Fareham Local Development Framework
Shaping Fareham’s Future

Fareham Town Centre Area Action Plan
Issues and Options – January 2008

• Issues and Options
  ° Preferred Options
  ° Submission
  ° Adopted
Important Notice

To help you respond to this document, a questionnaire has been produced. The questionnaire is available from the Fareham web site at www.fareham.gov.uk/ldf or is available with this document. If you require a copy of the questionnaire, please contact the Planning Policy Team at planningpolicy@fareham.gov.uk or on 01329 236100 ext 4351.

Further Information and Contacts

Information on the general Local Development Framework process, updates on the progress of Fareham’s Local Development Documents and current consultations, is available at the following website: www.fareham.gov.uk/ldf.

If you have any questions regarding Fareham’s Local Development Framework, including this document, please contact a member of the Planning Policy Team at Fareham Borough Council.

Telephone: 01329 236100 Ext. 2465 or 2349

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Department of Planning and Transportation
Fareham Borough Council
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For more detailed information and guidance on the new planning system, visit the Department for Communities and Local Government web-site at http://www.communities.gov.uk

This document, and all other Local Development Framework documents, are available in large print and other languages. Please call 01329 824351 for further information.
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**Appendices**

- Plan No 1 - Evidence Mapping
- Plan No 2 - Town Centre Strategy
- Plan No 3 - Mixed Use Development Opportunity Zones
- Plan No 4 - Site Allocations
- Plan No 5 - Primary Shopping Area
- Detailed maps of site allocations options
Chapter 1
Introduction

Fareham Town Centre Area Action Plan - what is it and what is it for?

1.1 Area Action Plans (AAP's) are a type of Development Plan Document for a particular location in the borough and are part of the Fareham Local Development Framework. Their purpose is to provide the planning framework for areas where significant change or conservation is expected or required, by:

- Assisting in the delivery of planned development
- Stimulating regeneration
- Identifying the distribution of uses and their interrelationships
- Making site specific allocations
- Setting the timetable for the implementation of proposals
- Providing guidance on layout and design.

1.2 A key element of any Area Action Plan is to focus on implementation, providing an important method for ensuring development in the focus area is of an appropriate scale, mix and quality to fit the objectives of the Action Plan.

1.3 Fareham Borough Council has identified the Fareham Town Centre as an area that would benefit from an Area Action Plan because of its future role as a sub regional centre and focus for growth and change as well as having significant areas of conservation. The Fareham Town Centre Area Action Plan (TCAAP) should be read in conjunction with the Fareham Core Strategy Development Plan Document as this sets out the context and wider strategy for the borough as a whole.

1.4 The town centre includes sites currently designated for development that need to be reviewed and other areas where change can be beneficial. There are three conservation areas in and around the town centre which are areas that are particularly sensitive to change or development. Osborn Road, High Street and Town Quay encircle the retail core of the Town Centre on three sides. There are difficulties with access, congestion and environmental quality. There are many organisations, groups and individuals that work, operate or live in the centre that have different needs and demands.

1.5 The TCAAP will consider and balance the needs and demands of all the stakeholders within the Town Centre to ensure future development and management of the area is beneficial. The TCAAP will set out a vision, objectives and identify development sites and areas for protection. It will help
to identify the strategy, mechanisms and management requirements to bring the Vision to reality over the next 20 years.

**How will the Area Action Plan be prepared?**

1.6 The process of production for the Town Centre Area Action Plan is in four principal stages;

- **Pre-Production** - This involves the gathering and consideration of evidence about the Town Centre, so that key issues and options could be identified and a baseline position set.

- **Production** – This involves the preparation of preferred options in close consultation with the community. A formal consultation period will allow for any relevant comments to be assessed and considered. Following consideration of responses to this consultation, we will prepare the ‘Submission Document’ which will be submitted to the Secretary of State for examination.

- **Examination** - The purpose of the independent Examination of the submitted document is to consider representations on the Action Plan and to ensure that it is ‘sound’. This includes ensuring that it is consistent with Government and regional planning policy and the Fareham Core Strategy. An Inspector will be appointed by the Secretary of State to undertake the examination.

- **Adoption** - The Inspector who conducted the Examination will produce a binding report of recommendations that the Council will have to incorporate into the final version of the Action Plan. This will then be adopted by the Council and incorporated in the Local Development Framework.

1.7 The diagram below shows where this document is in the production process.
The importance of Community involvement

1.8 There has been far more emphasis on the involvement of the Community in Planning in recent years, with new government legislation encouraging Local Planning Authorities to consult the community at every stage of plan production. One of the aims of the Town Centre Area Action Plan is to take into account the needs and demands of the Town Centre and its community and as such consultation with the public will be undertaken in accordance with the Council’s adopted Statement of Community involvement.

Sustainability Appraisal

1.9 The Fareham Town Centre Area Action Plan DPD is being considered through the Sustainability Appraisal (SA) process. All LDF documents are subject to SA to ensure that decisions on the available options can be made that accord with the objectives of sustainable development. At this early Issues and Options stage the options have not been subject to the detailed SA process. A brief summary and an indication of the likely sustainability effects and a effects of the overall options put forward in this draft DPD so that respondents can consider the implications of each option. All options that remain after consideration of the response to the Issues and Options will be assessed in full through the later stages of the DPD preparation and SA process.

The structure of this document

1.10 This issues and options paper has been structured to set out the process of production. It should also be read in conjunction with the Core Strategy. It begins with identifying existing key corporate aims, objectives and priorities of the Council together with early work on the Core Strategy Development Plan Document. It then outlines the issues that have been identified through various evidence studies that have been undertaken by or on behalf of the Council as well as other existing strategies and plans. Consideration is given to government, regional, sub-regional planning policies and guidance that must be taken into account when planning for town centres. Objectives, a spatial vision and strategy plan are set out in chapter 5, which has taken into account identified issues and relevant policy and guidance. The development opportunity zones in chapter 6 are considered in more detail setting out possible mixed use proposals. Chapter 6 also sets out other site allocations and safeguarding. Chapters 5 and 6 also identify options for consideration. Chapter 7 explains the sustainability appraisal process and progress to date. An appendix at the rear of the document illustrates the plan options and detailed maps of potential site allocations.

Consultation and Next Steps

1.11 This TCAAP issues and options paper is subject to a six week period of public consultation. This period gives interested parties, developers, residents and landowners the chance to tell us their views on the issues and options that have been set out in this document. Following this period of consultation, we will review all the comments that have been received and will produce a set of preferred options.

For further information on this document please contact planningpolicy@fareham.gov.uk
1.12 The Preferred Options paper will be developed to expand on some of the ideas set out in this Issues and Options paper whilst incorporating the comments from the consultation period. It will also include a Sustainability Appraisal. The Preferred Options paper, like this paper, will also be subject to a period of public period of consultation. This period of consultation is likely to be during July and August 2008. Following the comments made in this period the preferred options document will be refined and submitted to the Secretary of State for consideration. A sustainability appraisal of the preferred options will also be published and submitted to the Secretary of State. Following examination and publication of Inspector’s Report it is anticipated that the Site Allocations DPD will be adopted some time in 2011.

1.13 The dates for all the future steps in this, and all other Development Plan Documents can be found in the Local Development Scheme (LDS). An electronic copy of the LDS can be found at http://www.fareham.gov.uk/council/departments/planning/ldf/lds.asp and paper copies are available for inspection at the Civic Offices and local libraries.

Why we need your views?

1.14 Your views are an important part of the process of creating the final TCAAP. The involvement of the community is essential to achieve local ownership and legitimacy for the Vision, objectives and development opportunities that will shape the future of the town centre. It will enable us to make informed decisions that can best suit the needs of the community as a whole.

How to respond

1.15 A Response Form is available in both electronic and paper format. In making comments on the options or answering questions, it is helpful if you explain the reasons for your choice or comments. It is important that you make views known by responding to this consultation. If you wish to submit any comments to the Council, then please complete the Response Form available online or return a copy to the Planning Policy Team at:

Planning Policy Team
Department for Planning & Transportation
Fareham Borough Council
Civic Offices
Civic Way
Fareham
Hampshire
PO16 7PU

All comments must be received no later than 5pm on Friday 7th March.
Chapter 2
Fareham Borough Council Community Strategy, Core Strategy and Corporate Aims and Priorities.

Introduction

2.1 Fareham Borough Council has developed corporate aims, objectives and priorities and together with other strategies which help to deliver the corporate vision.

Community Strategy

2.2 Fareham's current Community Strategy was developed in 2004 by a Local Strategic Partnership, called networkfareham. This is a partnership between the providers of major public services like education, health, housing and the police, the private and voluntary sectors and the local community. The Community Strategy is a long term plan (10 years) to ensure a better quality of life for everyone in the Borough of Fareham, now and for future generations. A vision was developed:

“Our vision is to make life better for the people of Fareham Borough by working together as partners and with our local communities to achieve improvements in economic, social and environmental wellbeing that would not otherwise happen”

2.3 A number of objectives were developed. Those that are particularly relevant to the town centre are set out below:

Objectives

- To encourage a varied and sustainable business economy, supported by a skilled local labour force;
- To promote the importance of an integrated and affordable public transport system, and an associated reduction in car travel;
- To encourage the provision of affordable and accessible leisure and community facilities which will meet local needs;
- To promote community safety in order to improve the quality of life for residents and ensure Fareham remains a safe place in which to live and work;
- To promote the need for good quality housing with a range of dwelling types to meet local and key worker needs, and to ensure that there is an adequate associated social and transport infrastructure;
- To ensure the protection of and improvement to the urban and rural environment, ensuring that development and change are sustainable, and also result in viable town and district centres.
The Local Development Framework Core Strategy

2.4 The Local Development Framework Core Strategy (which has reached ‘issues and options’ stage of preparation) has taken into account the corporate requirements as well as the community strategy and identified a spatial vision and set of objectives which need to be taken forward in preparing an Area Action Plan for Fareham town centre. Key elements for the TCAAP have been edited and set out below:

Vision elements

- Fareham Borough will be an attractive, safe and pleasant place to live, work and visit; a prosperous area with low levels of crime and unemployment; and with good access to community facilities, jobs, shops and services.

- Focus commercial and leisure development in the centres, particularly an enlarged Fareham town centre, where most new retail, commercial and leisure floorspace will be provided to compliment the existing shopping facilities and help to regenerate and enhance the environment of the West Street area.

