

4 Opportunity area guidance

4.1 INTRODUCTION TO OPPORTUNITY AREAS AND SITES

The town centre framework identifies four opportunity areas where future change will be focused:

- London Road Block
- High Street / Knoll Road
- Pembroke Broadway
- Cultural / Civic Quarter

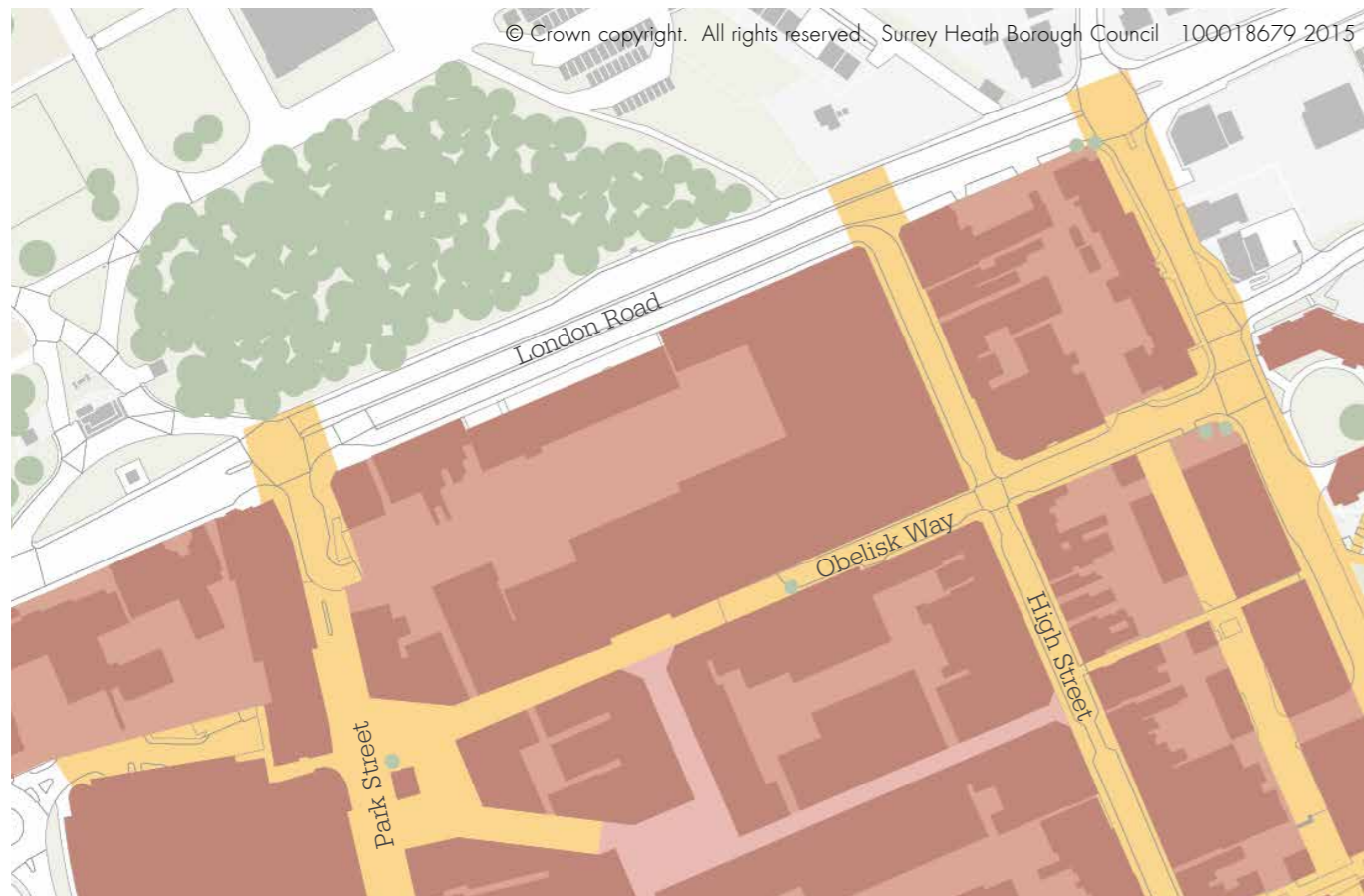
Each of these areas will see development, public realm and movement interventions over the next decade. The guidance follows the following structure:

- Introduction which sets the scene and vision for the area
- Objectives to be achieved in the opportunity area
- Policy context
- Key issues to be addressed
- Strategy diagram highlighting key components
- Development guidance which covers aspects such as character, the scale of new development, the mix of uses and the design of frontages
- Public space and movement guidance which outlines the public realm schemes to be introduced and any transport or movement related projects needed
- Implementation guidance which identifies who will deliver the interventions, the infrastructure and public realm schemes that will be paid for by development in the area, and the likely timeframe for delivery.



Opportunity areas

4.2 LONDON ROAD



Development strategy for London Road Block

Introduction

The area referred to as the “London Road block” is the major opportunity to significantly enhance the town’s retail offer. In addition, its position means its redevelopment can establish a high quality ‘gateway’ into the town centre transforming the northern half of the town centre.

The opportunity area identified in the Town Centre Area Action Plan includes the land between London Road and Obelisk Way and Park Street and High Street, as well as some units to the south of Obelisk Way. A significant proportion of this area is now in single ownership, and the Council has expressed its intention to use Compulsory Purchase powers if necessary to complete the land assembly required.

The vision for this section of the town centre is to deliver a new anchor store, to radically improve the town’s retail offer and to transform the character of the London Road from highway to boulevard.

As part of any planning application submitted for this opportunity area there needs to be within the design and access statement the masterplan for the site. This should reflect the guidance set out in this SPD.

Objectives

The following objectives will underpin the development of this opportunity area:

- To create a Gateway into the Town Centre
- To improve the retail offer of the town centre
- To manage the additional access and servicing requirements within the site
- To unlock the potential of London Road as the primary gateway into the Town Centre
- To create a strong frontage along the London Road
- To establish a strong retail anchor

Issues to be addressed

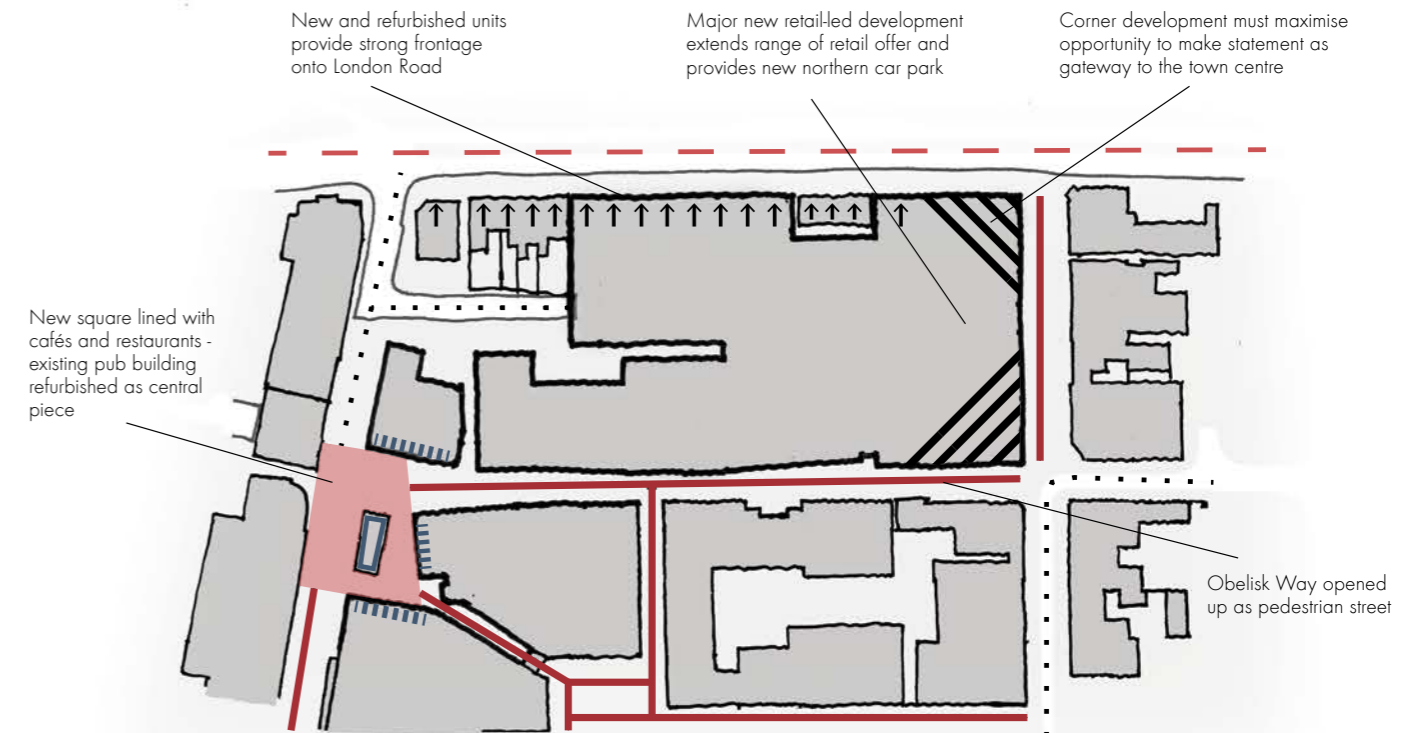
- Need to improve the approach to the Town Centre to create a ‘Gateway’ along the A30.
- Improvements to the London Road Frontage to the Town Centre.
- Requirement for a new appropriately sized public space London Road /Obelisk Way and Public Realm improvements.
- Requirement to respect existing Victorian/Edwardian character within a contemporary design.
- Need to improve retail circuit at this end of Camberley Town Centre, including access through the Mall Shopping Centre and to provide better connection between Park Street and the High Street.



London Road today



Illustration showing the potential for London Road



Strategy diagram highlighting key components

Policy context

Core Strategy Policy CP10 and Camberley Area Action Plan Policies (AAP) TC2, TC8, TC11, TC12 and TC14

The Town Centre AAP sets out that the development of this opportunity area will be retail led. The retail space will primarily be

A1 which will include an Anchor store and other supporting high quality retail. There is also the opportunity to provide for other uses, including A3 uses, offices and some residential. The A3 uses will be focussed around a new square on Park Street. This Supplementary Planning Document provides guidance in taking forward the criteria in these policies.

Development guidance

Street character

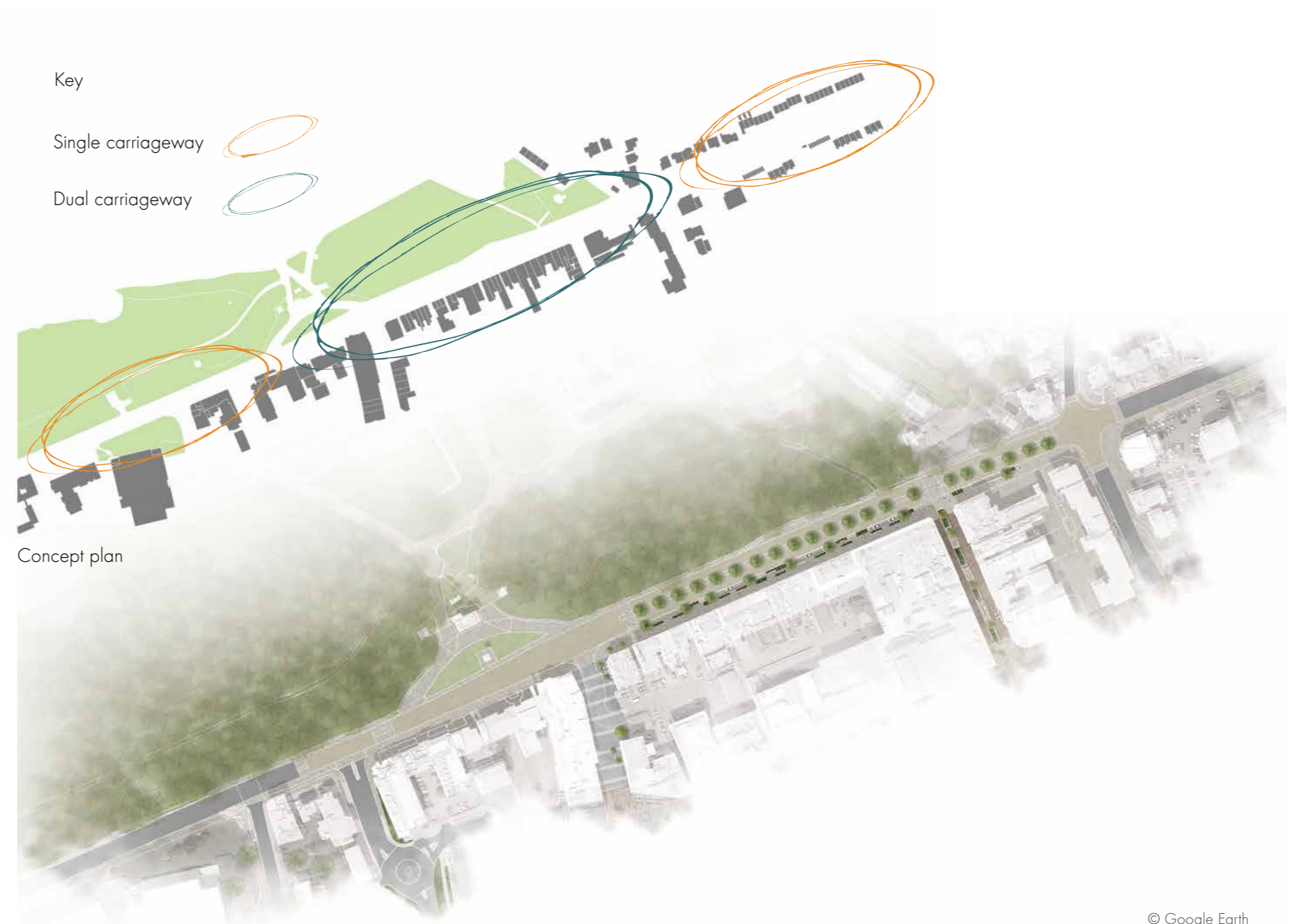
A30 London Road Gateway

The design of development within this opportunity area should create a 'Gateway' to the town centre on the A30 London Road. The 'Gateway' should be created by innovative use of design and materials in the public realm, rather than physical gateway structures.

