

Farnborough Town Centre Supplementary Planning Document

Adopted - July 2007



Foreword

This Supplementary Planning Document (or SPD) was triggered by the optimism from the investment in Farnborough by SEGRO in the Farnborough Business Park and Key Property Investment's scheme for North Queensmead and North Kingsmead. There is an exciting future for the town. It is now seen as crucial that the Council sets out its stall for the future of the town centre for the next 10 to 15 years.

The adoption of this SPD culminates 18 months work from Rushmoor Council, our consultants, stakeholders and other consultees, and represents an important planning document for those with an interest in Farnborough town centre. It provides the planning framework for the town centre and immediately surrounding area. It demonstrates to all the commitment that the Council has for the future of the town centre.

We were particularly pleased with the response from the stakeholders and other consultees through the various workshop sessions and with the exciting outcomes that are being proposed by this document.

We are also working in Aldershot town centre, building on the planning permission granted for the Westgate scheme, to provide a vision and objectives for the next 10 to 15 years to ensure that the opportunities for the town centre that will arise from the Aldershot Urban Extension are maximised. There will be a consultation SPD published later in 2007 and the Council will be looking to adopt it in early 2008.

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Rushmoor Borough Council

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This document has been drafted and typeset on behalf of Rushmoor Borough Council by:



Farnborough Town Centre SPD: The key diagram

(for further details please refer to section seven of this document)



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Executive Summary

Overview

Farnborough town centre is situated in northeast Hampshire, at the heart of the prosperous Blackwater Valley in the South East of England. It is home to 56,000 people with 280,000 people within a 15-minute drivetime catchment area and is well connected by road and rail to Central London, Southampton, Reading and Gatwick Airport.

Farnborough is home to a number of major hi-tech employers such as Nokia and IBM and is internationally renowned for its biennial International Airshow. However, the town centre has suffered in recent years with a lack of investment in the public realm and retail units, as well as increasing competition from neighbouring centres such as Guildford, Farnham, Fleet, Camberley Basingstoke and the Meadows out-of-town centre at Camberley.

This period of decline is about to be reversed as Farnborough town centre is sitting on the threshold of a major, positive transformation. It is poised to undergo substantial changes over the next few years as the northern end of Queensmead is demolished to make way for a new, mixed-use development with shops, leisure uses and homes and at the southern end of Queensmead, a new cinema complex is proposed. This scheme, undertaken by landowners and developers Key Property Investments (KPI), will help revitalise a significant portion of Farnborough and to inject new life into the town centre.

In addition to this scheme, Farnborough Business Park is also currently under construction and will provide high quality, new office space, a heritage and cultural quarter and a potential new residential district. Taken together with the KPI scheme, this quantum of new development and investment in the town centre is anticipated to help kick-start the revitalisation of the whole town centre.

This revitalisation of the town centre will need to include the provision of a number of new homes, in line with the draft South East Plan and national guidance. In particular, new housing will be promoted near Farnborough (Main) railway station as this is one of the most accessible locations in the town centre and in the borough.

However, the pressure to provide new homes must be carefully balanced against the need to protect the Thames Basin Heaths Special Protection Area (SPA) - one of the South East's most important natural assets - and Rushmoor's existing open space. It has therefore become essential for Rushmoor Council to produce this document, the Farnborough Town Centre Supplementary Planning Document (SPD), to guide new development in the town centre over the next five to ten years and to focus on building on previously developed land.

The role of the Council and this SPD

The Council's role in the revitalisation of the town centre is primarily as an enabler, bringing together landowners, potential developers and other key stakeholders to ensure that the vision for Farnborough is realised. It is anticipated that the SPD will help to provide key stakeholders with the 'bigger picture' for the town centre, thereby helping to bolster support and inject confidence and ultimately, investment, back into the town centre.

This SPD provides detailed guidance for any new development in the town centre and will be one of the material considerations that can be taken into account by the Council when determining a planning application in the town centre. The SPD forms part of the Rushmoor Local Development Framework, also known as the Rushmoor Plan, and elaborates upon policies in the Development Plan Documents, notably the emerging Core Strategy.



Detail from an indicative sketch of the proposals for Farnborough town centre (looking northwest)

The vision and objectives

The outline vision, articulated in the Council's Farnborough Town Centre Strategy (2000), is:

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

Building upon this vision, eight strategic objectives for the town centre have been identified, based upon the key findings of the consultation and baseline research that has been undertaken as part of the preparation of this SPD. The objectives are as follows:

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;
2. To create a high quality network of streets and spaces to provide a more attractive town centre environment;
3. To encourage the development of the evening economy;
4. To enhance accessibility into and within the

town centre by all means of transport;

5. To create a unified and coherent civic quarter;
6. To ensure that the town centre meets the needs of all sectors of its community;
7. To support partnership working; and
8. To promote the town centre as a shopping and leisure destination.

All of these objectives aim to create a lively and vibrant shopping and leisure destination in Farnborough town centre, with a high quality public realm, which meets the needs of local residents, businesses, workers and visitors. Any new development which does not contribute to the revitalisation of the town centre as a whole will not be permitted.

Key development areas

Six areas have been identified with a number of main aims:

Area One: Union Street/Station Environs:

- To enhance the transport interchange at Farnborough (Main) station;
- To enhance the accessibility of the town centre by creating a clearly defined route from the station along Union Street and Elm Street; and
- To build upon the location's excellent transport connectivity by providing new housing.

Area Two: Farnborough Road North

- To create a route leading from Farnborough (Main) station to the town centre and beyond which is attractive and safe for pedestrians; and
- To provide new housing in a location which is close to the town centre and interchange.

Area Three: Town Centre

- To create a high quality town centre environment which is lively, vibrant and safe and with a mix of uses;
- To ensure that the KPI scheme is successfully integrated into the existing urban fabric;
- To enhance the retail and leisure offer; and
- To enhance the northern gateways into the town centre to present a positive image.

Area Four: Princes Mead West

- To make more efficient use of the land through consolidation of surface car parking;
- To enhance the retail offer;
- To improve connections between the town centre and surrounding areas; and
- To create clearly defined urban blocks and 'edges' to help pedestrians/cyclists navigate.

Area Five: Civic Quarter

- To create a unified Civic Quarter;
- To enhance the area's civic role;
- To provide an attractive public space for all;
- To connect the Business Park to the town centre; and
- To improve connections from the residential areas east of Farnborough Road.

Area Six: Farnborough Business Park North

- To create clear pedestrian and cycle linkages between the town centre and the Business Park;
- To create new housing for local people; and
- To redevelop the existing Civic Offices.

Delivery and implementation

Delivering the proposals in this SPD will be a long-term process. The successful implementation of the proposals requires a change in the role and perception of the town centre by key stakeholders, which it is hoped this SPD will play a major role in achieving through:

- active commitment to its implementation by all stakeholders;
- effective marketing and economic strategies; and
- partnership working between the key stakeholders (i.e. the Council, landowners, local residents and potential developers).
- Partnership working (including adjacent local authorities and nature conservation bodies) to develop a strategy to allow for housing delivery without increasing the threat to vulnerable nature conservation sites.

Three priority areas have been identified which could, if successfully implemented, accelerate the changes in the image and perception of the town centre. These three areas, which will be promoted as priorities by the Council are: Union Street/ Station Environs, the Town Centre and the Civic Quarter (and proposal 36: redevelopment of the Civic Offices).



I. Introduction

I.1 Farnborough today

I.1.1 Farnborough is situated in northeast Hampshire, at the heart of the prosperous Blackwater Valley in the South East of England. It is home to 56,000 people with 280,000 people within a 15-minute drivetime catchment area. It is well served by public transport with four railway stations close by, linking it to Central London, Southampton, Reading and Gatwick Airport and is home to a number of major hi-tech employers including international companies such as Nokia and IBM. Farnborough is also internationally renowned for its biennial International Airshow, held on the site of the birthplace of flying and aeronautical research in Britain.

I.1.2 The town centre is poised to undergo substantial changes over the next few years as the northern end of Queensmead is demolished to make way for a new, mixed-use development with shops, leisure uses and homes whilst a new cinema complex is planned for the southern end. To the south of the town centre, construction is already well underway on Farnborough Business Park with the provision of high quality office space, a heritage quarter and a potential new residential district.

I.1.3 In addition to these planned developments and in line with the requirements of the draft South East Plan and national guidance, there is substantial pressure for new, high quality housing in the town centre, particularly housing which is in walking distance of Farnborough (Main) station. There is also a need to ensure that Farnborough town centre's vitality and viability as a retail, leisure and employment destination is enhanced and this could be facilitated by significant improvements to the quality of its built environment.

I.1.4 The need for housing and improvements to the town centre have to be balanced against the growing realisation that one of the South East's most important natural assets, the Thames Basin Heaths Special Protection Area (SPA), is under threat and must be protected.

I.1.5 Given the mounting pressures for land for new homes in an already heavily urbanised borough and the need to protect the SPA and Rushmoor's existing open spaces, it will become necessary to promote higher density development within Farnborough town centre. This new development is likely to include a mix of uses, potentially with retail/other commercial uses on the ground floor and non-retail uses such as housing (mainly in the form of flats) on the upper floors. Flatted development will need to become a feature of a revitalised Farnborough town centre, if the natural assets of Rushmoor and the South East are to be maintained and protected.

I.1.6 With a number of major developments set to significantly transform parts of Farnborough town centre over the next few years, it is essential that the momentum of change that is gathering is harnessed in order to regenerate the whole town centre. This period of transition presents the town centre with a number of opportunities to improve the quality of its public realm, streets and spaces, through planning obligations associated with proposed new development, particularly new residential development. To this end, this document sets out to the key development areas and key opportunities for public realm enhancements which could enable Farnborough to move forward into the 21st century.

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Fig. 1.1 Town centre boundary and wider context area

1.2 The role of Rushmoor Council

1.2.1 The Council's role in the revitalisation of Farnborough town centre is primarily as an enabler, working with landowners, potential developers and other key stakeholders to ensure that the vision for Farnborough town centre is realised. There are a number of sites which are ready to be brought forward and it will be the role of the Council to facilitate dialogue between the parties involved and to ensure that any new development fulfills the strategic objectives for Farnborough town centre. Development which does not meet the strategic objectives for Farnborough will not be permitted.

1.3 The role and status of this document

1.3.1 This Supplementary Planning Document (SPD) has been prepared to guide future development in Farnborough town centre as shown in Figure 1.1. It identifies key development opportunities based on a thorough analysis of the town centre's urban form, property market demands, demographic and socio-economic profile and current planning policy. The opportunities have also been developed in close collaboration with key stakeholders, councillors and the local community.

1.3.2 This SPD will be one of the material considerations that can be taken into account when determining a planning application in the town centre. It forms part of the Rushmoor Local Development Framework, also known as the Rushmoor Plan, and is intended to elaborate upon (but not revise) policies in the Development Plan Documents (DPDs), notably the emerging Core Strategy policies on town centre development and saved policies TC1, TC2 and TC3 on Town Centres in the Local Plan Review.

1.3.4 It is also the intention of the Council that this document be used as a promotional tool to attract potential investors to help revitalise Farnborough town centre, whilst providing a sense

of certainty and confidence for local residents, businesses and planning applicants.

1.4 The Rushmoor Plan

1.4.1 The recently submitted Rushmoor Local Development Scheme (LDS) sets out the Local Development Framework (LDF) documents that will be produced by the Council to plan future development in Rushmoor. The LDS prioritises the Farnborough Town Centre SPD, demonstrating the Council's commitment to progressing the most important issues first such as enhancing Farnborough's vitality and viability.

1.4.2 The key document in the LDF is the Core Strategy Development Plan Document which the Council is currently preparing. When adopted, the Core Strategy DPD will replace a number of the policies in the Rushmoor Local Plan Review 1996-2011, including those related to town centres. The 'saving' of the Local Plan policies is currently being considered by the Government Office for the South East, following submission by Rushmoor Council in March 2007. The Council requested that Policies TC1, TC2 and TC3 of the Rushmoor Local Plan Review 1996-2011 be 'saved' beyond September 2007, and in the case of Policies TC1 and TC3 until the Core Strategy is adopted.

1.4.3 This SPD has been prepared in line with existing Local Plan policies. The SPD also makes reference to the emerging Core Strategy policies, and will be reviewed and amended where necessary when the Council has adopted its Core Strategy. For further information about the Core Strategy process, visit our website www.rushmoor.gov.uk/corestrategy.



1.4.4 In parallel with this SPD and the Core Strategy, the Council is preparing an SPD for Aldershot Town Centre which will be available for public consultation later in 2007 with adoption in 2008. Both SPDs for Farnborough and Aldershot town centres are considered priorities for the Council given that there are the two major settlements in a largely urbanised borough. Therefore, pressure for development must be carefully managed in order to ensure that there is a balance between enhancing the vitality and viability of the town centres with the need to protect the area's natural assets and the need to develop sustainable communities.

1.5 Consultation to date

1.5.1 Stakeholder and community involvement in the preparation of the SPD, in line with the requirements of Planning Policy Statement 12 has, to date, involved the following events:

- an Action Planning Day at the Civic Offices on 13 July 2006 which over 60 local stakeholders attended;
- a Council Members' workshop on 31 July 2006;
- interviews with key stakeholders during August 2006;
- a presentation to the Farnborough Business and Community Panel on 6 September 2006; and
- a 'Test and Review' workshop on the emerging proposals with over 30 participants on 11 September 2006.

1.5.2 In addition, a dedicated project website, www.farnboroughtowncentrestudy.co.uk, was established for the duration of the development of the document. This provided information on the SPD process and a point of contact for queries about the process.



1. Council members' workshop, July 2006
2. Test and review workshop, September 2006

1.6 Sustainability appraisal

1.6.1 The SPD has prepared with the intention of promoting sustainable development for Farnborough town centre. This means ensuring that a better quality of life for everyone, for both present and future generations, is sought. Under the requirements of the Planning and Compulsory Purchase Act 2004, the SPD has to be accompanied by a Sustainability Appraisal which assesses the social, economic and environmental effects of the SPD from the start of the preparation process, to ensure that it contributes to sustainable development.

1.6.2 The accompanying Sustainability Appraisal was consulted on alongside the draft SPD and is available in a separate report from the Council.

1.7 Assessment under the Habitats Regulations

1.7.1 In England the European Habitats Directive is implemented by means of the Habitats Regulations. Under this legislative framework, SPDs have to be accompanied by a report assessing its environmental effects, to ensure that it would not lead to development which is likely to increase the threat to protected species and habitats in the Natura 2000 nature conservation network.

