

Camberley town centre will be a **thriving centre** offering a wide range of shops, excellent leisure facilities, high quality office premises and residential opportunities, and a full range of community services for the local and wider community.

There will be a **high quality of design** with an **attractive streetscene**, and a range of natural and civic open spaces for use by the public. There will be **easy access** to the centre with a good public transport system, and an emphasis on **pedestrian priority**.



3 Town centre framework

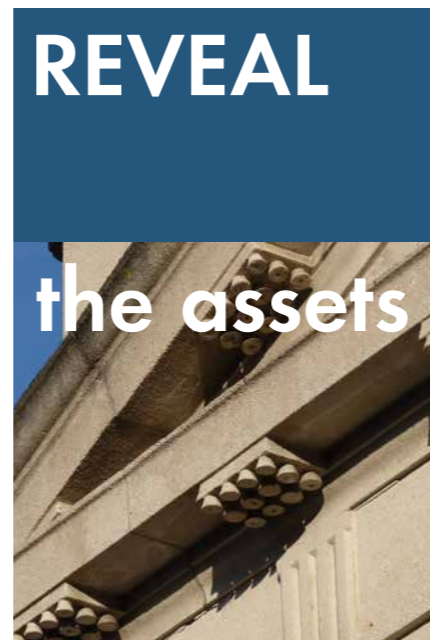
3.1 THE VISION

The vision for the town centre, as set out in the Area Action Plan, touches on many aspects, from enhancing the retail offer through to increasing the priority given to pedestrians. To articulate what the vision means on the ground, an overarching framework has been prepared. This framework encapsulates four strategic objectives which will guide change in the town centre over the next 20 years:

- Reveal the assets;
- Release the potential;
- Raise the offer; and
- Re-inforce for the future.

This section outlines the strategic objectives for the town centre and the town centre wide interventions required as part of the movement and public space frameworks. The implementation of site specific developments and interventions are then outlined in section 4 under the relevant opportunity areas.

3.2 STRATEGIC OBJECTIVES



- Transform the setting of the High Street through major public realm works
- Announce the presence of the town centre through significant enhancement to London Road and the A30 corridor
- Promote the town's assets through a co-ordinated wayfinding and signage strategy
- Bring the town's landscape character into the town centre
- Promote the Obelisk as a visitor destination



- Strengthen the existing retail circuit of High Street-Obelisk Way-Park Street-Princess Way
- Open up east-west connections across the town centre, linking all the pieces of the town centre together during the day and evening
- Enhance the supporting vehicular routes of Pembroke Broadway and Knoll Road, reducing their impact as barriers to pedestrian movement



- Deliver significant new retail space including a new anchor store as part of the London Road block
- Create a new transport interchange to support high quality rail, bus and taxi services
- Establish a new public square at the heart of the centre
- Enhance the Cultural Quarter offer
- Renew the leisure centre



- Ensure servicing is efficient and discreet through a co-ordinated set of servicing yards with new entrances
- Invest in car parks as key points of entry, to enhance the visitor experience
- Introduce new homes - both town centre apartments and family housing on the periphery
- Open up the scope for office uses to evolve in the town centre

REVEAL the assets

1. Transform the London Road / A30 corridor as a high quality gateway



2. Revitalise the High Street with pedestrian focused treatment



3. Support shop front improvements throughout the High Street



RELEASE the potential

4. Open up east-west connections through the town centre



5. Improve the pedestrian connections into the town centre

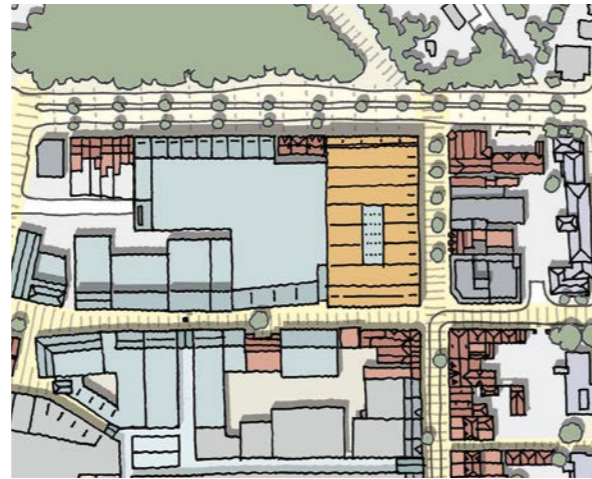


6. Establish a new pedestrian link to the station

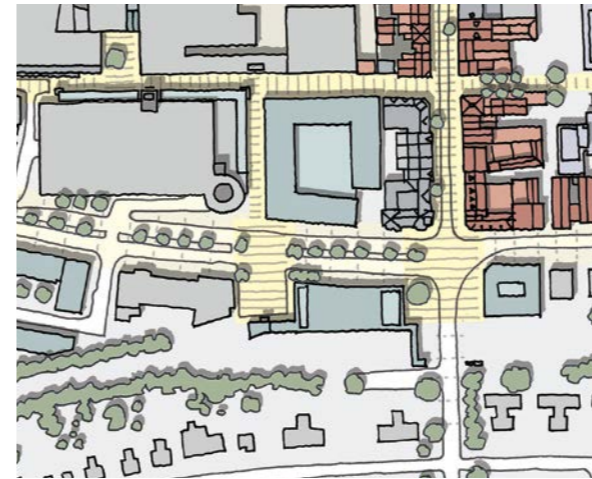


RAISE the offer

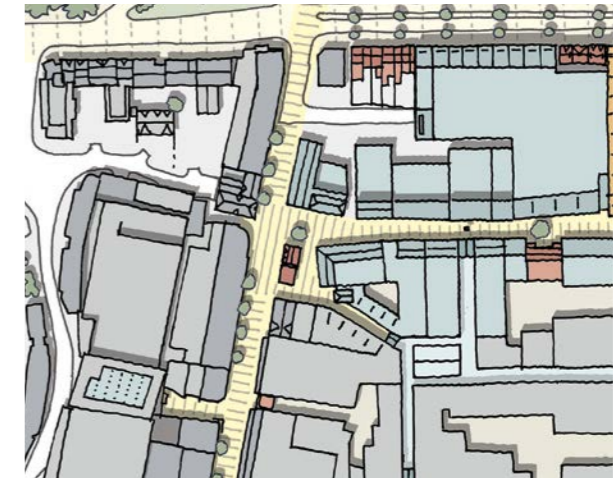
7. Introduce major new retail development including a new anchor



