

A growing Town Centre, with rivers at its heart

Staines-upon-Thames stands upon the threshold of substantial growth and investment. The Masterplan aims to ensure that everyone in the community can benefit from this development, providing a framework to guide the sustainable growth, design and investment in the town centre over the coming years.



Staines-upon-Thames is at the heart of a wider area of change, growth, connection and opportunity.

Connected

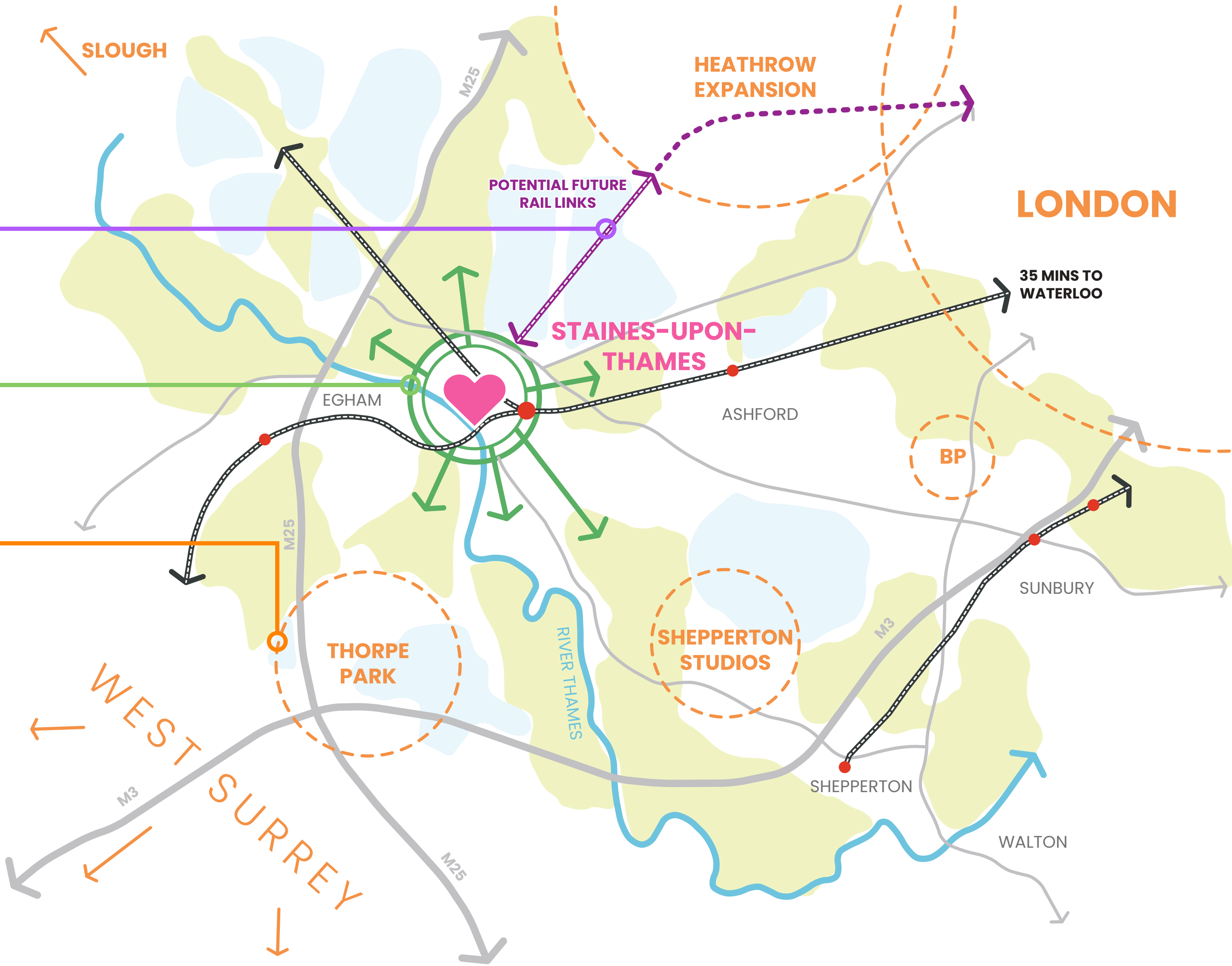
At the heart of the current and future transport network

Green

At the heart of a network of green spaces and rivers

Growing

At the heart of a region seeing new growth and opportunity



What is the town centre Masterplan?

The Spelthorne Local Plan (March 2026) identifies sites to deliver 3,282 new homes in the town centre over the next 14 years across a number of sites. This planned growth is likely to add a significant number of new residents to the town centre, in a location with existing local retail, facilities and sustainable transport connections within walking distance of their homes.

The masterplan considers how to integrate:

- High quality public realm and green open spaces
- Heritage and character
- New homes
- Retail, workspace and commercial space
- Transport infrastructure
- Leisure, community, culture and recreation spaces
- Sustainability of design

The Masterplan will help guide future infrastructure delivery, the determination of planning applications for individual developments, and will set out the ambition for investment, change and growth in Staines-upon-Thames over the next 15 years.

Masterplans are indicative. They set the important principles for development and show one way in which they could be realised in new development. The designs for the town centre will be tested and developed over the coming years as developments and projects come forward.



Allocated sites in the town centre (Spelthorne Local Plan)

Getting involved: Why your voice matters

The proposals set out in this exhibition are not final, and we want to hear your views and feedback on what you like and what we can improve.

Spelthorne Borough Council have set up a website with all of the exhibition material, and an opportunity for you to add your comments and feedback.

Visit the Staines Masterplan Commonplace website at stainestmasterplan.commonplace.is or scan the QR code below.

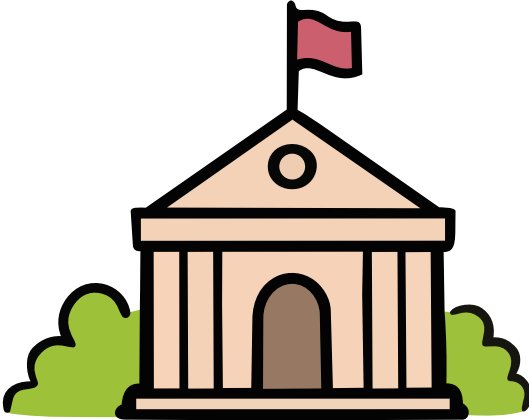


A Vision for the Town Centre

Staines-upon-Thames will be greener, better connected, more walkable with a wider mix of activities for everyone.

It will continue its role as a successful shopping hub, provide new spaces for culture to grow and rediscover and celebrate its long neglected rivers.

The transformation of spaces, streets and new places will be underpinned by development of new mixed-use neighbourhoods that will provide new homes to address the housing crisis, support more community facilities and shops, and give more people the opportunity to enjoy and contribute to the life of a revitalised town.



Strengthening culture and celebrating heritage



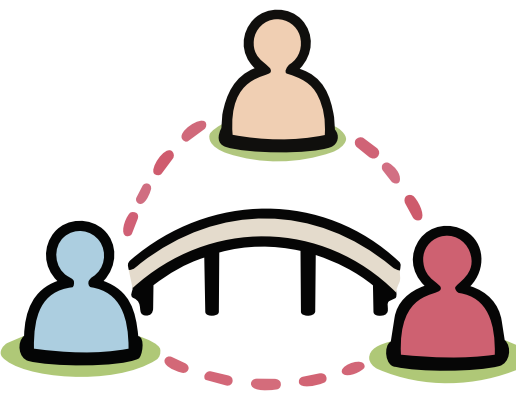
Creating new neighbourhoods that feel part of the town