- Higher density and intensive development will be carefully located to take advantage of good public transport accessibility and to help maintain and enhance the vitality and viability of the centres that serve each of the settlements.

- Measures will be developed to improve access to and from the Gosport peninsula and to the settlements’ centres, focusing on priority for public transport and the walking and cycling environment.

- Links will be needed to the Strategic Development Area

- New development will be designed to a high quality following urban design and sustainable development and construction principles and giving high importance to the public realm.

- Accommodate development in a balanced and sustainable manner which will place a high priority on quality of life, ensuring the protection of valuable natural and historic resources, and providing the necessary supporting infrastructure.

Objectives

1. To assist in the delivery of the South Hampshire Strategy in a sustainable manner, taking account of and balancing the environment and the social, economic and infrastructure needs of the Borough; with an emphasis on the re-use of previously developed land and buildings within the existing urban area, close to existing transport hubs and other areas that reduce the need to
travel, complemented by a greenfield Strategic Development Area in the longer term.

2. To ensure sufficient employment land is available to provide a range of opportunities for economic growth within the Borough with a dynamic and diverse economy to develop and maintain the skills of the existing and future workforce and maintain low levels of unemployment.

3. To increase the vitality, viability and accessibility of centres to develop a mix of retail, economic, service, community, leisure, cultural and residential uses to act as the social and economic focus for settlements.

4. To ensure that development provides and/or contributes to appropriate transport infrastructure and, is designed to create and contribute to quality pedestrian and cycle friendly streets and spaces and helps to encourage walking, cycling and the use of public transport.

5. To ensure the opportunity to live in a decent and affordable home, and to provide a range of dwelling sizes and tenures which take into account existing and future housing needs. To achieve a target of 100 affordable homes per year until 2016.

6. To ensure that infrastructure can be delivered to support the needs of new development.

7. To improve accessibility to, and facilitate the development and expansion of, leisure, recreation, community, education and health facilities and services, and ensure people have access to green spaces close to where they live and work.

8. To ensure that new development is of a high quality of design and is designed and constructed to meet high sustainability standards that take into account the character of existing and neighbouring areas and to ensure a safe environment throughout the Borough that helps to reduce crime and the fear of crime.

9. To conserve and enhance the countryside, biodiversity, geological resources, landscape areas and the historic environment of the Borough, protecting them from any adverse impact from development.

10. To ensure the safeguarding and prudent use and management of natural resources, to increase energy and water efficiency and encourage and promote the use of renewable energy sources, to help address the causes and impacts of and adapt to climate change and the management of pollution and natural hazards, minimising development in flood risk areas, securing improvements in air and water quality and ensuring effective waste management.

**Corporate Vision**

2.5 The Council has adopted the following vision for the borough:
‘Fareham - the prosperous, safe and attractive place to be’

2.6 The Council has also identified seven corporate aims arising out of its Corporate Vision Statement. These are as follows:

• Protecting and enhancing our environment
• Maintaining and extending prosperity
• A safe and healthy place to live and work
• Leisure for health and for fun
• A balanced housing market
• Strong and inclusive communities
• A dynamic, prudent, progressive, best practice Council

2.7 Under these aims, the Council has agreed a set of priority actions. Those that are directly linked to the TCAAP are outlined below:

2.8 High Priority

• Undertake an option appraisal for the future management of Ferneham Hall and then seek to implement the most favourable option by 2008
• Achieve a target of 100 affordable homes per year until 2016
• Deliver a large food store within Fareham Town Centre by 2009.
• Lead the regeneration of the Western end of West Street, Fareham by 2009.

2.9 Other priority

• Improve environmental monitoring of air
• Promote the need for energy conservation, improve energy efficiency and undertake other environmental sustainability initiatives.
• Plan the Strategic Development Area to the North of Fareham.
• Plan a new mixed community through the SDA to the North of Fareham.
• Plan employment opportunities through the SDA to the North of Fareham.
• Implement projects to improve the appearance of conservation areas and public spaces.
• Improve facilities and activities for children and young people.
• Support public transport provision and reduce the levels of traffic congestion

2.10 The implementation of the community strategy will be through a number of action plans developed by the different partners. For the Council, this will include the Local Development Framework, which includes the Core Strategy and Fareham Town Centre Area Action Plan.

Conclusion

2.11 The corporate aims and priorities, the community strategy and the core strategy have been taken into account in developing the Vision, objectives and options for the future redevelopment and enhancement of Fareham town centre.

For further information on this document please contact planningpolicy@fareham.gov.uk
Chapter 3
Evidence Gathering

WHAT DO EVIDENCE STUDIES TELL US SO FAR?
WHAT ARE THE KEY ISSUES FOR THE TOWN CENTRE?

Introduction

3.1 The town and country planning regulations require that part of the preparation of the TCAAP must involve gathering evidence about the town centre, how it works, what is needed, what sort of place should it become? What do local people think?

What do the evidence studies tell us?

3.2 A number of evidence studies were undertaken by or on behalf of Fareham Borough Council. The principle outcomes from these studies with regard to the town centre are set out below.

PUSH ‘South Hampshire Town Centres: Sub-Regional Study’ 2005

3.3 The purpose of the study was to develop a vision and strategy as well as to undertake a need and capacity assessment for town centre uses within South Hampshire. The following table sets out indicative potential floorspace capacity for Fareham town centre. Figures are net which generally excludes storage and ancillary space.

Table 1: PUSH Potential Floorspace capacity

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<table>
<thead>
<tr>
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<tbody>
<tr>
<td></td>
<td>Comparison Retailing</td>
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<tr>
<td>2005-2011</td>
<td>2,100–3,200 square metres (net)</td>
<td></td>
</tr>
<tr>
<td>2005-2016</td>
<td>4,200–6,100 square metres (net)</td>
<td></td>
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<tr>
<td>2005-2021:</td>
<td>11,300 – 17,000 square metres (net)</td>
<td></td>
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<tr>
<td>2005-2026:</td>
<td>19,600 – 29,700 square metres (net)</td>
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Potential Commercial Leisure (A3/A4/A5 only) based on proportion needed to support comparison floorspace forecast

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<tbody>
<tr>
<td>2005-2021:</td>
<td>2,360 – 3,540 square metres (net)</td>
<td></td>
</tr>
<tr>
<td>2005-2026:</td>
<td>3,380 – 5,060 square metres (net)</td>
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For further information on this document please contact planningpolicy@fareham.gov.uk
B1 office - assumes that an increasing proportion of office employment and development is directed to existing centres over time in accordance with PPS6 policy and objectives.

<table>
<thead>
<tr>
<th>Timescale</th>
<th>Convenience floorspace</th>
</tr>
</thead>
<tbody>
<tr>
<td>2006-2026</td>
<td>39,800 – 49,900 square metres (net)</td>
</tr>
</tbody>
</table>

3.4 The study indicates that the forecasts are not meant to be prescriptive and do not represent a policy figure that is required to be met. The study advised that the forecasts will need to be translated into a policy figure for each centre through further partnership-working by PUSH and work on individual core strategies.

3.5 The study considered a number of potential development sites. The sites north of West Street were considered to offer most potential for retail development with additional leisure and A3, 4, and 5 uses. The railway station was also considered to represent a significant opportunity and that a residential-led mixed-use development would be the most suitable, but is constrained by existing uses, shape and distance from the centre.

3.6 The study also identifies the importance of, and sets out recommendations to meet the need for growth for other town centre uses such leisure, arts, culture & tourism.

Retail & Centres Study 2005

3.7 This study sought to identify the need for new retail floorspace within the borough as a whole. The key recommendations were:

- Fareham town centre should be the main focus for large-scale retail and commercial leisure development, where development has a wide catchment to serve a large part of the Borough. Within the town centre it is also recommended to provide a new food store, proposing the Quay Street site as a realistic development option.
- Borough wide floorspace requirements for convenience and comparison goods, together with commercial leisure is set out below:

Table 2: RCS floorspace recommendations

<table>
<thead>
<tr>
<th>Timescale</th>
<th>Convenience floorspace</th>
</tr>
</thead>
<tbody>
<tr>
<td>2004 - 2011</td>
<td>3,159 sq.m of convenience floorspace (square metres sales area only))</td>
</tr>
<tr>
<td></td>
<td>subdivided as follows:</td>
</tr>
<tr>
<td></td>
<td>• Large Food Superstores 2,191 square metres</td>
</tr>
<tr>
<td></td>
<td>• Small Convenience Shops / Stores 968 square metres</td>
</tr>
<tr>
<td>2004-2016</td>
<td>4,278 sq.m of convenience floorspace (square metres sales area only))</td>
</tr>
<tr>
<td></td>
<td>subdivided as follows:</td>
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<tr>
<td>Issues and Options</td>
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<td></td>
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<tr>
<td>Large Food Superstores 2,968 square metres</td>
<td></td>
</tr>
<tr>
<td>Small Convenience Shops / Stores 1,310 square metres</td>
<td></td>
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Comparison floorspace

<table>
<thead>
<tr>
<th>Period</th>
<th>Floorspace</th>
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<tbody>
<tr>
<td>2004 - 2011</td>
<td>9,877 sq.m gross (7,375 square metres net)</td>
</tr>
<tr>
<td>sub divided as follows:</td>
<td></td>
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<tr>
<td>High Street Comparison 6,803 square metres</td>
<td></td>
</tr>
<tr>
<td>Large Format Stores/Retail Warehouses 3,074 square metres</td>
<td></td>
</tr>
<tr>
<td>2004-2016:</td>
<td>28,063 sq.m gross (20,954 square metres net)</td>
</tr>
<tr>
<td>sub divided as follows:</td>
<td></td>
</tr>
<tr>
<td>High Street Comparison 19,329 square metres</td>
<td></td>
</tr>
<tr>
<td>Large Format Stores/Retail Warehouses 8,734 square metres</td>
<td></td>
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Commercial Leisure

<table>
<thead>
<tr>
<th>Period</th>
<th>floorspace</th>
</tr>
</thead>
<tbody>
<tr>
<td>2004-2011</td>
<td>Study identifies potential to accommodate additional commercial leisure such as bingo Hall and Nightclubs</td>
</tr>
<tr>
<td>An allowance of additional 10-15% floorspace over comparison goods for A3 uses (restaurants, cafes etc)</td>
<td></td>
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<tr>
<td>1,481 square metres gross (15%); 1,105 square metres net (15%)</td>
<td></td>
</tr>
<tr>
<td>2011-2016</td>
<td>An allowance of additional 10-15% floorspace over comparison goods for A3 uses (restaurants, cafes etc)</td>
</tr>
<tr>
<td>4,209 square metres gross (15%); 3,143 square metres net (15%)</td>
<td></td>
</tr>
</tbody>
</table>

- The study identifies potential development opportunity sites within the town centre as a mechanism to provide the identified additional retail floorspace

3.10 Subsequent to publication of Fareham’s Retail & Centres Study, some additional floorspace has already been developed or granted permission that partially meets the identified need. Most notably this includes the development of new floorspace within Fareham shopping centre comprising 4 units, resulting in a net gain of over 2,000 sq.m of town centre comparison goods floorspace.

