



FARNBOROUGH
TOWN CENTRE



12
11
10
9
8
7
6
5
4
3
2
1

heart

CONTENT

This document has been prepared to promote the ongoing work which is being done to improve Farnborough Town Centre and to attract new investment to the area. It has been prepared by the Farnborough Town Centre Partnership, led by Rushmoor Borough Council and their consultant team.

This prospectus reinforces the Council's ongoing commitment to improving Farnborough Town centre so that it provides the whole community with excellent shops, services and facilities.

May 2012

INTRODUCTION	5
OUR VISION	6
WHAT WE'VE ACHIEVED	10
CONTEXT	12
FARNBOROUGH TODAY	14
COMING SOON	18
FUTURE PLANS	20
DELIVERY	26
FIND OUT MORE	28

RUSHMOOR
BOROUGH COUNCIL



Hampshire
County Council

Allies and Morrison
Urban Practitioners

CBRE
CB RICHARD ELLIS




**Legal &
General**
INVESTMENT MANAGEMENT

Good Jobs

INDEPENDENT BAKERY
FINE COFFEE

76



INTRODUCTION

Farnborough is a thriving town with a proud past and a bold future. The original home of British aviation, it is now home to a wide range of high tech companies with international reach. Farnborough boasts excellent connections by road, including the M3 and fast connections to London by train. It also boasts an award winning private airport for business travel.

Regenerating Farnborough Town Centre is a major priority for Rushmoor Borough Council. In 2007 the Council published the Supplementary Planning Document (SPD) for Farnborough Town Centre. This provides a clear strategy for growth and investment in the town and sets out a vision and set of objectives designed to create a cohesive, thriving town centre with good quality streets and spaces and a wide range of shops and leisure activities.

It is also one of the key objectives of the Rushmoor Plan Core Strategy, which aims to improve the vitality and viability of Farnborough town centre.

The SPD and core strategy are based on extensive consultation with residents and businesses, including landowners and developers. They continue to provide the planning policy context for new work in the town centre as part of our planning framework.

Lots of changes have already been delivered over recent years including The Meads development with a new Sainsbury's store, developments at IQ Farnborough, improvements to Farnborough Main railway station and several residential developments including Farnborough Central and Concept Farnborough.

We are taking this opportunity to update the illustrative masterplan approach in the SPD to take account of the current context. This new document is the next stage of work which will help us to take development forward – it shows how the vision and key objectives which we defined through the SPD can be delivered in today's more challenging economy. The work has been tested through commercial analysis to make sure our approach to new development is robust and practical.

Rushmoor Borough Council is continuing to work with local landowners and developers to promote investment including proposals for a new cinema development and renewed public realm in Queensmead. The next exciting chapter in Farnborough's history is being written now - we want to work with you to help us make Farnborough a great place to be.



OUR VISION

“To create a vibrant shopping, leisure, service and employment centre which provides for the needs of the local community, local employees and local businesses.”



Our vision and objectives

The vision and objectives for Farnborough Town Centre are set out in our planning policy documents. Our aims are:

1. To encourage and facilitate the revitalisation of Farnborough town centre by developing a robust retail core with a broad range of shops and services – we want to make the most of the town centre’s retail offer, including a range of shops and services to suit the local area;
2. To create a high quality network of streets and spaces to provide a more attractive town centre environment – we want to make Farnborough a great place to be. We’ve identified opportunities to improve pedestrian and cycle connections into the town centre and have committed to major public realm improvements in Queensmead;
3. To encourage the development of the evening economy – new plans for a multi-screen cinema and restaurants will boost the evening economy in Farnborough and we support other proposals for uses such as bingo. We have also seen the opening of the new public house on Victoria Road and we are looking at ways of bringing the Tumbledown Dick back into use;
4. To improve accessibility into and within the town centre by all means of transport – Hampshire County Council has published a Farnborough Town Access Plan which looks at how we can make the town more accessible by pedestrians, cyclists and bus passengers as well as car users. This work feeds into planned improvements in the town centre;