The London Road route will be subject to highway and streetscape improvements which will reduce the carriageway area, extend the pavement on the south side of London Road and provide a more cohesive green character to the road. Pedestrian crossings along the route and at the junctions with High Street and Park Street will be reviewed. A detailed study will be



Wider pavements allow space for much more activity on street (as in Bankside, London)



Concept plan

Illustration of London Road proposals

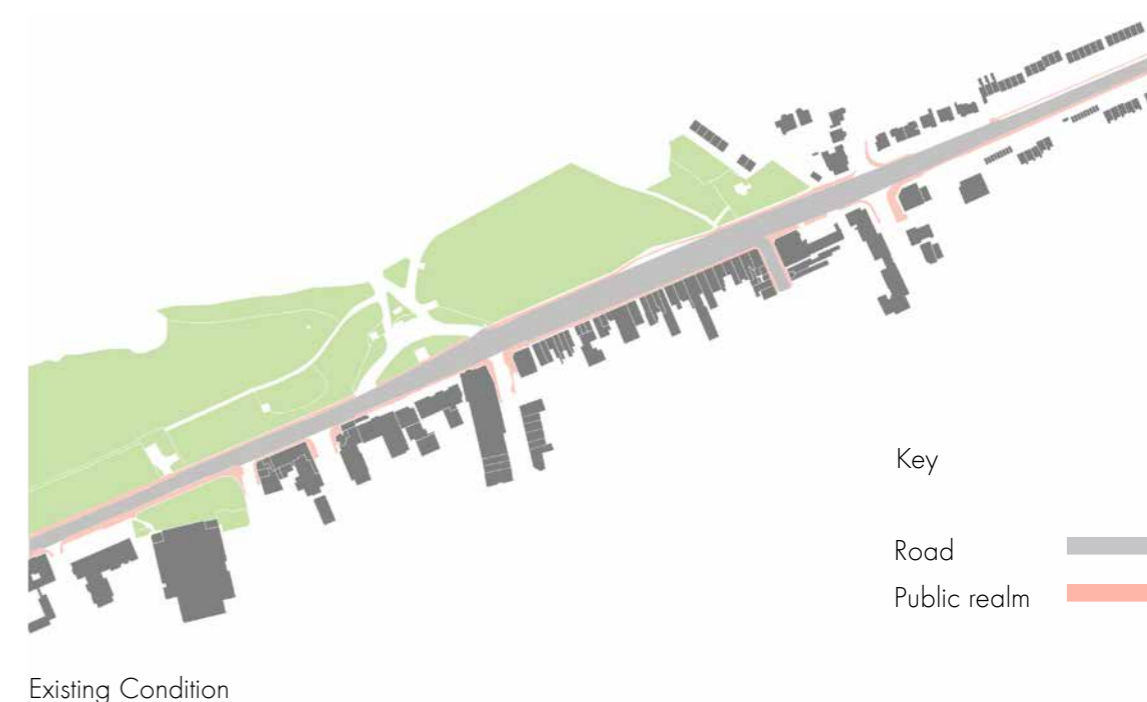
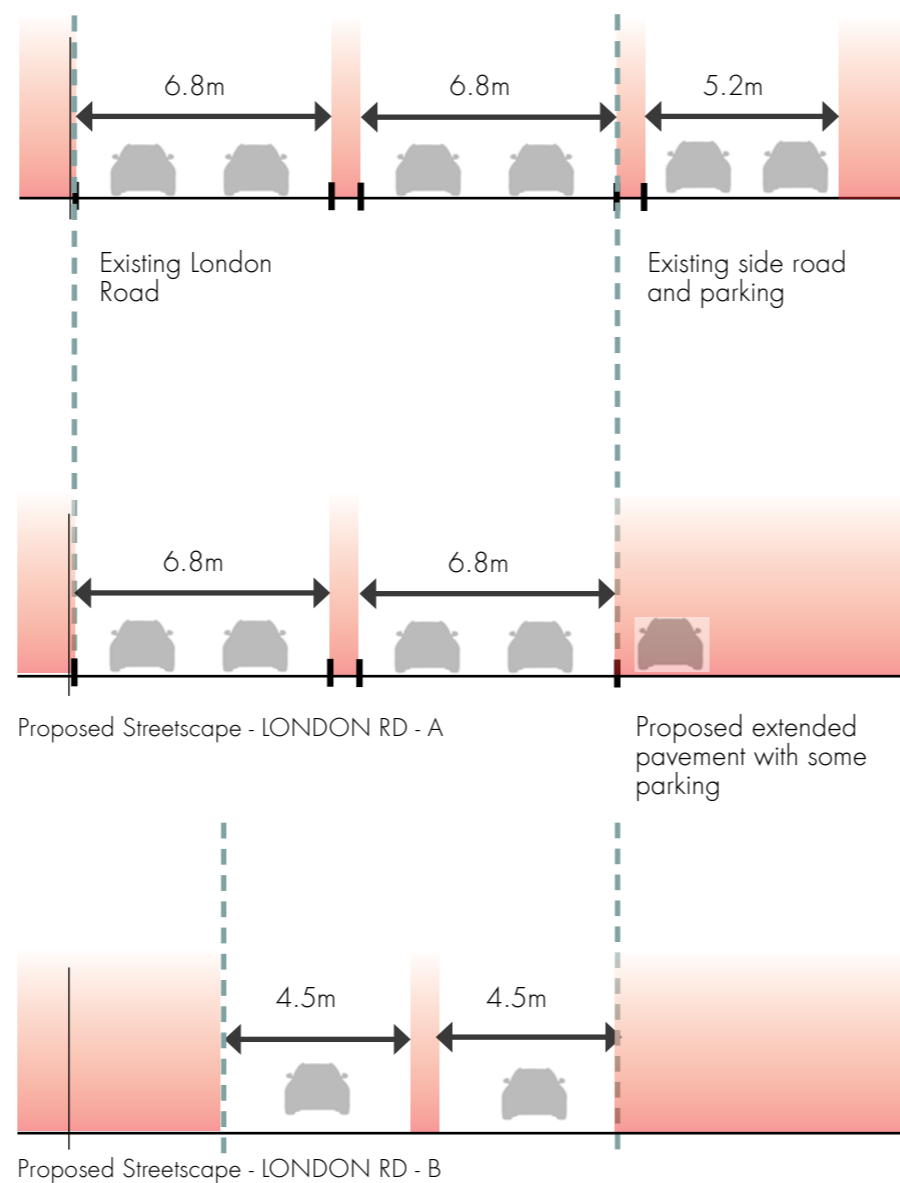
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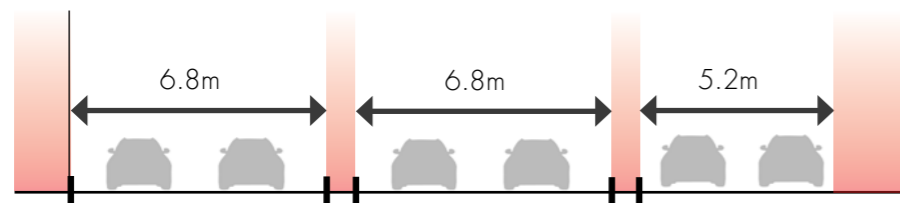
undertaken to ensure that the efficiency of traffic movements at junctions and overall route capacity are not negatively affected.

Improvements will include:

- A consistent approach to carriageway width along the London Road between the Meadows Roundabout and Knoll Road
- Where appropriate the addition of a central reservation to allow for crossing opportunities and tree planting
- Removal of the filter lane of traffic and maintaining on-street provision of parking
- Introduction of tree planting along the central section
- Change of surface treatment and public realm between the High Street and Park Street Junctions to announce the arrival at Camberley Town Centre
- Use of signage and VSM
- Facilitate links to any future development of land on the opposite side of London Road.

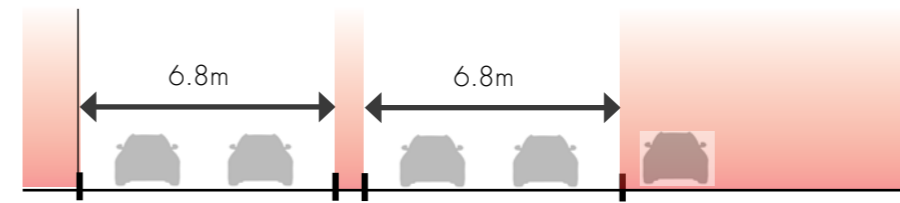
Funding for these improvements will be through Section 106 contributions from developers of the London Road Block, LEP funding and Surrey County Council.