Making a more resilient and sustainable place



Improving health and wellbeing



Improving connections



Making the most of our natural environment



Improving the quality of our places and spaces

OBJECTIVES OF THE MASTERPLAN

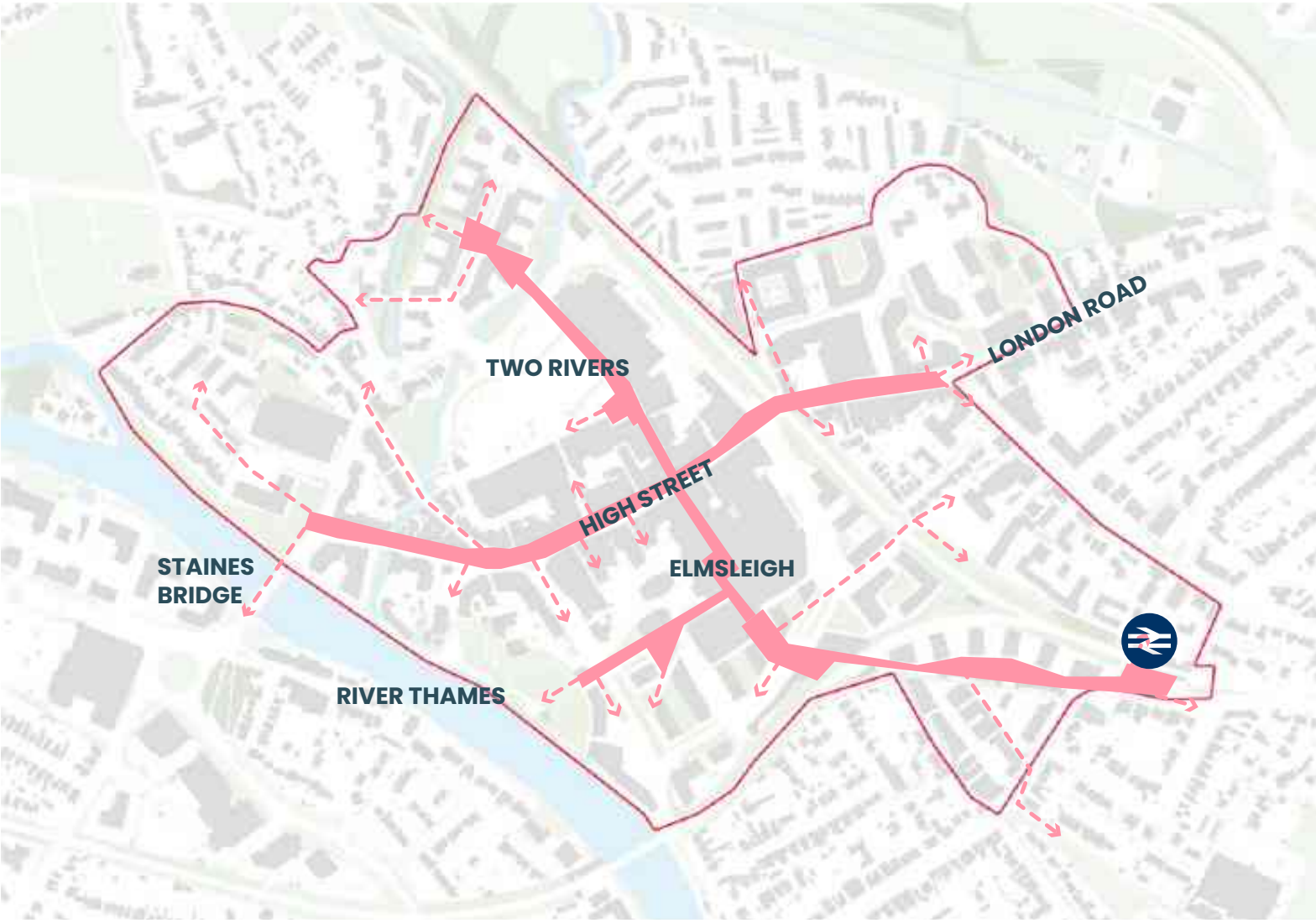
Supporting a rich mix of activities and opportunities for all



The Key Places

What will bring the town centre together? Our residents and our town will benefit from several of the key places and early intervention projects that we want to drive forward, including:

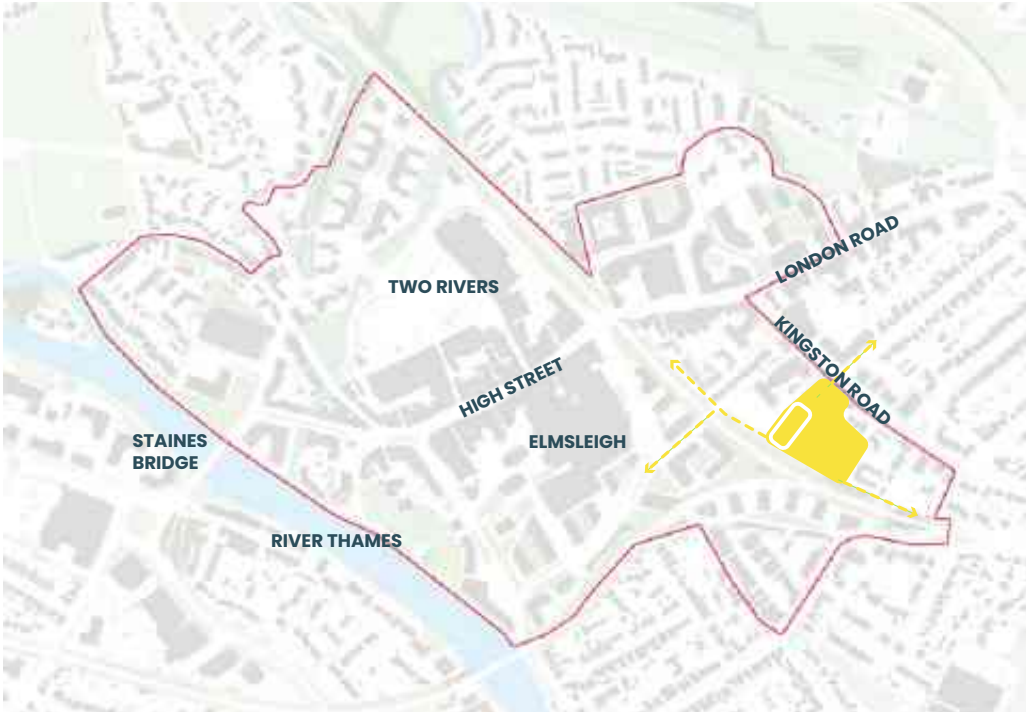
- Greening our Town Centre
- High quality public realm
- A more welcoming station approach/ arrival
- An open and high-quality waterfront – with a series of open, interesting places
- Renewed spaces that can support cultural, leisure and community uses
- Vibrant, active spaces, like The Bridge and The Oast House.



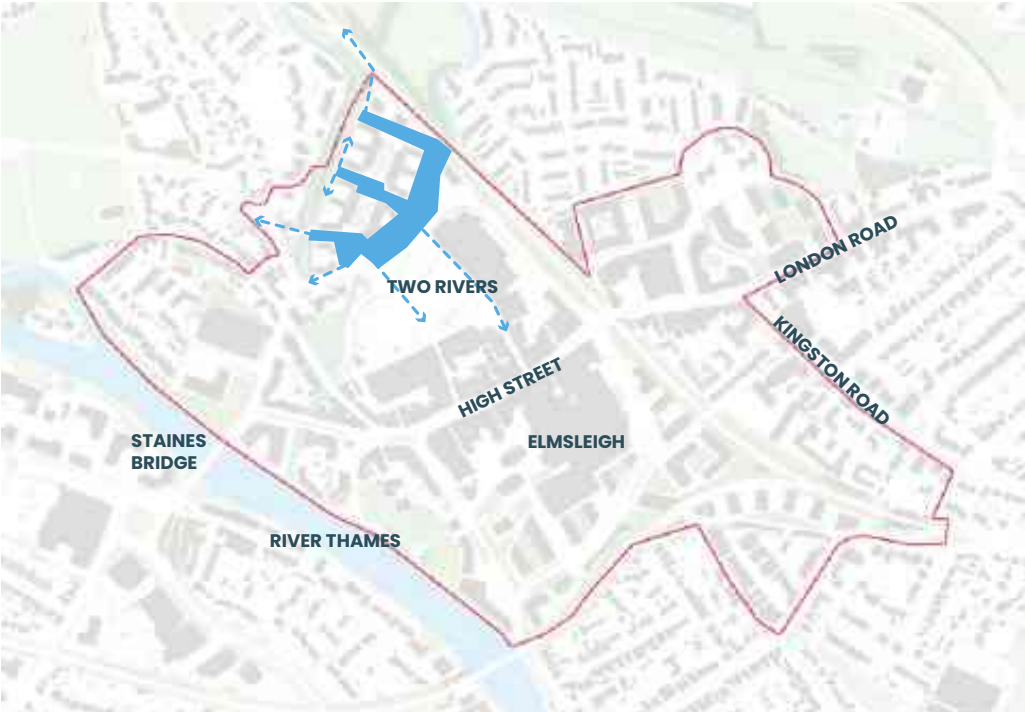
THE 'STAINES CROSS'
The core set of vibrant retail-focused streets linked to all new neighbourhoods and the rivers



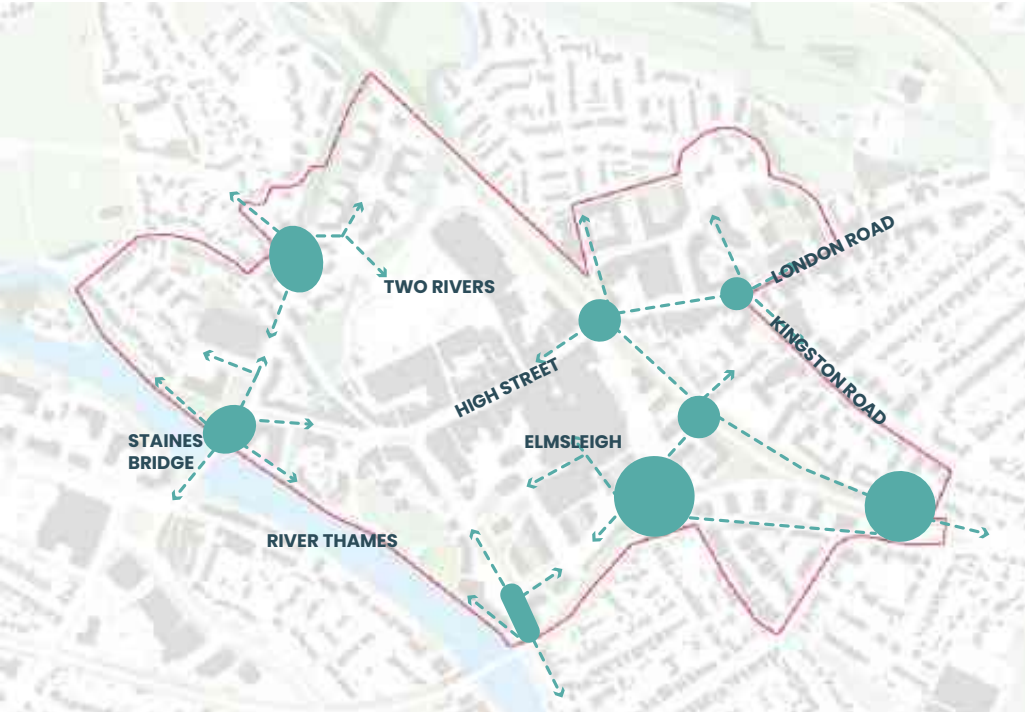
THE THAMES RIVERFRONT
A complete revitalisation of the most underused asset of the town centre, with new uses, landscape, new and extended green open spaces, and better connections to the town.