8. Establish a high quality transport interchange at the rail station



9. Create a new public square in the heart of the town centre



RE- INFORCE for the future

10. Establish a co-ordinated town centre signage strategy



11. Specify a high quality materials palette through the centre



12. Ensure high quality car parking and efficient servicing

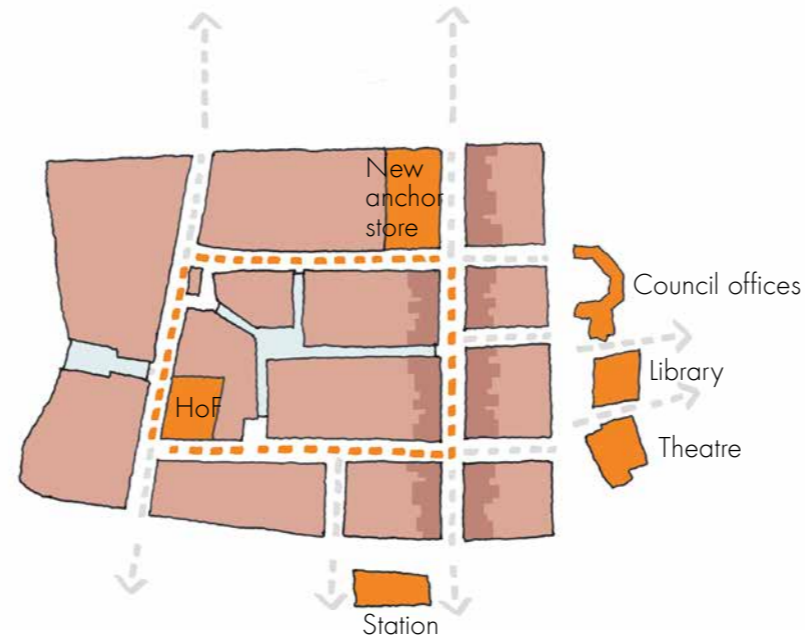


3.3 REALISING THE FRAMEWORK

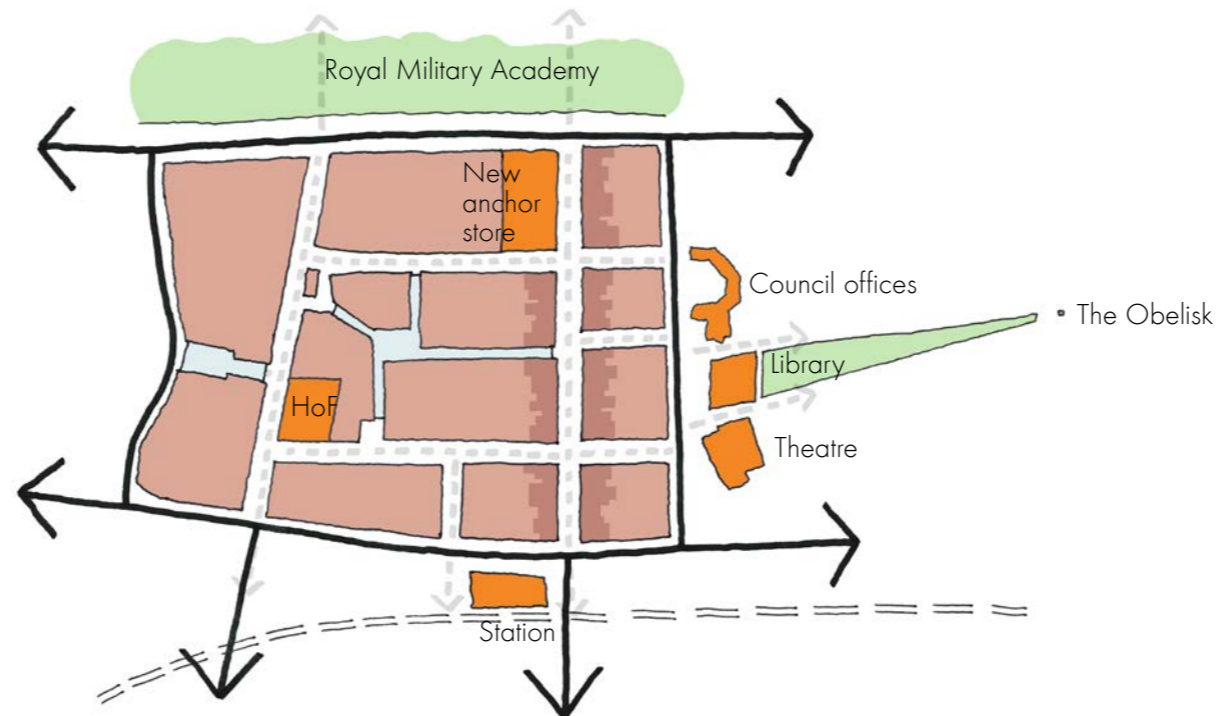
The concept for the town centre includes the following components:

- a strengthened core retail circuit (formed by High Street, Obelisk Way, Park Street and Princess Way)
- new east-west connections linking all parts of the town centre offer together 24/7
- three core retail anchors comprising:
 - new department store in London Road block
 - existing Atrium and House of Fraser offer on Park Street
 - independent and niche retail on High Street
- vehicular route providing high quality entry points into the town centre
- revitalised Cultural Quarter

The following pages outline the town centre-wide development and movement frameworks.



Create a strong retail circuit in Camberley Town Centre by introducing a new anchor store and improved connections between existing the existing anchors such as House of Fraser and the Cultural Quarter.



The wider setting is a great asset for Camberley town centre including the proximity of the station along with the landscape setting of the Royal Military Academy and can be integrated into the Town Centre

3.4 DEVELOPMENT FRAMEWORK

The vision for Camberley town centre includes a number of significant development opportunities. The core components of the development strategy are:

- Reveal - Shop front improvements
- Raise - Major new retail development
- Reinforce - Residential and office development

The detailed scope of development for each part of the town centre is outlined under the relevant opportunity area in the guidance in Section 4.

- Mews style development completes High Street blocks and tees up the opportunity for intensification of office blocks along Knoll Road
- Refurbished leisure centre
- Refurbished Mall
- Refurbishment / redevelopment of Ashwood House to support new retail frontage and town centre living



Development strategy



Premier



Pertemps

THE BEAR

the beautyrooms

10 Litres
5p Litre
TMD
Makeup School

SALE
5% OFF

100

Summer Skin

Summer Cream
10 Litres
5p Litre
TMD
Makeup School

3.5 MOVEMENT FRAMEWORK

Camberley is a well connected and easily navigable town centre. There are some important interventions that will make it even better and crucially, reveal itself to the outside world and make it accessible to all users.

The core components of the movement strategy are:

- Reveal - London Road / A30 corridor
- Release - East-west pedestrian connections
- Raise - New integrated transport interchange
- Reinforce - Improved car park quality

Policy Context

This section provides further guidance on how the following AAP policies should be implemented:

- TC7 Accessibility
- TC8 Improvements to Highway Network
- TC9 Pedestrians
- TC10 Rear Service Roads





Walking and cycling strategy plan

Walking and Cycling

Objectives

New development within the town centre will be expected to provide or make a financial contribution towards improved pedestrian and cyclist facilities to and through the town centre (as per Policy TC7). The following objectives need to underpin such interventions:

- To make it easier and attractive for local residents to walk into the town centre.
- To encourage people to cycle into the town centre.
- To provide an attractive and comfortable environment for pedestrians within the town centre.
- To give more space and priority to pedestrians generally throughout the town centre, enhancing the experience for users.
- To open up pedestrian connections between Park Street and High Street outside shopping hours.