3.11 A retail study update will be undertaken in 2008 to take account of the following:

- Development of Market Quay which includes significant commercial leisure and retail uses
- Development of the Strategic Development Area north of Fareham which will have a future population of some 23,000. Fareham town centre needs to serve this additional population.
- Future Northern Quarter development in Portsmouth
- The proposed town centre strategy which advocates mixed use developments

Business Needs Survey

3.12 The key issues identified:

- Businesses in Fareham identified the traffic problems of the A27/A32 as one of their major concerns.

- The study identified that the demand for town centre office development, particularly along West Street is low with businesses preferring a Business Park setting. Only 10% of all respondents expressed an interest in moving to Fareham Town Centre preferring areas like Cams Estate and Solent Business Park.

Employment Land Review (ELR)

3.13 The key issues identified:

- The study identifies a number of employment sites within or close to Fareham Town Centre. With the exception of the Civic and Health Authority offices, the employment sites are generally small scale office uses either above other commercial uses such as shops or within individual buildings or small complexes.

- The study identifies existing sites with potential for intensification and/or development. Within the town centre some 29,000sqm of potential floorspace is identified.

- The study recommends that existing identified areas are protected in the future as part of sub-regional strategy to strengthen Fareham Town centre’s role as a focus for sustainable development.

PUSH South Hampshire Housing Market Assessment 2006

3.14 A Housing Market Assessment has been prepared by DTZ for the Partnership for Urban South Hampshire (PUSH). The assessment did not consider individual centres but recognised the need for local authorities’ core strategies to determine how best to achieve balanced communities in terms of tenure and dwelling mix. It also recognised the need to ensure higher densities in town centres and high accessibility locations. This approach is recognised in the UHPS which identifies flatted development opportunities in the town centre.Strategic Housing Land Availability Assessment (SHLAA)
3.15 The study assessed both individual sites and the broader development opportunity areas identified in the Retail and Centres Study. The study identifies potential for some 500+ dwellings (1 and 2 bedroom apartments) up to 2026 as part of mixed use developments. At this stage the broader development areas are subject to land availability and assembly issues and as such the final number of dwellings may be considerably less.

Indoor Sports Study

3.16 The study assessed the existing and future needs of residents and clubs for sports and recreational facilities. With the exception of health and fitness clubs, it did not assess commercial leisure uses such as eating and drinking establishments, cinemas, casinos and hotels. The study identifies that there is a shortfall of Indoor Sports provision across the borough but as a result of the number of facilities within or close to Fareham town centre the study does not highlight the need for further indoor sports provision. Of the town centre sites assessed, the railway station was considered a good site (as part of a mixed use scheme) for new provision if required and sites north of West Street were considered reasonable.

Community Infrastructure Study

3.17 The study identifies that there is a gap in provision for community groups within Fareham and suggests exploring options for providing modern, flexible and affordable space for such uses.

Hampshire Hotel Trends Survey

3.15 The survey identified that Fareham Borough does have the potential to support another upper tier budget or budget hotel. However it gives no indication on the potential position of any new hotel. Fareham town centre would be regarded as an appropriate location and there remains potential within the development opportunity zones to accommodate a hotel, in particular for business use.

Greenspace Study

3.16 The key issues identified:

- The study identifies a number of different forms of greenspace either within or close to the town centre with a high level of accessibility for town centre residents. The study recognises their value as part of creating sustainable communities and quality of life for residents and visitors.

- For all of the spaces within or close to the town centre, the study recommends that they are protected and that their quality is enhanced.

Playing Pitch Study
3.17 The study shows that overall Fareham has a relatively high deficit of pitches which is concentrated more on the North side of the town. There are no pitches in the town centre but the study identifies pitches at Bath Lane Recreation Ground and the opportunity for increased provision nearby at Cams Hill and Park Lane. These sites are well located to the town centre.

Urban Design Analyses

3.34 An urban design analysis of the town centre has been undertaken to ascertain strengths and weaknesses. Key components include:

<table>
<thead>
<tr>
<th>Strengths</th>
<th>Weaknesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Generally attractive streetscape with strong enclosure, continuity and fine grain</td>
<td>Modern development curtails links between areas</td>
</tr>
<tr>
<td>Good quality public spaces</td>
<td>Modern development turns its back to public realm in important places</td>
</tr>
<tr>
<td>Traditional market town historic structure still identifiable</td>
<td>Highway infrastructure and vehicular movement lacks pedestrian cycle priority</td>
</tr>
<tr>
<td>Variety of historic and more modern architecture providing visually interesting streets</td>
<td>Significant separation of train station and primary shopping area</td>
</tr>
<tr>
<td>Conservation areas reflect quality of building form and function</td>
<td>Extraneous through traffic</td>
</tr>
<tr>
<td>Strong edges to the town helping definition and legibility</td>
<td>Heavy reliance on private space for primary shopping</td>
</tr>
<tr>
<td>Bypasses help to remove extraneous traffic</td>
<td>Linear town lacking a walking circuit</td>
</tr>
<tr>
<td>Variety of uses and fine grain help to create vibrant streetlife</td>
<td>Poor environment to west of town centre</td>
</tr>
<tr>
<td>Visual connection with waterside</td>
<td>Links poor from north to south</td>
</tr>
<tr>
<td>Pedestrianised area and associated sculpture and street furniture provide good public space and sense of place</td>
<td>Setting compromised by highway infrastructure</td>
</tr>
<tr>
<td>Nearby town centre residential communities help viability of local services and safety and vitality of streetlife</td>
<td>Lack of a central focus</td>
</tr>
<tr>
<td>Eastern treed setting of the town</td>
<td>Poor links to and from the town centre</td>
</tr>
<tr>
<td></td>
<td>Physical isolation from the waterfront</td>
</tr>
<tr>
<td></td>
<td>Poor quality public spaces</td>
</tr>
<tr>
<td></td>
<td>Lack of central civic/green space</td>
</tr>
</tbody>
</table>

Conservation Area Character Assessments

3.35 There are three Conservation Areas within the town centre in whole or in part. These cover The High Street, Osborn Road and Town Quay. Character Assessments have been completed for these areas, which identify their essential character and define the boundaries for protection and enhancement. These areas are shown on the Evidence Plan (no1) in the appendices.

Air Quality Management Area

3.36 An air quality management area has been declared on Portland Street. An Action Plan will be developed which will set out the means by which pollution can be managed and air quality improved. The area is shown on the Evidence Plan (no1) in the appendices.
West Street Vision

3.37 The vision identifies the importance of West Street as a shopping destination for local people and as part of the retail character of the town centre as a whole. This is copied below:

**Figure 1: West Street Vision concept**

3.38 The accompanying action plan seeks to strengthen the identity of West Street as a destination through a number of means:

- Enable environmental improvements including street trees, paving and furniture. Funding has been secured from central government to provide £1m worth of environmental improvements during 2008/9 (this has now commenced)

- To incorporate planning policies within the Local Development Framework to promote mixed use business and residential development, support specialist/independent role and limit non-retail units, and consider a mix of retail and service units in the secondary shopping area.

- The vision seeks to assess and investigate potential development sites whilst promoting transport schemes in discussion within Hampshire Highways to improve pedestrian priority, provision of cycle parking facilities, parking both residential and on-street, opportunities to reduce through traffic.

- Enhance facilities at the railway station including cycle facilities, pedestrian access and environmental quality as well as Investigate and promote access to The Gillies from West Street.
- Review management of public space within West Street including extending and/or moving events within the West Street Area, setting up forum for residents, business and shopping representatives

Hampshire County Council West Street Transport Study 2007

3.39 The study was undertaken to evaluate traffic options to improve West Street and took into account the Vision for West Street, aiming to optimise the objectives and aspirations of the Vision. A number of options were assessed against objectives, including:

- Priority for buses and bus routes;
- Priority for pedestrians;
- Priority for cyclists;
- Potential for environmental improvement;
- On street parking on West Street;
- Access to the main car parks;
- Town vitality;
- Taxi access.

3.40 The recommended preferred option identifies a number of works over short, medium and long term including:

- Environmental enhancements
- Slowing traffic,
- Add pedestrian crossing facilities
- Add a bus lane westbound between Trinity Street and A27 station roundabout;
- Limited access along West Street between Osborn Rd South and Hartlands Road
- Two - way options for Osborn Road South and Trinity Road

Parking Strategy (Draft)

3.41 A draft town centre parking strategy has been developed for public consultation. The strategy identifies the importance of parking to the economy of the town centre. It recognises the development potential of some of the existing car parks. About 90% of parking supply is off street and totals 3,591 spaces. These are split into 75% public and 25% private non residential off-street spaces. Fareham Borough Council operates over 90% of the public off street spaces in the town centre, some 2,380 spaces. Most are for short stay parking (1,868) in the ‘shopper car parks’ and there are 512 long stay spaces.

3.42 The draft strategy identifies an increase in demand for both long and short stay parking up to 2026 through employment development and significant increase in the shopper catchment area of the town with the development of the Strategic Development Area. It recognises however it is unlikely that demand can be satisfied by private cars alone and realistic alternatives will need to be identified and appropriate investment committed.
3.43 The draft strategy sets out 3 strategy options for consultation:
    • Strategy A: Higher car dependency
    • Strategy B: Moderate car dependency
    • Strategy C: Lower car dependency

3.45 The draft strategy recommends that no short stay spaces in shopper car parks should be released unless provided elsewhere. Any that are released should provide a substitute number of public off street short stay spaces. This might be by way of undercroft or underground parking on the site or as a contribution towards the construction of spaces elsewhere.