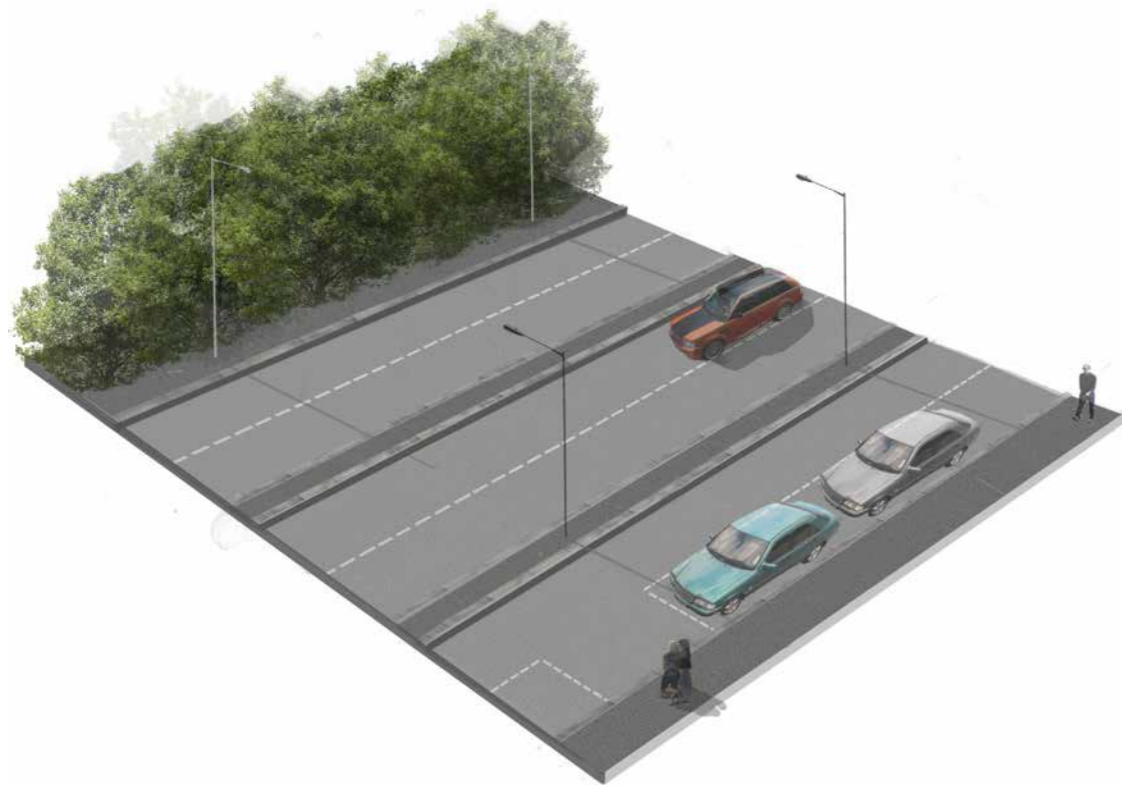
Existing London Road

Existing side road and parking



Proposed Streetscape - LONDON RD - A

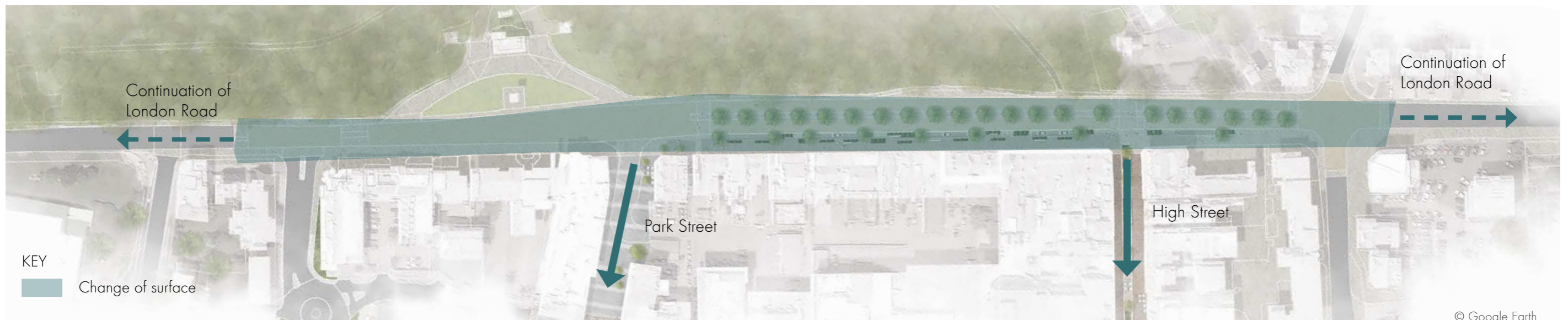
Proposed extended pavement with some parking



Existing condition



Proposed condition



Frontage and building lines

The London Road block in its entirety must contribute to the local distinctiveness. It will be important to retain elements of the historic fabric whilst introducing significant new architecture. The higher quality sections at the western end of the London Road Block opportunity area should be retained and incorporated into the overall design as active retail uses. The group of three larger buildings including the former post office building on London Road (137-143 London Road) are an important part of the character of the road. The Council will support schemes which retain the facades and re-use of the building frontages.

- The building line along the London Road should be maintained with active ground floor retail uses required to communicate the presence of the quality town centre offer behind London Road.
- Facades onto the London Road should reflect the existing rhythm of the building plots and should include appropriate vertical articulation to achieve this. However the anchor store within this development should deliver a landmark building of high quality design and finish in a contemporary and distinctive style. The anchor store, in particular, should provide continuous active frontages onto London Road, the High Street and Obelisk Way and Park Street. The main

entrance to the anchor store should be from the High Street.

- Facades onto the High Street, Obelisk Way and Park Street should have regard to the grain of development on the opposite side streets to ensure that the new development makes a positive contribution to a cohesive street character. The building line along Obelisk Way should allow for an open and pedestrianised street.

Mass and scaling

- New development should reflect the prevailing scale and heights should be predominately 4 storeys rising to 6 storeys in key locations
- Any bulk should be appropriately distributed across the site. Corner plots, particularly on London Road, should reflect their roles as landmark buildings both in terms of massing and design detail.

Access and servicing

- Entry and exit to the car parking serving the London Road Block will be from Park Street. This element will need to be carefully designed to minimise impact on the street scene. Appropriate and attractive screening should be used to minimise the views into the service and car parking. The car park should be wrapped by active uses. At upper level the external treatment of the car park will need to be of high quality.
- 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.



Example of how large floorspaces and uses can be disguised through division of facades (Copyright: Allies and Morrison)

Public space and movement guidance

The London Road Block opportunity area will need to address the public space and public realm at the intersection of Park Street and Obelisk Way. Creating a new square at the junction of Obelisk Way and Park Street will establish a destination point for this area of the town centre. Creating a new square at the junction of Obelisk Way and Park Street will establish a destination point. Park Street has recently seen significant change with the Atrium Development. Public realm improvements required from the London Road block development will need to have regard to these changes by introducing new public spaces, street furniture, signage and materials and additional eating and drinking uses.

The Bear Public House on Park Street presents an opportunity to give structure to the new square on Park Street. The building is of good quality and attractive. It provides an opportunity for refurbishment, rather than replacement to establish an attractive central area to the new square.

Public space

The design of the public space should be informed by the following:

- Scale and design which is appropriate to its function and users
- The space should include street tree planting and vegetation
- The treatment of the square should be of a high quality with materials chosen for their durability. The surface material will be natural stone paving



Illustrative proposals for the new Park Street Square



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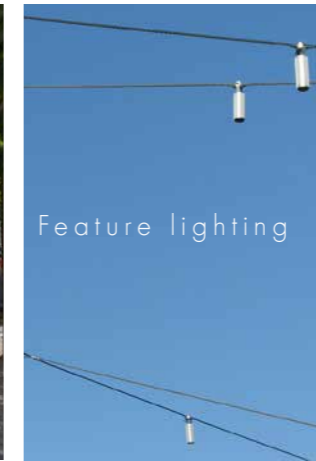
- 1. Entrance to shopping centre
- 2. Feature paving
- 3. Cafe spill out
- 4. Water feature
- 5. Timber benches
- 6. Feature tree

© Google Earth

providing a contrast to Park Street. Benches should be designed as an integral part of the square. Pocket spaces should be created for seating areas and events.

- Branding, inscriptions and patterns could be used within the paving to provide wayfinding to areas within the Town Centre.
- There should be integral feature lighting incorporated
- Signage and street furniture should be co-ordinated by using a palette of materials that could be used throughout areas of the Town Centre

Delivery and funding of these improvements will be from developers of the London Road Block.



(Image copyright: John Sturrock)

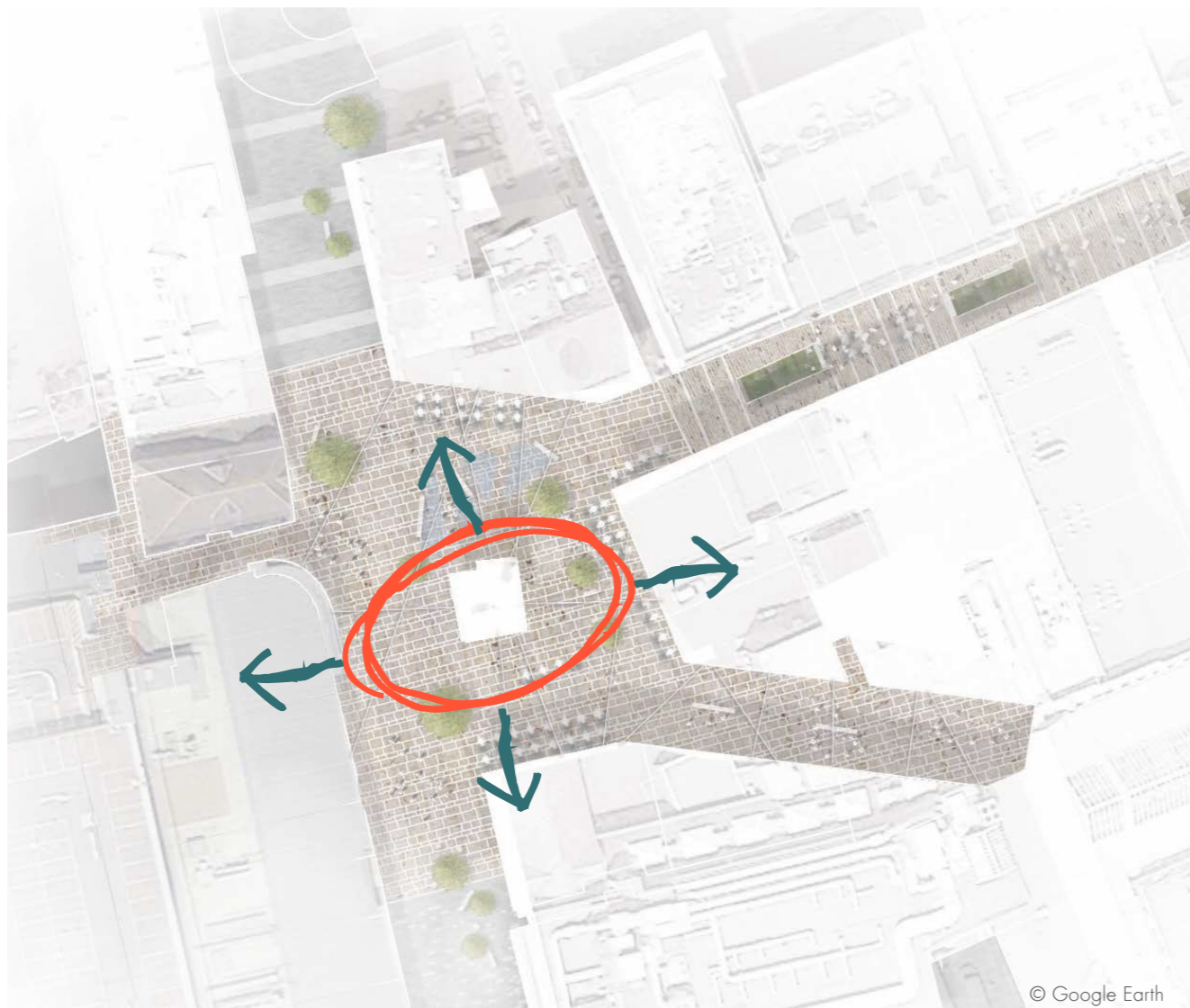


(Image copyright: John Sturrock)

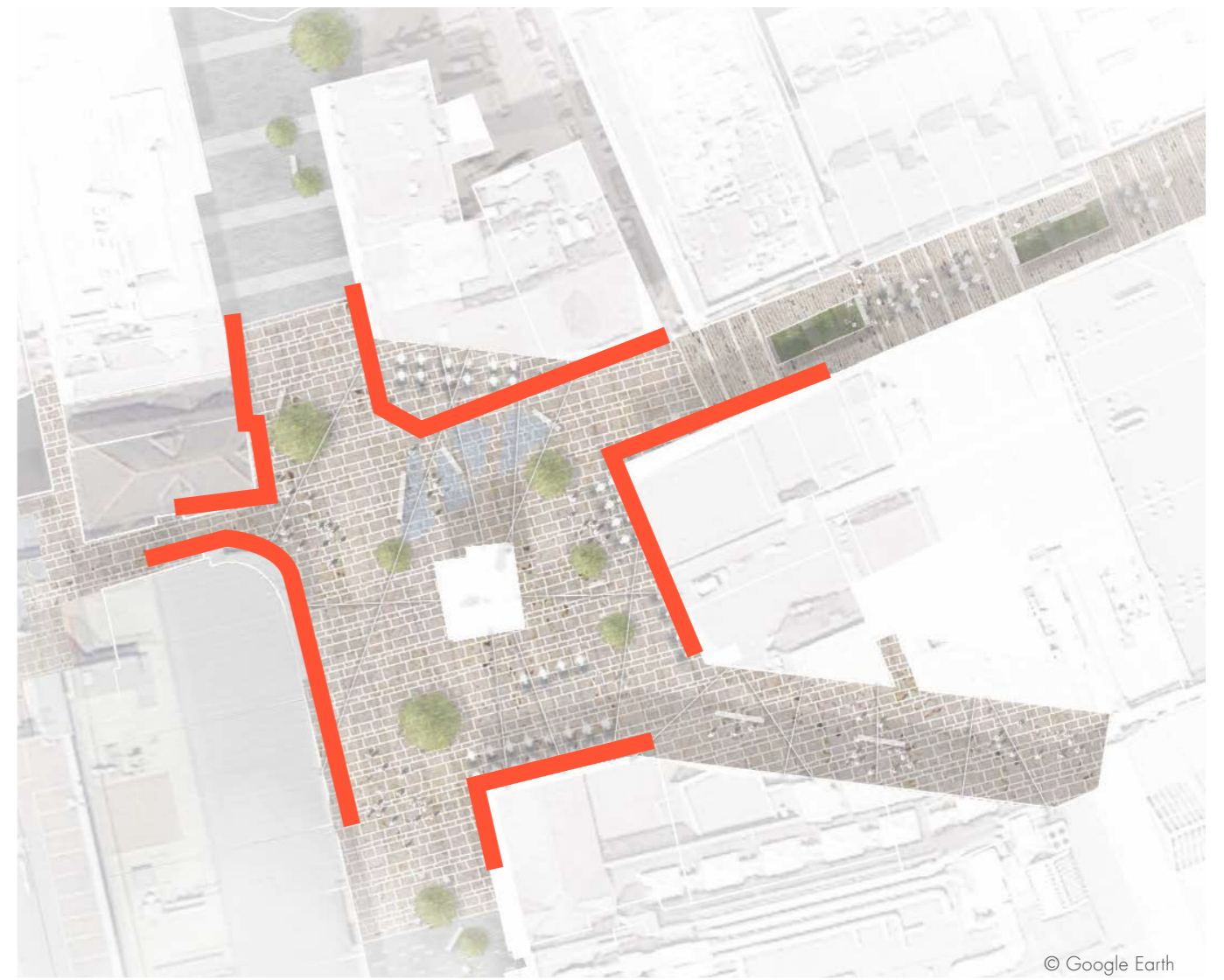


Water feature

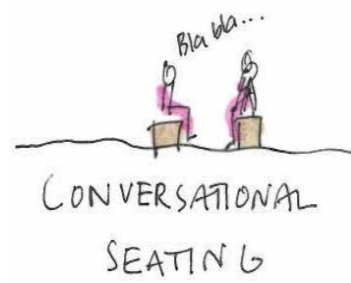
Selection of paving, lighting, features and furniture examples that should steer the design of the new space



Central building becomes more prominent, and all four sides need to relate to the public realm



Additional edges 'front' onto the Market Square



A space that accommodates movement and provides a place for dwelling...