- ||||| Pedestrian crossings
- × Cycle parking required
- × Cycle parking existing
- Core pedestrian open streets
- Covered pedestrian only area
- Open pedestrianised area
- Pedestrianised area with service access
- New street layout with increased pedestrian space

In addition, Policy TC9 requires specific improvements to a number of existing routes. These are detailed under the following headings.

Interventions

- A. New pedestrian crossings
- B. 24/7 streets for pedestrians
- C. Enhanced alleyways
- D. Cycle storage at entrance points
- E. Better connections to the station



Public transport strategy plan

Public Transport

Objectives

New development within the town centre will be required to provide or make a financial contribution toward improved accessibility by bus and enabling better integration of transport modes with an improved transport interchange and rail station facilities (as per Policy TC7). The following objectives need to underpin such interventions:

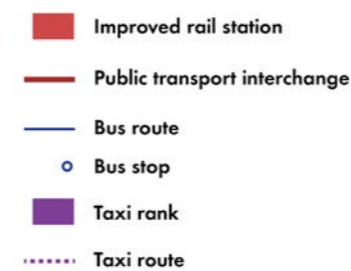
- To enhance the role of the rail station to act as a hub for a transport interchange between rail, bus and taxi.
- To increase the legibility and smooth running of bus travel into and out of the centre.
- To better co-ordinate taxi rank locations.

Interventions

A. New station interchange
Enhanced rail station facilities
New station square with taxi drop off and pick up
Bus stops immediately outside station entrance

B. Revised taxi rank locations
The locations will be adjusted to allow a more efficient service along the High Street and greater visibility of the taxi service generally in the town centre. There could potentially be a total of three locations:

- Station Square (moving off Pembroke Broadway).
- Park Street South (moving from Princess Way to make the rank more visible).
- A new location associated with the High Street to be determined as part of detailed design work on the High Street public realm scheme.





Vehicular movement strategy plan

Vehicular Movement

Objectives

New development within the town centre will be required to provide or make a financial contribution toward enabling effective circulation of traffic around and to the town centre and the provision of adequate on and off street parking facilities (as per Policy TC7). The following objectives need to underpin such interventions:

- To enhance the experience of arriving into the town centre.
- To appropriately manage new traffic movements created by new development in the town centre.

In taking forward these objectives regard will need to be given to the impact on edge of centre areas. This will be considered at planning application stage.

In addition, Policy TC8 identifies a series of junctions where improvements are required. These interventions are also outlined below.

Interventions

- A. New public car park in the London Road block
- B. Enhanced London Road
New streetscape and revised carriageway
- C. Limit vehicle access to High Street North
- D. Junction improvements:
 - Junction of London Road with Knoll Road and Kings Ride
 - Junction of London Road with Park Street
 - Junction of Knoll Road with Portesbery Road
 - Junction of High Street with Portesbery Road
- E. Enhance existing car parks



Servicing strategy plan

Servicing

Objectives

Policy TC10 highlights the need for improvements to the servicing of retail units in the town centre. In addition to the rear service roads outlined in this policy there is a need to secure a workable servicing strategy for the whole town centre, whilst also minimising the conflict with other town centre users. The following objectives should steer interventions:

- To limit the impact of servicing to the pedestrian environment.
- To ensure efficient and appropriate servicing of retail units across the town centre is enabled now and in the long term.
- To reduce the visibility of service activities.

Interventions

A. New single service road to east of High Street

B. Rationalised servicing to Mall units
Options for rationalising the servicing arrangements for the central blocks of the town centre will be considered through the

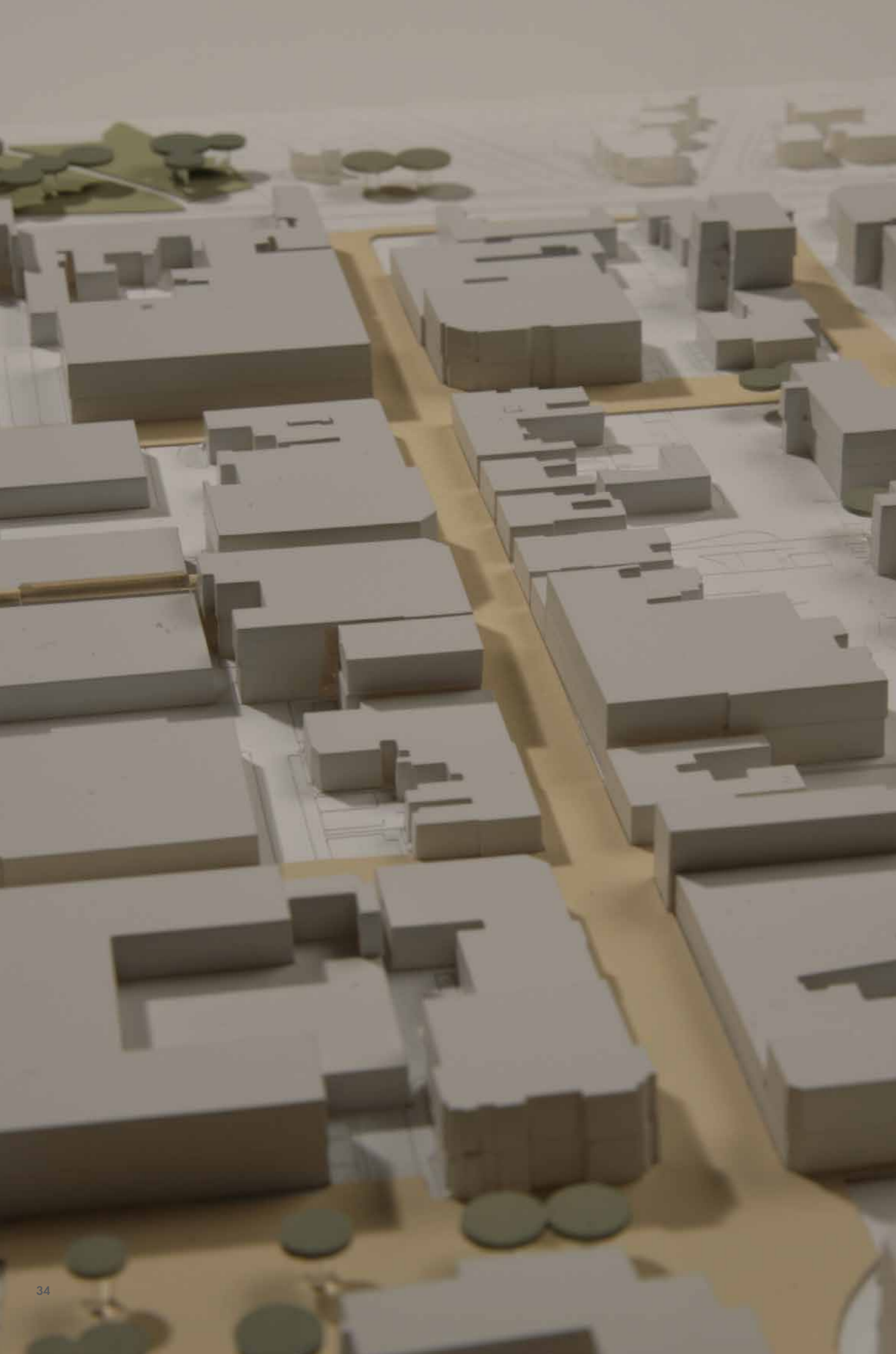
- Service yards
- Service lane
- Service access point

masterplanning process and subsequent planning applications. This review has highlighted the need to ensure that any solution does not limit the long term gradual redevelopment of the town centre core. Servicing should therefore remain at ground level and use the existing service yards. Any other alternatives to servicing would restrict future options for redevelopment.

