

# Welcome to our exhibition We are McCarthy & Stone

“We provide high-quality apartments and services to make later life a happy, healthy and rewarding experience”

## Our history and vision

Since building our first development in 1977, we have become the UK's leading retirement housebuilder. We have sold over 51,000 apartments across more than 1,100 different locations.

We recognise that getting older presents challenges, so that's why everything we do is built around the needs of our homeowners; from the design of our apartments to our on-site support services, the requirements of later living are always at the front of our mind.

Our exhibition today displays our initial proposals for building one of our developments in your local area and we look forward to hearing your views.

Thank you for your time.

Our approach means we are the only housebuilder to have gained the top rating in the Home Builders Federation's Customer Satisfaction Survey every year since it was introduced in 2005.



We're online. Join us at [www.mccarthyandstone.co.uk](http://www.mccarthyandstone.co.uk)  
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## What is Retirement Living?

Retirement Living is all about creating a safe and secure environment for our homeowners to continue to live an active, independent life. Homeowners have their own front doors and privacy just as they did in their previous homes and they are free to join in community activities within the development or to pursue their own interests as they please.

Apartments can be occupied by people aged 60 or over and are provided for outright sale, although the average age of residents upon purchase is 79. The majority of homeowners moving into our developments already live in the local area.

### Unlocking the housing chain



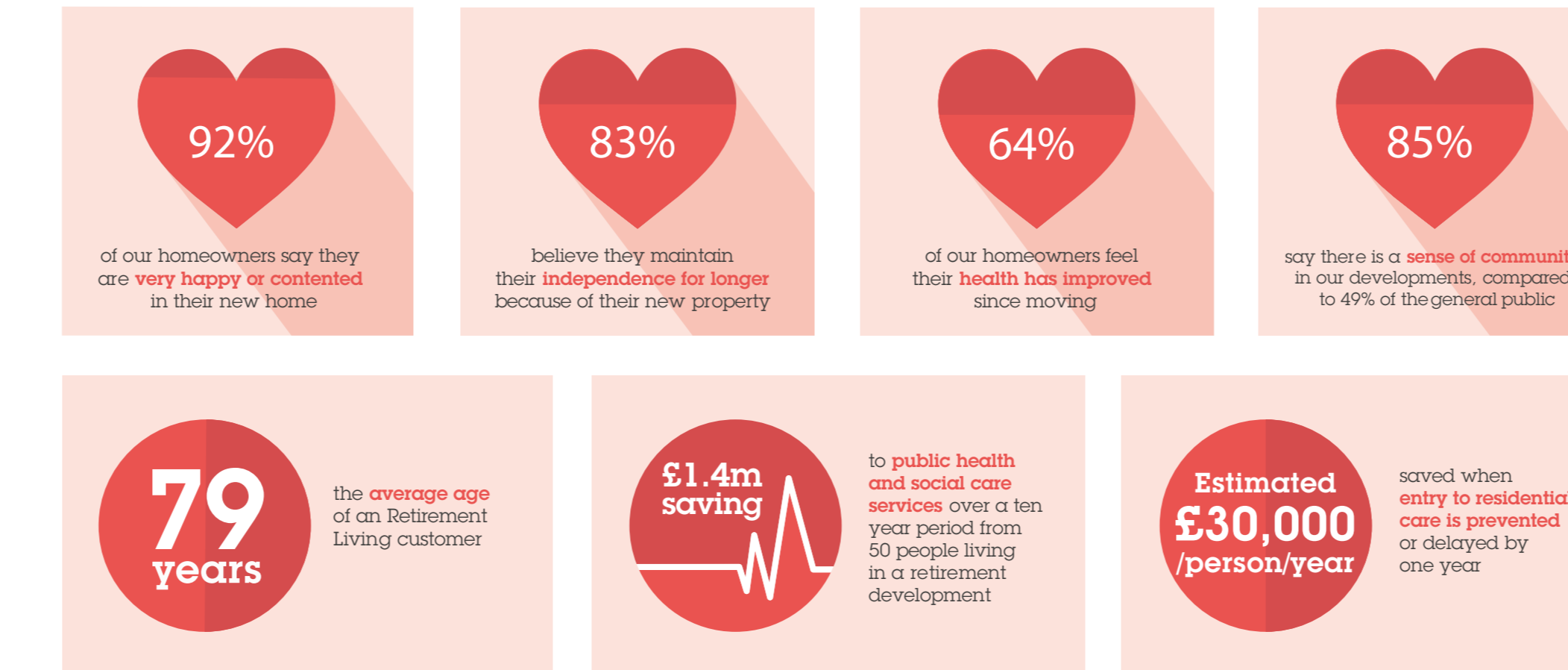
Statistics were sourced from: Internal data from McCarthy & Stone, 2016, and the Local Area Economic Impact Assessment by the Institute of Public Care at Oxford Brookes University, 2014.

