



SURREY HEATH BOROUGH COUNCIL

Surrey Heath Local Plan (2019-2038) Camberley Town Centre Position Statement



July 2025

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I. Executive Summary

- I.1. The Surrey Heath Borough Local Plan 2019 – 2038 was submitted for examination on 10th December 2024. The Local Plan Vision in relation to Camberley Town Centre (CTC) reflects that set out in the Council's recently published Camberley Town Centre Strategic Vision to 2034. This sets out (in part) that *“Camberley Town Centre will be renowned for its unique and independent feel. A modern, vibrant, accessible and connected place. Offering excellent service through independent shopping, dining and top-class leisure facilities, and the location for choice in the region to meet up socially with family and friends.”*
- I.2. The Local Plan contains a range of Policies to support this Vision and the regeneration of CTC, and to promote the towns vitality and viability. CTC is the most sustainable location in the Borough and the Local Plan includes site allocations that will collectively deliver over 1,000 new homes in the town centre by 2038.
- I.3. Surrey Heath Borough Council (SHBC) has significant landholdings in the town centre and owns the majority of land at the two strategic redevelopment sites at London Road Block (LRB) and Land East of Knoll Road (LEKR) allocated for approximately 550 and 340 new homes respectively. It is therefore well placed to promote and manage the scale, type and timing of development.
- I.4. In particular, the allocated sites are demonstrated to be deliverable and developable. In relation to LRB, demolition works and asbestos removal is due to start this summer following receipt of grant funding from Government helping to de-risk the site. In addition, the Council has appointed consultants to start marketing the site. With LEKR, which contains the Council offices and Camberley library the outcome of local government reorganisation will influence the timing of redevelopment of the site, and the location of any new local authority office.
- I.5. Indicative concept masterplanning has been undertaken for both LRB and LEKR to support the proposed capacity and Local Plan policy approach and has been the basis for viability testing which has informed the relevant Policy requirements, particularly the provision of affordable homes. Viability testing has demonstrated that the Policy requirements can be met. Reductions in interest rates would contribute to improved viability.



- 1.6. The Position Statement also demonstrates that there is ongoing interest in investment in CTC with a number of private residential developments recently taking place. Progress is being made on the delivery of other town centre sites with several sites subject to pre-application discussions such as at Camberley rail station which would deliver a new and improved railway station as well as a significant number of new homes. Further improvements to accessibility are being pursued by the Borough Council and Surrey County Council through work on the Camberley – Frimley cycle route and feasibility work on cycle and walking improvements through the Local Cycling and Walking Infrastructure Plan.
- 1.7. Independent research carried out with the development industry in Summer 2025, as set out later in this Statement, has demonstrated that there is market interest in bringing forward development in Camberley Town Centre for a range of housing tenures.
- 1.8. The Council therefore considers that it can be demonstrated through this Position Statement that the policies and allocations in the Local Plan relating to CTC are 'sound', setting out the most up to date position to demonstrate how the policies and allocations have been positively prepared, are justified and effective and are consistent with national planning policy.





2. Introduction

Background

- 2.1. The [Surrey Heath Local Plan](#) (2019-2038) was submitted for independent Examination in December 2024 with public hearing sessions timetabled for Autumn 2025. As the Spatial Strategy in the emerging Local Plan focuses significant development in Camberley Town Centre, and much of the evidence prepared to support the pre-submission Local Plan was prepared in summer 2024, this Position Statement has been prepared to set out the most up to date information in relation to delivery of the following policies and allocations to help inform the Local Plan Examination.

Table 1: List of Policies and Allocations

Policy	Summary
CTC1 Camberley Town Centre	Sets out the overall strategy for development in Camberley Town Centre and considerations in determining applications for new development.
CTC2 Camberley Town Centre Primary Shopping Area	Sets out the approach to new development including changes of use within the defined Primary Shopping Area with the aim of retaining a retail core within the town centre.
CTC4 Land East of Park Street	Allocates the site for a mix of town centre uses.
HA2 London Road Block	Allocates the site for approximately 550 (gross) new homes along with other town centre uses and sets out the policy requirements for new development on the site.
HA3 Land East of Knoll Road	Allocates the site for approximately 340 new homes and sets out the policy requirements for new development on the site.
HA1 Housing Allocations – HA1/03 Camberley Station	Sites allocated for residential development over the plan period.





HA1/07 St James House	
HA1/09 Former Portesbury School	

- 2.2. Camberley is the largest town centre in the Borough and the most sustainable location. It contains a range of land uses and is the focus for a significant level of development over the plan period, specifically housing. SHBC owns a significant amount of land within Camberley town centre including the majority of two strategic housing sites at LRB and LEKR, referenced in Table 1 above, and, as set out later, is actively pursuing delivery options on these sites.
- 2.3. A range of evidence has been prepared to support the delivery of town centre policies and allocations within the submitted Local Plan. These can be found in the [Examination Library](#) and include:
- Town Centre Uses and Future Direction Study (Documents ETCR6 – ETCR10)
 - Local Plan Viability Assessment (Documents VBI and VB2)
 - Housing Supply Topic Paper (Document TP2)
 - Strategic Land Availability Assessment, 2024 – available as Documents SHBC4 – 4K in the [Post Submission Examination Documents](#).
 - Concept Masterplans for LRB and LEKR – see Appendices F and H of this Statement.
- 2.4. Other evidence also supports the Councils corporate commitment to deliver the policies and allocations relating to Camberley Town Centre, specifically the [Council Strategy](#) 2024 – 2028 which includes ambitions to:
- Help create more homes to meet local need; and
 - Stimulate Regeneration of Camberley
- 2.5. In 2024, the Council published the [Camberley Town Centre Strategic Vision](#) to 2034 and has recently published the [results](#) of public feedback. The Strategic Vision includes a number of Short, Medium and Long term actions to support regeneration. Relevant information from the Strategic Vision, and the evidence documents referenced above are brought together in this Position Statement as appropriate.



- 2.6. In addition, the Council commissioned Three Dragons to undertake some additional work to assess market interest in residential development in Camberley Town Centre and specifically at LRB and LEKR as discussed in Section 5 and in separate Appendix E.
- 2.7. This Position Statement sets out what work has been, and is planned to be, undertaken by the Council to establish that the Camberley town centre allocations are deliverable and developable and demonstrates that there is a reasonable prospect of development coming forward as anticipated over the plan period.
- 2.8. Although the latest version of the National Planning Policy Framework (NPPF) was published in December 2024, the transitional arrangements mean that the Local Plan will be examined against the previous version in December 2023. Any references to the NPPF therefore relate to the December 2023 version.





3. Context

Description

- 3.1. The boundary of Camberley Town Centre is set out on the [Submission Policies map](#) and in the map in Figure I, and Appendix A which also shows the broad distribution of different land uses. This shows that the town centre includes:
- Civic uses including Surrey Heath Borough Council Offices
 - Camberley rail and bus Stations
 - Camberley theatre and Camberley library
 - The Square shopping centre
 - The Atrium Cinema and leisure uses
 - Open space
 - Car parks

Primary Shopping Area and The Square Shopping Centre

- 3.2. The Submission Local Plan includes a defined Primary Shopping Area (Local Plan Policy CTC2) within the town centre which provides the focus for retail development (see Figure I). The starting point for this designation was the PSA defined in the Camberley Town Centre Area Action Plan and has been revised having regard to work and recommendations set out in the [Camberley Town Centre and Future Directions Study](#), consideration of future land uses through the site allocations, and having regard to retail surveys of the town centre.
- 3.3. As part of this Position Statement an updated retail survey of the town centre has been undertaken and the results are illustrated in the Map attached at Appendix B. The survey updates the [Retail Survey, 2022](#) (with Camberley Town Centre surveys carried out in 2020). The Table below shows the following breakdown of uses across the units surveyed in 2020 and in 2025:

Table 2: 2020-2025 CTC Retail Survey Summary Comparison

Use Class	2020 Quantity of Businesses	2025 Quantity of businesses
E(a)	127	96
E(b)	30	36
E(c)(i)	10	8
E(c)(ii)	10	10



Use Class	2020 Quantity of Businesses	2025 Quantity of businesses
E(c)(iii)		23
E(d)	4	4
E(e)	2	11
Sui Generis	26	24
F1(a)		1
F1(c)	1	1
C1		1
Vacant	32	38
Total	242	253

3.4. Some main differences are:

- A 2% increase in the proportion of vacant units – this is largely due to an increase in vacant units along London Road which will form part of the redevelopment site under Policy HA2, as well as the vacancy in the former House of Fraser Building which now comprises an allocation for a mixed use under Policy CTC4.
- A decrease in the number of retail (E(a)) units;
- An increase in the provision of uses under Class E(3)(iii) – any other services appropriate to provide in a commercial, business or service locality.

3.5. The distribution of uses shown on the map in Appendix B shows that although there is a decrease in the overall number of E(a) retail units, they remain concentrated within the proposed Primary Shopping Area. This supports the Primary Shopping Area as being the focus of retail (i.e. Use Class E (a)) uses under Policy CTC2. The definition of the Primary Shopping Area is considered to be consistent with the NPPF. This defines the PSA in the Glossary as ‘Defined area where retail development is concentrated’. Of note, no representations were received on Policy CTC2 in relation to the Regulation 19 Pre-Submission Local Plan.

3.6. At the heart of the Primary Shopping Centre is The Square. This is a covered shopping centre owned by the Borough Council and containing 51,000 sqm of retail floorspace and associated circulation space offering a range of units of varying sizes. One part of The Square (the former House of Fraser building) comprises the main part of the site allocation CTC4 Land east of Park Street. The Square is serviced by Main Square car park comprising 770 spaces.

3.7. SHBC owns the freehold of the The Square. Key stores include Primark, TK Maxx, Boots, Sainsbury and JD Sports.



The Atrium

- 3.8. The Atrium comprises a multiscreen cinema and a range of leisure and eating and drinking venues. The freehold is owned by Surrey Heath Borough Council and it is operated by the long leaseholder Atrium Camberley Limited, a company unconnected with the Council.

The Civic Area

- 3.9. Land at Knoll Road includes the Council offices which also includes floorspace and parking sub-let to Surrey Police. The site also contains Camberley library owned by Surrey County Council. Other civic and leisure uses are found in this area including Camberley Theatre and a significant area of open space at Camberley Park. Part of this area forms the allocation at Land East of Knoll Road. The wider area has been assessed for future development potential which could come forward beyond the end of the plan period.

Retail context

- 3.10. The [Camberley Town Centre and Future Directions Study, 2021](#) considered the future demand for retail (comparison and convenience) floorspace over the Local Plan period. The forecasts for both convenience and comparison goods show no Borough-wide capacity for new retail floorspace over the forecast period (2038), taking account of new retail commitments and the potential to reoccupy/repurpose vacant space.
- 3.11. The implications of this for the preparation of the Local Plan and Policies CTC1 and CTC2 were that there was no evidence that the Plan should incorporate an increase in the amount of retail floorspace and that there should be flexibility in considering the reconfiguration of retail floorspace in the town centre. The previous Development Plan Policy for LRB, which is set out in the adopted Camberley Town Centre AAP, 2014 promoted a significant level of new retail floorspace, and having regard to up to date evidence and the growth in internet shopping, was therefore out of date and in need of review.

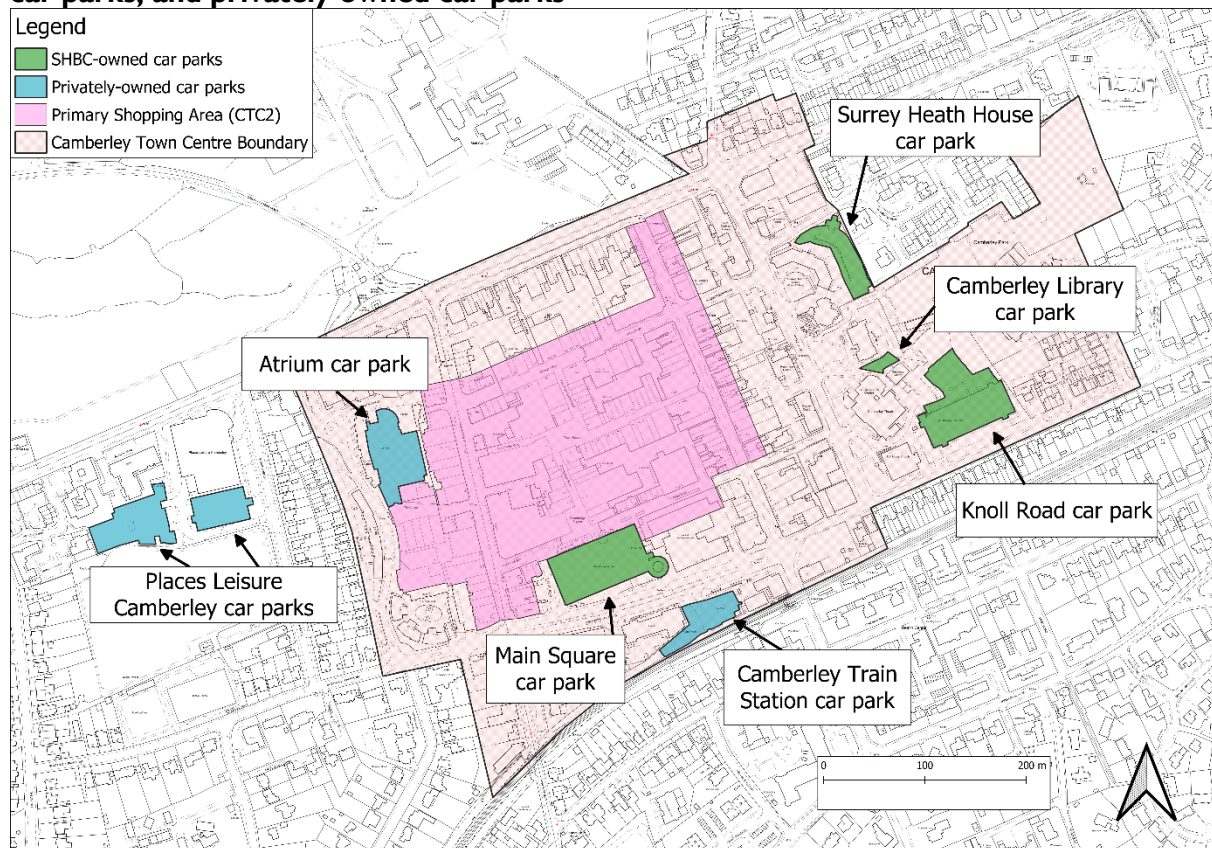
Car Parking

- 3.12. Visiting Camberley town centre is supported with four prominent and publicly accessible car parks owned by Surrey Heath Borough Council. The largest is [Main Square car park](#) with a capacity of 770 spaces, followed by [Knoll Road car park](#) with 606 spaces. [Surrey Heath House car park](#) has 144 spaces, but is fully publicly accessible on weekends and bank holidays. Lastly, [Camberley Library car park](#) has 10 spaces available for short stays.



- 3.13. There are additional car parks in the town centre which are not owned by Surrey Heath Borough Council, including the [Atrium car park](#) with a capacity of up to 682 spaces. Moreover, [Camberley Train Station](#) is in close proximity with the town centre and provides up to 49 spaces. Just outside of the Camberley town centre boundary is the [Places Leisure Camberley car park](#) with 300 spaces, validated for Leisure Centre users in reception for 4.5 hours.

Figure 1: Map of Camberley town centre and its primary shopping area, Council-owned car parks, and privately-owned car parks



Accessibility

- 3.14. Camberley train station lies within the town centre and a few minutes walk from The Square. Key bus stops lie opposite the train station and the town centre is flat and accessible with a significant proportion of pedestrian only areas or with public realm improvements such as in the High Street to improve the pedestrian environment. The Surrey Heath Local Cycling and Walking Infrastructure Plan, 2024 identifies Camberley Town Centre as a Core Walking Zone with further feasibility work due to start this year. Work is also progressing on a Camberley to Frimley Cycle route with funding received from Government to take the project through to the end of the detailed design stage.



Green Spaces

- 3.15. The most significant green space within the town centre boundary is Camberley Park which lies at the eastern end of the town centre to the rear of the site allocated at Land east of Knoll Road. One of the ambitions of the redevelopment of LEKR is to provide improved integration between Camberley Park and the rest of the town centre.

Heritage

- 3.16. The Royal Military Academy/Staff College/A30 London Road Frontage Conservation Area is located to the northern side of the A30 London Road and falls outside of, but is adjacent to the town centre. The Obelisk – the remains of a tower situated at the top of a wooded hill in Camberley Park is the only Grade II statutorily Listed Building within the town centre. Camberley High Street retains a number of original buildings which are locally distinctive and reflect the Victorian/Edwardian origins of the settlement, including a locally listed building at 24 – 26 High Street.

Surrey Heath Borough Council role

- 3.17. As set out on the Land Ownership Map in Appendix C, Surrey Heath Borough Council owns a large proportion of the town centre including The Square Shopping Centre, a number of car parks and the majority of land at the LRB and LEKR allocations. This means that the Council is well placed to deliver change.
- 3.18. The Council has an experienced Property and Economic Development team and strong member involvement through an active Working Group which meets every month and is attended by the Leader of the Council and other senior Executive Members and the leader of the main opposition party.
- 3.19. The regeneration of Camberley Town Centre is a corporate commitment. The [Housing Supply Topic Paper](#), 2024 paragraphs 4.46 to 4.52 set out the Council's strategic commitment to the regeneration of Camberley Town Centre. This included highlighting a series of actions in the Council's Annual Plan 2024/25 that would be undertaken to support the wider Council Strategy 2024 – 2028 Ambition to 'Stimulate Regeneration of Camberley'. An update on these actions is provided in Table 2 below:



Table 2: Update on Annual Plan 2024/25 Actions

Annual Plan Action	Progress
<p>Create and engage on long term vision for the town through stakeholder engagement that is deliverable.</p> <p>Milestone</p> <p>Complete Camberley Town Centre Strategic Vision 2032 and brief Members by April 2024. Prepare stakeholder summary of 2032 Vision by May 2024 and publish in Heathscene.</p>	<p>Completed –Camberley Town Centre Strategic Vision has been produced and published with public engagement taking place and the results published in 2025.</p>
<p>Progress projects to redevelop Land East of Knoll Road site, relocation of Surrey Heath BC offices and develop partner hub concept all supported by maximising external funding</p> <p>Milestone</p> <p>Feasibility study including relocation requirements and options, potential programme, sale value of Surrey Heath House, transitional costs and ongoing savings to be reported to Property and Regeneration Working Group by end May 2024.</p>	<p>Completed – the site masterplanning to test the residential capacity has been undertaken. The relocation options are subject to Local Government Reorganisation (LGR), with SHBC regularly reviewing its office use trends and future requirements.</p>



Annual Plan Action	Progress
<p>Progress project to regenerate 43-57 Park St, Camberley (includes the former House of Fraser store), and improvements to Cambridge Square.</p> <p>Maximise external funding.</p> <p>Milestone</p> <p>Options paper to be presented to the Executive in March 2024.</p> <p>Milestones/targets to be updated following Executive decision on selected option.</p>	<p>The site has been assessed for accommodating civic uses from the borough and county however due to LGR these plans will change and the civic offices will most likely be merged with another borough, leaving the site available for any other development including residential. The alternative development is in the process of review and soft market testing.</p>
<p>Progress project to regenerate the London Road Block redevelopment in total or phases. Maximise external funding.</p> <p>Milestone</p> <p>Develop options for Property and Regeneration Working Group decision on way forward by March 2024. Report market tested developer interest in phased development by end September 2024.</p>	<p>External funding received for preparatory works, with commencement of works due summer 2025. The site marketing to commence in summer 2025, with the objective to dispose of the land subject to planning and start on site.</p>

- 3.20. In February 2024 the Council's Executive agreed the [Annual Plan](#) for 2025/26. This includes the following actions against the ambition to 'Stimulate Regeneration of Camberley':
- Continue implementation of Camberley Town Centre Strategic Vision 2034.
 - Progress projects to redevelop Land East of Knoll Road site, all supported by maximising external funding.
 - Maximise commercial opportunities from Surrey Heath House and the Ian Goodchild centre, reducing the Council's footprint where cost effective to do so.
 - Maintain flexibility for 43-57 Park St, Camberley (includes the former House of Fraser store) to meet future housing need and stimulate the regeneration of Camberley Town Centre. Maximise external funding.
- 3.21. The Council has agreed in principle the use of Compulsory Purchase Powers (CPO) where necessary.



National Context

- 3.22. The NPPF sets out in paragraph 68 that planning policies should identify a supply of:
- Specific deliverable sites for five years following the intended date of adoption, and
 - Specific, developable sites or broad locations for growth, for the subsequent years 6 – 10 and, where possible, for years 11 – 15 of the remaining plan period.
- 3.23. Other than Mindenhurst at Deepcut which is allocated in the Local Plan for 1,200 homes but which is already under construction, the two largest housing allocations in the Pre-Submission Local Plan lie in Camberley town centre at LRB and LEKR. Collectively these comprise 14.4% of the Local Plan housing supply.
- 3.24. The updated Strategic Land Availability Assessment (SLAA), 2025 identifies the following delivery rates and timescales for these two sites.

Table 3: Anticipated delivery of new homes at LRB and LEKR

	2029/30	2030/31	2031/32	2032/33	2033/34	2034/35	2035/36	2036/37
LRB	60	90				125	125	124
LEKR			115	115	110			

- 3.25. Whilst the latest Local Development Scheme, 2025 anticipates that the Local Plan will be adopted in 2025, the Council recognises that due to the delay in the timetable for the Examination Hearing sessions the Plan is unlikely to be adopted before 2026. Therefore, the Council considers that Phase 1 of LRB will be within 5 years of adoption of the Local Plan and is demonstrated to be deliverable and phase 2 of LRB and the whole of LEKR are developable sites.
- 3.26. The NPPF Glossary defines deliverable and developable sites. To be deliverable where a site is allocated in a development plan there should be clear evidence that housing completions will begin on site within five years.
- 3.27. To be developable, sites should be in a suitable location for housing development with a reasonable prospect that they will be available and could be viably delivered at the point envisaged.
- 3.28. Further evidence on these points in relation to LRB and LEKR is provided in Sections 6 and 7 of this Position Statement. The SLAA 2024, [Appendix 2](#) also contains information on site deliverability for all of the allocated town centre sites.



4. Recent/Proposed Investment

- 4.1. Since the adoption of the Camberley Town Centre Area Action Plan in 2014 and since the start of the Local Plan period in 2019 there has been a significant level of public and private investment in Camberley Town Centre. The Council, in partnership with other public bodies has made significant investment in the town centre as set out in the paragraphs below. This includes SHBC and the former M3 Local Enterprise Partnership investing some £4.4m in comprehensive public realm works along the High Street and Princess Way and an £8million refurbishment scheme at The Square.
- 4.2. Large scale public realm improvements have been undertaken to Camberley High Street, Princess Way and Knoll Walk to improve the environment for pedestrians and cyclists whilst accommodating the needs of parking, servicing and safe driving conditions for vehicles. More recent improvements, completed in March 2025 include relocating and updating three bus shelters on Pembroke Broadway – a key transport arrival point for the town centre. The project also included correcting the pavement gradient - where needed - and the addition of traffic bollards to reduce pavement vehicle parking, bicycle hoops and additional statutory street lighting.
- 4.3. The project was extended to include enhancements to Arnold Walk – an important pedestrian route to the town centre from the bus stops and train station – with the objective being to improve the sense of security and well-being for users. The scope for this included new increased statutory street lighting, new asphalt paving which features a decorative painted wave design along with painting elements of the car park façade to match, directional signage, blind spot mirrors and new CCTV installations covering the extent of the walkway.
- 4.4. A Community Artwork Project for the town centre, involving six local schools, meant that two artwork panels with commemorative plaques were able to be located along Arnold Walk and in two other locations in the town centre helping greatly to lift the appearance of the area.
- 4.5. The Artwork Project and works related to Arnold Walk received funding through the UK Shared Prosperity Fund with the balance treated as a Capital Project.
- 4.6. In 2024/25 Council budget items within the town centre included funding towards feasibility study and masterplanning, site acquisition and demolition works and in 2025/26 the budgets continue to include capital works and site assembly.