5. To create a unified and coherent civic quarter – we are looking at ways in which we can improve the southern part of the town, including the library, leisure centre, community centre and civic offices. A key part of this work is to consider how we can link them together more effectively with better public realm and how we can make the most of the existing buildings;
6. To ensure that the town centre meets the needs of all sectors of its community – we want the town centre to be attractive to everyone who visits, lives or works in the area. This means providing a wider range of shops, boosting the evening economy and making sure that all age groups are well served by the facilities which the town provides;
7. To support partnership working – Rushmoor Borough Council has established the Farnborough Town Centre Partnership, led by Rushmoor Borough Council working with Hampshire County Council and local landowners to bring forward key development projects and attract new investment; and
8. To promote the town centre as a shopping and leisure destination – this project is helping to establish a clearer identity and brand for Farnborough town centre. The aim of this is to encourage more people to use the town and benefit from the growing range of shops and leisure on offer.

For more information on the SPD and our other planning policies please go to www.rushmoor.gov.uk/planning.

WHAT WE'VE ACHIEVED



A number of significant projects have been delivered over the past few years in Farnborough. These all make a positive contribution to the town and help to support the viability of a thriving town centre. These projects include:

IQ Farnborough

IQ Farnborough is one of the premier business locations in the region. It has been sensitively developed around the refurbished listed aerodrome building and boasts new buildings by a number of award-winning architects including Norman Foster and Allies and Morrison.

The site also includes the De Vere Village Hotel and benefits from excellent transport links. These include fast rail connections to London and direct access to Farnborough Airport which is a dedicated business hub.

The Meads

KPI's project to regenerate the northern part of Farnborough town centre has seen the completion of a number of important stages, including the development of major new Sainsbury's store, improved car parking and the opening of a new



Travelodge Hotel and the Tilly Shilling Pub. Further planned phases of work will complete the integration of the new development with the surrounding town centre including more retail and leisure facilities and town centre flats.

Farnborough Main railway station improvements

Significant funding has gone into Farnborough Main railway station to improve access. The station forecourt area has been upgraded to improve access by bus and cycle while a new bridge has recently been completed with lifts to ensure that both platforms are completely accessible.

Farnborough Central – Redrow Homes

A new residential quarter which includes conversion of some of the historic aerodrome buildings. The site includes a range of new dwellings from small flats to large family houses.

Concept Farnborough – Fairview Homes

A major residential development overlooking the Clockhouse roundabout, including a range of flats and family houses.