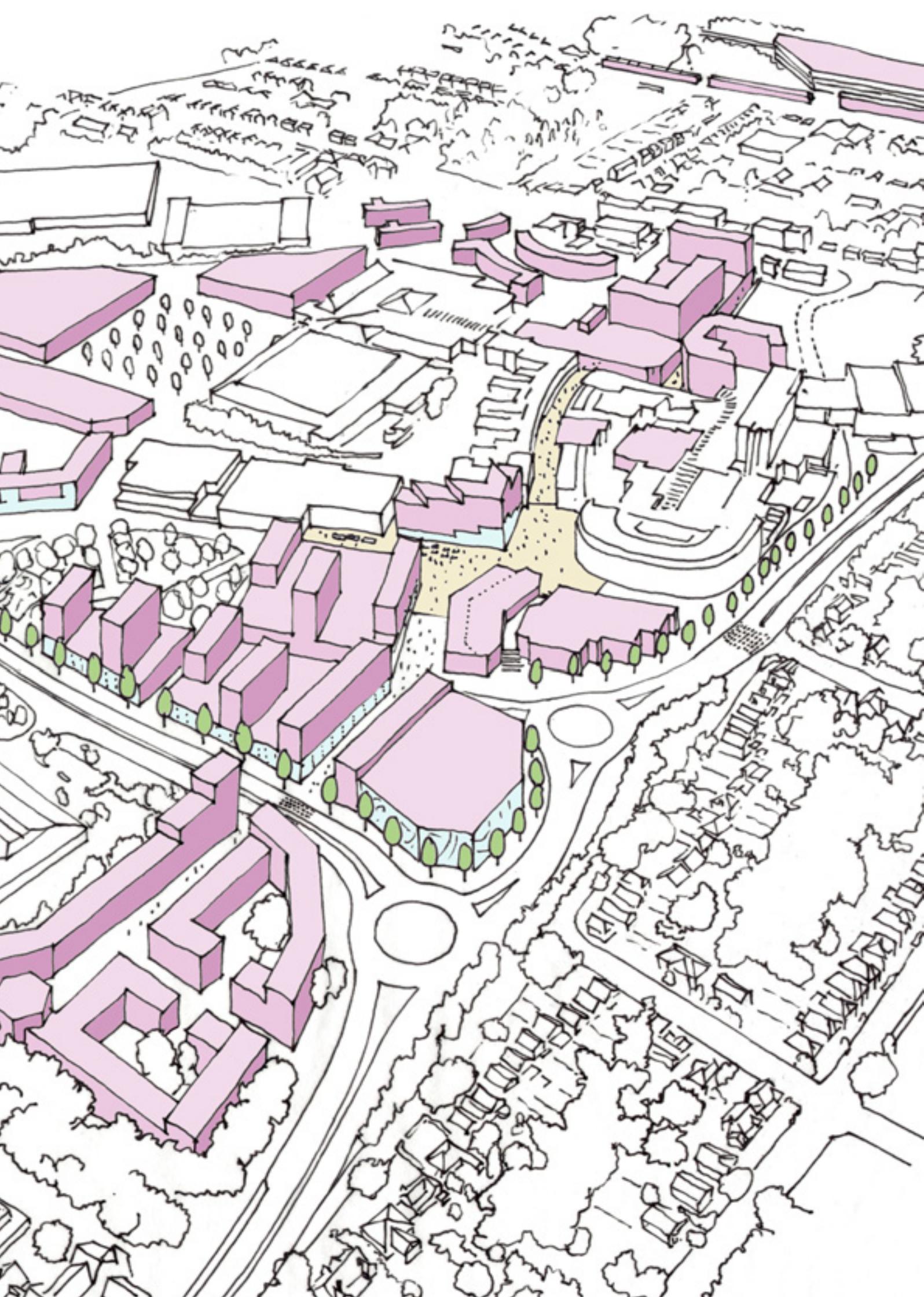
1.7.2 Natura 2000 refers to a European-wide network of sites of international importance for nature conservation established as under the European Community Directives. In Rushmoor, these sites are the Thames Basin Heaths Special Protection Area (SPA), which supports important populations of vulnerable ground-nesting birds, and areas of the Ash to Brookwood Heaths Site of Special Scientific Interest (SSSI) classified as part of a Special Area of Conservation (SAC) due to its vulnerable internationally important plant communities. To find out more about this important nature conservation designation, see www.natura.org/about.html.

1.7.3 Following a Habitats Regulations Assessment, in consultation with the relevant nature conservation bodies, the Council concluded that the Farnborough Town Centre SPD would not have adverse effects on Natura 2000 sites. This is mainly because developments of new town centre homes will only be delivered in Farnborough, if proposals meet requirements set out in the Council's interim strategy requiring them to demonstrate that they would not have adverse effects on Natura 2000 sites (see section 8 Delivery and implementation).

1.8 Structure of this document

1.8.1 The structure of this document is as follows:

- **Section 2** sets out the vision and objectives for the town centre;
- **Section 3** sets out the planning policy context for this SPD;
- **Section 4** summarises the key findings from the consultation and our research;
- **Section 5** sets out general design principles;
- **Section 6** sets out general development principles;
- **Section 7** sets out specific guidance for each of the six identified key development areas in the town centre; and
- **Section 8** sets out the indicative delivery and implementation strategy of the proposals and includes indicative planning obligations.



2. The vision and objectives

2.1 Forward Farnborough

2.1.1 Farnborough town centre is in a state of transition with development currently underway at Farnborough Business Park and the redevelopment of the northern end of Queensmead about to begin. These schemes will significantly improve the town centre environment in terms of shops, new homes and office space, and will bring in a new influx of residents, businesses, shoppers and workers into the area which we hope will inject a new sense of confidence and vitality into the area.

2.1.2 The town centre needs to capitalise and build upon the opportunities that this new surge of investment will bring in order to create a vibrant and lively town centre. The vision for Farnborough town centre builds upon the outline vision articulated in the Council's Farnborough Town Centre Strategy (2000), which is:

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

2.1.3 It is important to note here that it is not the intention of this SPD to develop Farnborough to such an extent that it can compete on a level playing field with well-established retail centres further up the retail hierarchy such as Guildford, Basingstoke and Camberley. The main drive of this SPD and the vision is to ensure that Farnborough town centre's vitality and viability is maintained and enhanced whilst providing for local needs such as new homes and a wide range of shops, services and facilities which is appropriate to its catchment area.



1. Aerial view of Farnborough town centre from the south east

2.2 Strategic objectives

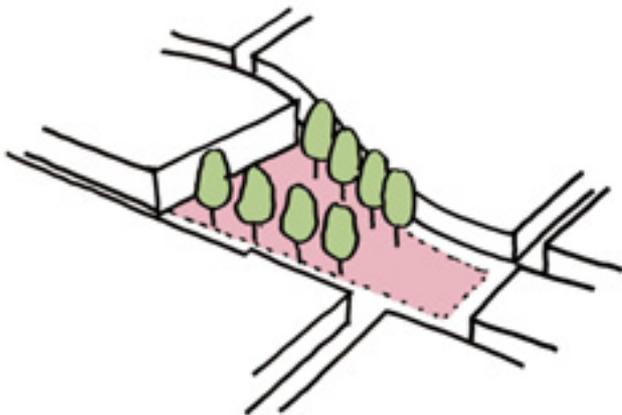
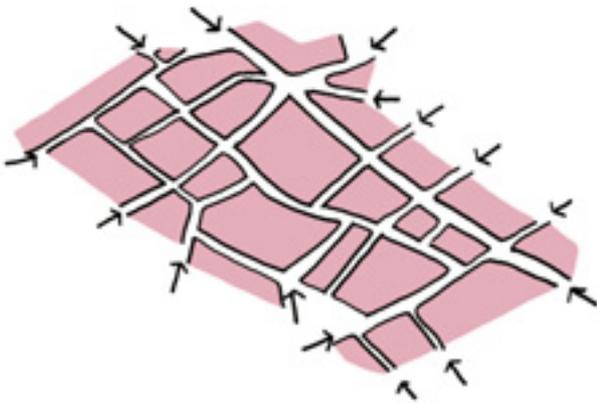
2.2.1 The objectives which will help achieve this vision are as follows:

- i. **To encourage and facilitate the revitalisation of Farnborough town centre by developing a robust retail core with a broad range of shops and services**

As with the KPI development scheme for the northern end of Queensmead (which is about to commence construction) and the emerging Farnborough Business Park, Rushmoor Borough Council will promote proposals which help promote Farnborough's vitality and viability, retain key uses and enhance the diversity and the mix of uses. In addition, the Council will promote high quality office, housing and some retail development to help create a lively and vibrant town centre.

- ii. **To create a high quality network of streets and spaces to provide a more attractive town centre environment**

The success of Farnborough as a major shopping and leisure destination relies on more than just the range of shops and services available. With strong competition from neighbouring centres such as Guildford, Farnham, Fleet, Camberley, Basingstoke and the Meadows out-of-town centre at Camberley, it will be essential for Farnborough to enhance its offer by providing a high quality network of streets and spaces. These streets and spaces should help create an attractive town centre which could help to draw in new, higher quality retailers.



iii. To encourage the development of the evening economy

Whilst the KPI scheme for redeveloping part of the town centre includes plans for a multi-screen cinema by the junction of Meudon Avenue and Farnborough Road, the lack of evening activities was identified as a major gap in provision through the consultation process that took place during the preparation of this SPD. The Council is therefore keen to encourage the development of the evening economy, whilst considering the needs of neighbouring uses.



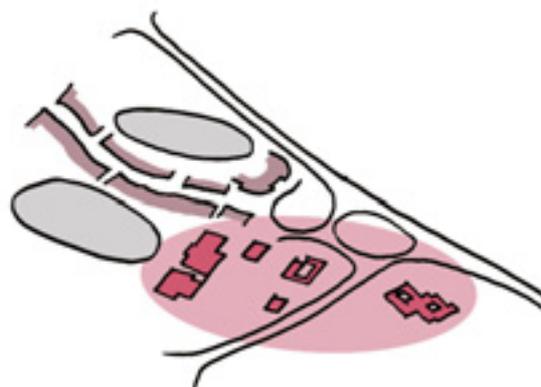
iv. To enhance accessibility into and within the town centre by all means of transport

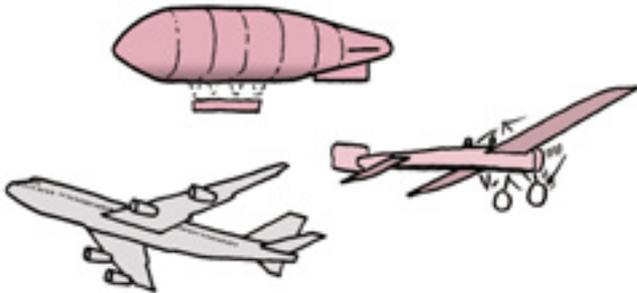
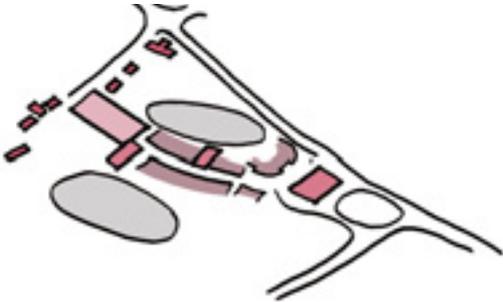
Improving linkages for pedestrians, cyclists and vehicles within the town centre, and enhancing connections from surrounding residential areas and new areas like Farnborough Business Park. Connections to and from an enhanced transport interchange at Farnborough (Main) railway station will also be promoted, including clearer signage.



v. To create a unified and coherent civic quarter

The consultation process identified an opportunity to create a more unified and coherent civic quarter on the northside of Meudon Avenue where the leisure centre, library, police station and community centre are currently located. It may also be an opportunity to relocate the Civic Offices to this location to unify all the major civic uses together on one site.





vi. To ensure that the town centre meets the needs of all sectors of its community

Farnborough town centre must meet the needs of its local community and residents by providing a mixture of housing (in terms of size, type and tenure) and improving access for people of all ages and abilities to services, facilities, activities and opportunities. The benefits of such new housing will only be delivered where it is agreed that development would not increase recreational pressure and threats to nearby nature conservation areas.

vii. To support partnership working

The revitalisation of Farnborough town centre requires partnership working between the Council, key stakeholders such as major landowners and businesses, and the local community in order to ensure that the town centre fully meets the needs of everyone it serves and that the improvements are actually delivered.

viii. To promote the town centre as a shopping and leisure destination

The redevelopment of the northern end of Queensmead and the development of the Business Park all point to a significant step-change in Farnborough’s image as a shopping and leisure destination in Hampshire. The new schemes will help to strengthen Farnborough’s retail and leisure offer and this new, enhanced offer needs to be marketed effectively to the local and wider catchment area of consumers.

2.2.2 Figure 2.1 on the next page provides an overview of how objectives 1 to 6 are supported by the SPD proposals. Objectives 7 and 8 will be implemented through a range of actions led by the Council which focus on communication, consultation and marketing initiatives and two-way working with the Farnborough Business and Community Panel and key stakeholders such as local retailers and Key Property Investments. More detail on these actions is provided in Section 8 of this SPD.

STRATEGIC OBJECTIVE	SPD PROPOSALS
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	<ul style="list-style-type: none"> - Promotion of mixed-use schemes including housing in the town centre - Redevelopment of under-utilised sites to make more efficient use of the land (e.g. Pinehurst South car park)
2. To create a high quality network of streets and spaces to provide a more attractive town centre environment	<ul style="list-style-type: none"> - Promotion of a unified, high quality public realm with attractive streets and public spaces - A new public space at the southern end of Queensmead - Re-landscaped gardens in the Civic Quarter - Enhanced pedestrian, vehicular and cycle movements including signage and highway improvements - Tree planting along Farnborough Road
3. To encourage the development of the evening economy	<ul style="list-style-type: none"> - Promotion of evening economy uses such as restaurants, particularly around the southern end of Queensmead by the proposed cinema complex
4. To enhance accessibility into and within the town centre by all means of transport	<ul style="list-style-type: none"> - An enhanced transport interchange at Farnborough station - Clearer pedestrian routes to/from the station including gateway treatments on Victoria Road and new signage - Clearer links to residential areas and the Business Park - Clearer pedestrian routes from the Civic Quarter to Princes Mead - Highway improvements at Farnborough Road and at the Sulzer roundabout - A new north-south bus link connecting Victoria Road to Meudon Avenue via Solartron Road
5. To create a unified and coherent civic quarter	<ul style="list-style-type: none"> - Redevelopment of the existing police station and Elles Hall, possibly for Civic Offices - A new public space at the southern end of Queensmead - Enhanced gardens at the heart of the Civic Quarter - Redevelopment of the Iceland site to include a new library
6. To ensure that the town centre meets the needs of all sectors of its community	<ul style="list-style-type: none"> - Provision of new homes of various sizes, types and tenure - Re-provision of the library/Discovery Centre - Re-landscaped gardens and skate park in the Civic Quarter

Fig. 2.1 Strategic objectives 1 to 6 and SPD proposals



3. Planning policy context

3.1 Introduction

3.1.1 A number of national, regional and local planning policies influence the nature of future development in Farnborough town centre. This section provides a brief summary of some of the key policy documents.