- 4.7. In September 2024 the Council successfully secured a £1.43M grant towards the overall funding of enabling works on LRB from the Brownfield Land Release Fund as set out in more detail under Section 6. These works will start in the summer 2025 and will improve overall attractiveness of the site to potential developers. Works include asbestos removal and demolition of vacant obsolete properties. As set out later, the Council has also appointed consultants to start marketing the town centre sites this year.
- 4.8. Camberley train station will be redeveloped as part of the redevelopment of the site allocated for residential use under Policy HA1/03. It is anticipated that this will be delivered between 2029 – 2032. This will significantly improve this gateway into the town. The Borough Council and County Council are also progressing cycle and pedestrian improvement through the development of a Camberley -Frimley Cycle route with detailed design work (funded by National Highways) due to be completed shortly, and feasibility work starting this summer on priority cycle routes and core walking zones identified in the Local Cycling and Walking Infrastructure Plan.
- 4.9. The Map in Appendix D shows completed and committed residential development (over 10 units) within the town centre from the start of the Local Plan period (2019) along with the proposed Local Plan allocated sites which are discussed in more detail in the next sections.
- 4.10. The Local Plan site allocations propose a further 1,150 residential units over the Plan period, of which over 900 are on public sector sites. This is against existing provision of just over 1,020 residential properties currently within the town centre boundary (this does not account for individual units in specialist housing).



5. Viability and Market Interest

- 5.1. A Local Plan [Viability Assessment](#) was undertaken by Three Dragons and published alongside the Pre-Submission Local Plan in 2024. This tested a number of site typologies across the Borough against Local Plan Policy requirements as well as other development costs. The Assessment did not account for some site preparation works having been undertaken at LRB as set out elsewhere in this Statement.
- 5.2. Within Camberley town centre the Assessment modelled site HA2 London Road Block and HA3 Land East of Knoll Road based on the indicative concept masterplans that had been prepared and which form Appendices F and H of this Position Statement.
- 5.3. The Assessment also modelled two notional flatted typologies within Camberley Town Centre, a 150 unit scheme and a smaller 12 unit scheme.
- 5.4. All town centre sites were also sensitivity tested for the Future Homes Standard. As costs for the Future Homes Standard are lower for flats than houses the impact to the flatted town centre schemes was found to be minimal.
- 5.5. The testing found that LRB was technically viable with 25% affordable housing, however the residual value became marginal. Viability at a contribution of 20% affordable housing was found to allow for potential future costs to meet carbon net zero. The Assessment noted that in such a complex scheme changes to the built form, and to costs and values can make a significant difference to viability.
- 5.6. LEKR was found to be able to achieve a 25% affordable housing contribution. On the flatted town centre typologies that were tested the larger 150 unit scheme was viable with 25% affordable housing with the smaller scheme being more marginal.
- 5.7. The outcomes of the Assessment informed the Local Plan policy requirements, specifically the site specific Policies for LRB and LEKR and the Borough wide requirements for affordable housing set out in Policy H7. By recognising the potential viability challenges presented by high density brownfield development and mitigating this with a bespoke affordable housing policy requirement the Council has maximised the prospect of delivery.
- 5.8. In summer 2025, Three Dragons and Bespoke Property Consultants were commissioned to explore market demand for, and deliverability of residential development in Camberley Town Centre and in particular LRB and LEKR. The outcome of this is attached at Appendix E to this Position Statement.
- 5.9. In April and May 2025 interviews were undertaken with 18 organisations. The organisations fell into the following broad categories:



- Private sector developers known for town centre development
- Private sector developers with a specialism in build to rent sector
- Developers' agents
- Older persons specialists
- Registered and affordable housing providers with a developing capability
- Local estate agents

5.10. Interviews focused on the organisation's overall interest in town centre development, their views on the strength of Camberley Town Centre generally as a location for development and on the specific Local Plan allocations at LRB (Policy HA2) and LEKR (Policy HA3).

5.11. The Three Dragons Report summarises the findings under the following headings:

Location – Camberley Town Centre was described as a 'good' location for regeneration and new residential development with good connectivity, although some consultees commenting that the train service could be better, Camberley is viewed as being within an affluent area with low unemployment alongside a good range of jobs. Some places were noted as 'a bit tired' and ready for regeneration and continued strong place making was seen as key to the future success of the location.

Demand – Views were mixed on where demand for town centre homes would come from. Young professionals were seen as a key market but both general residential developers and older persons specialists also saw a market for older downsizers. Some consultees also thought the location would be good for families, especially for affordable homes. Others considered the market would focus on single people, couples and flat-sharers.

Dwelling Types and Tenures – respondents considered that sites were suitable for a mix of market sale units, affordable (rented and shared ownership), Build to Rent, and by some, for specialist older persons accommodation, with Build to Rent noted as being very strong in the area. Phasing was noted as being important.



LRB/LEKR opportunities, challenges and viability - generally consultees saw the development of HA2 and HA3 as a positive opportunity to regenerate the town centre as part of a comprehensive plan for the town centre. 12 out of the 13 interviewees involved in town centre developments indicated that the town centre has good potential for the kind of development being proposed. The need for a clear phasing and delivery plan was noted. A range of reasons were given where interviewees did not consider that Camberley has potential for residential development. Three Dragons note that it may be that the organisation is simply focussing on higher profile city locations and/or has general concerns about the viability of tall buildings in town centres. Other matters raised include parking provision, building height and land assembly.

Delivery models – Three Dragons note that the developers consulted preferred different delivery, investment and funding models suggesting the need for flexibility by the Council. The importance of land assembly to derisk development was emphasised. There was some interest in a joint venture with the Council and other suggestions including forward fund mechanisms from SHBC or land payments at the end of the development.



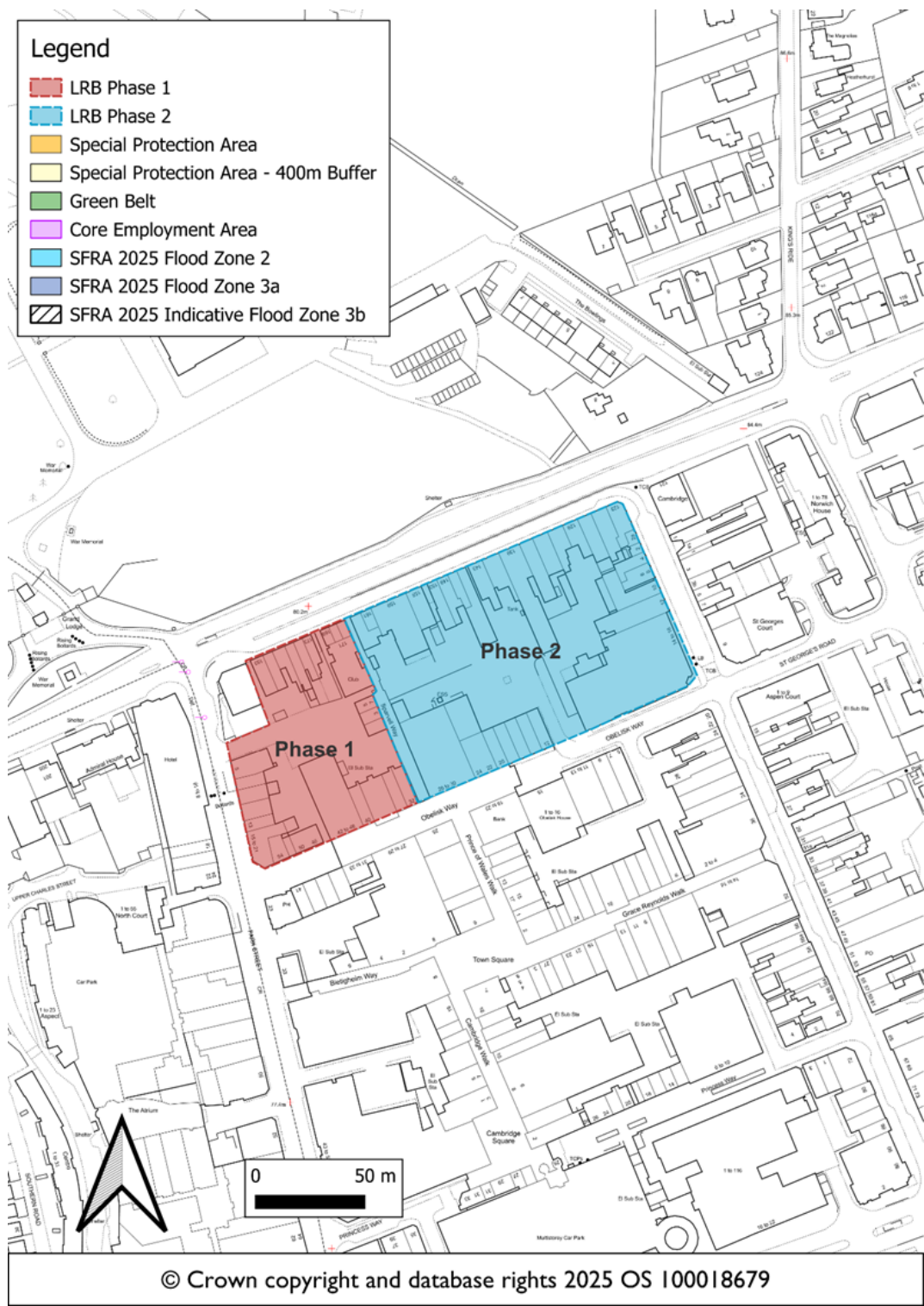
6. London Road Block

- 6.1. London Road Block is proposed for a residential-led development of approximately 550 new homes under Policy HA2 of the Pre-Submission Local Plan. The Policy also supports an appropriate mix of other town centre uses and delivery of a minimum of 20% affordable housing and sets out considerations relating to design, and transport infrastructure.
- 6.2. The site capacity and policy wording has been informed by high level concept masterplanning and the [Local Plan Viability Assessment 2024](#). The concept masterplanning was undertaken at the end of 2023 and is attached as a separate document Appendix F. This sets out an indicative design for the site.
- 6.3. Paragraphs 4.54 to 4.62 of the Housing Supply Topic Paper set out the background to delivery as at August 2024 including relevant Executive decisions. Of note at that time:
- Concept masterplanning has been undertaken to inform the capacity of the site
 - Viability assessment has been undertaken informing matters including the level of affordable housing being sought.
 - Ongoing soft marketing has been undertaken
 - Suitable Alternative Natural Greenspace (SANG) capacity has been identified.
 - An application has been made for funds from the Brownfield Land Release Fund (BLRF) 2 to support demolition and the removal of asbestos from parts of the site.
 - The Council has agreed in principle the use of CPO powers in relation to LRB if necessary.
- 6.4. The LRB site has been split into two phases to show how site delivery and housing supply can be phased. Phase 1 and Phase 2 are shown on Figure 2 below with Phase 1 expected to deliver approximately 150 new homes. As set out in Table 3, it is anticipated that first completions will take place in 2029/30.





Figure 2: Phases I and 2 at LRB



6.5. Since August 2024 the following progress has been made:

Brownfield Land Release Funding (BLRF)

- In September 2024 just over £1.43m of BLRF funding was received through the One Public Estate Programme for works on the LRB site. The requirements of this fund are that the site must be subject to an unconditional sale by June 2027.
- Using this fund, in [May 2025](#) the Executive agreed the appointment of contractors to undertake works including asbestos removal and the demolition of 125 – 137 London Road, 10 – 12 High Street and the former Alders building 14 – 18 High Street. As set out previously, work is due to begin in summer 2025 and will take approximately 12 months.

Marketing

- BNP Paribas have been appointed to commence wider site marketing and dispose of the site subject to planning and start on site.

6.6. The Council's Property and Economic Development team has prepared a project plan for the delivery of LRB which is attached at Appendix G. The objective is to sell the land to a developer subject to planning and a start on site requirement, and the requirement for a site wide masterplan. The main driver is to secure regeneration for Camberley and reach an agreement with a developer who is committed to site delivery. The Council is therefore not committed to any specific delivery model at this stage.



7. Land East of Knoll Road

- 7.1. Land east of Knoll Road is allocated for approximately 340 new homes. The site capacity and policy wording has been informed by high level concept masterplanning and the Local Plan Viability Assessment 2024. The feasibility masterplanning was undertaken at the end of 2023 and is attached as a separate Appendix H. This sets out an indicative design for the site.
- 7.2. The site contains the Borough Council offices owned by the Borough Council and Camberley library owned by Surrey County Council. It also contains buildings used by the Hope Hub which is leased to them on a flexible basis. As set out in Table 3 it is anticipated that first completions will take place in 2031/32.
- 7.3. The Housing Supply Topic Paper, in paragraphs 4.63 to 4.68 set out progress towards delivery as at August 2024. Of note at that time:
- Concept masterplanning has been undertaken to inform the capacity of the site
 - Viability assessment has been undertaken informing matters including the level of affordable housing being sought.
 - Work has begun to determine what future level of accommodation the Council would need.
 - Ongoing discussion with SCC regarding the relocation of Camberley library.
- 7.4. Since August 2024, the following progress has been made:
- Ground investigation, site surveys, report on title and feasibility study have been undertaken.
 - An assessment of the Council's future accommodation needs has been completed.
 - SCC has provided (March 2024), a letter of support for the redevelopment of the site and the relocation of the library. This letter is attached at Appendix I.
- 7.5. Local Government reorganisation (LGR) discussions mean that the Councils future accommodation needs will need to be reconsidered once the LGR restructure has been agreed. The anticipated delivery of new homes at this site, starting in 2031/32 is considered to be consistent with the LGR timetable whereby Surrey Heath will be part of a new Unitary Authority from April 2027.



8. Other Allocated Town Centre Sites

- 8.1. The Local Plan includes a mixed use allocation under Policy CTC4. This allocates land East of Park Street for a mixed use redevelopment scheme. The site is owned by the Borough Council and formerly contained House of Fraser, NatWest bank (still open) and Caffé Nero. Policy CTC4 sets out that the site is appropriate for a mix of town centre uses, with active uses at ground floor level and provides the opportunity to deliver an enhanced gateway into the town centre from Park Street.
- 8.2. The site was planned for a civic hub to accommodate SCC and SHBC services, but due to local government reorganisation plans the project has been put on hold until the future unitary authorities have been defined and a location for offices confirmed. The Council is considering disposal of the site for a mixed use scheme and commenced soft market testing. The building is currently partially occupied by Natwest bank and telecom masts but due to the presence of asbestos any other temporary lets are not possible.
- 8.3. The Council has previously undertaken a design for a civic hub and improvement of the surrounding areas, mainly The Square.
- 8.4. There are three other significant sites allocated for residential development in Camberley town centre as shown on the Map in Appendix D. These are:

Camberley Station (HA1/03) allocated for 200 new homes. Detailed pre-application discussions are being held with a planning application anticipated this year and will include a new train station.

St James House, Knoll Road (HA1/07) allocated for 30 new homes. The site promoter has indicated that the site is available for development in the 11 – 15 year period and early pre-application discussions have taken place.

Former Portesbury School Site (HA1/09) allocated for 36 new homes. The site is owned by Surrey County Council and following pre-disposal surveys is anticipated to be put to the market later this year.

- 8.5. The Council considers that progress on Camberley Station and the Former Portesbury School site mean that both of these sites are deliverable as set out in the table below.



9. Table 4: Delivery at allocated town centre sites

	2029/30	2030/31	2031/32	2032/33	2033/34	2034/35	2035/36	2036/37	2037/38
Camberley Station (HA1/03)	80	60	60						
St James House, Knoll Road (HA1/07)							10	10	10
Former Portesbury School, Portesbury Road, (HA1/09)		8	7	7	7	7			

Other Delivery Matters

- 9.1. The phasing of the two strategic town centre sites and development at Camberley Station is such that not all of the sites will be delivering at the same time. The highest level of delivery is anticipated to be in 2030/31 with just over 179 units being delivered from the Station and LEKR. The two years before this are anticipated to deliver approximately 150 units from the Station and LRB. Delivery from LRB and LEKR is not anticipated to overlap.
- 9.2. In soft marketing discussions the matter of car parking has been raised by a number of developers with a range of views as to the need for different levels of provision. Policies HA2 and HA3 identify the need for developments to be consistent with Surrey County Councils parking standards.
- 9.3. For town centre sites the recommended maximum vehicular parking levels for residential are 1 space per unit for all size of flats and dwellings.



- 9.4. SCC note that 'Parking proposed at levels below the maximum standard will not be objected to other than in exceptional circumstances where there are significant road implications for road safety' and 'Reduced or nil provision may be appropriate in support of demand management and the most efficient use of land'.
- 9.5. There may also be the potential for surplus public parking to be provided to support new residential developments or other parking permit options rather than provision on site.



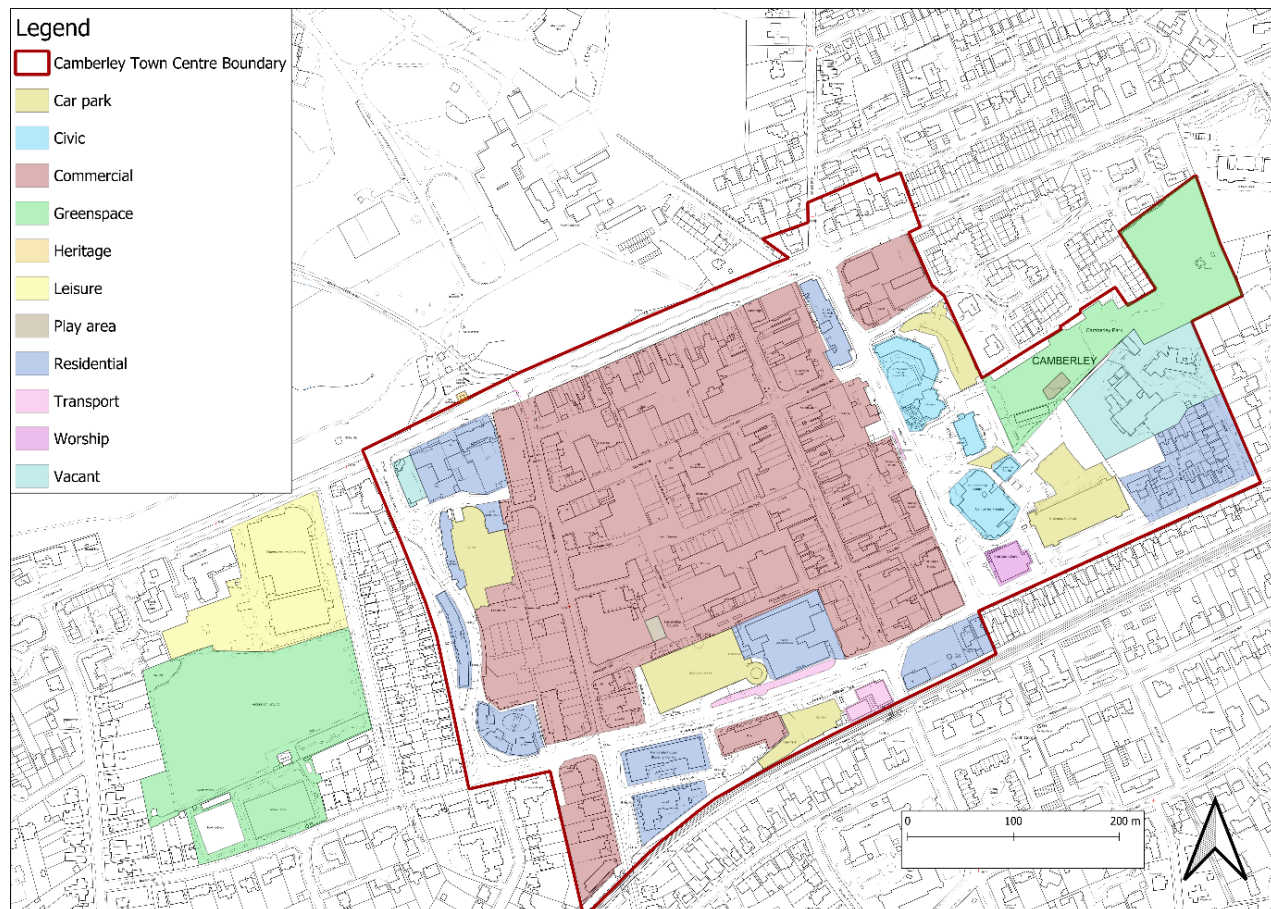
10. Conclusions

- 10.1. This Position Statement draws together evidence supporting the delivery of the submitted Surrey Heath Local Plan policies and allocations in Camberley Town Centre, including the provision of up-to-date market information.
- 10.2. The Statement highlights the Council's commitment to delivering Council owned sites as anticipated over the plan-period and updates the progress since the publication of the Pre-Submission Local Plan in 2024, including the receipt of the Brownfield Land Release Fund to help progress London Road Block and the appointment of contractors to start enabling works on that site. Up to date market testing has supported developer interest in the type of development proposed in the Local Plan within the town centre.
- 10.3. The recently published Camberley Town Centre Strategic Vision, along with policies in the Local Plan will guide the next steps in the regeneration of Camberley town centre, and delivery of a significant level of new residential development. The Council believes that the Local Plan policies and allocations in the Pre-Submission Local Plan are sound.



