

FAREHAM

BOROUGH COUNCIL

Report to the Executive for Decision 4 November 2013

Portfolio: Policy and Resources
Subject: **Maintaining the Vibrancy of Fareham Town Centre: Update**
Report of: Director of Planning and Environment
Strategy/Policy: Fareham's Town Centre Action Plan

Corporate Objective: To promote the economic success of the Borough
Protecting and enhancing the environment

Purpose:

To seek Executive approval for a series of improvements identified in the Town Centre Action Plan, including the provision of new pedestrian signs, seats and cycle racks as illustrated in Appendix A.

Executive summary:

The report describes proposals for improvements identified in the Town Centre Action Plan, including the provision of new pedestrian signage and additional seats and cycle racks in the town centre, and improvements in the advertising of town centre events, financed from the High Street Innovation Fund.

Recommendation:

The Executive is requested to approve the provision of new pedestrian fingerpost signs, seats and cycle racks, along with the provision of town centre maps in car parks and advertising of town centre events in the multi-storey car parks. The total estimated cost is £75,000.

Reason:

To maintain viability and improve the environment and appearance of the town centre.

Cost of proposals:

To be financed from the High Street Innovation Fund.

Appendices:

Appendix A1 - Curved Seats in the 'Henry Cort' pedestrian area

Appendix A2 – New seats and cycle racks in Harper Way and near Café Tusk

Appendix A3 – New pedestrian signs

Background papers: None

FAREHAM

BOROUGH COUNCIL

Executive Briefing Paper

Date: 4 November 2013

Subject: Maintaining the Vibrancy of Fareham Town Centre: Update

Briefing by: Director of Planning and Environment

Portfolio: Policy and Resources

INTRODUCTION

1. At a meeting on 3 September 2012 the Executive approved a report from the Director of Planning and Environment which set out an Action Plan for maintaining the vibrancy of Fareham Town Centre financed from the High Street Innovation Fund. Following this report an update and review of the earlier Town Centre Action Plan (TCAP) was reported to 4 March 2013 Executive. This report focuses on key actions set out in the update report concerned with the physical environment and appearance of the Town Centre, as listed below:
 - Improve signage and information boards (TCAP Item 7)
 - Provide new seating in pedestrian areas (TCAP Item 16)
 - Provide new seats and cycle racks in Harper Way (TCAP Item 17)
 - Provide space in car parks for advertising (TCAP Item 18)
2. The proposals described in this report and Appendix A form part of a wider series of Town Centre Action Plan initiatives. There is also a key relationship with the provision of wayfinding signage by Hampshire County Council which is described in full later in this report. A future update will provide a review of other actions to be implemented in the overall Town Centre Action Plan.

PROPOSALS

3. In summary, the proposals for approval are to provide new pedestrian fingerpost signs and additional seats and cycle racks in the Town Centre, along with advertising of town centre events in the multi-storey car parks. These proposals are illustrated in Appendix A and described in more detail below. The total estimated cost is £75,000, financed from the High Street Innovation Fund.

Provide new seating in the Henry Cort pedestrian area

4. Insufficient seating is considered one of the most important issues for visitors to Fareham. The Town Centre Action Plan identified the provision of additional seating as a priority as it was considered that it would help to increase dwell time within the Town Centre and be of particular benefit to older people and people with young children. Two suitable locations for seating have been identified, following further investigation, which minimise impact on the space required for the Monday market. One is located near the Town Well sculpture area south of the podium (see **Appendix A1.1**) The other is located in front of Portland Chambers near the Tipping Scales sculpture (see **Appendix A1.2**).
5. Quotations have been received and the proposed curved seats for the Henry Cort area (see **Appendix A1.3**) would closely match the existing seats (see **Appendix A1.4**) and would be made by Charles Normandale, artist blacksmith, who made the existing Millennium scheme seats.