3.2 National context

'Sustainable Communities: Building for the Future'

3.2.1 This document, sometimes known as the Sustainable Communities Plan, was launched by the Deputy Prime Minister in February 2003 with a view to:

- tackling housing supply issues in the South East and low demand in other parts of the country;
- ensuring all social housing is up to the Decent Homes standard by 2010;
- protecting the countryside; and
- improving the quality of our public spaces.

Planning Policy Statement 1: Delivering Sustainable Development

3.2.2 PPS1 sets out the Government's vision for new development which seeks high quality design which is accessible to all, reinforces the unique character of its location and employs sustainable principles wherever possible. The general approach to delivering sustainable development includes promoting more efficient use of land through higher density, mixed-use development and previously developed, vacant or under-utilised land or buildings.

Planning Policy Statement 3: Housing

3.2.3 PPS3 prioritises the provision of new housing on previously developed land and the reduction of car dependency by focusing new residential development on urban sites with good public transport accessibility.

Planning Policy Statement 6: Planning for Town Centres

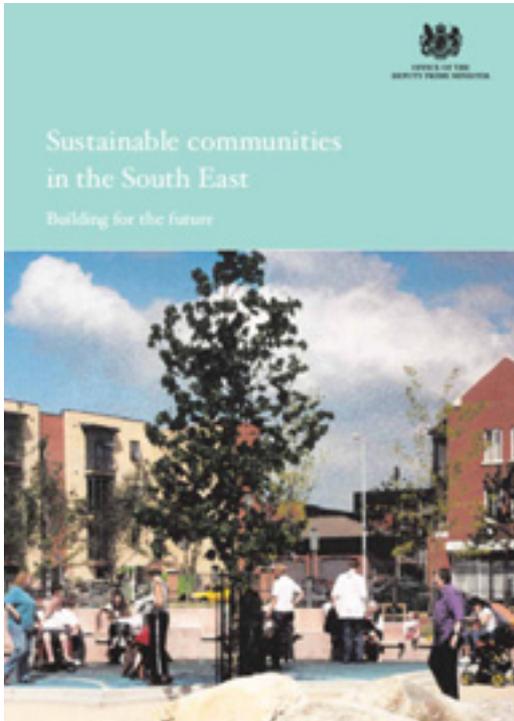
3.2.4 PPS6 focuses on the Government's objective of promoting vitality and viability of town centres by planning for the growth and development of existing centres and encouraging a wide range of services in an attractive and accessible environment.

3.2.5 PPS6 sets out the following objectives:

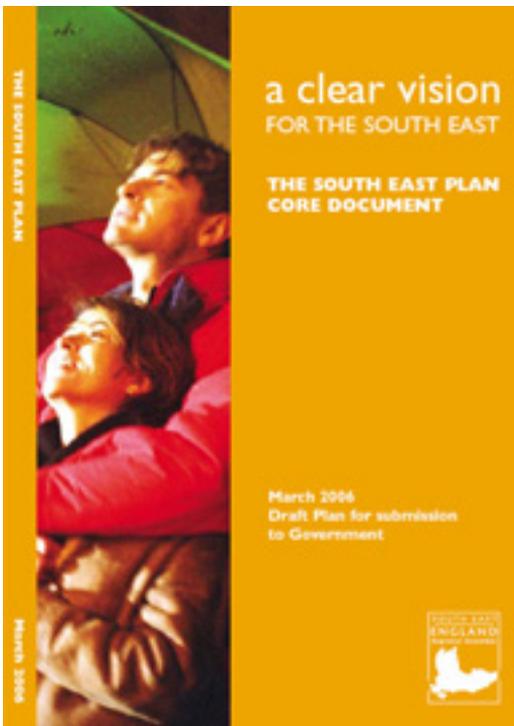
- enhancing consumer choice by providing a range of services which meet the needs of the entire community, particularly socially excluded groups;
- supporting efficient, competitive and innovative retail, leisure and tourism sectors, with improving productivity;
- improving accessibility, ensuring that existing or new development is, or will be, accessible and well-served by a choice of means of transport;
- promoting high quality and inclusive design, improving the quality of the public realm and open spaces, protecting and enhancing the architectural and historic interest of centres, and providing a sense of place and a focus for the community and for civic activity; and
- ensuring that town centres provide an attractive, accessible and safe environment for all.

Planning Policy Guidance 13: Transport

3.2.6 PPG13 seeks to promote increased use of sustainable transport options such as walking, cycling and public transport. New development should therefore reduce the need to travel and prioritise the needs of pedestrians over motorised transport, an issue which is particularly important to consider in Farnborough.



1



2

1. Sustainable Communities in the South East
2. The South East Plan

3.3 Regional context

Sustainable Communities in the South East

3.3.1 This document states that future growth in the region must acknowledge the need to:

- promote smart growth and sustainable development through efficient use of resources;
- support the largest and fastest growing regional economy by supporting its strengths in technology-based services and advanced manufacturing;
- protect the diverse nature and character of the region and high quality of the countryside; and
- tackle disparities in opportunity, economic success, environmental quality and health.

The South East Plan Core Document

3.3.2 The draft South East Plan was submitted to the Government on 31 March 2006 by the South East England Regional Assembly. The draft Plan was subject to an Examination in Public between November 2006 and March 2007. The EiP Panel's Report will be forwarded to the Secretary of State in July and the current timetable is that the Plan will be adopted in February 2008. The Draft Plan emphasises the importance of accessible, attractive and vibrant town centres for sustainable development. Policy TC2 states that town centres should be a focus for major retail developments, major cultural, tourism, social and community venues, employment and a range of housing. In addition, Policy TC3 states that new development and redevelopment should consider identified needs, the existing character of town centres, effect on neighbouring centres and transport impacts.

3.3.3 With regard to housing, Policy HI states that an annual average of 28,900 net additional homes should be provided in the South East between 2006 and 2026, with a total of 6,200 (minimum) in Rushmoor, at an average rate of 310 homes per annum. 60% of housing in the region as a whole

should be provided on previously developed land and should be in sustainable locations, well-served by a choice of transport modes. Affordable housing must also be incorporated into any new scheme.

3.4 Local context

Rushmoor Borough Council Adopted Local Plan Review 1996-2011

3.4.1 The Local Plan Review provides a framework to guide development in the borough between 1996 to 2011. The policies of primary importance and relevance to the town centre are TC1, TC2 and TC3. These policies state that development should maintain and enhance the diversity, vitality and viability of Farnborough town centre. This includes seeking to strengthen the retail function whilst facilitating an appropriate level of diversification and introducing homes above ground floor retail uses within the shopping core.

3.4.2 The Local Plan Review also sets out policies relating to new housing, transport and infrastructure, business uses and the built environment. Relevant sections of the Local Plan Review and other relevant policy and supporting documents are set out where appropriate under each of the key development principles and proposals for each area in this SPD.

A Community Strategy for Rushmoor 2004-2016

3.4.3 The Strategy provides the direction for improving the social, economic and environmental well-being of the Borough. The vision is for a place which:

- makes people feel safe and secure;
- has a clean and well-maintained environment;
- enables its citizens to lead healthy, active and fulfilling lives;
- ensures there are learning opportunities for all;
- provides transport options for everyone;

- maintains a strong prosperous, diverse and sustainable economy;
- ensures that development meets local needs; and
- takes account of future generations' needs.

Rushmoor Plan: Emerging Core Strategy Development Plan Document

3.4.4 Rushmoor's Local Development Framework (Rushmoor Plan) is being spearheaded through a Core Strategy DPD that will set out the spatial vision and objectives for the Borough up to 2026. The Council is currently preparing its Core Strategy, and the regeneration and redevelopment of Farnborough town centre will be a crucial element of the DPD.

PROBLEMS

DREAMS

WELCOME
2014
FARNBOROUGH TOWN CENTRE ACTION PLANNING DAY
Thursday 17th Oct 2014
1.30pm - 4.00pm
www.farnborough.gov.uk



ACTION PLAN
Farnborough Town Centre
Thursday 17th Oct 2014

Handwritten notes on a map of Farnborough town center, including a red circle around a specific area and various annotations.

4. Key consultation and research findings for Farnborough

4.1 Introduction

4.1.1 This section sets out an overview of the key issues identified for Farnborough town centre through the findings of our analysis and consultation process.

4.2 Key findings

4.2.1 The key findings are illustrated on Figure 4.1 and summarised below.

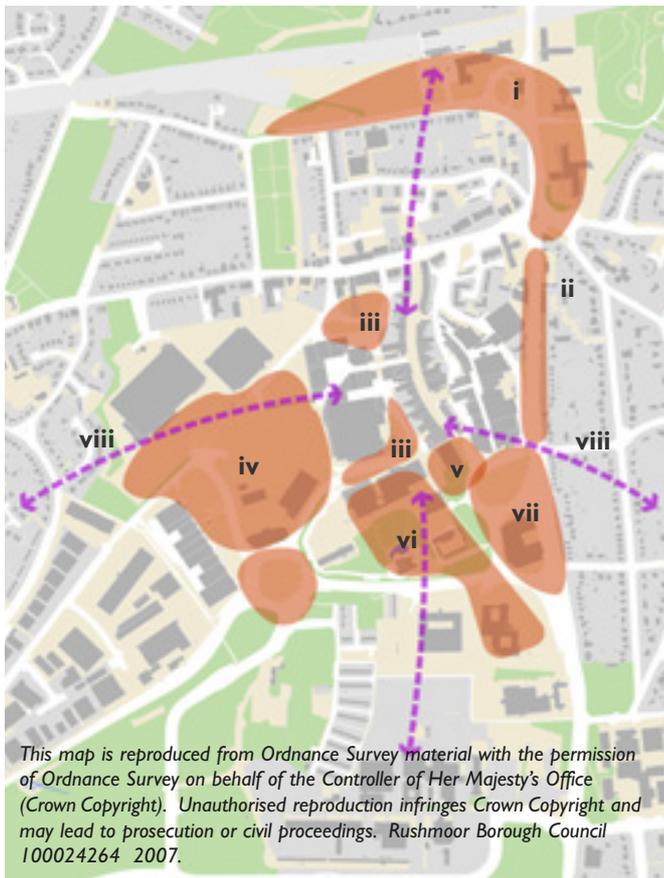


Fig. 4.1 Key issues

i. Poor quality public realm, Farnborough Road and Union Street

The route between Farnborough railway station and the town centre via Farnborough Road in particular, is of a poor quality and does not present a positive first impression for visitors arriving at the railway station with an emphasis on vehicles as shown by the dominance of the highway gyratory to the east. In addition, the two pedestrian routes into the town centre, via Farnborough Road or via Union Street are not clearly defined or signed.

ii. Weak building frontage, Farnborough Road

Farnborough Road leads directly from the station in the north to the Civic Offices, Farnborough Business Park and the Farnborough College of Technology in the south and the Farnborough Park residential area to the east. This route is dominated by four lanes of traffic with a single pedestrian crossing point, and the 'backs' of the buildings on the western side of Farnborough Road present an unattractive and inactive frontage on to the road.

ii. Unattractive service areas

The servicing area between Asda and the leisure centre is currently a lost opportunity. This is potentially a key route between the residential and commercial areas to the west and the core of the town centre. This is also the case north of the Princes Mead shopping centre.

iv. Large expanses of surface car parking

Surface car parking occupies a significant amount of land in and around the core shopping area in the town centre. In particular, it creates a substantial break in the townscape between the Princes Mead shopping centre and the residential areas of Ralborough and Cove to the west and acts a physical and psychological barrier, especially for pedestrians and cyclists.



v. Low quality public space, southern end of Queensmead

The southern end of Queensmead by the bus station and Iceland does not currently fulfil its potential as a node connecting the commercial centre of Farnborough, the civic quarter and the area to the east beyond Farnborough Road. The town centre currently lacks a strong, high quality civic space which can be the focal point for the town and its activities.

vi. Disjointed civic quarter

The quarter containing the Elles Hall community centre, leisure centre, police station and library is a disjointed area, somewhat disconnected from the core of the town centre. There is potential for a more compact and coherent civic quarter with active frontages facing on to the central public space.



vii. Major barriers to movement and future development, Pinehurst car park and gyratory

The car park, highway gyratory and network of subways by the junction of Farnborough Road and Meudon Avenue represent physical and psychological barriers to pedestrian and cyclist movement between the Civic Offices and the shopping core. The block structure of the town centre at the southern end is more fragmented and could be consolidated to become more coherent.

1. Southern end of Queensmead
2. Elles Hall Community Centre, Civic Quarter

viii. A lack of connections with surrounding residential areas and Farnborough Business Park

Connections, particularly for pedestrians and cyclists, are poor between the town centre, nearby residential areas and the Business Park. It is essential these are enhanced to draw residents and workers from the local area in to use the town centre.

ix. A lack of an evening economy

Farnborough lacks a range of good quality evening leisure activities which can be used by all sectors of the community. This could include restaurants, cafés, bars, a cinema or theatre.



- 3. New residences in Farnborough
- 4. Farnborough Leisure Centre



5. General design principles

5.1 Introduction

5.1.1 It is one of the main aims of this SPD and its proposals to address the key issues and problems identified in the previous section and to help guide future development in the town centre whilst ensuring it is of the highest possible quality. This section sets out key principles for urban design and public realm. In addition, relevant Local Plan policies are set out under the principles and should also be referred to.

5.2 Urban design principles

Relevant policies are found in Section 5 of the Local Plan Review 1996-2011.

Reference should also be made to the relevant policies in the emerging Core Strategy DPD and to the Sustainable Design and Construction Supplementary Planning Document (adopted April 2006).