Future strategy for waterfront enhancement

3.46 The Planning and Transportation Review Panel (2006) agreed that a strategy for the enhancement of the waterfront should be developed to include:
    • improvements, where possible, to the accessibility of the area;
    • better signage in the town centre and publicity, such as a leaflet;
    • a review of the pavilion buildings on the site, particularly the temporary unit;
    • improvements to footpaths and seating where identified as inadequate; and
    • improved street furniture, including lighting, co-ordinated and compatible, with the aim of enhancing the area.

3.47 This strategy has yet to be commenced.

Flood Risk

3.48 A Strategic Flood Risk Assessment is being carried out at present. Detailed mapping for the town centre is not yet been identified.

Flooding

3.49 The Core Strategy acknowledges the requirement of Planning Policy Statement 25 to manage flood risk. The Environment Agency has mapped flood risk areas using a zonal map. The town centre generally falls within the lowest risk area (Zone 1). The only area where part of the town centre fall within higher categories (Zones 2 and 3) are parts of Gosport Road, the Gillies, Bath Lane recreation ground and the Walington river valley. The Flood Zones have been set out on the Evidence Plan (no1) in the appendices.

3.50 In addition a Strategic Flood Risk Assessment (SFRA) is being carried out by Atkins on behalf of PUSH (Partnership of Urban South Hampshire) to inform the allocation of land for development and demonstrate a sound decision making process. It will provide more detailed information concerning areas liable to existing and future flooding. It is anticipated that the final work will inform the Preferred Options stage of the TCAAP.
Public Consultation

Town centre survey

3.51 In addition to the survey undertaken for the Retail and Centres Study, a survey of Fareham residents as well as visitors to the town centre was undertaken to help understand and identify important issues. The survey sample reflected the age and gender balance within the borough. 319 responses were received representing a response of approximately 32%.

3.52 The highest 5 responses help to identify main issues, but the full results have been taken into account:

**What do you like about the town centre?**
- Close to Home 53.1%
- Range of Shops 52.0%
- Indoor Shopping Centre 47.8%
- Pedestrianised area 47.5%
- Everything is close together 33.5%

**What do you not like about the town centre?**
- Traffic & Congestion 29.5%
- Range or type of shops 27.6%
- Not clean enough 17.1%
- Access to Car Parking 17.1%
- Quality of Shops 15.2%

**What do you think should be done to improve the town centre?**
- Better toilets 32.9%
- More large shops 26.1%
- Better car parking 23.6%
- Better access to the waterside/Bath Lane recreation ground 21.1%
- More trees & better outdoor streets and spaces 20.8%

**Which area of the town centre needs to be improved?**
- West Street 33.9%
- Waterside/Fareham Creek 15.2%
- Trinity St & Osborn Rd South 15.2%
- Shopping Centre 10.2%
- Pedestrianised area 9.6%

Dialogue with key agencies

3.53 Prior to the consultation on this issues and options paper, dialogue has taken place with key agencies and or their representatives to understand any important issues that need to be considered in the future. Such agencies/representatives included the Highways Agency, Highway Authority, landowners, Environment Agency, Hampshire Primary Care Trust and Hampshire County Council.
3.54 The Highway Authority are responsible have produced the second Local Transport Plan (LTP) for Hampshire covers the period 2006 – 2011. Fareham Borough as part of the South Hampshire Sub-region is covered in the plan by the Solent Area Strategy.

The Solent Transport Strategy identifies Fareham and the Fareham-Gosport peninsula as key areas:

Fareham

The strategy for Fareham focuses on improving accessibility for all modes and better interchange between modes. The key elements of the strategy are:

- Improving the interchange provision between bus and rail services at Fareham rail station, including pedestrian access to bus stops, provision for taxis, access for people with disabilities and better passenger information.
- Improving accessibility for pedestrians and cyclists. Town centre access plans will be prepared for Fareham and Stubbington.
- Managing traffic, including traffic routeing, speed controls and safety improvements.
- Promoting bus use through Quality Bus Partnerships, infrastructure improvements and better travel information, including real-time information at bus stops and other locations.
- Raising travel awareness and promoting effective marketing campaigns.
- Promoting car sharing and car club initiatives.

Fareham-Gosport peninsula

The strategy for the peninsula focuses on improving accessibility, reducing congestion improving air quality for Fareham. The key elements of the strategy are:

- Re-evaluation of the South Hampshire Rapid Transit (SHRT) proposals, taking account of the Government’s decision in November 2005 not to approve funding for the proposed light rail scheme.
- Develop revised proposals for public transport services in the peninsula, involving the possible use of segregated and/or guided busways over part of the SHRT corridor, and integration with existing bus routes.
- Localised junction improvements to reduce traffic congestion on the peninsula's two strategic access routes (the A32 and A3385 corridors) – likely junctions include Quay Street roundabout, A32/Salterns Lane, Peel Common roundabout and Newgate Lane roundabout junctions with HMS Collingwood and Longfields Avenue.
3.55 The Hampshire PCT has expressed a preference for new doctors surgery and re-provision of health centre facilities premises in Fareham town centre because the existing Fareham Health Centre is outdated and overcrowded.

Further studies

3.55 Further studies are anticipated or are underway to help inform the next stage of the production of this document:

- Fareham Town Centre Access Plan
- Transport interchange feasibility
- Strategic Flood Risk Assessment
- Employment floorspace distribution
- Retail Study Update

Conclusion

3.56 The principal outcomes from the studies and the residents/visitor survey have been taken into account in developing the Vision, objectives and options for the future redevelopment and enhancement of Fareham town centre.
Chapter 4
Planning Policy

What does government, regional, Sub-regional and local planning policy tell us?

4.1 There are two higher levels of guidance and policy that the TCAAP must conform with. These are Government Planning Policy Guidance (PPG’s) and Planning Policy Statements (PPS’s) and regional/sub regional policies (including ‘saved’ policies from the Hampshire Structure Plan) contained in the Draft South East Plan. The Fareham Local Development Framework Core Strategy is also being developed and provides the higher level planning framework for the TCAAP.

Set out below is the key policy and guidance that relates to the planning of town centres:

4.2 Planning Policy Statement 6: Town Centres (March 2005)

<table>
<thead>
<tr>
<th>Aims;</th>
</tr>
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<tbody>
<tr>
<td>Development should be focused in existing centres in order to strengthen and, where appropriate, regenerate them.</td>
</tr>
<tr>
<td>Local authorities should use tools such as area action plans, compulsory purchase orders and, where considered appropriate, town centre strategies to address the transport, land assembly, crime prevention, planning and design issues associated with the growth and management of their centres.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Key elements;</th>
</tr>
</thead>
<tbody>
<tr>
<td>growth should be accommodated by more efficient use of land and buildings within existing centres and aim to increase the density of development where appropriate.</td>
</tr>
<tr>
<td>identify deficiencies in provision, assess the capacity of existing centres to accommodate new development, including, where appropriate, the scope for extending the primary shopping area and/or town centre</td>
</tr>
<tr>
<td>develop strategies for developing and strengthening centres within their area;</td>
</tr>
<tr>
<td>define the extent of the primary shopping area and the town centre, for the centres in their area on their Proposals Map</td>
</tr>
<tr>
<td>LPAs should formulate planning policies which encourage well-designed, and, where appropriate, higher-density, multi-storey development within and around existing centres, including the promotion of mixed-use development and mixed-use areas.</td>
</tr>
</tbody>
</table>
LPAs should prepare planning policies to help manage the evening and night-time economy in appropriate centres.

4.3 Planning Policy Guidance 13: Transport (April 2001)

Key elements;
- give priority to people over ease of traffic movement and plan to provide more road space to pedestrians, cyclists and public transport in town centres, local neighbourhoods and other areas with a mixture of land uses
- maximum use of the most accessible sites, such as those in town centres
- pro-active in promoting intensive development in these areas and on such sites
- develop a clear vision for development of these areas, prepare site briefs and, where appropriate, consider using compulsory purchase powers to bring development forward
- encourage the shared use of parking, particularly in town centres and as part of major proposals
- a balance has to be struck between encouraging new investment in town centres by providing adequate levels of parking, and potentially increasing traffic congestion caused by too many cars

4.4 Draft South East Plan (submitted to the Government March 2006)

Section D9 ~ Town Centres

Aim;
- Planning for the growth and development of existing centres through focusing development in the centres and encouraging a wide range of services in a good environment, accessible to all.

Key elements;
- All town centres should be developed as multi-use nodes to enable people to shop, work, live and visit other services without having to make multiple journeys.
- Local authorities should work across administrative boundaries to assess capacity and need for new development within the town centres and identify which centres should be the preferred locations for growth.
- Town centre sites should be considered first, prior to a consideration of edge-of-centre and out-of-centre sites.
- A clear vision should be established specifically for town centres e.g. the town centre strategy
- town centre managers and local authorities should analyse the character and function of the centre in detail to establish the unique...
characteristics for the centre.

Policy SH6 ~ Town Centres (submitted to SEERA 21st March 2006; agreed and recommended by the Examination in Public Panel, subject to deletion of unnecessary detail)

Key elements;
- Large office, retail and leisure developments are well suited to city and town centres and other locations which have good public transport accessibility. Their presence within the heart of the urban area can also help create vitality and underpin regeneration.
- The strategy for the main centres of South Hampshire is to develop their individual character and complementary roles through: a proactive programme of high quality mixed-use development; improvements to the public realm and conservation initiatives within town centres; and improved access from central areas to parks, open spaces and waterfront destinations for business and leisure.

In Fareham, limited expansion of the centre, with new mixed-use schemes in the enlarged town centre to improve retail, leisure and office employment provision and support further development of the leisure and evening economy. Excellent accessibility to the North of Fareham SDA is to be secured in advance of development, to ensure that Fareham town centre is the main sub-regional facility to serve the population of the SDA.

4.5 Hampshire Minerals and Waste Local Development Framework

The Core Strategy was adopted in July 2007. Policy S14 - Safeguarding of Existing Development states that:

All existing minerals and waste sites, including associated transport infrastructure, which are needed for future requirements will be safeguarded.

A Minerals and Waste Preferred Options (published October 2007) is being prepared and identifies the Aggregates depot at the Railway Station and the Wharf at Town Quay for safeguarding.

