

A DRAFT VISION

PLANNING THE FUTURE OF FAREHAM TOWN CENTRE



Fareham Town Centre is the community, retail and cultural hub of our Borough.

In the past decade much has been done to improve the vibrancy of the town centre, with new retail outlets and cafés opening, and a wide variety of community events happening in the precinct. Fareham Town Centre has stood

up to the challenges of internet shopping but is not as popular a place to shop as our neighbouring cities.

Now there's an important new role for us in helping to meet a pressing challenge here and across the country. Our population is growing and we must find more places to build homes between now and 2036. As a Council, we want to see new developments happen on brownfield sites as much as is possible. Fareham Town Centre has a lot of this type of land.

With new homes comes the opportunity to look at how we can make Fareham Town Centre a dynamic place where people enjoy working and living, as well as somewhere people see as a destination for retail and leisure. Developers can bring money to help us achieve this.

This draft Vision for Fareham Town Centre marks the beginning of the process to create a place fit for our Borough's future. Within this booklet we are asking for your feedback on things we believe need addressing such as parking, outdated buildings and the mix of retail and food outlets on offer. We also welcome your views on anything else you think could lead to positive change for the town centre.

We are looking at possible locations for new developments, what these might include and how the town centre's parking, retail, leisure and cultural facilities can be improved. Our emphasis is on creating accessible community facilities with enough housing to ensure our children have affordable homes in 20 years' time.

Change is needed but it won't happen overnight. As a Council we have some, but not overall, control over all of the possible improvements that could be made. We want to work with the community, landowners, developers and our partners, like Hampshire County Council, to create the best possible town centre. Your feedback to this draft Vision will help progress this ambition and help shape future developments.

Councillor Keith Evans
Executive Member for Planning and Development

"WE ALSO WELCOME YOUR VIEWS ON ANYTHING ELSE YOU THINK COULD LEAD TO POSITIVE CHANGE FOR THE TOWN CENTRE."

A VISION FOR THE FUTURE

PLANNING THE
FUTURE OF FAREHAM
TOWN CENTRE

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"THIS DRAFT VISION FOR FAREHAM TOWN CENTRE MARKS THE BEGINNING OF THE PROCESS TO CREATE A PLACE FIT FOR OUR BOROUGH'S FUTURE.."

PLANNING THE
FUTURE OF FAREHAM
TOWN CENTRE

PLANNING THE FUTURE OF FAREHAM TOWN CENTRE

Fareham Town Centre is well connected for business, shopping and leisure, with facilities that attract people from across the Borough.

However, it finds it difficult to compete with the more diverse retail experiences in Portsmouth and Southampton.

Like many town centres around the country, Fareham has felt the effects of recession and competition from out of town outlets and online shopping. Yet it remains very much in business with more shops occupied here during the past five years compared to other parts of the country.

We want to build on this success and attract businesses that really add something to the visitor experience, such as a wider choice of restaurants, whilst retaining services that local people need. Creating this kind of thriving town centre for existing and future generations calls for investment.



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HOUSING IN FAREHAM TOWN CENTRE

The way we live is changing. People are living longer than they used to; more people live alone; and young people want a home of their own. On top of that, our population is growing. Government estimates tell us there will be an increase of around 10% in the population living in Fareham over the next 20 years.

All this means we are under pressure to make changes so that our children have somewhere affordable to live in the next 20 years.

We know we need to find room for at least 2,000 extra homes than already planned between now and 2036. That's on top of the 6,000 new homes being built at Welborne and other sites already identified for development.

FAREHAM TOWN
CENTRE COULD
ACCOMMODATE
BETWEEN
700 & 900
HOMES

Our challenge is finding somewhere to put these new homes. We want to balance the need for housing against preserving green spaces. We, like the Government, think using brownfield and urban sites could be the answer. In particular, Fareham Town Centre could accommodate between 700 and 900 new homes because of its access to community facilities, transport links and shops.

BUILDING A SUSTAINABLE FUTURE

It is important the redevelopment of Fareham Town Centre improves the experience of living, working and visiting here.

Roads, schools, health centres, leisure and community facilities must keep up with new housing. We are already talking to partners in these sectors to make sure we are prepared for a growing population.

Making sure there is enough parking for private homes is also key, together with providing adequate public parking in the right places for those who work in and visit the town centre.

All of this needs to be done within tight budgets. Private investment from developers will help us achieve our vision for Fareham Town Centre. It's also important to say that not all of the improvements needed are within our control. We will have to work with developers and partners, such as Hampshire County Council, to realise our vision.