### Designed to make life a little easier

Our developments are carefully designed with the needs of older homeowners in mind, with step-free access throughout the building.

The apartments are all built to 'Lifetime Homes' standards and are adaptable for wheelchair use. They are built to generous internal space standards and incorporate features designed to help homeowners maintain their independence; such as 24-hour emergency call points, level-access bathrooms, good lighting, and switches / electrical sockets at a raised height to reduce bending.

### Improving health and wellbeing



Statistics were sourced from: Building Comparison: how better design can combat loneliness in later life, Dennis and McCarthy & Stone, 2016; Valuing Retirement Housing report, The Strategic Quality Centre, 2016; Internal data from McCarthy & Stone, 2016; The Local Area Economic Impact Assessment by the Institute of Public Care at Oxford Brookes University, 2014; Housing markets and independence in old age, University of Reading, 2011; A Better Life Report by Roger Tom & Partners in 2004.

### Stunning shared spaces

Along with the benefits of independent living within their own apartments, homeowners are able to enjoy activities in the shared spaces within the development.

These include a homeowners' lounge and a guest suite for when friends and family come to stay.

All of our developments also include beautifully landscaped outside spaces which enhance both the building and the local neighbourhood, as well as providing a social area for homeowners to come together which is, importantly, accessible to older people.

### A rapidly ageing population



Statistics were sourced from: Population projections by the Office for National Statistics (2014 based)

### All the independence, none of the worry

Having to maintain a large property can be a burden, especially for someone living on their own. That's why every Retirement Living development has its own fully-trained House Manager – someone to manage the day-to-day running of the development and to be on hand during office hours.

Homeowners also have a camera entry system linked to the TV in their apartment, and the peace of mind of having our 24 hour emergency call service available at the push of a button. Estate management and support services are provided by us – no third party is involved.

### Supporting the local community



Statistics were sourced from: The Local Area Economic Impact Assessment prepared by the Institute of Public Care at Oxford Brookes University, 2014; Housing markets and independence in old age, University of Reading, 2011; A Better Life Report by Roger Tom & Partners in 2004