Core Strategy Issues and Options Development Plan Document

4.6 The Core strategy identifies a number of detailed issues that need to be taken into account within the TCAAP. These are set out below:

Role and Hierarchy of Centres

4.7 Fareham town centre lies between two larger city centres, Southampton and Portsmouth. It is identified as a ‘Town Centre & Sub-Regional Centre’ within the hierarchy of:
Regional centre
- Town Centre & Sub-Regional Centre
- District Centres
- Local Centres
- Parades

**Scale and Type of New Retail Floorspace**

4.8 The Core Strategy sets out indicative floorspace figures for town centre uses:

**Table 3: Comparison goods floorspace**

<table>
<thead>
<tr>
<th>Comparison Goods</th>
<th>Fareham town centre Square metres</th>
</tr>
</thead>
<tbody>
<tr>
<td>Up to 2011</td>
<td>2,650</td>
</tr>
<tr>
<td>Up to 2016</td>
<td>5,150</td>
</tr>
<tr>
<td>Up to 2021</td>
<td>14,150</td>
</tr>
<tr>
<td>Up to 2026</td>
<td>24,650</td>
</tr>
</tbody>
</table>

**Table 4: Convenience goods Floorspace**

<table>
<thead>
<tr>
<th>Convenience Goods</th>
<th>Fareham town centre Square metres</th>
</tr>
</thead>
<tbody>
<tr>
<td>Up to 2011</td>
<td>1,579.5</td>
</tr>
<tr>
<td>Up to 2016</td>
<td>2,139</td>
</tr>
<tr>
<td>Up to 2021</td>
<td>2,961.5</td>
</tr>
<tr>
<td>Up to 2026</td>
<td>3,784</td>
</tr>
</tbody>
</table>

**New Offices as part of Mixed Use Development in Central Areas**

4.9 The core strategy identifies advantages for Fareham town centre to allow the development of some B1 floorspace in excess of PUSH requirements to cater for local needs including:

- To accord with the PUSH Strategy for Main Town Centre Uses
- To ensure a continuous supply and range of business floorspace to meet market needs over the plan period, eg ‘start-up’ and live-work units.
- To reduce out-commuting by ensuring adequate employment opportunities in for the employment needs of the resident

**Employment land protection**

4.10 The Core Strategy identifies the need to protect and promote employment land within the town centre as a key component of the sub-regional strategy.
4.11 The Core Strategy also identifies the need to consider the suitability for ICT enabled sites, premises and facilities and for live-work accommodation.

Housing need

4.12 The core strategy identifies town centre as an area which is anticipated to accommodate a large proportion of new housing development. It recognises however that there should be a broad range of mix and tenure to create mixed communities.

4.13 The Core Strategy also refers to the need to protect and enhance:

- Public parks and greenspace.
- Natural and historic built environment.

Conclusions

4.14 The policies, issues and guidance set out above, together with other broader government, regional and local policies have been taken into account in developing the vision, objectives, strategy and options for the future redevelopment and enhancement of Fareham town centre.
Chapter 5
Town Centre Vision, Objectives and Strategy

Introduction

5.1 The earlier chapters have set out the purpose of the TCAAP and identified what evidence studies, policies and council strategies indicate are the key issues for the town centre. The issues have been considered and addressed through the identification of a vision, which seeks to describe the type of place Fareham could become, a set of objectives and a strategy to realise how and where the vision should be realised.

Town Centre Vision

What sort of place should Fareham become?

5.2 It is important to create a strong sense of identity for the town focusing on its strengths and distinctiveness. The strategy for the town is to build on this and to recognise its role as a secondary regional centre. It should be recognised that Fareham cannot compete with the nearby cites of Portsmouth and Southampton, particularly in light of their future retail expansion and regeneration schemes, such as Northern Quarter in Portsmouth. The approach to build on strengths and distinctiveness has been set out in the following description:

Fareham will build on its market town origins to create a distinctive town centre that is attractive to visitors, residents, developers and business operators. It will be a centre of 'living streets' where people and cyclists have increased priority and where there is a vibrant mix of shops, cafes, restaurants, businesses, community uses and housing that give life and activity to the principal streets of High Street and West Street during the day and evening. High quality mixed use development will be encouraged that integrates and respects the 2 to 3.5 storey domestic scale and character which generally defines the town centre. The important natural and built environments of Portsmouth Harbour, High Street, Osborn Road and Town Quay will be protected and enhanced together with the setting of the town and its public spaces. West Street will be the general focus of regeneration with enhancement of the street including trees and seating and fostering independent retailers to create a unique shopping and leisure destination. The streets will be managed and enhanced to encourage safe walking and cycling with alterations to key junctions and links into the town centre from
surrounding residential communities. Street activities in the form of markets and events will be further encouraged with new venues being considered. A new bus based public transport system along the old railway to Gosport will be developed together with a transport interchange at the railway station to improve access by public transport and reduce congestion.

Town centre objectives

5.3 In order to realise the Vision a set of objectives have been developed. These have been set out below:

- Integrate high quality mixed use development to provide new residential, retail, office, leisure and community uses to meet identified needs and the future role of the town centre.
- Protect the primary and secondary retail frontages having regard to their principal function and the need for a mix of uses.
- Explore the development potential of a civic and cultural quarter including the option of an arts and culture complex and health centre
- Protect existing employment uses.
- Regenerate West Street through the implementation of the West Street Vision and ensure that new development is generally focused to the west.
- Protect and enhance the High Street, Osborn Road and Town Quay conservation areas having regard to the Conservation Area Character Assessments.
- Protect and enhance the setting of the town to the east and along the Portsmouth harbour frontline.
- Protect the quality of existing residential communities and their environment.
- Manage air quality through an Air Quality Management Area Action plan.
- Safeguard land to allow for the development of a public transport corridor to Gosport and a public transport interchange at the rail station.
- Safeguard land to allow for the provision of a bus lane along West Street to improve bus efficiency between the station and primary shopping.
- Improve access and priority for pedestrians, cyclists and public transport.
- Improve pedestrian and cyclist access to the waterfront.
- Ensure there is an appropriate level and quality of parking for visitors and new development promoting the use of underground and multi-level solutions.

5.4 The initial work on sustainability appraisal indicates that the town centre is the most sustainable location in the borough for retail, business, housing and community/leisure uses because it is most accessible by public transport and already contains many necessary services and facilities. The vision and objectives support the expansion and improvement of these uses, facilities and services and therefore support the achievement of sustainable development over the wider area.

5.5 Taken together, the Vision and Objectives have been translated into a concept plan (fig 3) illustrated on page 28 overleaf, which seeks to demonstrate their interrelationship
Town Centre Strategy

5.6 The Vision and Objectives concept has been developed into a Strategy Plan, set out as Plan No 2 in the appendices, which seeks to identify broad areas where the objectives and vision should apply.

How can the Strategy be achieved?

5.7 The implementation of the Strategy cannot be achieved by the Council alone. The management and future success of the town involves many organisations, groups and individuals. It is important therefore that a mechanism exists to discuss issues and decide on appropriate action. The following sets out some actions that need to be undertaken:

- Work with developers, landowners, business leaders and the community to bring new high quality housing, businesses and community services to the town centre.

- Identify and allocate sites in the TCAAP to protect existing important land uses and encourage mixed use development.

For further information on this document please contact planningpolicy@fareham.gov.uk
- Allocate sites in the TCAAP to enable mixed use development to meet identified needs and demand

- Develop policies to enable the implementation of the vision and objectives

- Work with the highways authority and other stakeholders in a collaborative way to improve the quality of streets and other public spaces and reduce the dominance of cars.

- Encourage the use and redevelopment of floorspace above shops and commercial premises that help to provide surveillance and activity to the street.

- Organise car parking that is attractive to users, efficient in the use of land and organised to make the best use of the road network.

- Foster a sense of community and ownership within the town centre
  Work with the town centre manager and other interested parties and civic decision makers in a collaborative way to bring life and vibrancy to the public streets and spaces in the town centre.

**TCAAP Option 1: Town Centre Vision, Objectives and strategy**

5.8 The strategy for the town centre is defined by the need to foster a sustainable community having regard to the needs of people, businesses, organisations and services and helping to ensure that there are opportunities and policies in place to strengthen the town centre’s vitality and viability. The Strategy is informed by the vision and objectives and supported by the initial sustainability appraisal work.

5.9 The Town Centre Vision seeks to apply objectives, needs and demands for the town centre to show how they relate to different areas within the town.

**TCAAP Option 1a:**
Do you agree with the vision? If not how should it be changed?

**TCAAP Option 1b:**
Do you agree with the objectives? If not how should they be changed?
Are there other objectives that should be included?

**TCAAP Option 1c:**
Do you agree with the Town Centre Strategy? If not how should it be changed? Are the different ‘zones’ correctly identified?

**TCAAP Option 2: Boundary of the Town Centre Area Action Plan**
5.10 A Town Centre Area Action Plan boundary has been drawn to reflect an area which encompasses a mix of the main town centre uses including shopping, civic, community, leisure, and business. A map showing the potential town centre boundary is shown on Plan No 1 in the appendices. Within this area policies will be developed which allows for redevelopment to meet the vision and objectives for the town centre.

TCAAP Option 2a:
Does the plan appropriately define the Town Centre Area Action Plan boundary?

TCAAP Option 2b:
Should the boundary be changed? Are there other areas that should be included or excluded?
Chapter 6
Mixed Use Development Opportunity Zones and Site Allocations

Introduction

6.1 This chapter identifies potential site allocations for the town centre and includes land for:

- Mixed use
- Housing
- Employment safeguarding
- Greenspace safeguarding
- Retail safeguarding
- Transport safeguarding

Mixed use development opportunity zones

6.2 The Town Centre Strategy in Chapter 5 identified a number of areas with development opportunities. The TCAAP recognises that the emphasis on town centres effectively applies to all types of development and that therefore there are potential competing uses for town centre sites that may come forward up to 2026. In order to undertake this long term view an integrated approach to the consideration of the opportunity areas has been developed.

6.3 Taking account of the identified need for additional retail, residential, commercial and community facilities as well as government, regional and local policy which seeks to strengthen the vitality and viability of town centres, the areas of opportunity have been identified as mixed use development opportunity zones. These are shown on plan No 3 in the appendices.

