

THE PEACOCKS

*A Major Shopping
and Arts and Entertainment
Complex in the Heart of Woking*



London & Edinburgh Trust PLC

HERITAGE WALKS ARCHIVE DOCUMENT



Given Woking's current status as a prime business centre and a highly desirable residential town, it is hard to believe that its history goes back only some 150 years to the arrival of the steam train. During the nineteenth century Woking developed in a piecemeal fashion around the railways but now

improvements, Woking Borough Council last year sponsored a competition for the development of a major shopping and arts and entertainment complex in the heart of Woking, next to the existing shopping centre. The competition was won by London & Edinburgh Trust PLC, one of Britain's largest and most successful property development companies with major city centre retail schemes currently in hand in Birmingham, Reading, Kettering, Blackburn and Cardiff.



Aerial View of the site

new developments in the town are being carefully planned to reflect Woking's civic prestige and importance and to meet the growing needs and expectations of its residents and shoppers. As part of a continuing programme of

Work will proceed on the new £100 million centre. The Peacocks, as soon as Norwich Union's refurbishment of the existing shopping centre is completed. The end result will be one of perfect integration, not only offering



Town Square

the people of Woking a marvellous range of shopping and entertainment opportunities but enhancing Woking's reputation as a town of stature and enterprise.

The Development

LET plans a major shopping and arts and entertainment complex, together with a new library and offices for the voluntary services. Within the enclosed shopping centre provision will be made for a department store, several chain stores, a variety of smaller shops, a market food hall, a food court, a craft market and two restaurants. The new arts and entertainment centre will feature a theatre/concert hall, a five-screen multi-plex cinema, a health and beauty centre, a discotheque/nightclub and a restaurant.

Completing the range of first-class recreational attractions, the Rhoda McGaw Theatre in Centre Halls will be refurbished and integrated into the new arts and entertainment complex, together with a versatile function suite incorporating committee rooms.

Adjoining the arts and entertainment centre, Woking will gain a new library all at ground floor level and accessed from Town Square, including new offices for use by local voluntary organisations located above the library. Facilities for nursing mothers, child-minding and for the disabled, including the availability of wheel-chair hire, will be incorporated into the design of the centre in addition to public conveniences, public telephones and seating in the malls. Complementary traffic and

parking improvements will be made, including the enhancement of Bandstand Square and Town Square, together with the provision of attractive malls and entrances to The Peacocks. The War Memorial and Christ Church will remain unaffected by the proposals. LET will take an active role in the management and security of the new centre and will ensure that the highest standards are maintained at all times.

The Site

The site comprises 11 acres and is bounded by Woking's main shopping area, the Town Square and Victoria Way. It is currently largely occupied by open car parking but also includes the Centre Pool, the library, Centre Halls and the ground floor area of the Norwich Union Shopping Centre multi-storey car park.

Both the swimming pool and the library are to be replaced. The pool will be relocated by the Council to Woking Park and a new library will be built by LET next to the arts and entertainment centre. During construction, the library will be accommodated in the former Skeet and Jeffes building in Church Street East.

LET's Proposals Shopping Centre

Located on several floors and featuring scenic lifts and escalators, the centre will offer Woking's shoppers a wide choice within a comfortable, attractive and well-maintained environment. Shops: featuring a department store as its main attraction, complemented by well-known chain stores and small, quality high-street shops.



The Site



The Central Concourse – view from The Upper Mall

Market Food Hall: offering a variety of fresh foods, health foods and kitchenware and hosting international weeks featuring wine and food from the Continent and overseas.

Food Court: the creation of a large food court in an elegant enclosed environment of natural planting and bright sunlight.

Craft Market: adding variety and interest through the provision of a small craft market located near Town Square offering a selection of arts and crafts goods.

Restaurants: two restaurants providing the shopper with a choice of meals, snacks and refreshments; one situated next to Bandstand Square and the other overlooking the central concourse.



Upper Mall Level



Lower Mall Level

Arts and Entertainment Centre

The new complex, integrated with the shopping centre and car park, will incorporate a wide range of cultural and entertainment activities for local people of all ages.

Theatre/Concert Hall: a spectacular 1,000-seat auditorium accommodating not only theatrical productions but a wide range of classical and popular entertainments, and providing the day-time venue for conferences and commercial events.



