

**Summary of Responses made at the Design Workshop, held on 12 December 2006 at the Council Offices.**

The workshop was to support the consultation work for the Issues & Options Paper for Camberley Town Centre Area Action Plan. There were two main activities during the evening and the views expressed have been summarised below.

**Activity One: Identification of the Strengths, Weaknesses, Opportunities and Barriers (SWOB) to good design in the Town Centre**

<p><i>Strengths</i></p>	<ul style="list-style-type: none"> <li>• High Street : Protect &amp; Pedestrianise</li> <li>• Keep small units / quality independents on High Street</li> <li>• Reflect tradition more through use of materials eg. red brick.</li> <li>• Town Centre offers a “compact” feel, even “villagey”</li> <li>• Examples of good architecture &amp; character already exist and original features; Halifax building and Millets provide exemplars.</li> <li>• Overall Victorian/Edwardian character of High Street.</li> <li>• Policy has already helped in protecting some shopfronts.</li> <li>• Low level rooflines.</li> <li>• Meeting places already established eg. Princess Way</li> <li>• The Mall / Main Square Shopping Centre</li> <li>• Ease of movement – can get around quickly: passages mean it is easy to cut through between eg. Knoll Rd. &amp; High Street.</li> <li>• Station and bus routes conveniently located.</li> <li>• Bus service frequent.</li> <li>• Strong collective identity.</li> <li>• Design of buildings along Knoll Road – Council offices, theatre, High Cross.</li> <li>• Green space close to Town Centre.</li> </ul>
<p><i>Weaknesses</i></p>	<ul style="list-style-type: none"> <li>• Insufficient amenity space for flats.</li> <li>• Lack of green space.</li> <li>• Some areas visually poor eg. Princess Way and adjacent car park.</li> <li>• Multi-storey dark, airless, poor quality.</li> <li>• Drop-offs in town centre difficult.</li> <li>• Too much of a corporate identity – not local enough.</li> <li>• “Granary” building inhibits easy flow of traffic.</li> <li>• High Street – poor frontages / appearance of some buildings eg. Allders, Rosebys.</li> <li>• Traffic gets congested around railway gates.</li> <li>• Slippery flooring in Main Square shopping centre – particularly at entrances when wet.</li> <li>• Maintenance / upkeep of some premises poor.</li> <li>• Not enough seating / relaxing areas in/around Main Square.</li> <li>• Town Centre not so appealing to visit in evening – can feel intimidating.</li> <li>• High Street currently gets clogged with cars particularly through manoeuvring.</li> <li>• Crossing A30 difficult at end of High Street.</li> <li>• Appearance of some of the cut-throughs in Town Centre eg. Bissingen Walk.</li> <li>• Poor signage in town centre – no maps of quality.</li> </ul>

	<ul style="list-style-type: none"> <li>• Too little space in Town Centre.</li> <li>• Street furniture poor.</li> <li>• A30 image / entrance to Camberley offers poor impression.</li> </ul>
<i>Opportunities</i>	<ul style="list-style-type: none"> <li>• Area to front of train station.</li> <li>• Landscaping improvements to Park Street.</li> <li>• Civic area enhancement – flowerbeds etc, better green spaces.</li> <li>• High Street pedestrianisation especially Princess Way to Obelisk Way.</li> <li>• Cover-over High Street to provide shelter.</li> <li>• Using upper floors of High Street to provide “unifying theme.”</li> <li>• The London Road frontage: Better landscaping and redevelopment especially slip road. Restoration of Victorian/Edwardian buildings.</li> <li>• Integrated transport, enhance Park n Ride</li> <li>• Open up service road to enable pedestrianisation of High Street.</li> <li>• Better mixing of old and new in High Street.</li> <li>• Improve visibility at junctions eg. turnings into/off Portesbery Road ; restricting development where this will aid road safety.</li> <li>• More evening places to visit for older age groups.</li> <li>• Achieving higher quality in design.</li> <li>• Landscaping of Pembroke Broadway.</li> <li>• Improving environment / usability of Princess Way / Obelisk Way : make more pleasant.</li> <li>• Make access available along Obelisk Way and Princess Way at night. Connect route linkage with Theatre.</li> <li>• Redevelop offices along Pembroke Broadway perhaps to provide housing.</li> <li>• Rear service roads could provide short-term parking provision.</li> <li>• Seek higher quality in design.</li> <li>• Open square required.</li> <li>• Symmetrical walkways could be exploited to provide better views.</li> <li>• “Sandhurst Tup” site could be redeveloped.</li> <li>• Allders redevelopment.</li> </ul>
<i>Barriers</i>	<ul style="list-style-type: none"> <li>• Conflict between use of High Street by motorists and pedestrians.</li> <li>• Difficult for disabled to cross Knoll Road to civic area.</li> <li>• “Granary” building obstructs visibility leaving Knoll Road.</li> <li>• Height of buildings – too high and character will be destroyed.</li> <li>• Begging in particular spots within Town Centre.</li> <li>• If bottom of High Street had two-way traffic, this would worsen congestion at level crossing gates.</li> <li>• Main Square overly commercial – does not provide a public space for Camberley.</li> <li>• Traffic along Park Street detrimental to Main Square.</li> <li>• “Hoover” building restricts access and deters use of Bissingen Walk.</li> <li>• Too many licensed properties along High Street.</li> <li>• Difficult to access Park Street from High Street after Main Square closes.</li> <li>• Lack of specialist shops, small traders, good pubs.</li> <li>• Not enough short-stay parking.</li> <li>• Lack of public safety, police presence in evening.</li> </ul>

Activity Two: Development of design principles to be considered for use in the Camberley Town Centre Area Action Plan

Three principle design challenges were examined:- Ease of Movement, the Quality of the Public Realm and Character.

*EASE OF MOVEMENT:*

- Pedestrianisation would improve the High Street but only middle area should be changed.
- Improve passageways – Knoll Walk thought to be best existing example; others poor.
- Connect High Street with Park Street.
- Improve crossing along Knoll Road.
- Benefits from tighter design control should include consideration of disabled needs.
- Young persons activity – clubs and entertainment should be located in High Street.
- Need to consider short-term users – those visiting shops for just half-an-hour.
- Announce the presence of the shopping area through a linkage from the London Road.

*QUALITY OF PUBLIC REALM:*

- Improving “gateways” to the Mall.
- Use of better signage.
- Protect High Street.
- Be detailed about traditional / vernacular design to be incorporated into new buildings.
- More green space. Library & Ian Goodchild should be enhanced.
- Improve sight corridors along passageways.
- Ensure improvements along Obelisk Way / Princess Way.
- Tighter control of shop frontages including use of colour.
- Make car park behind YMCA/Sue Ryder/Boots a pedestrianised area with parking and access to shops facing into the square and out onto the A30 by the railings.

*CHARACTER*

- High Street buildings should not be allowed to go any higher than they are already.
- Keep feeling of variety / others felt this was already “haphazard”
- Flat roofs should be avoided as they are not in keeping with surrounding area.
- Barriers look unsightly in London Road and reduce amenity.
- Good character eg. C&G building; Camberley shouldn’t have boxes or “brutal” buildings.
- All-over glass buildings not right for Town Centre.
- If modern styles have to be incorporated, they need to be in Park Street.
- Where buildings are higher, the road should be wider to avoid “canyon” effects.
- Alders, A30 and rail station should be prioritised for redevelopment.
- Create a High Street “Design Guide.”