King's Cross, London (Image copyright: John Sturrock)



Street Theatre (Image copyright: John Sturrock)



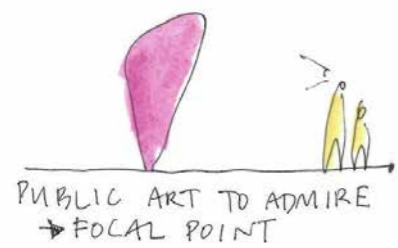
A space that hosts cafés and restaurants...



King's Cross, London



Spitalfields, London (Image copyright: John Sturrock)



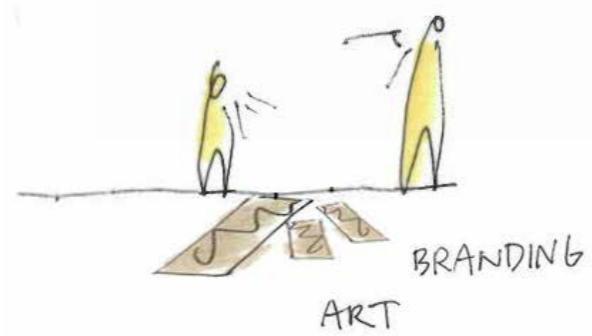
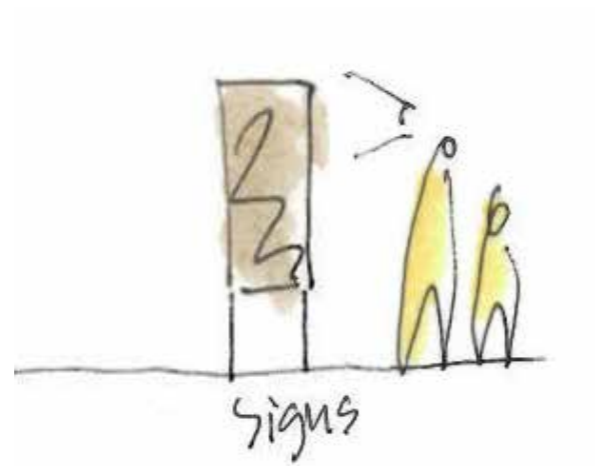
A space that accommodates events, performances and public art



Book market



Spitalfields, London (Image copyright: John Sturrock)



Signage combined with seating
adding colour to the street



KEY

- 1. Pocket Spaces
- 2. Central Hub

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Areas of Park Street to be retained



New proposals at the Hub



1. Pocket Spaces - Pockets of activity along the street will accommodate a loose arrangement of street furniture / tree planting - breaks up the hard nature of the street and allows for seating pockets whilst maintaining clear routes.



2. Central Hub- will accommodate larger scale activities, such as markets or performances, the opportunity for art installations, and cafe & retail activity and will act as a focal point to the adjoining streets.



Existing condition - Park Street.



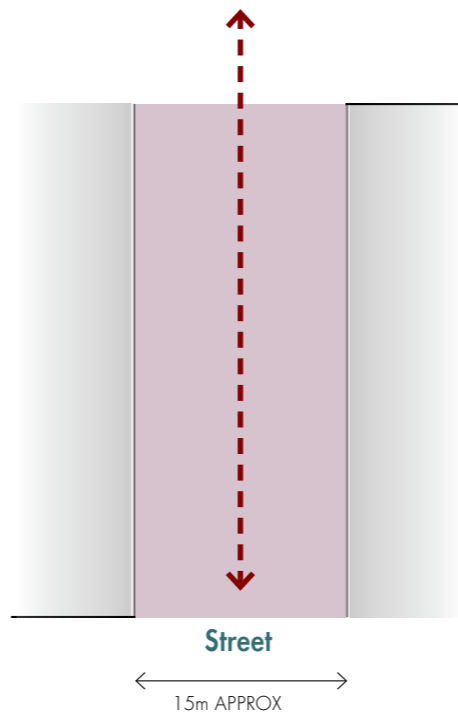
Existing condition - Park Street.



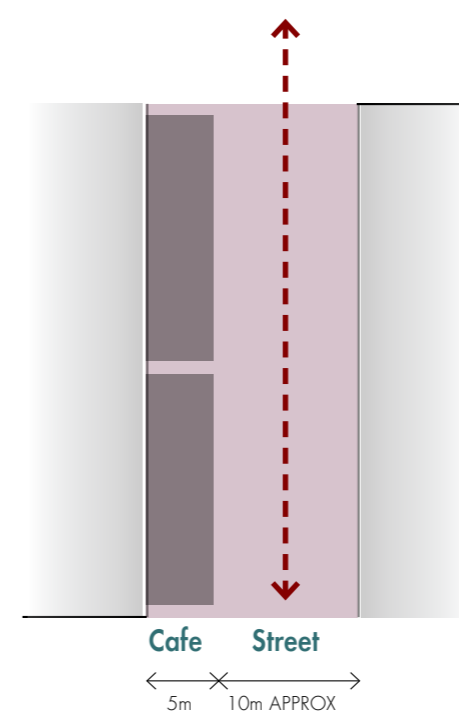
The use of high quality materials in a clutter free environment helps to create a legible public realm.



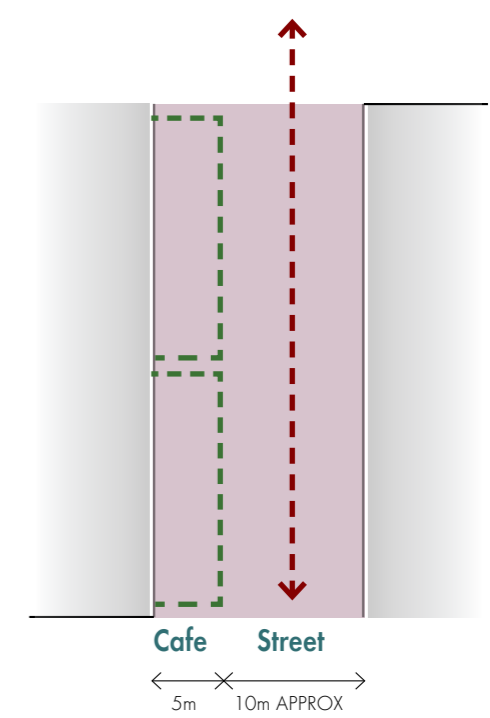
The use of wood helps bring warmth to the space when combined with the grey tones of the paving palette.



Current Situation



5m semi enclosed space to one side of Park Street



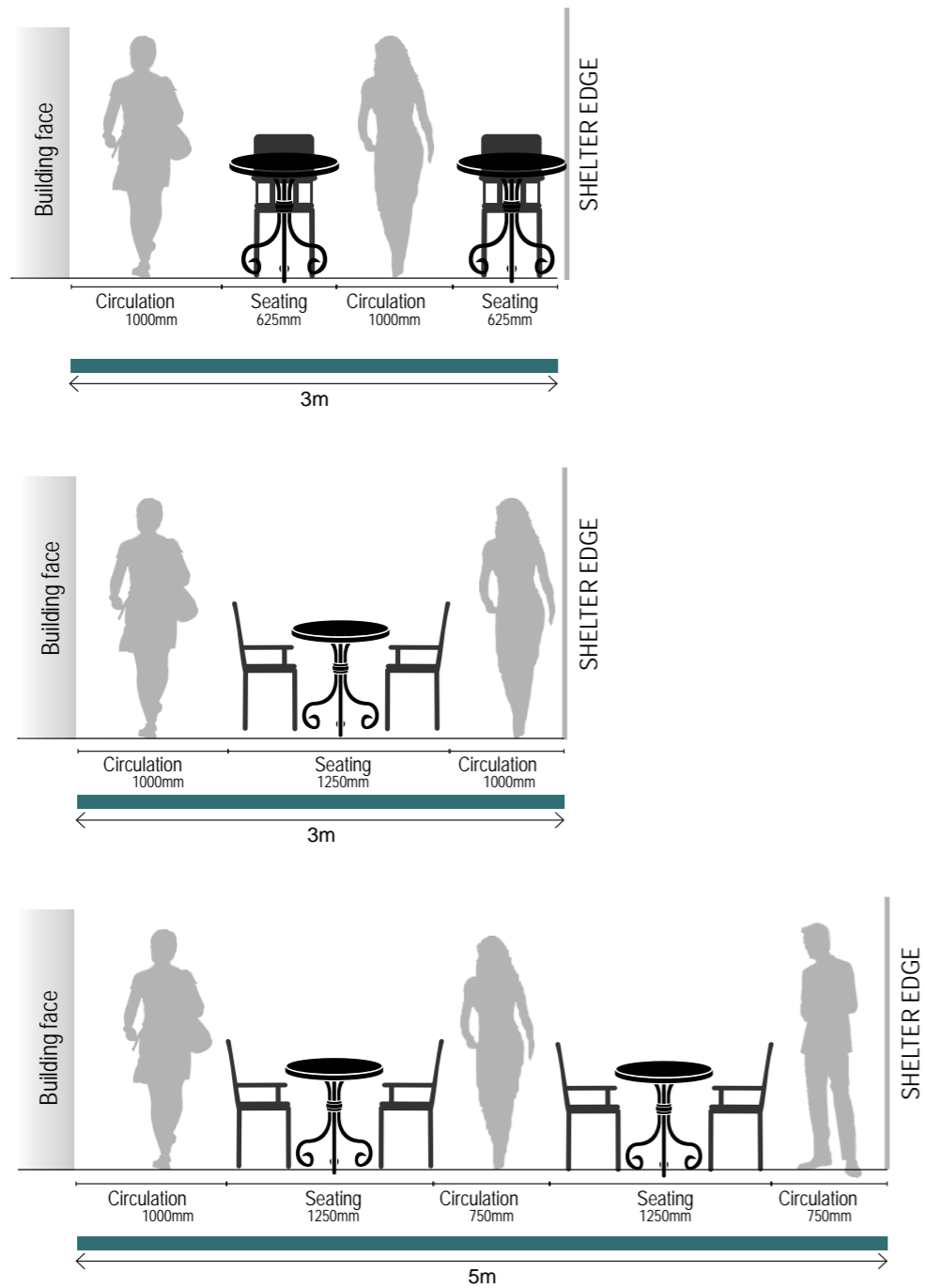
5m open air space to one side of Park Street



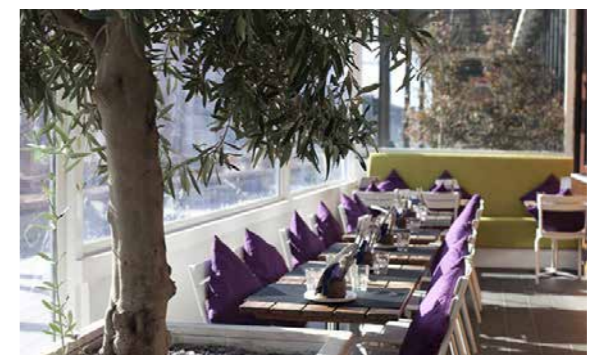
Cafe spill out at Kings Cross, London (Image copyright: John Sturrock)



Cafe spill out at Westfield, London



Examples of sizes of space



Semi enclosed dining areas Westfield London and Stratford

Pedestrian movement

Currently movement between Park Street, High Street and Knoll Road is restricted by the closure of the Mall entrances on Obelisk Way in the evening. This key east –west connection will be opened up as a pedestrian street with access to service vehicles at set hours. This will be achieved by

- Re-siting of the doorways
- The street design will need to have regard to the needs of servicing.
- Providing an active route between Park Street , High Street and Knoll Road
- Use of an unified palette of materials
- Introduce retail break out spaces, planting and pockets of seating
- Explore the potential of using water as a feature.

