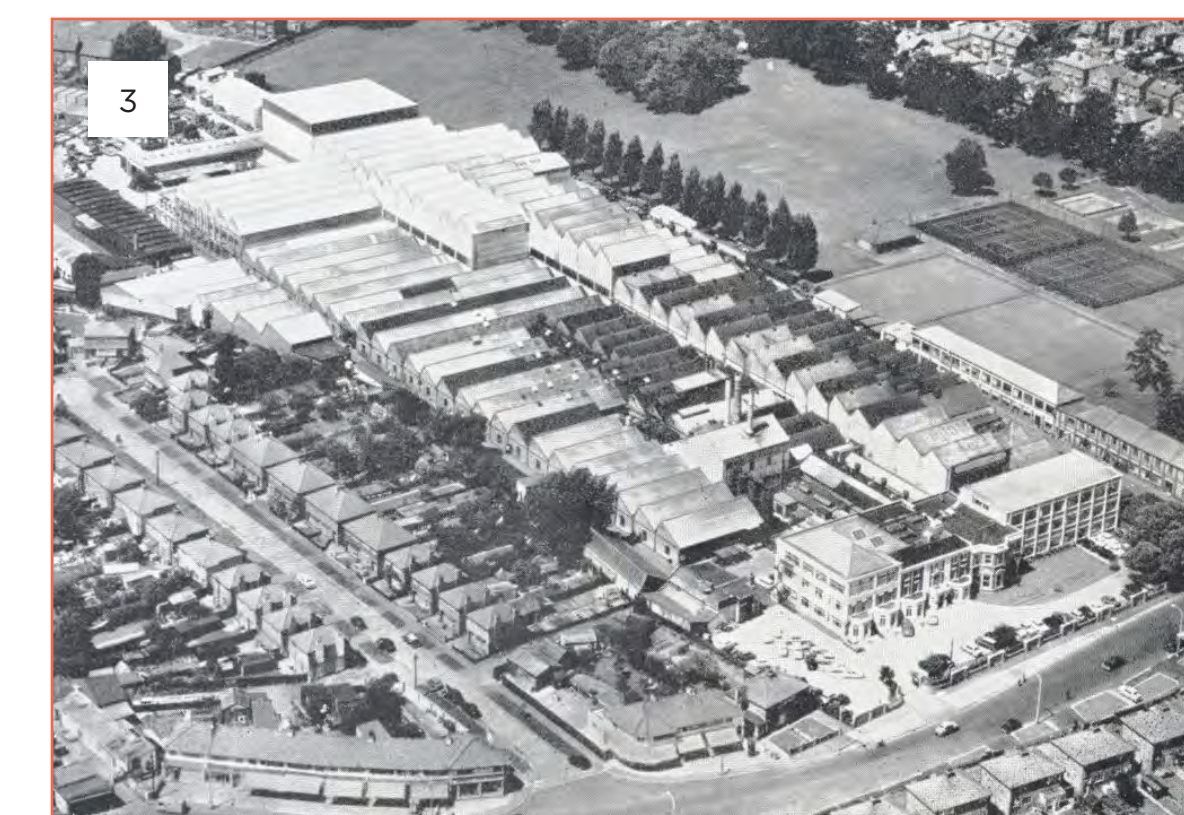
Henry Brooks bought Hersham Lodge in about 1887 and enlarged it, making it the largest house in the village. He lived there with his wife until 1917, when they both died. The house stood towards the east with a long frontage facing Molesey Road.

1887



The central and eastern section of the Site have been developed and Hersham Lodge is subsumed within the complex. Streets of terraced houses lie north of the Barley Mow.

1933



Hersham Works as it was known can be seen fully occupying the site for industrial uses, and the Queensway has not been constructed.

1970



The A317 (now A244) has transformed the setting of the Barley Mow. Hersham Place Technology Park can be seen on site.

1991



Hersham Lodge has open fields behind and to the north and Barley Mow PH (listed grade II) lies on the edge of the village.



1871

1918

ABC Motors Ltd purchased Hersham Lodge as offices and built a factory in the grounds. Soon after The Hackbridge and Hewittic Companies bought the site expanding the factory.

1925-1956

The works were extended several times between 1925 and 1956 to over four times its original size. In the 1950s the firm joined a group named Combined Electrical Manufacturers and in 1967 they merged with English Electric, which was subsequently acquired by the General Electric Company.



1980

Air Products established its European HQ in Hersham, later leading to its redevelopment as a technology park.



1975

- 1 Photograph of Hershaw Lodge c1890/ 1900 from Elmbridge Museum website
- 2 1871 OS Map 1:10,560 Crown copyright and Landmark Information Group Limited 2024
- 3 Aerial photograph of Hershaw Works c19702 from Elmbridge Museum website
- 4 1933 OS Map 1:10,560 Crown copyright and Landmark Information Group Limited 2024
- 5 1975 OS Map 1:10,000 Crown copyright and Landmark Information Group Limited 2024
- 6 Photograph of Hershaw Works c.1950 from Elmbridge Museum website
- 7 Photograph of Mosley Road frontage c.1965 from Elmbridge Museum website
- 8 1975 OS Map 1:10,000 Crown copyright and Landmark Information Group Limited 2024

SITE OPPORTUNITIES

Existing Site Assets

This plan opposite shows the key opportunities we have identified associated with the site to inform our proposal.

Currently the majority of the site is a mix of built form and hardscape. Green space is restricted to the edge of the site.