THE OAST HOUSE
A new home for creative, cultural and community uses on the edge of the centre.



RIVER COLNE PARK
A new open space rediscovering one of the rivers that flows through Staines.



GATEWAYS
Safe, welcoming and easy to use arrivals for the town centre for all users.



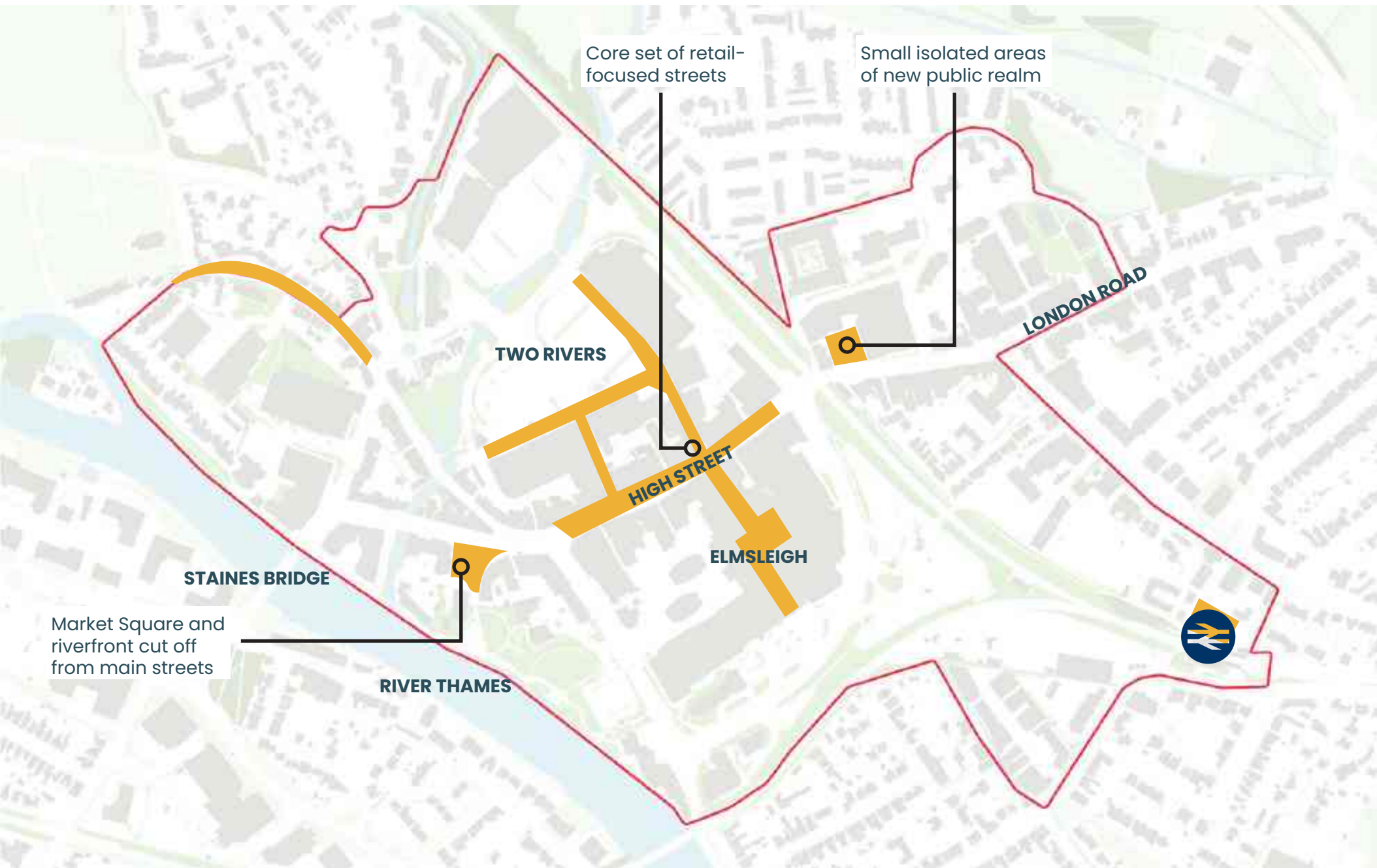
NEW NEIGHBOURHOODS
Green, sustainable, connected and healthy places to live in the town centre.



Staines-upon-Thames Today

STRENGTHS

- A successful retail town centre
- At the heart of an economically growing area
- Well-connected to London and the region



Streets and Public Spaces

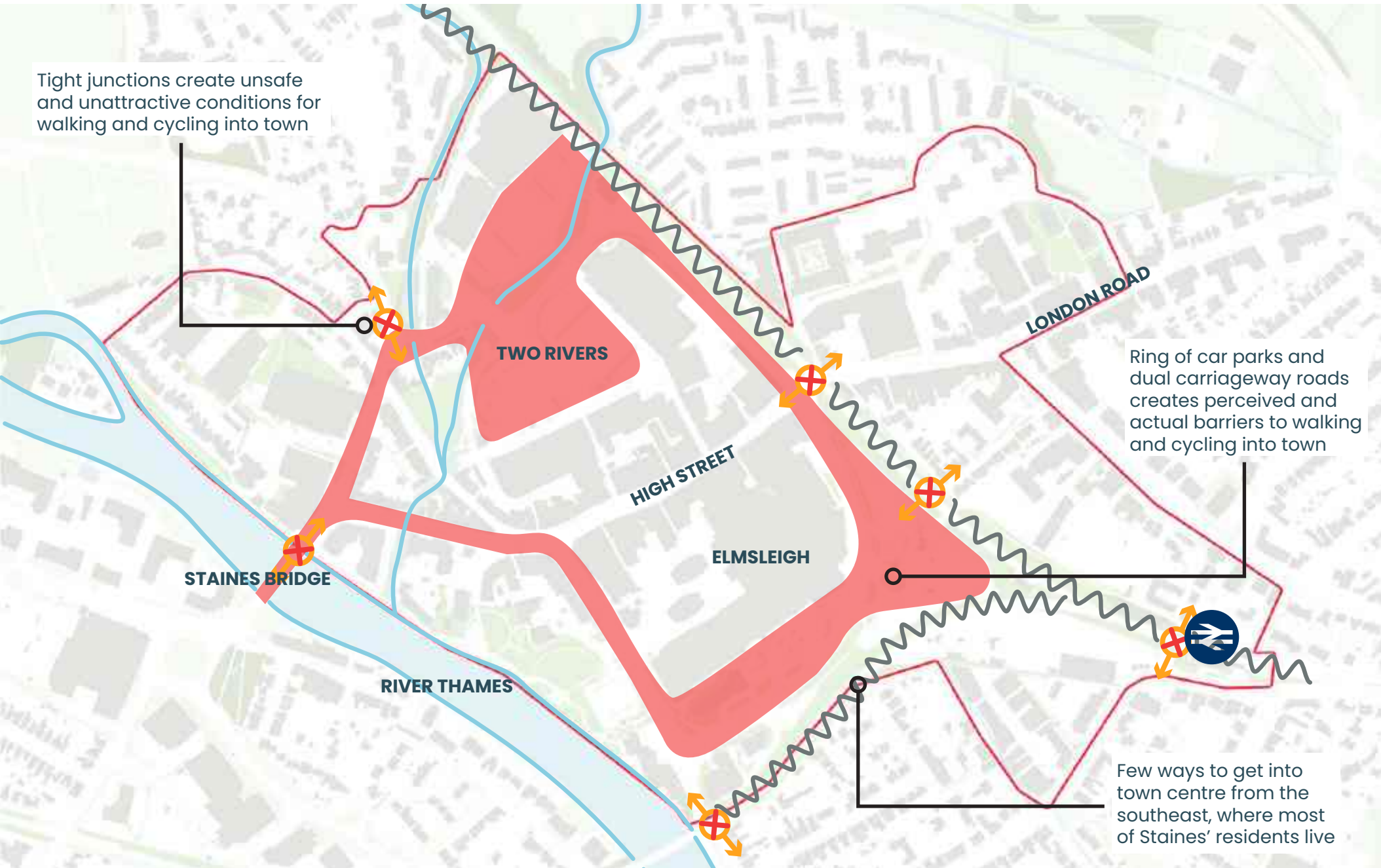
Existing Key Streets and Spaces

STRENGTHS

- Strong retail and services occupancy
- Pedestrianised High Street and shopping centres at the core of the town centre

WEAKNESSES

- Streets and crossings elsewhere in the town centre feel like they prioritise cars, not people
- Limited set of attractive streets and spaces will limit potential for a wider mix of uses and independent retailers
- Poor wayfinding makes it hard to discover the town centre and navigate for visitors



Connections

Car-dominated spaces and streets
Constrained (for walking and cycling) gateway to town centre
Severance due to railway lines