5.2.1 The key urban design principles for new development, redevelopment and extensions to buildings in the town centre are as follows:

i. New developments and extensions should be of the highest quality design and should be accompanied by an urban design statement

The design of new developments and extensions in the town centre, particularly in the core shopping area, should be of the highest standard. In order to create a town centre which is attractive to residents, workers, businesses and visitors, it will be essential to provide a built environment which is of a high quality, well designed and fit for purpose for present and future generations. Design and Access statements will be required to accompany planning applications in order to ensure that the design contributes positively to the town centre

and respects its locality. It should be noted that good design is not incompatible with affordability and indeed may enhance the affordability of some developments.

ii. Materials should be of a high quality and chosen to complement the existing character of the area, as well as for its sustainability

By choosing and using materials of a high quality and which complement the existing character of its locality, new development and extensions can help contribute to creating a stronger and more positive image for Farnborough town centre.

iii. The design of new development, redevelopment or extensions should reinforce the key routes (both existing and proposed) through the town centre from Farnborough station, the Business Park or surrounding residential areas

Developments facing key routes, such as Farnborough Road, should be designed such that their key frontages and main entrances face on to the street, providing active frontages which can help contribute towards creating a more animated and secure pedestrian environment, particularly through optimising natural surveillance.

iv. The design of new development should reinforce the key public spaces (both existing and proposed) in the town centre

Developments facing key public spaces, such as the proposed civic space at the southern end of Queensmead, should be designed such that their key frontages and main entrances face on to the public space, providing active frontages on all sides to help create a lively space and focal point for Farnborough.



1 Illustrative example

Image credit: English Heritage/Urban Practitioners



2 Illustrative example

Image credit: Urban Practitioners

1. Permeable block structures
2. Low-rise, high density housing scheme

v. New development should enhance pedestrian and cycle access

The development of Farnborough town centre throughout the years has produced a fragmented block structure which does not promote easy pedestrian and cycle access. New development should therefore seek to create streets and urban blocks which incorporate and allow for public pedestrian/cycle routes, in order to enhance accessibility and to aid orientation.

vi. New development should enhance the accessibility for all sectors of the community, particularly people with disabilities

It is vital that new development, redevelopments or extensions to buildings seek to enhance the accessibility of the town centre and its facilities for all sectors of the local community. This includes ensuring that buildings for public use, employment or education and the design of external areas provides adequate access and facilities for people with disabilities including parking provision.

vii. New development should enhance the feeling of security in the town centre

New development should be designed in accordance with the principles set out in Secured by Design such that opportunities for crime, disorder and anti-social behaviour are reduced and a safe living environment promoted through lively and animated streets and spaces (overlooked on all sides where possible).

viii. Developments should be of a scale, height, massing and layout which is consistent with the buildings and character of the immediate locality

Developments should take into consideration all aspects of their surrounding context and demonstrate that this has been extensively considered in the urban design statements accompanying any planning application. This includes careful consideration of minimising the

potential for noise conflict between neighbouring land uses such as homes and evening economy activities.

ix. Developments should seek to reduce the visual and physical impact of vehicles

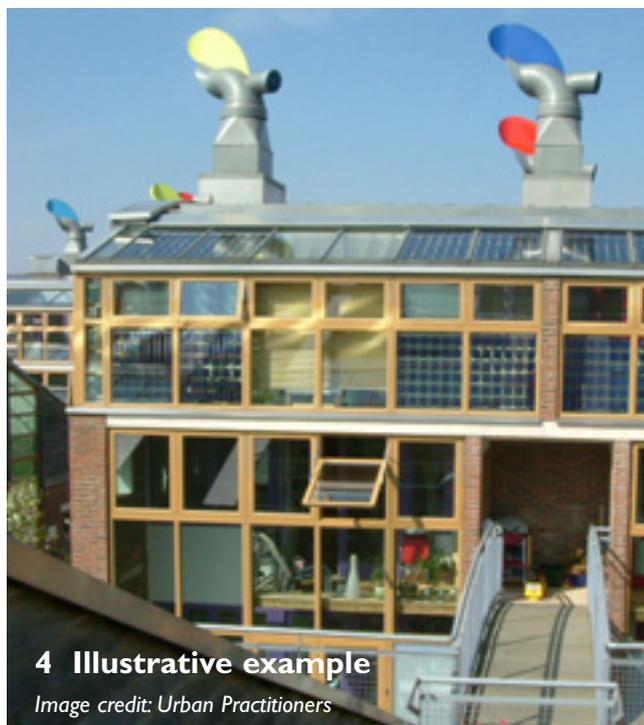
An aerial photo of Farnborough town centre clearly illustrates the dominance of cars in terms of the road network and the amount of land allocated for surface parking. Development in the town centre should therefore seek to ensure that a balance is struck between maximising access to the town centre, providing adequate parking and ensuring that the standard of the public realm and the pedestrian experience is as high as possible.

This also includes making the most efficient use of land wherever possible, particularly within the defined town centre area and including land which is currently predominantly used for surface car parking. This may mean that the number of car parking spaces could be re-provided in an alternative format such as in a decked structure, depending on more detailed feasibility studies.

x. The design of buildings should seek to be sustainable in terms of energy use, design and construction

Developments should seek to minimise use of natural resources such as water and fossil fuels through design and orientation; efficient use of land; choice of construction materials and methods; and application of appropriate technology. Developers should seek to consult the Environment Agency at the earliest opportunity to ensure Sustainable Urban Drainage Systems can be accommodated in new developments wherever possible.

5.2.2 These principles are applied for each of the six key areas in the town centre in the following section, providing more area-specific guidance for prospective developers.



- 3. High quality decked parking
- 4. Sustainable residential development



5 Illustrative example

Image credit: Urban Practitioners



6 Illustrative example

Image credit: Urban Practitioners

- 5. High quality public space and buildings
- 6. New paving, seating and lighting

5.3 Public realm principles

Relevant policies are found in Section 5 of the Local Plan Review 1996-2011.

Reference should also be made to the relevant policies in the emerging Core Strategy DPD and to the Sustainable Design and Construction SPD (adopted April 2006).

5.3.1 The importance of a high quality network of streets and spaces cannot be emphasised strongly enough with regard to improving Farnborough town centre and making it a more attractive environment for everyone to use.

i. A new, high quality public space will be created at the southern end of Queensmead

This new space should be enclosed by buildings on all sides and animated by active uses on the ground floor which could include retail and leisure uses such as restaurants, cafés or bars which will complement the adjacent cinema development. It is envisaged that this space will largely be hard landscaped and should incorporate the relocated market, as well as being a focal point for community activities in the town centre such as seasonal events as the main open public space at town centre’s heart.

ii. Streets should be easy to move through with limited street furniture and high quality paving materials

Streets are essential components in any urban fabric and play an important role in the identity and image of a town centre as its public ‘face’. Streets need to facilitate movement of people, vehicles and cyclists and as such, need to consist of high quality, durable materials and a limited amount of street furniture to avoid obstructions.

iii. New street furniture and street lighting will help create a clear identity for Farnborough and improve accessibility

New, attractive street furniture and lighting can help to create a unified and positive image if it is used throughout the town centre. A lighting strategy can be used to define pedestrian routes more clearly and to define the limits of the town centre. The design of the public realm should also be highly accessible with clear visual markers to assist those with partial sight.

iv. Mature tree planting along main routes

Farnborough Road, for example, has emerged as a route which people would like to see enhanced. Mature tree planting (dependent on further feasibility work with regard to pavement widths, safety issues and infrastructure requirements) could significantly enhance the attractiveness of its walking environment.

v. Clear signage strategy

A new signage strategy for the town centre would enhance its accessibility and could help to encourage more people to travel to the town centre via modes of transport other than by car.

vi. Safe and secure pedestrian/cycle routes

Existing and new pedestrian/cycle routes will be designed to ensure they are safe and secure with lighting, clear signage and overlooked by development where possible to maximise natural surveillance.

vii. Effective use of public art

There are a number of opportunities to forge a new, strong and positive identity for the town centre which could build upon its rich aviation heritage. This could be best manifested through the involvement of artists in the design of key streetscape elements such as lighting or paving.



7 Illustrative example

Image credit: Urban Practitioners



8 Illustrative example

Image credit: Urban Practitioners

- 7. Effective signage
- 8. Mature tree planting



Removal of the gyratory at the Union Street/Farnborough Road Junction

Removal of the Pinehurst Gyratory
Replacement of the Sulzer Roundabout with controlled junction

Creation of new junction onto Invincible Road



Improved links from the station to the town centre

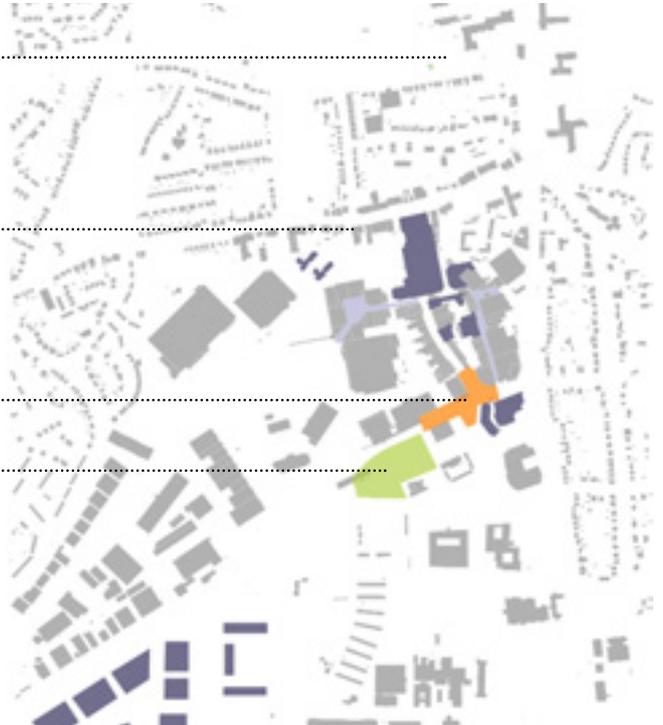
Improved links to the town centre from adjoining residential areas

Improved links to the town centre from the business park to the south

1. Reducing highways impact
2. Improving pedestrian connections

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- Improved station forecourt
- Gateway treatments to the northern approaches to Queensmead
- New public square
- Revitalised gardens



- Strong frontage onto Union Street to improve links to the station
- Strong frontage onto Farnborough Road to create a positive northern gateway
- Creation of a positive block structure to the south of the existing town centre



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- 3. Improved public space
- 4. Improved block structure

5.4 Highways

5.4.1 As part of the preparation of this SPD, Rushmoor Borough Council has worked with Hampshire County Council and transport consultants Colin Buchanan to assess the existing network of roads in the town centre. Computer modelling incorporating detailed proposed junction layouts has been used to analyse the existing traffic flows, and then to predict the likely changes in traffic flows as a result of the proposals in the document. However, further detailed design work would be required as part of any specific proposals.

5.4.2 The results of this work have been carefully integrated with the urban design work, and opportunities for change have been sought where they would provide improvements in the urban design of the town and in pedestrian accessibility and safety whilst maintaining highways capacity.

5.4.3 The following key issues have been identified for transport improvements:

i. Removal of the gyratory loop, Farnborough Road/Union Street junction

The Gyratory loop creates a fragmented public realm, and creates a weak pedestrian environment. Replacement of the gyratory loop with a roundabout is proposed on the basis that this would improve public transport access to the railway station and create better public realm. It may also facilitate long term redevelopment of the Ham and Blackbird public house.

ii Removal of the Pinehurst gyratory system

The Pinehurst Gyratory creates a significant barrier to pedestrians, particularly for access from the south and east. Replacement of the gyratory system with two roundabouts would significantly improve the environment in this area, and would at the same time help to unlock potential development sites which could provide cross-funding for the works.

iii Replacement of the Sulzer Roundabout with a signalised junction

The Sulzer Roundabout is a major junction which provides the primary access to a significant proportion of the town centre and the Invincible Road Industrial Estate. Its replacement with a signalised junction, combined with a new access to the Industrial Estate would significantly simplify this arrangement, whilst traffic-light management of the junction would help to manage capacity at peak times. This proposal also recognises that the Farnborough Business Park will expand significantly, and that for a large proportion of the people working there, this junction will form part of their shortest walking route into the town centre. This proposal therefore also takes into account the improvements needed in the pedestrian realm to remove the existing barrier presented by the Roundabout. Replacement of the roundabout with a more compact cross-roads will unlock new development sites which could help to provide cross-funding for the works.

iv New Access to Invincible Road Industrial Estate

A new access road is proposed into the Invincible Road Industrial Estate. This would help to separate out the traffic using the estate from the traffic approaching the retail area and the leisure centre, thereby reducing pressure on the Sulzer Road junction.

5.4.4 Parking standards within Farnborough are set within the Rushmoor Local Plan. Whilst a number of car park sites are highlighted as potential development opportunities in this SPD, other opportunities have been highlighted to create new high quality decked car parks which would maintain an appropriate level of parking in the town centre whilst reducing the overall land-take.





Farnborough
Business Park

6. General development principles

6.1 Introduction

6.1.1 There are a number of underlying general principles for new development in the town centre which are set out below.

6.2 A mix of uses

Relevant policies are in Sections 9 and 10 of the Local Plan Review 1996-2011.

Reference should also be made to:

- **Policies in the emerging Core Strategy Development Plan Document; and**
- **Sustainable Design and Construction Supplementary Planning Document (adopted April 2006).**

6.2.1 Town centres greatly benefit from having a mix of uses which can generate a buzz of activity and energy to animate its streets and public spaces at all times of the day and week. Farnborough town centre currently suffers from a significant proportion of vacant units at its northern end as it awaits the construction and completion of the KPI scheme. Once complete however, the scheme's mix of retail units on the ground floor with flats on upper floors, will inject new life into the centre of Farnborough.

Retail uses

6.2.2 Any development which takes place within the town centre boundary (as defined in the Local Plan proposals map) should maintain and enhance the vitality and viability of Farnborough town centre. In particular, there is an emphasis in the Local Plan and in this SPD on strengthening the retail core of the town centre and as such, retail uses will be encouraged on the ground floor, possibly with residential units on the upper floors.

6.2.3 Aside from the KPI scheme which will transform the northern half of Queensmead, it is envisaged that a small element of additional retail

development, primarily for A3 Restaurants or Cafés or A4 Drinking Establishments, could occur opposite the proposed cinema on Queensmead, within the existing town centre boundary.

6.2.4 In addition, new retail development could be located on the western edge of the current Asda car park and to the west of the Princes Mead shopping centre. Both these locations are within the town centre boundary though immediately outside the defined core shopping area, but could help to make more efficient use of under-utilised land and to reinforce the strength of the town centre's retail offer.