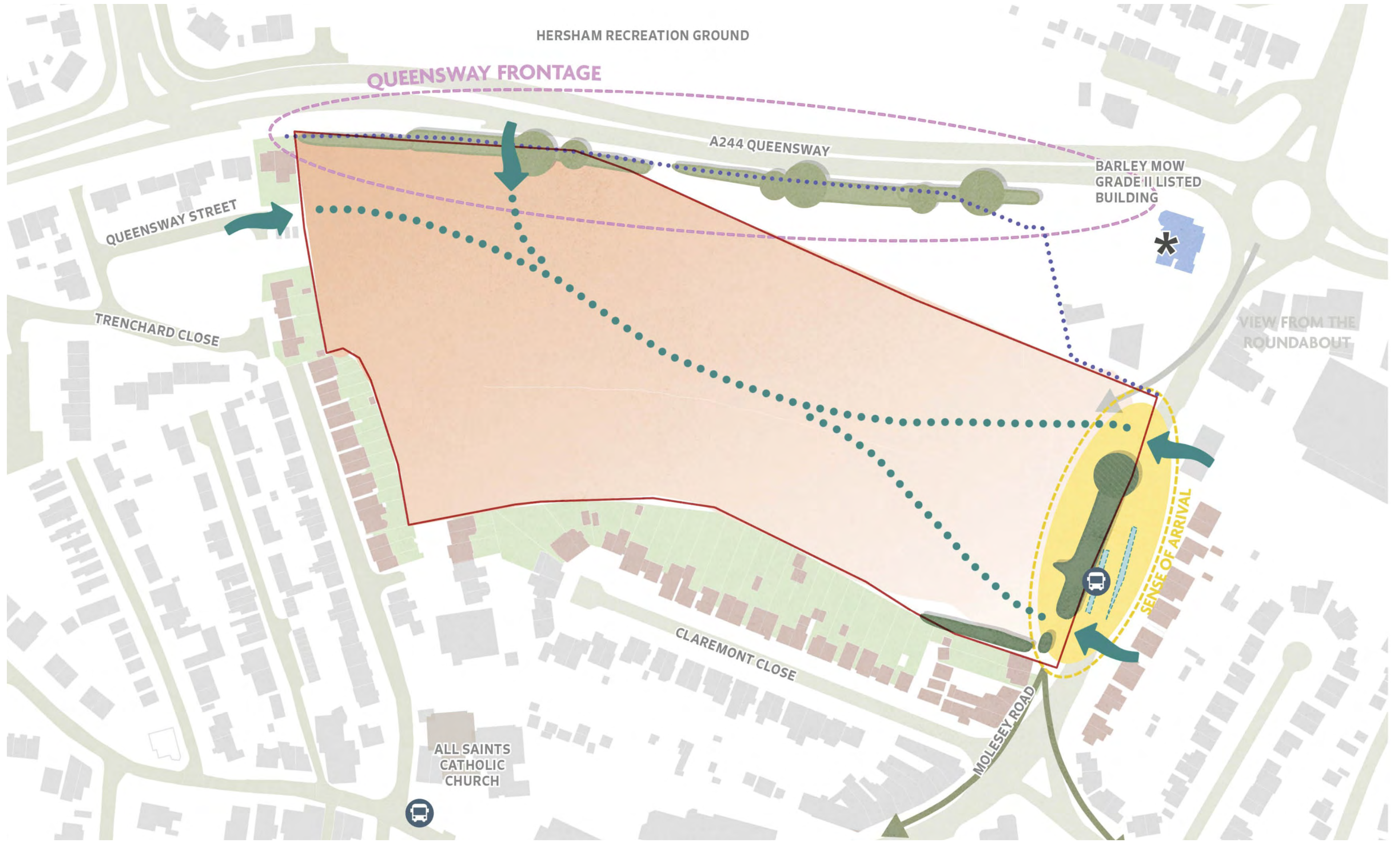
There is a strong tree lined frontage along Molesey Road which we think is a positive feature of the site. Additionally trees around the perimeter provide biodiversity value.

The northern edge is also defined by a strong hedge line and extensive tree planting, which provides a buffer to the A244.

We think the A244 makes the north of the site more suitable for height, whereas the south is less suitable, with its low rise houses. At the first consultation many of you told us you thought this, too.

The only existing accesses to the site are on Molesey Road.


We think there is potential to increase permeability from the west and possibly, subject to discussions with other bodies, the north.



KEY

— Site Boundary

ROUTES

 Potential Site Access Locations

●●●●● Cross Site Permeability

BUILDINGS

Existing Buildings

Grade II Listed Pub

OTHER

●●●●● Pedestrian Access/ PROW

● TPO / TPO Groups

 Existing Bus Stops

Opportunity for a transition in scale in building typology from larger building in the north to smaller scale in the south towards residential neighbours.

Opportunity for
a Sense of Arrival

Opportunity for Frontage

Existing Adjacent Back Gardens

PLACEMAKING PRINCIPLES

Our Approach

The emerging masterplan and sites-specific design principles are informed by Berkeley’s long history of delivering fantastic places.