Provide new seats and cycle racks in Harper Way

6. Locations have also been identified near Westbury Manor Museum and in Harper Way adjacent to the bus station and taxi rank to provide much needed additional seating (see **Appendix A2.1**). The proposed seats in these locations have been selected to match existing seats in the bus station (see **Appendix A2.2**).
7. Local traders, visitors and Hampshire Constabulary have all highlighted the need for additional cycle racks within the Town Centre. This will help encourage people to visit the Town Centre by bicycle and discourage them from leaving bicycles chained to railings or leaning against shop windows. Two locations are proposed: one is in Harper Way, adjacent to the bus station and taxi rank (see **Appendix A2.1**). The second is at the eastern end of West Street outside Cafe Tusk (see **Appendix A2.3**). The proposed cycle stands are the simple 'Sheffield' style preferred by cycling organisations (see **Appendix A2.4**).

Improve signage and information boards

8. At present there are 82 fingerposts on 28 signs at different locations throughout the Town Centre: a typical example is illustrated in **Appendix A3.1**. An audit of these has been carried out and it is proposed to replace all the existing fingerboards with new fingerboards on the existing posts to provide better information on existing destinations and to add destinations that are not currently covered.
9. The information and symbols on the new fingerboards has been carefully co-ordinated with the information and symbols on new wayfinding 'totem' signs to be provided separately by Hampshire County Council. The wayfinding 'totem' signs feature new town centre mapping; a typical example is illustrated in **Appendix A3.2**. The destinations shown on the maps and signs will include the different areas of the town centre such as West Street Speciality Shopping, Historic High Street and Historic Waterfront.

10. Hampshire County Council wayfinding 'totem' signs will be located at Fareham Station, the entrances to some major car parks and at other strategic locations within the Town Centre. These signs will provide a "you are here" type location map including all of the different shopping zones and other attractions and places of interest in the Town Centre. Where new wayfinding signs are provided they will replace the existing signage, including the two existing shop directory signs in West Street. The wayfinding signs will incorporate QR (Quick Response) Codes to enable visitors to access the new Town Centre website using their smartphone.
11. The renewal of the fingerpost signs will cost Fareham Borough Council approximately £18,000 and the new wayfinding 'totem' signs will cost Hampshire County Council approximately £30,000. It is anticipated that the work will be implemented in January 2014 to fit in with Hampshire County Council's wayfinding current contract programme.
12. It is also proposed that the wayfinding map and legend should be installed in ten Fareham Borough Council car parks with a preliminary cost estimate of £20,000. These signs will help visitors arriving by car to find their way around the town and highlight the perhaps lesser known town centre areas such as the shops and restaurants in High Street, the West Street Speciality Shopping area and the historic waterfront area.

Provide space in car parks for local advertising

13. At the moment, there is a large amount of blank space on the walls at the entrances to the multi storey car parks. Some of this space could be utilised to provide advertising space for local events.
14. Approval is sought to place advertisements for Town Centre events in Fareham Borough Council car parks at an estimated cost of £5,300 for suitable cabinets fixed to the walls of each floor of the multi-storey car parks.

FINANCIAL IMPLICATIONS

15. All works will be financed from the High Street Innovation Fund.

CONSULTATIONS

16. Key methods of engagement undertaken have been largely through a presentation to the Town Centre Steering Group and the Town Centre Newsletter.