Evening economy uses

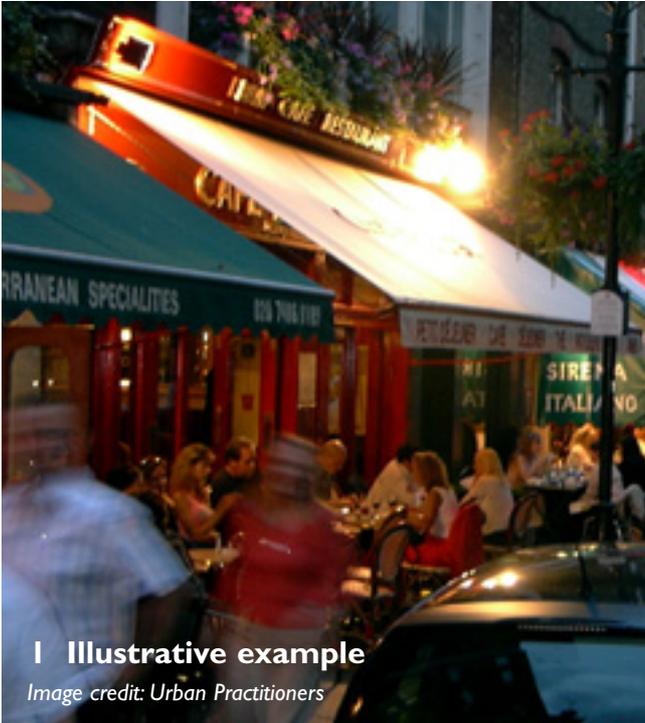
6.2.5 The lack of an evening economy is identified as a key ingredient which is missing in Farnborough town centre at present. It is the Council's intention to encourage the development of an evening economy in the town centre and it is thought that the proposed cinema complex for the southern end of Queensmead will incorporate a small number of evening economy uses such as restaurants, cafés or bars. It is intended that these units will be complemented by further opportunities for evening economy uses facing onto the proposed square. Such uses will need to be designed and planned for carefully to minimise potential noise conflict with nearby residential uses.

Office uses

6.2.6 Research has shown that given the scale of development planned at Farnborough Business Park, the demand for office development in the town centre is not likely to be significant. Therefore, large-scale office developments within the town centre are unlikely to be encouraged in the short to medium-term.

Employment uses

6.2.7 Through the emerging Core Strategy DPD the Council will seek to protect important employment sites in the Borough. The 2005 Employment Land Appraisal study indicates that



1 Illustrative example
Image credit: Urban Practitioners

such sites include: Meudon Avenue, Invincible Road and Eelmoor Road and Farnborough Business Park. However, in the case of the site on Meudon Avenue, the location of the Civic Offices, it is important to note that this SPD proposes the redevelopment of this site for residential use. The Civic Offices could be re-provided in the newly unified and enhanced Civic Quarter which would reinforce a stronger role and function for this area.

Civic or community uses

6.2.8 The informal civic quarter currently houses the leisure centre, police station, Elles Hall community centre and the library. The current Civic Offices are located to the south of this quarter and Meudon Avenue. There is clearly potential to strengthen the function and identity of the civic quarter with a flagship Discovery Centre (replacing the library) and new Civic Offices to replace the existing offices.



2 Illustrative example
Image credit: Urban Practitioners

Residential uses

6.2.9 The KPI scheme will introduce a significant amount of residents into the heart of the town centre. New development in the town centre should include residential units on the upper floors wherever possible to make the most efficient use of land and to help enhance the town centre's vitality and viability. The presence of residences within the heart of the town centre, rather than just on its outskirts, contributes to a more sustainable development and to a safer community with optimal natural surveillance. However, neighbouring uses such as the potential introduction of evening economy activities will need to be carefully designed and planned for to ensure that the potential for noise conflict is minimised.

1. Evening economy uses
2. Enhanced library and information facilities

6.3 A mix of housing types, sizes and tenure

Relevant policies are in Sections 6, 9, 10 and 13 of the Local Plan Review 1996-2011.

Reference should also be made to:

- **The relevant policies in the emerging Core Strategy DPD and the Sustainable Design and Construction SPD (adopted April 2006); and**
- **The Council's interim strategy and standards for protecting Natura 2000 sites (see section 8.)**

6.3.1 Rushmoor is a relatively small (3,905ha) and highly urbanised borough with a well-defined built-up area comprising the two major settlements of Farnborough and Aldershot town centres. There is little land outside the existing built-up area which is considered by the Council to be suitable for development due to a number of reasons which mean that existing greenfield sites are protected for reasons such as nature conservation, Ministry of Defence or flood protection reasons.

6.3.2 As Rushmoor is already mostly urban in character and many parts have good road and rail connections, it is likely to continue being the focus for development pressure. New development will therefore need to be concentrated in existing built-up areas and particularly, in the interests of achieving sustainable development and sustainable communities, in locations such as Farnborough town centre which is highly accessible by public transport in order to reduce car usage.

6.3.3 The proposals in this SPD identify a number of potential sites for housing and include the redevelopment of vacant and under-used sites, in line with national, regional and local policy guidance. To ensure that the town centre provides

housing for all sectors of the community and for present and future generations, new development needs to include a mix of housing in terms of type (flats or family housing), size (number of bedrooms) and tenure (market and affordable housing).

Proposals should incorporate the following:

High quality design and construction

6.3.4 The design of new housing should be of a high design quality and construction which will be durable and suitable for use by present and future generations. Development should be designed to reflect the existing character of the surrounding area in which the development is located, safeguard amenities of adjoining dwellings and properties and be compatible with other policies set out in the Local Plan and other planning guidance. Design Statements for all applications will be required to demonstrate how the surrounding context has been taken into consideration in the design.

Higher density housing in the town centre

6.3.5 Locations close to Farnborough's transport interchange and within the town centre itself are considered to be highly accessible in terms of public transport connectivity. The Council will therefore encourage and support higher density proposals on such sites with required net densities of more than 55 dwellings per hectare within the town centre. In particular, it is felt that higher density development could be achieved on sites immediately adjacent to the station on Union Street. However, a Design and Access Statement will be required to show that the design does not negatively affect neighbouring residential and other uses and that the character and quality of spaces would be improved by the proposed development.

Provision of a mix of housing types and sizes

6.3.6 Whilst the emphasis on higher density housing in more accessible locations may mean smaller homes, it is possible to carefully design a



3 Illustrative example

Image credit: Urban Practitioners



4 Illustrative example

Image credit: Urban Practitioners

3. A mix of housing types and sizes

4. Sustainable housing

range of housing types on certain sites in high density schemes. This is particularly important in order to cater for the wide range of households in the town centre including single person households, newly formed households, young couples, families, elderly people and people with disabilities and their families. In addition, the different types of housing units and sizes should be dispersed throughout the development where possible in order to ensure the implementation of a mixed and socially inclusive community.

Provision of affordable housing

6.3.7 It is essential that new residential development includes elements of affordable housing, where appropriate, to ensure that the housing requirements all sectors of the local community are provided for. The policy in the Rushmoor Affordable Housing SPG (adopted 2003) includes a requirement for 35-40% affordable housing on sites of 25 dwellings or more, or one hectare or more. The Council will be looking to reduce the threshold through the emerging LDF.

Provision of 'mobility housing'

6.3.8 All newly built homes should meet the Joseph Rowntree Lifetime Homes standard (items 1-16) and flatted developments should include larger ground floor units suitable for wheelchair users and their families and lifts where flatted schemes are over two storeys high.

Provision of amenity space

6.3.9 In order to create an attractive living environment and to enhance the quality of life in the town centre, new residential development should include the provision of conveniently located and usable amenity space which should be balanced against the provision of adequate on-site parking. The minimum standard for 1,000 people is 2.8ha broken down as follows:

- urban parks and amenity open space: 1.6ha
- equipped children's play space: 0.2ha
- sports ground: 1.0ha

6.3.10 However, the most important guidance to consider here is the designation of the Thames Basin Heaths Special Protection Area (SPA) in March 2005. Section 8.6 provides further information.

6.3.11 It should also be noted that new residential development will be expected to establish and contribute towards any necessary improvements or new provision of infrastructure required to serve needs arising from the new development.



5 Illustrative example

Image credit: Urban Exposure/Urban Practitioners



6 Illustrative example

Image credit: Urban Practitioners

- 5. Children's play facilities
- 6. High quality housing



5 Illustrative example

Image credit: Urban Practitioners



6 Illustrative example

5. Enhancing provision for cyclists

6. Covered cycle parking

6.4 Adequate parking and cycle provision

Relevant policies are in Section 8 of the Local Plan Review 1996-2011.

Reference should also be made to:

- **Relevant Transport policies in the emerging Core Strategy DPD;**
- **The emerging Parking Strategy and Standards SPD (draft to be published November 2007);**
- **Parking Standards and Strategy: Cycle and Motorcycle Parking Standards Supplementary Planning Guidance (adopted November 2003); and**
- **Sustainable Design and Construction Supplementary Planning Document (adopted April 2006).**

6.4.1 New development in the town centre must balance the need to restrict parking with improving the availability of public transport and providing safer walking and cycling routes. Farnborough’s townscape is currently dominated by the provision of surface car parking and the road network and this dominance must be reduced in order to encourage the use of alternative means of transport, particularly walking and cycling.

Cars and commercial vehicles

6.4.2 The sites identified within this SPD as having the potential for redevelopment are located within the ‘High (Zone 1)’ area which means it is fully accessible during the day and within 800metres of a transport interchange. This effectively means that parking for new development should use the following reduced parking standards as a maximum:

Land use	Maximum level of parking in areas of high accessibility
Retail	75%
Residential/education/health/leisure	50%
Employment	30%

Fig. 6.1 Parking limits

6.4.3 In the most accessible sites such as the site immediately adjacent to Farnborough station, zero parking will be encouraged by the Council if the development includes measures to enhance the take-up of alternative means of travel such as improvements to the transport interchange and walking or cycling routes.

6.4.4 Parking for people with disabilities should equate to 5% of the total allocation and parking for heavy goods vehicles should be included where needed.

6.4.5 In terms of spaces per unit for residential, eating/drinking or cinema uses, the maximum standards are set out below in Figure 6.2.

Land use	Spaces per unit
Residential	1 bed - 0.5 spaces per unit
	2-3 beds - 1 space per unit
	4+ beds - 1.5 spaces per unit
Eating/drinking	1 space per 7.5 sq.m
Cinema	1 space per 7.5 seats

Fig. 6.2 Parking standards for different land uses

6.4.6 These standards are maximum and where possible, zero parking provision for sites closest to the transport interchange will be promoted.

6.4.7 The design of parking areas and parking structures should adhere to the 'Secured by Design' guidelines. New development should avoid large expanses of surface car parking and seek to provide parking in attractive, well-designed decked structures or on the basement or ground floors of flatted schemes with high quality ventilation panels.

6.4.8 Developments requiring a transport assessment will require a travel plan.

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Indicative plan for Farnborough Town Centre

7. Key development areas

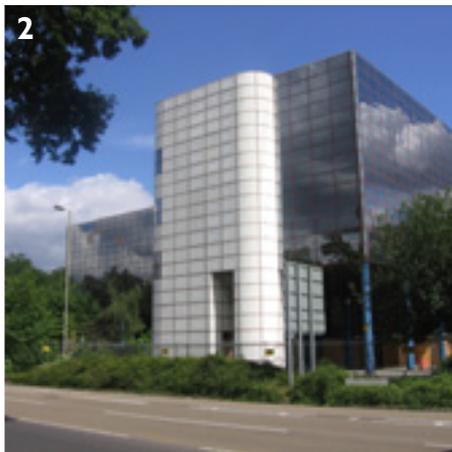
7.1 Overview

7.1.1 This section sets out the key design and development principles for each of the six main areas in the town centre which have been loosely defined by the predominant character of the existing built environment.

7.1.2 A number of these areas have been identified as potential sites for housing, but it must be clear that any proposals would need to accord with the Council's interim strategy and standards for protecting Natura 2000 sites (see section 8.)



1
Union Street/Station Environs
Enhancing Farnborough's accessibility and maximising its excellent transport connectivity



2
Farnborough Road North
Opportunities for new housing and enhancing the route into the town centre



3
Town Centre
Maximising the opportunities and benefits arising from the KPI redevelopment scheme



4
Princes Mead West
Improving the efficiency of land use, enhancing the retail offer and providing new homes



5
Civic Quarter
Unifying and strengthening the civic quarter and its functions and providing a new public space



6
Business Park North
Redeveloping the Civic Offices for new housing and linking the town centre to the new Business Park

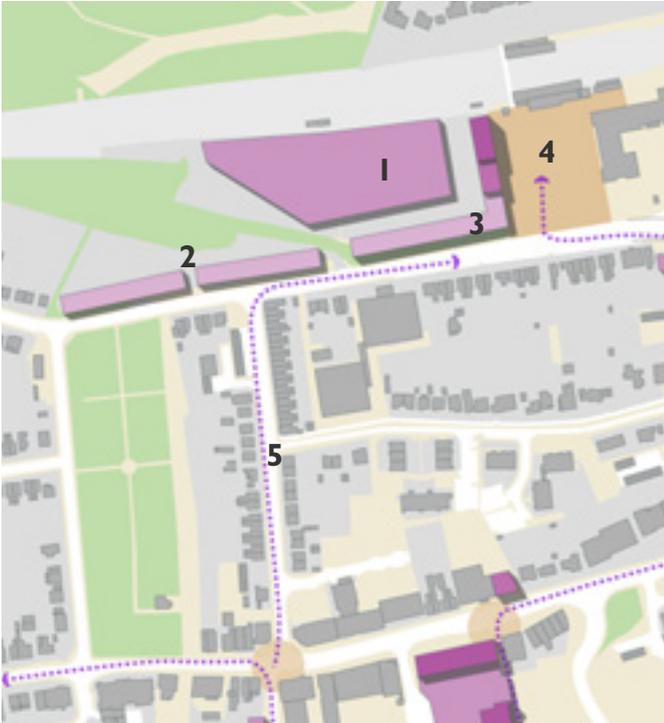


Fig. 7.1 Illustrative plan

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Key principles for the Union Street/ Station Environs area:

1. To enhance the transport interchange between the mainline railway and bus services at Farnborough station
2. To enhance the accessibility of the town centre by modes of transport other than the car by creating a clearly defined, attractive and safe route to and from the station along Union Street and Elm Grove Road
3. To build upon the excellent transport connectivity and proximity to the station and town centre by the provision of new housing

Fig. 7.2 Key principles

7.2 Union Street/Station Environs

7.2.1 The area by Farnborough railway station and Union Street, to the north of the town centre, is an important location in that it is one of the most accessible, and therefore sustainable, locations in Farnborough. A number of opportunities have emerged for this area which could see it transformed into an enhanced transport interchange with new housing enviably located close to the station and the town centre.

