

# FAREHAM

## BOROUGH COUNCIL

### Report to the Executive for Decision 10 July 2017

<b>Portfolio:</b>	Planning and Development
<b>Subject:</b>	<b>Portchester Village Centre: Final Regeneration Vision for Publication</b>
<b>Report of:</b>	Director of Planning and Regulation
<b>Strategy/Policy:</b>	Local Plan Review
<b>Corporate Objective:</b>	Protecting and Enhancing our Environment Maintaining and Extending Prosperity A Balanced Housing Market

**Purpose:**

To consider and approve the Final Regeneration Vision for Portchester Village Centre (set out in Appendix A).

**Executive summary:**

The Report briefly outlines the public consultation undertaken as part of the Council's Draft Regeneration Vision for Portchester Village Centre. This report sets out key changes to the Draft Vision which have emerged from this public consultation. The Final Vision therefore sets out the Council's ambitions for regenerating the village centre of Portchester which takes on board the views and issues expressed by the local community, and how, working with key partners, the Authority and key parties we are able to improve the village centre.

**Recommendation:**

It is recommended that the Executive approves:

- (a) the Final Regeneration Vision for Portchester Village Centre as set out in Appendix A for publication; and
- (b) approves that the Director of Planning and Regulation be authorised to make any necessary minor changes to the Final Regeneration Vision for Portchester, providing that these do not change the overall direction, shape or emphasis of the document, prior to the document being published on the Council's website.

**Reason:**

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

**Cost of proposals:**

The costs involved in producing the Final Vision are met from within existing operational budgets.

Potential capital costs for individual initiatives outlined in the Final Vision will be subject to future Executive Reports that will consider and recommend how these will be implemented and funded.

**Appendices:**

**A:** Final Regeneration Vision for Portchester Village Centre entitled 'Putting the Village Back in Portchester'.

**B:** Summary of Consultation.

**Background papers:** None.

**Reference papers:** None.

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### Executive Briefing Paper

<b>Date:</b>	10 July 2017
<b>Subject:</b>	Portchester Village Centre: Final Regeneration Vision for Publication
<b>Briefing by:</b>	Director of Planning and Regulation
<b>Portfolio:</b>	Planning and Development

### INTRODUCTION

1. This Executive Report outlines the background to the attached document, the Final Regeneration Vision for Portchester Village Centre, which has been developed through the Portchester Regeneration Members' Working Group and is based on the Draft Regeneration Vision for Portchester Village Centre. It also explains how in late January through to early March 2017 the Council undertook extensive public consultation on the Draft Regeneration Vision for Portchester Village Centre. The report also includes a brief summary of the key outcomes from this public consultation and how these have been incorporated into the Final Regeneration Vision for Portchester Village Centre. The main purpose of this Executive Report is to recommend that the Council agree the finalisation of this corporate document, the Final Regeneration Vision for Portchester.

### DEVELOPMENT OF THE DRAFT REGENERATION VISION FOR PORTCHESTER

2. On 08 February 2016, an Executive report established the Portchester Regeneration Members' Working Group to be chaired by the Executive Member for Planning and Development. The purpose of the Members' Working Group was to develop a Corporate vision document which focused on opportunities to improve and enhance Portchester Village Centre.
3. The preparation of the Draft Regeneration Vision for Portchester Village Centre was steered by the Members' Working Group and looked at issues including housing led development opportunities, revitalising the commercial offer within the precinct, exploring opportunities to improve the parking offer, accessibility and attractiveness of the centre.
4. The Council has some landownership and areas of responsibility in Portchester Village Centre; for example, it owns the public car parks to the south of the pedestrian precinct and is responsible for its management. However, the Council has limited control out of this area, for instance, the main pedestrian precinct and the highway land is owned and managed by Hampshire County Council. Most of the buildings are owned privately and many have leases. Therefore, an important part of the preparation of the Draft Regeneration Vision was to have early dialogue and discussion with a number of these

key parties.

5. The Council also conducted some early consultation to help focus the document on important issues which concerned local residents and businesses. Three resident engagement group meetings took place to elicit the views of those who regularly use the centre through to those who rarely use the Centre. Ten structured interviews were held with local businesses, traders, community groups and service providers.

