

**Committee: Cabinet**

**Date of meeting: 8 February 2023**

<b>Subject:</b>	Esher Town Centre Placemaking Vision and Objectives
<b>Lead Officer:</b>	Head of Planning and Environmental Health
<b>Portfolio Holder:</b>	Councillor Karen Randolph
<b>Link to Council Priorities:</b>	(P02) Provide strategic representation and community leadership for our residents when engaging with local matters
<b>Exempt information:</b>	None
<b>Delegated status:</b>	For decision
<b>Key Decision:</b>	

### **Executive Summary:**

A placemaking vision and objectives are proposed for Esher Town Centre to guide and inform any new development on the Civic Centre site, any other development sites in the town centre or improvements which may come forward. Placemaking is a process centered on people and their needs, aspirations, and visions which relies strongly on community engagement. A public consultation with residents, businesses and stakeholders is proposed for March to seek their views on the draft vision and objectives.

### **Recommended: that**

- (a) Cabinet approves the draft Esher Town Centre Placemaking Vision and Objectives for public consultation from 1 March to 31 March 2023**

### **Report:**

#### **1. Background**

- 1.1 Placemaking is a process centered on people and their needs, aspirations, and visions which relies strongly on community engagement.
- 1.2 A placemaking vision is an overarching idea that frames the reimagination and reinvention of places to improve and strengthen the connection between people and places. It is more than the redesign of buildings and streets it is about patterns of use, of sociability, uses, activity, access, and connections. Broader than a development brief or action plan, it can look holistically at a wider area to guide and effect change.

#### **2. Esher Town Centre Placemaking Vision**

- 2.1 The exploratory work being undertaken on options for redeveloping the Civic Centre has shown that due to the size and location of the site it is capable of significantly changing Esher town centre as a place. Of being a catalyst for placemaking across the town centre.

2.2 This creates an opportunity to draw on our 2030 Vision for Elmbridge, to take the principles of sustainable, thriving and community, and create a placemaking vision for Esher, created in consultation with the community. As well as guiding the redevelopment of sites such as the Civic Centre. Creating a single vision and direction for Esher will make it easier to pursue wider improvements projects with our stakeholders and partners.

2.4 Working with the Esher Ward Members a draft placemaking vision has been completed and is included in Appendix A for consideration.

#### **4. Next Steps**

4.1 The next stage in the preparation of the vision is to engage with residents, business and stakeholders. As part of this engagement a public consultation is proposed. The consultation will run for the whole month of March and will include: -

- Email to all on Planning's Innovem database
- Email to Esher businesses
- Engaging directly with the Esher Chamber of Commerce
- Press release / web statement / survey link
- Social media outreach
- Elmbridge News email
- Update to all Members and MP
- Drop in at the Civic Centre 7 March
- Posters on noticeboards around Esher and library

4.2 The consultation documents will be agreed with the Portfolio Holder for Planning and Environmental Health and the Esher Ward Members.

#### **Financial implications:**

None for the purpose of this report.

#### **Environmental/Sustainability Implications:**

None for the purpose of this report.

#### **Legal implications:**

None for the purpose of this report.

#### **Equality Implications:**

None for the purpose of this report.

#### **Risk Implications:**

None for the purpose of this report.

#### **Community Safety Implications:**

None for purpose of this report.

**Principal Consultees:**

CMB, Legal, Finance

**Background papers:**

None for the purpose of this report.

**Enclosures/Appendices:**

Appendix A – Draft Placemaking Vision and Objectives

**Contact details:**

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