6.3 The mixed use development opportunity zones are not necessarily precise site boundaries and it should not be assumed that future development will involve the whole of the zone. The zones identify areas which are considered to be under-utilised and/or derelict, spatially appropriate to the future town centre strategy, and/or where redevelopment has previously been promoted. In accordance with the future strategy the zones assume a mix of uses will be developed. These zones have also been identified with a provisional site boundary which is set out in the Site Allocations Plan (No 4) in the appendices.

6.4 The following sets out a brief description of potential development within the zones which addresses the identified needs. It is recognised that future detailed discussions need to be undertaken with landowners and operators to identify the viability of development.
**Market Quay car park**

6.7 The Market Quay car park was laid out as part of the Market Quay retail and leisure development of 2005/6, which occupied the former livestock market and car park.

6.8 Both the RCS and DTZ studies identify the potential of this area for retail development. The DTZ study suggests a cluster of large format stores. The RCS suggests a retail/leisure mix as an extension to Market Quay. However, a solely retail or retail/leisure proposal may not achieve the form and vibrancy set out in the Vision and could pull custom away from West Street. The ELR recommends some B1 office use (up to 1000sqm). It is considered appropriate therefore that some business and residential uses should also be part of the mix.

6.9 Studies undertaken for the SHLAA suggest development block forms of 3 stories having regard to the prevailing character of the existing retail core and recent development on Quay Street and surrounding a new public open space. Development assumes nil or shared private parking within potential underground car park for public parking, taking advantage of the slope of the site. The issue of replacement parking is recognised as a key constraint to potential development. The total floor space could be in the region of 11,000sqm gross.

6.10 The potential mix for this site is set out for consideration as Option 3 on page 38. Redevelopment is likely to be long term and the SHLAA envisages 2021 – 2026 where development comprises a potential residential element of up to 65 units.

**Foundry Site, Quay Street**

6.11 The foundry site was formerly occupied by a foundry and has been derelict for over 10 years. More recently, the remaining buildings have been demolished.

6.12 Both the DTZ and RCS studies identified the potential of the site for development. The RCS indicated that the site is suitable for a large food store (up to 6000sqm gross), retail warehousing or major commercial leisure uses or possibly a mix of uses, including high density residential. The ELR recognises food retail need and makes no alternative recommendation.

6.13 Studies undertaken for the SHLAA took into account the likely basic development assumptions for a large food store. It acknowledges the potential to include some of the large car park to the rear of the Red Lion Hotel on East Street. Together with additional land to the east of Adelaide Place, the SHLAA identifies a residential development of up to 90 units within 3 storey flatted blocks. The SHLAA envisages that development will take place by 2011.

6.14 The Foundry site is subject to a current planning application for a Tesco food store. In addition an application has been submitted for residential development on part of the site and adjacent land. The current Tesco
application is for a food retail warehouse of approximately 2-3 storey equivalent fronting Quay Street with underground/undercroft parking. The store is 6,215 sqm gross external floorspace comprising approximately 3,900 sqm net retail floorspace. The mix of food and non-food retail is not known at present. The large scale of development requires the reorganisation of the Quay Street roundabout to ensure that there will be no adverse impact upon access into and out of the Gosport peninsula, together with improved pedestrian and cycle movement.

6.15 The potential mix for this site on the basis of a large foodstore is set out for consideration as Option 3 on page 38. Redevelopment is likely to be short to medium term and the SHLAA envisages development by 2011.

6.16 If the proposed food retail use is not developed, alternative development options will need to be considered.

Civic and Cultural Quarter

6.18 This zone comprises the civic offices, Ferneham Hall, library, multi-storey and surface parking and health centre within a central parkland setting. A number of studies are looking at the long term future and viability of key buildings in this area, including the Osborn Road multi-storey car park and Ferneham hall. Hampshire Primary Care Trust has also expressed a desire to create more up to date health facilities. Due to the potential limited long term viability of some of the buildings and taking account of organisations' future strategy options such as the FBC Draft Parking Strategy 2007 and the health requirements of the Primary Care Trust, there is scope for redevelopment and reorganisation of spaces to create a community focused civic and cultural quarter within a quality public realm.

6.19 The RCS and DTZ studies identify the site as providing significant development opportunity. The DTZ study indicates potential for mixed-use redevelopment, but could have limited potential for significant new retail and leisure uses as it is some distance from West Street. The RCS indicates that the area could be comprehensively redeveloped for retail/leisure uses, but partial development is more likely. The study recognises the difficulty of land assembly and cost, particularly replacement civic uses. The ELR recommends zoning for offices and mixed town centre uses. For example partial redevelopment could include a small scale extension to the shopping centre for retail and leisure use in the area occupied by the health centre.

6.20 Design studies undertaken for the SHLAA suggest development block forms of between 2.5 and 3 stories taking account of proximity to existing residential development and the character of the location, which is adjacent to two Conservation Areas. In general a mix of uses is appropriate including:
- Residential,
- B1 office/health,
- Retail,
- Leisure/community and,
- Replacement parking.
Development assumes the retention of the Civic Centre and adjacent offices to the north-west. Ferneham Hall and the library uses are likely to be retained in the short/medium term, but potential has been identified in the study for redevelopment to create an integrated facility with scope for community uses. This would help define and be better related to an improved public open space. In the medium term the potential redevelopment of the Osborn road multi-storey car park exists which will allow for a smaller more efficient multi-storey car park together with the opportunity for residential development, which would be better related to the Osborn Road Conservation Area.

6.21 A total potential floorspace of approximately 20-25,000 sq m has been identified. The residential proportion could be in the region of 30 units as flatted development.

6.22 The potential mix for this site is set out for consideration as Option 3 on page 38. Redevelopment is likely to be long term and the SHLAA envisages 2021 – 2026 where development comprises a residential element.

**Railway station area**

6.23 The railway station area comprises a number of different land holdings and operations; The rail station and ancillary parking to the west, an aggregates depot to the north and a mix of commercial units to the south, including the fire station. To the west of the station there is land occupied by temporary buildings associated with a re-signalling project.

6.24 The RCS and DTZ studies identify the site as providing significant development opportunity. The DTZ study considers that a residential-led mixed-use development would be the most suitable and viable option which could make a significant contribution to meeting the need for housing and for affordable housing. The RCS suggests small scale retail/A3 uses related to the station or large format retail/leisure uses, such retail warehousing. Redevelopment for housing or employment use is also recognised. The ELR recommends zoning for offices and mixed town centre uses.

6.25 The transport strategy for the sub-region identifies the potential for a public transport system along the old railway line, together with a public transport interchange. Land for safeguarding needs to be taken into account in redevelopment proposals.

6.26 However the aggregates depot has been identified for safeguarding in the Hampshire Minerals and Waste Development Framework. Without a viable alternative arrangement, the depot will not become available for redevelopment in the foreseeable future. It has been necessary therefore to consider an alternative smaller scale development option that envisages redevelopment of the existing frontage commercial premises and which allows for a new access to serve the depot, but also for future comprehensive development were the depot to cease operation and the safeguarding lifted.
6.27 Taking the zone as a whole, design studies undertaken for the SHLAA suggest development block forms of 3.5 stories, to respect the prevailing town centre character, with a mix of uses comprising residential, B1 office, retail and leisure. The site could also accommodate a hotel. In order to ensure an efficient use of space design studies envisage a shared multi-storey car park together with additional undercroft / underground parking will be developed. The sloping wooded eastern boundary would need to be retained and is not included in the developable area. This zone has also been identified to accommodate a potential future transport interchange from rail to bus and this has been taken into account in determining the potential development floorspace. A total potential floorspace (excluding multi-storey car park) in the region of 31,000sqm has been identified. The residential proportion could lead to the creation of up to 85 units as flatted development.

6.28 Taking account of the aggregates safeguarding, redevelopment of the smaller frontage zone would be in the region of 15,000sqm with a mix of B1 office and residential with some ground floor interactive uses such as retail or restaurant/cafe. The residential proportion could lead to the creation of some 30 units as flatted development. However, the continuation of the aggregates operation may hinder the extent of residential use.

6.29 Major redevelopment is likely to require reorganisation of the station roundabout and associated accesses and will need to be configured to accommodate movement from the future public transport route along the old railway line into Gosport, which is located to the south of the railway station and A27.

6.30 The potential mix for this site(s) is set out for consideration as Option 3 on page 38. Redevelopment is likely to be long term and the SHLAA envisages 2021 – 2026 where development comprises a residential element.

**West Street East**

6.31 This zone generally comprises private parking areas to the rear of West Street commercial premises and public surface car parking.

6.32 The RCS and DTZ studies identify the site as providing a significant development opportunity. The DTZ study suggests, in conjunction with the West Street west and central sites, represent the more realistic opportunity for new retailing over the longer term to help extend the primary shopping area. Redevelopment could comprise retail, leisure and A3/A4/A5 uses at ground and first floor level, with residential development above. The RCS recognises the potential for redevelopment to extend the primary shopping area, comprising retail/leisure use at ground floor level as part of a comprehensive multilevel mixed use scheme. High density residential is also identified as a possible alternative development. Land assembly costs and multiple ownerships may be difficult and the Fareham town centre draft parking strategy identifies the need to replace lost car parking space. The ELR recommends zoning for offices and mixed town centre uses.

6.33 Design studies undertaken for the SHLAA suggest development block forms of
between 2 and 3 stories taking account of proximity to existing residential development. A mix of uses is identified comprising residential and retail. Development assumes solely residential blocks to the north and mixed use blocks towards and fronting West Street comprising retail on the ground and part first floors with residential above. A break in the West Street frontage is envisaged creating a new public square and spaces with development surrounding. Design studies assume private rear courtyard parking and potential for underground/undercroft for public parking.

6.34 A total potential floorspace in the region of 14,000 sqm has been identified. The residential proportion equates to the creation of up to 140 units as flatted development.

6.35 The potential mix for this site is set out for consideration as Option 3 on page 38. Redevelopment is likely to be long term and the SHLAA envisages 2021 – 2026 where development comprises a residential element.

West Street Central

6.36 This zone generally comprises private parking areas to the rear of West Street commercial premises. It also includes the Magistrates Court and Registry Office which bisect the zone, a surface public car park and existing residential development. It is envisaged that the Magistrates Court, Registry Office and recent residential development are likely to remain and as such more limited redevelopment is identified.