II. Appendices

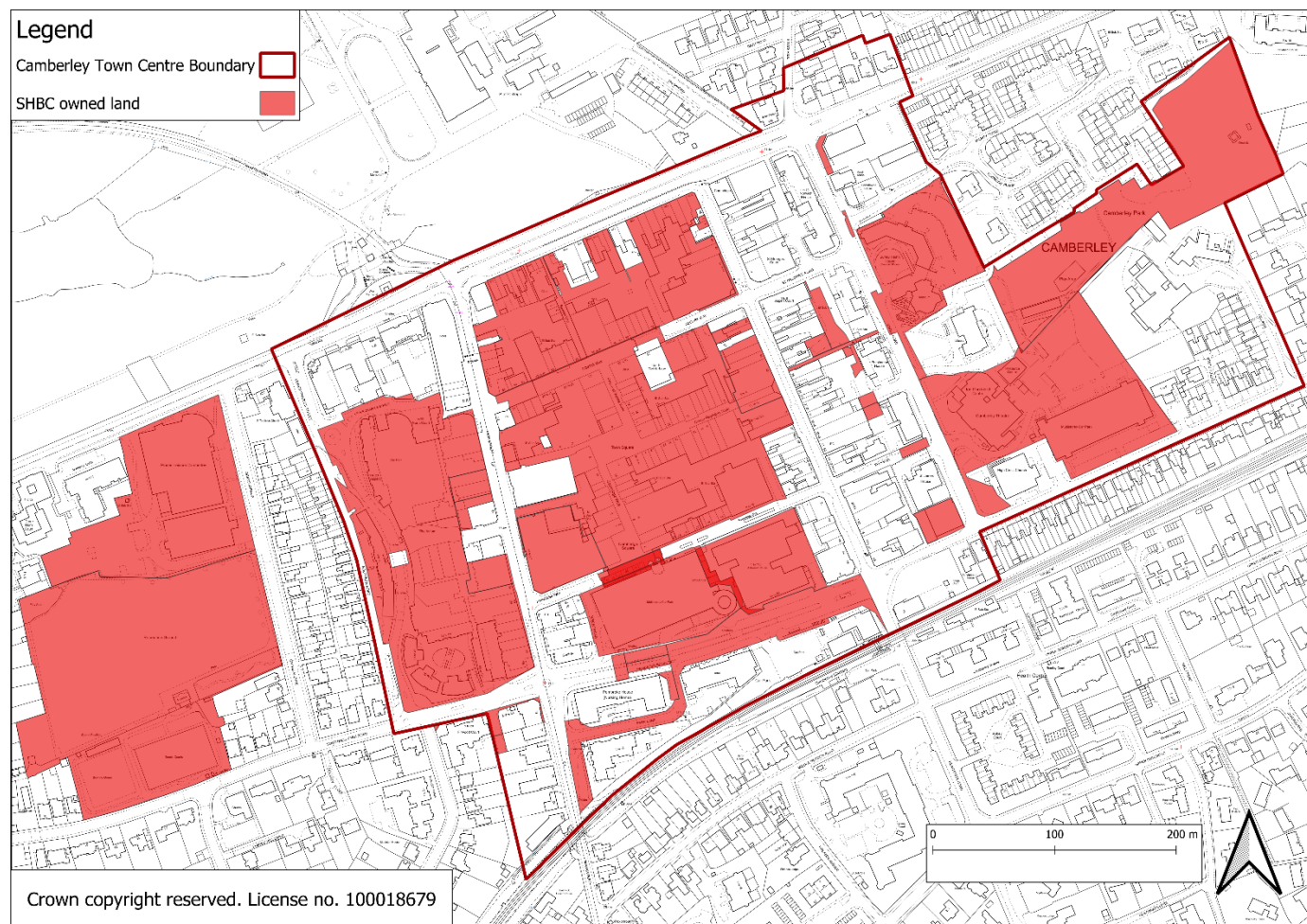
Appendix A – Broad Categorisation of Current Land Uses in Camberley Town Centre



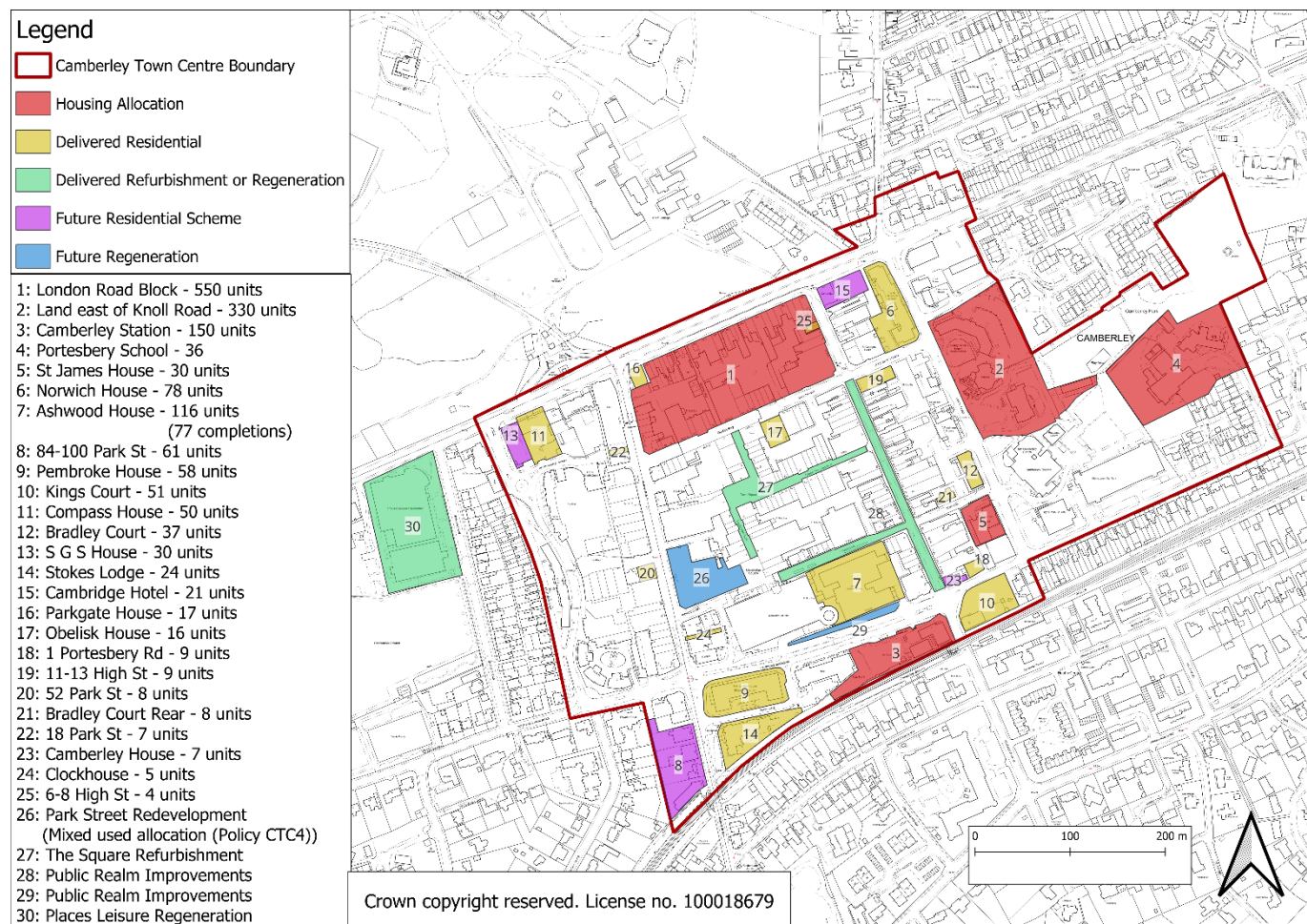
Appendix B – 2025 Camberley Town Centre Retail Survey



Appendix C – Land Ownership Map



Appendix D – Map of completed, committed and allocated housing sites since 2019



Appendix E – Delivery at Camberley Town Centre – Three Dragons (published separately)





Report for Surrey Heath Borough Council

Local Plan – Policy HA2 AND HA3

Camberley Town Centre Delivery – June 2025

Three Dragons & Bespoke Property Consultants



Document control sheet	
Project name	Surrey Heath Local Plan
Project reference	Supporting evidence
Report title	Camberley Town Centre Delivery
Doc ref	1265 Report
Date	June 2025
Prepared by	Mark Felgate, Laura Easton, Dominic Houston, Tom Marshall and Peter Griffiths
Reviewed by	Lin Cousins
Quality statement	In preparing this report, the authors have followed national and professional standards, acted with objectivity, impartially, without interference and with reference to appropriate available sources of information. No performance-related or contingent fees have been agreed and there is no known conflict of interest in advising the client group.
Use of this report	This report is a high-level review of market interest in delivering town centre redevelopment. No responsibility whatsoever is accepted to any third party who may seek to rely on the content of the report unless previously agreed.

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EXECUTIVE SUMMARY

Town centre delivery review

1. Surrey Heath Borough Council (SHBC) commissioned Three Dragons and Bespoke Property Consultants (BPC) to explore market demand for, and deliverability of, residential development in Camberley town centre, in particular the two allocated sites in the Pre-Submission Local Plan, the London Road Block (Policy HA2 of approximately 550 new homes) and Land East of Knoll Road (HA3 of approximately 340 new homes).
2. Research undertaken to inform this report was a mixture of desk based data analysis, a review of commentator perspectives on future prospects for town centre development and confidential qualitative interviews with 18 organisations. The organisations interviewed were drawn from across the development industry and included 13 organisations that either undertake town centre developments or were agents advising town centre developers.

Context and market position

3. Camberley town centre is the main retail and leisure centre in the Borough, with good road and rail connections to other employment and leisure locations, including London. The population is expected to grow and, in common with other locations in the UK, is expected to age and have smaller households – resulting in the need for more housing and different housing options.
4. Surrey Heath has relatively high house prices compared to the South East of England and to national averages, although lower than the averages for Surrey.
5. Surrey Heath has a disproportionately high number of detached dwellings compared to both Surrey as a whole and to national averages. Provision of other forms of accommodation as part of town centre redevelopment offers the opportunity to better cater for a wider section of the market. Compared to the rest of Surrey, Surrey Heath also has more owner occupiers and fewer private renters, suggesting that the private rental market is less well catered for in the Borough. Rents in Camberley are sufficiently strong and growing, indicating that Camberley could be a suitable location for further Build to Rent (BtR) privately rented accommodation.
6. Apartment-led town centre schemes in Camberley have already been developed, demonstrating that the location is attractive to investors and can build on the growing importance of the BtR sector that is found nationally. The ageing population and evidence of previous interest from providers suggests that older persons' housing could also be part of any town centre development.

Development industry perspective

7. The findings from the data analysis and review of commentator perspectives were confirmed by the discussions undertaken with development industry representatives that were interviewed for this report. Interviewees expressed a high level of interest in developing within Camberley town centre with perceived demand for market sale, private rent, shared ownership and affordable rent

coming from young professionals, first time buyers and older downsizers in particular as well as more measured interest from families.

8. This was in tandem with a consistent message about the importance of place making and the overall attractiveness of the centre and the public realm. This included maintaining and extending the vitality of the town centre in terms of shops, places to eat and drink, leisure and health facilities. The research also referenced the importance of parking for both new residents and other town centre users, as well as maintaining good access and improvements to the railway station.

Overall conclusions

9. The research undertaken for this report has demonstrated that Camberley town centre can continue to be a strong location for residential development (across a range of tenures) and that the town centre sites allocated in the draft Local Plan are deliverable.
10. The Council, as principal landowner of the London Road Block and Land East of Knoll Road, can play a positive role in guiding development and making decisions around place making and supporting the infrastructure that the development industry sees as important to delivery of the town centre allocations. The Council can also help enable and de-risk development e.g. through the development of a comprehensive master plan and working with agencies such as Homes England.

Chapter 1 Introduction

- 1.1** Surrey Heath Borough Council (SHBC) commissioned Three Dragons and Bespoke Property Consultants (BPC) to explore market demand for, and deliverability of residential development in Camberley town centre, in particular the two allocated sites in the Pre-Submission Local Plan, the London Road Block (Policy HA2 of approximately 550 new homes) and Land East of Knoll Road (HA3 of approximately 340 new homes).
- 1.2** The London Road Block site is now mostly in the Council's ownership with only six freehold interests not owned by the Council, one of which is in solicitors' hands. In September 2024 the Council was awarded a £1.43 million grant from the Brownfield Land Release Fund (BLRF) to undertake asbestos removal and demolition works to parts of London Road Block site. This represents further progress in assembling a cleared site ready for development.
- 1.3** The Land East of Knoll Road site is within the ownership of SHBC and Surrey County Council.
- 1.4** The aim of this report is to provide evidence that there is a reasonable prospect that Camberley town centre will deliver the residential development set out in the Pre-Submission Local Plan. The report summarises:
- the local (residential) market in terms of its demography and evidence of demand, in the context of national trends in development
 - results of a survey of organisations involved in the development industry who were asked for their views on the redevelopment of Camberley town centre, the prospect of interest in the delivery of HA2 and HA3 and the form and tenure of that development.

Chapter 2 Market demand and trends

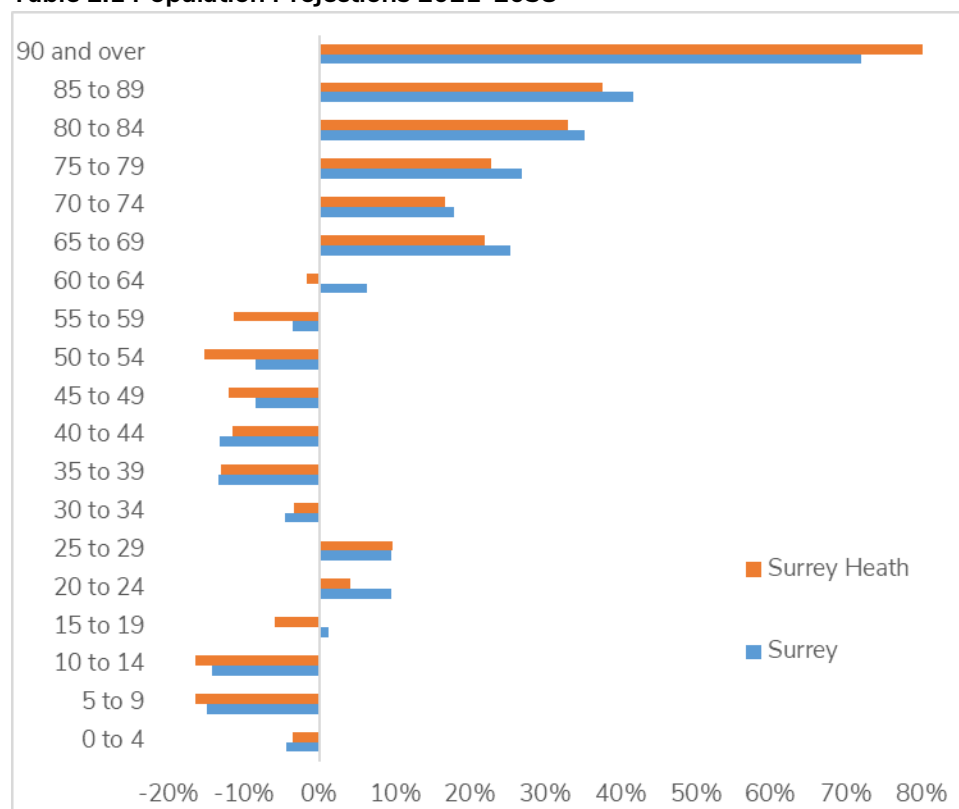
Introduction

- 2.1** This chapter considers the market context for new development in Camberley town centre, focusing on the potential for residential development. It begins with a review of demographic patterns that are and will impact on town centre residential demand, before turning to a review of the town centre as a place to work and the retail and leisure opportunities. The final section considers changing national trends in housing demand that will likely affect Camberley town centre over the life of the Local Plan.

Demography

- 2.2** The 2021 Census indicates that from 2011 to 2021, the population in Surrey Heath grew by 5%, less than the average for England (6.6%), and the South East's 7.5% (see Regulation 19 Surrey Heath Local Plan 2019-38, para 1.35). Over the same period, the number of households in Surrey Heath has increased by 5.7%, slightly higher than the population growth and indicating smaller household sizes. The Census also identified a decrease of 0.9% in children under 15 years compared to an England increase of 5% and an 8% decline in children aged 4 years and under (a sharper decline than the 7.3% across England). In common with the rest of England, the population in Surrey Heath is ageing, with a 34% increase in residents aged 70 to 74 years over the latest census period (2011-2021).
- 2.3** The Local Housing Needs Assessment 2024 (Iceni) projects a Surrey Heath population growth of 12% from 2021 to 2038, and an increase in total households by 17% (again, smaller household sizes). The population in the Borough is expected to continue to age, with a 46% increase in residents aged between 75 and 84, and a 77% increase in residents aged 85 and over by 2040. By contrast, the increase in residents aged under 60 is expected to only increase by 6%.

Table 2.1 Population Projections 2021-2038



Source Population projections by age group and sex, 2018 to 2043 SCC based on ONS

2.4 The proportion of residents that is economically active is higher in Surrey Heath (84%) than Surrey, South East and Great Britain (82%, 82% and 78%) and earnings are above the Surrey, South East and Great Britain averages - £882pw compared to £874, £779 and £730 respectively.

2.5 The implication of these demographic changes is that there will be a need for more dwellings, and that these will be accommodating smaller and older households. The economic activity rates and earnings suggest that there will be effective demand for new housing.

Town centre economy

2.6 Camberley is the main retail centre in the Borough and provides shopping, business, leisure, cultural and community activities. Collectively Camberley is an active Business Improvement District (BID) which works to promote the town centre to residents, shoppers, businesses and visitors. The Council has identified the regeneration of Camberley town centre as a priority and has delivered a number of improvements including at The Square Shopping Centre, and significant public realm improvements.

- 2.7** The Pre-Submission Local Plan notes that majority of the Borough's employment floorspace is located in Camberley and neighbouring Frimley, at three large business parks and five industrial estates. The Plan also notes that in line with County trends, there has been a decline in office floorspace in the Borough in the last 15 years and fluctuating levels of industrial floorspace. Much of the losses of office floorspace is due to the conversion of offices to residential uses through permitted development rights, and this change of use is apparent in Camberley.
- 2.8** Camberley is also the centre for leisure activities in Surrey Heath. In summer 2021, a new Leisure Centre was opened in partnership with Places Leisure and the Atrium Centre offers ten pin bowling. The town centre also has a cinema and associated bars and dining facilities (the Atrium) and the Camberley Theatre.
- 2.9** Camberley is served by the Ascot to Guildford railway branch line, with services mostly indirect but with limited direct commuter services, to London Waterloo. It is understood that commuters living in Surrey Heath may also use nearby faster services from stations outside the Borough at Farnborough, Woking and Sunningdale. Camberley is served by J4 M3, providing access to a variety of employment locations across South East England employment locations including Heathrow.

Sales market

- 2.10** Surrey Heath has relatively high house prices compared to the South East and national averages, although lower than the averages for Surrey as a whole.
- 2.11** Table 2.2 below shows the average per square metre value for the new build property types within Camberley (that is the whole of Camberley not just the defined town centre). As of January 2025, houses sell for between £4,600 and £5,150 per sqm depending on type, and flats selling for approximately £5,100 per sqm. But noting that these are values for Camberley as a whole and are not values for the town centre, as were identified for the Local Plan Viability Assessment (LPVA).
- 2.12** Table 2.2 also compares Camberley with its neighbours. This indicates that houses tend attract a higher £ per sqm value in Camberley compared to Basingstoke and Aldershot but weaker than Fleet, Bracknell and Woking. For sales prices of flatted/apartment development however, Camberley is a strong location, with only Bracknell ranked higher.

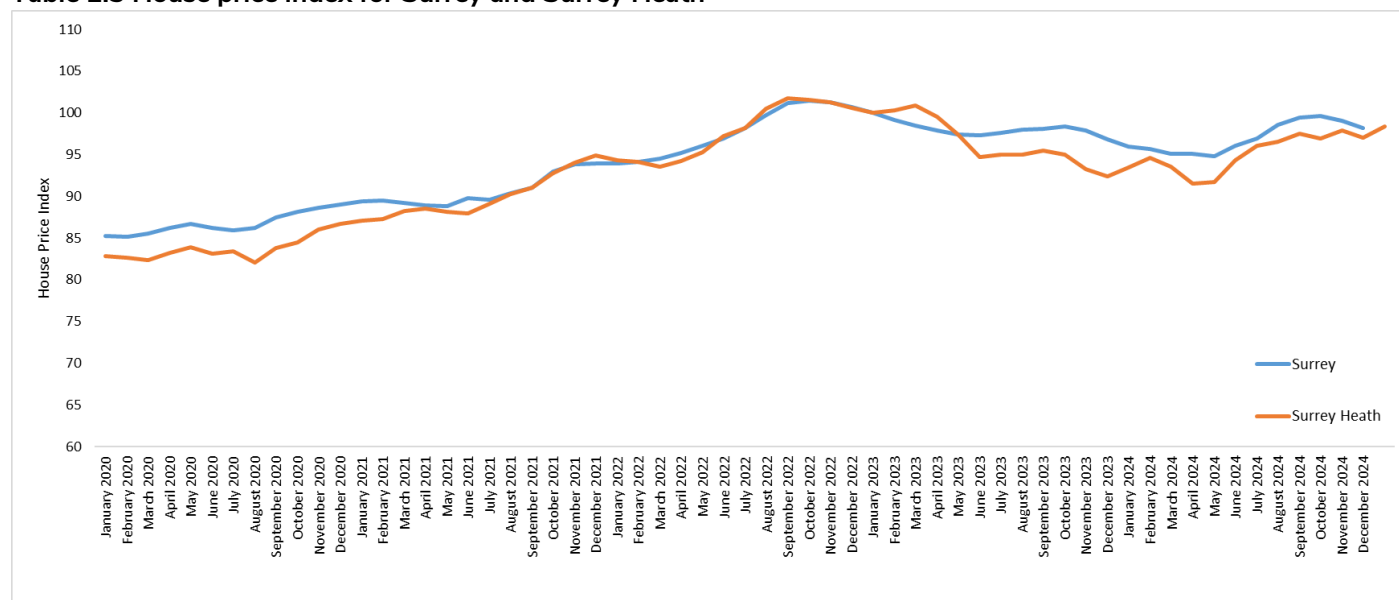
Table 2.2 New build sales price per square metre in Camberley and neighbouring locations

Location	Apartment	Terrace	Semi	Detached
Camberley	£5,102	£4,628	£5,162	£4,896
Farnborough	£4,126	n/a	n/a	n/a
Fleet	£4,840	£5,775	£6,319	£6,018
Aldershot	£4,038	£4,682	£4,474	£4,326
Bracknell	£5,870	n/a	£6,379	£6,704
Woking	£4,990	£6,006	£5,543	n/a
Basingstoke	£3,867	£3,111	£4,914	£4,696
Average	£4,690	£4,840	£5,465	£5,328

Source New build sales 2 years to December 2024 (Promarks)

2.13 The House Price Index (HPI) shows that since 2019, house prices have increased by 17% in Surrey Heath compared to 16% Surrey average.

Table 2.3 House price index for Surrey and Surrey Heath



2.14 The relatively high sales values in Camberley will assist in attracting developer interest in the town.

Dwelling types

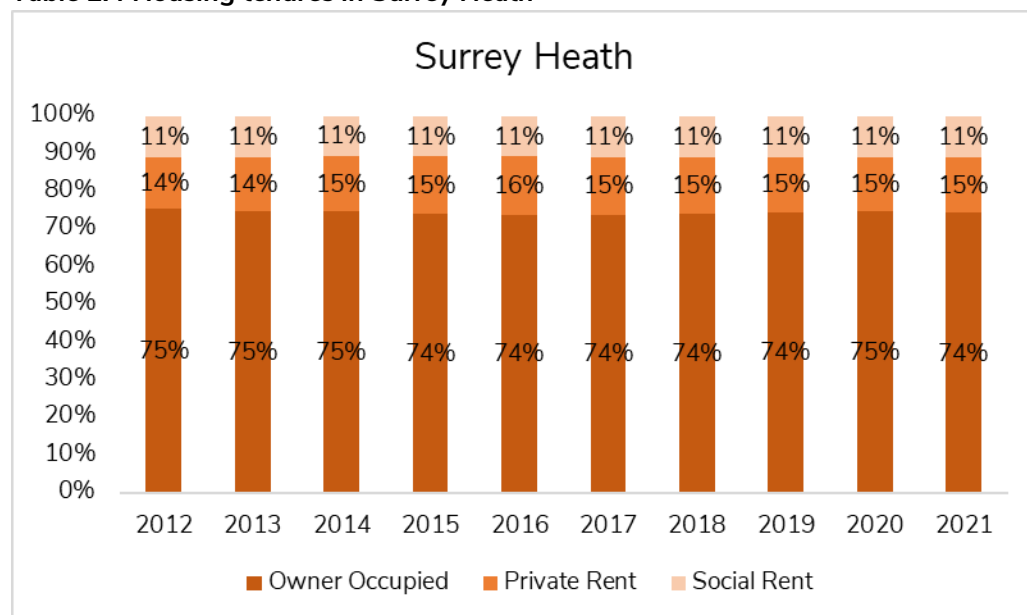
2.15 Considering Surrey Heath as a whole, the Local Housing Needs Assessment 2024 identifies a disproportionately high number of detached dwellings in at 43.7% in Surrey Heath (44%) compared to the Surrey average of 32% and national average of 23%. Provision of other forms of accommodation as part of town centre redevelopment offers the opportunity to better cater for a wider section of the market. The Housing Needs Assessment 2024 also noted that around 48% of homes in Surrey Heath are under-occupied. This compares to around 41% in Surrey, 38% in the South East and 35% nationally.