STRENGTHS

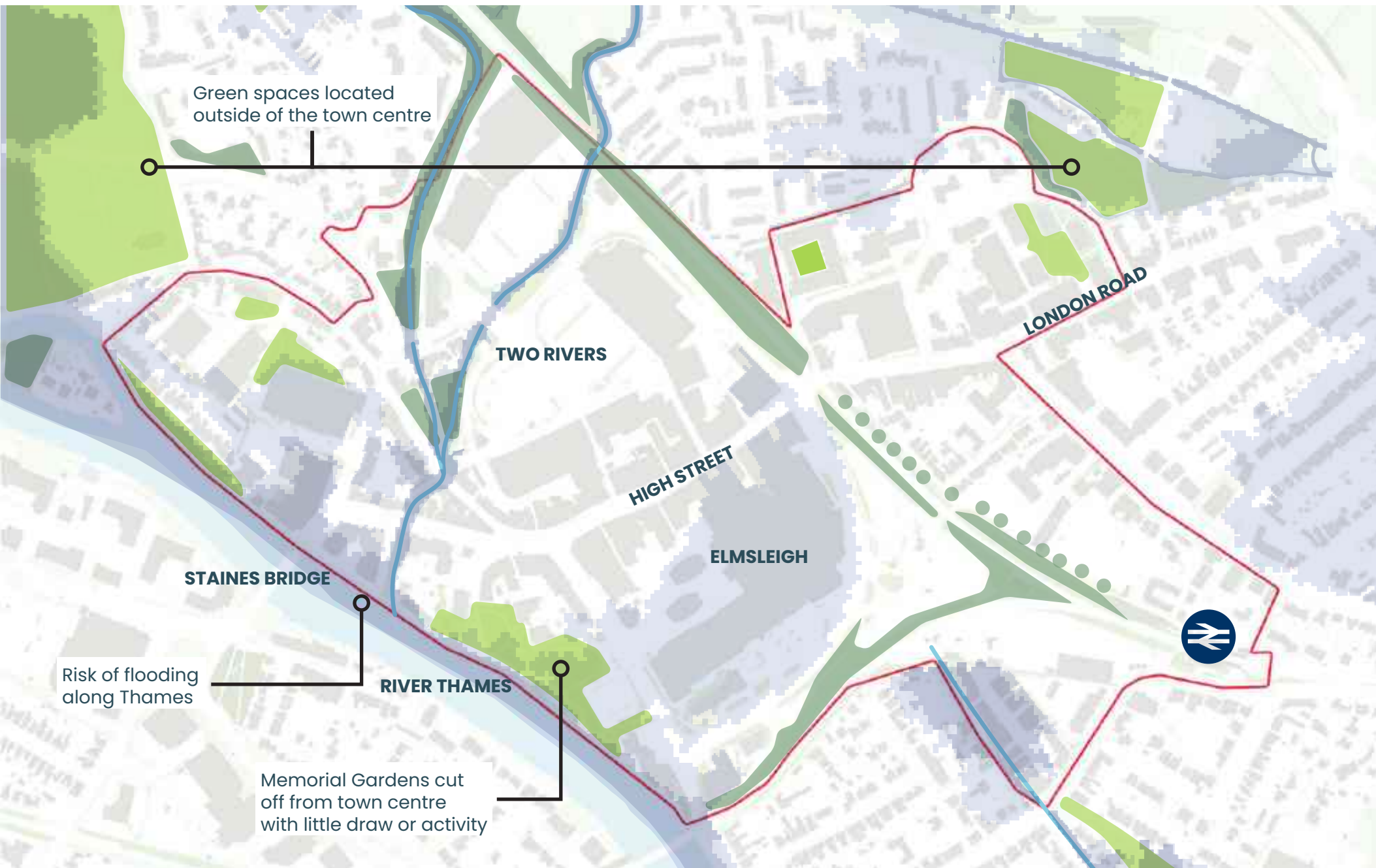
- Well-connected to rail and road networks
- At the centre of a compact town and surrounding neighbourhoods within walking and cycling distance

WEAKNESSES

- Surrounded on all four sides by railways or rivers, with limited ways to get in or out
- Poor experience for pedestrians and cyclists at all arrival points
- Car-dominated ring of streets and car parks between surrounding neighbourhoods and town centre

WEAKNESSES

- An underused and poor quality riverfront
- Lacking in high quality green space
- Car-dominated and hard to access
- In need of more space for culture, informal activity and recreation



Green Spaces

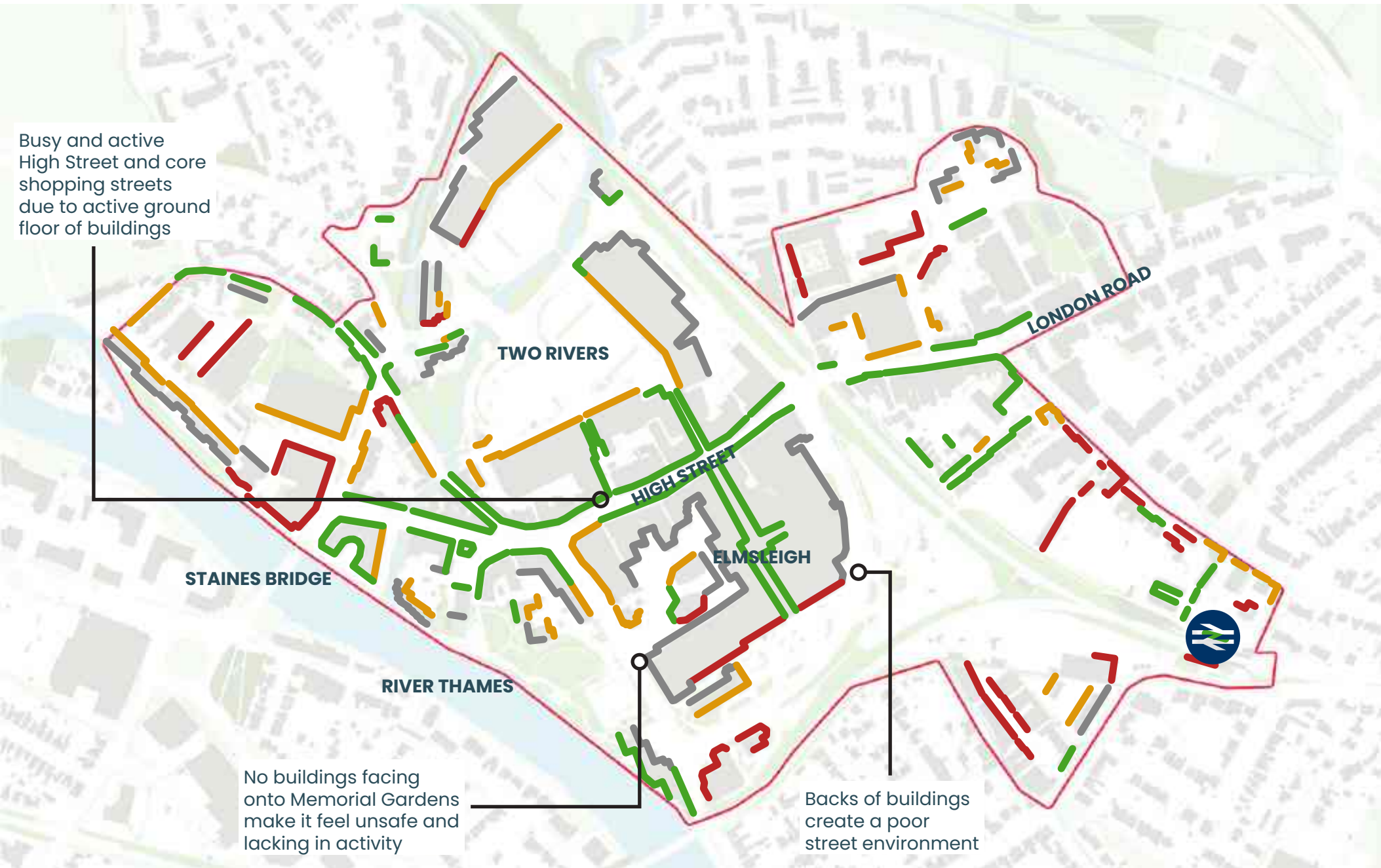
Existing Woodland and Natural Habitats
Existing Green Open Space
Flood Zone 3b (considered functional floodplain)
Flood Zone 3a (more than 1% annual event probability)

STRENGTHS

- Extensive green spaces and networks located within walking distance of town centre
- Memorial Gardens provides green space on riverfront

WEAKNESSES

- Little green space within town centre
- Few street trees and planting areas to help create shade, cooling and manage surface water from storm events
- Little space for space for recreation, informal activity and children's play
- Potential for river flooding
- Potential disruption to groundwater flow from development if not considered and designed for properly



Character and Frontages

Fine grain ground floor frontage, regular entrances
Coarse grain ground floor frontage, occasional entrances
Few ground floor entrances or windows, limited surveillance of street
Rear/service frontage

STRENGTHS

- Character of High Street, Conservation Area and riverfront valued by the community
- The most attractive, successful and highly valued places by the community have active ground floors with lots of entrances and 'fine-grain' buildings that vary and change along the street