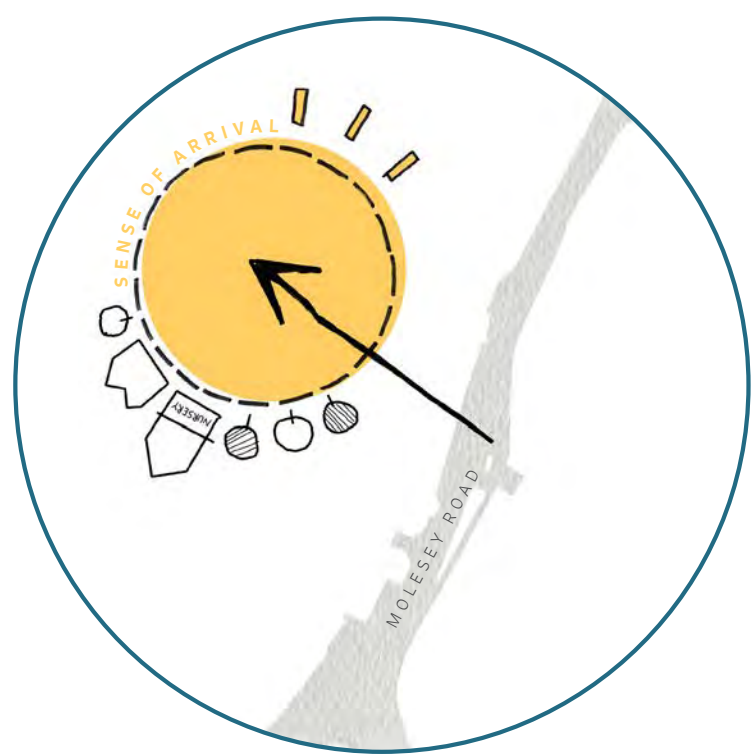
On every site, our ambition is to help create a place that people will love as their own, and that inspire a sense of pride, belonging and community spirit. We do this by putting people and community at the heart of what we do.

At Hersham Place, we want to foster a sustainable, well-connected community that respects local history, particularly Hersham Lodge, while enhancing green spaces and modern living. The development should thoughtfully integrate with its surroundings, preserving natural features and fostering a strong sense of community.

We have identified six place-led principles that have guided the proposals. Please let us know what you think about these.

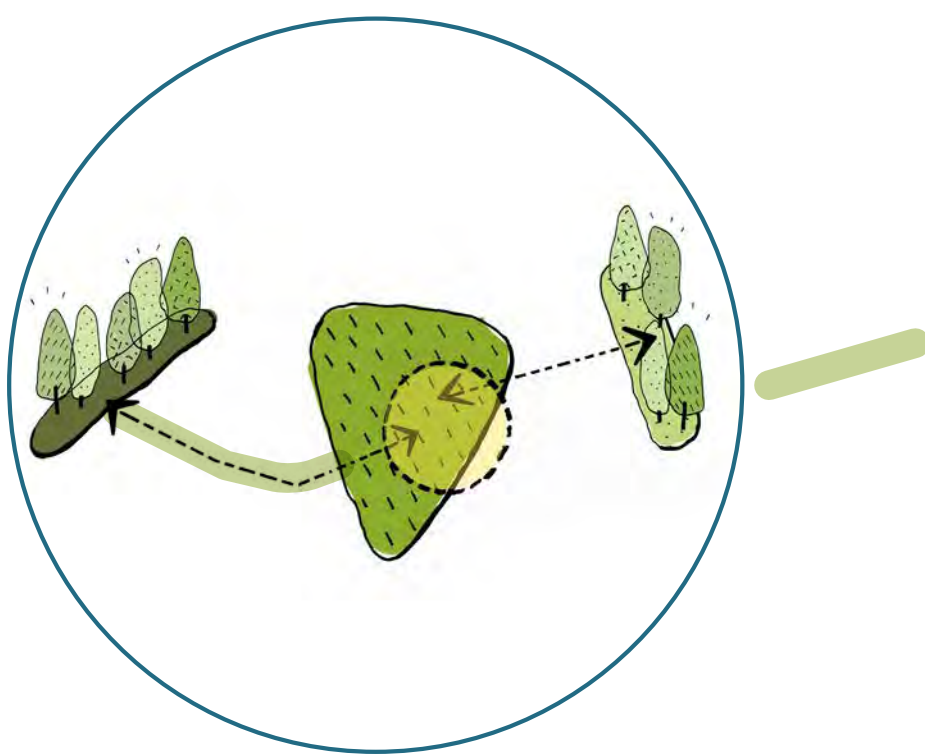


Principles for Hersham Place



REIMAGINING HERSHAM LODGE AND ENHANCING MOLESEY ROAD

We have the opportunity to reimagine Hersham Lodge, which historically announced the site entrance, offering a distinct identity and strong sense of arrival as both residents and visitors enter Hersham Place from Molesey Road.