CONTEXT

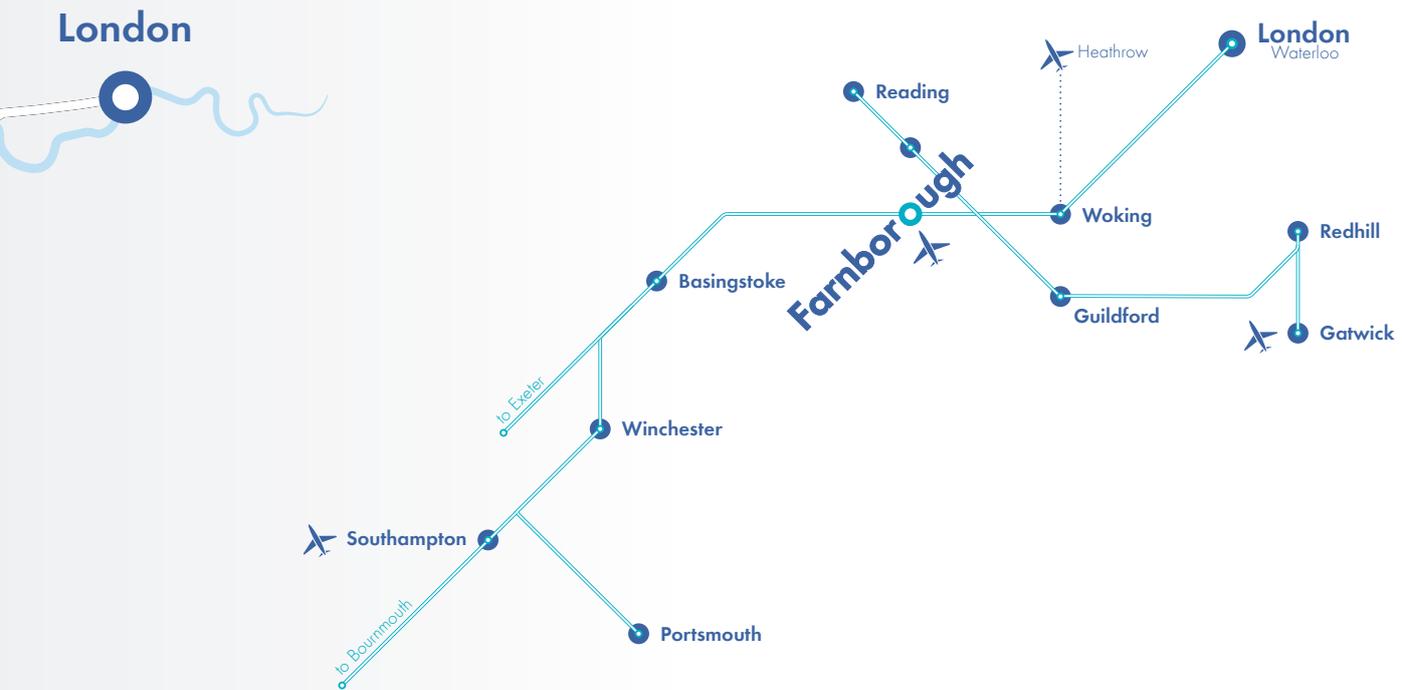
Farnborough is a great location to invest, boasting high quality business space, fast transport links and a strong employment base.



Connections

Farnborough is located in the Blackwater Valley, a prosperous sub-region covering parts of Hampshire, Surrey and Berkshire. It is part of a thriving network of towns, including Reading, Camberley, Guildford, Woking, Basingstoke and Aldershot and also forms part of the Enterprise M3 Local Enterprise Partnership.

The road network provides easy links to the M25 and London via the M3 as well as to Winchester and on to the south coast. The town also benefits from fast rail connections to a number of key destinations, including a frequent 34 minute service to London Waterloo.



Farnborough also has the unusual distinction of a private airport dedicated to business aviation. This provides business in the area with unique ease of access to private flights, making Farnborough one of Europe's most important hubs for business travel. This is further boosted by the easy connections into London.

Economy

Farnborough is an economically strong location. Figures for 2011 show that within Farnborough's travel to work area only 1.8% of the working population is unemployed compared to a national average of 5.35%. The socio-economic

profile is also very strong, with the AB demographic group representing 32% of the population compared with the 24% national average. The proportion of the local population owning their own home stands at 77% compared with the national average of 67%.

The strength of the local economy is demonstrated by a wide range of high-tech companies, including QinetiQ, Fluor and BAE Systems.