WEAKNESSES

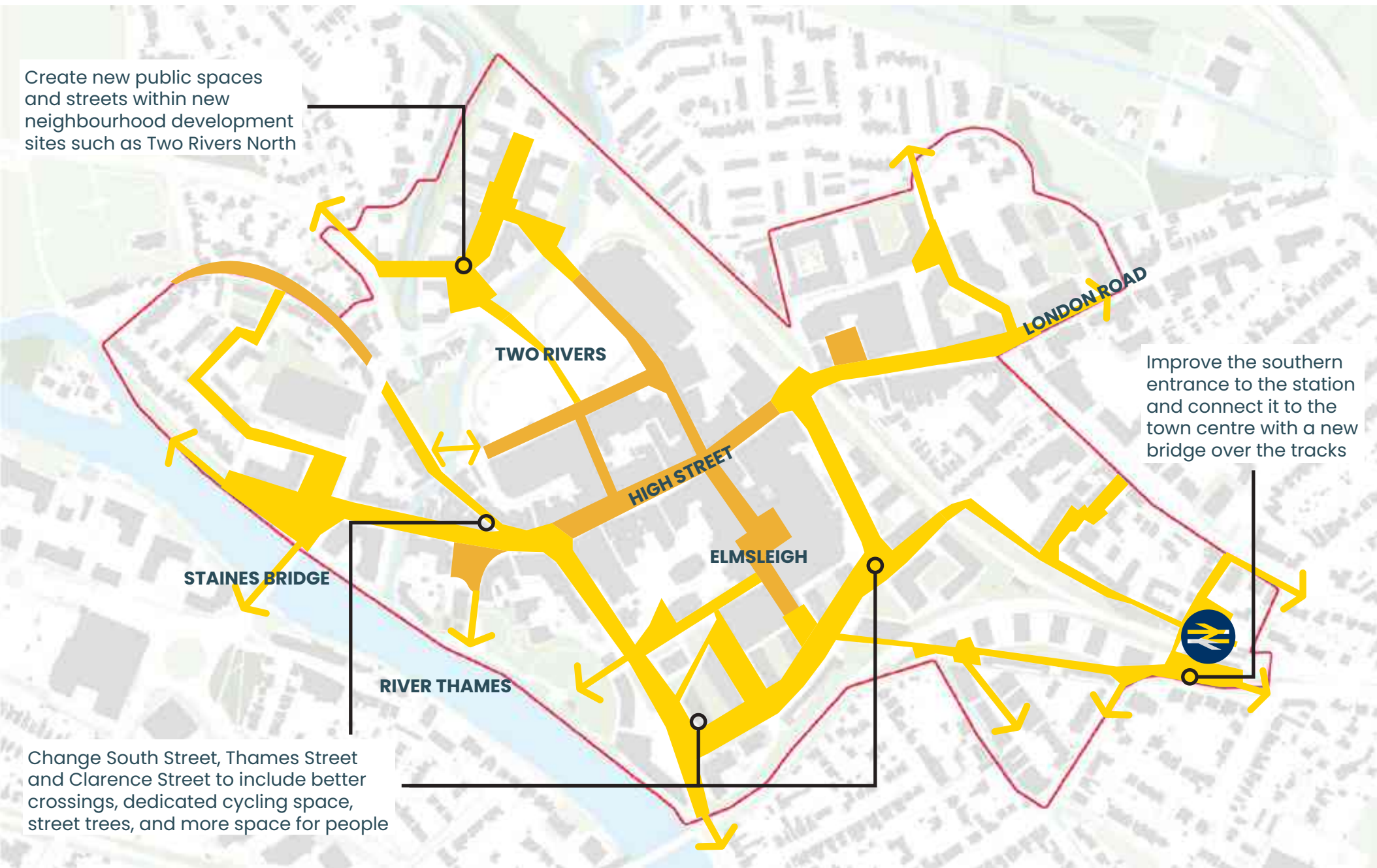
- Backs of buildings, service areas and blank walls dominate around the edge of the town centre making it feel unsafe and unwelcoming, providing an opportunity for anti-social behaviour



Staines-upon-Thames in the Future



- A destination riverfront to be proud of
- More attractive, walkable streets and spaces
- A wider mix of culture and recreation
- Easier to get to from surrounding neighbourhoods
- The equivalent of more than four football pitches of new green space
- A healthy and sustainable place to live



Streets and Public Spaces

- Existing Key Streets and Spaces
- Proposed New or Improved Streets and Spaces

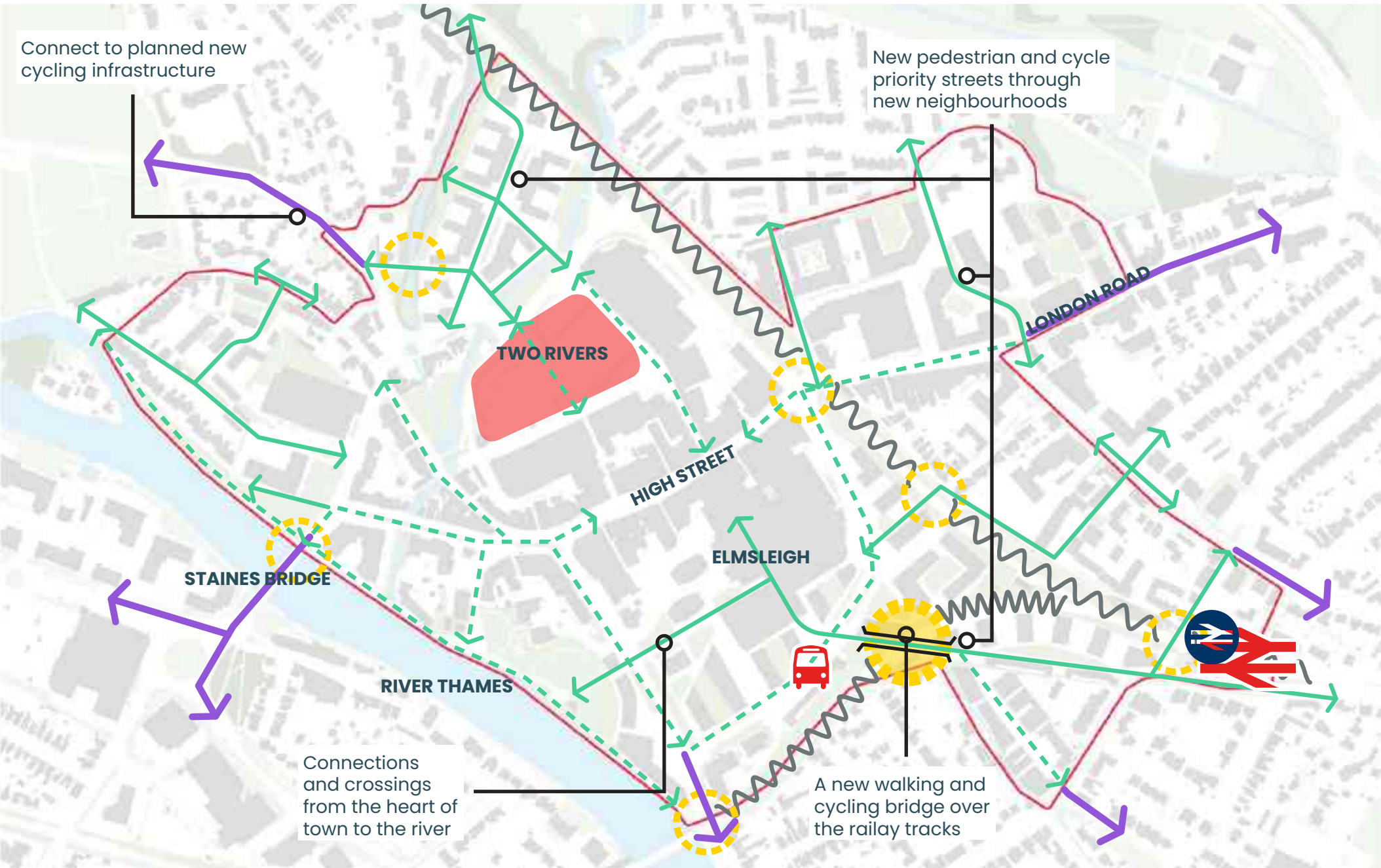
- Extend the network of walkable and attractive streets and spaces to create a larger, continuous network
- Transform South Street, Thames Street and Clarence Street into tree-lined town centre streets
- Connect the core walkable street network to the riverfront and railway station



Green Spaces

- Existing Woodland and Natural Habitats
- Existing Green Open Space
- Proposed New Green Open Space
- Proposed Street Tree Planting
- Flood Zone 3b (considered functional floodplain)
- Flood Zone 3a (more than 1% annual event probability)

- Over 3ha (7 acres) of new green space throughout the town centre
- Tree-lined streets with planting and landscape to help create shade, lower temperatures, manage stormwater water and bring nature into the town
- A green and active Thames riverfront
- Space for recreation and children's play
- Design of to minimise any impact on groundwater flows



Connections

- Car-dominated spaces and streets
- Improved gateways for walking and cycling
- Severance due to railway lines
- New railway bridge for walking and cycling
- New connections for walking and cycling
- Improved streets for walking and cycling
- Wider cycling network improvements (Surrey CC)
- New bus station

- A new railway bridge for walking and cycling for the whole town to use, linking the town centre, train station and southeastern neighbourhood
- A new bus station with better waiting facilities and more space for services
- Streets with better crossings and more space for walking and cycling
- Improvements to all the main access points under railways and over rivers



Character and Frontages

- Fine grain ground floor frontage, regular entrances
- Coarse grain ground floor frontage, occasional entrances
- New mixed-use Town Centre Neighbourhoods

- Protect the character and scale of the High Street
- Locate taller buildings in areas where they will have least impact on streets and surrounding neighbourhoods
- Active ground floors to make streets pleasant, safe and with floorspace for a wide variety of uses and retail

TWO RIVERS NORTH

800 new homes

- New residential neighbourhood with shops and amenities around attractive new squares
- Walking/cycling-priority tree-lined boulevard at its heart
- New open spaces for all to use facing the surrounding rivers
- An improved walking and cycling connection to Wraysbury Road, allowing safer and easier access from the northwest of the town into the town centre

See more on 'Rivers to be proud of'

STAINES BUSINESS PARK

100 new homes

- An attractive urban village environment
- Mix of townhouses and small-scale apartment buildings
- Connection towards the south and the riverfront.
- Views to St Mary's Church preserved
- Integrated into the street scene of Church St.