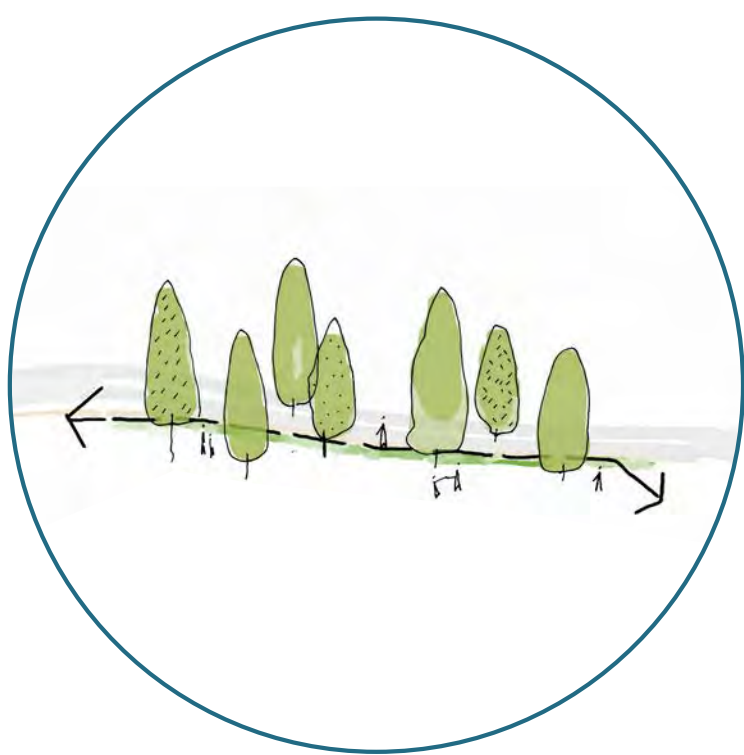
A CENTRAL GREEN SPACE

A rich mix of green streets connect the central Community Play Park, known as Lodge Green, to existing green assets within and surrounding the site. The network of streets and spaces enhance biodiversity and ecology creating a place where both people and nature can flourish.



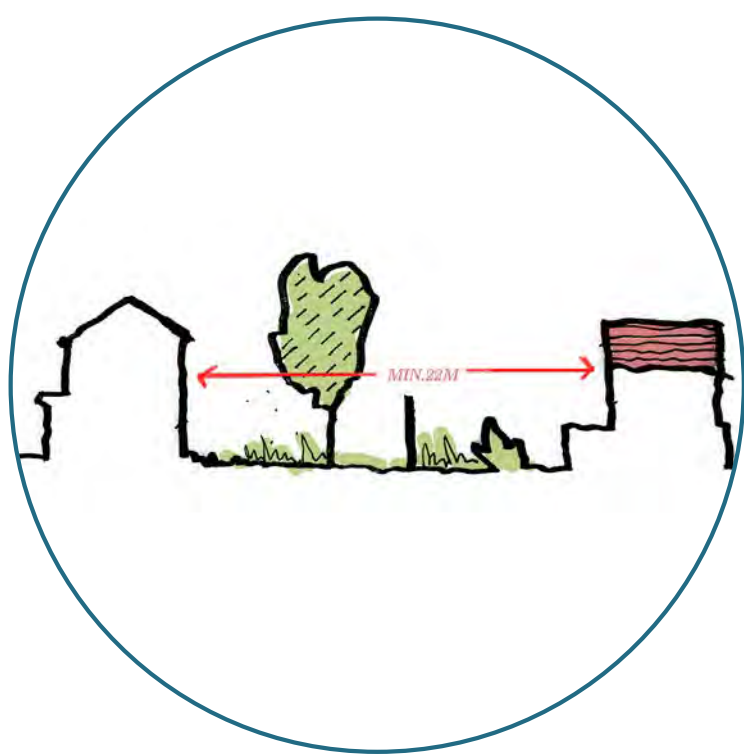
RESPECTING THE BARLEY MOW

Consideration of the Listed Barley Mow Public House, creating appropriate off-sets and considering strategic views.



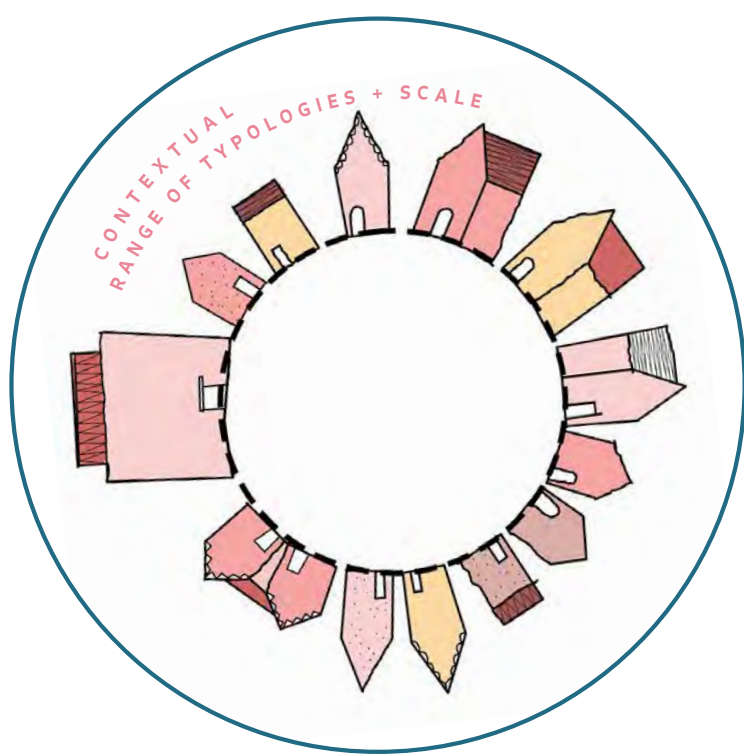
INCREASED PERMEABILITY

Forging new east-west connections for pedestrians and exploring opportunities for a new vehicular access from Queensway to reduce traffic within the development and on Molesey Road.



RESPECTING NEIGHBOURS AND DEFINING EDGES

Defining appropriate off-sets from our existing neighbours on the southern and western boundaries.



A MIX OF BUILDING TYPOLOGIES

Introducing a mix of housing and building typologies providing homes for range of people. Homes will be designed to be ‘of Hersham’, knitting into the context and referencing the local vernacular.