Rental market

2.16 In addition to the owner occupiers, 15% of dwellings are privately rented and 11% are social rented. Compared to the rest of Surrey, Surrey Heath has more owner occupiers and fewer private renters, while both have more owner occupiers and fewer private and social renters than the South East average. The Local Housing Needs Assessment 2024 notes that the private rented sector in the UK makes up 20% of households, considerably more than the 15% in Surrey Heath.

2.17 The Local Housing Needs Assessment 2024 noted that the proportion of private rented accommodation had increased since 2011, suggesting that the depth of the rental market has been growing.

Table 2.4 Housing tenures in Surrey Heath



Source ONS

Table 2.5 Average monthly rents in Camberley and comparable locations

	Camberley	Farnborough	Aldershot	Woking	Farnham	Bracknell	Reading	Wokingham	Guildford
1 bed	£1,542	£1,207	£1,002	£1,246	£1,183	£1,264	£1,195	£1,152	£1,272
2 bed	£1,605	£1,502	£1,450	£1,751	£1,642	£1,749	£1,695	£1,502	£1,883
3 bed	£2,050	£1,941	£2,109	£2,448	£1,986	£2,185	£1,958	£2,441	£2,453
4 bed	£2,593	£2,275	£2,350	£3,427	n/a	£3,196	£2,357	£2,525	£2,859

Source home.co.uk

2.18 Rents in Camberley sit within the range of rents in comparable South East locations, generally just below or just above the average for the dwelling type, dependant on unit size. The Local Housing Needs Assessment refers to local agents' suggestion that there is a notable lack of supply within the private rent sector which is pushing up rents, up by 14% since 2015. By themselves, the rents suggest that Camberley could be a suitable location for the Build to Rent market, attractive to developers.

Build to rent

2.19 The British Property Forum's (BPF) [Build to Rent Map](#) indicates that there are 91 private rented sector units in Surrey Heath, and that Build-to-Rent (BtR) is fast becoming an established sector in the UK housing market. The BPF states that the Build-to-Rent model includes homes aimed at general or targeted demographics, with longer term tenancies and predictable rents, mainly in larger towns and cities, and often situated near good public transport interchanges. The locations sought will be those with good local amenities and access to jobs, services and infrastructure. For investors, the surrounding neighbourhood is linked to investment gains whilst for providers it is linked to maintaining occupancy. This includes prioritising the provision of trees and green spaces, walking and cycling infrastructure, a strong local economy with diverse retail offerings and access to transport links. There has been an increasing move by BtR developers from London to areas with lower land and build costs (Build-to-rent: boom or bust?, July 2024, Estates Gazette).

2.20 The Savills UK Build to Rent Market Update April 2025 notes that across the UK, BtR makes up a small proportion of the private rented sector (2%), although in some locations such as Manchester it makes up nearly 25% of the private rented sector stock. BtR delivery in 2024 accounted for 8% of new build completions compared to 5% in 2019 and Savills expects that BtR will continue to expand its market share, driven by new operators and a more diverse range of viable locations. In terms of the opportunities for new BtR, Savills notes that this form of development has become a crucial component of housing strategies for many local authorities, driving urban regeneration and supporting new transport infrastructure.

- 2.21** Knight Frank notes (UK BtR market update, 1Q 2025) that the investment climate bodes well for strong BtR growth in 2025, continuing a seven-year trend. Part of this is a lower cost of debt despite stubbornly high interest rates, driven by lower margins and competition amongst lenders. While there is a continued appetite for multi-family housing, the largest anticipated increases are for single family housing and co-living. The fall in first time buyer mortgages is changing the rental market, with fewer households moving to home ownership and intensifying the demand for rented dwellings. Knight Frank notes the reopening of the Private Rented Sector Guarantee Scheme, which provides government-backed loans and will be welcomed by the sector and could support 13,000 new BtR homes in the UK.
- 2.22** Estates Gazette (BTR: from groundwork to growth, July 2024) has discussed the emerging differentiation in second generation BtR, with some new stock including additional amenities delivered in large schemes.
- 2.23** Market trends nationally indicate that there is clearly potential for private rent in Camberley town centre. The gradual expansion of BtR from London to the major regional cities and onto towns offers the opportunity for this type of development in Camberley; and the higher economic activity rates and earnings discussed earlier in this chapter will help to make the town attractive to BtR investors. However, part of the challenge will be demonstrating that the scale of opportunity in Camberley fits the scale of the rental market required by BtR developers.

Older persons housing

- 2.24** In broad terms the UK older persons housing market continues to be strong with market commentators such as Knight Frank reporting over £1.25bn of institutional investment in 2024 (UK Seniors Housing Market Update Q4 2024). A strong year for land sales has helped support a growing development pipeline and Knight Frank reports that the largest concentrations of pipeline schemes in terms of the absolute number of homes and number of schemes are found in the South East, for both general retirement housing but also Integrated Retirement Communities (IRCs). However, “while the pipeline is robust it lacks the capacity to deliver the 50,000 seniors’ homes per annum which are needed to meet demand” (p2).
- 2.25** A separate survey of investors in the UK ‘living sector’ by Knight Frank (Next Gen Living 2025) found that 39% of investors said that they plan to invest in senior living within five years, up from a fifth currently. An interesting finding is that “the private BTR segment within senior housing remains small as a proportion of the overall market, but it is growing quickly” (p7) with some 62% of private operators offering this tenure.

- 2.26** As set out in Local Plan Viability Assessment (Table 4.5) local values for retirement housing exceed the values for general market flats. Whilst there has not been a specific assessment for older person rental accommodation in Camberley or Surrey Heath (the Local Plan Viability Assessment dealt with this type of development as a sale product), the regional figures for older person monthly rents far exceed the unrestricted market rents found in Camberley. For example, Knight Frank Seniors Housing Annual Review – 2021, although dated, reports that for the South East region 2-bed rents in excess of £2,300 per month for retirement housing and in excess of £3,200 per month for housing with care, which is around £700 to £1,600 a month more than achieved for market flats in Camberley.
- 2.27** Recent older persons new build schemes include two Churchill schemes close to the town centre (Stokes Lodge and Marlborough House) as well as one to the north of the town (Fleur de Lis by Renaissance Retirement).

Development activity

- 2.28** Recent schemes (taken from new build sales between 2015-2023) include a set of apartment-led developments in the town centre (including some office to residential conversions). Appendix A illustrates the types of development in these schemes, currently as existing stock for rent.

Summary

- 2.29** As the main retail and leisure centre in the Borough, with good road and rail connections to other employment and leisure locations, Camberley is well placed to attract interest in new housing development. The population is expected to grow, and in common with other locations is expected to age and have smaller households – providing the need for more housing and different housing options.
- 2.30** Surrey Heath has relatively high house prices compared to the South East and national averages, although lower than the averages for Surrey.
- 2.31** Surrey Heath has a disproportionately high number of detached dwellings compared to Surrey and national averages. Provision of other forms of accommodation as part of town centre redevelopment offers the opportunity to better cater for a wider section of the market. Compared to the rest of Surrey, Surrey Heath has more owner occupiers and fewer private renters, suggesting that the private rental market is less well catered for in the Borough. Rents in Camberley are strong enough to indicate that Camberley could be a suitable location for private rented accommodation.

2.32 Apartment-led town centre schemes in Camberley have already been developed, demonstrating that the location is attractive to investors and can build on the growing importance of the BtR sector that is found nationally. The ageing population and evidence of previous interest from providers suggests that older persons' housing could also be part of any town centre development.

Chapter 3 Market interest

Research undertaken

- 3.1** To gauge market interest in bringing development forward in Camberley town centre, interviews were undertaken with a range of organisations involved with the development industry. The sample of potential interviewees was drawn from contacts provided by the Council and those known to the consultant team, as well as from initial research into organisations likely to be interested in undertaking town centre development of the scale and type proposed in the draft Local Plan. The organisations fall broadly into the following categories:
- Private sector developers known for town centre development
 - Private sector developers with a specialism in build to rent sector
 - Developers' agents
 - Older person specialists
 - Registered providers and other affordable housing providers with a developing capability
 - Local estate agents.
- 3.2** All organisations on the long list were contacted initially by email, with a follow-up on-line interview (where possible) but otherwise by email. Interviews undertaken were of varied length – but generally of between 30 to 40 minutes and up to 60 minutes in some cases. Interviews were followed up with a short note of key points to ensure interviewers had a correct understanding of the points made by interviewees. Interviewees were assured that views expressed in the interviews would be summarised for the purpose of this report and individual views would not be disclosed outside the research team.
- 3.3** Interviews focused on the organisation's overall interest in town centre development, their views on the strength of Camberley town centre generally as a location for development and on the specific draft Local Plan allocations HA2 and HA3. Discussion encompassed the type and tenure of development envisaged as being viable and suitable in these locations, any particular challenges and how these could be ameliorated, and potential delivery options. Appendix 2 sets out the discussion agendas used to guide the interviews.
- 3.4** In total 40 organisations were contacted during April and May 2025 and interviews with 18 organisations were achieved. 13 of these either undertake town centre developments or were agents advising town centre developers. Other interviewees included estate / letting agents or developers (including RPs) who would deliver a certain tenancy or unit type with a larger scheme.

- 3.5** The overall message from interviewees was positive. 12 out of the 13 interviewees involved in town centre developments indicated that Camberley town centre has good potential for the kind of development being put forward in the draft Local Plan, some of whom expressed a specific interest in taking forward development in the town centre sites HA2 and HA3 either now or in the future, caveated on fit to their business model. This level of interest suggests that development in Camberley town centre is likely to be achievable, viable and deliverable during the plan period. Of the three who had previously developed in Camberley town centre, all commented that sales / lettings had progressed well.
- 3.6** We have structured the responses to the consultation under the categories: Location; demand; dwelling types and tenure; HA2 / HA3 – opportunities, challenges & viability; development models. Where appropriate we have distinguished between the type of respondent, but no specific consultees are identified.

Location

- 3.7** Overwhelmingly consultees described Camberley town centre as a 'good' location for regeneration and new residential development. It has good connectivity to other parts of Surrey as well as to further afield locations including London and Heathrow, by bus and train (where there are hourly services) or road, being close to A30 (for M25) and M3 corridor. Some consultees noted that the train service to London could be better (the journey to London requires a change of trains) but this was only seen as a 'showstopper' by one of the consultees. Camberley is within a 10-minute drive of Farnborough with has a mainline train to London every half an hour.
- 3.8** There is good access by road to jobs such as the office market in neighbouring Bracknell as well as other locations within Surrey and Surrey Heath e.g. in health, media, retail and service industries, as well as to London, Reading, Heathrow etc. Consultees referenced their experience of developing in other areas with similar level of connectivity where units have sold well. The resulting strong employment market means that Camberley is viewed as being within an affluent area with low unemployment alongside a good range of jobs. Examples of interviewee comments to illustrate the above points included:

Camberley generally is a good location for development being near to the office market in Bracknell, also Basingstoke and Guildford are within easy distance

Camberley is a good market town - has a lot of positives and,still has a decent amount of shops in the centre – is a relatively vibrant town centre

Camberley is always very popular with (Private sector) tenants as it provides good commuter links and is within a 10-minute drive of Farnborough which has a mainline train to London every half an hour.

Camberley is generally a good location for development with improving public realm and reasonable connectivity with other areas

- 3.9** Continued strong place making was seen as key to future success of the location with recent improvements to the town centre seen as positive and contributing towards a vibrant atmosphere, superior to other local towns that had to some extent been diluted by out-of-town retail. Camberley town centre is not a city nor is it as 'upmarket' as some locations in Surrey and parts, especially near the railway station, were referred to as 'a bit tired' and ready to be regenerated. However, consultees thought the town centre's compact nature and strong permeability / legibility make it easier to place-make and achieve community and vitality. The planned improvements to the railway station will help ensure this is carried out.
- 3.10** Comments on amenity varied but focussed on the plentiful selection of retail and leisure on offer to residents. For families, the local cinema, bowling alley and swimming pool are viewed as great places to visit, as well as 'Camberley Park' (sic) which has tennis courts and a bowling green. Professional tenants like the area as there is a variety of restaurants/bars in the town and a gym which was redeveloped in June 2021. Only one consultee reported that there was not enough amenity and would prefer a city centre location.

Demand

- 3.11** Camberley and surrounds were seen as large enough to offer the critical mass of households needed to create demand for a variety of types of home. Young professionals are seen as a key market, but both general residential developers and older persons specialists also saw a market for older downsizers who may want specialist accommodation or simply a large flat close to amenities. There have been some recent older persons developments in Camberley and 2/3 of specialist developers commented that senior living should be delivered in later phases when not only existing schemes had established but interest rates were expected to be lower, aiding their delivery model of most sales occurring when the building is complete.
- 3.12** Some consultees thought the location would be good for families, especially for affordable homes, because it is close to amenities but others considered that the market would focus on single people, couples and flat-sharers – to a large extent, opinion on the type of market best suited to town centre development was dictated by the consultees' own development models.

Dwelling types and tenure

- 3.13** Sites in Camberley town centre were considered suitable for a mix of market sale units, affordable (rented and shared ownership), Build to Rent and, by some, for specialist older persons accommodation. It was noted that the Build to Rent market is very strong in the area, especially following changes to landlord responsibilities which mean that smaller private landlords are starting to pull out, leaving unmet demand.

3.14 Preferred proportions of all tenure types varied dependent upon the consultees delivery model and there were mixed views about timing of delivery of different tenures. Private rent specialists commented that delivering 600 private rented units at one time would be challenging, hence the need for clear phasing and/or to offer a range of types of home, sale and rent. There was a preference, where stated for one and two bedroom units. This shows the correlation against the rental values achieved compared to other localities. Complementing that would be a, a mix of sizes for other tenures but the details of the mix of units will need to be reviewed when development proposals are further advanced. The following comments made by interviewees illustrate these views:

(Camberley town centre) would be suitable for a mix of market sale units, possibly some BtR at a later stage in the phasing – ideally include some smaller apartments but also larger sizes for downsizers and upsizers

There is a need for a mix of unit types to meet needs of a range of potential occupiers including 'young professionals' older person housing

3.15 It was noted that a Build to Rent scheme of the potential scale of, for example, London Road Block (HA2) would require associated facilities – lobby, gym, lounge, private communal gardens etc. However, the overall scale of the development was not, of itself, identified as a particular issue but there was comment that the scheme would need to be carefully phased so as not to 'flood' the market at any time.

HA2 / HA3 – opportunities, challenges & viability

3.16 Generally, consultees saw the development of the sites HA2 and HA3 as a positive opportunity to regenerate the town centre as part of a comprehensive plan for the town centre. As noted earlier, 12 out of the 13 interviewees involved in town centre developments indicated that Camberley town centre has good potential for the kind of development being put forward in the draft Local Plan with a number expressing interest in exploring the opportunity further for their own organisation. There was emphasis on the need for a clear phasing and delivery plan to enable the release of units onto the market in a measured and timely fashion, in a way that allows infrastructure provision and public realm improvements to keep pace.

3.17 There was not a consistent pattern of comments among the very limited number of interviewees that did not consider that Camberley town centre has potential for residential development. It may be that their organisation is simply focussing on developing in higher profile city locations and/or reflected general concerns about the viability of developing tall buildings in town centre. One interviewee summarised concerns as being:

Not enough amenity for town centre living, slow train service to London, lack of evidence about the depth of the rental market.

- 3.18** It is possible that, even among this group, further careful planning by the Council which helps to de-risk development of HA2 and HA3, would overcome their concerns, for example:

(The) Council needs to take a comprehensive view of development in the town centre and ensure there are the jobs, leisure facilities, library, theatre

- 3.19** Parking was seen as an important part of the offer to be attractive to the market for all tenures. However, it is understood that basement parking is costly to develop and would impact on development viability. Options mentioned that could offer an acceptable alternative included podium parking, separate parking enclaves or leasing spaces in nearby multi-storey car parks.
- 3.20** Building height divided opinion with some consultees seeing ‘no issues’ with building up to 15-storeys and others (as commented on above) expressing concern over the height of the tower at HA2 which will incur higher build costs and could be subject to Gateway 2 and 3 delays (said by commentators to be associated with implementation of the Building Safety Act). Solutions put forward included building at a lower height (which could be achieved in a form that retained architectural interest) or phasing the tower later in the scheme when revenue has been generated and Gateway delays ameliorated. For some developers there should be separation within large blocks so that options can be maintained for funding each block in a different manner and not tying up capital expenditure over lengthy periods.
- 3.21** Comment was also made about the importance of the Council completing the process of land assembly for the London Roads Block and bringing a single, cleared site to the market. The Council has indicated that it would be prepared to use compulsory purchase powers.

Delivery models

- 3.22** The developers consulted naturally preferred different delivery, investment and funding models, implying flexibility from SHBC over design/layout; phasing; payments; ongoing involvement in delivery and securing funding. The importance of achieving full land assembly to derisk development was emphasised.
- 3.23** Two consultees expressed interest in exploring some form of joint venture with the Council thereby de-risking the process and providing better support for funding applications. Use of forward funding mechanisms from SHBC or land payments at the end of the development were also suggested.
- 3.24** All of those interested in the development were keen to work with SHBC to develop delivery and investment models underpinned by a smooth planning process and a clear delivery vision.





Summary

- 3.25** Consultees expressed a high level of interest in developing within Camberley town centre with perceived demand for market sale, private rent, shared ownership and affordable rent coming from young professionals, first time buyers and older downsizers in particular as well as more measured interest from families.
- 3.26** There was a consistent message from many about the importance of place making and the overall attractiveness of the centre. This included maintaining and extending the vitality of the town centre in terms of shops, places to eat and drink, leisure and health facilities. This would be important in terms of the potential new residents as well as the wider set of town centre users. The attractiveness of the centre will help with both demand, sales values and general competitiveness with other areas.
- 3.27** The feedback also referenced the importance of parking for both new residents and also the town centre users as well as maintaining good access and improvements to the railway station.
- 3.28** Consultees consistently expressed the need for flexibility from SHBC about various aspects of planning, design investment and delivery. There was also an expectation of ongoing commitment from the Council in promoting and maintaining the public realm and ensuring good quality development in a way that promotes community and vibrancy.
- 3.29** There was agreement from most that a viable scheme can be delivered and this view has been supported by the Local Plan Viability Assessment which looked specifically at Camberley town centre development.






Chapter 4 Conclusions

- 4.1** The demand assessment and market review indicate that Camberley town centre (and the two key allocations of HA2 and HA3) are potentially attractive to the development market and can be delivered over the life of the Local Plan – with the right planning and mix of types of uses and tenures.
- 4.2** As the main retail and leisure centre in the Borough, with good road and rail connections to other employment and leisure locations, Camberley is well placed to attract interest in new housing development. The population is expected to grow, and in common with other locations is expected to age and have smaller households – resulting in the need for more housing and different housing options. Sales and rental values were found to be strong
- 4.3** Consultees expressed a high level of interest in developing in Camberley town centre with perceived demand for market sale, private rent, shared ownership and affordable rent coming from young professionals, first time buyers, older downsizers in particular, as well as more measured interest from families.
- 4.4** The Council, as principal landowner of the London Road Block and Land East of Knoll Road, can play a positive role in guiding development and making decisions around place making and supporting infrastructure. This also provides the opportunity for the Council to enable and de-risk development e.g. through the development of a comprehensive master plan and in working with agencies such as Homes England.





Appendix A Recent Camberley flatted schemes for rent

Scheme (with ¼ mile of Camberley)	Address	Source	Beds	Rent £/pcm
	Dorchester Court, 283 London Road	https://www.righthtmove.co.uk/properties/160984106#/?channel=RES_LET	2	1500
	Balfour Court, Knoll Walk	https://www.righthtmove.co.uk/properties/161690846#/?channel=RES_LET	1	1125
	Knoll Road	https://www.righthtmove.co.uk/properties/161448614#/?channel=RES_LET	1	1175
	Obelisk Way, Surrey Two properties available at time of search	https://www.righthtmove.co.uk/properties/160568573#/?channel=RES_LET	2	1600

Camberley Town Centre Delivery (Three Dragons and Bespoke Property Services) – June 2025

Scheme (with ¼ mile of Camberley)	Address	Source	Beds	Rent £/pcm
	The Courtyard, Southwell Park Road Two properties available at time of search	https://www.righthtmove.co.uk/properties/161336888/?channel=RES_LET	2	1450
	Grosvenor Mansions, Sullivan Road	https://www.righthtmove.co.uk/properties/160032560/?channel=RES_LET	2	1500
	Balfour Court,	https://www.righthtmove.co.uk/properties/159039485/?channel=RES_LET	2	1425
	Camberley	https://www.righthtmove.co.uk/properties/161025638/?channel=RES_LET	1	1025
	Aspect, Charles Street	https://www.righthtmove.co.uk/properties/161013197/?channel=RES_LET	2	1495

Camberley Town Centre Delivery (Three Dragons and Bespoke Property Services) – June 2025

Scheme (with ¼ mile of Camberley)	Address	Source	Beds	Rent £/pcm
	Sullivan Road,	https://www.righthtmove.co.uk/properties/160693715#/?channel=RES_LET	2	1350
	Pembroke Broadway,	https://www.righthtmove.co.uk/properties/160674146#/?channel=RES_LET	2	1650
	Upper Charles Street	https://www.righthtmove.co.uk/properties/160531439#/?channel=RES_LET	1	1100
	High Street, Camberley	https://www.righthtmove.co.uk/properties/160249406#/?channel=RES_LET	2	1350

Camberley Town Centre Delivery (Three Dragons and Bespoke Property Services) – June 2025

Scheme (with ¼ mile of Camberley)	Address	Source	Beds	Rent £/pcm
	Camberley	https://www.righthtmove.co.uk/properties/130515569#/?channel=RES_LET	1	1200
	Balfour Court, Balfour Court	https://www.righthtmove.co.uk/properties/159022295#/?channel=RES_LET	2	1475
	Wilton Road,	https://www.righthtmove.co.uk/properties/158538467#/?channel=STU_LET	1	1195

Appendix B Discussion agendas

For developers

Town centre developments generally

1. Does your organisation have an interest in town centre development generally?
2. What sort of developments does your organisation tend to get involved with (**physical form** – tall buildings/flats etc and **tenure where resi** – market, PRS, affordable etc)?
3. Are there lessons from your previous town centre developments that are relevant to Camberley? (and examples of what/where have been developing)

Camberley town centre generally

4. What type of development form and tenure do you think is best suited to Camberley Town centre? Density? Height? Tenure - Build to rent etc?
5. Given the local plan allocations:
 - What factors make these types of opportunity more attractive?
 - What factors make these types of opportunity less attractive?
 - What types of market tenure would work best in these location(s)?
 - What type of affordable housing would be best suited to these types of opportunities
 - The local plan plans that the development may start around 2028/29 for LRB and 2031/32 for LEKR. Is this a realistic timescale for this type of town centre development or could it be possible to start earlier?