C. Screened service yard access points
The visual impact of servicing on the central shopping streets of Camberley is significant and needs to be addressed alongside other interventions in the town centre.

Interventions should be made at each of the existing service yard entrances. A new building should be inserted that allows for servicing access at grade (with suitable headroom for large service vehicles) and accommodation above. Gates enclosing the service yard should close across the access space and should hide the servicing activities behind them. These gates should be attractively designed, but should not draw attention.

Servicing for the London Road block will be via Park Street. The access should be designed to minimise the impact of vehicle movements on the environment of Park Street. Active frontage should be introduced on Park Street to suitably screen the access into the servicing areas.



3.6 PUBLIC REALM FRAMEWORK

A coherent and integrated approach is proposed for the Camberley town centre public realm which will create a clear identity for the town of Camberley, and reinforce this area as a thriving retail core.

It is important to reinforce and interpret the local character of Camberley to achieve a distinctive and unique retail centre and a pedestrian environment, linked to existing buildings, places and customs.

The key objectives for the landscape design for the public realm are to:

- Reinforce the identity of Camberley Town Centre to create a distinctive and lively shopping environment.
- Rationalise the streetscape to provide a pedestrian friendly environment within the Town Centre and improve initial perceptions when entering the town by car, foot or public transport.
- Develop a high quality, restrained and durable materials palette to ensure the longevity and attractiveness of the town.

The core components of the public realm strategy are:

- Reveal - London Road / A30 corridor and High Street

- Release - East-west pedestrian connections and treatment of outer streets
- Raise - New Park Street Square and Station Square
- Reinforce - Co-ordinated and high quality materials palette and signage strategy

Policy Context

This section provides further guidance on how the following AAP policies should be implemented:

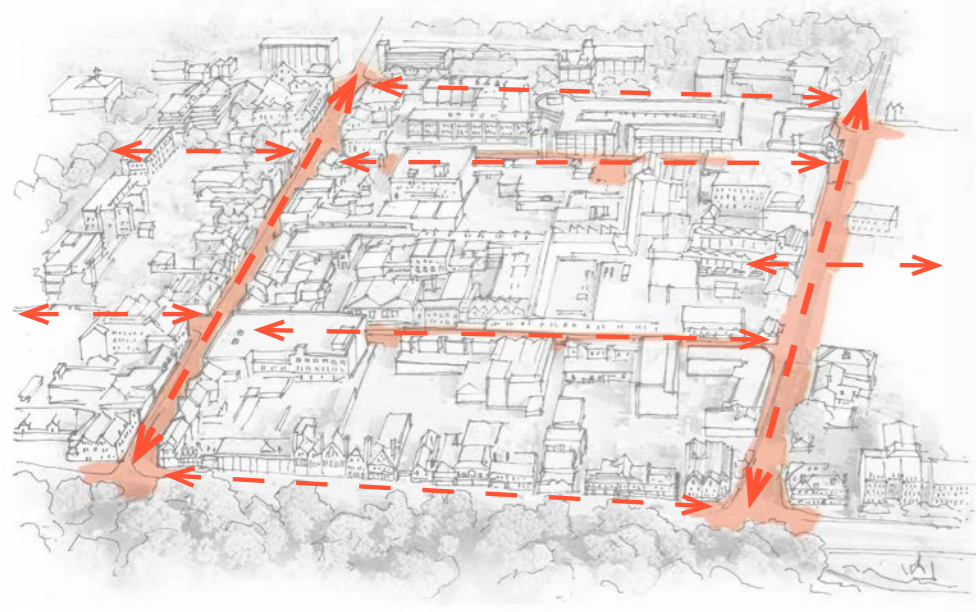
- TC9 Pedestrians
- TC11 General Design
- TC12 High Street Character Area
- TC13 The Public Realm

Aim

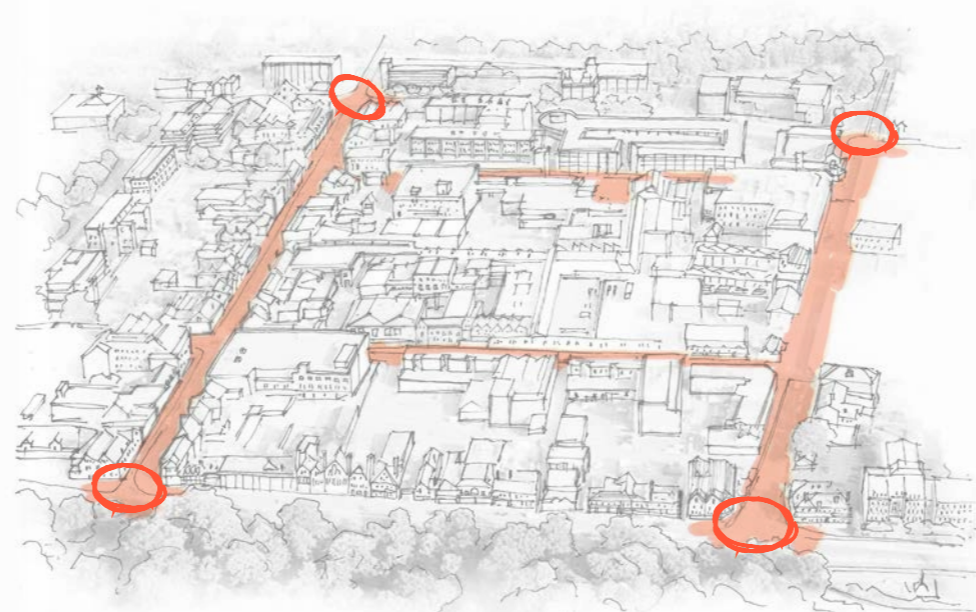
To enhance the character of Camberley, making it a vibrant centre, promoting a strong sense of community and an enviable destination point.