Delivery and funding of these improvements will be from developers of the London Road Block.



Central space for cafe spill out



Spill out retail spaces (Image copyright: John Sturrock)



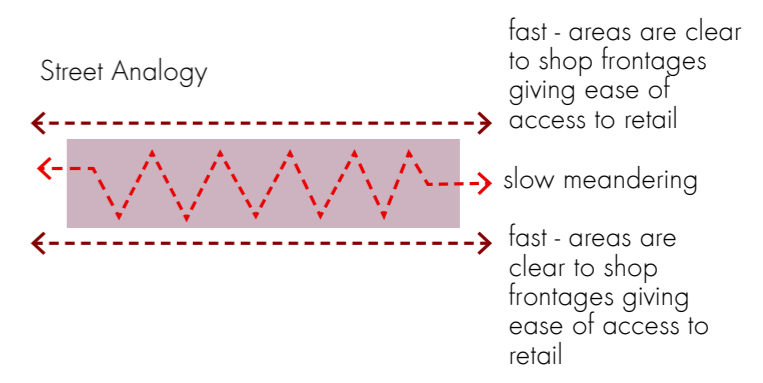
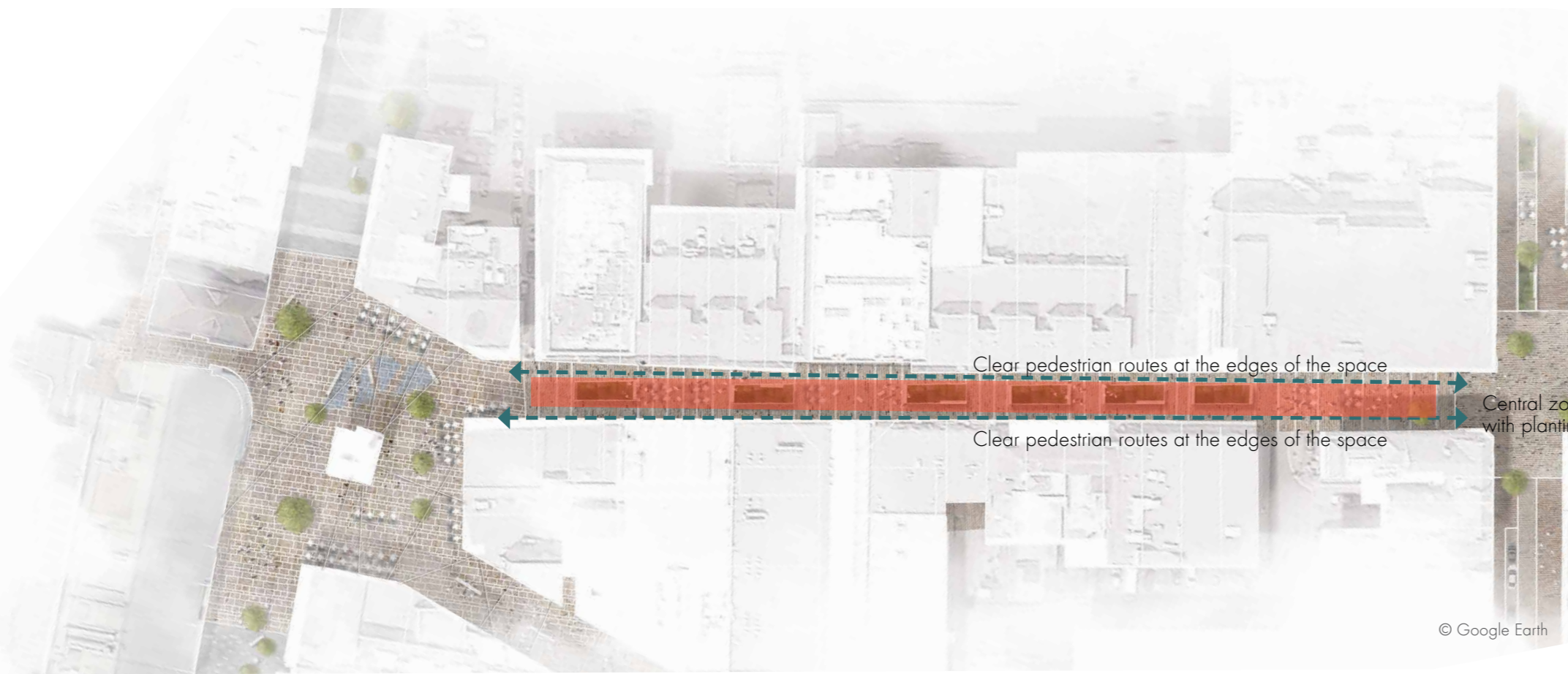
Low level planting and seating



Pocket spaces for seating



The use of water as a playful element along the street



Clear pedestrian routes at the edges of the space

Central zone programmed with planting / seating

Clear pedestrian routes at the edges of the space

Summary of requirements

Building scale	New buildings will be limited to predominantly 4 storeys, rising to 6 storeys at key locations
Land uses	The development in this area will be predominantly retail-led, with car parking to meet the needs of the development. Other appropriate uses are office, residential, leisure and community space.
Building frontage	It is expected that there will be active ground floor uses throughout, and that servicing and parking will be concealed within the development, "wrapped" by active uses. Strong frontage is required on to London Road in particular.
Streets	The environment and quality of London Road is to be transformed, reflecting its role as a major gateway. Obelisk Way is to be opened up as a pedestrian street with a new treatment. High Street North to be pedestrianised and a new treatment introduced.
Public spaces	A new square is to be provided at the junction of Park Street and Obelisk Way, retaining the original public house building at its centre.
Movement	Pedestrian movement should be made easier across the area and the quantity and quality of the pedestrian realm significantly improved.
Servicing	Servicing should be integral to the design and hidden within development blocks.
Parking	Parking to meet the needs of the development should be provided and hidden within the main block. Parking and servicing bays should be included along the London Road to support these units.

Implementation

Delivering the vision for this opportunity area will require a comprehensive scheme. Surrey Heath Borough Council is prepared to use its Compulsory Purchase powers if necessary in order to enable the assembly of the London Road Block site for development.

Delivery partners

Surrey Heath Borough Council will work with the landowner(s) and development partners to help bring forward the redevelopment of this area. Surrey County Council has committed its support to helping to deliver the improvements to the London Road A30, and the Borough Council will work closely with the County Council to bring these improvements forward in a timely manner.

Infrastructure and facilities to be provided

The following infrastructural interventions are required as part of a comprehensive approach to redevelopment of the London Road Block opportunity area:

- Environmental enhancements to the London Road A30 Corridor in collaboration with Surrey County Council
- Opening up new public realm treatment to Obelisk Way
- Environmental enhancements and possible pedestrianisation to parts of the High Street
- New square / 'hub' on Park Street
- Contributions to new co-ordinated town centre signage

The public realm scheme designs detailed in this section have been broadly costed to ensure they are realistic and deliverable.

Timeframe

It is anticipated that either a hybrid or full application for the redevelopment of the London Road Block could come forward by 2015, with a view to completing the redevelopment on site by 2018.

Project delivery

Project Title	Lead	Potential funding sources	Timescales / Development links
London Road Block			
Major new retail-led development to extend range of retail and provide new northern car park	Land owner / developer	Developer	Application 2015, completion 2018
New and refurbished units along London Road	Land owner / developer	Developer	Application 2015, completion 2018
Re-alignment and redevelopment of NE corner at junction of Obelisk Way and Park Street	Land owner / developer	Developer	Application 2015, completion 2018
Opening up and removal of cover to Obelisk Way	Land owner / developer	Part of London Road Block - S106	Application 2015, completion 2018
New treatment to Obelisk Way	Land owner / developer	Part of London Road Block - S106	Application 2015, completion 2018
New square at junction of Park Street and Obelisk Way	Land owner / developer	Part of London Road Block - S106	Application 2015, completion 2018
Part demolition, part-refurbishment of The Bear public house	Land owner / developer	Developer	Application 2015, completion 2018
Re-worked units on south side of Obelisk Way	Land owner / developer	Developer	Application 2015, completion 2018
New screen / gateway building to service yard entrance on Obelisk Way	Land owner / developer	Developer	Application 2015, completion 2018
Enhanced junction at London Road/Park Street	SCC / developer	Part of London Road Block - S106	Alongside London Road Block redevelopment (completion 2018)
Enhanced junction at London Road/High Street	SCC / developer	Part of London Road Block - S106	Alongside London Road Block redevelopment (completion 2018)
Re-work carriageway, widen pavement and new treatment to road and public realm to full section of London Road between Park Street and High Street junctions	SCC / developer	SCC and contributions from London Road Block development	Alongside London Road Block redevelopment (completion 2018)
Environmental enhancements to sections of London Road either side of central piece (i.e. The Meadows to Park Street, and east of High Street junction)	SCC / developer	SCC and contributions from town centre developments	Alongside or in advance of London Road Block redevelopment (completion 2018)
Refresh furniture palette along Park Street	SHBC	Contributions from town centre developments Sponsorship	
Branding/signage additions to Park Street	SHBC	Contributions from town centre developments Sponsorship	
Dining spaces along Park Street	Landowners / business owners	Developer	

Full list of projects to be delivered within the London Road Block Opportunity Area

4.3 HIGH STREET / KNOLL ROAD



Development strategy for High Street / Knoll Road

Introduction

This area has an important commercial function with retail in the High Street and mainly employment in offices on Knoll Road. This split is also reflected in its character, with the Edwardian buildings in the High Street character area and the modern late 20th Century office buildings along Knoll Road. Pedestrian connections and service areas between the two areas could be improved by introducing new frontages and an improved public realm.

Objectives

The following objectives will underpin the development of this opportunity area:

- To transform the environment of the High Street, providing a much enhanced setting to the distinctive architecture.
- To consider forms of pedestrianisation of the High Street.
- To rationalise the servicing of properties on the east side of the High Street, ensuring a more efficient use of space a more attractive environment.
- To explore the possibility of retaining and refurbishing the Granary Building as one of the key historic buildings in the town centre.
- To improve the quality of public realm in the pedestrian links between High Street and Knoll Road.

Issues

- The High Street is one of the most attractive streets in the town centre but could have a much more attractive public realm.
- The historic form and architecture of the High Street is hidden by modern additions, particularly insensitive shopfronts.
- To the east of the High Street, an area of transition with an unclear role and unkempt character breaks the connection with the cultural uses in Knoll Road to the east of the High Street.

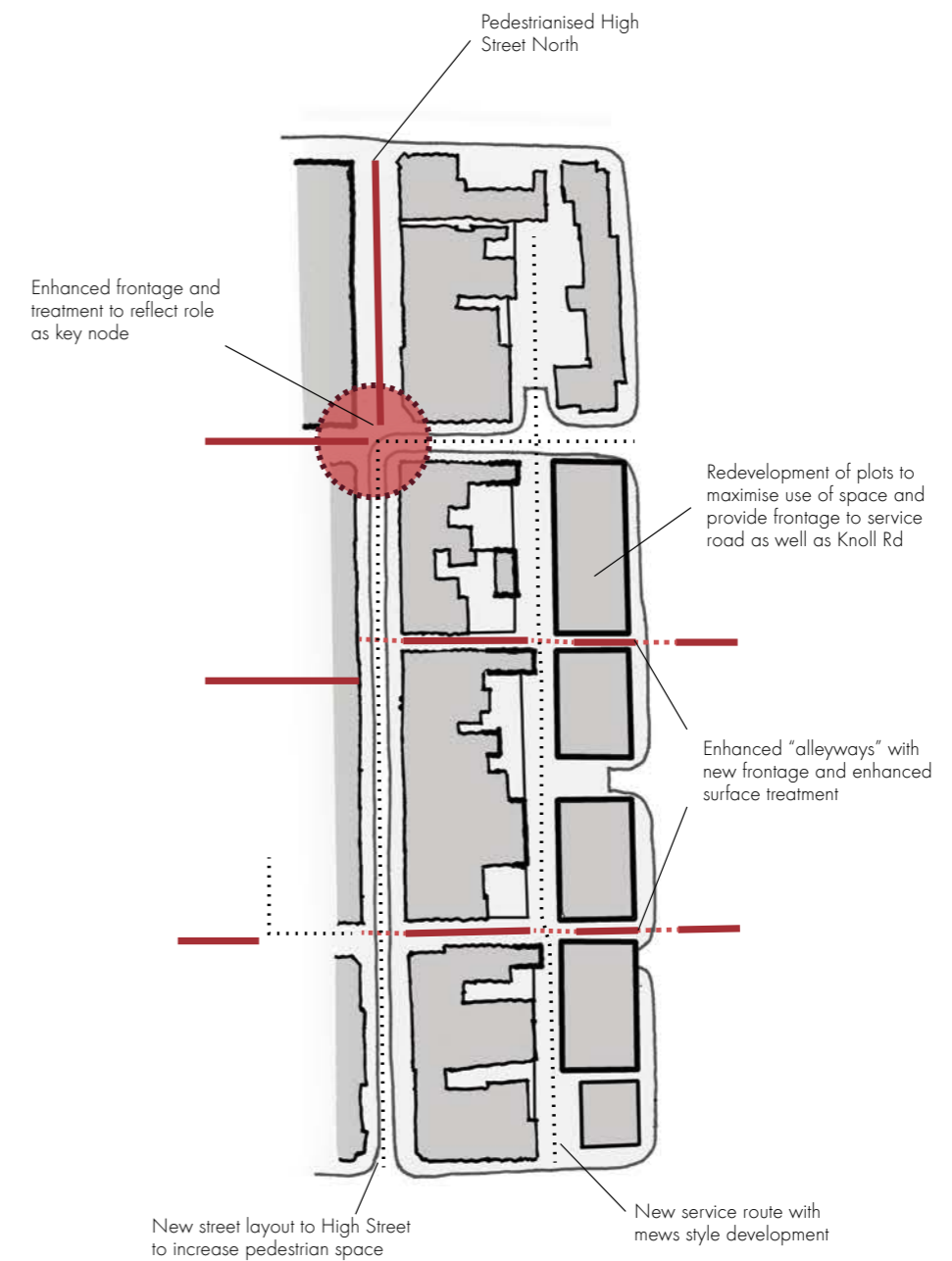
Policy context

This section of the SPD provides further guidance on the delivery of the following policies:

- Core Strategy Policy CP10;
- Camberley Area Action Plan (AAP) policies TC5, TC9, TC11, TC13 and TC20; and
- AAP Appendix 6 High Street Shopfronts Design Guidance.



An illustrative view showing the potential transformation of the High Street



Strategy diagram highlighting key components

The following sites provide opportunities to enhance and improve this area of the town centre.

The Granary Knoll Road

The building is an important historic asset in the town centre. Whilst the AAP at Policy TC20 suggest the re-development of this site there is opportunity for the Granary building to be retained and refurbished as a gateway building for Knoll Road and the town centre.

Knoll Road Commercial Area

The High Street opportunity area also includes the west side of Knoll Road. The character in this area is very different and there is an opportunity to significantly improve the environment between the historic High Street and the more modern office development in Knoll Road.

At present servicing arrangements on the eastern side of the High Street take up more space than is needed with separate service lanes and yards for each section of the High Street. There is a major opportunity to rationalise the space taken up by service access and turning heads by:

- Introducing a single one-way service route running north to south between the High Street and Knoll Road to provide easy and efficient servicing of the High Street.
- Enabling mews style development to screen the backs of the High Street units and to improve the environment of this transitional area.

The introduction of a single service yard would also provide an opportunity for an intensification of the office uses along Knoll Road, including potential for providing further frontage onto the service route/mews street to the rear. Any intensification of these plots should not result in changes to the massing along Knoll Road. Development along Knoll Road should not exceed 5 storeys and as a rule be in a perimeter block format.

Bissengen Way and Knoll Walk

These walks are important links into the town centre from the cultural and residential areas to the east of the High Street. Opportunities exist to introduce more frontage development on these routes along with environmental improvements. The possibility of introducing a single service road parallel to the High Street will provide for mews style development to provide frontages to these areas.

The crossing routes of these links will need to be carefully designed to ensure pedestrian priority is maintained. There is also the opportunity to introduce more greening to these routes to enhance their appearance. Regard should be had to the following in introducing landscaping to ensure that it can be properly maintained:

- Use of free standing elements such as pleached trees or living willow walls should be considered
- Use of climbing plants on support screens can provide a low maintenance green screen
- Allow for seasonality through the choice of planting
- Consider the use of interactive elements or bird boxes within planting to provide pockets of activity

Along Knoll Walk, there would also be scope to include art screens / displays, emphasizing the link to the Cultural Quarter.



Illustration of how The Granary building could be refurbished

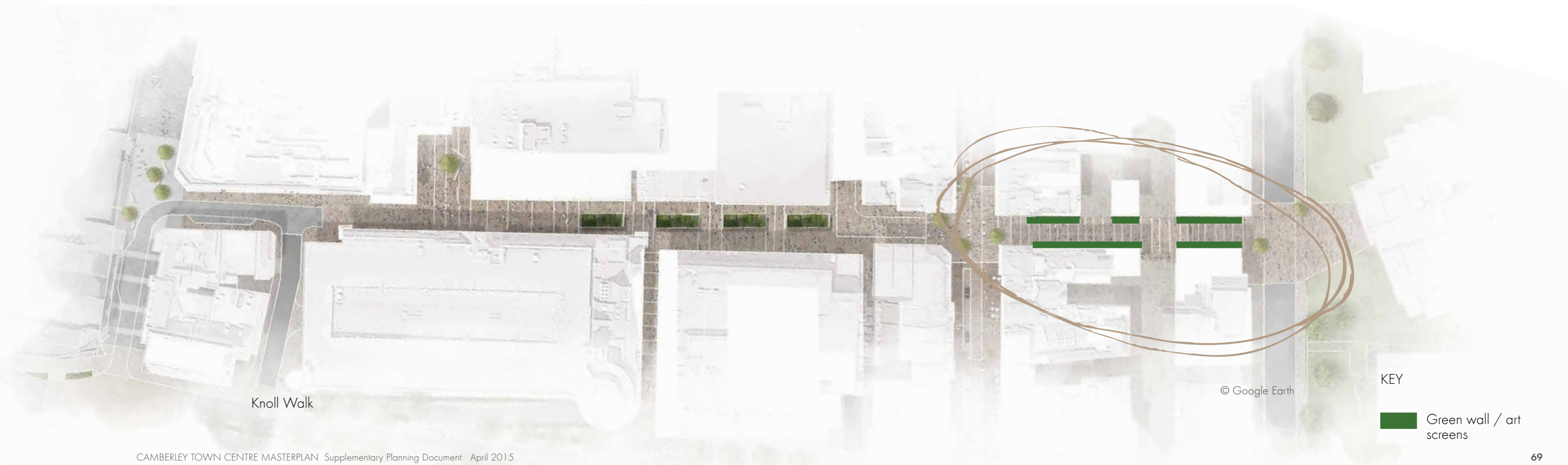


Key Plan

© Google Earth



Pleached tree screens



Knoll Walk

© Google Earth

KEY

Green wall / art screens



High Street

The High Street will continue to be a very important element within the whole town centre offer. The High Street is one of the most attractive and historic areas of the town centre with a large number of Victorian/Edwardian buildings surviving along this key route. It will be the focus for independent and niche retail. To support this role the quality of the High Street environment will be significantly improved and this will be the focus of investment in this part of the town centre.

The High Street will continue to be an important retail area, with a focus on independent shops, restaurants and cafes. In addition to public realm improvements on the High Street there are redevelopment opportunities to the east of the High Street. Pedestrian connections and service areas could be significantly improved through more rationalised servicing strategy and the introduction of new development and frontages.

Development guidance

Scale and type of new development

The focus of change on the High Street itself will be on streetscape and environmental improvements with limited redevelopment anticipated. Any development along the High Street must be in keeping with the street's character and should not exceed 3-4 storeys.

Shopfronts

Appendix 6 of the AAP sets out High Street shopfronts Design Guidance. In taking forward these guidelines the following guidance should steer shopfront improvements:

- Signage should be of historic proportions within old fascia
- Historic features such as stepped corbels and fascias should be exposed where present
- Large windows should support views into and out of shops
- A single colour should be used for signs and shopfronts. The colour should be appropriate to the historic character of the street
- Stall risers should be introduced wherever possible



High Street east side



High Street west side

Public realm and movement guidance



In taking forward the schemes identified in this opportunity area regard will also need to be given to section 3.5 the Movement framework.

Opportunities exist for transforming the layout of the public realm in the High Street. The design will increase the amount of space given to pedestrians and reduce that available to vehicle movements. Whilst the design should ensure greater pedestrian priority, it is not proposed that this should extend to a shared surface arrangement. Instead, the definition between pavement and carriageway will be clearly articulated, but on a more level surface. The choice of materials must be led by the objective to provide a high quality setting to the Victorian/Edwardian architecture. Materials must be robust and appropriate to the usage of the street.



Examples of similar street layout in Lewes

The re-design of the High Street public realm will achieve and include the following:

- Reinforce the High Street as an important hub for the community.
- Increase the quantity of usable open space.
- Narrow the carriageway to lessen the dominance of vehicles within the space.
- Provide a pedestrian priority space.
- Reduce parking to one side of the street - enlarging the pavement on the opposite side to allow for tree planting and spill out space.
- Encourage cafe spill out to provide activity along the street.
- Minimise street clutter through the use of a simple coordinated palette of street furniture and high quality materials.
- Reduce the speed of vehicles along the route through the use of raised tables forming extensions of the east-west 'fingers'.
- Decrease the dominance of the vehicle whilst providing logical alternative access routes.
- Provides an opportunity for local businesses to benefit from and activate the public realm.



Illustration showing how the High Street environment could be enhanced through highway and public realm interventions



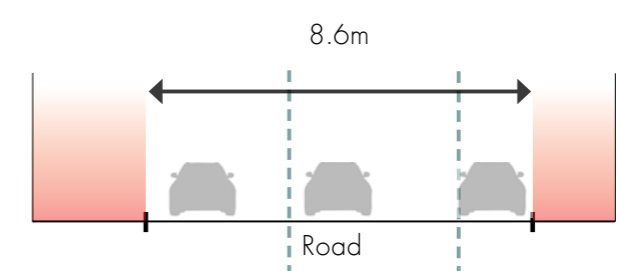
© Google Earth

Key Plan

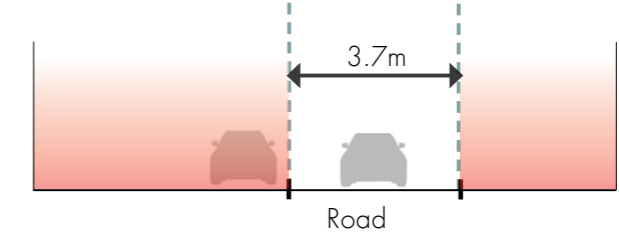
KEY

- 1. Nodal Point
- 2. Reduced carriageway
- 3. On street parking / servicing bays
- 4. Pedestrian priority crossing points
- 5. Cafe spill out
- 6. Pedestrianised section of High Street
- 7. Low level planting / seating pockets

Existing Streetscape - HIGH STREET



Proposed Streetscape A-A'



Reduced carriage way width

© Google Earth

The strategy involves the following changes:

- Narrow the carriageway to lessen the dominance of vehicles within the space.
- Reduce parking to one side of the street - enlarging the pavement on the opposite side to allow for tree planting and spill out space.
- Provide designated loading bays.
- Provide pedestrian priority crossing points.
- Tree planting along the road to mark key spots.
- Provide informal arrangement of street furniture along the length of the street as part of a coordinated palette for the town.

The positions of taxi ranks will be determined through detailed design.