Specific Interest

6. Were you aware of the specific potential opportunities for development in Camberley town centre?
7. Are these the sorts of opportunity your organisation might be interested in?
If not, do you think other developers may be interested – who?
8. What is influencing your thinking here and what might change it?
9. What could the Council do to make delivery by your organisation (or any developer) easier on the town centre allocations?

For Older Persons Housing Developers

Town centre developments generally

- a) Does your organisation have an interest in town centre development generally?
- b) What sort of developments does your organisation tend to get involved with (**physical form** – tall buildings/flats etc and **tenure where resi** – market, PRS, affordable etc)?
- c) Are there lessons from your previous town centre developments that are relevant to Camberley?

Camberley town centre generally

- d) Is Camberley an attractive market for older persons housing? Would either of the main town centre allocations be a good location for provision?
- e) What type of scale or form of older persons housing would work best in this type of location? Density? Height?
- f) What factors make this type of opportunity more attractive?
- g) What factors make this type of opportunity less attractive?
- h) Any comments about timescales?

Specific Interest

- i) Were you aware of the specific potential opportunities for development in Camberley town centre?
- j) Are these the sorts of opportunity your organisation might be interested in?
 - a. If not, do you think other older persons housing developers may be interested – who?
- k) What is influencing your thinking here and what might change it?
- l) What could the Council do to make delivery by your organisation (or any developer) easier on the town centre allocations?

For Housing Associations

Town centre developments generally

- i) Does your organisation have an interest in town centre development generally?
- ii) What sort of developments does your organisation tend to get involved with (**physical form** – tall buildings/flats etc and **tenure where resi** – SR/AR shared ownership etc)?
- iii) Are there lessons from your previous town centre developments that are relevant to Camberley?

Camberley town centre generally

- iv) Is Camberley town centre a good location for meeting affordable housing need? Would affordable rented units and low-cost home ownership work well here? How about market sale and private rent?
- v) What type of scale or form of affordable and market housing would work best in this type of location? Density? Height?
- vi) What factors make this type of opportunity more attractive?
- vii) What factors make this type of opportunity less attractive?
- viii) The local plan plans that the development may start around 2028/29 for LRB and 2031/32 for LEKR. Is this a realistic timescale for this type of town centre development or could it be possible to start earlier?

Specific Interest

- ix) Have you been previously made aware of the specific potential opportunities for development in Camberley town centre?
- x) Do you think that your organisation might be interested in taking forward a housing scheme in Camberley town centre? If yes approximately what size scheme might you consider?
 - a. If not, do you think other RPs may be interested – who?
- xi) What is influencing your thinking here and what might change it?
- xii) What could the Council do to make delivery by your organisation (or any developer) easier on the town centre allocations?

For estate agents

Consultee organisation

- a) Do you market town centre housing and new build housing? Is this for sale and/or private rent?
- b) Are there schemes in Camberley (or elsewhere) you have been involved in recently that are similar to those shown in the local plan?

Camberley town centre generally

- c) Thinking about the current situation, what is the demand for housing in Camberley town centre?
- d) Does this vary by type of household or between sale and rent?
- e) What type of development form and tenure do you think will have most market interest in the town centre?
- f) What size of units do you think will appeal best – number of bedrooms as a guide here?
- g) Would build to rent schemes work here?
- h) What facilities or factors would help to make this attractive to the market?
- i) How much interest is there in rental products?
- j) What factors make this type of opportunity more attractive? Eg ease of access to the railway station?
- k) What factors make this type of opportunity less attractive?
- l) Have you seen a change in demand as a result of working from home?
- m) What could the Council do to make housing in the town centre more attractive to the market and maximise values?



Appendix F – London Road Block Masterplan (published separately)



LONDON ROAD MASTERPLAN, CAMBERLEY

Feasibility Report to provide 550 new residential units

Residential Development
London Road and Obelisk Way
Camberley, Surrey.

December 2023

mh
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08 | CONCLUSION

01 INTRODUCTION

MH Architects Ltd have been appointed by Surrey Heath Borough Council to prepare a feasibility study to ascertain the residential development potential of a single site lying to the south of London Road in Camberley.

The site is comprised of a mixture of retail and residential uses and adjoins the Obelisk Way shopping mall.

This report contains conceptual designs aimed at testing the deliverability of the site should it come forward for development.

02 CLIENT AND DESIGN TEAM

CLIENT



Surrey Heath Borough Council sits to the North West of the county of Surrey. The administrative hub of the council is based in Camberley.

ARCHITECT



MH Architects are a multi award winning practice. Based in Chichester and work across the south and east of England. The Practice incorporates architectural and masterplanning skills and can draw upon specialist planning advice which provides a robustness and breadth to our design approach. Our portfolio of work is diverse, encompassing housing, educational, cultural, industrial, commercial, sports and retail projects within local and regional areas.

03 SITE ANALYSIS

SITE LOCATION

The site sits to the south of London Road, Camberley and is approximately 1.87 ha in area. It is predominantly rectangular in shape with a primary orientation of east to west.

To the north is the A30 London Road. To the north of this is the Royal Military Academy Sandhurst set in a backdrop of dense mature trees.

To the east is the High Street, a mixture of low to mid rise commercial and residential units.

To the south is Obelisk Way, a predominantly commercial street which is under cover for half its length and forms an entrance point to the SQ Camberley shopping mall.

To the west is Park Road, a mixture of mid rise commercial and residential units.

The site has access to all local services and has excellent connectivity via multi-nodal transport links to the rest of the county and beyond. The M3 motorway is short drive from Camberley.

Camberley Park sits immediately to the east and north of the site and offers an oasis of green space within the urban setting.

Site Location in Context (courtesy of Google Earth)



03 SITE ANALYSIS

STRATEGIC POSITION

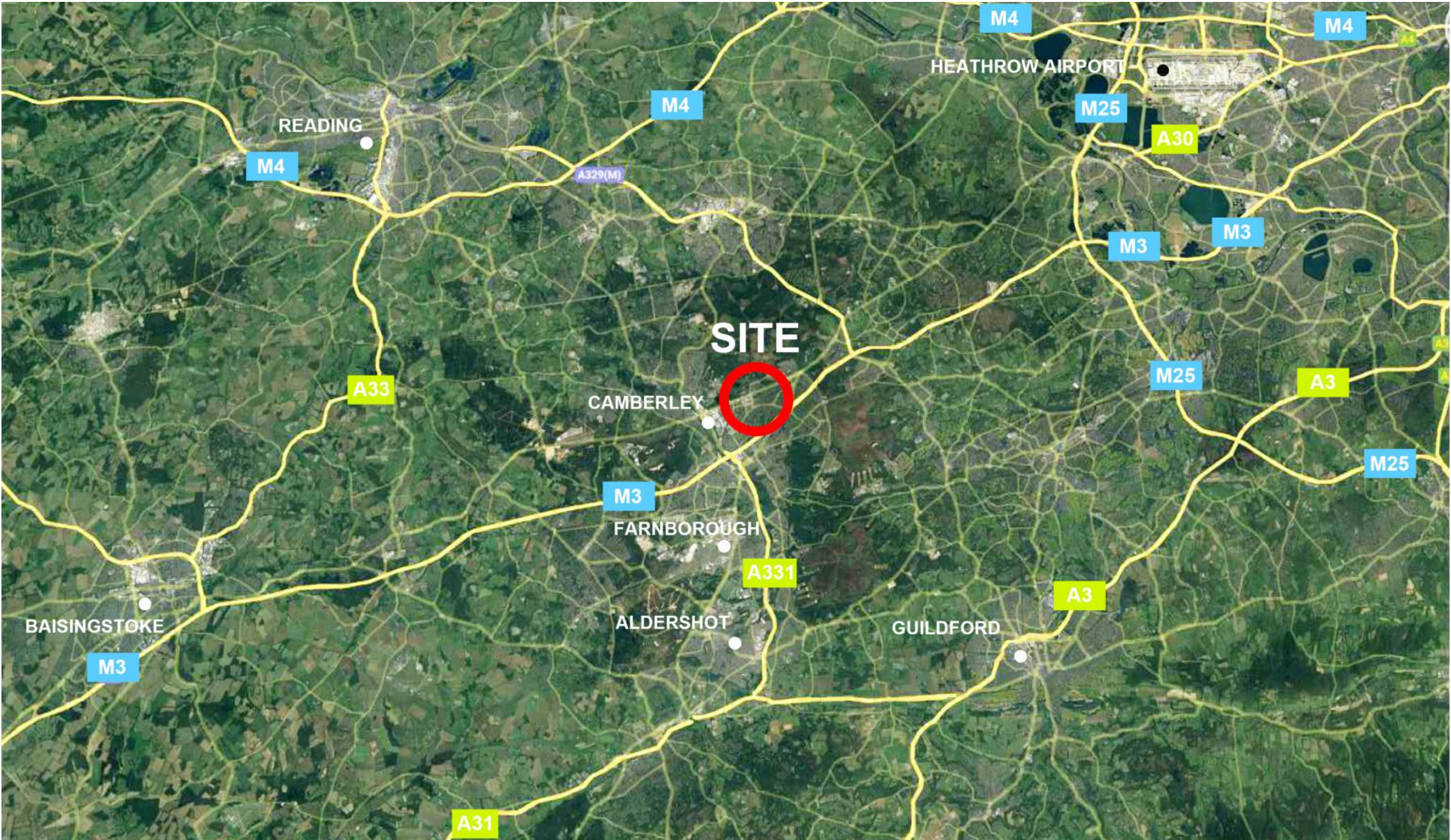


Image courtesy of Google Earth

03 SITE ANALYSIS

THE SITE AND VIEWS

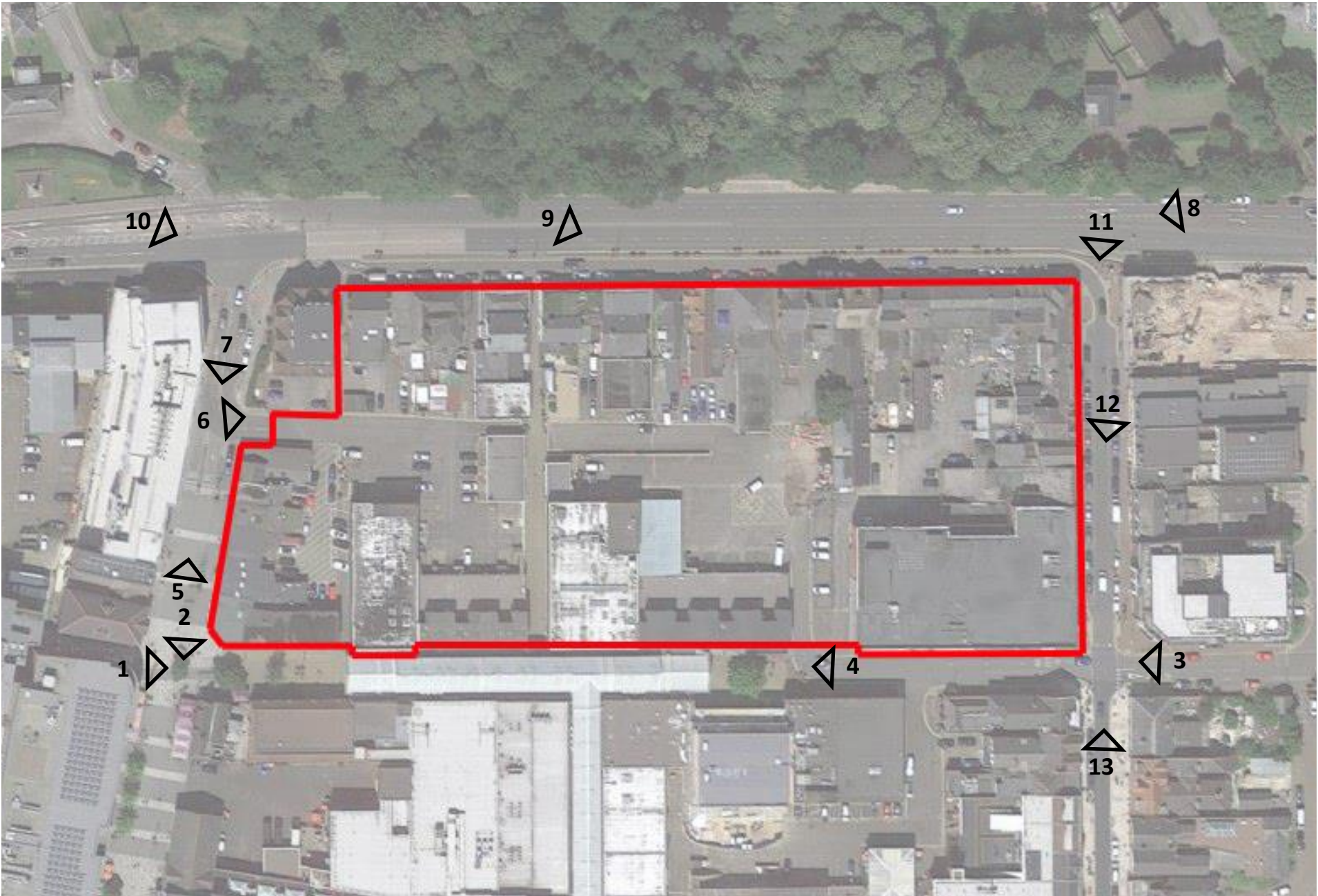


Image courtesy of Google Earth

03 SITE ANALYSIS

THE SITE AND VIEWS - OBELISK WAY to SOUTH



03 SITE ANALYSIS

THE SITE AND VIEWS - PARK STREET



03 SITE ANALYSIS

THE SITE AND VIEWS - LONDON ROAD to NORTH



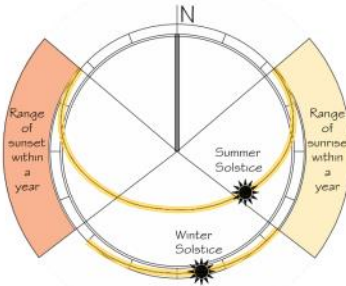
03 SITE ANALYSIS

THE SITE AND VIEWS - HIGH STREET



03 SITE ANALYSIS

CONSTRAINTS DIAGRAM



03 SITE ANALYSIS

EXISTING SITE



04 PREVIOUS ITERATION - RAISED PODIUM

PROPOSED SITE LAYOUT BLOCK PLAN



An initial study put forward a potential solution for maximising the sites parking capacity in the form of ground level coverage from edge to edge.

The sites perimeter block form allowed for retail to be pushed to the edges of the site with a single large parking zone tucked in behind. Access was proposed from Park Road and the High Street. The study indicated that a capacity of around 450 car parking spaces may be achieved.

The ground level parking gave rise to a raised podium which provided both a central urban space and two adjacent private gardens.

The raised podium had access at both its southern and northern ends which would be via stairs, ramps and lifts.

04 PREVIOUS ITERATION - RAISED PODIUM

PROPOSED SKETCH MODEL VIEWS



04 PREVIOUS ITERATION - RAISED PODIUM

PROPOSED SKETCH MODEL VIEWS



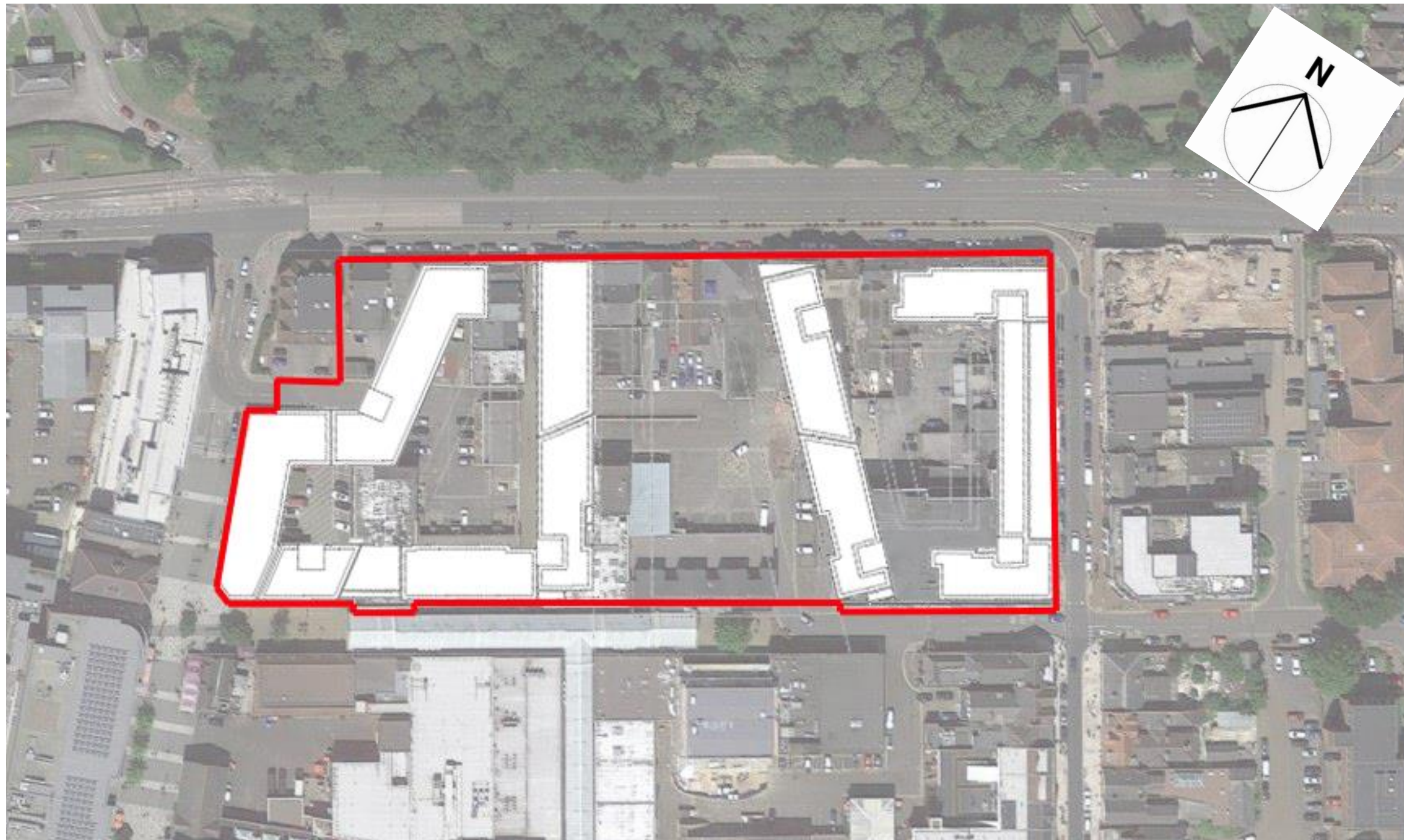
04 PREVIOUS ITERATION - RAISED PODIUM

PROPOSED SKETCH MODEL VIEWS



05 PROPOSED SITE LAYOUT

PROPOSED SITE OVERLAY



A key part of any new development is the integration of new built form into the existing context. The image provides an overlay of the proposed building footprints to ascertain pressures on boundaries and neighbours.

The site benefits from having a predominantly commercial aspect and as such can tolerate a denser, higher form of development, up to 15 storeys as set out by the LPA.

The immediate setting of London Road and the Royal Military Academy Sandhurst (eastern end) are constraints that have been evaluated and factored in to the proposed layout.

Traffic noise from the dual carriage way has been designed out by having the residential units at the higher levels and orientated as much as possible away from the source of noise and pollution.

The storey heights and orientation to the military academy have been positioned so as to mitigate against loss of privacy and potential security risks.

05 PROPOSED SITE LAYOUT

PROPOSED SITE LAYOUT BLOCK PLAN



The conceptual form is derived from the idea of the urban perimeter block ideology, with the built form wrapping the edges of the site and responding to the existing street context.

The site is split by a new urban square which responds to the existing retail area on Obelisk Way.

Two green lungs sit at elevated levels either side of the urban square and provide green outlooks for the new residential units. They provide opportunities to establish new ecological environments and deliver bio-diversity net gain on the site.

The key frontages of London Road, Park Road, High Street and Obelisk Way demand active frontages that provide a continuation of the retail sector that fronts the site.

The lower storey built form (4, 6 and 8 storeys) sits along the perimeter of the site, with the taller built form (9 and 15 storeys) shoulders the new urban square.