Objectives

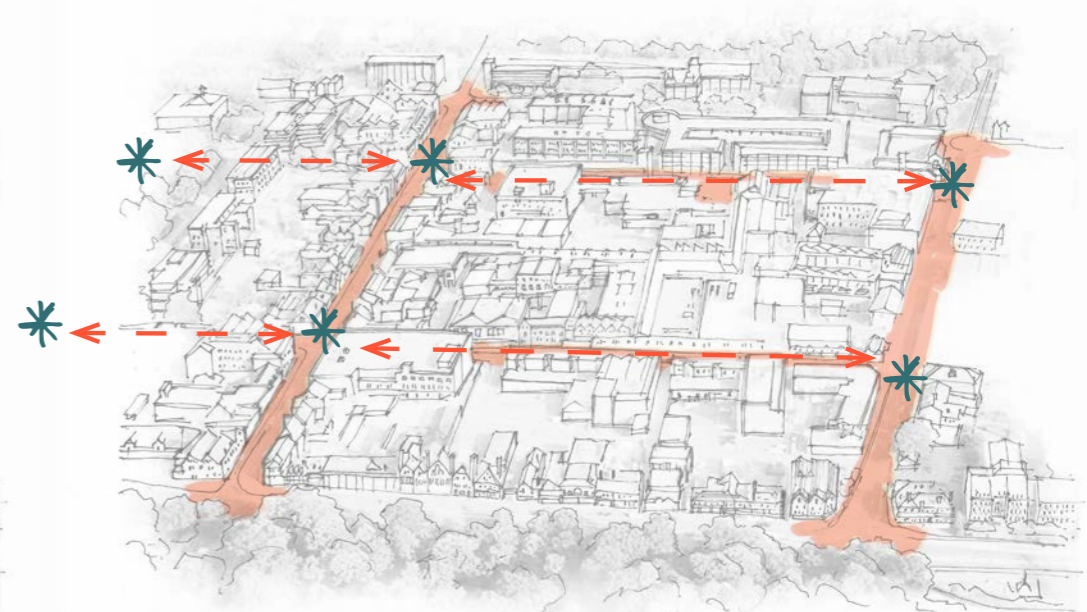
- To further reduce the presence of the car.
- Create a sense of place and identity unique to Camberley
- To establish a legible pedestrian network.



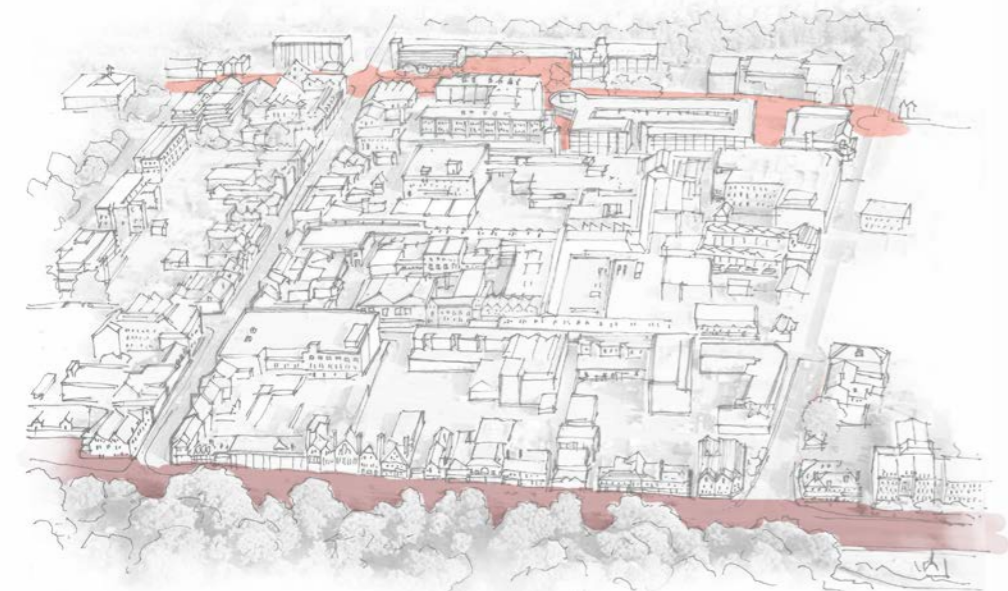
- Create a legible and connected public realm.
- Provide a co-ordinated approach to the public realm surfaces and finishes.



- Enhance the thresholds into the Town Centre



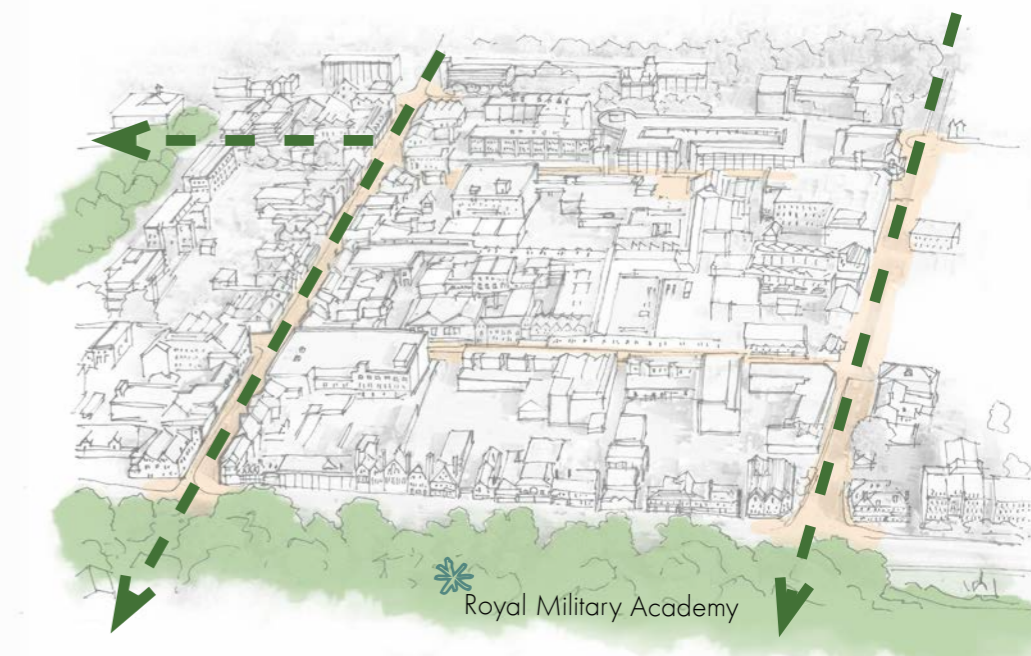
- Opening up connections across the town centre and creating key nodal points



- Improve the streetscape character surrounding the town centre



- Enhance the connections to the station



- Opportunity for green connections to potential green spaces

A SEQUENCE OF CHARACTER ZONES



London Road
The width of the carriageway has been rationalised to provide a wider pedestrian environment on the town side allowing for pocket areas of greenery and on street parking provisions.



Main Square
The Main Square should form the heart of Camberley. A strong relationship between the surrounding buildings and the public space will be established.



Park Street
The street should be an active retail space - a simple furniture palette compliments the existing paving and is arranged in groups to provide informal arrangements whilst maintaining clear routes for servicing.