FARNBOROUGH TODAY

Farnborough Town Centre

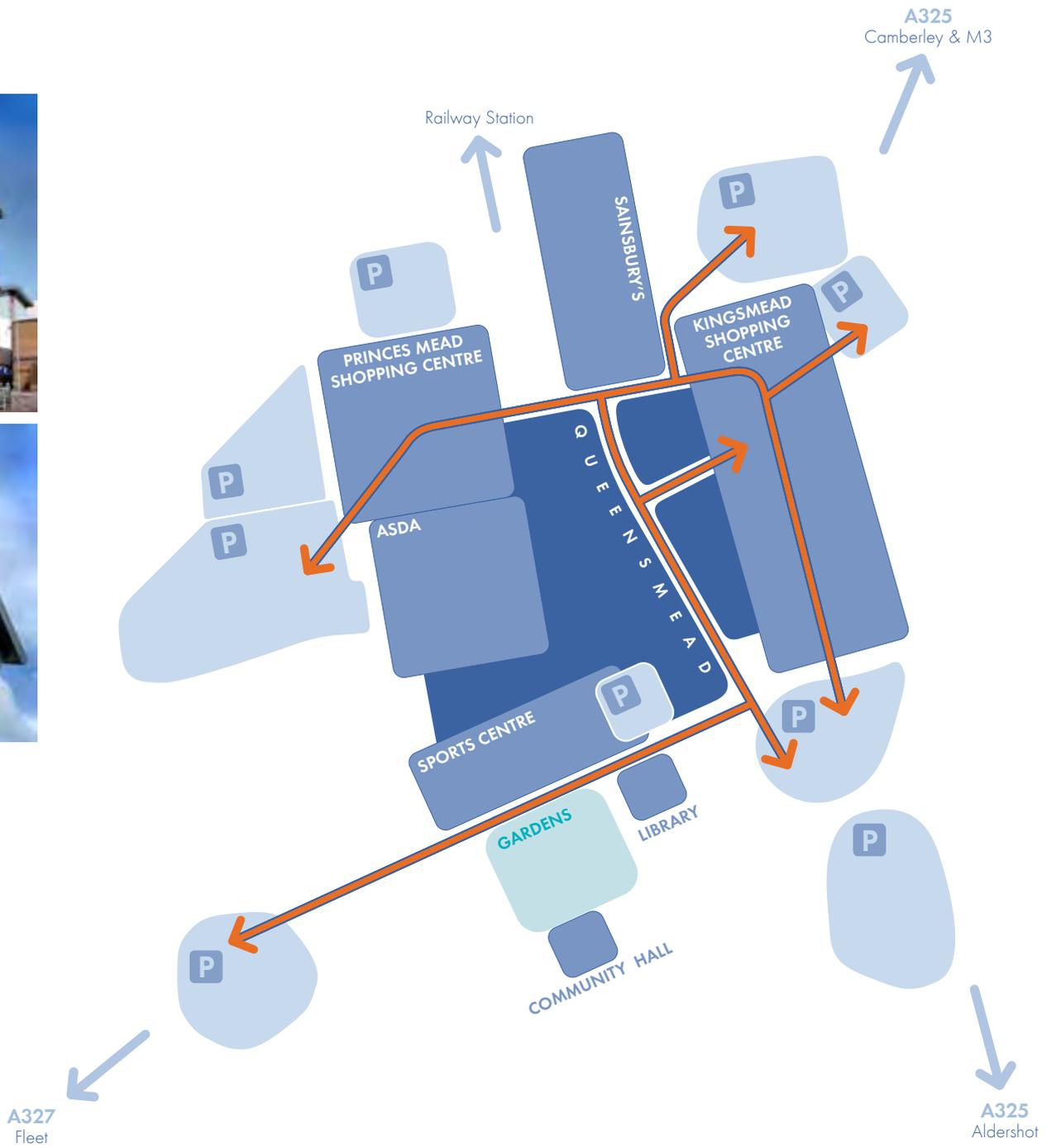
The existing town centre in Farnborough provides a wide range of shopping, including two indoor shopping malls. The centre also has a pedestrianised outdoor high street which includes a range of shops and services and thriving local businesses along with two large town centre supermarkets and a weekly market.

Farnborough is easy to reach by car and by public transport - we have plenty of parking with easy access to the town centre and we are investing in public transport accessibility to develop real-time bus information including a smart-phone app to make bus travel easier.

The town also has a significant cluster of civic buildings. This includes the council offices, the library, which attracts over a third of a million visits per year, and the leisure centre which offers swimming and other sports as well as ten pin bowling.

Along with a diverse range of community associations and activities the evening economy is a growing feature of Farnborough, including the recent opening of the Tilly Shilling pub and the planned development of a new cinema and restaurants in the Kingsmead Centre.







Farnborough business

Farnborough is home to a number of high tech businesses, including QinetiQ, BAE Systems and Fluor. Farnborough Technology and Innovation Centre is home to a number of major companies and provides a sophisticated research facility, while IQ Farnborough is located on the edge of the town centre and offers a high calibre business environment, including space for a range of companies from start-ups in serviced office space to large scale bespoke buildings designed by award-winning international architects.