Consultation findings

7.2.2 Key findings from the consultation for this area included:

- the rail station feels distant from the rest of the town centre despite not actually being physically very far;
- a lack of a strongly defined pedestrian and cycle link to the town centre from the station;
- the need to reinforce the pedestrian route along Union Street and Elm Grove Road using signage;
- the potential for creating a hub of activity around the station – perhaps introducing a retail or commercial element at the station; and
- the strong need for improved signage to/from the town station and the station.

Proposals

7.2.3 There are five proposals envisaged for this area.

Proposal 1: Decked parking, station car park

Surface car parking currently occupies a significant amount of land by the station in one of the most accessible locations in Farnborough. The re-provision of parking in a decked structure could make more efficient and effective use of the site by

consolidating the amount of land given over to parking spaces and to free up land for development for new housing (see Proposal 3).

Proposal 2: New housing fronting Union Street

This site is well placed within Farnborough, close to the station and the town centre itself and on one of the key connecting routes. Housing located close to the station will be attractive to commuters and would be considered to be in a high (Zone 1) area of accessibility with regard to car parking levels.

Proposal 3: New mixed use development, station car park

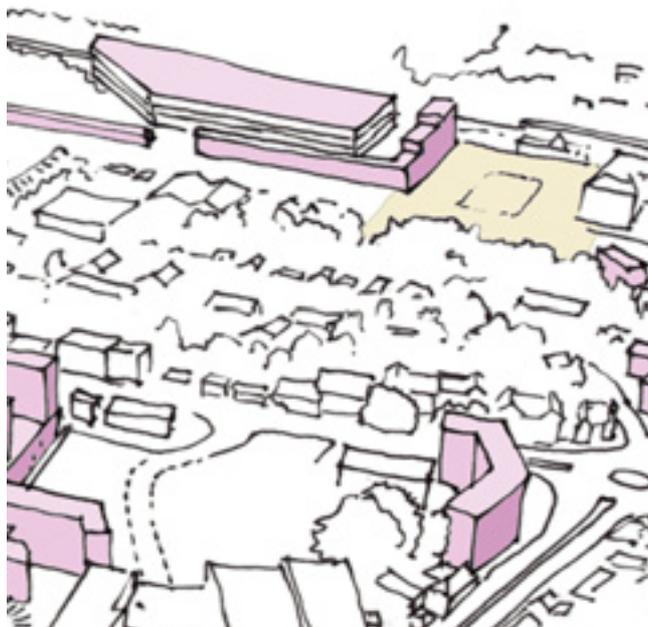
There is potential for new development to take place on part of the current car park site (see Proposal 1) with ground floor retail or commercial uses and residential units on upper floors. Suitable ground floor uses may include a metro-style supermarket.

Proposal 4: Public realm, forecourt and station enhancements

The station forecourt should be enhanced to present a more positive and welcoming image for those arriving at the station with clearer routes and signage and an improved interchange for buses, taxis and 'kiss and ride' drop-offs. In addition, wheelchair access should be provided for the London-bound platform.

Proposal 5: Enhanced pedestrian route to town centre

The route to the town centre via Union Street and Elm Grove Road needs to be clearly marked for pedestrians and to provide an attractive walking environment with lighting for safety and active frontages provided by the proposed development on the north side of Union Street (see Proposal 2).



2

1. Illustrative aerial view
2. Union Street car park

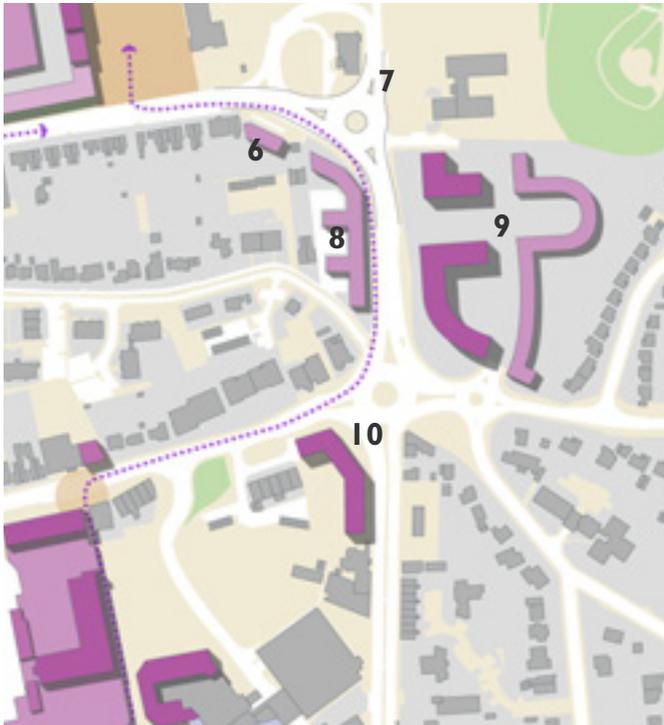


Fig. 7.2 Illustrative plan

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Key principles for the Farnborough Road North area:

1. To create a route leading from the station to the town centre and beyond which is attractive and safe for pedestrians to use
2. To provide new housing in a location which is well placed to take advantage of its proximity to the town centre's shops and facilities and the transport interchange

Fig. 7.3 Key principles

7.3 Farnborough Road North

7.3.1 The area to the east of Farnborough station and to the northeast of the core shopping area is very well-placed to take advantage of its location close to the transport interchange, the town centre's shops and facilities and Farnborough Road (the A325) and its connections to the M3 and M4 motorways. There are a number of opportunities in this area to provide new housing and to enhance the street environment as a key pedestrian route to the town centre via Victoria Road.

Consultation findings

7.3.2 The main findings for this area focused on the need to improve signage and to clearly define the route to/from the station and the town centre. In addition, it was also noted that the town centre 'looks unappealing' from Farnborough Road.

Proposals

7.3.3 There are five main proposals envisaged for this area which are set out below.

Proposal 6: New infill residential development, Union Street

This small site could potentially accommodate a small number of flats in an infill scheme. This development should be designed such that its key frontage and entrances face directly on to the road to help contribute to a more animated street environment.

Proposal 7: Removal of the gyratory loop, Farnborough Road/Union Street junction

The gyratory loop currently fragments the land immediately to the east of Farnborough station. The loop road bisects the parcel of land occupied by an office block and the pub. It may be possible for the gyratory loop to be removed when highways funding is available. The removal of this loop could then pave the way for the rationalisation

of the land ownerships of sites on the northside of Union Street to create a significant parcel of land for redevelopment if demand is adequate.

Proposal 8: Infill mixed-use development (Nos 273-267) Farnborough Road

This infill site has the advantages of a good location in terms of transport accessibility and proximity to the town centre and, together with Proposal 6, has the opportunity to provide a mix of commercial uses and residential units with the active uses facing Farnborough Road to help create a more animated street environment and walking route to and from the station. Part of this site already has planning permission for the demolition of an office building and erection of 24 flats (App.No.: 04/00828/FUL) but has yet to be fully implemented.

Proposal 9: New residential development, Concept House, Farnborough Road / Rectory Road

This site has recently been granted planning permission by Rushmoor Council subject to legal agreement (app.no.: 06/00784/FUL) for 253 new homes, including 88 affordable homes. A financial contribution to the Council from the developers of £232,000 for improvements to Southwood Woodlands, will offset any impact from new residents of the development on the Thames Basin Heaths Special Protection Area.

Proposal 10: New mixed-use development incorporating either new homes or a hotel, Fleet House

This site has the potential to be an attractive site for a hotel due to its visibility and proximity to the station and town centre and location on the A325. Active ground floor uses such as retail uses should be provided in order to help create a more animated and safe street environment along Farnborough Road. Alternatively, the site would be ideally located for medium to high density housing development.



- 3. Illustrative aerial view
- 4. Fleet House on Farnborough Road



Fig. 7.4 Illustrative plan

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Key principles for the Town Centre area:

1. To create a high quality town centre environment which is lively, vibrant and safe at all times of the day and night and with a mix of uses including new homes
2. To ensure that the KPI scheme is successfully integrated into the rest of the existing urban fabric once complete
3. To enhance the retail and leisure offer of the town centre
4. To ensure that the northern gateways into the town centre are enhanced and present a positive image for Farnborough

Fig. 7.5 Key principles

7.4 Town Centre

7.4.1 This area covers the northern half of the core shopping area and will be radically transformed by the KPI scheme which has now commenced. The scheme will introduce a much-needed injection of life into the town centre and will introduce a substantial amount of housing into the town centre area. It is therefore important that any additional future development for this area builds upon and adds to the revitalisation that the KPI scheme is expected to initiate.

Consultation findings

7.4.2 Key findings from the consultation for this area included:

- a lack of identity;
- poor quality buildings and public realm with a 'run-down' feel; and
- the three shopping areas are too disjointed and are not easy to navigate.

Proposals

7.4.3 There are five main proposals envisaged for this area which are set out below.

Proposal 1 I: Gateway treatments, Victoria Road

The two main pedestrian routes into the town centre from the station first see a glimpse of the retail core from Victoria Road. It is proposed that two distinctive gateways are created at the junction of Victoria Road and Northmead and another at Victoria Road and Queensmead. It is envisaged that these gateway treatments would primarily focus on hard landscaping projects and could also include innovative use of street furniture, street lighting and/or public art to help create a strong image.

Proposal 12: Infill housing development, Victoria Road

The site to the east of the Royal Bank of Scotland building on Victoria Road presents an opportunity for infill residential development which would greatly benefit from being directly opposite the new KPI scheme for the town centre.

Proposal 13: Consented KPI mixed-use scheme, northern part of Queensmead

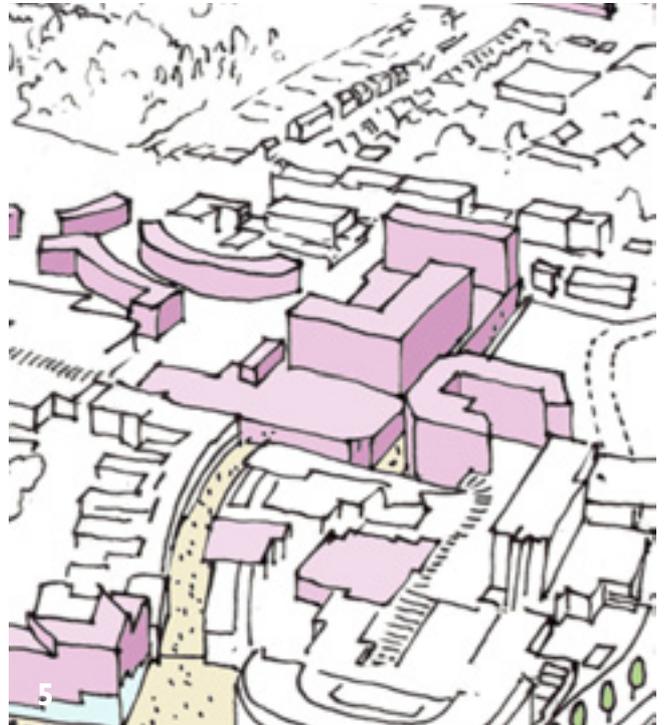
This mixed-use scheme has planning consent and demolition work started in spring 2007. When complete, the scheme will include leisure uses, shops (including a supermarket) and flats on the upper floors.

Proposal 14: New housing, Solartron Road

This site has the potential to help define 'edges' and streets more clearly in this part of the town centre which is disjointed and illegible for pedestrians. The site could provide new housing with key frontages and entrances facing Solartron Road to help create a safe and attractive residential environment.

Proposal 15: New housing, Northmead and Westmead

This collection of small sites is currently occupied by parking for local business, creating a very weak environment for pedestrians. There is longer term potential for new development on these sites which would create active street frontage and improve the pedestrian link between the station and the town centre.



5. Illustrative aerial view
6. Queensmead

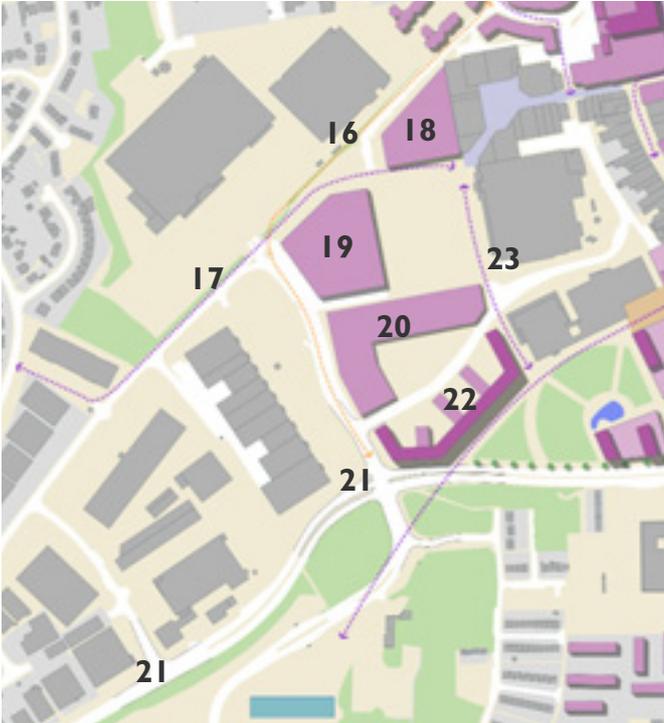


Fig. 7.6 Illustrative plan

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Key principles for the Princes Mead West area:

1. To make more efficient use of the land in the Retail Park area through consolidation of surface car parking
2. To enhance the retail offer of Farnborough town centre
3. To improve connections between the town centre and the residential and employment areas to the west
4. To create clearly defined urban blocks and 'edges' to help aid navigation for pedestrians and cyclists

Fig. 7.7 Key principles

7.5 Princes Mead West

7.5.1 This area is located to the west of Princes Mead and Asda and east of the Solartron Industrial Park. The area is predominantly given over to surface car parking for customers and presents a physical and psychological barrier for movement between the town centre, the industrial park, and the Raborough and Cove Village residential areas. There are clear opportunities to improve connections across the area and to make more efficient use of the land through consolidation of car parking and re-provision in one or more decked structures.

Consultation findings

7.5.2 Key findings from the consultation for this area included:

- the need to consider the layout, access and amount of car parking provided;
- the need to make more of the parking area in terms of public realm or through redevelopment including multi-storey parking; and
- a lack of clear routes for pedestrians across and in or out of the parking area.