05 PROPOSED SITE LAYOUT

GROUND FLOOR LEVEL PARKING AND PUBLIC OPEN SPACE



Schedule of Accommodation - overview

Total site area– 1.87 ha

Retail	3000 sqm
Community	1400 sqm

First floor to fourteenth floor	550 units
• 1 bed 2 person units at 50sqm	200
• 2 bed 3 person units at 61sqm	150
• 2 bed 4 person units at 70sqm	125
• 3 bed 5 person units at 86sqm	75

Parking zone to west:	
240 car parking spaces over 2 storeys	
Parking zone to east:	
130 car parking spaces over 1 storey	

Total retail provision	3,000 sqm
Total community provision	1,400 sqm
Total residential provision (net saleable)	34,350 sqm
Total residential GIA (lifts and circulation)	44,517 sqm
Total parking provision	370 car parking spaces

05 PROPOSED SITE LAYOUT

FIRST FLOOR LEVEL PARKING AND EASTERN GARDEN



05 PROPOSED SITE LAYOUT

SECOND FLOOR LEVEL WESTERN AND EASTERN GARDENS



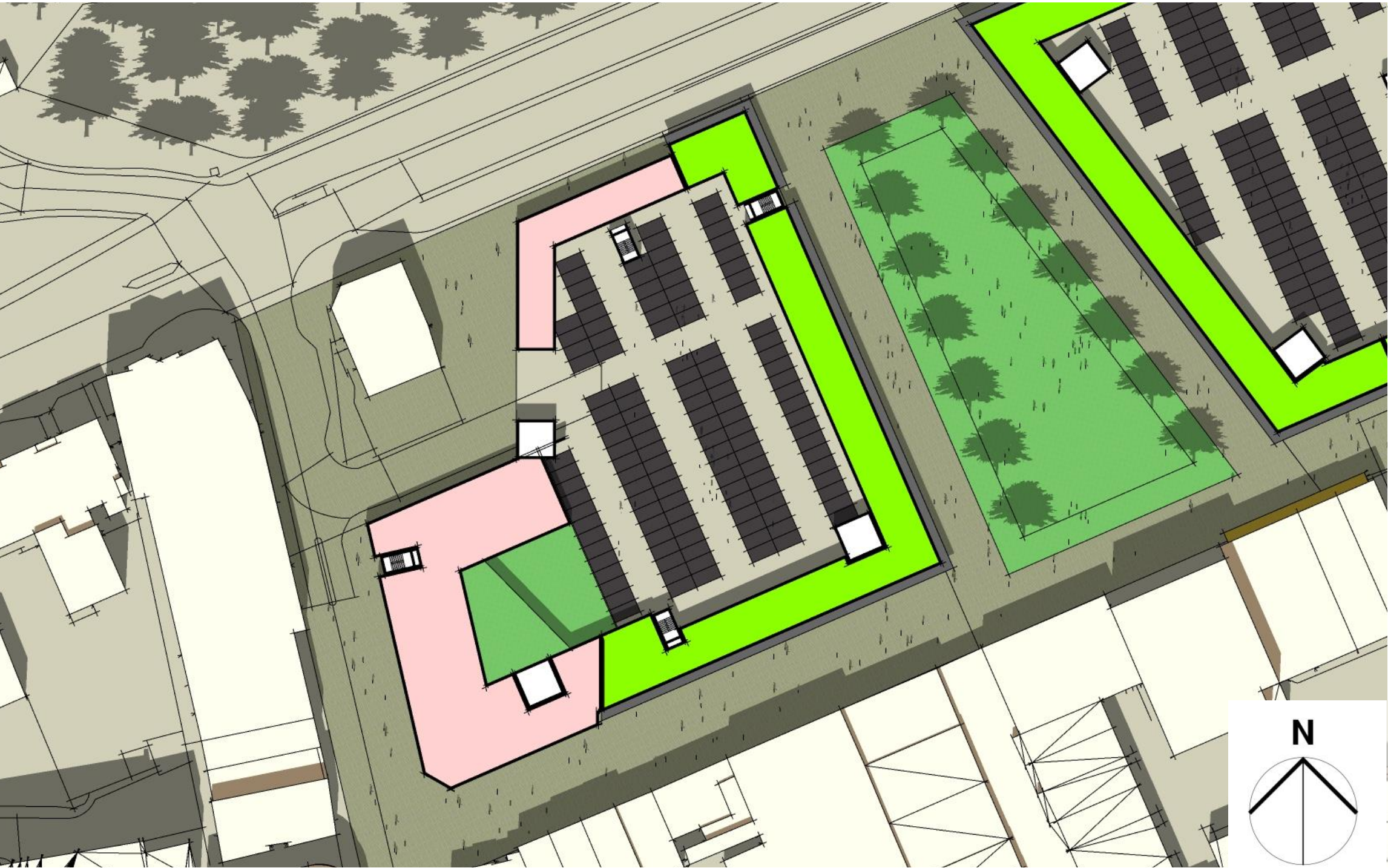
05 PROPOSED SITE LAYOUT

ROOF PLAN



06 PROPOSED BUILDING PLANS

GROUND FLOOR - WESTERN BLOCK



Schedule of Accommodation

Western block

Ground floor

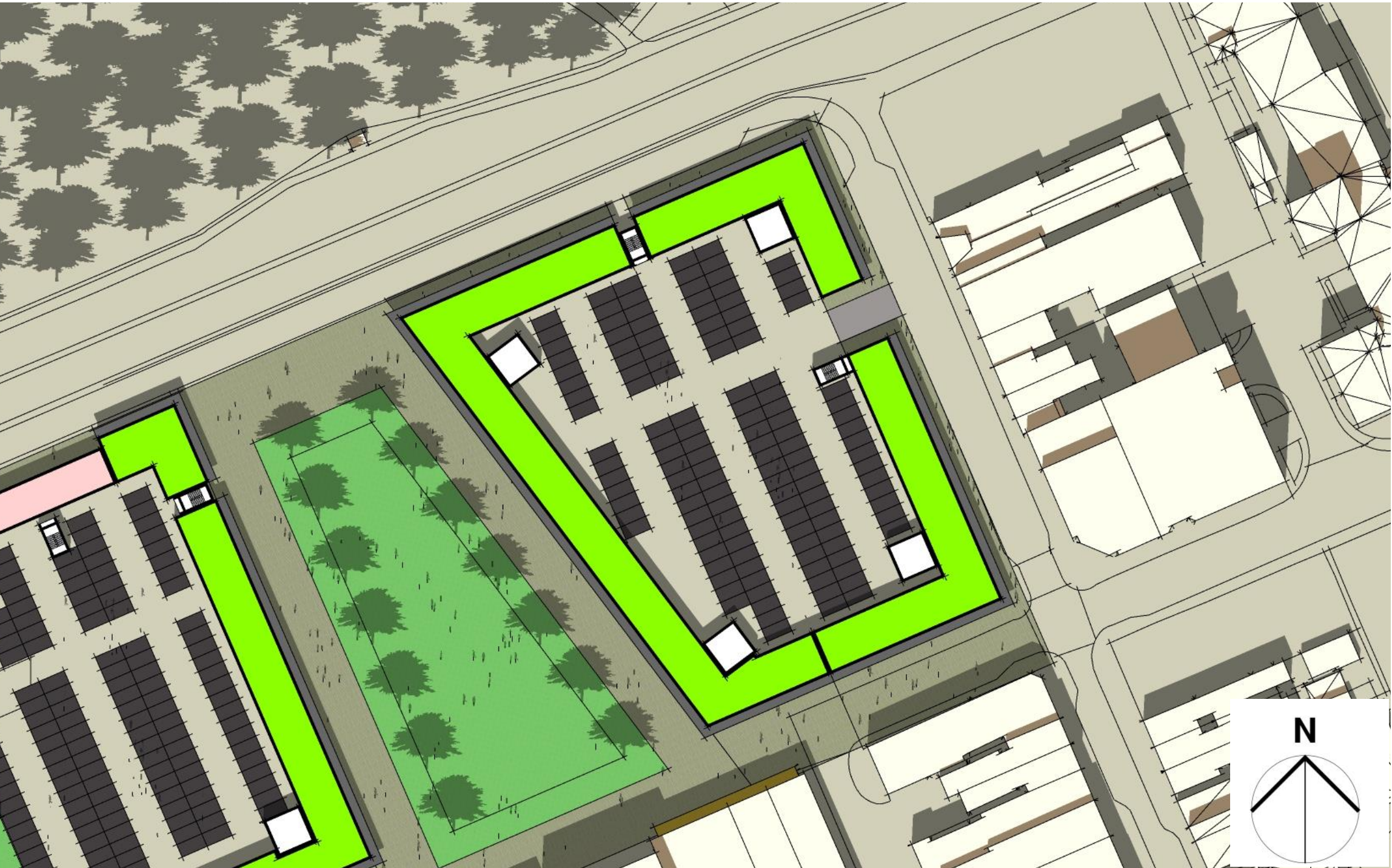
Retail	1080 sqm
Community	1400 sqm
Plaza	4800 sqm

Carparking spaces 120

Bins/ cycles at ground floor level.

06 PROPOSED BUILDING PLANS

GROUND FLOOR PLAN - EASTERN BLOCK



Schedule of Accommodation

Eastern block	
Ground floor	
Retail	1920 sqm
Carparking spaces	130
Bins/ cycles at ground floor level.	

06 PROPOSED BUILDING PLANS

FIRST FLOOR - WESTERN BLOCK



Schedule of Accommodation

Western block	
First floor	
Residential	29 units
Carparking spaces	120

06 PROPOSED BUILDING PLANS

FIRST FLOOR PLAN - EASTERN BLOCK

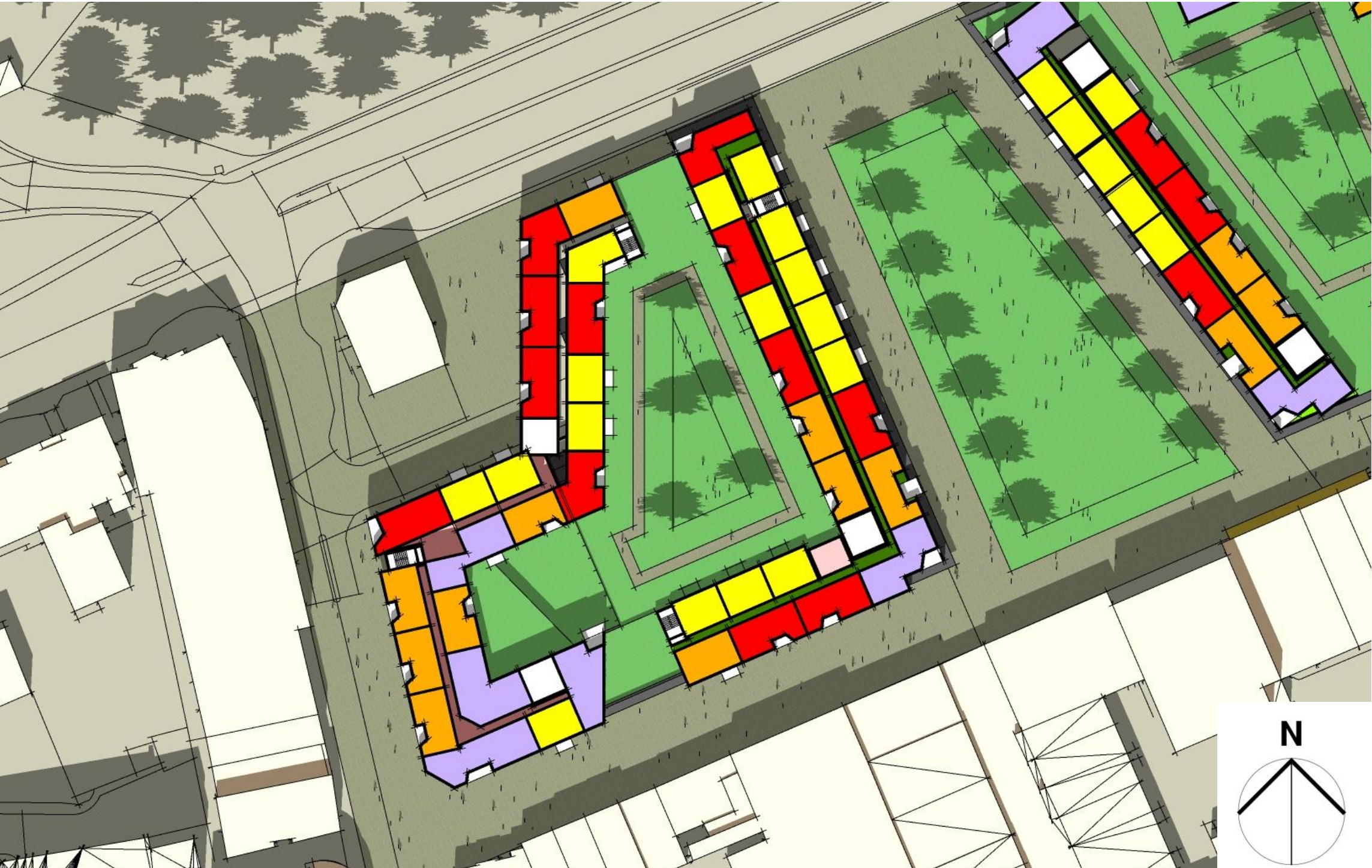


Schedule of Accommodation

Eastern block	
First floor	
Residential	33 units
Communal garden	2750 sqm

06 PROPOSED BUILDING PLANS

SECOND FLOOR - WESTERN BLOCK



Schedule of Accommodation

Western block	
Second floor	
Residential	43 units
Communal garden	2100 sqm

06 PROPOSED BUILDING PLANS

SECOND FLOOR PLAN - EASTERN BLOCK



Schedule of Accommodation

Eastern block	
Second floor	
Residential	33 units

06 PROPOSED BUILDING PLANS

THIRD FLOOR AND UP- WESTERN AND EASTERN BLOCKS



Schedule of Accommodation

Western block	
Second floor	
Residential	412 units

06 PROPOSED BUILDING PLANS

ROOF PLANS- WESTERN AND EASTERN BLOCKS



Schedule of Accommodation

Western and eastern blocks

Roof

Combined roof areas 6400 sqm

GIA

07 SKETCH MODEL VIEWS

OBELISK WAY WEST



07 SKETCH MODEL VIEWS

OBELISK WAY EAST



07 SKETCH MODEL VIEWS

LONDON ROAD WEST



07 SKETCH MODEL VIEWS

LONDON ROAD EAST



07 SKETCH MODEL VIEWS

PARK ROAD



07 SKETCH MODEL VIEWS

HIGH STREET



07 SKETCH MODEL VIEWS

NEW PLAZA OFF OBELISK WAY



07 SKETCH MODEL VIEWS

NEW PLAZA OFF OBELISK WAY



07 SKETCH MODEL VIEWS

SOUTH WEST AERIAL



07 SKETCH MODEL VIEWS

SOUTH EAST AERIAL



07 SKETCH MODEL VIEWS

NORTH EAST AERIAL



07 SKETCH MODEL VIEWS

NORTH WEST AERIAL



07 SKETCH MODEL VIEWS

WIDE AERIAL



07 SKETCH MODEL VIEWS

OBELISK WAY PLAZA



08 CONCLUSION

This high level master planning study has demonstrated the potential to deliver new retail opportunities to London Road, Park Road, High Street and Obelisk Way and around 550 new homes across the site with a dense, urban response along London Road and Obelisk Way, softened with a new street level urban space at the focal point of Obelisk Way and two raised urban gardens serving the new residents to the east and west.

The proposal creates a new urban block with pedestrian permeability through its centre connecting Obelisk Way and London Road. Visual permeability is created by breaking the perimeter block form at the upper levels to capture views of the natural tree screen to the north of London Road. The eastern and western blocks respond sympathetically to their immediate neighbours in scale on Park Road and High Street, whilst the two new central towers flank the new urban space, punching the skyline to create a marker for pedestrians, both shoppers and residents alike.

Parking is provided on site in the form of two separate parking zones to the east and west of the central urban space, providing a total of 0.5 spaces per unit as a minimum.

Sustainable construction methodologies will be used to mitigate the developments carbon generation, and it is envisaged that the scheme will act as an exemplar for new 'living' environments within the Borough.

London Road Block

[illegible]



Appendix H – Land East of Knoll Road Masterplan (published separately)



LAND EAST of KNOLL ROAD, CAMBERLEY

Feasibility Report

Residential Development
Land East of Knoll Road
Camberley, Surrey.

September 2023

mh
ARCHITECTS

RIBA 

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Registered in England No. 1994233

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02 | CLIENT and DESIGN TEAM

03 | SITE ANALYSIS

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- Strategic Position
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- Constraints
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- Proposed site overlay
- Proposed site layout block plan
- Proposed site layout option 1 and 2
- Proposed floorplans

05 | SKETCH MODEL VIEWS

06 | CONCLUSION

01 INTRODUCTION

MH Architects Ltd have been appointed by Surrey Heath Borough Council to prepare a feasibility study to ascertain the residential development potential of two sites lying to the east of Knoll Road in Camberley.

Site 1 is comprised of the existing council offices and adjoining library and Hope Hub sites, plus associated parking areas.

Site 2 is comprised of the redundant Hillside School site and sits to the east of Site 1.

The sites are connected by a narrow finger of land currently occupied by the Hope Hub community building.

A site visit was carried out and Utilities searches were completed..

This report contains conceptual designs aimed at testing the deliverability of the sites should they come forward for development.

02 CLIENT AND DESIGN TEAM

CLIENT



Surrey Heath Borough Council sits to the North West of the county of Surrey. The administrative hub of the council is based in Camberley.

ARCHITECT



MH Architects are a multi award winning practice. Based in Chichester and work across the south and east of England. The Practice incorporates architectural and masterplanning skills and can draw upon specialist planning advice which provides a robustness and breadth to our design approach. Our portfolio of work is diverse, encompassing housing, educational, cultural, industrial, commercial, sports and retail projects within local and regional areas.

03 SITE ANALYSIS

SITE LOCATION

The site sits to the east of Knoll Road, Camberley. To the west of the site is the main commercial centre of the town, with residential development dominating to the east. The theatre and other community services are located to the south of Area 1.

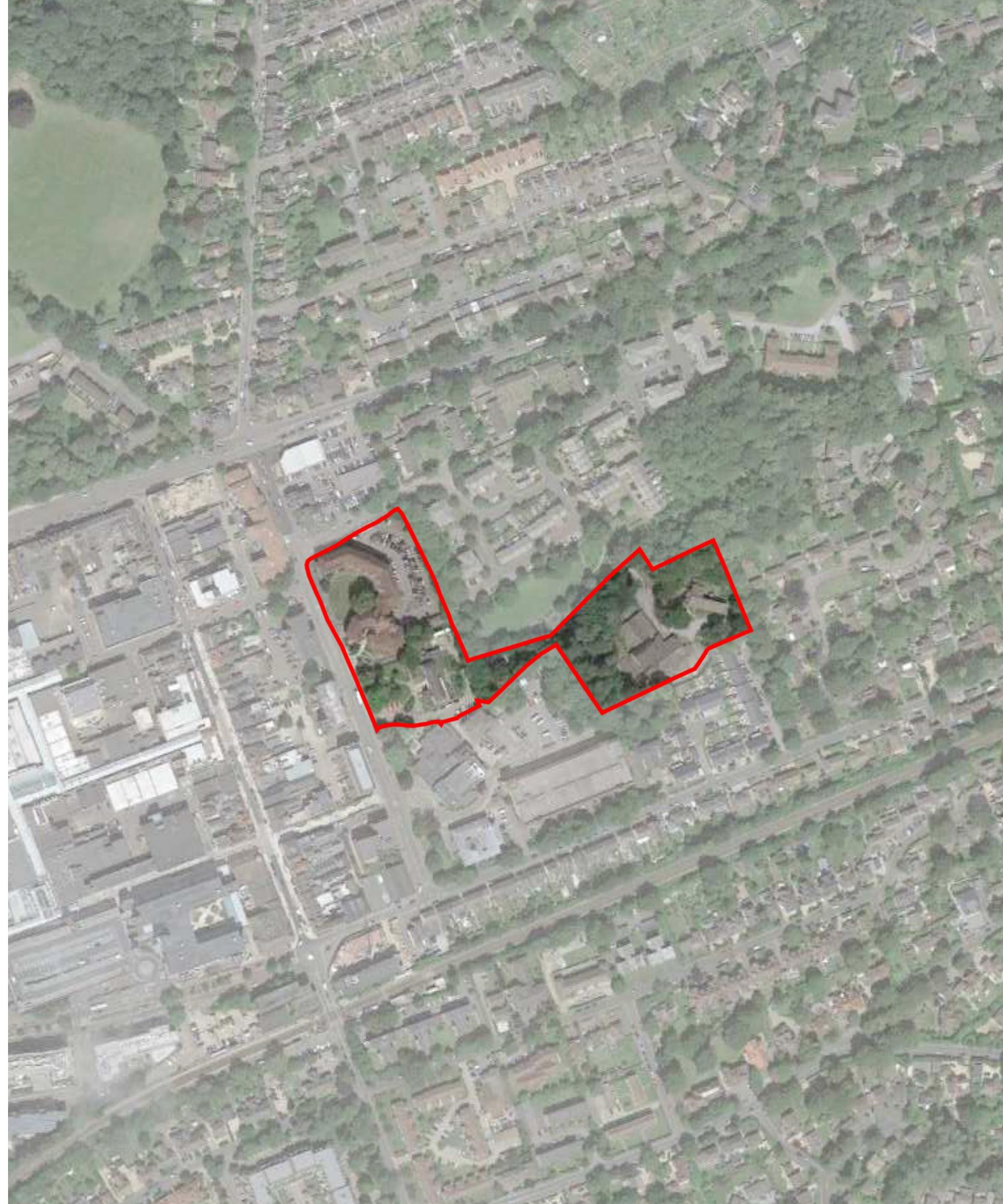
The site has access to all local services and has excellent connectivity via multi-nodal transport links to the rest of the county and beyond. The M3 motorway is short drive from Camberley.

Camberley Park sits immediately to the east and north of the site and offers an oasis of green space within the urban setting.

The western part of the site, Area 1, is relatively flat with the rear carpark to the council offices being approximately 3m below the adjoining residential land to the east.

Hillside, Area 2, as its name suggests, is elevated above the western part of the site and also sits well above the park to the north. Hillside has significant tree planting which merges with the eastern boundary planting of the council offices site.

Site Location in Context (courtesy of Google Earth)



03 SITE ANALYSIS

STRATEGIC POSITION

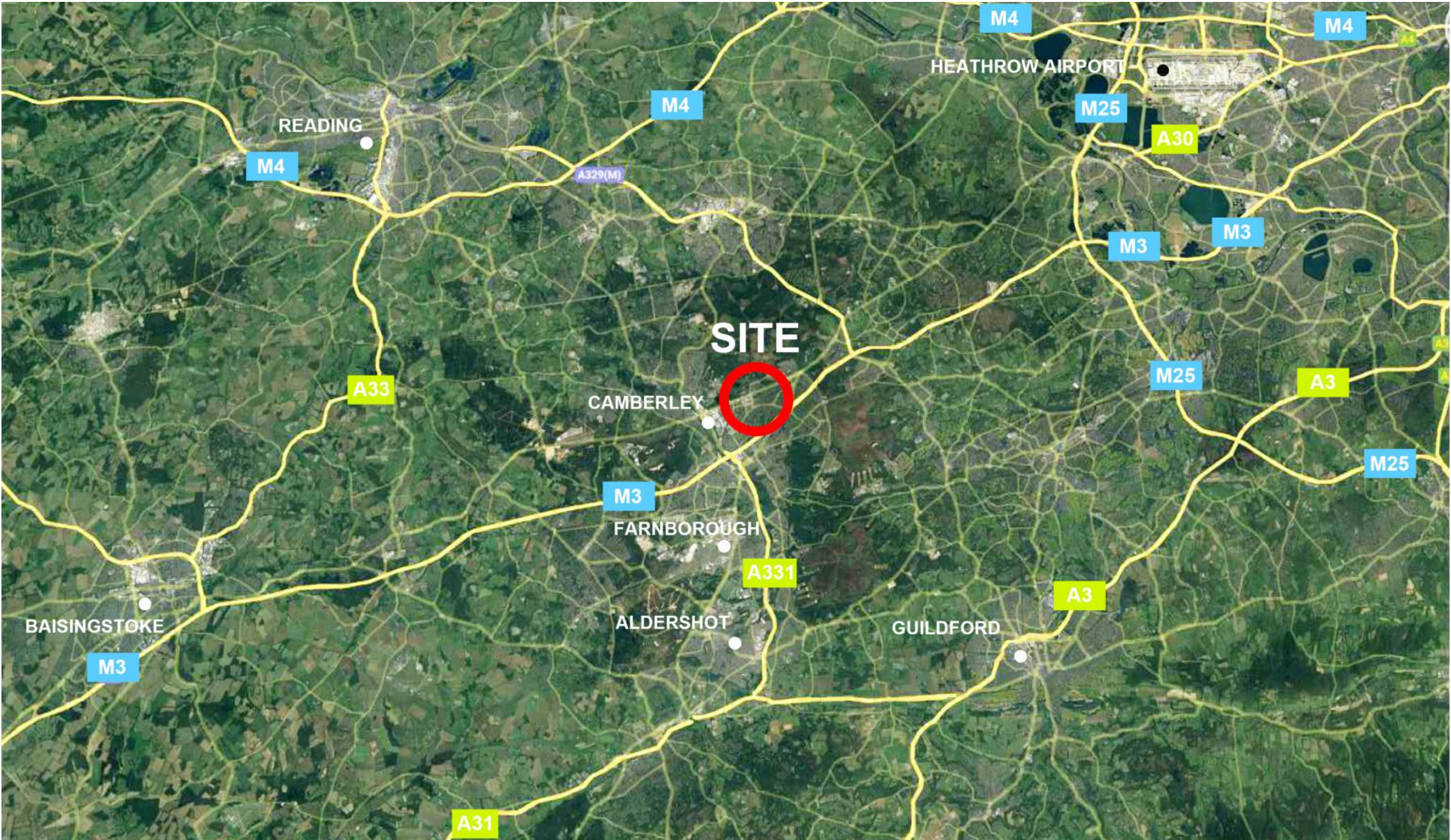


Image courtesy of Google Earth

03 SITE ANALYSIS

THE SITE AND VIEWS

It is important that both the aesthetics of the surrounding area and the visual impact of any proposed development are considered.