6.37 The RCS and DTZ studies identify the site as providing a significant development opportunity in conjunction with West Street East and West sites. The DTZ study and RCS development scenarios are described in West Street East above. The ELR recommends zoning for offices and mixed town centre uses.

6.38 Design studies undertaken for the SHLAA suggest development block forms of between 2 and 3 stories taking account of proximity to existing residential development. A mix of uses is identified comprising largely residential and minor retail. Development assumes that the Magistrates Court will not be developed and the frontages to Osborn Road South and West Street would largely remain but there is scope to link through with limited redevelopment. Design studies envisage mews forms with integral garaging and roof gardens/balconies.

6.39 Total floorspace identified to be in the region of 3,300 sqm. The residential proportion equates to the creation of up to 37 units.

6.40 The potential mix for this site is set out for consideration as Option 3 on page 38. Redevelopment is likely to be long term and the SHLAA envisages 2021 – 2026 where development comprises a residential element.

West Street West

6.41 This zone generally comprises private parking areas to the rear of West Street.
commercial premises, a car repair and servicing premises and small scale Victorian residential terracing.

6.42 The RCS and DTZ studies identify the site as a providing significant development opportunity in conjunction with West Street east and central sites. The DTZ study and RCS development scenarios are described in West Street East above. The ELR recommends zoning for offices and mixed town centre uses.

6.43 design studies undertaken for the SHLAA suggest development block forms of between 2 and 3 stories taking account of proximity to existing residential development. A mix of uses is identified comprising residential and B1 office. Development assumes that land to the north and south of Russell Place is most likely to come forward. Existing frontages to Trinity Street and West Street would largely remain but there is scope to link through with limited redevelopment. Design studies envisage treed parking squares, underground/undercroft parking and some private amenity space.

6.44 Total floorspace identified to be in the region of 8,500 sqm. The residential proportion equates to the creation of up to 60 units as flatted development.

6.45 The potential mix for this site is set out for consideration as Option 3 on page 38. Redevelopment is likely to be long term and the SHLAA envisages 2021 – 2026 where development comprises a residential element.

Maytree Road

6.46 This zone includes an existing 3/4 storey mixed use block (Delme Court), car and motorcycle sales operations, together with a Council surface car park.

6.47 The RCS and DTZ studies identify the site as providing a development opportunity. The DTZ study refers to a lapsed residential permission on the car sales part of the site which allowed for block forms of 3 to 3.5 stories to reflect the scale of the Victorian and Edwardian properties on the north side opposite the site. The RCS considers retail potential and suggests large format retail stores or commercial leisure or high density residential development with retail/leisure units on the ground floor. The study also identifies possible employment development or part of a mixed use proposal. The ELR recommends zoning for offices and mixed town centre uses (excluding residential and retail) on Delme Court only.

6.48 The density and footprint of Delme court may make its redevelopment unviable and this is recognised in the SHLAA, which assumes the residential element would reflect the lapsed permission on the motor-car sales land, which equates to some 32 units as flatted developments. Incorporating the motor cycle sales and car servicing units to the east would increase the residential element to some 45 units.

6.49 The potential mix for this site is set out for consideration as Option 3 on page 38. Redevelopment is likely to be short to medium term and the SHLAA envisages up to 2011 where development comprises a residential element.
TCAAP Option 3: The balance and mix of housing, employment, retail and other uses on development opportunity sites

6.50 The development opportunity zones encompass potential sites that can help to deliver future needs for housing, shopping, leisure, employment and services. Paragraphs 6.7 – 6.49 describe how the zones may be developed having regard to various studies that have been undertaken in the past. The approach advocates a mix of uses on each site but it is recognised that the balance of uses can be varied to achieve the overall strategy and will need to be assessed in terms of the viability of development. However whilst it is recognised that all uses are necessary, the particular emphasis of one use over others will affect a different character to the town centre. Table 5 below sets out the existing balance of uses for the development opportunity sites as described previously. It should be noted that further work on the level of business uses within the South Hampshire area is being undertaken by PUSH, which may alter the extent of business use identified.

Table 5 – Potential floorspace and balance of uses

<table>
<thead>
<tr>
<th>Opportunity zone</th>
<th>Total Floorspace/m2 Appx²</th>
<th>Business</th>
<th>Housing</th>
<th>Retail (incl commercial leisure³)</th>
<th>Community /leisure</th>
<th>Public parking provision/ replacement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Market Quay car park</td>
<td>11,000</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td>Quay Street</td>
<td>12,500</td>
<td>•</td>
<td>•</td>
<td>(food)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Civic and Cultural Quarter</td>
<td>25,000</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td></td>
</tr>
<tr>
<td>Railway station (Incl aggregates depot)</td>
<td>31,500</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td>Railway station (excl aggregates depot)</td>
<td>15,000</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td>West Street East</td>
<td>14,000</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td></td>
<td></td>
</tr>
<tr>
<td>West Street Central</td>
<td>3,300</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td></td>
<td></td>
</tr>
<tr>
<td>West Street West</td>
<td>8,500</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Maytree Road</td>
<td>3100</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

² Design studies for SHLAA; ³ Commercial leisure includes cafes, restaurants etc ⁴ Where necessary to redevelop some of the existing West St frontage

** denotes principal use • denotes additional use
**Note:** The balance of uses is a reflection of the identified need for retail and office floorspace as well as additional residential, community and leisure use in the town centre. The balance shown reflects locational preferences for the uses and the strategy to ensure that new development is compatible with the character of the town. The level of floorspace shown is approximate and based on development assumptions regarding character, form and parking. Any significant increase in floorspace may only be accommodated by building higher or with reduced amenity or parking requirements.

6.51 The initial work on sustainability appraisal indicates that the town centre is the most sustainable location in the borough for retail, business, housing and community/leisure uses because it is most accessible by public transport and already contains many necessary services and facilities. The initial work also generally supports the balance of uses proposed, but identifies that the West of West Street and Maytree Road sites are close to the railway station and therefore business could be more appropriate as the principle use.

**TCAAP Option 3a:**
Is the balance of uses appropriate for each development opportunity zone to meet the town centre strategy?
If not how should the balance be changed?

**TCAAP Option 3b:**
Is the mix of uses appropriate for each opportunity zone to meet the town centre strategy?
If not how should the mix be changed?

**TCAAP Option 4:** How much car parking should come with development

6.52 Many of the development opportunity zones currently include high levels of either private (commercial) or public surface level parking. Planning policy recognises that this is an inefficient use of scarce space within the town centre and limits the ability to create quality townscape and streetscape. The development options set out in chapter 6 suggest that redevelopment will need to provide an element of replacement parking but in a more efficient manner, for example through undercroft/underground parking and new multi-storey parking. Consideration will also need to be given to a reduced parking level overall.

6.53 For public shopper and long-stay commuter parking, redevelopment options will be informed by the future Fareham Town Centre Parking Strategy which will set out an approach to manage parking needs and demands in the town centre.

6.54 For privately owned parking it will be necessary to consider the viability of redevelopment and consideration of how displaced parking can be accommodated or whether alternative means of travel can be delivered or are currently acceptable to offset the loss.
6.55 The initial work on sustainability appraisal indicates that whilst a reduction in car parking could result in a reduction in commuting by car, it could also have an adverse impact on the vitality and viability of the town centre.

**TCAAP Option 4a:**
Do you support the principle of making more efficient use of the private and public surface level car parks to help achieve the town centre strategy and wider sustainability objectives?

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**Other site allocations**

6.56 In addition to the mixed use development opportunity zones there are other single use site allocations that have been considered in the light of evidence studies. These are set out below:

**Housing**

6.57 The SHLAA has identified sites for solely housing development. These are:

<table>
<thead>
<tr>
<th>Site No</th>
<th>Site Name</th>
<th>Current Use</th>
<th>Proposed use</th>
</tr>
</thead>
<tbody>
<tr>
<td>1083</td>
<td>Land to the rear of 160a-174 West Street</td>
<td>Storage, parking, servicing, garden land</td>
<td>Residential</td>
</tr>
<tr>
<td>1089</td>
<td>Land at 70 Trinity Street</td>
<td>Parking and garden land</td>
<td>Residential</td>
</tr>
<tr>
<td>1127</td>
<td>Land rear of 19 Palmerston Avenue</td>
<td>Parking/servicing</td>
<td>Residential</td>
</tr>
</tbody>
</table>

6.58 These sites are shown on the Site Allocations Plan (no 4) in the appendices. It should be noted that to date there is an extant planning permission for 23 flats at Trinity Street and 16 flats at Palmerston Road. The SHLAA estimates that land to the rear of West Street could accommodate up to 10 flats.

**Option 5: Housing site safeguarding**

6.59 The initial work on sustainability appraisal indicates that the retention of these sites for residential use would have no significant sustainability implications.

**TCAAP Option 5a:**
Should the sites be identified for residential use?

**TCAAP Option 5b**
Are there other sites that should be identified for housing, in addition to the mixed use development opportunity sites?
Primary and secondary shopping frontages

6.60 Government policy requires Local Planning Authorities to define and protect the primary shopping area within town centres and develop policies that seek to retain and protect the intensity of retail shops within the primary shopping frontage and restrict the level of non-retail uses. In addition policies should be developed that seek to retain and protect the Secondary Shopping frontage for supporting retail and town centre uses and ensure that ground floor non retail uses maintain active frontage. This is supported by the RCS. Plan No 5 in the appendices shows the extent of the predominance of retail shops (Primary frontage) and those areas that contain a broader mix of retail and non-retail uses (Secondary frontage).

6.61 The proposed extent of the primary shopping frontage has been increased to reflect the development of the Market Quay retail and leisure scheme and the future retail addition to the Fareham Shopping Centre currently under construction. Consideration will also need to be given in the future to further extensions as a result of the implementation of the development opportunities which have a high proportion of retail shops.

Option 6: Extent and protection of primary and secondary shopping frontages

6.62 The initial work on sustainability appraisal indicates that the protection of these primary and secondary shopping frontages would have no significant sustainability implications.

TCAAP Option 6a: Is the Primary Shopping frontage appropriately defined on Plan No 5? If not how should it be changed?