FORMER DEBENHAMS BUILDING

70-80 new homes, retail space

- Retention of the existing facade and ground floor shopping space to retain the existing street scene and scale
- Apartments located around a central courtyard or atrium arrangement
- Two-storey 'penthouse' extension, set back with a terrace

STAINES BRIDGE

A vibrant new destination on the riverfront, with activities for everyone.

See more on 'Rivers to be proud of'

MEMORIAL GARDENS

Redesigned, connected, activated and expanded. A space for all to enjoy.

See more on 'Rivers to be proud of'

THE ELSMLEIGH CENTRE AND AROUND

1500 new homes, additional shopping and commercial space, new green space

- Retention and expansion of shopping space to support the vibrancy and success of the town
- A new green link to the riverfront
- A transformation of the quality of streets and spaces surrounding the existing centre
- New homes located in areas of lowest flood risk
- Will be delivered as phased change over time

Two potential scenarios are being considered for the long-term regeneration of the Elmsleigh Centre area to provide these potential benefits.

RETENTION OF EXISTING CENTRE BUILDINGS



- Less likely to disrupt existing retailers during period of change
- Likely to be more financially viable
- Likely to result in taller building heights
- Lower levels of public car parking provision

REPLACEMENT OF EXISTING CENTRE BUILDINGS



- Likely to result in lower building heights
- Potential for more public car parking provision
- Will require considerable long-term investment by delivery partner
- More likely to disrupt existing retailers in period of change

LONDON ROAD

580 new homes

- Retail frontage to London Road
- A new linear park link between Kingston Road and Moormede/Birch Green
- Residential apartments with green spaces for residents
- Lower heights and new landscape to the north near existing neighbourhoods

THE OAST HOUSE

170 new homes, creative business/workshop space, small-scale cultural uses, arts space

An indoor and outdoor space to enhance Staines' cultural and creative life, supported by the development of a mid-rise, mixed and attractive neighbourhood.

See more on 'Enhancing Culture and Character'

THE RAILWAY STATION

Better-connected to the town centre with an improved southern entrance, more space for people, and future-proofed for new connections and growth.

See more on 'Better quality arrivals, connections and streets'

A NEW RAILWAY BRIDGE FOR WALKING, WHEELING AND CYCLING

Connecting the town centre and riverfront to the railway station, new and existing neighbourhoods, the Eclipse Leisure Centre and Knowle Green. A major new connection that will allow many more people to safely walk and cycle to the town centre.

See more on 'Better quality arrivals, connections and streets'

A NEW BUS STATION

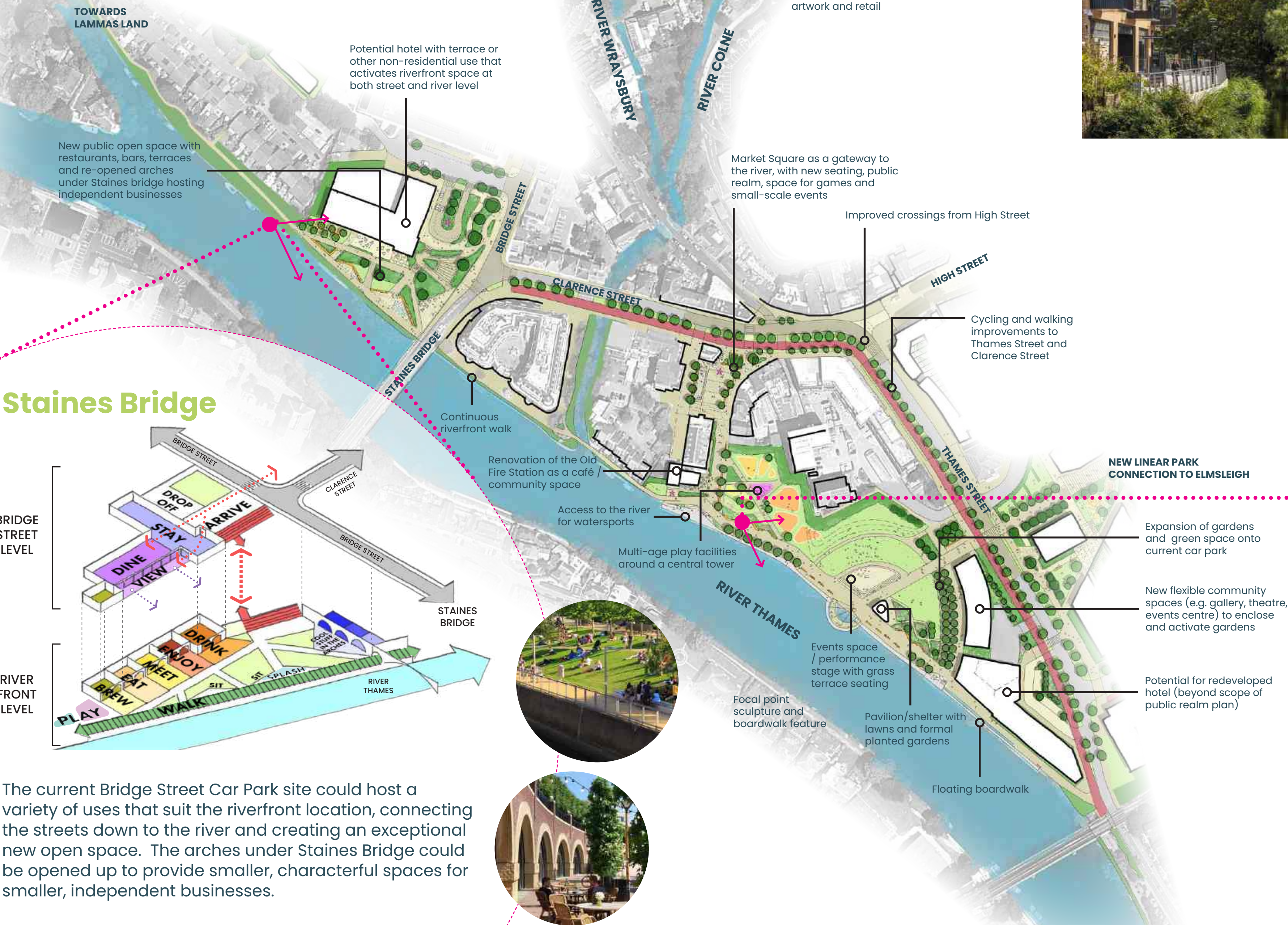
Waiting facilities, passenger information, and space to support a growing town's needs.

See more on 'Better quality arrivals, connections and streets'

TO LEISURE CENTRE & KNOWLE GREEN

Rivers to be proud of

Staines-upon-Thames has grown around its rivers. New parks and open spaces will make the rivers a key attraction and an important part of the town. With a variety of activities and different types of spaces, there will be something for everyone to enjoy.



Staines Bridge

The current Bridge Street Car Park site could host a variety of uses that suit the riverfront location, connecting the streets down to the river and creating an exceptional new open space. The arches under Staines Bridge could be opened up to provide smaller, characterful spaces for smaller, independent businesses.

Two Rivers North

A new neighbourhood at Two Rivers North will be focused on providing access for people to the rivers Colne and also the Wraysbury, through a green linear park on the Wraysbury, and a more formal park and frontage on the Colne and facing the town centre. The River Colne has potential for restoration of its natural habitats and flood management capacity.

There could be physical access down the restored river as an extension to the public realm. An attractive new square with some retail will provide a reason to visit and facilities for new residents to enjoy.



Memorial Gardens

Memorial Gardens is at the heart of the town's riverfront. It will be a destination in its own right, safe, active and well-connected to the town's other uses and neighbourhoods.

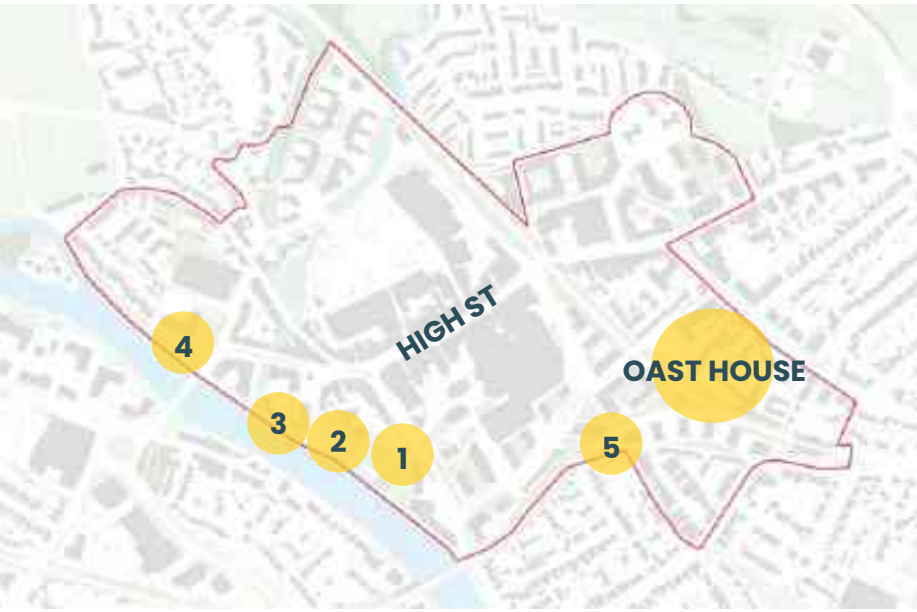
A multi-age play space will be located at the Market Square end to create a destination use. Sympathetic, low-rise and architecturally distinctive buildings will frame the space to the southeast with cafes and community spaces, reducing the impact of traffic from Thames Street and providing a reason to visit and stay.