The north of Area one is bounded by Townside Place followed by a commercial and newer residential area as well as Camberley Park. The east of area one is bounded by a tall tree screen bordering the park. The south is bordered by an access road to the library and Camberley Theatre. The west is bounded by Knoll Road with four to five storey offices facing opposite.

Area 2 is bounded to the north by a tall tree screen to the edge of Camberley Park and a wooded area. The eastern boundary is bounded by large trees with an established residential area beyond. The south is bounded partially by mature trees and a newer residential area, and the west by denser wooded area.

A preliminary set of photographs give a glimpse of the area surrounding site.

Image courtesy of Google Earth



03 SITE ANALYSIS

THE SITE AND VIEWS



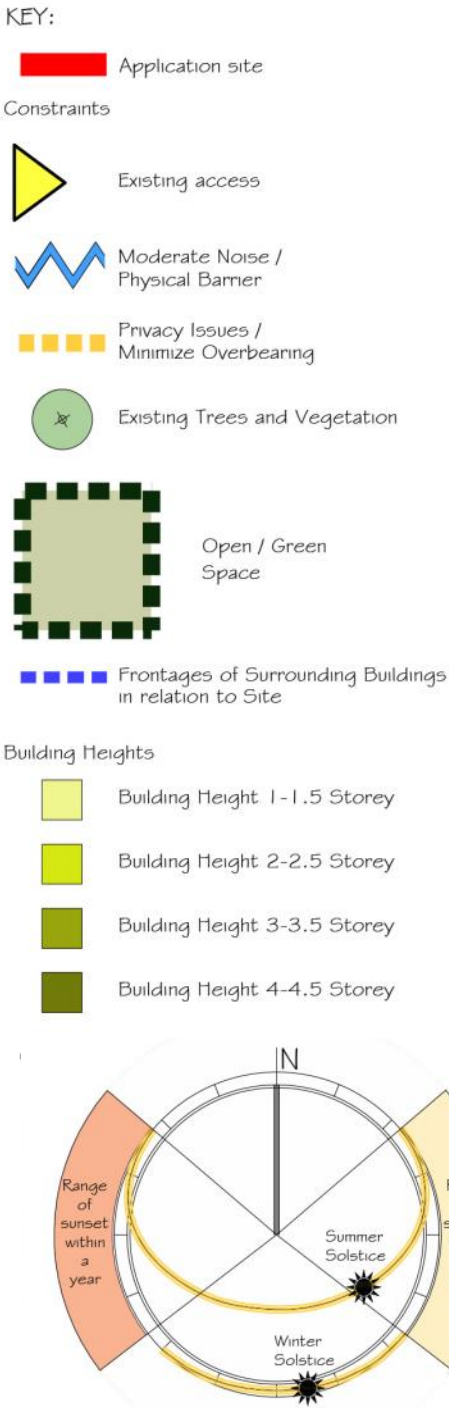
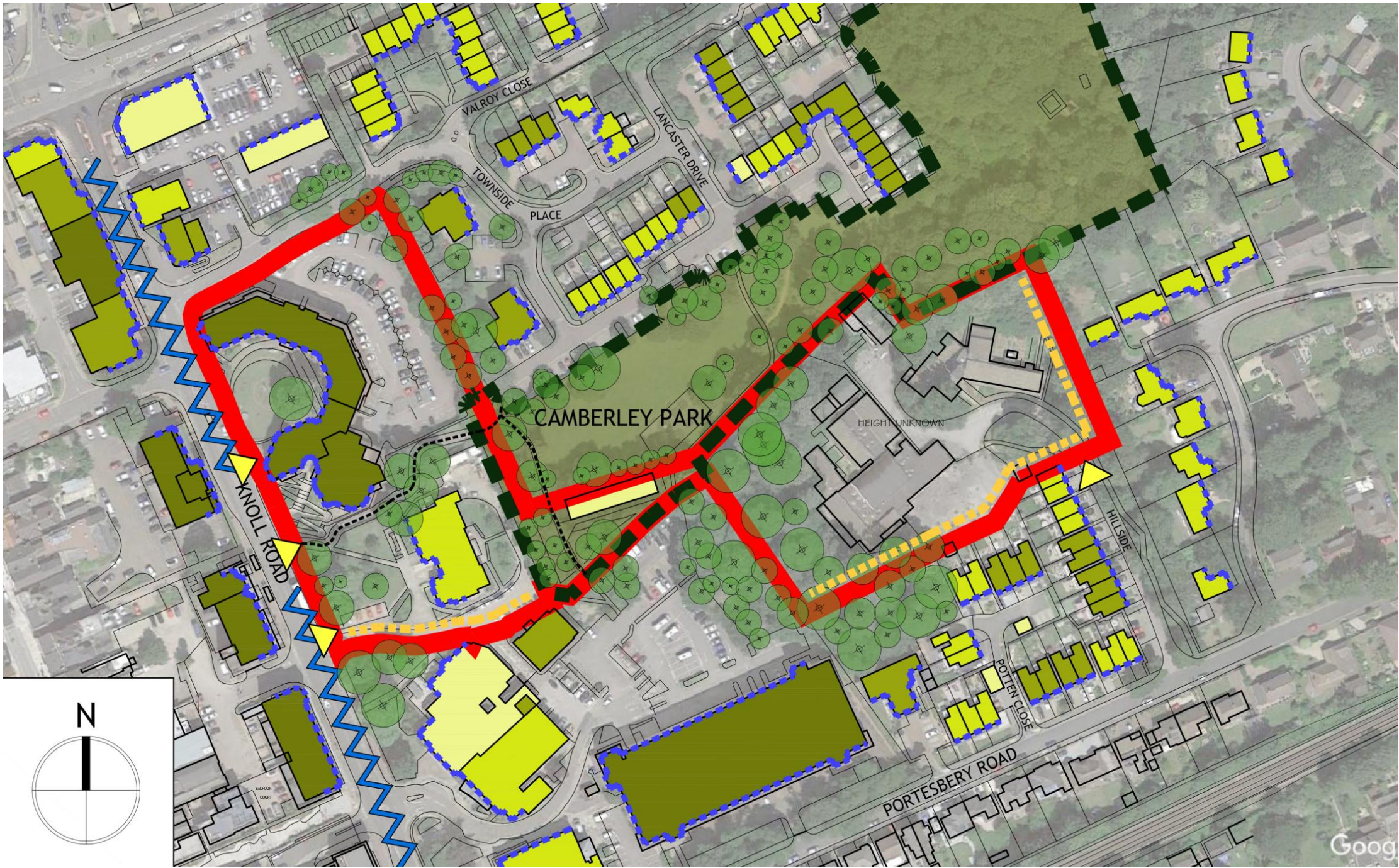
03 SITE ANALYSIS

THE SITE AND VIEWS



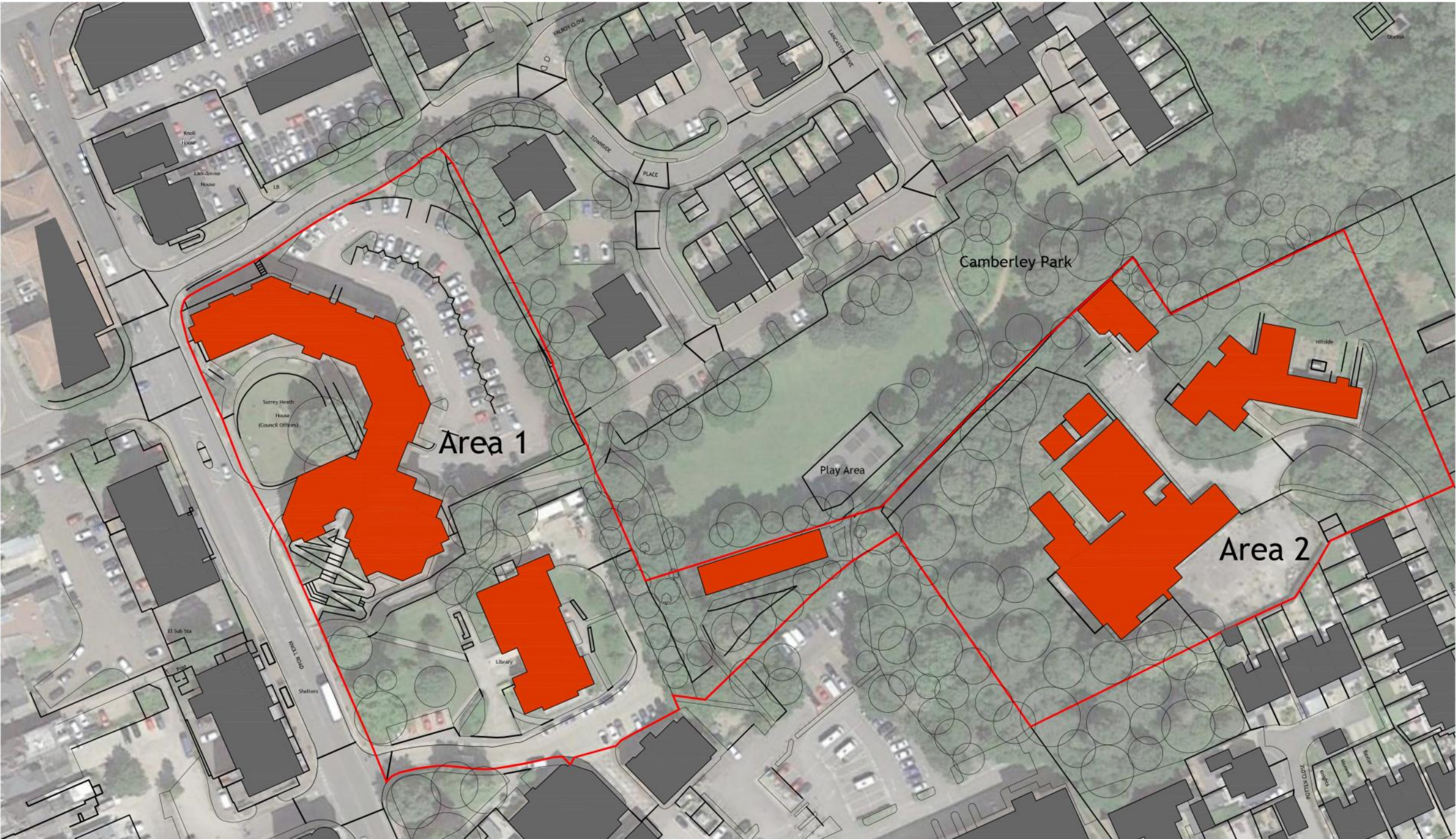
03 SITE ANALYSIS

CONSTRAINTS DIAGRAM



03 SITE ANALYSIS

EXISTING SITE



04 PROPOSED SITE LAYOUT

PROPOSED SITE OVERLAY



A key part of any new development is the integration of new built form into the existing context. The image provides an overlay of the proposed building footprints to ascertain pressures on boundaries and neighbours and assess the potential for negative development.

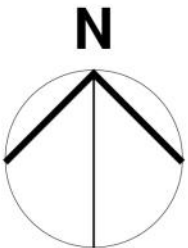
Area 1 benefits from having a predominantly commercial aspect and as such can tolerate a denser, higher form of development, up to and exceeding 6 storeys.

Area 2 nestles within a more residential context and as such heights should be limited to 2 storeys with a looser less dense form of development.

It is envisaged that the scheme will seek to mitigate its carbon footprint through adoption of sustainable build methodologies and renewable technology. The exact form of this has yet to be determined but could follow Passiv Haus principles.

04 PROPOSED SITE LAYOUT

PROPOSED SITE LAYOUT BLOCK PLAN



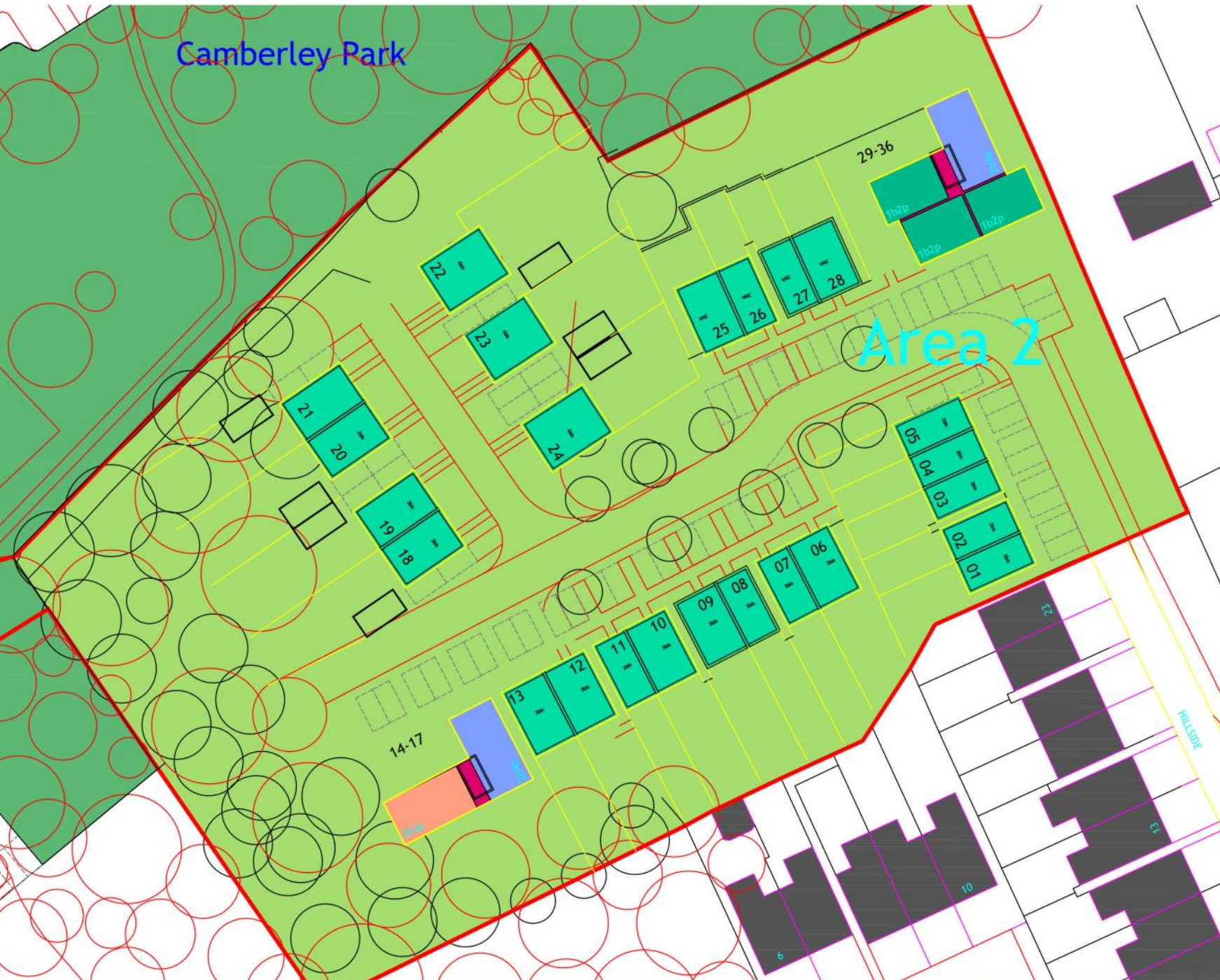
Area 1 conceptually proposes an extension from Camberley park to Knoll Road, drawing the 'Green-lung' closer to the commercial centre of Camberley. This provides an enhanced environment for new apartments that front onto this space. It also provides an opportunity to establish new ecological envormonets and deliver bio-diversity net gain on site.

The key frontages of Knoll Road and Townside Place demand an active frontage set back from the footway to enable a robust buffer of planting to establish. This softens the highway and mitigates the urban setting for the new residential properties. Six storeys are proposed along Knoll Road and overlooking the new extended park. Heights reduce to four storeys along Townside place and adjacent to the existing apartments to the east.

A Park Pavilion style link building, set at four storeys, acts as a link between the two areas leading to a more traditional residential setting within Area 2.

04 AREA 2 PROPOSED SITE LAYOUT

PROPOSED SITE LAYOUT AREA 2 OPTION 1



We have explored two options for Area 2. Option 1 includes a higher proportion of flats, with option 2 delivering a greater number of houses.

Generous private amenity space is provided along with ample car parking.

The existing tree screening is retained to a large extent, with new tree planting envisaged to add diversity and integration of the new development form.

Schedule of Accommodation

Total site area- 2.43 Ha [6 Acres]
Area 1 site- 1.37 Ha
Area 2 site- 1.06 Ha

Area 2

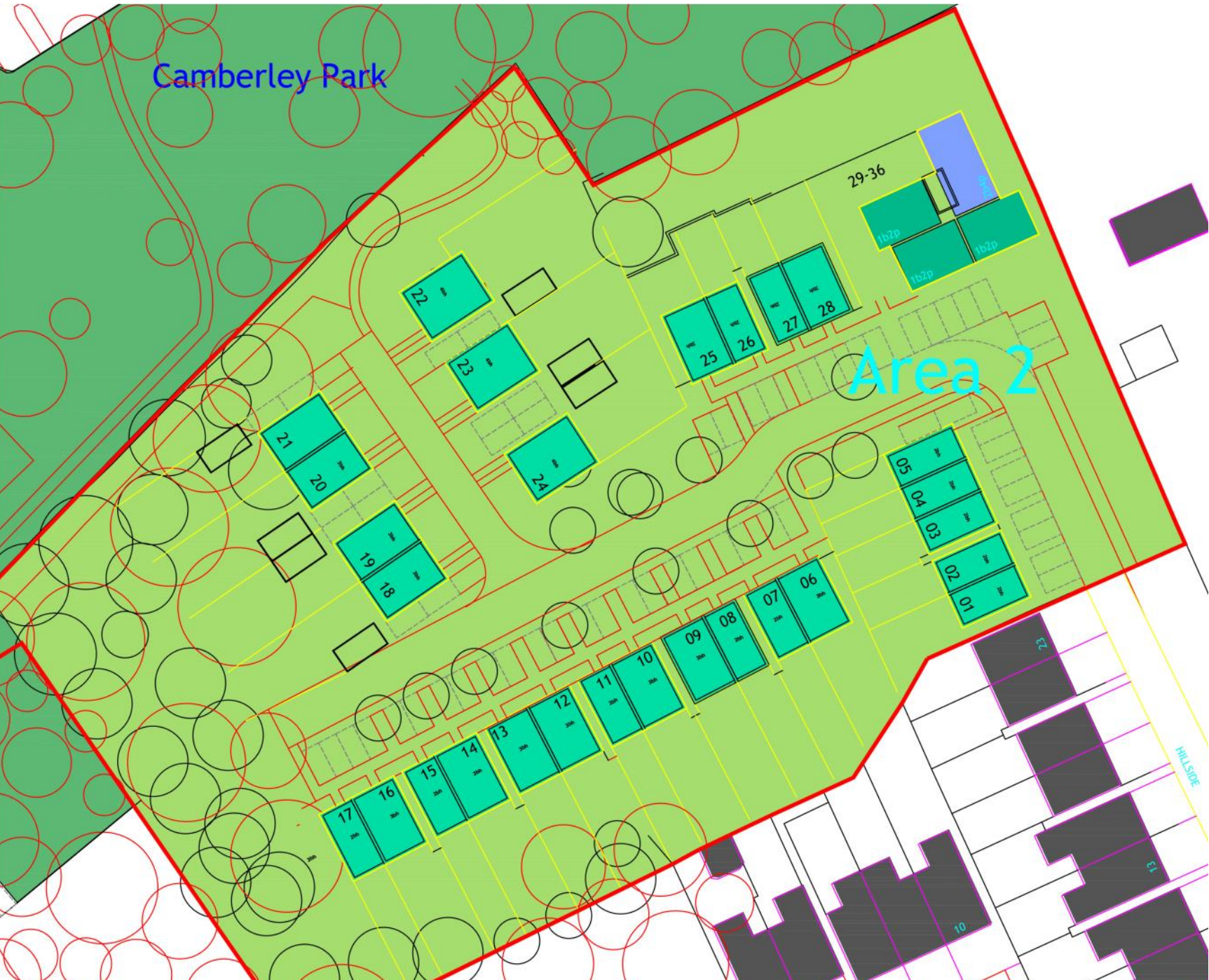
- 6 no. 1b2p flats @ 50 sqm
- 2 no. 2b3p flats @ 61 sqm
- 4 no. 2b4p flats @ 70 sqm
- 10 no. 2b4p houses @ 79 sqm
- 11 no. 3b5p houses @ 93 sqm
- 3 no. 4b6p house @ 106 sqm

Total 36 units

- 61 carparking spaces
- 7 Garages
- Bins/ cycles at ground floor level.

04 AREA 2 PROPOSED SITE LAYOUT

PROPOSED SITE LAYOUT AREA 2 OPTION 2



Schedule of Accommodation

Total site area- 2.43 Ha [6 Acres]

Area 1 site- 1.37 Ha

Area 2 site- 1.06 Ha

Area 2

- 6 no. 1b2p flats @ 50 sqm
- 2 no. 2b4p flats @ 70 sqm
- 12 no. 2b4p houses @ 79 sqm
- 13 no. 3b5p houses @ 93 sqm
- 3 no. 4b6p house @ 106 sqm

Total 36 units

- 61 carparking spaces
- 7 Garages
- Bins/ cycles at ground floor level.

04 AREA 1 PROPOSED PLANS

GROUND FLOOR

GROUND FLOOR



Access stair core

Schedule of Accommodation

Total site area- 2.43 Ha [6 Acres]

Area 1 site- 1.37 Ha

Area 2 site- 1.06 Ha

Area 1

Ground floor

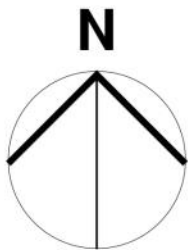
14 no. 1b2p flats	@ 50 sqm
13 no. 2b3p flats	@ 61 sqm
5 no. 2b4p flats	@ 70 sqm

Total 32 units

252 carparking spaces

58 potential spaces

Bins/ cycles at ground floor level.



Area 1 provides an opportunity to develop a more dense and urban solution that creates a new backdrop to this part of Camberley whilst generating as many new homes as possible.

Carparking is provided to the rear of the building with active frontage to the key boundaries.