6.63 The proposed extent of the secondary shopping frontage has been drawn for two reasons:

- To reflect the importance to the vitality of the eastern end of West St and the High Street and to realise the West Street Vision which seeks to protect local shops and services at the west end of West Street.
- At a strategic level, to ensure that the overall provision of ground floor shopping floorspace is not eroded. The cumulative loss of floorspace may increase pressure for out of town retail proposals and reduce the strength and role of Fareham Town centre.

TCAAP Option 6b: Is the Secondary Shopping frontage appropriately defined on Plan No 5? If not how should it be changed?

6.64 Plan No 5 also shows the secondary frontage broken down into different Zones (A, B, and C) which reflect their principal mix of uses and how they...
support the vitality and viability of the town centre. Consideration needs to be
given to whether the secondary area should be zoned.

**TCAAP Option 6c:**
Should different zones be applied to the secondary frontages as identified on Plan No 5 to reflect their principal function and mix of uses?

**TCAAP Option 6d:**
Are the zones correctly drawn? If not how should it be changed?

*Employment – B1 Business use safeguarding*

6.65 The Employment Land Review identifies areas within the town centre that should be protected for employment use (office uses within Class B1 of the Town and Country Planning Use Classes Order) as part of the need to provide a mix of uses in the town centre and as part of a strategic policy need to prevent or reduce migration of such uses to less sustainable locations.

6.66 The following business sites are recommended for retention and / or redevelopment. The boundaries are shown on the Site Allocations Plan (no 4) in the appendices.

<table>
<thead>
<tr>
<th>Site No</th>
<th>Site Name</th>
<th>Current Use</th>
<th>Proposed use</th>
</tr>
</thead>
<tbody>
<tr>
<td>84</td>
<td>Fareham Point &amp; High Street</td>
<td>Employment</td>
<td>Retain for business</td>
</tr>
<tr>
<td>85</td>
<td>Lysses Court</td>
<td>Employment with minor residential</td>
<td>Retain for business, Allow for Live/work redevelopment</td>
</tr>
<tr>
<td>87</td>
<td>West End(east)</td>
<td>Employment</td>
<td>Retain for business</td>
</tr>
<tr>
<td>88</td>
<td>West End (west)</td>
<td>Employment</td>
<td>Retain for business</td>
</tr>
<tr>
<td>155</td>
<td>Western Road</td>
<td>Employment</td>
<td>Retain for business</td>
</tr>
<tr>
<td>152</td>
<td>West Street North Side</td>
<td>Employment</td>
<td>Retain for business</td>
</tr>
<tr>
<td>161</td>
<td>High Walls</td>
<td>Employment</td>
<td>Retain for business</td>
</tr>
</tbody>
</table>

6.67 It is recognised in the ELR that there is particular scope for redevelopment for potentially more intensive business development at Lysses Court and Western Road. At Lysses Court there is an existing residential use and as such the site could be suitable for live/work units of an appropriate scale, having regard to the sensitive location.

**TCAAP Option 7: Employment – B1 business safeguarding**

6.68 The initial work on sustainability appraisal indicates that the retention of these sites for business use would reduce opportunities for additional housing, but would retain employment in the area most accessible by public transport.
TCAAP Option 7a:
Retain existing B1 Business uses in the town centre

TCAAP Option 7b:
Do you agree with the position of the business site boundaries?
If not how should they be changed? Are there other sites that should be protected?

TCAAP Option 7c:
Allow for live/work units at Lysses Court

Public Green Space safeguarding

6.69 Green space is not limited to parks or other green spaces, they include streets, squares, footpaths and promenades. The town centre vision and objectives seek to ensure that such spaces will be protected and enhanced to improve the quality of life for residents and visitors. The West Street Vision highlights the importance of West Street as a public space and will be undergoing a streetscape improvement during 2007/8.

6.70 The greenspace study identifies a number of different forms of greenspace either within or close to the town centre with a high level of accessibility for town centre residents. Those greenspaces within the town centre are identified for protection and enhancement on the site allocations plan.

6.71 The following greenspace sites are recommended for retention and enhancement. The boundaries are shown on the Site allocations Plan (no 4) in the appendices.

<table>
<thead>
<tr>
<th>Site No</th>
<th>Site Name</th>
<th>Current Use</th>
<th>Proposed use</th>
</tr>
</thead>
<tbody>
<tr>
<td>591</td>
<td>St.Peter and St.Paul Churchyard</td>
<td>Churchyard</td>
<td>Retain and enhance</td>
</tr>
<tr>
<td>592</td>
<td>Civic Gardens</td>
<td>Public park</td>
<td>Retain and enhance</td>
</tr>
<tr>
<td>593</td>
<td>Garden of Reflection (Sensory Garden)</td>
<td>Public park</td>
<td>Retain and enhance</td>
</tr>
<tr>
<td>595</td>
<td>Westbury Manor Gardens</td>
<td>Public park</td>
<td>Retain and enhance</td>
</tr>
<tr>
<td>596</td>
<td>West Street Fareham</td>
<td>Children’s equipped play space</td>
<td>Retain and enhance</td>
</tr>
<tr>
<td>599, 600</td>
<td>Lysses Open Space</td>
<td>Public greenspace</td>
<td>Retain and enhance</td>
</tr>
<tr>
<td>597, 605, 606</td>
<td>Bath Lane Recreation Ground</td>
<td>Public park</td>
<td>Retain and enhance</td>
</tr>
</tbody>
</table>
TCAAP Option 8: Public Green Space safeguarding

6.72 The initial work on sustainability appraisal indicates that the safeguarding of these green spaces would have no significant sustainability implications.

TCAAP Option 8a:
Protect and enhance the quality of public green space and encourage their use for a variety of functions to bring vibrancy and vitality to the town centre

Public Transport safeguarding

6.73 The Highway Authority (Hampshire County Council) has developed the Solent Area Strategy within the second Local Transport Plan (LTP) for Hampshire, which covers the period 2006 – 2011. This is a transport strategy that has identified key initiatives within and connected to Fareham town centre. A key component of the strategy is to improve public transport provision together with pedestrian and cyclist priority. The West Street Transport Study also identifies more detailed requirements for the future management of public transport. Three areas of safeguarding have been identified and these are shown on Plan No 4 in the appendices:

- Fareham Station interchange
- The Old railway line to Gosport
- West Street between the rail station and Hartlands Road

6.74 In addition, Quay Street roundabout is identified for safeguarding as a result of its relationship to the redevelopment of the Foundry Site in Quay Street

TCAAP Option 9: Public Transport safeguarding

6.75 The initial work on sustainability appraisal indicates that the safeguarding of the public transport corridors and the Quay Street roundabout would have no significant sustainability implications.

TCAAP Option 9a:
Safeguard the identified general locations for public transport provision

High Street mixed uses

6.76 The use and function of the buildings and spaces within a conservation area are particularly important aspects of its character. Changes of use need to be considered carefully.

6.77 Within the High Street it is the mix of many uses that helps to create its distinctiveness. It is important for the balance to be monitored and controlled, particularly with respect to the vitality and vibrancy that exists which brings street life and helps to improve safety. This generally comes from the active frontages that contain ground floor uses such as shops and restaurants, and
to a lesser extent office uses. It is important that existing ground floor shop premises are not lost to uses that do not create activity and interaction with the public.

6.78 The initial work on sustainability appraisal indicates that controlling the balance of uses within the High Street would have no significant sustainability implications.

**TCAAP Option 10: High Street Conservation Area mixed use**

**TCAAP Option 10a:**
Should the Town Centre Area Action Plan manage the mix and balance of uses within the High Street to retain the character of the Conservation Area and create vitality, vibrancy and safety to the street
Chapter 7
Sustainability Appraisal

7.1 The purpose of Sustainability Appraisal (SA) is to promote sustainable development by integrating social, economic and environmental considerations into the preparation of development plans. The SA process assesses the options identified during the preparation of the Fareham Town Centre AAP DPD so that decisions can be made that accord with the objectives of sustainable development. All of the Development Plan Documents which make up the Fareham LDF will be tested by SA.

7.2 A draft Core Strategy Sustainability Appraisal Scoping Report which set out the key sustainability issues that had been identified and the sustainability objectives against which the Core Strategy would be tested was available for comment during May and June 2005. The Core Strategy Scoping Report has been updated to reflect more recent advice and information and work on the Sustainable Community Strategy. A scoping report has also been prepared for the Site Allocations Development Plan Document. All scoping reports are available for comment alongside the Issues and Options documents.

7.3 Sustainability Appraisal requires the collection and maintenance of detailed ‘baseline’ information. A Sustainability Appraisal Report on the previous draft LDF Core Strategy, including detailed ‘baseline’ information, key sustainability issues and revised sustainability objectives, was available for comment during June and July 2006. Baseline information has been updated through the publication of the 2006 and 2007 Annual Monitoring Reports and will continue to be updated to inform both the Sustainable Community Strategy and the LDF. Key sustainability issues are being reviewed in the light of the updated information which will lead to a review of the sustainability objectives for the next stage of DPD preparation.

7.4 At this early Issues and Options stage not all options are being considered through the detailed SA process. The findings of the initial SA work are briefly summarised for the main options. All options that remain after consideration of the response to the Issues and Options will be assessed in full against the revised sustainability objectives and indicators currently being developed. A full Sustainability Appraisal report will be published at the same time as the publication of the Fareham Town Centre AAP DPD Preferred Options document.

7.5 Land-use plans are also subject to Habitats Regulations Assessment (HRA) of their implications for European Sites (Special Protection Areas (SPAs), Special Areas of Conservation (SACs) and sites on draft lists for protection as outlined in Regulation 10 of the Habitats Regulations 1994). The purpose of
HRA is to assess the impacts of a land-use plan against the conservation objectives of a European Site and to ascertain whether it would adversely affect the integrity of that site. Following initial screening Appropriate Assessment (AA) is required where significant negative effects are identified. This includes examination of alternative options to avoid any potential damaging effects. HRA should be undertaken before the adoption of a Local Development Document.

7.6 The process of Habitats Regulations Assessments of the Fareham Town Centre AAP DPD has been commenced using a framework that has been prepared for the Partnership for Urban South Hampshire.
Appendices

This Appendix contains:

- Plan No 1 - Evidence Mapping
- Plan No 2 - Town Centre Strategy
- Plan No 3 - Mixed Use Development Opportunity Zones
- Plan No 4 - Site Allocations
- Plan No 5 - Primary Shopping Area
- Detailed maps of site allocations options. These are set out in numerical order in accordance with the site reference number.