### **CONSULTATION OF THE DRAFT REGENERATION VISION FOR PORTCHESTER**

6. On the 09 January 2017, the Executive agreed the Draft Regeneration Vision for Portchester Village Centre for consultation to run from 23 January to 27 February 2017.
7. The consultation was promoted through a wide range of different methods. This included publication on the Council's website and the Council's E-panel, as well as through various press releases and social media channels. A static display was also present at the Portchester Library/ Health Centre.
8. The Council hosted a number of consultation events, including a stall at the Portchester weekly Wednesday Market on 25 January and 08 February 2017. A 'drop in' consultation session was also held at the Portchester Community Centre (2pm-7pm) on Monday 06 February 2017. Over 450 people came to these consultation events. A breakfast meeting was also held with local business on 26 January 2017, which 35 local businesses and organisations attended.
9. It is worth highlighting that the consultation period was then extended for a further two weeks and ended on the 06 March 2017. This is because the Council also contracted Royal Mail to send out leaflets to all residents in Portchester to advise them about the consultation. Royal Mail was meant to deliver these leaflets at the beginning of February 2017. It was drawn to the attention of the Council that these leaflets were not delivered by Royal Mail to all addresses in Portchester. The Council therefore sent out further letters to local residents who were affected. The additional two weeks gave local residents the opportunity to comment on the Draft Regeneration Vision for Portchester Village Centre.
10. The consultation involved asking the community to fill in a questionnaire about the Draft Regeneration Vision for Portchester Village Centre. Paper copies could either be filled in at the consultation events or taken away and returned to Portchester Library or the Council Offices. Alternatively, the survey could be filled in online. Overall, over 465 people completed the Council's survey on the Draft Regeneration Vision for Portchester Village Centre.

### **BRIEF SUMMARY OF THE STRUCTURE AND CONTENT OF THE DRAFT VISION**

11. The Draft Vision looked at the important role the centre has in bringing people together in the local community. The Draft Vision also recognises that the centre has and will continue to change and needs to adapt to a competitive market.
12. The Draft Vision explained that the Council would like, with key partners, to modernise what is regarded by the local community as the 'Village Centre'. The document explained that for Portchester Village Centre to remain 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. To achieve this, the document focused 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.

## **OUTCOMES OF THE CONSULTATION ON THE DRAFT REGENERATION VISION FOR PORTCHESTER**

13. Overall there was overwhelming support from local residents about prompting positive changes to Portchester Village Centre. The following paragraphs set out a summary of the key comments and matters raised and the changes recommended in the Final Regeneration Vision for Portchester. Further detail on these comments can be found in Appendix B.

### **Car Parking**

14. The Draft Regeneration Vision for Portchester Village Centre looked at the Council owned Car Park to the south of the precinct and how we could make positive changes to this car park. This was informed by survey work which took place in summer 2016. The Draft Regeneration Vision for Portchester Village Centre set out possible opportunities to provide free and accessible car parking to match the needs of those who use it. It also proposed to provide around 30 new additional car parking spaces.
15. The consultation feedback from the Draft Regeneration Vision for Portchester Village Centre showed that respondents generally supported the changes. In addition, there were requests for parent and child parking spaces. Some concerns were expressed about the initially suggested location of the proposed new Light Goods Vehicle spaces close to residential properties and potential noise issues this could have on those local residents. Other concerns were expressed about converting the existing lorry parking into standard car parking spaces and as a consequence where large lorries/ Heavy Goods Vehicles (HGVs) would park overnight, such as on nearby residential roads. Some respondents had some concerns about the loss of the disabled parking spaces to the immediate rear of the Co-op which is in close proximity to the precinct. Many of the respondents sought reassurances that car parking would stay free.
16. The Final Regeneration Vision for Portchester seeks to emphasise that the Council owned car park will remain free. The Final Regeneration Vision for Portchester Village Centre also proposes the inclusion of parent and child parking, as well as ensuring that disabled parking is located at the closets points to the precinct. The creation of these larger parking spaces will mean that there will still be an increase in the amount of car parking spaces; however, it will be around 20 additional spaces, as opposed to the 30 proposed in the Draft Vision. The Final Regeneration Vision for Portchester now proposes that any Light Goods Vehicle parking would be positioned away from local residents and the larger lorries/Heavy Goods Vehicles can still park in the car park

overnight.