Pembroke Broadway
The street is paved in high quality materials and tree planting has been rationalised to provide a green first impression to the town.

© Google Earth

Pedestrianised end to High Street
The pedestrianised end of the High Street allows for areas of planting and pocket spaces for seating whilst maintaining space for servicing.



High Street
The High Street should have a distinct character, defined by the use of high quality materials. The dominance of cars should be minimised providing a pedestrian friendly environment.



Obelisk and Princess Way
Open up connections and permeability through the town centre - these should be green thoroughfares offering pocket spaces for seating and cafe spill out.

Station Square
Station Square acts as a shared space linking the station to the town centre and should form a pedestrian friendly zone along Pembroke Broadway which encourages vehicles to slow down.



Public realm strategy

To ensure that Camberley town centre becomes a vibrant area it is important to consider the relationship between the retail environment and other town centre uses which encompass the streets and open spaces.

The design strategy for the Public Realm is based on five key principles:

1. Enhance the existing Park Street environment by providing an improved retail environment which will promote the street as a thriving retail hub.

2. To enhance the High Street - making this a pedestrian friendly environment.

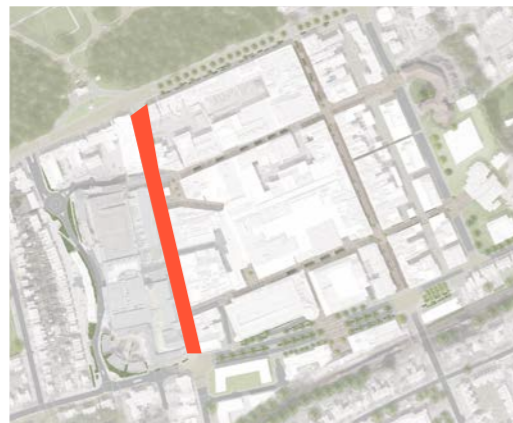
3. To create new East-West movements through the town centre, linking Park Street and the High Street - improving connectivity.

4. East-West connections will join the public realm together and create a central hub along Park Street.

5. Improve first impressions when entering the town by ensuring the treatment of roads such as London Road and Pembroke Broadway are of a consistent language.

Each of these interventions are described in more detail under the relevant Opportunity Area in the next section. Alongside these interventions, are some design principles which should be applied town centre-wide. These are outlined over the following pages and cover the following aspects:

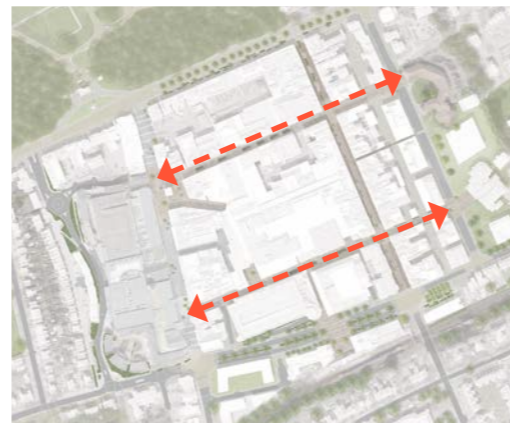
- Improved carriageways, crossing points and junctions; and
- Materials palette.



1 - Enhancements to Park Street



2 - Enhancements to the High Street



3 - Create new East - West movements



4 - Create a new central hub along Park Street



5 - Improving the streetscape and network of roads surrounding the town centre



Royal Military Academy concept sketch, showing the existing boundary and a potential new boundary (dotted line) which could release the Staff College

Royal Military Academy

Whilst the setting of Camberley is incredibly green and the centre is bookended by parks, within the town centre itself there is little in the way of green space and trees. In considering the development strategy for the town centre, the opportunity to better integrate the green character immediately to the north of London Road into the town centre is tangible.

At present the boundary to the Royal Military Academy is a densely planted and impenetrable line along the London Road. Clearly, maintaining the security of the RMA is of utmost importance. However, there could be a long term aspiration to see part of the RMA ownership brought into a closer relationship with the town centre. The adjacent concept sketch illustrates how the Staff College could be considered for a new (more public) use and the security boundary of the RMA shifted back to facilitate the access into this area from the town centre.



Improved carriageways

This includes improvements to Pembroke Broadway, London Road and Knoll Road.

Objectives:

- Improve the first impressions when arriving to Camberley. Create a coherent streetscape through the specification of a coordinated

palette of high quality materials.

- Improve key junctions.
- Improve the pedestrian crossings and access to the centre.
- Provide greening of the streets through on street tree planting and on street planting.

General streetscape principles

The illustrations below show ways in which streetscape improvements could be achieved. Further work will be undertaken with Surrey County Council and the bus operators.



A Reinforce existing tree planting, where space allows, tree planting on both sides of the street.



B Where space allows, tree planting within the central reservation to increase the green presence along the street.



C Pockets of planting and seating where pavements are wider.



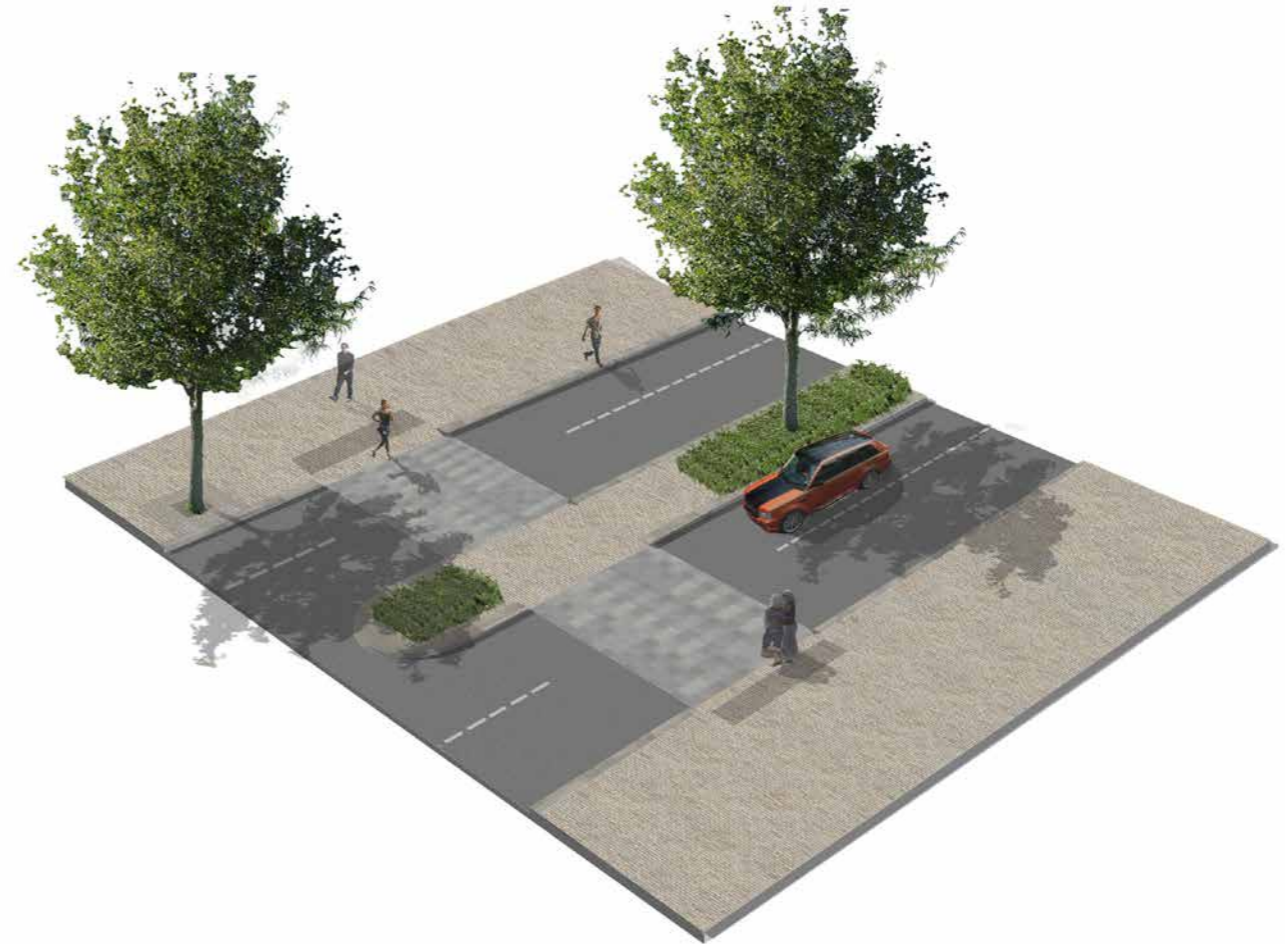
D Street furniture zone - Positioning all street furniture in a clear zone will maintain a clutter free environment.