EMERGING MASTERPLAN

Our Vision

Our vision is to create a harmonious and sustainable community at Hersham Place that respects the rich history and natural beauty of the surrounding area while embracing modern living. By thoughtfully integrating the historical context of Hersham Lodge, reinstating its presence on the site, we aim to celebrate the legacy of the land while crafting a vibrant, inclusive, and well-connected neighbourhood.

We are committed to creating a development that not only meets the housing needs of today but also contributes to the long-term vitality of the area, respecting history, enhancing green spaces, and embracing the local community for generations to come.

The masterplan shown here provides circa 300 homes in a mix of 1-3 bed apartments and 3-5 bed houses.

- 1 Lodge Green
- 2 Hersham Lodge reimagined
- 3 Greener Streets
- 4 Queensway Villas
- 5 Potential new access from Queensway
- 6 Potential new pedestrian access
- 7 Traditional houses

Emerging Masterplan



BRINGING THE MASTERPLAN TO LIFE

These early sketches begin to capture a sense of the character and appearance of the proposals. Please let us know what you think.

We will work up further detail about the architecture and landscape plans and present these back to the community at the next consultation.

More than the built environment, Berkeley's approach to placemaking and stewardship will involve how we contribute to building real community on the site once people start to move in to the development.

Through well-designed places alongside programmes of community-oriented events, we help to create environments where locals can meet with their neighbours, interact intergenerationally and give back through volunteering within the community.



A Molesey Road looking north, with the new Hersham Lodge



B Molesey Road entrance from the north



C Lodge Green – a central green space



D Tree Lined Streets approaching Lodge Green from the west



LANDSCAPING & CONNECTIVITY

The landscape approach is key to the masterplan, providing play areas, connections and green streets, with a central green space.

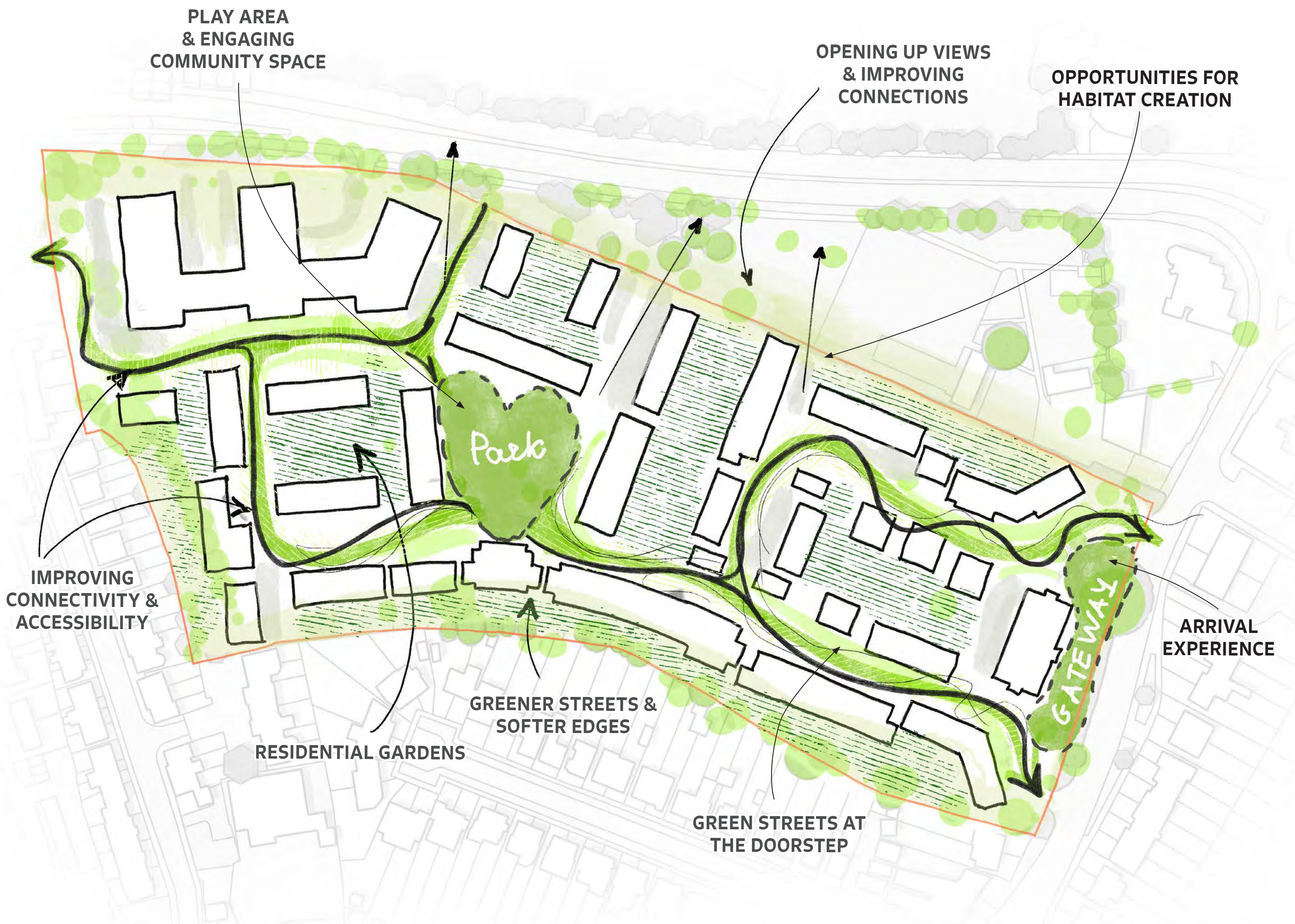
We think the landscape strategy should be focused on shared green spaces and biodiversity through providing green spaces and maximising soft edges to improve community wellbeing.