17. The Final Regeneration Vision for Portchester Village Centre is also clear that any formal changes to the Council car park will be subject to a Traffic Regulation Order which involves its own separate public consultation process.

### **Redevelopment**

18. The Council has suggested that some limited new development could help improve the vibrancy of the area. Key areas for some new development include the small car park to the rear of the Co-op which could become available for redevelopment if the rest of Council owned car park was reorganised. It was also suggested that some limited extensions above some of the buildings to the north of the precinct could provide further new homes above the existing shops. The Draft Regeneration Vision for Portchester Village Centre also discussed opportunities to encourage shops to be used for other purposes as and when they become vacant. Vacant units within the pedestrian precinct could be used for other uses which retained an active frontage, such as encouraging not only restaurants and cafes to fill units but also other businesses and organisations. Vacant units outside of the main pedestrian shopping area could also be converted to residential uses if well designed.
19. The majority of respondents agreed that some housing in the precinct would help make the place more vibrant. Most respondents supported vacant shops being used for other purposes. The feedback also emphasised the desire to improve the area around the public toilets and bottle banks. Further concerns were raised about how many charity shops there are in the precinct.
20. The Final Regeneration Vision for Portchester Village Centre also emphasises that opportunities to develop the car park to the rear of the Co-op will potentially generate receipts to help finance some improvements to the area such as the public toilets, bottle banks and bin area. The document will also emphasise that any redevelopment which takes place will have to be well designed and require its own separate public consultation process. Whilst the Council cannot control who occupies privately owned shops we can look at ways to make the precinct more vibrant to attract a wider range of businesses into the area.

### **Visual Appearance**

21. The Draft Regeneration Vision for Portchester Village Centre suggested a number of improvements which, working with Hampshire County Council, could be done to the precinct and surrounding area. The feedback from the consultation showed that this is widely supported by the local community. The biggest priority of local residents was improving the paving. New lighting and new street furniture such as seating and bins were also a high priority. Enhancing the precinct entrances was also identified as being an important priority, as was improving the railings in and around the Village Centre. Many comments also highlighted that if the large trees were to be replaced, they needed suitable tree pits to avoid the lifting of paving within the precinct.
22. A key message from the local community is they would like to see positive changes made as soon as possible. The Final Regeneration Vision for Portchester Village Centre therefore sets out how the Council intends to work with Hampshire County Council (the current landowner of the precinct as the highway authority) to help deliver possible phased improvements to the visual appearance in and around the precinct as and when funding becomes available. The Final Regeneration Vision for Portchester Village

Centre also commits to undertake further consultation with the local community on more detailed proposals.

### **Events & Activities**

23. Respondents were supportive of encouraging new stalls into the market and community groups and organisations to use the precinct on other days of the week. The Final Regeneration Vision for Portchester Village Centre therefore sets out that the Council will work with organisations and charity groups to see how we can encourage a greater number of events and activities in the precinct to improve the vibrancy of the area.

### **Shopping Experience**

24. Respondents were supportive to encouraging improvements to the visual appearance of shop frontages and encouraging restaurants and cafes into the area. They also liked the idea of having more outdoor seating areas. However, some local business and traders did raise concerns about funding and how this would be delivered. The Final Regeneration Vision for Portchester Village Centre therefore sets out that the Council will look to encourage this through planning polices emerging in the Draft Local Plan.

### **NEXT STAGES**

25. The Final Regeneration Vision for Portchester Village Centre has been positive, prepared in collaboration with local residents, local business and other key partners including Hampshire County Council. It is recommended to the Executive that this document be agreed for publication.
26. It is also recommended that the Executive endorse further work to progress to proceed at looking at opportunities to make possible changes to the parking arrangements in the Council's car parks to the south of the centre and how this could be delivered through Traffic Regulation Order. It is anticipated that the Executive will be updated on this in late autumn (2017).
27. Officers will also continue to look at options for visual improvements to the Portchester Village Centre and funding opportunities to undertake these works and will report to the Executive on these matters later this year. Finally, it is important to highlight that the Council will continue to review what investment opportunities are appropriate within Portchester in light of recent residential and commercial development consents both within the administrative boundary of Fareham such as the now open Lidl store, and outside just beyond the border of Fareham, such as Trafalgar Wharf.

### **Enquiries:**

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