Proposals

7.5.3 There are eight main proposals envisaged for this area which are set out below.

Proposal 16: New north-south bus link, Invincible Road and Solartron Road

One of the issues arising from the informal consultation process was the lack of connections across the wider town centre area. One of the consequences (and/or causes) of this is the dominance of the car in Farnborough, as is demonstrated by the large amount of land in the town centre given over to surface car parking which creates physical and psychological barriers to

movement across the area. There is potential for a new bus route to be created which runs along the western edge of the town centre, linking Meudon Avenue to Westmead and Victoria Road.

Proposal 17: New pedestrian link from Cove Village and Rafborough to Princes Mead

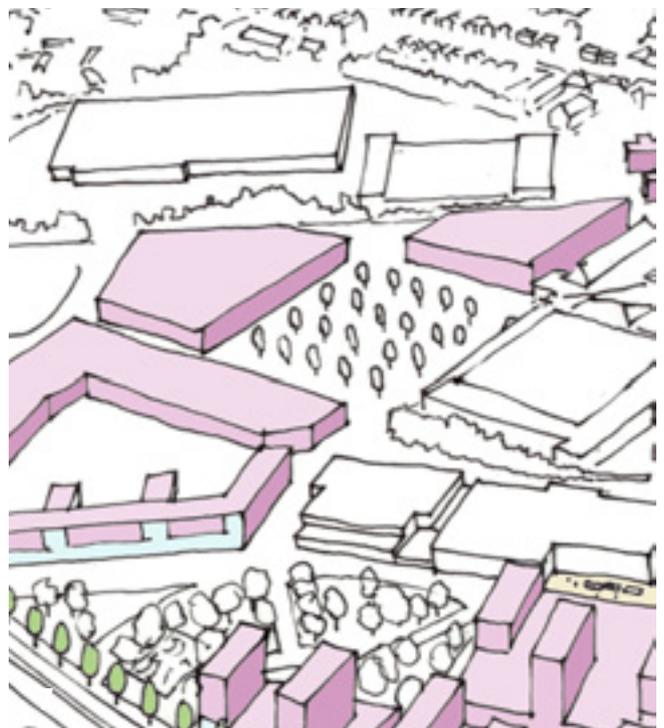
There is an opportunity to create a new, clearly signed pedestrian link which is defined through the use of paving materials and street lights. This link should connect the residential areas of Cove Village and Rafborough in the west with Princes Mead and the Asda store in the east.

Proposal 18: New retail development, Princes Mead

This site, to the west of the Princes Mead shopping centre, along with Proposals 20 and 21, provides an opportunity to reconfigure this area which is currently occupied by the market. With the proposed creation of a new public space at the southern end of Queensmead (see Section 7.6 for further detail), it is proposed that the market be relocated there as this is a more visible location. In turn, this would enable new retail units to be developed on this site, creating the northern 'edge' of a new space outside the Asda store.

Proposal 19: Decked parking structure, Asda car park

This site is currently occupied by a large area of surface car parking and provides a psychological and physical barrier to non-vehicular movement from the residential and commercial areas to the west to the town centre in the east. By providing a new, high quality and attractive decked structure for parking to the western side of the Asda car park, this could help create a more enclosed surface car park and one which is more navigable for pedestrians and cyclists with clearly marked routes.



7. Illustrative aerial view

8. Asda



Proposal 20: Redeveloped existing retail and office development, Westmead

This proposal provides an opportunity to enclose the Asda surface car parking area by creating a southern ‘edge’ with frontages facing the car park and a service area to the south which is screened by planting to reduce the visual impact on the proposed residential development to the south (proposal 22).

Proposal 21: Replacement of Sulzer roundabout with signalised junction and enhanced access to the Invincible Road industrial estate

The road network in this part of the town centre dominates the townscape and could be rationalised to make more efficient use of the land. By replacing the Sulzer roundabout with a signalised junction, land could be made available for a new development (proposal 22) which fronts on to a new, attractive pedestrian and cycle route from Farnborough Business Park in the south to the town centre via the Civic Quarter (proposal 24).

In addition, a new access road to the industrial estate on Invincible Road is proposed to the west of Sulzer roundabout. The net effect of this new access road and the replacement of Sulzer roundabout is intended to reduce vehicle congestion at the Solartron Road junction and improve pedestrian connectivity between Farnborough Business Park and the town centre.



9. Westmead
10. Sulzer Roundabout

Proposal 22: Residential development, Westmead/Civic Quarter

The replacement of the Sulzer roundabout with a signalised junction could give rise to an opportunity to provide new residential development south of Westmead and north of Meudon Avenue. This development should be designed such that key frontages and entrances face the proposed pedestrian and cycle route from Farnborough Business Park to the new public space in the town centre at the southern end of Queensmead. The eastern part of this development should also overlook to the newly enhanced and re-landscaped gardens in the Civic Quarter.

Proposal 23: Reinforced pedestrian link from the Civic Quarter to Princes Mead

The proposed reconfiguration of the car park outside Asda and its enclosure on all four sides should be complemented by a reinforced pedestrian link which connects the Civic Quarter to the Princes Mead shopping centre in the north.



- 11. Farnborough Leisure Centre car park
- 12. Asda car park

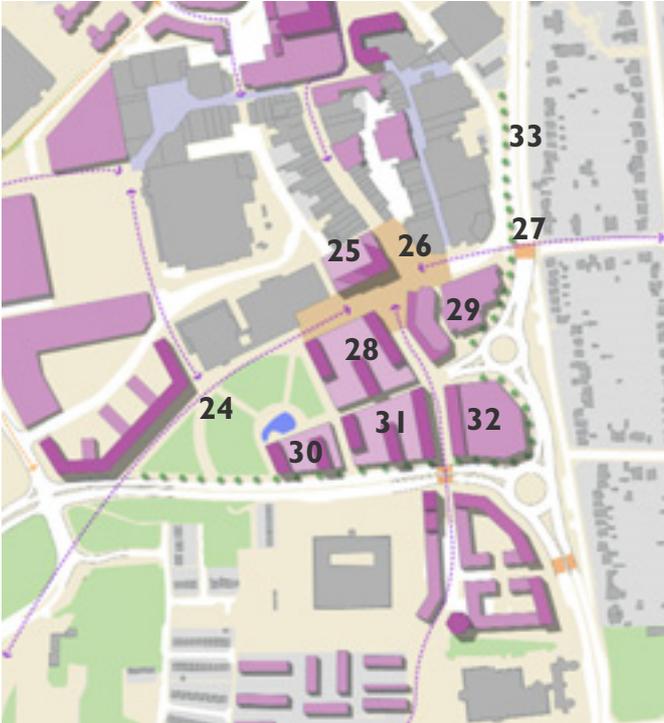


Fig. 7.8 Illustrative plan

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Key principles for the Civic Quarter:

1. To create a unified Civic Quarter with a strong new identity
2. To enhance the area's role in the functioning of the town centre
3. To provide an attractive public space which can be used by people of all ages in the town centre
4. To connect the new Business Park in the south to the town centre in the north
5. To improve connections from the residential areas across Farnborough Road to the town centre

Fig. 7.9 Key principles

7.6 Civic Quarter

7.6.1 The Civic Quarter was identified as one of the most important projects arising from the informal consultation process. At present, the Civic Quarter has an open green space and skating park at its centre with an under-utilised open space between the leisure centre and Queensmead. The area contains a number of civic functions such as the Elles Hall community centre, police station, leisure centre and library, but lacks a strong and coherent identity for Farnborough town centre. There is clearly an opportunity to strengthen this civic core and the southern portion of the town centre, as well as incorporating new Civic Offices.

Consultation findings

7.6.2 Key findings from the consultation for this area included:

- outdated and unattractive buildings, especially the leisure centre;
- poor quality and wasted open space between the leisure centre and Pizza Hut;
- a lack of seating in the garden behind the police station;
- poor quality green space with a need for better maintenance of plant borders and the pond; and
- the opportunity to move the Civic Offices from the existing site to the enhanced Civic Quarter.

Proposals

7.6.3 There are ten main proposals envisaged for this area which are set out below.

Proposal 24: Re-landscaped gardens and pedestrian link connecting the Business Park to the town centre

The existing open space in the Civic Quarter will be re-landscaped to enhance its attractiveness and to help unify the area. In addition, a new, high quality route is proposed to connect the Business Park to the new public space proposed for the southern end of Queensmead. Once the Business Park is complete, it is essential that its employees are drawn in to use the town centre’s services and facilities during the weekdays and that local residents can benefit from the cultural and leisure uses proposed for the Heritage Quarter in the Business Park itself.

Proposal 25: New library and retail development, current Iceland site, Queensmead

This site is an important location in the vision for Farnborough town centre on the corner of a prominent site fronting the proposed public space (see proposal 26). It is envisaged that there the current Iceland store could be redeveloped to provide a new Discovery Centre (a Hampshire County Council initiative for enhancing libraries in the county) with a large entrance on the ground floor and the main facilities on the first and upper floors. This must be fully accessible by people with disabilities and older people. In addition, new retail units on the ground floor could accommodate restaurants or cafés which front and animate the new public space.



14

- 13. Illustrative aerial view
- 14. Pond and gardens, Civic Quarter



15

Proposal 26: New public space, southern end of Queensmead

This new public space proposed for the southern end of Queensmead will help to strengthen the town centre's streetscape, its retail and leisure offer and help to form a new, positive identity for Farnborough. This new space will also be central in helping to 'tie' the town centre together and acting as a focal point for communal activities such as the market, events and performances. The space should be of a high quality design, accessible to all and knit together the surrounding urban fabric of the existing shops on Queensmead and the proposed development in proposals 27, 28, 29, 31 and 32. A public space such as this will require effective town centre management to ensure its active use for regular and one-off events.



16

Proposal 27: New pedestrian crossing by Farnborough Road and Oak Road

A lack of pedestrian connections from the Farnborough Park residential area to the east of Farnborough Road to the town centre were identified as a major issue for the wider town centre area in the informal consultation process. There is potential for a new crossing and a clearly defined route to be provided from Farnborough Park to the new public space on Queensmead.

Proposal 28: New mixed-use development, current library site, Kingsmead

With the redevelopment of the Iceland store for a new Discovery Centre, the current library site could be redeveloped to provide ground floor retail and/or leisure uses fronting Kingsmead/ Farnborough Road, with residential uses on the upper floors. This development, along with proposals 29, 31 and 32 could help to create an extended Queensmead and main street for the town centre, connecting to the sites south of Meudon Avenue and the new Business Park.

- 15. Southern end of Queensmead
- 16. Farnborough Road looking north

Proposal 29: New cinema complex, Pinehurst North car park

As part of the KPI proposals for redeveloping the northern part of the town centre, there are proposals for a new cinema complex on the site of the current Pinehurst North car park. This complex will also include associated leisure uses such as restaurants, cafés or bars, introducing an element of much needed evening economy uses into the town centre. Parking will be re-provided as part of the scheme at ground level with the cinema uses at podium level.

Proposal 30: New Civic Offices, Civic Quarter/Meudon Avenue northside

There is an opportunity for the development of new, high quality Civic Offices at the heart of the enhanced Civic Quarter and to redevelop the existing offices for residential uses. The improved Civic Quarter would be an ideal location for the Civic Offices for the Council and could be designed with its key frontage and main entrance facing the central public open space.

Proposal 31: New mixed-use development, Farnborough Road/Meudon Avenue

This site, which is adjacent to the new Civic Offices, is partly occupied by the police station and open space and could be redeveloped to provide a new mixed-use scheme with retail or leisure uses on the ground floor fronting what is currently the Farnborough Road/Meudon Avenue gyratory system. Residential uses could be provided above the retail or leisure uses which should provide active frontages to Farnborough Road and help to create a clearer and more legible street environment for this part of the town centre, reducing the dominance of cars.

Proposal 32: Decked parking with residential development on the west side, Pinehurst South car park

As with proposals 28, 29 and 31, this site could help contribute to the creation of a more animated and lively street environment for this part of the town centre with active frontages on both sides provided the new development and its retail or leisure uses. There is an opportunity on this site to re-provide the car parking spaces in a new decked structure with new residential development along the western edge fronting Farnborough Road.

Proposal 33: Improvements to Farnborough Road

The walking environment of Farnborough Road was highlighted as an issue for the wider town centre and the need to improve the environment was identified as a 'dream'. The walking environment could be enhanced with the planting of mature trees and new lighting on the western side, taking into consideration issues of pavement width, CCTV coverage, infrastructure requirements and visibility issues for drivers.

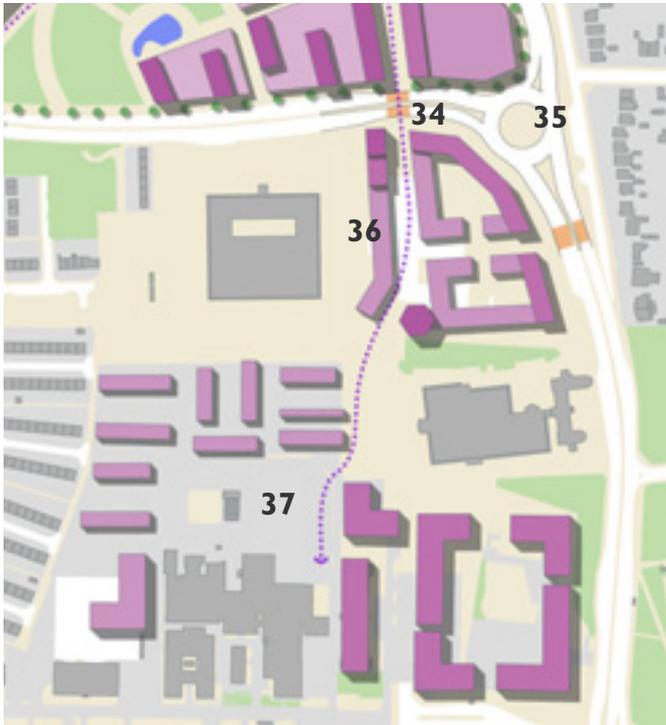


Fig. 7.10 Illustrative plan

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Key principles for Farnborough Business Park North:

1. To create clear pedestrian and cycle linkages between the town centre and Farnborough Business Park to the south
2. To create new housing for local people
3. To redevelop the site of the existing Civic Offices

Fig. 7.11 Key principles

7.7 Farnborough Business Park North

7.7.1 The area to the north of the new Business Park and south of Meudon Avenue plays an important role in connecting the core of the town centre to the wider area. The area has the potential to become a new mixed use area incorporating new homes with existing offices of companies such as IBM.

Consultation findings

7.7.2 The findings from the informal consultation focused on the need to connect the new development at Farnborough Business Park with its proposed cultural and leisure hub to the core shopping area. The opportunity to redevelop the Civic Offices site for other uses was also highlighted.