"MAKING SURE THERE IS
ADEQUATE PARKING IN
THE RIGHT PLACES..."

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EARLY CONSULTATION WITH RESIDENTS AND BUSINESSES

We have already spoken to some members of the community to get their views on the town centre. Here's the story so far...

PARKING

People have told us that having somewhere convenient to park is vital but cost is a factor. They want spaces that are easy to find and close to the shops. Parents want to see dedicated parking spaces. We've also found some car parks are used much more than others.

USING THE TOWN CENTRE

We spoke to small groups of residents to find out how they use the town centre now. They visited for shopping, meeting friends or going to the library. They thought the centre was welcoming and liked the summer flower displays. However, many felt places like Whiteley offered more, particularly on a night out.

DOING BUSINESS IN THE TOWN CENTRE

We interviewed a number of small businesses. Most liked the town centre as a place to do business and some felt it had improved in the past couple of years. However, others said their trade and the range of shops had reduced. Some did well with internet shopping, while others felt they needed more support to adapt to changing shopping habits.

Most business owners thought parking and signposting for parking could be improved, particularly the cost and the promotion of the different car parks. There were also concerns about a perceived increase in anti-social behaviour within the town centre.

MEETING THE HOUSING NEED

Some people agree more housing is needed and that the town centre would be a good place for some of it. However, there were concerns about the impact on roads and local services.

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OUR DRAFT VISION FOR FAREHAM TOWN CENTRE

Our aim is to build on the strengths of the town centre to make it an even more attractive place to live, work and visit.

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OUR DRAFT VISION

We want to offer a town centre experience that cannot be found on the internet and to encourage thriving day and night economies.

We believe we can achieve this through a combination of good shopping facilities, plenty of choice for social and leisure activities and encouraging residential development for town centre living.

We believe that as more people use the town centre it will become a more attractive proposition for new businesses and retail outlets. Consequently the shopper and visitor experience will continue to improve and our town will grow in appeal and vibrancy.

Key sites have been identified that will help drive the redevelopment of Fareham Town Centre and these form the basis of our consultation.

Our Vision is to equip Fareham Town Centre with the tools it needs to thrive in the years ahead and be ready to face the challenges that may arise in the future.



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WHAT WE WANT TO ACHIEVE

Our vision has the following objectives:

Use brownfield sites to build much needed housing with appropriate parking and supporting infrastructure

Allow diverse commercial and residential uses of shops and sites on the edge of the town centre

Encourage a greater variety of shops and eateries, and develop the evening economy

Improve cultural, leisure and retail opportunities to meet the current and future needs of the Borough

Make sure there is the right amount of parking in the right places

THE PROPOSALS

We have looked at five key areas within Fareham Town Centre, each with their own character. We have applied our draft vision and objectives to each of the following areas:



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CIVIC AREA

The area we refer to as the 'Civic Area' is made up of civic buildings and Council car parks to the north of Fareham Shopping Centre.

This site is identified in the current Local Plan as a part of the town centre where new commercial and residential development could happen.

"WE KNOW THIS IS AN IMPORTANT COMMUNITY AREA WITH WELL USED FACILITIES. HOWEVER IT NEEDS UPDATING."



WHAT'S THERE NOW?

To the north of Fareham Shopping Centre are a number of Council and Government owned or occupied buildings. Our initial focus will be for Council-owned land and buildings and these are:

- PALMERSTON AVENUE CAR PARK
- OSBORN ROAD MULTI STOREY CAR PARK
- FERNEHAM HALL AND SURROUNDING CAR PARK

Osborn Road Multi Storey Car Park is a priority for the Council. It's not attractive and safety concerns have been raised by members of the public. It's also not well used. During a parking survey in June 2016 less than 60 per cent of its 808 parking spaces were full on a busy Saturday. During the week, less than half of the spaces were used. In the next ten years the car park will need heavy investment or replacing.

Ferneham Hall - the Borough's main venue for theatre, arts and community events - is also dated. The Council's budget for subsidising the theatre is under pressure and we must look at how we can achieve best value for tax payers. We have been talking to the Hampshire Cultural Trust, which runs the nearby Ashcroft Centre, about how we can work together to improve cultural and arts facilities.



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DEVELOPMENT VISION FOR THE CIVIC AREA

We know this is an important community area with well used facilities. However it needs updating. We want to develop Council-owned land to provide better parking as well as the right sized community and cultural facilities for a growing population.

