

FAREHAM

BOROUGH COUNCIL

Report to the Executive for Decision 06 February 2017

Portfolio:	Planning and Development
Subject:	Draft Regeneration Vision for Fareham Town Centre: Consultation
Report of:	Director of Planning and 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 Fareham Town Centre (set out in Appendix A) for consultation.

Executive summary:

The Report briefly outlines the nature of the Council's Draft Regeneration Vision for Fareham Town Centre, which has been produced for public consultation. The Draft Vision outlines how, by working with key partners, the Authority is looking to involve the local community and key parties in improving and redeveloping the Fareham Town Centre to encourage new commercial and residential development into Fareham Town Centre.

The Draft Vision also looks at how the Council could redevelop land within its ownership to provide a new Cultural and Arts facility, a replacement multi storey car park, new residential development and appropriate parking to meet future and existing needs of the Borough.

Recommendation:

That the Executive agrees the Draft Regeneration Vision for Fareham Town Centre set out in Appendix A for consultation.

Reason:

To encourage and actively promote the regeneration of Fareham Town 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.

Appendices: Appendix A - Draft Regeneration Vision for Fareham Town Centre entitled 'Planning the Future of Fareham Town Centre'.

Background papers: None

Reference papers: None

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Executive Briefing Paper

Date:	06 February 2017
Subject:	Draft Regeneration Vision for Fareham Town Centre: 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 Fareham Town Centre, which has been developed through the Member Working Group. It explains why the Council wish to produce this Draft Regeneration Vision for Fareham Town Centre, 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 February /early March 2017 on the Draft Vision for Fareham Town Centre, 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 Fareham Town Centre, which is anticipated in the summer of 2017.

PROGRESSION OF FAREHAM TOWN CENTRE VISION

Vision Role

2. In February 2016 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 2016 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 Fareham Town Centre Regeneration. Chaired by the Executive Member for Planning and Development, this Member Working Group steered the production of the Draft Vision.
4. The Group focused on opportunities to improve the Fareham Town Centre and enhance the attractiveness of Fareham Town Centre as a destination for people to live, work and visit. Tackling issues such as looking at how we can encourage development on brownfield sites in Fareham Town Centre. For example, exploring the potential to make efficient use of public land, including opportunities to redevelop the 'Civic Area' and

provide a new Cultural and Arts facility to replace Ferneham Hall and the Ashcroft Centre, along with a replacement Osborn Road Car Park. The Group also looked at a variety of other opportunities to stimulate the regeneration of Fareham Town Centre, including how to develop the centres 'evening economy.'

Early Dialogue with Landowners and other key parties

5. Different sites within Fareham Town Centre are owned by various independent companies, private landlords, and some public bodies. The Council does have some landownership and areas of responsibility, for example, it owns most of the land around the 'Civic Area' and all public car parks. Therefore it is important to recognise that in order to deliver the overall regeneration of Fareham Town Centre we will need to work with a number of public and private parties. Officers have been in early dialogue with a number of landowners and key partners in preparing this Draft Vision in order to understand their on-going needs and their ambitions for Fareham Town Centre.

Early Consultation

6. 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 speaking with residents who used Fareham Town Centre regularly through to those who rarely use the Fareham Town Centre. Five structured interviews were held with local businesses, traders, community groups and service providers.

Approach to Consultation on the Draft Vision

7. The main purpose of this Draft Vision is to set out the Council's regeneration ambitions for Fareham Town 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

8. The Draft Vision starts (foreword section) by explaining the role Fareham Town Centre has and how it is an important destination to meet consumer needs. However, the Council also recognises that Fareham Town Centre has and will continue to adapt to keep up with changing consumer habits and how it can no longer solely been seen as a retail destination. It highlights that Fareham Town Centre has an essential role in creating a place where people can work, live and visit as a retail and leisure destination.
9. The document then explains (introduction section) the need for Fareham Town Centre to adapt to a competitive market. It also explains the pressures we are facing providing for more housing, and the role brownfield development has on reducing the pressure on greenfield locations. The document explains that for a future Vision to be successful, the local community, local organisations/community groups, businesses and particularly private landowners and public bodies like Hampshire County Council and the NHS will need to work with the Council.

10. The Vision and Objectives section of the document further emphasise the Council's ambition for Fareham Town Centre to deliver between 700-900 new homes with appropriate supporting parking and infrastructure. It also highlights our aims to improve the cultural, leisure and retail opportunities to meet the current and future needs of the Borough. This section of the document also sets out a clear objective to ensure there is the right amount of both public and private parking in the right places.
11. The document focuses on five key areas within the Town Centre redevelopment opportunities. The Vision looks at encouraging the:
 - **Civic Area:** redevelopment of land within Council ownership to provide a new Cultural and Arts Facility, a replacement Osborn Road Car Park and residential development in the region of 100-150 new units. There are also opportunities for other public bodies, like Hampshire County Council who own the library and the NHS who own the Health Centre, to work with the Council as part of the redevelopment of this area.
 - **Market Quay:** future redevelopment for commercial use, with an emphasis on encouraging food and beverage uses with upper floors for residential development. A new multi storey car park would also have to be provided as part of any redevelopment.
 - **The Transport Hub:** redevelopment opportunities in this area of about four storeys in height with mixed commercial or community uses on ground floors and residential on upper floors.
 - **West Street:** work with business owners and private developers to encourage redevelopment opportunities in this area of around three–four storeys in height.
 - **Lysses:** potential opportunities to develop residential development in the region of two to three storeys in height, including redevelopment on part of Lysses Car Park.

CONSULTATION ON THE DRAFT REGENERATION VISION FOR PORTCHESTER

12. It is recommended to Executive to consult the public and key interested parties on this Draft Vision in late February/ early March 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 Shopping Centre 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, 'Fareham Today' and other promotional material. Prior to the public consultation, key landowners and p[arties will be contacted by the Council, as they have landownership interest in areas directly affected.

NEXT STAGES

13. It is recommended to the Executive that this document will be consulted on in late February / early March 2017, the nature of the proposed consultation is detailed in paragraph 12 of this report.
14. As the document explains, the Council will use the consultation comments received to inform the Final Regeneration Vision for Fareham Town Centre. This is anticipated in summer 2017. There are a number of possible outcomes, if these initial aspirations are

supported. This includes potential changes to the quantum development which may come forward across the Town Centre, the level of parking provision in the Council's car parks and encouraging certain housing and commercial proposals (through future planning policies and/or future corporate projects).

Enquiries:

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