New crossings and street improvements will help people to get to the riverfront. Expanded green open space will provide more breathing room for the town and space for events.



Enhancing Culture and Character

Staines-upon-Thames has a rich cultural and industrial heritage. The masterplan proposes new spaces to support new creative, cultural and community spaces, creates new neighbourhoods that reflect their heritage, and locates taller buildings so they respect and conserve the most valued places and spaces.



- Across the town centre, space for cultural and community uses has been included in the Masterplan.
1. Potential Riverfront Gallery Space
 2. Riverfront Event Space in Memorial Gardens
 3. Renovation of the Old Fire Station as a community space
 4. Opening up the arches under Staines Bridge
 5. Community Space in 'Station West'

The Oast House

The Oast House site is focused on the listed building known as the Oast House, which inspires a character based on its former brewery use. As a well-connected but slightly 'off-the-beaten-track' location it lends itself to providing space for a range of smaller-scale culture, art, creative workshops, makerspaces, family and community uses. It would complement other places in Staines that are more retail or riverfront spaces.

New homes around the Oast House will be mid-rise and fine-grain, reflecting the heritage and neighbourhood around the site, with high architectural and public realm quality. These would be framed around a new 'yard' and largely car-free spaces that provide a pedestrian link from Kingston Road to Station Path.

CREATIVE SPACE EXAMPLES FROM ELSEWHERE



Kelham Island, Sheffield - a new creative hub in a former industrial site



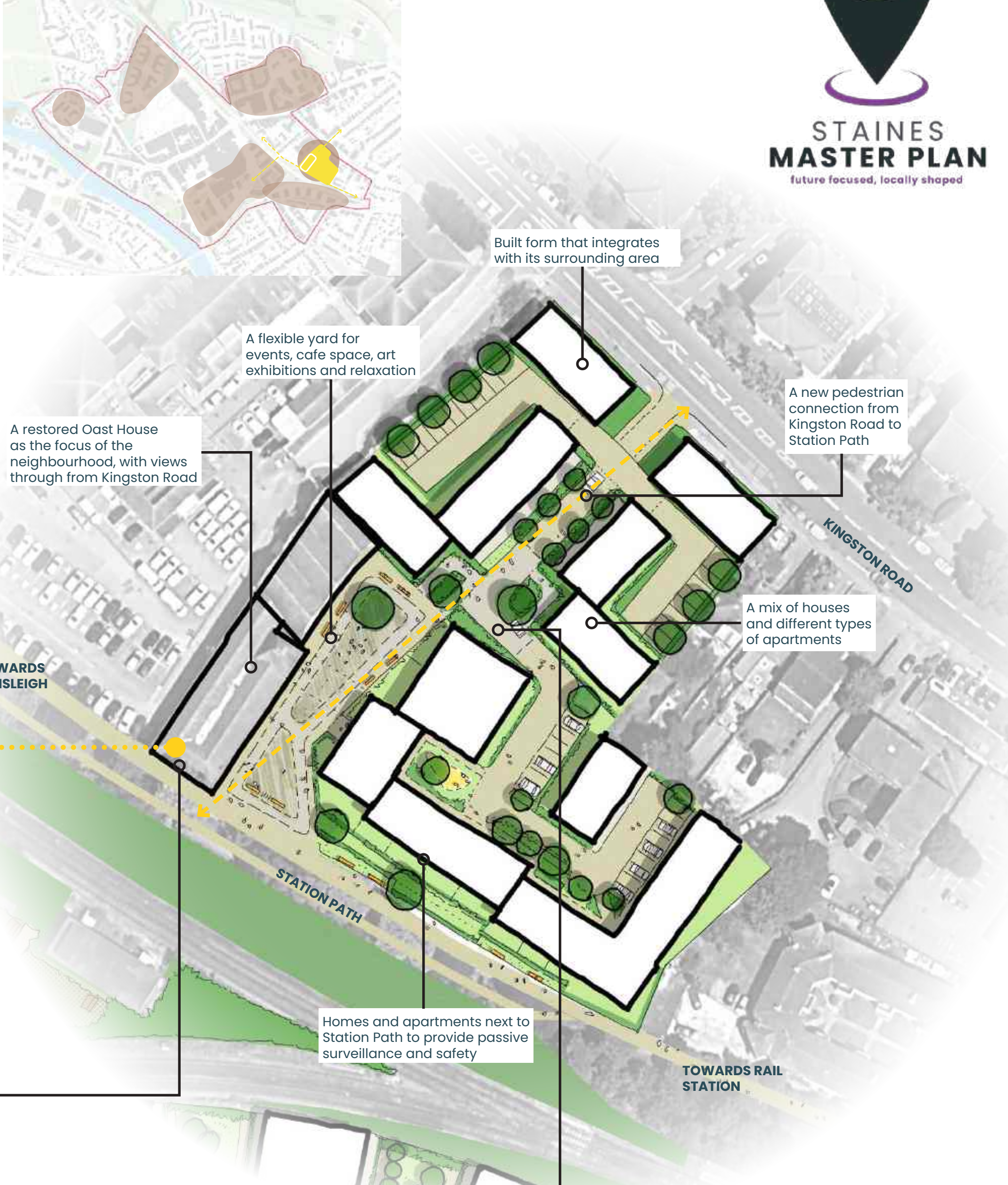
Live-work units, Camberwell



Buttermarket, Redruth - hub for artists, food entrepreneurs and the local community.



Hartlepool Post Office - repurposed as business incubator units



HOMES AND SPACES IN THE NEIGHBOURHOOD

Preserving the character of Staines's most valued places

The Masterplan protects the character of the streets and spaces that are most valued by residents by considering the views from those streets, locating taller or bulkier buildings further into new town centre neighbourhoods. New neighbourhoods in areas of historic significance draw on their heritage to inform the design of buildings and spaces.



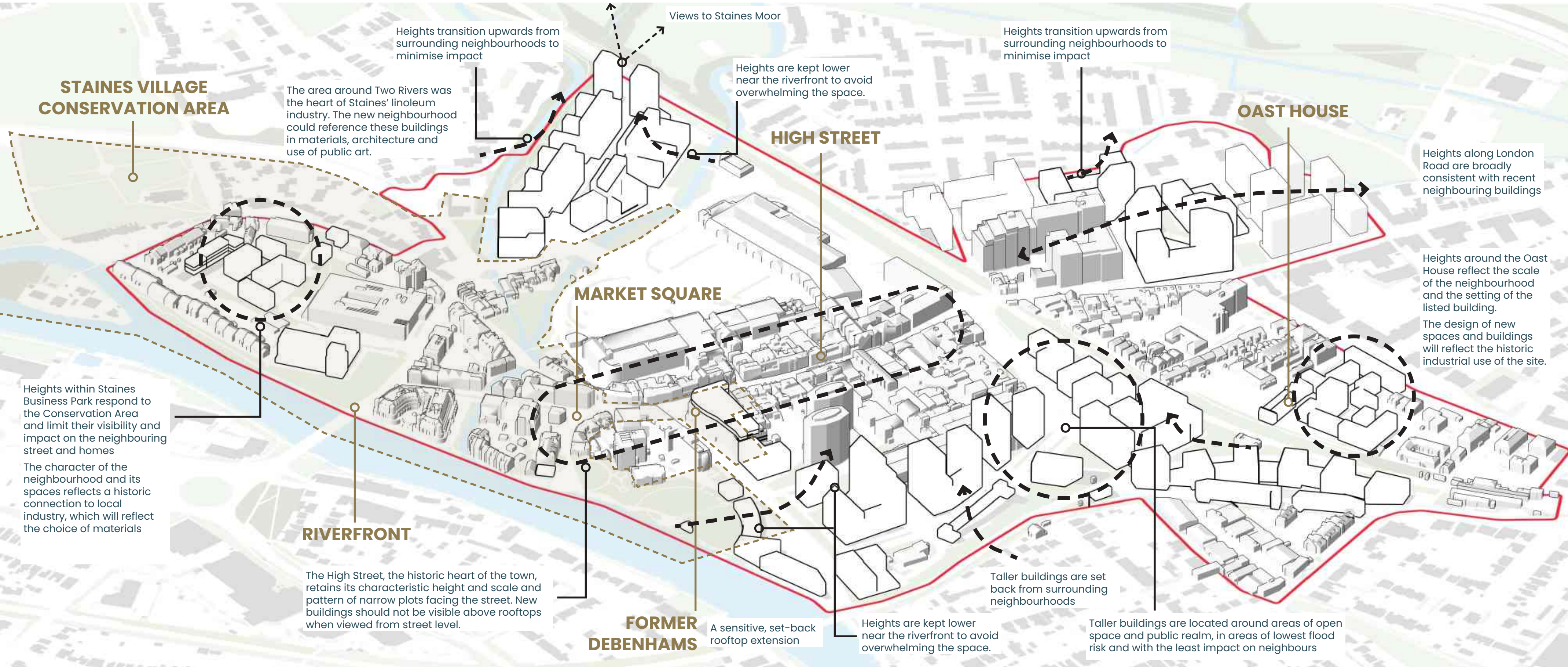
Market Square has a beautiful mix of buildings and views to the river, and needs to be brought 'back in' to the town centre by making it a route to a rejuvenated riverfront and with sensitively-designed public realm.