Parking bays / loading bays

Crossing point / markers

Minimal kerb height



View of High Street



Norwich

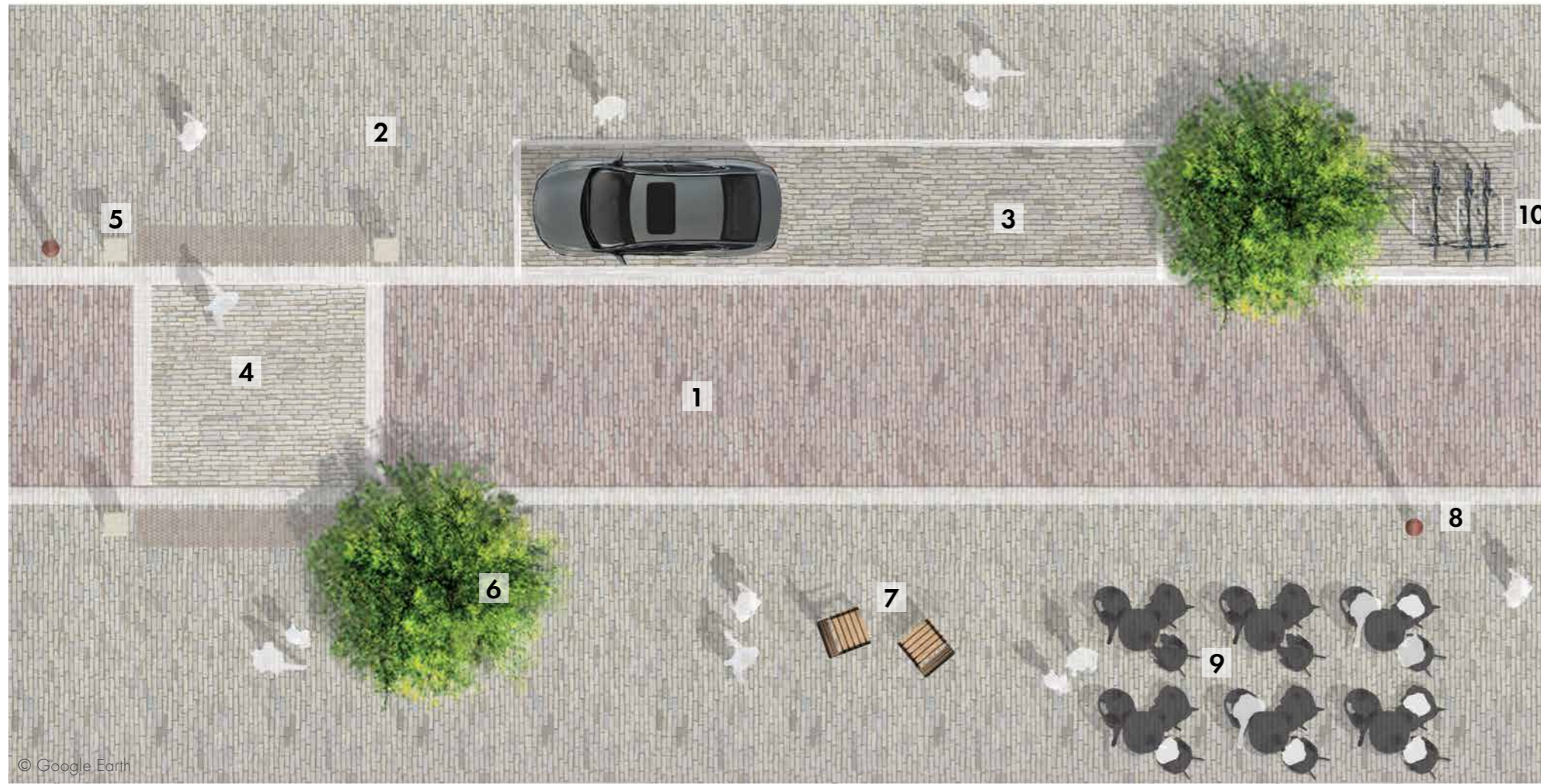


Lewes



Lewes

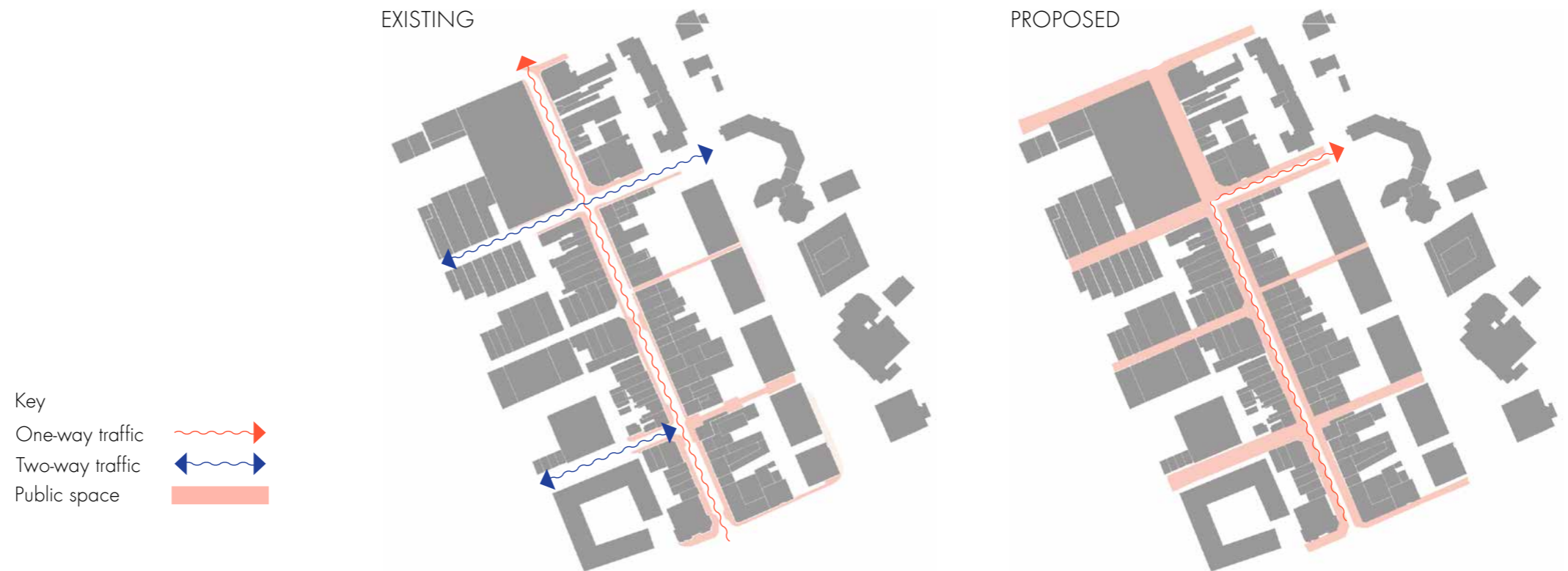




KEY

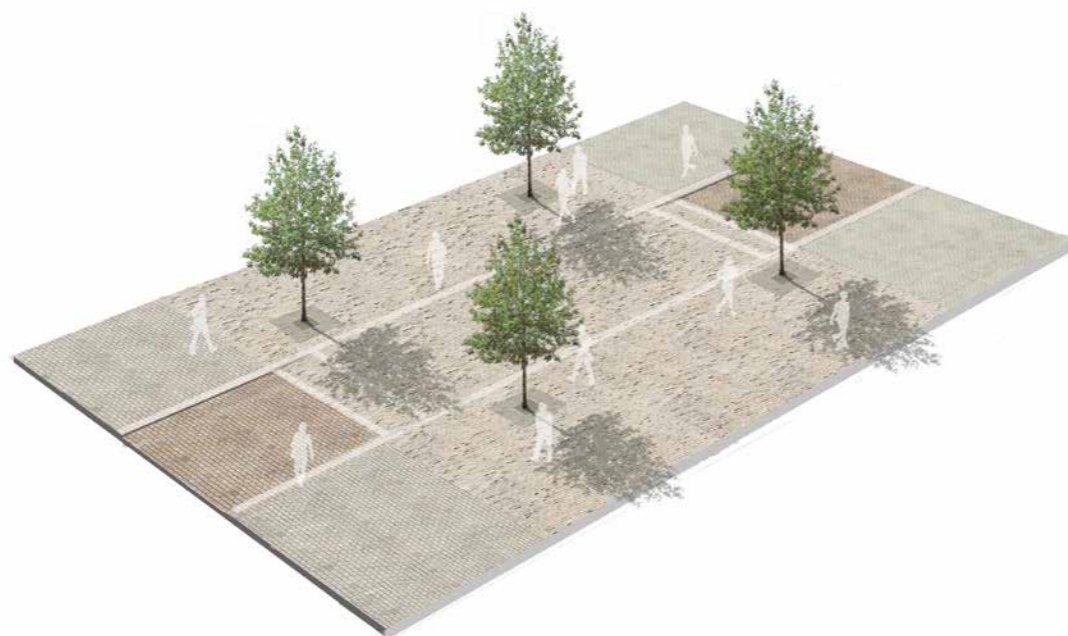
- 1. Paved carriageway
- 2. High quality paving to pavements
- 3. On street parking / servicing bays
- 4. Pedestrian priority crossing points
- 5. Stone markers
- 6. Tree planting
- 7. Seating groups
- 8. Lighting
- 9. Spill out cafe seating
- 10. Cycle parking

Typical detail plan of one way street

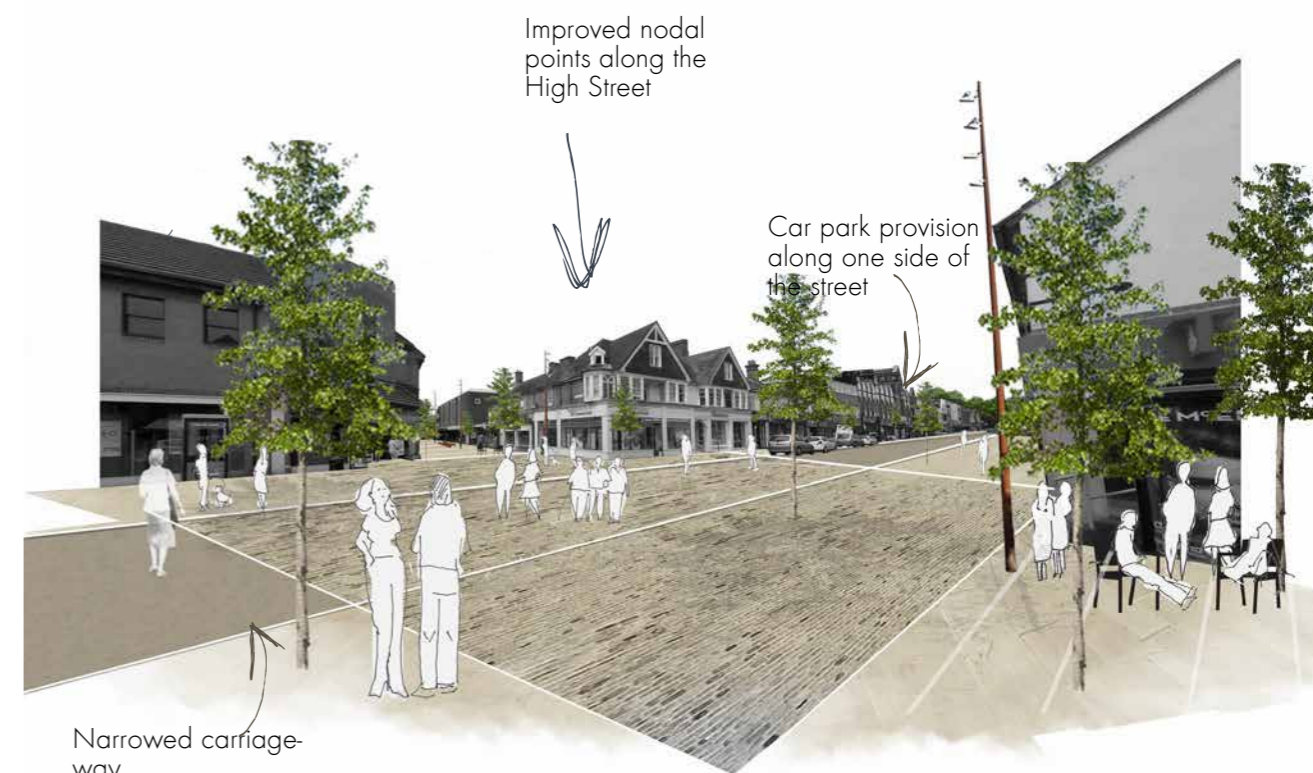




Key Plan



Proposed treatment at nodal points (junctions and crossing points) along High Street



Improved nodal points along the High Street

Car park provision along one side of the street

Narrowed carriage-way

Shared space at key nodes creates an environment where vehicles are encouraged to slow down

Unified Paving Palette



Bright / warm palette of materials

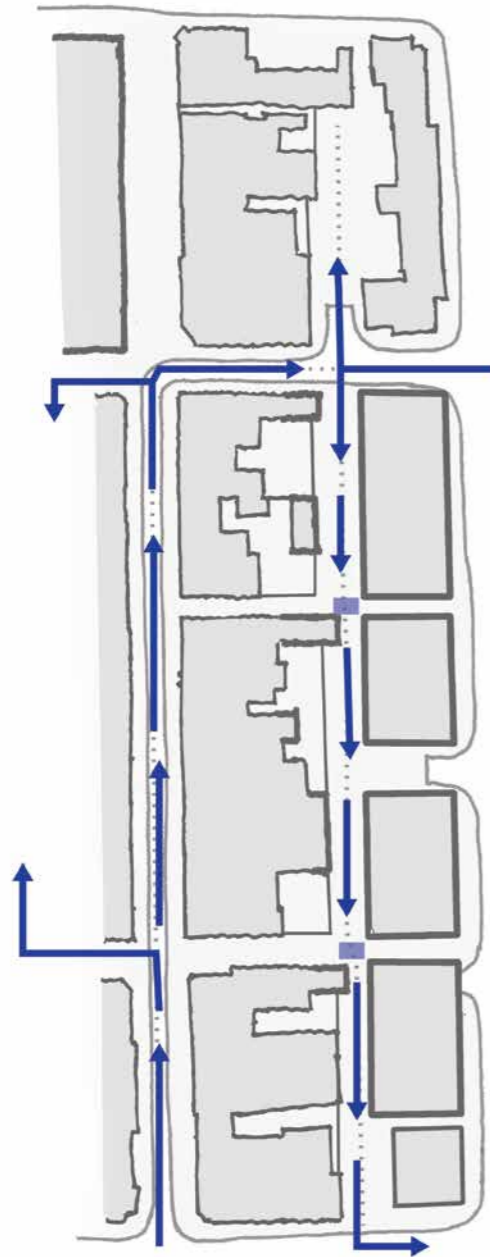


VARIED unit size

REFERENCE THE LOCAL VERNACULAR



PATTERN + TEXTURE



— Service access ■ Service crossing over pedestrian route

Illustration showing how service access would operate

Summary of requirements

Building scale	Any new buildings must respect existing building heights and scale, with a maximum height of 3-4 storeys on the High Street. Development on Knoll Road should not exceed 5 storeys.
Land uses	The High Street will continue to be an important retail area, with a focus on independent shops, restaurants and cafes. Away from the High Street frontage there is more scope to see a gradual change from the predominant format of bulky offices towards a more mixed environment which incorporates office space, residential development and potentially retail uses.
Building frontage	Any new frontage on the High Street, Knoll Road, St George's Road, Knoll Walk or Bissingen Way should be active and positively address the street. A clear building line should be established along the new single service lane through new mews development on the west and the redevelopment of Knoll Road plots on the east side of the route.
Streets	The High Street will be transformed with a new layout to the public realm. A new mews style street is to be created to the east of the High Street which will create a safe and attractive environment for both servicing and pedestrian movement.
Public spaces	The pedestrian connections of Bissingen Way and Knoll Walk will be enhanced, with new frontage where possible and green walls / art screens.

