

FAREHAM

BOROUGH COUNCIL

Report to the Executive for Decision 09 January 2017

Portfolio:	Planning and Development
Subject:	Draft Regeneration Vision for Portchester: Consultation
Report of:	Director of Planning & Regulation
Strategy/Policy:	-
Corporate Objective:	Protecting and Enhancing our Environment Maintaining and Extending Prosperity A Balanced Housing Market

Purpose:

To consider and approve the Draft Regeneration Vision for Portchester (set out in Appendix A) for consultation.

Executive summary:

The Report briefly outlines the nature of the Council's Draft Regeneration Vision for Portchester District Centre, which has been produced for public consultation. The Draft Vision sets out the Council's ambitions for regenerating the District Centre of Portchester, and how, working with key partners the Authority is looking to involve the local community and key parties in improving the Centre.

Recommendation:

That the Executive agrees the Draft Regeneration Vision for Portchester set out in Appendix A for consultation.

Reason:

To encourage and actively promote the regeneration of Portchester District Centre, encouraging future investment and funding for its future prosperity.

Cost of proposals:

The costs involved in producing the Draft Vision and associated consultation materials are met within existing operational budgets.

Potential capital costs for initiatives outlined in the Draft Vision are currently being defined to inform future Member decisions on the implementation of any proposals.

Appendices: A: Draft Regeneration Vision for Portchester entitled 'Putting the Village Back in Portchester'.

Background papers: None

Reference papers: None

FAREHAM

BOROUGH COUNCIL

Executive Briefing Paper

Date:	09 January 2017
Subject:	Draft Regeneration Vision for Portchester: Consultation
Briefing by:	Director of Planning and Regulation
Portfolio:	Planning and Development

INTRODUCTION

1. This Executive report outlines the background to the attached document, the Draft Regeneration Vision for Portchester, which has been developed through the Member Working Group. It also explains why the Council wish to produce this Draft Regeneration Vision for Portchester, as well as a brief summary of the structure and content of this document. The main purpose of this Executive report is to recommend that the Council conduct consultation in late January/early February on the Draft Vision for Portchester, therefore it provides details of the nature of the consultation proposed. The report also highlights the next stage of the process, the finalisation of this corporate document, the Final Regeneration Vision for Portchester, which is anticipated in the summer of 2017.

PROGRESSION OF PORTCHESTER VISION

Vision Role

2. In the February this year an Executive report explained that Regeneration Strategies were being developed for Fareham Town Centre and Portchester District Centre. They would both help inform the Local Plan Review when finalised. The February Executive report also highlighted that this regeneration work would not simply focus on planning issues but would be a more Corporate Vision and wide ranging in nature.

Member Working Group

3. In February of 2016 an Executive report (8th February 2016) established a Member Working Group for Portchester Regeneration. Chaired by the Executive Member for Planning and Development, this Member Working Group steered the production of the Draft Vision. The Group focused on opportunities to improve and enhance the District Centre. Tackling issues ranging from housing led development opportunities and revitalising the commercial offer within the Centre (encouraging an evening economy) through to, for example, exploring the potential to make a more efficient use of public

land (principally car parks) and exploring opportunities to improve the accessibility and attractiveness of the Centre (particularly the existing precinct area).

Early Dialogue with Hampshire County Council and Landowners

4. It is important to recognise that whilst the Council has some landownership and areas of responsibility; for example, it owns the public car parks to the south of the District Centre and is responsible for their management; the Council does not control all aspects of the Centre. It is for this reason that other possible areas of improvement will need to involve other public and private parties who have a direct interest in the Centre. For example, the County Council, a public body, owns and manages highway land in and around the precinct, and there are many private owners of units in the precinct. Officers have been in early dialogue with Hampshire County Council, a number of landowners and key parties in preparing this Draft Vision.

Early Consultation

5. It is important to highlight that prior to the production of the Draft Vision; the Council conducted some early consultation which helped focus the document on key issues which concerned local residents and businesses. Three focus groups meetings were held with resident engagement groups, this ranged from, for instance, speaking with residents who used the centre regularly through to those who rarely use the Centre. Ten structured interviews were held with local businesses, traders, community groups and service providers.

Approach to Consultation on the Draft Vision

6. The main purpose of this Draft Vision is to set out the Council's regeneration ambitions for Portchester District Centre. At this stage, this draft document purposefully sets the Council's ambitions, rather than being prescriptive, in order to engender consultation feedback from the local community and interested parties (such as local landowners and businesses) on the emerging Vision.

BRIEF SUMMARY OF THE STRUCTURE AND CONTENT OF THE DOCUMENT

7. The Draft Vision starts (foreword section) by explaining the important role the Centre has in bring people together in the local community. However, the Council also recognises that the Centre has and will continue to change. In addition, it also makes the point that the precinct (pedestrian area) itself could do with improvement, aided with some limited residential development and encouraging positive change, such as encouraging cafes and restaurants, services and businesses/commercial interests to flourish. The document has a section (Portchester: then, now and in the future) which explains the history of Portchester, the Centre today, including the need to adapt to a competitive market. It explains the Council would like to, with key partners, modernise what is regarded by the local community as the 'Village Centre'. It is important to highlight that the ambition the Council has, is related to the public funding available and private investment attracted into the Centre. The document explains that for a future vision to be successful, the local community, local organisations/community groups, businesses, private landowners, Hampshire County Council, the NHS and other key parties will need to work with the Council.
8. The document focuses on five key areas for possible improvement:
 - **Car Parking:** Ensure the Council's free car parks meet the needs of shoppers and other key users of the centre

- **Redevelopment:** Encourage both private and public landowners to improve the look and vibrancy of the precinct through future redevelopment proposals
- **Visual Appearance:** Improve the attractiveness of the precinct for its users by working with Hampshire County Council who own and manage this area
- **Events & Activities:** Strengthen the Wednesday market, and encourage business and community run activities and events within the precinct
- **Shopping Experience:** Encourage local shops and businesses to improve their shop fronts, canopies and what they offer customers

CONSULTATION ON THE DRAFT REGENERATION VISION FOR PORTCHESTER

9. It is recommended to Executive to consult the public and key interested parties on this Draft Vision in late January/early February 2017. This will be done through a combination of face-to-face engagement events such as a business breakfast event, a stall in the market, a static display in the local (Portchester) library/health centre entrance through to information being available on-line (web-site) for comments through an on-line survey. There will also be a promotion of the Draft Vision through press releases, social media, a consultation flyer and other promotional material. Prior to the public consultation, key landowners and parties will be contacted by the Council, as they have landownership interests in the areas directly affected.

NEXT STAGES

10. It is recommended to the Executive that this document is consulted on in late January/early February 2017; the nature of the proposed consultation is as detailed in paragraph 9 of this report.
11. As the document explains, the Council will use the consultation comments received to inform the Final Regeneration Vision for Portchester. This is anticipated in the summer of next year (2017). There are a number of possible outcomes, if these initial aspirations are supported. This includes potential changes to the parking arrangements in the Council's car parks to the south of the centre, encouraging certain housing and commercial proposals (through existing planning policies and informing the future Local Plan Review) and implementing an environmental improvement scheme, as well as canopies and shop front enhancements.

Enquiries:

For further information on this report please contact Claire Burnett - Head of Planning Strategy & Regeneration (Ext 4330).