## Caring for the environment

### A sustainable way of living

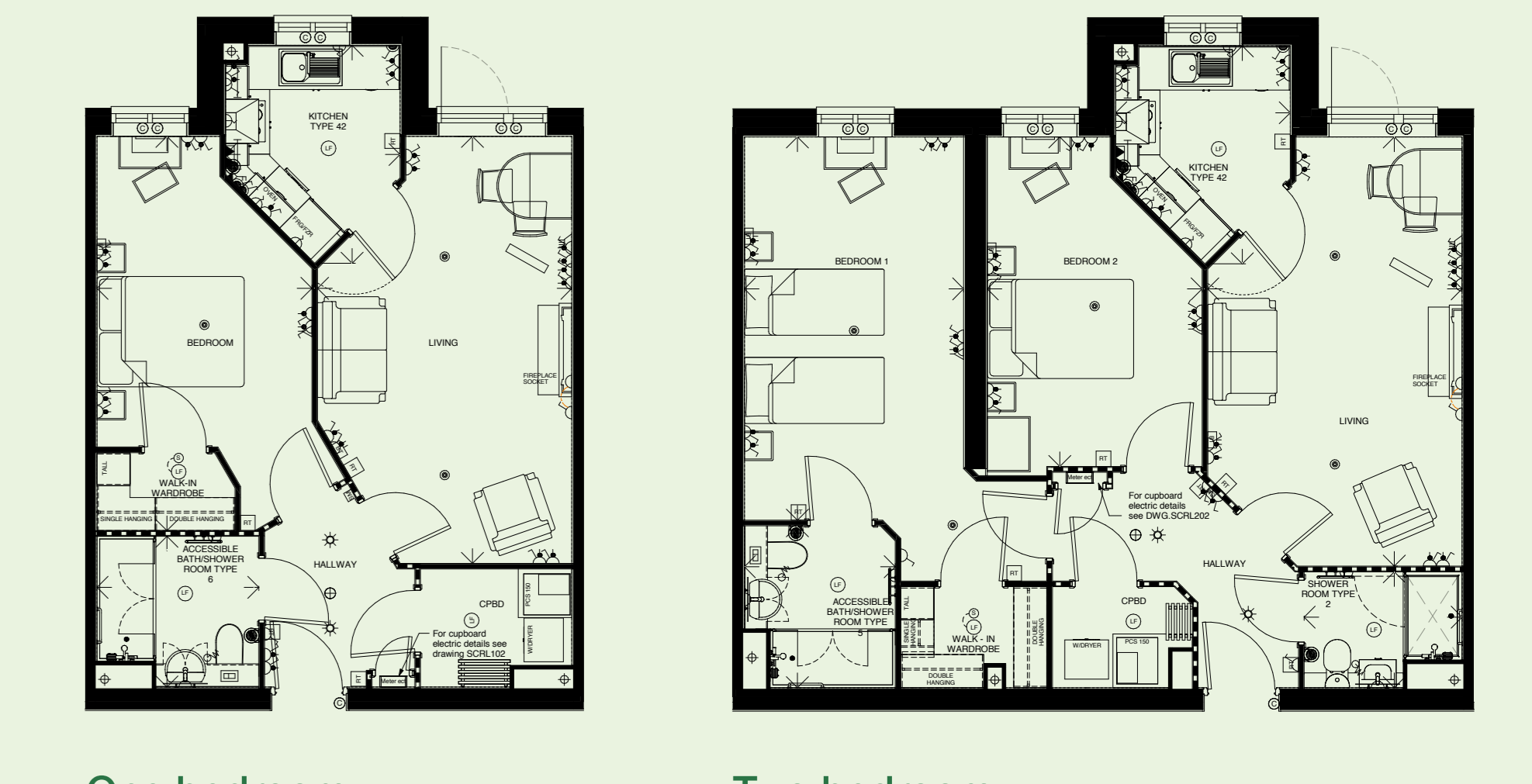
We work hard to build environmentally friendly developments, with each scheme having high standards of insulation and energy efficiency. In a recent survey, 51% of our homeowners said their heating bills were noticeably less compared to their previous property.

Our sites are usually on previously developed land and are close to towns, local shops, facilities and transport links, which means that our homeowners have a reduced reliance on their own cars and a smaller 'carbon footprint'.

Indeed, in later life, the decision to move to specialist accommodation located closer to the shops and services that they place most reliance on, often goes hand in hand with relinquishing their car. Of those who do decide to keep hold of their car, many will often decide to sell it after a year or so when they realise that it is no longer essential to maintaining their independence.

We also manage every aspect of the construction process and we look to ensure that our activities have regard to site neighbours and the general public.

### Typical apartment layouts



  
**McCarthy & Stone**  
 The UK's leading retirement housebuilder

McCarthy & Stone Retirement Lifestyles Limited, Registered Office 4th Floor, 100 Holdenhurst Road, Bournemouth BH8 8AQ, No. 662231, Registered in England and Wales



# Enhancing your local area

## Land on the corner of St George's Avenue and Queens Road, Weybridge

### Welcome

Today's exhibition displays our proposals to redevelop land on the corner of St George's Avenue and Queens Road, Weybridge with high-quality, age exclusive retirement apartments, together with elegantly landscaped gardens and on-site car parking spaces.