Staines Village has quiet streets, a mix of historic buildings and views towards St. Mary's Church. Historically, the area also hosted a brewing industry tucked behind the main 'village' street.



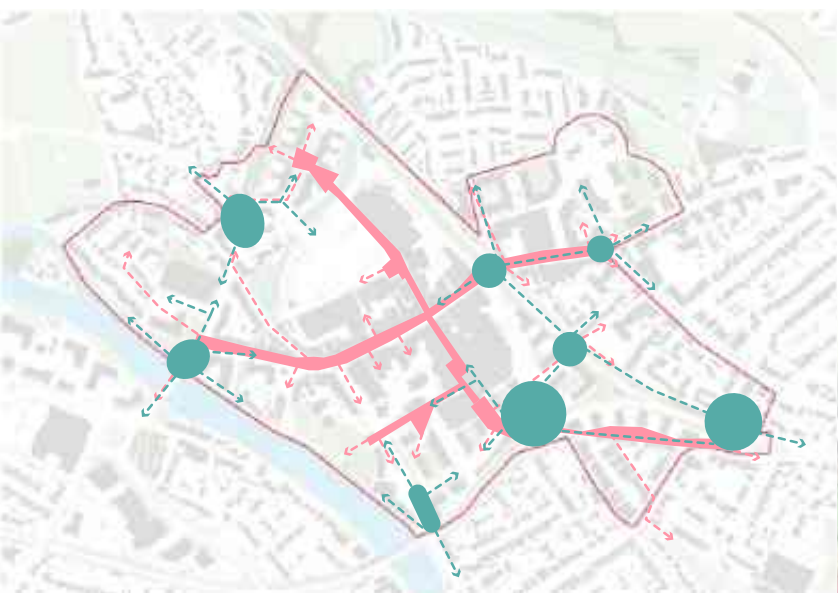
The High Street has a characteristic scale, width of buildings and set of materials that should continue to define the town as a place and modern market town.



Better quality arrivals, connections and streets



Staines-upon-Thames is well connected, and future rail links to Heathrow could make it even more so. Improving the route between the station, town centre and riverfront will make it easier to walk and cycle around the town, and reduce congestion by offering a genuine choice about how to get to the town centre.



Bus Station

The masterplan proposes a new bus station near its current location, providing greater service levels using less land. The design, similar to that seen at Kingston's new Cromwell Road bus station, would include safe, covered waiting spaces and live passenger information.



Covered waiting space and passenger information



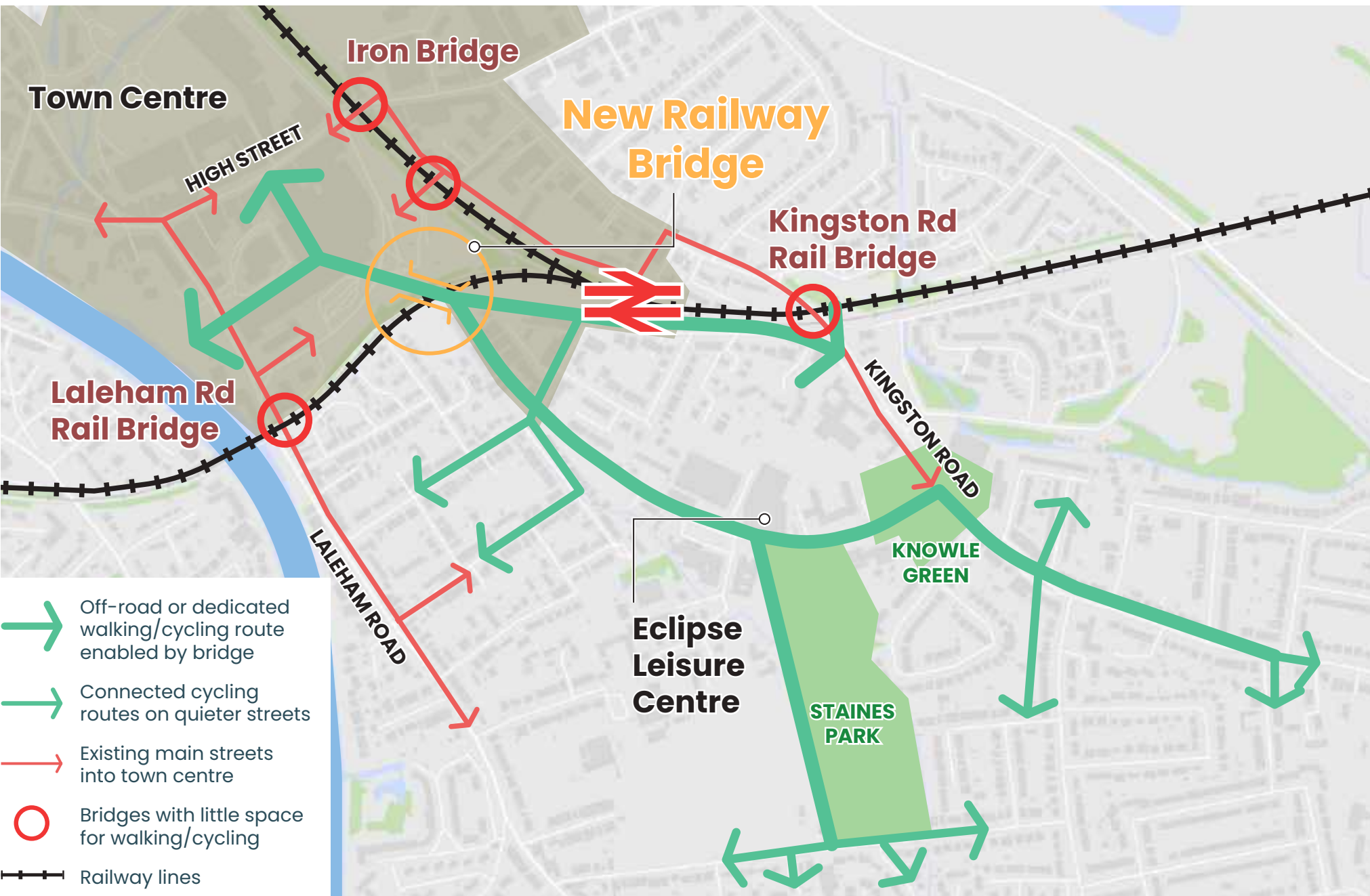
High-quality street crossings to provide access



Real-time information for passengers

A New Walking and Cycling Bridge

The town centre is enclosed on all four sides by railways or rivers. The southeast of the town has the fewest ways of getting into the centre, on streets that have little space for walking or cycling.



EXISTING walking and cycling from the south and east requires the use of two busy main roads (Laleham Road and Kingston Road).

A NEW BRIDGE CROSSING would provide

- Off-street/low-car cycling and walking routes from southeastern suburbs
- A link from the town centre to the station, Eclipse leisure centre and Knowle Green

Railway Station



Retail, residential, planting and high quality public realm - Rochester railway station

The railway station should be an attractive, welcoming and inspiring space for a growing town. Potential future connections to Heathrow Airport and even the Elizabeth Line will enhance its importance.

The masterplan proposes improvements to the quality of the northern entrance to help provide more space for people, bus interchange and dropoff.

The southern entrance would connect to the new bridge to the town centre. There will be new retail space, wayfinding so it is obvious for arriving passengers where to go, seating, extensive planting and facilities such as secure cycle parking at both entrances.

Transformation of South Street, Thames Street and Clarence Street

The A308 on South St, Thames St and Clarence St is a dual carriageway which is noisy, difficult to cross and unpleasant or unsafe for cycling and walking.

Compared to other towns with similar traffic levels, it has more space given over to vehicles than is typical.

The A308 will be improved over time to increase the quality of space for people. This may include improved, direct and more frequent crossings, removal of railings, new street trees and planting, speed reductions and changes in the space given over to traffic to provide cycling and walking facilities.



South Street today

How it could be done: Sheffield Grey to Green street transformations

Before



After



Informing the masterplan: Town Centre Charette

To inform the emerging Staines Town Centre Masterplan, a facilitated community design ‘charette’ (an interactive day-long design workshop session) was run on Saturday 18 April 2026. Local residents, community advocates, and people with direct knowledge of Staines gave up their Saturday to explore development and improvement opportunities across four key sites.

Working in groups through the day, participants visited sites and developed and drew proposals before presenting to one another in a final session.

The charette was deliberately not a conventional consultation. There were no predetermined options to tick, no loaded questions designed to produce preferred answers. It was an open, generative process. It was a structured opportunity for people who know and care about Staines to bring their knowledge, instincts, and ideas to bear on some of the town’s most significant opportunities.



The composite plan of each group’s ideas, scanned directly from the drawings produced on the day, are shown below:

