

Welcome



Computer-generated view of proposed new entrance to The Belfry Shopping Centre (Site B)

Thank you for visiting this exhibition showcasing the emerging development proposals for three sites located at the edges of The Belfry Shopping Centre on High Street and Station Road.

The proposals include:

- Attractive, modern retail and restaurant space;
- A redesigned and welcoming new High Street entrance to The Belfry with enhanced public realm; and
- High quality new residential apartments.

This exhibition has been organised by Running Hare Investment Management LLP (RHIM), on behalf of Redhill Ventures Ltd, the owners of The Belfry since February 2023.

The proposals you see today are still in development and not yet finalised. We welcome your questions, thoughts, and feedback before we submit a planning application to Reigate & Banstead Borough Council, likely to be in the third quarter of 2025.

Over the past two years, extensive pre-application discussions have taken place with the Council to explore the redevelopment potential of the three key sites on the periphery of the shopping centre.

Some current tenants located along the High Street and Cromwell Road frontages will be affected by the redevelopment and are being directly consulted. However, **the main core of The Belfry Shopping Centre and its 750-space car park will remain open and operational** throughout the demolition and construction phases.



View of existing High Street entrance to shopping centre

Community Consultation
3rd Quarter 2025

Planning submission
3rd Quarter 2025

Planning decision
1st Quarter 2026

Start of construction
From 2027 onwards
depending on tenants'
leases and relocations



Indicative Timeline

RHIM

Existing condition of the three development sites



Aerial view showing boundaries of the proposed redevelopment sites

The three sites are all prime candidates for regeneration and revitalisation.

Site A



View of High Street parade and Tower House office block included in Site A redevelopment proposal

Site A (High Street south) includes a dated parade of shops, the empty Tower pub which lacks character and the austere dark brickwork of the Tower House office blocks which sit uncomfortably on the upper level.

Site B



View of Poundland store included in Site B redevelopment proposal

Site B (High Street north) includes the unattractive Poundland building and the access to its side. The building is set back and the access severs the parade as it advances southwards. The site includes Boots, the dated 1990's shopping centre entrance which needs rejuvenation and the unit currently occupied by O2 to the south of the entrance.

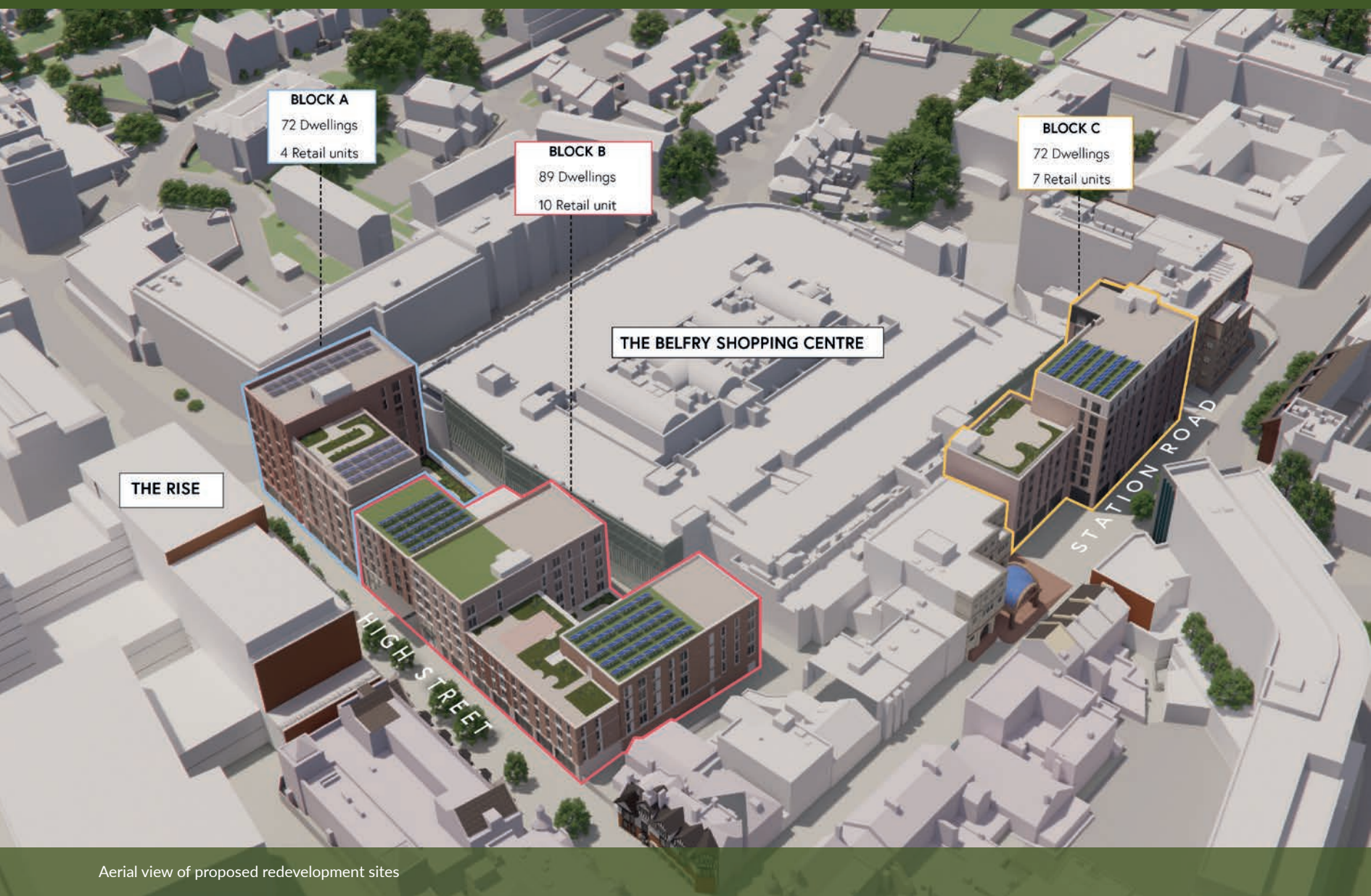
Site C



View of shopping parade (Site C)

Site C is on Station Road and extends from Barclays Bank adjacent to the Santander office block to the Salvation Army unit to the side of the entrance to the shopping centre. There are also some obsolete offices at the upper level and four flats. This 1960's parade is in poor condition and no longer fit for purpose.

Key aims of the redevelopment proposals



RHIM and its design team are seeking to work with the Council and the local community to develop a shared vision for the three sites based on the following principles:

- Enhance key and prominent edges of the shopping centre, animating ground floor street frontages with new, flexible retail and restaurant space;
- Design a scheme of the highest quality that maximises each site’s development potential whilst ensuring that they are in keeping with local character;
- Give a new focal point to The Belfry Shopping Centre with a feature entrance and improved public realm;
- Ensure that the main core of the shopping centre can remain open and function normally whilst the development activity takes place;
- Deliver a new town centre residential community across the three sites;
- Create a sustainable proposal that promotes a strong commercial and residential community underpinning the local economy and vitality and viability of the town centre; and
- Knit the development into the existing urban fabric and respect the adjacent Conservation Area and nearby heritage assets.

23 NEW
CONSTRUCTION
APPRENTICESHIPS



450
CONSTRUCTION
JOBS



£65 MILLION
CONSTRUCTION
INVESTMENT



£1.3 MILLION
ADDITIONAL CONSUMER
SPENDING POWER PER
ANNUM IN REDHILL



£540,000
ADDITIONAL COUNCIL
TAX PER ANNUM –
APPROX



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Site A – High Street south & corner of Cromwell Road



Computer-generated view showing proposal from the junction of High Street and Cromwell Road (Site A)

The first of the three redevelopment sites covers the High Street frontage from the southern edge of the O2 unit adjacent to shopping centre entrance to the Cromwell Road junction.

The key objective here is to create a modern and attractive ground floor frontage with enhanced shop units and the reactivation of the corner of High Street and Cromwell Road with a new restaurant. The removal of the Tower House office block will also significantly improve the streetscene.

The height, scale, massing and appearance of the proposed redevelopment has been conceived to complement the most recent neighbouring developments at the southern end of High Street and on Cromwell Road.

- Includes the vacant Tower pub on the corner of Cromwell Road, a local eyesore;
- Also includes the Tower House office block on the upper floor;
- 3 modern retail units, 1 restaurant unit and 72 apartments above; and
- Tallest element 7-8 storeys to match the parapet of The Rise development opposite.



View from junction of High Street and Cromwell Road

Site B – High Street north



Computer-generated view showing proposal from High Street looking south (Site B)

The second site, designed to complement Site A and create a continuous shopping frontage to High Street, extends southwards from the boundary of The Junction pub and including Poundland, Boots, the entrance to the shopping centre and the adjacent O2 unit.

Both the Poundland and Boots buildings are dated and offer little in terms of architectural merit, while the entrance to the shopping centre intrudes into the public realm and does not provide an inviting or attractive access point.

As with all existing tenants affected by the proposed redevelopment, discussions are already underway with the current occupiers, with a view to retaining them in Redhill town centre.

Given expected timescales and the further possibility of phasing the redevelopment of the sites, various relocation options will be explored with the tenants.

- At northern end, adjacent to Redhill Conservation Area;
- 10 ground floor modern retail units and 89 apartments above;
- New feature entrance to the shopping centre, offering new public realm and double height retail units;
- 4-6 storeys in height to respect the character buildings adjacent and opposite as well as the Conservation Area; and
- Proposed brick materiality responds to Conservation Area.



View looking south down High Street

Site C – Station Road



Computer-Generated image showing proposal from Station Road (Site C)

The third site is located on the north western fringe of The Belfry Shopping Centre on Station Road. The proposals seek to bring high quality new design and activity to this prominent edge of the town centre.

The surrounding context is different in comparison with Sites A and B on High Street as there is a mix of office and residential buildings, some more recently developed like the 4, Queensway residential block.

The proposed height and massing are consistent with the nearby existing buildings and steps down as the proposed development extends towards the shopping centre entrance which is not affected by the redevelopment proposals.

The proposed redevelopment here includes the parade on Station Road from Barclays Bank to the Salvation Army. Caroline House contains 4 flats above part of the parade.

- Dated parade with adjoining tall buildings, both offices and residential;
- 6 new retail units, 1 restaurant unit and 72 apartments above;
- 8 storeys adjacent to Santander building; and
- 5 storeys adjacent to shopping centre entrance.



Computer-generated view of proposal from Station Road (Site C) with existing Santander office building in foreground

Summary and what happens next



Computer-generated image showing new High Street frontage looking north (Sites A & B)

The emerging proposals for the three sites on the edges of The Belfry Shopping Centre have been designed to bring forward a significant boost to the town centre economy and revitalise key dated frontages on High Street and Station Road.

The proposals seek to deliver the following benefits:

- Provide an appropriate and well-considered redevelopment of these brownfield urban sites;
- Introduce high-quality design created specifically for each of the three sites;
- Respond directly to the surrounding townscape, heritage and materiality of the town centre, including the adjacent Redhill Conservation Area;
- Have synergy with the new neighbouring developments which have come forward in High Street, Cromwell Road and Station Road;
- Sensitivity in terms of height, massing and use of materials, ensuring that the proposals sit comfortably in their surroundings in both close-up and longer distance views;
- Transform and revitalise key street frontages which are dated and offer little in terms of architectural merit;
- Bring forward new and improved public realm and a prominent and striking new High Street entrance to The Belfry Shopping Centre;
- Introduce new vibrancy and consumer spending power in the heart of Redhill;
- Directly address the housing needs of the Borough in a highly sustainable urban location including the provision of affordable homes subject to viability;
- Re-provide commercial uses at ground floor level by way of new, modern retail and restaurant space
- Create new jobs both at construction stage and post-development stage; and
- Incorporate sustainable energy initiatives and other environmentally friendly elements.

We would welcome your feedback on these proposals and you can speak to us today or fill in one of our feedback forms.

You can also give us your views at our dedicated project website or by emailing contact@redhilltowncentre.info

All feedback received will be reviewed by the design team prior to a planning submission to Reigate and Banstead Borough Council, currently scheduled for the third quarter of 2025.



Find out more at www.redhilltowncentre.info

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