### About the site

The site is situated on the corner of St George's Avenue and Queens Road, and is currently occupied by a number of residential properties – The Hollies, Brackenhurst apartments, Beech Croft and Christmas Cottage on St George's Avenue, and 34 Queens Road. The properties will remain occupied by the current owners until such a time that all planning matters have been approved and conditions agreed.

We believe that there is a high need for this type of retirement accommodation, and this site is well located to provide homes for older people, close to local facilities and transport links.

### Characteristics of the local area

Before we begin designing any proposal, our team of architects spends time carefully researching the architecture and character of the local area.

The site is situated in a sustainable location, close to the Queens Road shops and facilities, with a bus stop within walking distance on Queens Road that travels into both Kingston upon Thames and Weybridge town centre. The site is surrounded by residential properties, made up of a mixture of large apartment developments, mews style townhouses and houses of varying architectural character.

The proposals have been sensitively designed to respect the neighbouring listed building and surrounding properties, utilising a traditional design and materials that will compliment the character and street scene of the local area.

The images below highlight the local features that have informed our thinking.



Local architecture



Site plan



White upvc windows



Grey single ply membrane



Reconstituted stone



Yellow/buff brickwork



White render



Slate roof tiles



Aerial view of the site

### Our Proposals

We understand the importance of good design, and develop all of our schemes to express an individual character, while respecting and incorporating the existing local architecture.

McCarthy & Stone has commissioned award-winning architects, BDB Design, to prepare a proposal that responds to and complements the existing vernacular, incorporating varying ridge heights, dormer windows and traditional fenestration.

To reduce the appearance of massing, our architects have recessed parts of the building, to create the appearance of three separate blocks of development.

The key points of our design approach are summarised below:

- A high-quality retirement development featuring 59 one and two-bedroom apartments for private sale;
- One building of three storeys, stepping up to four storeys fronting onto Queens Road, reflective of the adjacent buildings in Haines Court;
- A mixed palette of traditional local materials, including a mixture of buff brickwork, white painted render, slate effect roof tiles and reconstituted stone borders;

- Two separate access points from Queens Road and St George's Avenue, which will serve two separate parking areas;
- A total of 43 parking spaces across the two parking areas, for homeowners, staff and visitors, reflecting the lower car ownership levels associated with this type of development;
- Pedestrian links from Queens Road through to St George's Avenue, enabling easy access to the shops on Queens Road;
- An internal refuse store and space for cycle storage;
- Communal facilities, including a club lounge, guest suite and landscaped gardens;
- The proposed new building will be positioned centrally within the site, providing the opportunity to retain the site's green frontage and respect the distance to neighbouring properties; and,
- High-quality, extensive landscaping and boundary treatments, including the retention and enhancement of the mature trees along the boundaries of the site and the existing landscaped area at the rear of the site.

The proposed building is set back further from Queens Road than the existing property at 34 Queens Road, bringing the proposals in line with the neighbouring Clevehurst; the proposal is also set further away from the neighbouring St George's Close than the existing property at Christmas Cottage, St George's Avenue.

We have carefully considered our design to maximise the landscaped garden areas proposed on the site, which will not only create a pleasant residential environment for new residents, but also enable the development to integrate within its wider setting.

It is important that communities address the current and future needs of their residents. With the local over 65s population anticipated to increase by 67% over the next 20 years, this development would assist in providing much-needed retirement accommodation for older homeowners. This will also help to release family-sized housing in the area back onto the local market.

#### About BDB

BDB Design's practice is composed of a group of dedicated and talented professionals with many years experience of collaborating on a variety of dynamic and innovative projects throughout the country. Their extensive knowledge of the local area, high quality, consistent design and excellent reputation for planning success make them the natural architects of choice for this exciting new project.



Proposed elevation to Queens Road

St George's Avenue

Site boundary

Entrance

Site boundary

Existing listed building



Proposed elevation to St George's Avenue



Existing development – Willesden Green



Under construction – Virginia Water



Existing development – Drayton



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