This might include:

- **Redeveloping Osborn Road Multi Storey Car Park to provide potentially up to 600 modern-sized car parking spaces**
- **Creating a new cultural and arts facility**
- **Some potential commercial development**
- **Preserving the Civic Gardens**
- **Between 100 and 150 new homes with private parking**

We own a lot of the land in and around the Civic Area but not all of it. We are working with land owners and partners in this area to see if coordinated redevelopment can be planned in the area.



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MARKET
QUAY

MARKET QUAY

The area we refer to as Market Quay includes the Market Quay Car Park and Fareham Police Station. It lies between the cinema and Quay Street roundabout.

This site is identified in the current Local Plan as a part of the town centre where new commercial and residential development could happen.

"MARKET QUAY IS THE COUNCIL'S PREMIUM CAR PARK IN THE TOWN CENTRE WITH 280 SPACES."

WHAT'S THERE NOW?

Market Quay is the Council's premium car park in the town centre with 280 spaces. It is the most well used of all the car parks.

At peak time on a Saturday it is full. During similar times in the week around 80 per cent of spaces are used. Members of the public have told us this is because it is easily accessible and close to the main shops.

Hampshire Constabulary has announced it is moving its police teams and that the Fareham Police Station is likely to close in the summer of 2019.



PROPOSED VISION FOR MARKET QUAY



As our population grows and consumer habits change we need to make sure we provide the right leisure, business, retail and residential space to meet demand.

We believe the sites of Market Quay Car Park and Fareham Police Station provide the best opportunity to meet the needs of our growing Borough.

Here are some of the developments that could happen in this area:

- **Redevelopment of part of the site for commercial use, with an emphasis on encouraging food and beverage businesses to come to Market Quay**
- **Residential development above shops, cafés and restaurants**
- **A new multi storey car park to meet increased demand from residents and visitors**

TRANSPORT HUB

This is the area around Fareham Railway Station, including the land to the south of the A27 bypass. It is the main entry point to the town centre from the west and is well connected by rail, road and bus routes.

The area to the south of the A27 is physically separated from the rest of the town because of the bypass. However, there are a number of local businesses, cafés, and community groups based in this and the wider area.

Fareham Railway
Station

WEST STREET

A27

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WHAT'S THERE NOW?

The land to the east and west of Fareham Railway Station has already been identified for potential development in the Council's current Local Plan.

There are a number of local businesses and community groups in this location, including a solicitors, tool hire company and a place of worship. Some of the land in this area is owned by Network Rail.

We are talking to the land owners about when this might happen. We are also in discussion with Hampshire Fire and Rescue Service, about their future requirements of their existing station, and how this could be incorporated into the redevelopment of this area.



TRANSPORT
HUB

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DEVELOPMENT VISION FOR THE TRANSPORT HUB



We think there is great potential for redevelopment in this location as it has good transport links. Redevelopment in this area could be four storey buildings or higher if it's well designed for the location.

Options might include:

- Shops, businesses and community facilities on the ground floor with homes above
- Car parking for businesses and residents

We want to make sure the redevelopment is not to the detriment of existing business and community organisations here. If it is not possible to accommodate them as part of the redevelopment, we will work with them to find alternative premises.

"THE LAND TO THE EAST AND WEST OF FAREHAM RAILWAY STATION HAS ALREADY BEEN IDENTIFIED FOR POTENTIAL DEVELOPMENT."

West Street

We are looking at the section of West Street that you can drive along and roads leading off of it.



WEST STREET

Holy Trinity Church



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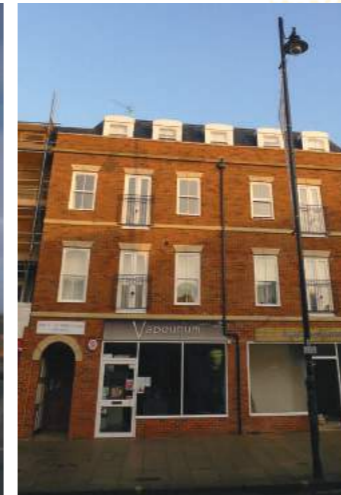
WHAT'S THERE NOW?

WEST STREET

Between Fareham Railway Station and Fareham Shopping Centre there are smaller, independent shops and businesses many with flats above.

Within the shopping centre there are more chain outlets. This mix of retail businesses makes West Street an attractive place to shop.

The roads off of West Street are home to businesses, community groups and public services, such as the former Magistrates Court on Trinity Street. Some of these sites already have planning permission for redevelopment or are in the current Local Plan as future development sites.



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DEVELOPMENT VISION FOR WEST STREET



We want to ensure any development along West Street and the surrounding roads is well designed. It needs to be consistent in style and make good use of urban land.