We would provide play areas, connections and green streets, with a central green space lending itself to the borough's celebrated village character, in line with the feedback we have received from the community so far.

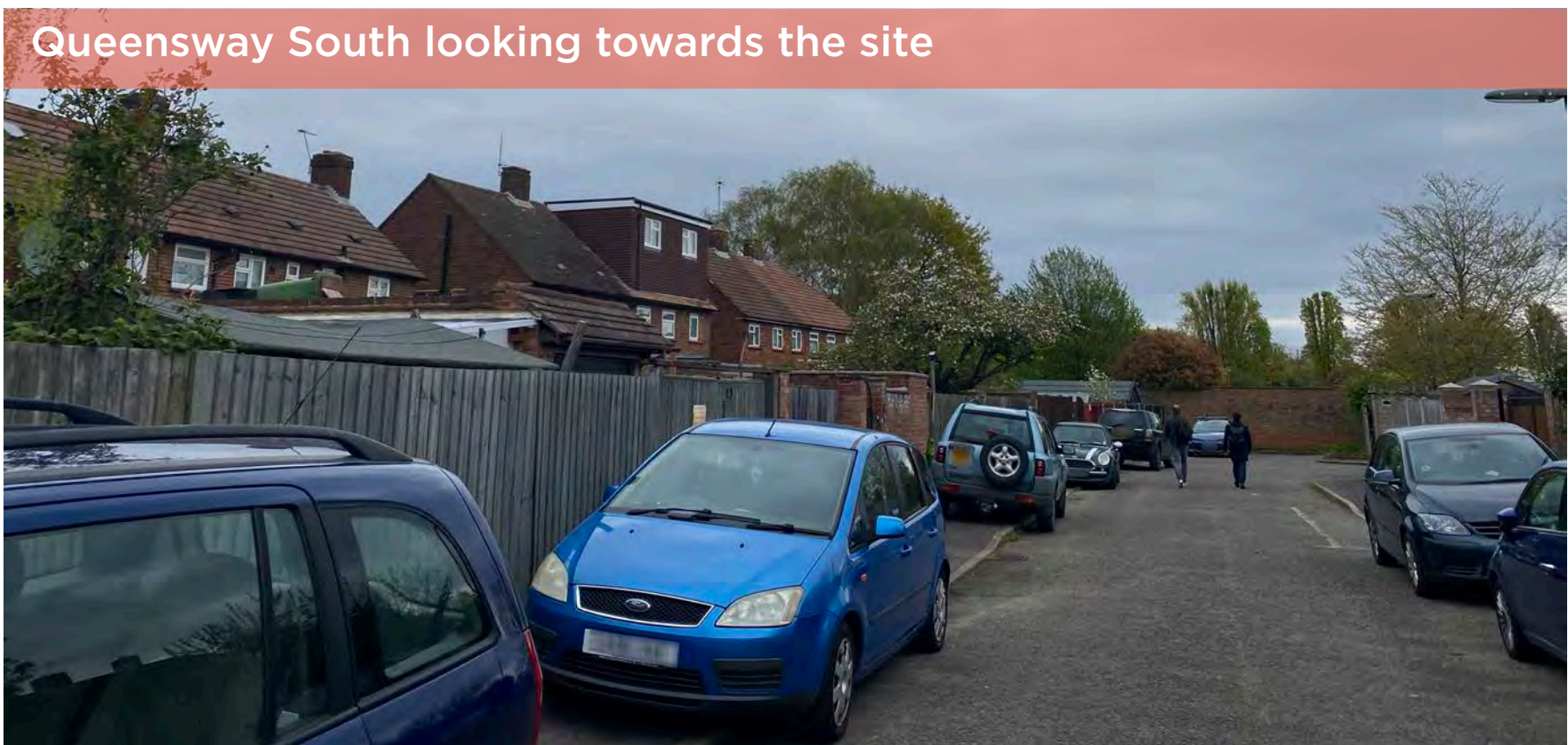
Historic wooded valley landscapes provide a strong connection to nature through mature landscapes, and we intend to retain high quality trees where possible.

We want our development to set a new benchmark locally for tree planting on local streets, and to improve connectivity such as through the proposed access into the site from Queensway South, to the west.

We are also aware of suggestions from the community about creating a new access from Queensway, which may help to reduce traffic within the development and on Molesey Road. We are currently exploring whether this is possible technically and have indicatively shown the access on the plans subject to further testing.



Three key landscape aspirations



BUILDING TYPOLOGIES

We are proposing a mix of traditional housing and apartments, to contribute to meeting a variety of housing needs.

The surrounding area is fairly low-rise in terms of height, with some examples of taller buildings. Meanwhile, planning policy seeks to ensure that development on brownfield land, in sustainable locations such as Hershams Technology Park should be maximised.

Making the most of the development potential of sites through height, density and massing is necessary to achieve ambitious housing targets. We think this can be achieved successfully whilst sensitively respecting existing character, which the community have said is important.

The masterplan framework responds to the surrounding context and urban grain. The north of the site responds to the Queensway, with apartments and tighter streets that provide a buffer to the rest of the site against the busy road. The middle of the site is characterised by tighter knit parcels of 2- and 3-storey housing with intimate pedestrian connections. The southern and western edge are characterised by deep gardens and a more rural feeling, responding to the existing leafy edges of the site.



LOOKING AHEAD — ARCHITECTURE

The next stage after establishing the masterplan principles will be to think about the architecture of the buildings, alongside detailed landscape design.

We’ve noticed the following things about local architecture and want to know what you like about the local character so that we can seek to weave this into building design.

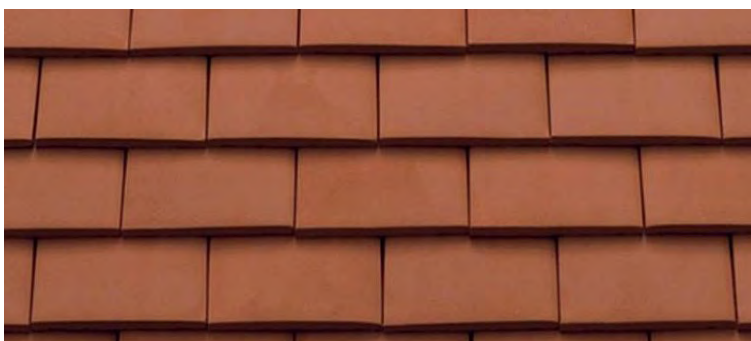
Key Elements

Hersham does not follow a single dominant architectural vernacular. Instead, its buildings reflect a range of styles, materials, and construction methods that evolved over time—each characteristic of the period in which they were built. Our approach will be to identify the key qualities that define Hersham’s character and reference them through the architectural design.

This response will aim to establish a ‘new vernacular’— one that is rooted in the local context, acknowledges historical references, and expresses the architecture of today. As we develop our designs we will undertake a detailed analysis of the area to inform a sensitive and well-considered architectural strategy.

Local Material Palette

The typical material palette in Hersham is predominantly brick, complemented by areas of render, with clay or slate tiles used for roofing. These traditional materials reflect the area’s residential character and should inform a contemporary architectural response.



Red clay tile



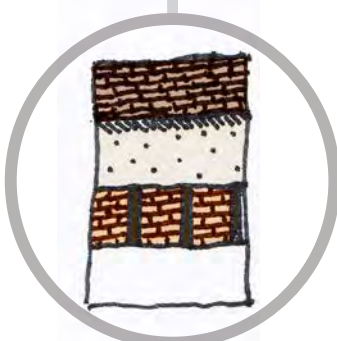
Grey slate tile



Red Brick

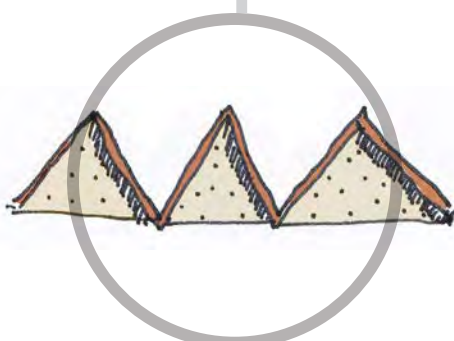


White render



Material Palette

The material palette mostly consists of clay roof tile, and red brick, white render or black timber boarding façades.



Varied Roofscape

The roofscape in Hersham is very varied, with front and side facing gables, hipped roofs and heights ranging from single storey to 3 storey. Gables are used as a feature in some instances.



Celebrated Entrances

Entrances normally form the focal point to the front elevations, with the use of single storey extensions, porches or side glazing to emphasise their importance.



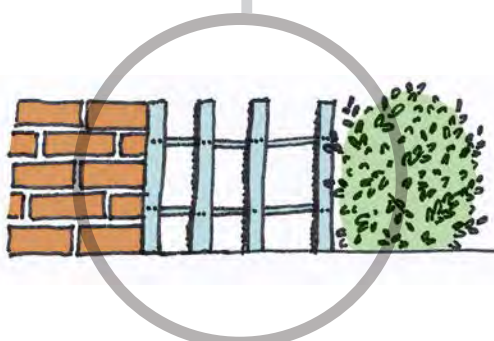
Informal Façades

Through the use of asymmetry with window and door positions, façades feel informal which is consistent with the setting of Hersham.



Corner Buildings

Corner buildings are a key feature, providing an active frontage to two sides. It is important not to have blank side elevations where they are visible.



Boundary Treatments

Boundary treatments mostly consist of hedges and/or fences. Rear boundaries are also usually lower creating a greater sense of openness.

KEY BENEFITS

Berkeley
Designed for life



Making Best Use of & Remediating Brownfield Land

Reducing the need to encroach on the Green Belt and helping to restore the natural environment.



Circa 300 Homes

To meet Elmbridge's acute housing need.



Genuine Mix of Housing

To meet a variety of housing needs.



Responding to Local Character

Replacing an incongruous building with homes more complementary to the local village.



Creating Jobs & Supporting Skills

Construction stage employment and training opportunities for local people, and hundreds of construction jobs.



A Low Carbon Development

Focusing on a high performance building fabrics and a gas free development.



Housing Quality

Homes designed to meet and exceed national standards.



Public Open Spaces

Transforming an inaccessible site to an accessible and well connected development.



High Quality Green Spaces & Connections

Fostering wellbeing, safety and community.



Sustainable Materials Strategy

Sustainable approach to material selection and waste segregation.



Contributing to Nature Recovery

Including bringing biodiversity gain, and making use of SuDS.



Sustainable Transport Strategy

Including potential new Queensway access to help ease local traffic.

ABOUT BERKELEY | INVESTING IN COMMUNITY

We recognise that each community is unique, evolving in different ways, and at different paces over time. In light of this and to capture the needs of the community and the actions we can take to support them, we have developed a Community Plan framework to help structure our approach. Each plan is bespoke, built on community engagement and tailored by research into community priorities and needs. These plans outline actions, opportunities and partnerships to foster thriving neighbourhoods.