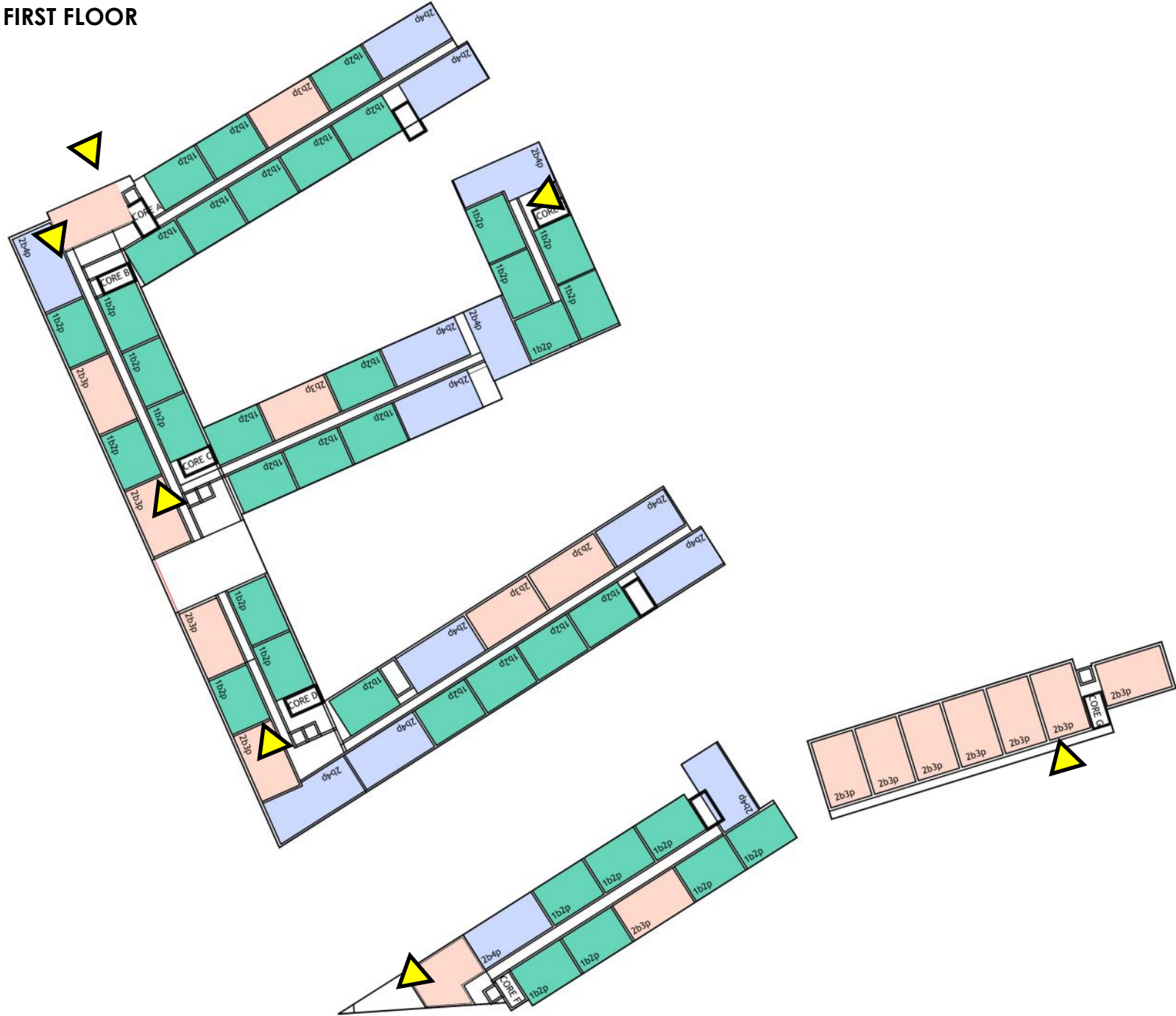
The buildings will vary between 4 to 6 storeys with a range of apartments from 1 bed to large 2 beds. Flat areas will be compliant with NDSS requirements to ensure a high quality environment for the new residents.

Amenity for the flats will be provided in the form of a new park extension as well as private balconies to each flat. Consideration has been given to insertion of a podium garden above the proposed parking court and this could be explored further as the scheme progresses towards delivery.

04 AREA 1 PROPOSED PLANS

FIRST FLOOR

FIRST FLOOR



 Access stair core

Schedule of Accommodation

Total site area- 2.43 Ha [6 Acres]
Area 1 site- 1.37 Ha
Area 2 site- 1.06 Ha

Area 1

First floor

38 no. 1b2p flats @ 50 sqm
18 no. 2b3p flats @ 61 sqm
14 no. 2b4p flats @ 70 sqm

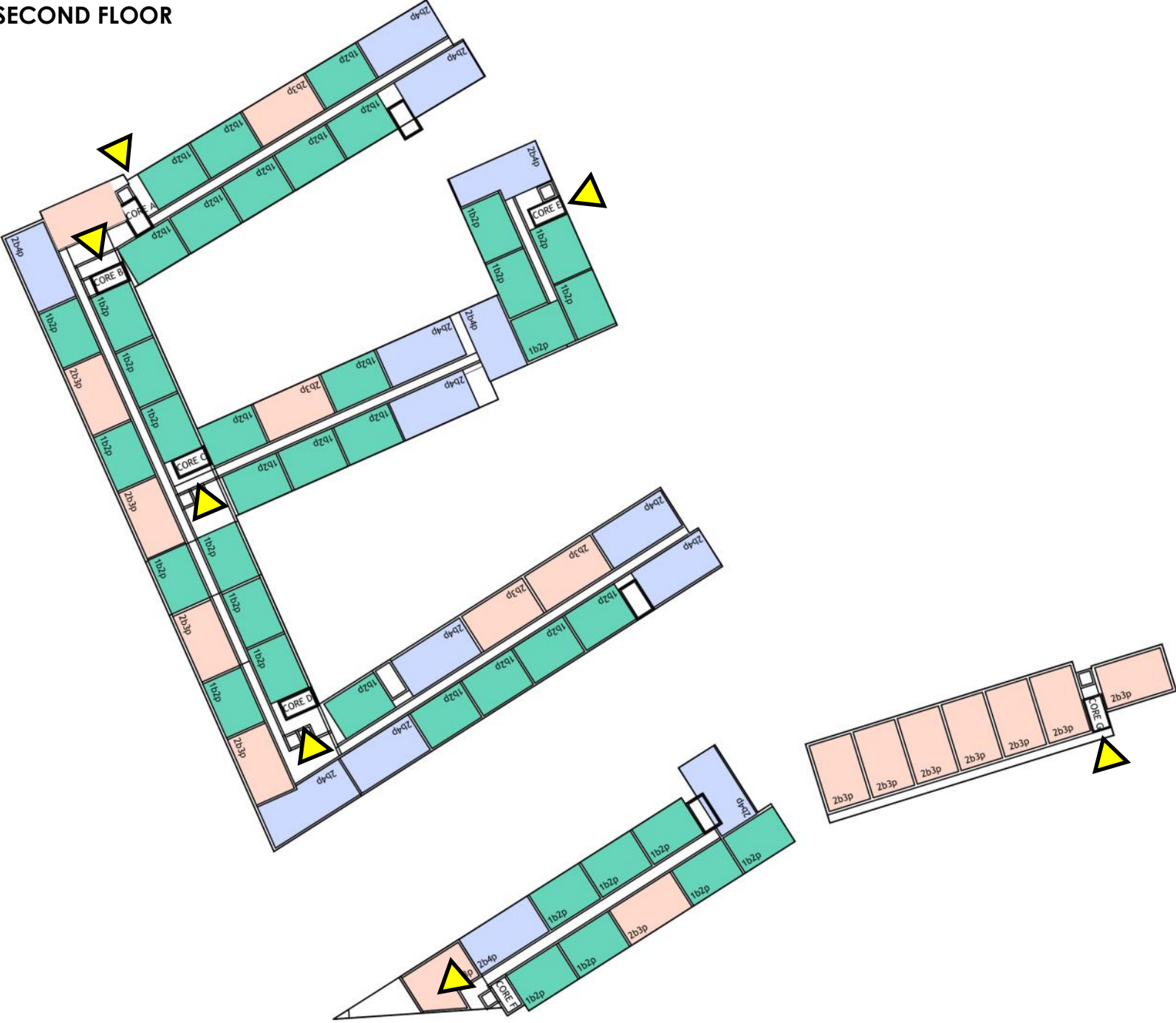
Total 70 units

Bins/ cycles at ground floor level.

04 AREA 1 PROPOSED PLANS

SECOND FLOOR

SECOND FLOOR



 Access stair core

Schedule of Accommodation

Total site area- 2.43 Ha [6 Acres]
Area 1 site- 1.37 Ha
Area 2 site- 1.06 Ha

Area 1

Second floor

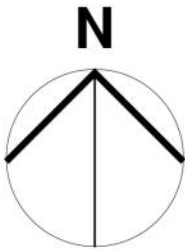
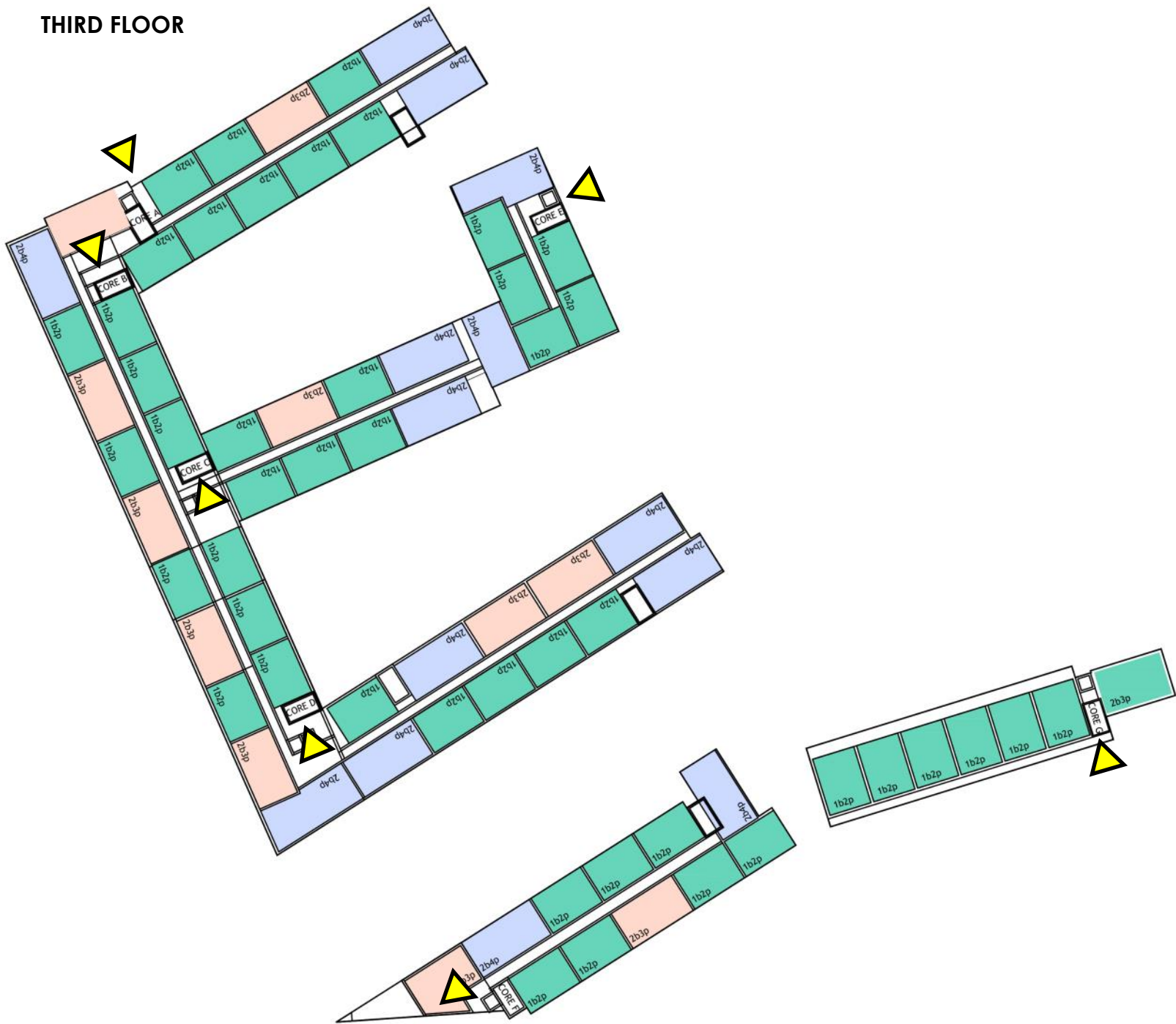
- 40 no. 1b2p flats @ 50 sqm
- 18 no. 2b3p flats @ 61 sqm
- 14 no. 2b4p flats @ 70 sqm

Total 72 units

Bins/ cycles at ground floor level.

04 AREA 1 PROPOSED PLANS

THIRD FLOOR



Schedule of Accommodation

Total site area- 2.43 Ha [6 Acres]
Area 1 site- 1.37 Ha
Area 2 site- 1.06 Ha

Area 1

Third floor

47 no. 1b2p flats @ 50 sqm
11 no. 2b3p flats @ 61 sqm
14 no. 2b4p flats @ 70 sqm

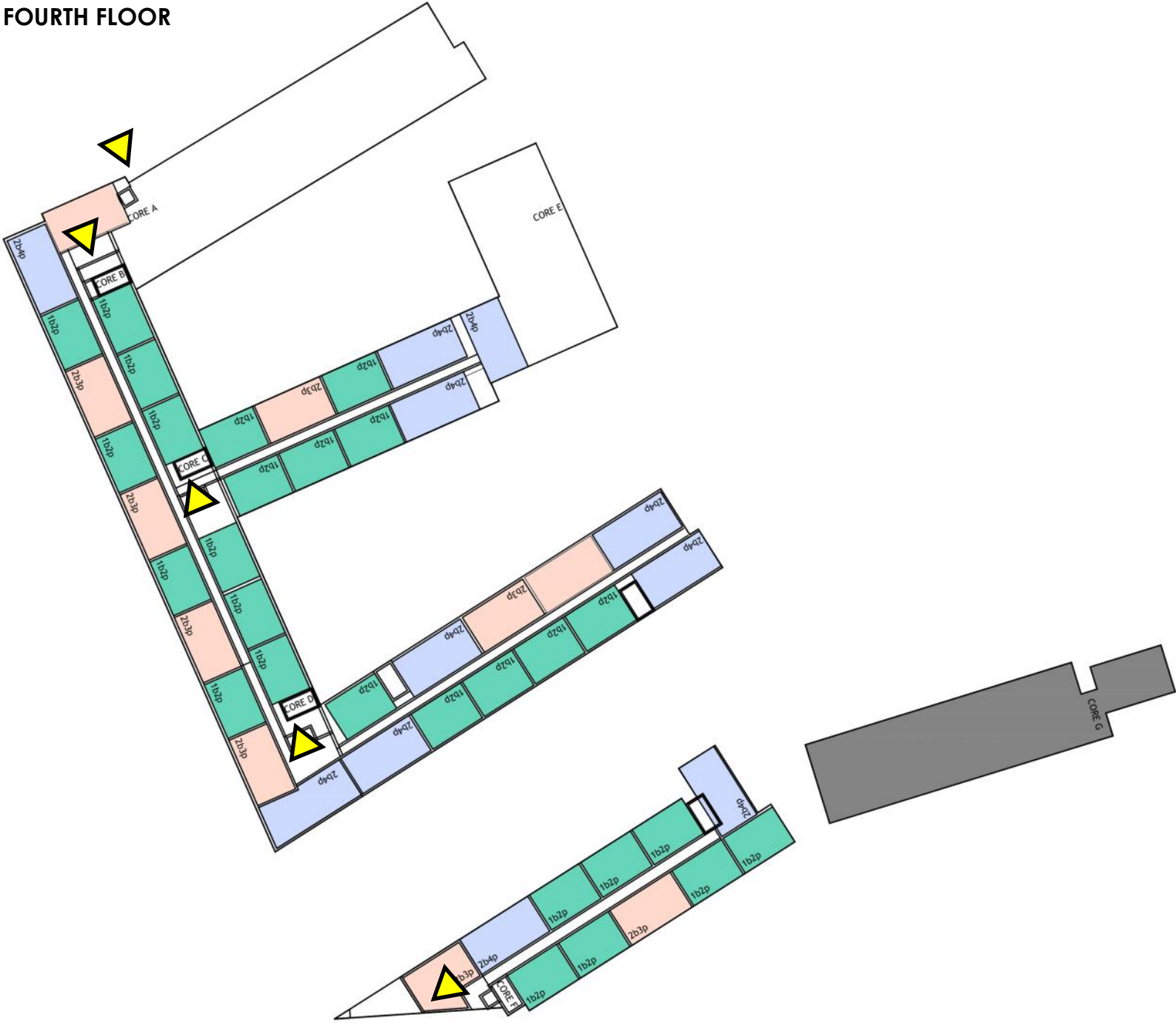
Total 72 units

Bins/ cycles at ground floor level.

04 AREA 1 PROPOSED PLANS

FOURTH FLOOR

FOURTH FLOOR



 Access stair core

Schedule of Accommodation

Total site area- 2.43 Ha [6 Acres]
Area 1 site- 1.37 Ha
Area 2 site- 1.06 Ha

Area 1

Fourth Floor

27 no. 1b2p flats	@ 50 sqm
10 no. 2b3p flats	@ 61 sqm
11 no. 2b4p flats	@ 70 sqm

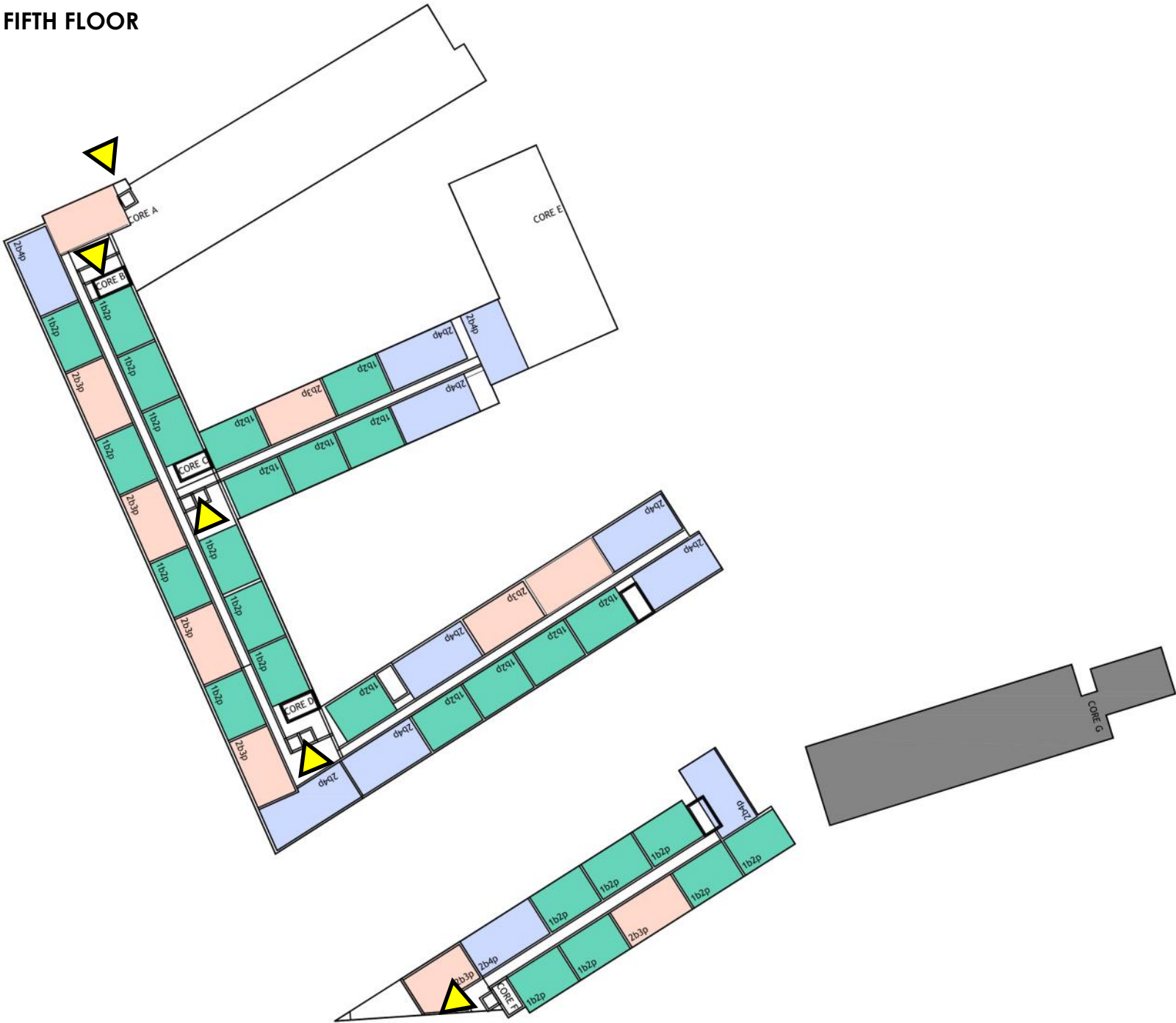
Total 48 units

Bins/ cycles at ground floor level.

04 AREA 1 PROPOSED PLANS

FIFTH FLOOR

FIFTH FLOOR



Schedule of Accommodation

Total site area- 2.43 Ha [6 Acres]
Area 1 site- 1.37 Ha
Area 2 site- 1.06 Ha

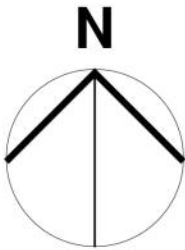
Area 1

Fifth Floor

27 no. 1b2p flats @ 50 sqm
10 no. 2b3p flats @ 61 sqm
11 no. 2b4p flats @ 70 sqm

Total 48 units

Bins/ cycles at ground floor level.



05 SKETCH MODEL VIEWS



View from corner of Knoll Road and Townside Place

05 SKETCH MODEL VIEWS



05 SKETCH MODEL VIEWS



View from Knoll Road looking north

05 SKETCH MODEL VIEWS



View from Knoll Road looking east

05 SKETCH MODEL VIEWS



Aerial view of site looking east

05 SKETCH MODEL VIEWS



Aerial view of site looking west

06 CONCLUSION

The feasibility has demonstrated the potential to deliver nearly 400 new homes across the site with a dense, urban response along Knoll Road, softened by the extension to Camberley Park. Hillside would deliver a lower density form of development in keeping with its immediate neighbours.

The extension of Camberley Park to Knoll Road provides a softening and ecological enhancement to the commercial edge of Camberley's town centre, whilst offering a high quality setting to many of the proposed new homes.

Parking is provided on site, with overflow capacity envisaged within the multi-storey carpark fronting Portesbery Road to the south of the site.

Sustainable construction methodologies will be used to mitigate the developments carbon generation, and it is envisaged that the scheme will act as an exemplar for new 'living' environments within the Borough.

Appendix I - Letter from Surrey County Council re Camberley Library

Email: [REDACTED]



Martin Breedon
Head of Property and Economic Development
Property and Economic Development
Surrey Heath Borough Council
Surrey Heath House, Knoll Road,
Camberley, Surrey,
GU15 3HD

Surrey County Council
Woodhatch Place
11 Cockshot Hill
RH2 8AE

25 March 2025

Dear Martin

Subject: Camberley Library

Further to discussions over the last 18 months, I confirm that Surrey County Council are very open to relocating the library within Camberley Town Centre and releasing the site for housing in accordance with Surrey Heath's emerging Local Plan.

We look forward to working with Surrey Heath BC on this and also potential new locations for the library.

Yours Sincerely



Colin Galletly
AD Estates – Land & Property
Surrey Country Council

surreycc.gov.uk