A versatile new auditorium

Rhoda McGaw Theatre: the refurbishment and integration of the existing Centre Halls' theatre into the new arts and entertainment centre.

for a variety of uses and available for hire by the public.

Health and Beauty Centre: featuring a sauna, a gymnasium and steam baths, the health and beauty centre will also comprise beauty and facial treatments, massage, aromatherapy, dietary advice and guidance and a health food and juice bar.

Nightclub: a new discotheque/nightclub and cabaret venue located below the leisure complex offering greater choice of evening entertainment.

Restaurant: the provision of a restaurant catering from morning coffee to post theatre supper.



Multi-Screen Cinema: a five-screen cinema complex with a capacity of some 900 seats showing popular feature films as well as arts and classic movies.

Function Suite: the replacement of the Centre Halls' meeting rooms and main hall with a brand new function suite, including committee rooms, suitable

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Bandstand Square

Traffic, Public Transport and Parking

LET's traffic proposals will comply with Surrey County Council's request to provide two major access points – a main access to and from Victoria Way, midway between Lockfield Drive and Chobham Road, and a subsidiary access to Victoria Way, midway between Lockfield Drive and

Church Street West. Transport facilities for the new centre will be enhanced by a new coach drop-off in Victoria Way. In addition, two cycle parks are to be provided near Bandstand Square and Town Square. LET's plans conform with the Council's requirement of maintaining a minimum of 500 car parking spaces at all times during the

construction. Once completed, the scheme will provide at least 1,000 parking spaces which, with the existing multi-storey car parks of Wolsey Place and Toys-R-Us, will provide a total of 2,200 spaces. As well as direct access being provided from the car park to The Peacocks, a minimum of 15 spaces will be reserved for disabled parking.

Timetable

The development programme meets the Council's requirement of ensuring that the project is completed as rapidly as possible and with the minimum amount of disruption to the town centre and its users. Enabling work and traffic solutions will commence in the Autumn of 1988, followed by the demolition of Centre Pool early in 1989 and the start of the main part of the development in the Spring. It is forecast that the new shopping and entertainment centre will be ready to open in Spring 1991.

Employment

While many local employment opportunities will be generated during the

construction phase of the development, there will also be a considerable amount of scope for a variety of both full- and part-time jobs in the completed Peacocks.

Public Consultation

To ensure that the shopping and arts and entertainment complex meets Woking's needs and expectations, LET will make every effort to consult local people and, as the detailed planning scheme develops, respond to their views.

In particular, LET will ensure that the arts and entertainment elements in the new centre complement and enhance the activities of local groups.

The Turnstyle Group (United Theatrical Management Ltd), a company closely associated

with LET which will be responsible for the day-to-day running of the arts and entertainment centre, will establish and maintain direct contact with local amateur dramatic and other user groups.

As well as publishing information bulletins such as this, LET will be mounting a public exhibition of its plans for The Peacocks and organising meetings with local organisations and interest groups.

LET and its Team

Wherever it builds, LET is committed to the highest quality – quality in design and architecture, in local consultation and in project development. LET's architects for The Peacocks are Chapman



Town Square Elevation

Taylor Partners, one of Britain's leading architectural practices in retail development with a track record which includes Newcastle's Eldon Square and shopping centres in Wakefield, York, Leeds, Birmingham, Leicester, Spa as well as the Regent and Victoria in London. LET has acquired one of the UK's leading theatre design firms Howard Wood Levin Partnership, to oversee the refurbishment of the Rhoda McGaw Theatre and to design for Woking one of the most versatile auditoria for quality entertainment in the South East region.

LET's Woking team includes:

- Chartered Architects and Planning Consultants – Chapman Taylor Partners
- Consultant Theatre Architects – Renton Howard Wood Levin Partnership
- Entertainment Management – The Turnstyle Group (United Theatrical Management Ltd)
- Structural Engineers and Traffic Consultants – L G Mouchel and Partners
- Building Services Consultants – Ferguson & Partners
- Chartered Surveyors
- Landscape Architects – Environmental Consultants – John Kelsey Associates
- Consultant Surveyors and Joint Letting Agents – Healey and Baker, Shearer Harris and Partners
- Project Controllers – Ryan James Partnership
- Public Relations – Good Relations Ltd (Planning and Development)

For Further Information

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