Improved carriageways

Crossing points

- Crossing points should be evenly spread along the length of the street.
- Address key desire lines and building entrances.
- Defined by a change in material, giving a consistent character to crossings throughout the town centre.
- A central reservation provides ease of crossing.



Central reservations provides crossing opportunities



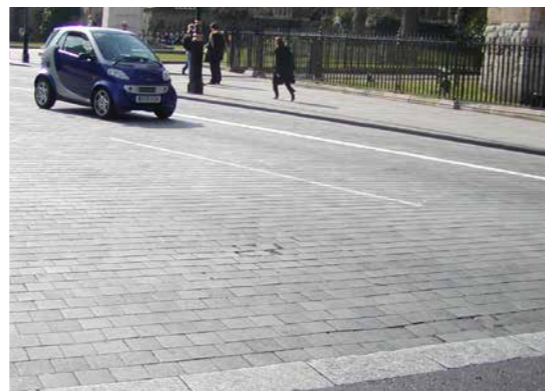
Improved carriageways
Junctions

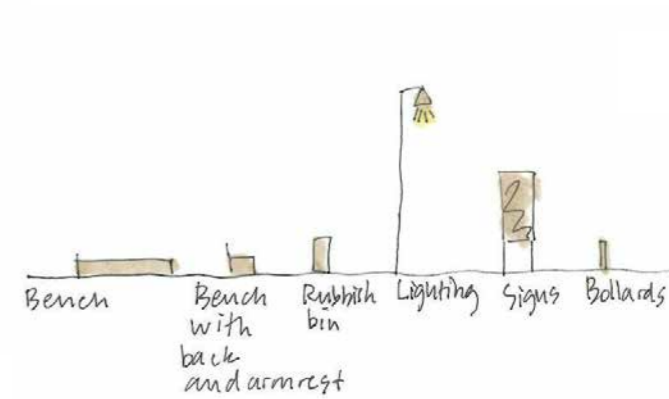


A Paved junctions.

B Minor Junction

C Side Roads





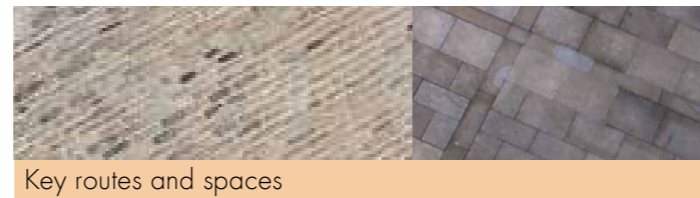
Street clutter

Successive layers of street furniture interventions have resulted in the town centre having many different styles resulting in significant street clutter.

The approach should be to remove a good number of examples, leaving a more streamlined selection upon which a unified street furniture palette can be established.