Business infrastructure is further supported by high quality hotels including the DeVere Village and the Aviator, a luxury boutique hotel run by TAG.

Farnborough College of Technology supports the local industries, helping to ensure a high skills base in the area. The college recently opened a new Aerospace and Automotive Academy which is the most modern of its kind in the UK. This will provide a high quality skills-based education which will prepare an unprecedented number of young people to compete for roles in these specialised areas of industry.

Combined with excellent travel links by road, rail and air, this makes Farnborough a great place for business to invest.



COMING SOON

A strategy for growth and prosperity

Our approach to the future of the town centre has four key strands:

Economy – we want to help Farnborough town centre develop into a place which attracts a wider range of the local population and supports our successful local businesses.

Events – we see an important role for seasonal and special events to attract people to the town centre and encourage people to visit more often.

Environment – we recognise the importance that the public realm plays in creating a great first impression and making the town centre an attractive place to be. We are investing in improvements to our streets and public spaces in the town centre to address this.

Community – we know that the town centre is about more than just shopping and the civic and community buildings in the southern part of the town are a really important asset. Our proposals will enhance what we have and create a more cohesive civic and community quarter.

A number of exciting projects are coming to Farnborough town centre soon:

New cinema and restaurants

The Council has recently approved plans for a new multi-screen cinema in the Kingsmead shopping centre. This is part of a wider refurbishment of the centre which is also planned to include new restaurants opening into the central atrium space to really boost the evening economy offer in Farnborough.

Improved parking

To support the new Cinema and restaurant offer in Kingsmead, KPI will be refurbishing the multi-storey car park to make it clean and bright. This will provide easy parking with direct access into the centre.

Improved wayfinding

We are investing in new signs, maps and landmarks to help people find their way around the town centre more easily. We have also identified opportunities to improve key pedestrian access routes into the town centre. This will be developed as one of a number of projects funded by the Department of Transport's Local Sustainable Transport Fund award to Hampshire County Council.

Queensmead public realm enhancements

Rushmoor Borough Council is leading a project to improve the public space along Queensmead. Funding has been committed for a comprehensive renewal of the public realm including paving, street furniture, lighting and tree planting and is due to get underway later in 2012. Further plans are also being considered for options which will create a new square in the heart of the town which can become the focal point for the weekly market, specialist markets, events and celebrations.

We are keen for businesses along Queensmead to make the most of the improved public realm. The plans therefore include proposals to streamline the process of obtaining permission for street seating for cafes.

Expansion of Princes Mead Shopping Centre

Our planning policy documents for Farnborough include a proposal to expand the Princes Mead shopping centre to the west, providing opportunities for an expanded range of shops in the town centre. The owners of the shopping centre are preparing plans for this to come forward within the next two years, creating great opportunities for an exciting range of new retailers in the town centre.





FUTURE PLANS



Our vision for the future of Queensmead

FUTURE PLANS

Regeneration of the
Tumbledown Dick

These drawings provide an illustration of how development could happen in Farnborough based on our planning policies

Further phases of The Meads development

New northern entrance to Princes Mead shopping centre from Victoria Road

New retail development extending Princes Mead to the west

Consolidated and improved car park

New retail development

New retail development with potential for additional mix of uses fronting the Sulzer Roundabout

Improved Sulzer roundabout car parking, including enhanced pedestrian link from IQ Farnborough

Redevelopment of Westmead House and car parks to provide new mixed use development with undercroft parking

Improved pedestrian links from IQ Farnborough and the leisure centre towards Princes Mead



Improved pedestrian links to the town centre

Potential development around the station with new decked station car park

New hotel and commercial development at Firgrove

New cinema development, including improvements to the outside of the building

New public realm treatment to Queensmead

New square at the southern end of Queensmead, including possible new home for the market and specialist markets