We also want to protect and maintain a good selection of independent retailers and businesses on the main road. However, we appreciate the way people shop is changing so what is on offer here may evolve as a result.

We think there are opportunities for redevelopment along West Street and the adjoining roads. We want to work with business owners and developers to see residential, commercial and community developments that make sense for West Street.

Redevelopment opportunities could include:

- Encouraging shop owners, businesses and community groups to fill empty units particularly in the pedestrian area and Fareham Shopping Centre.
- Encouraging commercial or community uses, or new homes, in vacant shops outside of the pedestrian area.
- Encouraging private landowners on West Street to develop buildings in the region of four storeys high
- Encouraging private landowners on the roads off West Street to look at opportunities to develop buildings of three to four storeys high

Development should have appropriate parking and be designed in keeping with the area

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LYSSES

This area extends from the Council's public car park behind the Lysses Hotel and extends beyond the Red Lion public house, down to the back of Tesco.

"WHILE WE CAN IMPROVE THE SIGNAGE TO LYSSES CAR PARK, WE CANNOT IMPROVE ITS LOCATION."

Lysses House
Hotel

HIGH STREET

Wykeham
House

Tesco

LYSSES

WHAT'S THERE NOW?

The buildings in the area vary in age, design and size, but are not usually over three storeys high. Some fall within a Conservation Area.

Lysses Car Park is owned and managed by the Council. It was built on a slope and has three levels providing 264 parking spaces. In June 2016 a parking survey showed the car park was not well used. At peak times during the week the car park is less than half full. On weekends it was even quieter. What's clear is that Lysses Car Park is not popular.

A consultation undertaken in November 2016 highlighted poor signage and lack of awareness about the Lysses Car Park as reasons why it was underused. It is also away from the main town centre and has poor pedestrian access. Whilst we can improve the signage to Lysses car park, we cannot improve its location.



DEVELOPMENT VISION FOR LYSSES

We think some redevelopment, such as the former Wykeham House School, would benefit this part of the town centre.

This might include:

- **Creating new homes in keeping with the Conservation Area. These could be up to three storeys high with private parking for residents.**
- **Using the two upper levels of Lysse's Car Park for new residential development whilst retaining the lower level as a public car park.**



THE WIDER CONTEXT

This consultation focusses on five areas of Fareham Town Centre, but we know investment is needed throughout the town.

Change will not happen overnight but new development within this area will attract a greater level of investment and funding which can help us to achieve these aims.

One example of where improvement is needed is in the signage and pedestrian routes across the town, such as between the Civic Gardens and West Street. This can be hard to navigate during the evenings when the shopping centre is closed.

We also understand that there are issues surrounding access and parking in the town centre and we are looking to see how these can be addressed.

We will continue working in partnership with all groups and individuals who share our vision to improve the town centre to become a dynamic place where people can work, live and visit, and maintain and protect its roles in meeting the community's needs.



TIMESCALES — HAVE YOUR SAY

Now that you have read our draft Vision we would like to know what you think of it.

You can complete an online survey at www.fareham.gov.uk; paper surveys will be available at the Civic Offices, Fareham Shopping Centre and at libraries across the Borough.

DEADLINE FOR RESPONSES:
SUNDAY
26 MARCH
2017

WHAT QUESTIONS ARE WE ASKING?

We would like to know the following:

1. What do you like about the town centre?
2. What don't you like about the town centre?
3. How much of a priority are our draft objectives for the town centre?
4. What do you think are the most important things that contribute to good town centre living?
5. What types of housing do you think we should encourage in the town centre?
6. What are your thoughts about where we think houses could go and do you think there are other areas we should consider?
7. What would you like to see in a new cultural and arts facility?
8. What would encourage you to shop or eat in the town centre more often?
9. What would encourage you to visit the town centre for a night out?
10. What are your thoughts on our draft proposals for: Civic Area? Market Quay? Transport hub? West Street? Lysses?

WHAT NEXT?

Your comments and feedback will help us prepare our final Vision document. All of the comments received as part of this consultation will be shared with Council members deciding the final Vision for Fareham Town Centre.

We are aiming to publish this Summer 2017.

A summary of the comments will also be available on the Council's website.

The Vision will say what new developments and housing we think should happen in the town centre, but it will not be a planning proposal.

There is still much work to be done on what Fareham Town Centre will look like in the next twenty years. This is just the start of the planning process and we very much welcome your views.

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FIND OUT
MORE.....

You can find out more about the draft
Vision for Fareham Town Centre and the
consultation process on our website:

www.fareham.gov.uk

Alternatively please contact us on:

01329 236100

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