Existing paving



Key routes and spaces



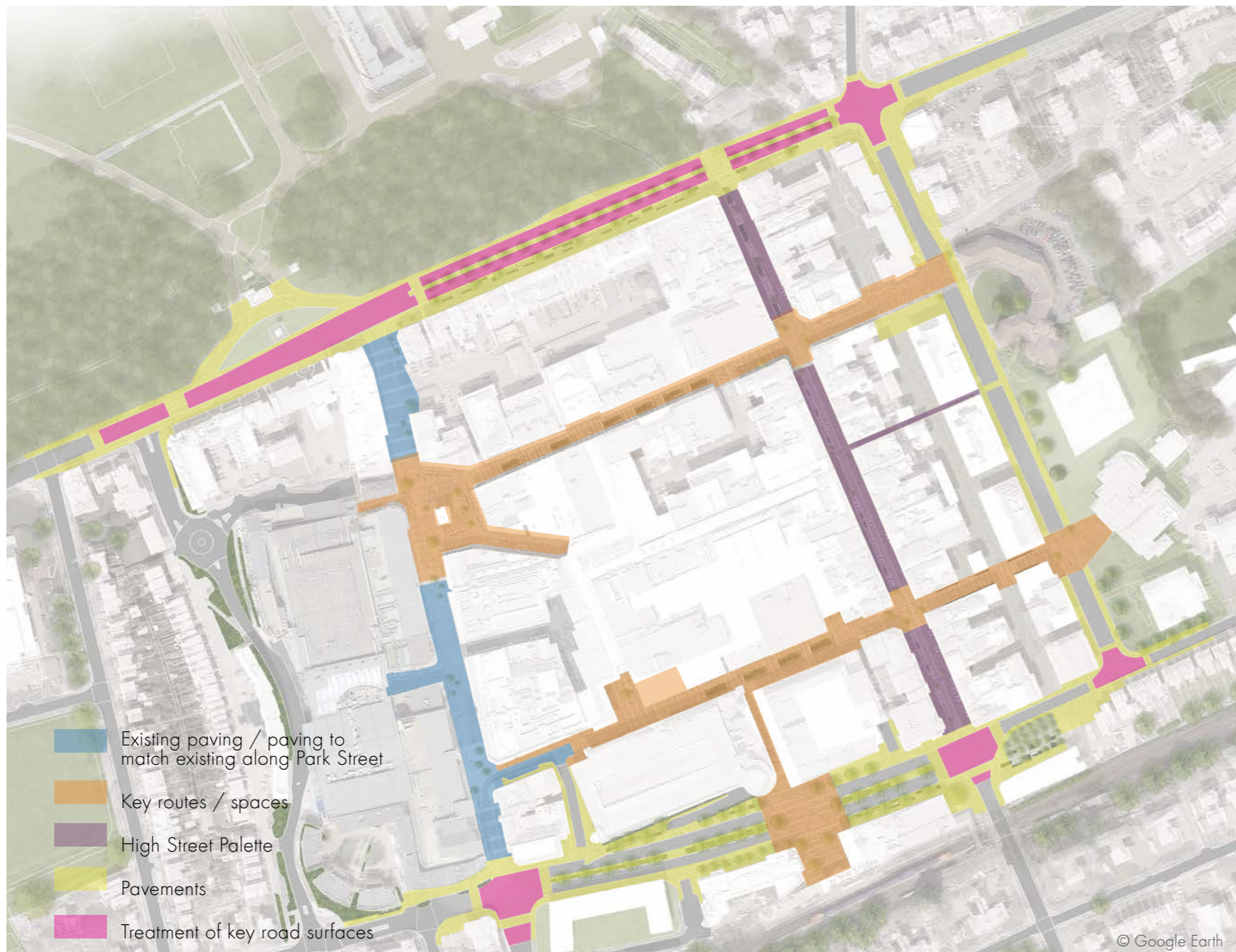
High Street



Pavements



Key road surfaces



- Existing paving / paving to match existing along Park Street
- Key routes / spaces
- High Street Palette
- Pavements
- Treatment of key road surfaces

© Google Earth

Materials palette

The quality of hard landscape is based upon a simple palette of materials to unify the public realm which are robust, easy to use, maintain and control. There should be variations within the palette across the town through, unit size, colour, texture and bond to allow for character areas to be easily identifiable. Irrespective of the material used, a high quality of workmanship is essential for the quality of finish and the longevity of the landscape. The aim is to create a cohesive, coordinated palette of hard landscape materials which are easy to use, maintain, and be controlled.

The design of public realm schemes should incorporate sustainable urban drainage functions as appropriate for example, permeable paving.

Colour tones of warm greys and buffs have been selected to add warmth to the town and sit comfortably against the predominance of red brick and terracotta of the buildings.

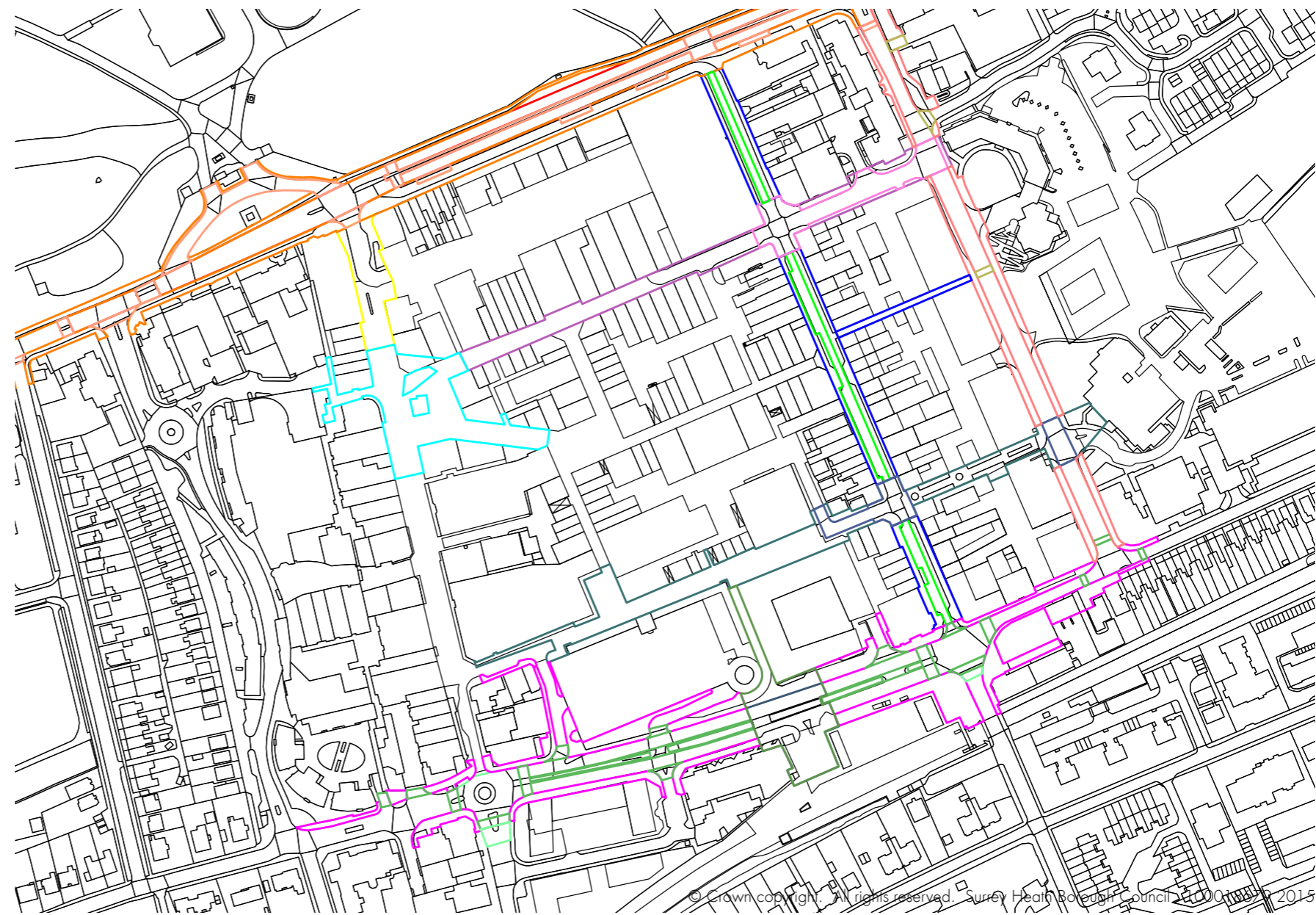
In specifying materials and signage, designers should seek to meet the needs of the whole community, including those with dementia. Signage should be simple and clear. The contrast between surface materials should not be so great as to give the perception of a hole or gap.

3.7 DELIVERY

Delivering the vision for the town centre is a priority for the Council. The masterplan and public realm strategy provide the blueprint for a set of deliverable schemes. The framework sets a strategic base from which each parcel can be delivered on a phased manner.

Each of the public realm schemes proposed has been broadly costed to ensure they are feasible and viable. Each development parcel is expected to contribute to the public realm improvements in the town centre. Additional funding will also be provided by the Council from public realm and transport related grants.

Surrey Heath Borough Council will lead the process of implementation across the town centre, working in partnership with land owners and stakeholders.



Public realm scheme extents

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