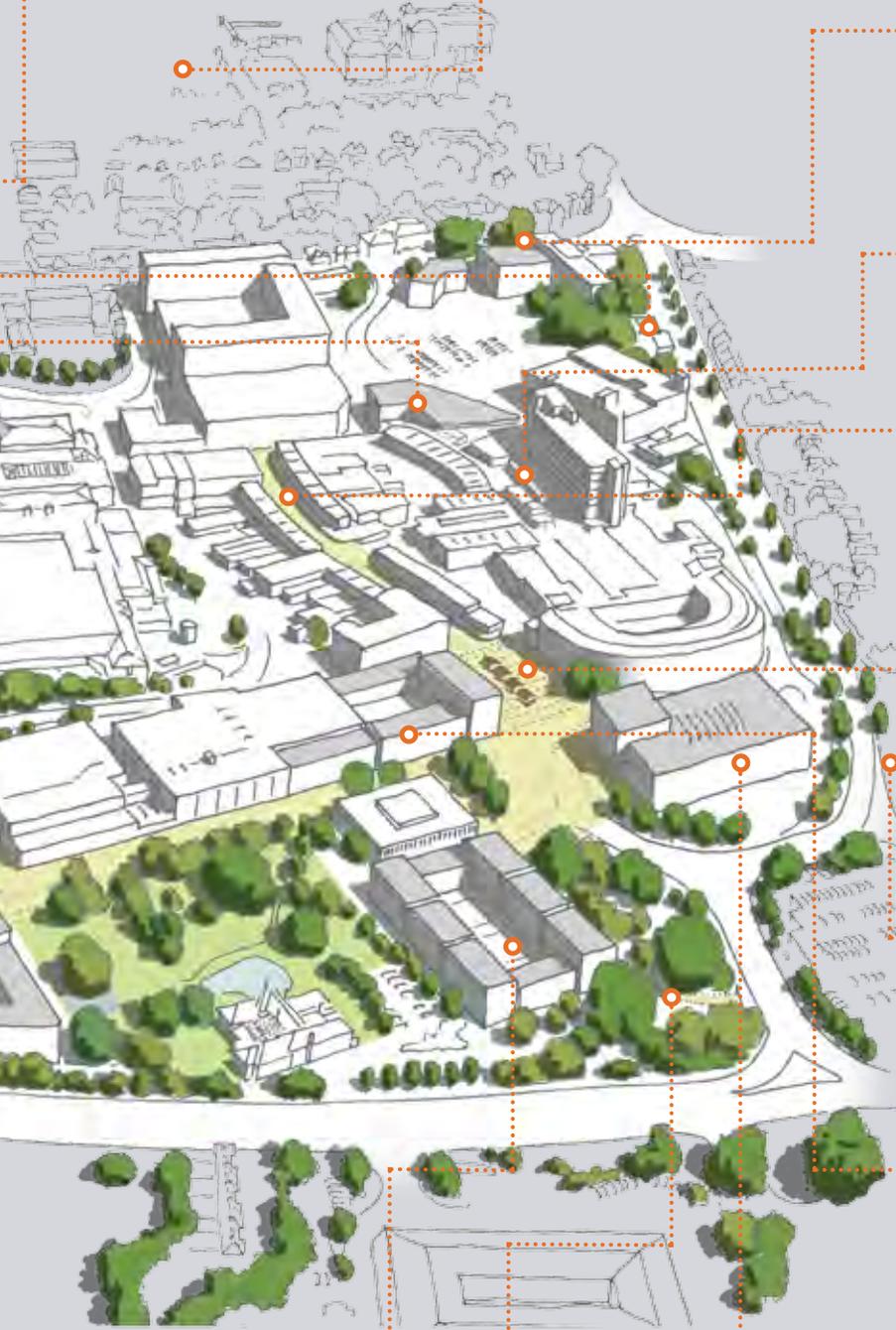
Landscape improvements to Farnborough Road, including tree planting in the central reservation to create a new avenue.