1 Community Engagement
Meaningful community engagement is the vital first step on every project. We are committed to understanding local communities and our key stakeholders and involving them in shaping our proposed developments from the outset. This year we have updated best practice guidance for our teams and are supporting the Quality of Life Foundation by beta testing their community engagement charter.



2 Community Needs Analysis
We use the community engagement learnings to understand the interests, aspirations and needs of our local stakeholders. We then look to address the local needs, both physical and social, by putting actions and outcomes to each one. For example, the need for people to feel safer could be helped by improving lighting, setting up safety partnership groups or hosting Ward Panel meetings on site.



3 Vision
We use the information gathered to set an initial vision for the development, considering the specific site attributes, needs of the area and the desired outcomes. This is updated as we continue to engage and develop the proposals.



4 Partnerships
The issues within the areas we are set to redevelop are complex and require the application of many minds to address them, so partnerships are the most effective form of decision-making for us. Partnerships allow for the development of long-lasting projects where resources are shared, participation levels increase, and communications are broadened.



5 Schedule of Engagement
With our partners and stakeholders, we create a program of community events and engagement activities based on identified needs to support residents and the local community. Through programmes of community-oriented events, we help to create environments where locals can meet with their neighbours, interact intergenerationally and give back through volunteering within the community.



6 Living at the Development
We recognise that the ultimate test of each development is through the lived experiences of our customers and residents. Resident surveys can help to evaluate the successes, and feed in any learnings into future phases and developments.



7 Long Term Governance and Stewardship
We aim to provide clarity about the kind of governance arrangements we are seeking to put in place for the long-term for the community; and how we, as the developer, will exit the site.

ABOUT BERKELEY | PLACEMAKING EXPERIENCE



Berkeley Group builds homes and neighbourhoods across London, Birmingham and the South of England. We specialise in brownfield regeneration, reviving underused land to create unique, sustainable and nature-rich places where communities thrive and people of all ages and backgrounds can enjoy a great quality of life. Below are some examples.



Leighwood Fields, Cranleigh



Hartland Village, Fleet



Richmond Chase, Richmond



Sunninghill Square, Ascot



Chiswick Gate, Hounslow



Ryewood, Sevenoaks

MEET THE TEAM

Berkeley Homes

Berkeley Homes are a proud member of the Berkeley Group. The Berkeley Group builds homes and neighbourhoods across London, Birmingham and the South of England. We specialise in brownfield regeneration, reviving underused land to create unique, sustainable and nature-rich places where communities thrive and people of all ages and backgrounds can enjoy a great quality of life.

Consultant Team

For our proposals at Hersham Place we have brought together a first-class consultant team to design and assess the proposals, ensuring that the proposals represent the quality and attention to detail we deliver across every site.



Architect



Landscape Architect



Planning, Environmental & Economic Consultancy



Transport & Engagement



Heritage Consultant



Townscape & Visual Impact

NEXT STEPS



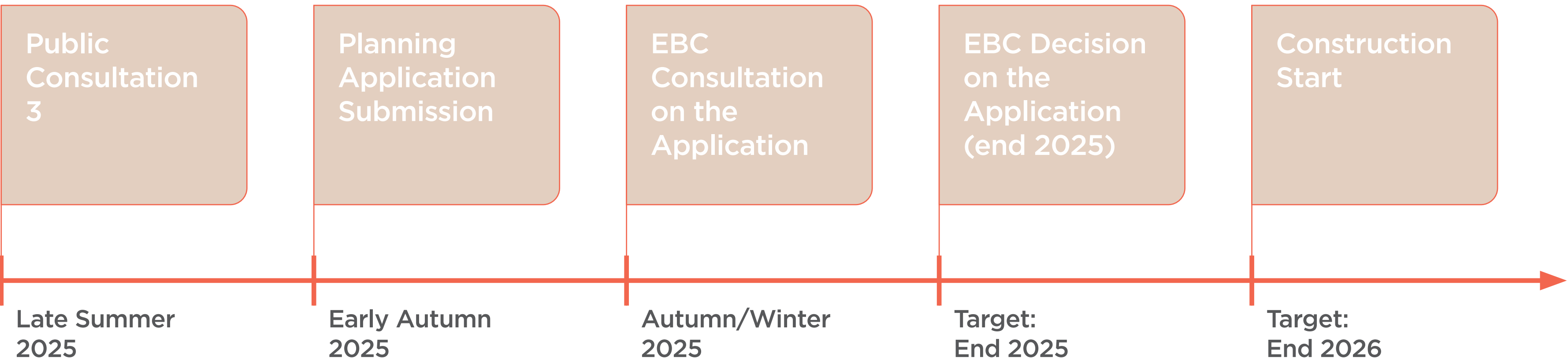
Tell us what you think

We would like your feedback on the masterplan. Please tell us what you think by filling in our feedback form – in paper form at the event or by scanning the QR code or visiting our website to complete it online.



Planning Timeline

Our aim is to submit the application in early autumn with the aspiration that construction could begin in 2026.



Keep in touch

Project website: www.hershamplaceconsultation.co.uk
Website: www.hershamplaceconsultation.co.uk/subscribe
Email: feedback@hershamplaceconsultation.co.uk
Write to us: Hersham Team, Berkeley, Chelsea Bridge Wharf, 380 Queenstown Road, London, SW11 8PE