Proposals

7.7.3 There are four main proposals envisaged for this area which are set out below.

Proposal 34: New north-south pedestrian and cycle route connecting the town centre to the Business Park

A safe and clearly defined pedestrian and cycle route connecting the new residential development (proposal 37) to the town centre should be created using high quality paving materials, planting and lighting. This route will include a new crossing over Meudon Avenue and should be integrated into the redevelopment of the Civic Offices site.

Proposal 35: Replacement of gyratory with at-grade roundabout, Farnborough Road/ Meudon Avenue

The gyratory at the junction of Farnborough Road and Meudon Avenue could be replaced with an at-grade roundabout to make the most efficient and effective use of the land available in this southern

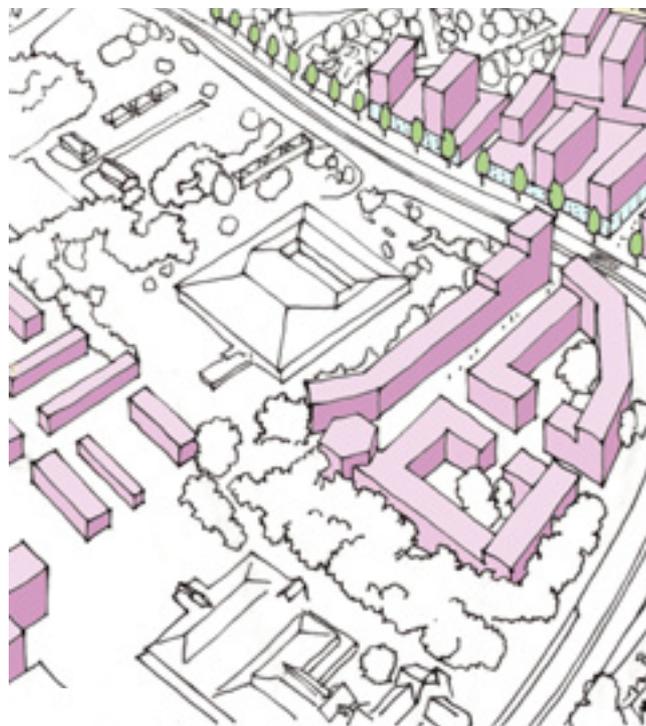
part of the town centre. This improvement scheme should also incorporate a new pedestrian crossing over Farnborough Road to the south, to enhance connections from the Farnborough Park residential area.

Proposal 36: New residential development, existing Civic Offices site, Meudon Avenue

The existing Civic Offices could be redeveloped to provide a mixture of new housing for local residents. Any new residential development on this site should be of a perimeter block form with active frontage and main entrances facing Meudon Avenue and Farnborough Road.

Proposal 37: New Residential development, O’Gorman Avenue, Farnborough Business Park

This site has recently been granted planning permission by Rushmoor Council subject to legal agreement (app.no.: 06/00603/FUL) for 476 new homes, including 404 apartments and 78 new houses) with 391 new build and 85 through the conversion of buildings known as Q153 and R178, with a total of 30% affordable homes throughout the whole site. A financial contribution to the Council from the developers of £459,000 for improvements to Southwood Woodlands, will offset any impact from new residents of the development on the Thames Basin Heaths Special Protection Area.



17. Illustrative aerial view

18. The Business Park under construction



Address: 1000 ...
... from centre



Public Space
access only

mark & open

MARK & OPEN?

MARK & OPEN

8. Delivery and implementation

8.1 Introduction

8.1.1 Delivering the proposals outlined in this SPD is a long-term process. Even for individual sites and potentially attractive areas, the development process can take a number of years from inception to completion. The successful implementation and delivery of the SPD requires a change in the role and perception of Farnborough town centre itself and it will be necessary to move towards sustained investor confidence and stimulation of the market through:

- active commitment to the implementation of the SPD by all stakeholders;
- effective marketing and economic strategies to promote Farnborough town centre to potential investors, developers and occupiers;
- partnership working between the key stakeholders (the Council, other public sector bodies, landowners, investors and developers) so that potential costs associated with infrastructure improvements and enabling works can be associated with development and benefit a number of landownerships within the town centre.

8.2 Marketing and partnership working

8.2.1 Effective marketing of the town centre and its proposed transformation is vital to generating further interest in Farnborough. Whilst the KPI scheme will significantly transform the northern part of the town centre when it is complete and inject a sense of energy and confidence into the town centre, clear marketing and economic strategies will need to be formulated which build upon the anticipated positive outcomes from the new development and stimulate further investment by potential developers and landowners. It is hoped that this SPD will help to 'kick-start' this stimulation process and that it can be used by the Council and its partners as a promotional tool.

8.2.2 Partnership working will also be essential in generating interest and momentum in moving Farnborough forward. A comprehensive partnership approach to delivery will help provide individual landowners or developers with the confidence and certainty that other SPD proposals will be delivered, leading to an ongoing and supportive process of regeneration. It may be that the Farnborough Business and Community Panel could therefore play a key role in fostering further partnership working and championing the SPD's proposals as it is an established practical and working forum for local businesses and the local community.

8.2.3 The list of potential projects includes the potential to move the Council's offices. It should be noted that any such move would be wholly or partly funded by the sale of the existing site for housing.

8.3 Priority areas

8.3.1 An appraisal of the deliverability of the projects has highlighted a number of key priority areas which could, if successfully implemented, accelerate changes in the image and perception of Farnborough town centre. These areas are as follows:

- Priority Area 1: Union Street/Station Environs;
- Priority Area 2: Town Centre (particularly Proposal 13, the consented KPI scheme); and
- Priority Area 3: Civic Quarter and Proposal 36 (redevelopment of the current Civic Offices).

8.3.2 The Council will therefore seek to promote these three areas as the priority areas for moving Farnborough forward, whilst also ensuring that the all of the other areas are also promoted effectively.

8.4 Indicative phasing

8.4.1 Figure 8.1 below sets out the indicative phasing of proposals set out in this SPD. A number of projects are contingent on others being brought forward first, particularly some of the public realm projects which will rely heavily on Section 106 agreements from new development such as residential schemes in the town centre.

8.4.2 The table below sets out the proposals, partners, indicative timescale and identified phasing issues.

Fig. 8.1 Indicative phasing

Proposal number	Proposal name	Partners	Indicative timescale	Phasing issues
1	Decked parking, station car park	Network Rail, potential developer & RBC	Short to mid term	Could be brought forward independently of other projects
2	New housing fronting Union Street	Landowners, potential developer & RBC	Short to mid term	Dependent on proposal 1
3	New mixed-use development, station car park	Network Rail, potential developer & RBC	Short to mid term	Dependent on proposal 1
4	Public realm, forecourt and station enhancements	RBC and Network Rail	Short to mid term	Could be brought forward independently of other projects
5	Enhanced pedestrian route to town centre	RBC and Hampshire County Council	Short to mid term	Likely to be delivered in sections as part of proposals 1,3 and 15
6	New infill residential development, Union Street	RBC and potential developer	Short term	Could be brought forward independently of other projects
7	Removal of the gyratory loop, Farnborough Road/ Union Street junction	RBC and Hampshire County Council	Mid to long term	Could be brought forward independently of other projects

8.4.3 It is important to emphasise that the Council's role in this process will primarily be as an enabler, bringing together the key stakeholders (including landowners and potential developers) and facilitating discussion between all the parties.

8.4.4 In terms of timescale, the definition of terms that have been used in the table are as follows:

- Short term: 0 - 5 years
- Mid term: 5 - 10 years
- Long term: 10+ years

Proposal number	Proposal name	Partners	Indicative timescale	Phasing issues
8	Infill mixed-use development fronting Farnborough Road	Landowner(s), potential developer & RBC	Mid to long term	Could be brought forward independently of other projects
9	New residential development, Farnborough Rd/ Rectory Rd	Landowner(s), potential developer & RBC	Short term	Could be brought forward independently of other projects
10	New mixed-use development, Fleet House	Landowner(s), potential developer & RBC	Mid to long term	Could be brought forward independently of other projects
11	Gateway treatments, Victoria Road	RBC and Hampshire County Council	Short term	Should be delivered to coincide with the completion of the KPI scheme (proposal 13)
12	Infill housing development, Victoria Road	Landowner(s), potential developer & RBC	Short term	Could be brought forward independently of other projects
13	Consented KPI mixed-use scheme, northern part of Queensmead	Landowner (KPI)/developer & RBC	Short term	Detailed phasing plans in place including decanting of existing residents
14	New housing, Solartron Road	Landowner(s), potential developer & RBC	Short term	Planning application granted - forms an early phase of the KPI scheme (proposal 13)
15	New housing, Northmead and Westmead	Landowner(s), potential developer & RBC	Mid to long term	Could be brought forward independently of other projects but land ownership constraints may be an issue
16	New north-south bus link, Invincible Road and Solartron Road	Landowner(s), Hampshire County Council & RBC	Short to mid term	Likely to be delivered as part of proposal 18
17	New pedestrian link from Cove Village/ Raiborough to Princes Mead	Landowner(s), Hampshire County Council & RBC	Short to mid term	Likely to be delivered as part of proposal 18

Proposal number	Proposal name	Partners	Indicative timescale	Phasing issues
18	New retail development, Princes Mead	Landowner(s), potential developer and RBC	Short to mid term	Likely to follow after proposal 19 and relocation of the market. Junction improvements may also be necessary before development (proposal 21)
19	Decked parking structure, Asda car park	Landowner(s), potential developer and RBC	Short term	Likely to be required to facilitate proposal 18. Junction improvements may also be necessary before development (proposal 21)
20	Redeveloped existing retail and office development, Westmead	Landowner(s), potential developer & RBC	Very long term	Dependent on tenure arrangements and viability
21	Replacement of Sulzer roundabout with signalised junction and enhanced access to the Invincible Road estate	Landowner(s), Hampshire County Council and RBC	Mid to long term	The new access to the Invincible Road estate could be delivered before the replacement of the roundabout. Some junction improvements may be necessary to permit proposals 18 and 19
22	Residential development, Westmead/Civic Quarter	Landowner(s), Hampshire County Council and RBC	Mid to long term	Dependent on proposal 21
23	Reinforced pedestrian link for the Civic Quarter to Princes Mead	Landowner(s), Hampshire County Council and RBC	Short to mid term	Best delivered in conjunction with proposal 22 but could be delivered independently
24	Re-landscaped gardens and pedestrian link connecting the Business Park to the town centre	Landowner(s), potential developer and RBC	Short to long term	Initial scheme could be delivered in the short term with further phases in conjunction with adjoining developments

Proposal number	Proposal name	Partners	Indicative timescale	Phasing issues
25	New library and retail development, current Iceland site, Queensmead	Landowner(s), potential developer and RBC	Mid term	Would need to be an early phase of the wider redevelopment of the southern part of the town centre, along with proposals 26 to 32
26	New public space, southern end of Queensmead	Landowner(s), potential developer and RBC	Short to mid term	Could be brought forward at an early stage if funding is available and later phases of development adequately planned for. May be required to release the market from its current site (proposal 18)
27	New pedestrian crossing by Farnborough Road and Oak Road	RBC and Hampshire County Council	Mid to long term	Could be brought forward independently of other projects but best delivered as part of proposal 35
28	New mixed-use development, current library site, Kingsmead	RBC and Hampshire County Council	Mid to long term	Dependent on relocation of library, potentially as part of proposal 25
29	New cinema complex, Pinehurst North car park	Potential developer and RBC	Short term	Could be brought forward independently of other projects but is an important early opportunity to kick start the redevelopment of the southern quarter
30	New Civic Offices, Civic Quarter/Meudon Avenue northside	Potential developer and RBC	Mid to long term	Dependent on proposals 25 and 28 and should form a later phase of development of the southern quarter, along with proposal 30
31	New mixed-use development, Farnborough Road/Meudon Avenue	RBC and Hampshire Police	Mid to long term	See proposal 30

Proposal number	Proposal name	Partners	Indicative timescale	Phasing issues
32	Decked parking with residential development on the west side, Pinehurst South car park	Potential developer and RBC	Mid to long term	Could be brought forward independently of other projects, subject to configuration/design of proposal 35. May also depend on redevelopment of the southern quarter (proposals 25 to 32)
33	Improvements to Farnborough Road	RBC and Hampshire County Council	Mid term	Could be brought forward independently of other projects, but should be co-ordinated with proposals 27 and 35
34	New north-south pedestrian and cycle route connecting the town centre to the Business Park	Landowner(s), potential developers and RBC	Long term	Dependent on implementation of proposals 36 and 37
35	Replacement of the gyratory with at-grade roundabout, Farnborough Road/Meudon Avenue	RBC and Hampshire County Council	Mid to long term	Should be delivered as part of a phased masterplan for proposals 25 to 32
36	New residential development, existing Civic Offices site, Meudon Avenue	Potential developer and RBC	Long term	Could form the final phase in the redevelopment of the southern quarter (and proposals 25 to 32)
37	New residential development, Merlin Road/Kestrel Road area	Landowner/ developer and RBC	Short term	A planning application has already been submitted for this site

8.5 Possible planning obligations

8.5.1 The Council will negotiate with developers on the planning obligations associated with development in Farnborough town centre. It is anticipated that each development should support its own site-specific infrastructure costs, provide 40% affordable housing in line with the emerging Rushmoor Plan (LDF) policies, and make an appropriate contribution to a general infrastructure fund. This fund will pool contributions from individual developers and landowners to help the Council fund the public realm and infrastructure projects identified in this SPD and which cannot be attributed to specific site or landowner. Such projects might include Proposals 26, 27, 34 and 35.

8.5.2 However, the Council acknowledges that the requirements listed above will need to be informed by detailed financial viability testing based on the development of more detailed designs and applications for specific sites and their associated costs and values.

8.6 Emerging avoidance obligations

The Council is seriously committed to protecting the Thames Basin Heaths SPA and is developing a strategy for delivering new homes without increasing recreational pressure on the SPA. This will include requiring certain residential schemes to provide avoidance measures, such as financial contributions to Suitable Alternative Natural Green Space (SANGS) and access management initiatives to protect the SPA. The specific details of Rushmoor's interim strategy will be finalised and subsequently reviewed in light of policy agreed at regional level.

8.7 Ongoing monitoring

We will monitor how this Supplementary Planning Document is being implemented through the regulation of planning applications and will publish the results of this in our Annual Monitoring Report.

For further information about this Supplementary Planning Document visit the website:
www.rushmoor.gov.uk/farnboroughtowncentresp

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