Long-term redevelopment of the Iceland block, including retail and residential accommodation

New anchor retail development at the southern end of Queensmead

Redevelopment of the existing police site for mixed use

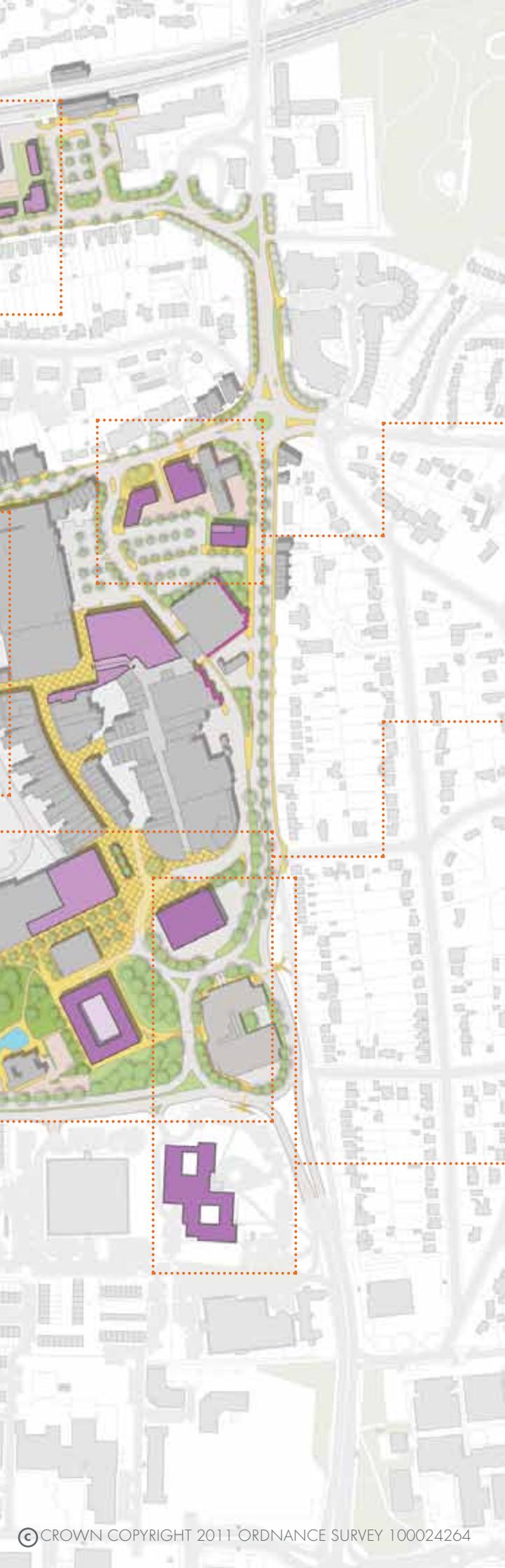
Improved pedestrian links from the town centre to Rushmoor Borough Council and the Farnborough College of Technology



As well as the plans which are currently being developed, there is a wider set of opportunities for the town centre. Many of these were originally identified in the Supplementary Planning Document, but the Farnborough Town Centre Partnership has been working to find new ways of bringing these forward.

- 1 Station area** – the SPD identified an opportunity to build new homes along Union Street. This would improve the pedestrian link towards the town centre and would be linked with provision of decked parking to reduce the impact of cars in the area.
- 2 Princes Mead** – as well as the potential western extension to Princes Mead which will significantly increase retail choice in the town centre we have identified an opportunity to create a new entrance to the centre from the north. This will really improve access to the centre and on towards the rest of the town for anyone approaching the town from the north and west.
- 3 Sulzer roundabout** – we have developed new options for the area around the Sulzer roundabout which will see new development creating a more attractive entrance to Farnborough from the south west. Improvements which are being considered include a range of retail and housing uses along with improvements to the connections with IQ Farnborough.
- 4 IQ Farnborough** – the proposals create a much clearer route linking IQ Farnborough to the town centre. This will include improvements to the Sulzer roundabout and Elles Gardens to improve the link towards the new Queensmead Square as well as improving links north towards Princes Mead.





5 Firgrove Parade / Tumbledown Dick –

options are being explored which would see the redevelopment of the existing Firgrove Parade and the adjoining space. This would create a much stronger gateway to the town centre from the north. We are also looking at ways in which the Tumbledown Dick public house can be brought back into use or redeveloped.