CONCLUSION

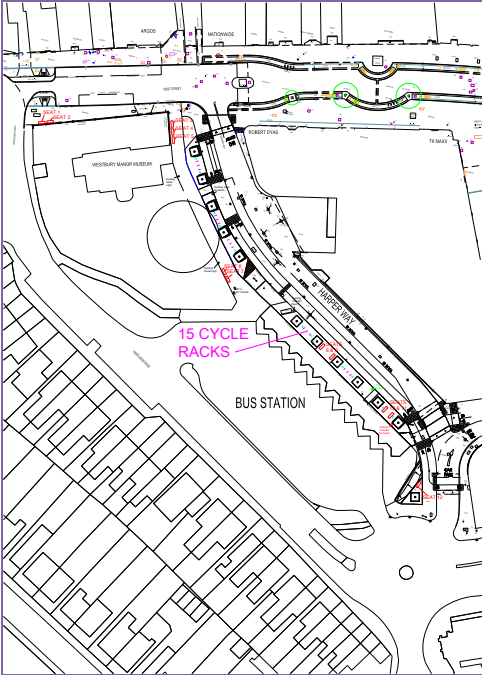

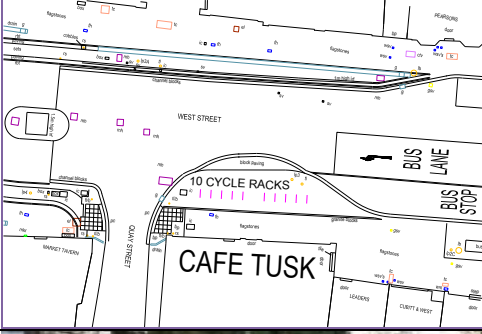

17. The Executive is requested to approve the provision of new pedestrian fingerpost signs, seats and cycle racks, along with the provision of town centre maps in car parks and advertising of town centre events in the multi-storey car parks, all as described above and in the Appendices. The total estimated cost is £75,000 from the High Street Innovation Fund.

Reference Papers: None

Appendix A1 - Curved Seats in the 'Henry Cort' pedestrian area

| | |
|---|---|
| <p>This site plan shows the area around 'THE VANGUARD' and 'Cafe Nero'. A 'Cannon' is located at the top. A 'mosaic' is marked with a circle. 'Cafe Nero' is on the right. 'THE VANGUARD' is on the left. Two curved seats, labeled '1' and '2', are shown in red. Other features include 'flagstones', 'sign', 'doors', 'sculpture', 'slit drain', 'block paving', 'g', 'er', 'mh', 'gsv', and 'door'.</p> | <p>Appendix A1.1 Location near The Vanguard</p> |
| <p>This site plan shows the area around 'TK MAXX' and 'WILLOWS'. A 'sculpture' is in the center. Four curved seats, labeled '3', '4', '5', and '6', are shown in red. Other features include 'bench', 'low wall', 'cobble', 'light', 'g', 'er', 'mh', 'rht', 'sets', 'drain', 'rht', 'ctv', 'sv o', 'wsv', 'fc', 'tc', 'box', 'mkr', 'door', 'window', 'flagstones', 're', and 'mh'.</p> | <p>Appendix A1.2 Location near Tipping Scales sculpture</p> |
| <p>A technical drawing of a proposed curved seat, labeled 'A'. It shows a side view of a seat with a curved backrest and a curved seat pan, supported by three vertical posts.</p> | <p>Appendix A1.3 Proposed New Seats</p> |
| <p>A technical drawing of an existing straight bench. It shows a side view of a bench with a straight backrest and seat pan, supported by four vertical posts.</p> | <p>Appendix A1.4 Existing Seats</p> |

Appendix A2 – New seats and cycle racks in Harper Way and near Café Tusk

| | |
|---|--|
|  <p>15 CYCLE RACKS</p> <p>BUS STATION</p> | <p>Appendix 2.1 Proposed locations for seats and cycle racks in Harper Way</p> |
|  | <p>Appendix 2.2 Proposed Seats</p> |
|  <p>10 CYCLE RACKS</p> <p>WEST STREET</p> <p>BUS LANE</p> <p>BUS STOP</p> <p>CAFE TUSK</p> | <p>Appendix 2.3 Proposed location of cycle racks near Café Tusk</p> |
|  | <p>Appendix 2.4 Proposed Cycle Racks</p> |

Appendix A3 – New pedestrian signs

Appendix 3.1
Fareham Borough Council 'Fingerpost' Sign



Appendix 3.2
Hampshire County Council 'Totem' Wayfinding Sign