6 Pinehurst –

plans for the area at the southern end of Queensmead include creating a new major public space which will provide a focus for the town centre. Ideas to support this include the redevelopment of the existing Iceland store and the development of a new retail anchor store on part of the existing car park. The plans also show proposals for new residential development on the Police Station site, on the basis that this is likely to be surplus to operational requirements in the next few years. This area could also provide a suitable site for a community-led project to develop a theatre/cultural venue.

7 Rushmoor Borough Council –

the existing Pinehurst and Queensmead car parks form a significant barrier between the Council's office and the town centre. These proposals create a more attractive alternative route which reduces the reliance on road underpasses and instead provides a clear and attractive route along active building frontages.

DELIVERY

Rushmoor Borough Council is working actively with a wide range of public and private sector organisations to help turn these ideas into real projects. We've been looking carefully at what it takes to attract new investment, unlock new development and deliver the change which Farnborough needs.

The ideas set out in this document represent investment of over £250 million which is planned to happen over the next ten years. This is on top of the £150 million invested in The Meads project in the northern half of the town.

The plans include over 200,000sqft of new retail space with improved parking for the town. There are also proposals for new business space, hotels and leisure space as well as new housing in and around the town centre. The Supplementary Planning Document gives us a clear framework, but with this document we are demonstrating that there is flexibility and a willingness to consider new ideas which will help us to deliver our vision for Farnborough.

Alongside the physical development we are also working with our partners to develop ideas around branding, events, retail and business support initiatives. We are really keen that Farnborough projects a clear and recognisable image as a vibrant town which supports its wider-known identity as the host of the international air show.

We know that delivering change doesn't happen by itself. That's why the Council will continue to perform a leading role in setting the pace for change in Farnborough. We are preparing plans to refurbish the public realm in Queensmead during 2012 – one of the major projects which we believe will help lift the image of the town and attract investors.

Stakeholders will also have a crucial role in taking the centre forward to greater success – the County Council, the Local Enterprise Partnership, landowners, developers, occupiers, investors and community groups are all playing their part. A partnership approach to the town is already part of our success story and we have clear priorities identified to meet our shared vision.

We know too that delivering change requires funding. This will come from a range of sources including private sector investment, public funds and business venturing. This means we are well placed to realise our vision for Farnborough.

We need your help and your ideas - come and work with us to deliver our Vision for Farnborough.

2012

The Meads - Key Property Investments and Rushmoor Council First phase opened late 2009. Later phases of this £100m retail led mixed use development coming forward, including a new Cinema.

New public realm - Rushmoor and Hampshire Councils Through public sector partnership proposals are being progressed for major enhancement along Farnborough's high street – Queensmead.

2013

Kingsmead Cinema and Restaurants - Key Property Investments and Rushmoor Council. Planning permission has been granted for a new cinema as part of a refurbished Kingsmead Centre.

Princesmead Extension - Lancashire County Council Pension Fund Private sector retail development, meeting the needs of larger retail operators.

2014

Firgrove Parade - Bridehall A mixed use scheme which will offer a range commercial leisure and retail space.



FIND OUT MORE

We would be delighted to provide more information on any of the projects and policies outlined in this document.

Please contact:

Keith Holland
Head of Planning
Rushmoor Borough Council
Council Offices
Farnborough Road
Farnborough
GU14 7JU
01252 398 790
keith.holland@rushmoor.gov.uk

Useful links

Rushmoor Borough Council -
www.rushmoor.gov.uk

Hampshire County Council -
www.hants.gov.uk

The Meads Shopping Centre -
www.themeads.co.uk

Princes Mead Shopping Centre -
www.princesmead.co.uk

IQ Farnborough -
www.iq-farnborough.com

Farnborough College of Technology -
www.farn-ct.ac.uk

**Farnborough Technology &
Innovation Centre -**
www.farnboroughinnovation.com

Farnborough airport -
www.farnboroughairport.co.uk

TAG Aviation -
www.tagaviation.com

Westmead House office space -
www.westmead-house.co.uk