Implementation guidance

Delivery partners

Local retailers and businesses will be encouraged to support and work alongside the Borough Council as works to the High Street are introduced.

The Borough Council will encourage landowners to bring forward applications for refurbishment and redevelopment on the sites identified in this opportunity area, namely The Granary and sites to the west of Knoll Road.

The public realm scheme designs detailed in this section have been broadly costed to ensure they are realistic and deliverable.

Timeframe

The new treatment to High Street North will need to take place alongside the London Road redevelopment. New development associated with a single service / mews lane to the east of the High Street should be explored at the earliest opportunity and come forward in the medium term.

Project delivery

Project Title	Lead	Potential funding sources	Timescales / Development links
High Street / Knoll Road			
Pedestrianise High Street North, with new treatment, furniture, lighting and planting	Landowner / developer - Capital and Regional with SHBC	Part of London Road Block - S106	Alongside London Road Block redevelopment (completion 2018)
Upgraded frontage on to High Street / St. George's Road junction on southern corners	Land owners and lease holders	New tenants?	Pre-2018
Refurbishment of The Granary building	Land owners	Developer	Mid-long term
Introduction of single service/mews style road behind eastern High Street units (including demolition of two to three ancillary buildings)	SHBC	Integral part of delivering development in this area	Mid-long term
Development to face on to new service/mews road	Land owners / SHBC		Mid-long term
Redevelopment of office blocks along Knoll Road	Land owners		Mid-long term
High Street shop frontage improvements - fund and advice to support shop owners?	Business owners and land owners supported by SHBC	SHBC could provide financial /technical support	Short-medium term
New surface treatment to High Street/St. George's Road junction	Landowner / developer - Capital and Regional with SHBC		Mid-long term
Bissingen Way environmental improvements	SHBC / land owners		Medium term
Knoll Walk environmental improvements	SHBC / land owners		Medium term
Improved junction and crossings at Knoll Road / Portesbery Road intersection	SHBC and SCC		Mid-long term linked to refurbishment of The Granary building and delivery of new single service lane

Full list of projects to be delivered within the High Street / Knoll Road Opportunity Area

4.4 PEMBROKE BROADWAY

Introduction

Pembroke Broadway is an important gateway from the south of the town, and forms the first impression on arrival for those coming to the town by train. The area is dominated by 20th Century free-standing buildings arranged along a wide vehicular street. However, at the moment it operates purely as a functional route for vehicles, with many of the town centre buildings turning their backs to the street. Vehicular movements dominate the street and character of this area.

A number of sites along Pembroke Broadway have been earmarked for change in the Area Action Plan, and together these offer a major opportunity to transform this southern gateway to the town centre. In particular, the rail station and Ashwood House sites could transform links into the town centre. The transformation of this opportunity area will involve enhancements to the more attractive buildings, redevelopment of key sites which currently perform poorly and the introduction of a more pedestrian-friendly public realm.

Objectives

The following objectives will underpin the enhancement of the Pembroke Broadway area:

- To enhance pedestrian connections across

Pembroke Broadway and into the town centre.

- To significantly improve the rail station environment and introduce a co-ordinated interchange between different modes (rail, taxi, bus and cycle).
- To open up Princess Way as an attractive, animated and open street.

Issues

- Pembroke Broadway acts as secondary gateway to the town centre, in particular for visitors coming from the south and by train, and could give a much more positive impression.
- The pedestrian environment along and across Pembroke Broadway is poor, with the area heavily focused towards vehicles.
- The character of this area means it has the capacity for intensification of some plots.

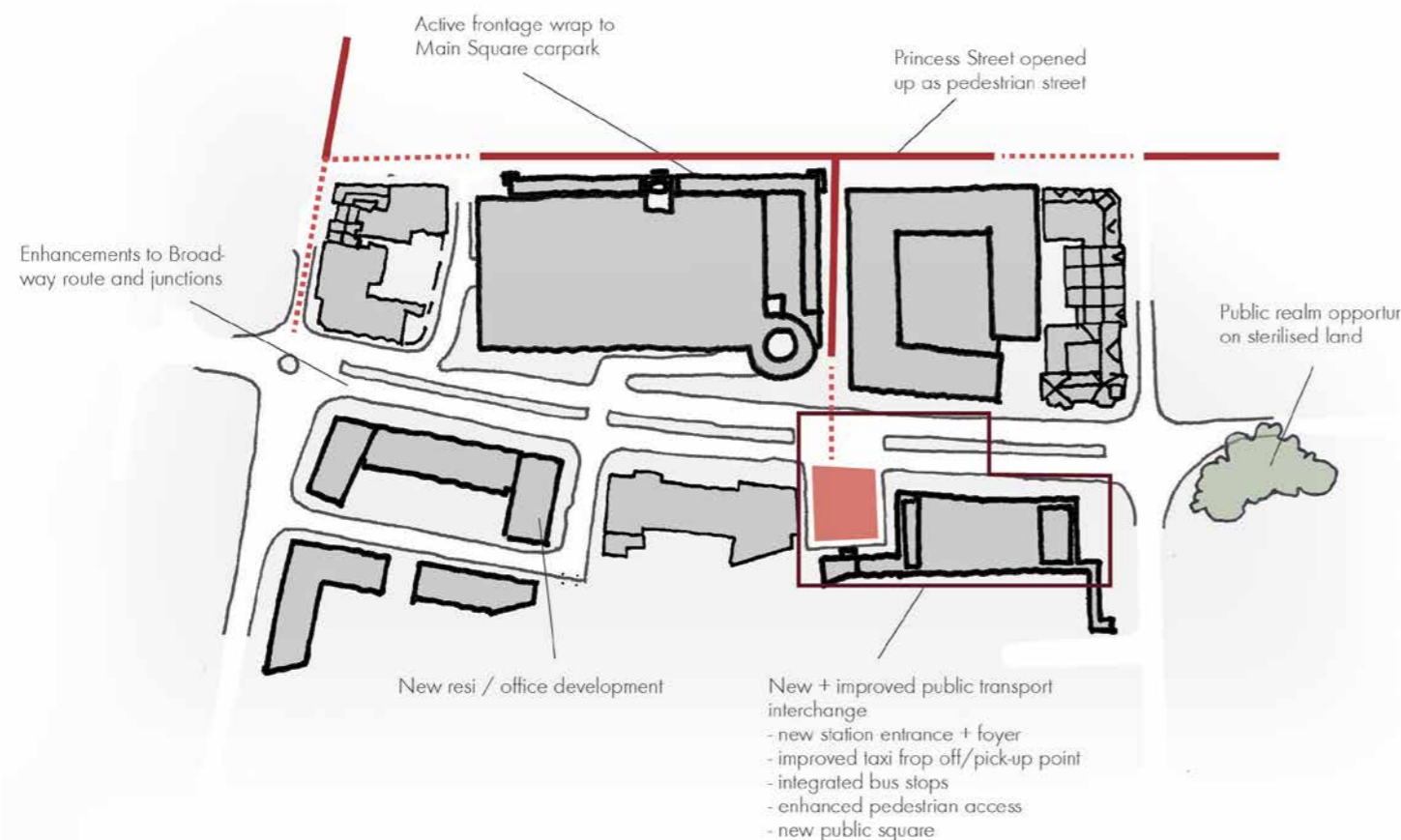
Policy context

This section of the SPD provides further guidance on the delivery of the following policies:

- Core Strategy Policy CP10; and
- Camberley Area Action Plan Policies (AAP) TC9 Pedestrians, TC15 Camberley Station, TC16 Land at Park Lane, TC17 Pembroke Broadway (north) and TC19 Former Magistrates Court.



Plan of Pembroke Broadway today



Strategy diagram

The following sites provide opportunities to enhance and improve this area of the town centre.

Main Square Car Park

Main Square car park represents an important entry point into the town centre. It has a strong architectural style and with refurbishment could play a positive role in the townscape. Currently the car park presents a blank frontage onto Princess Way. It is proposed that a new structure is added to the car park to wrap the northern and eastern sides. This will improve the external appearance and provide a more active frontage along Princess Way.

Ashwood House

Ashwood House provides for an opportunity to unlock the southern part of the town centre. Two options are available for the site.

- Refurbishment of the building with new uses introduced
- Demolition of the building and creation of a new mixed use scheme with a building line set back to allow for an enhanced pedestrian link to the rail station

Camberley Station

The redevelopment of this site will enable the delivery of an improved station entrance alongside a new station square providing a direct interchange with buses and taxis. The redevelopment of this site allows for a much improved gateway building to be provided.

The station square will provide a new public space along Pembroke Broadway, linking Camberley Station to the town centre. The provision of a shared space approach will provide for pedestrian links and reduction in traffic speed along Pembroke Broadway.



© Google Earth



Connection to town centre

KEY

- 1. Camberley Station
- 2. Shared space crossing
- 3. Station Square

© Google Earth

Princess Way

This key east west route will be opened up as a more traditional pedestrian street with 24 hourly access. An active frontage will be achieved along the whole of this route. The addition of an active frontage to the Main Square car park and the refurbishment/ redevelopment of Ashwood House will help in providing this active frontage. Proposals should provide an active route by opening up connections between Park Street, High Street and Knoll Road. Proposals should provide for pockets of seating and planting. The potential use of water as a feature should also be explored.



Spill out retail spaces (Image copyright: John Sturrock)



Low level planting and seating



Central space for cafe spill out



Pocket spaces for seating



The use of water as a playful element along the street

KEY

- 1. Low level planting and seating
- 2. Pocket spaces for spill out / seating
- 3. Shared space surface to allow servicing
- 4. Entrance plaza to shopping centre



© Google Earth



Princess Way

1. Low level Planting and seating
2. Pocket spaces for spill out / seating
3. Shared space surface to allow servicing
4. Shared space crossing over the High Street
5. Knoll Walk - clear routes for access
6. Potential for green walls
7. Improved crossings on Knoll Road



Illustrative elevation A - A'

Former Magistrates Court

Plans to refurbish the office block to the rear of the Magistrates Court may limit its potential for development in the short-medium term. There is an opportunity for this gateway site to be improved in landscape terms, potentially as a 'pop up forest'.

Development guidance

All sites that come forward in this opportunity area will need to have regard to the following development guidance:

Frontage and building lines

Opportunities to provide frontages onto Pembroke Broadway should be maximised to provide a more attractive environment for pedestrians. Any new station building should deliver a stronger frontage onto Pembroke Broadway and the southern end of the High Street. The transformation of Princess Way will mean that development north of Pembroke Broadway will need to contribute positively to the streetscene. Frontages onto Princess Way should aim for active uses such as retail.

The impact of the service yard entrance onto Princess Way should be minimised by the use of screening. A new gateway building should be introduced with gates to allow service vehicles to enter and exit.

Scale and Massing

The scale of Pembroke Broadway enables greater massing and taller buildings to be considered. Any proposals for buildings taller than the existing maximum heights should be of highest quality and provide a gateway entrance.

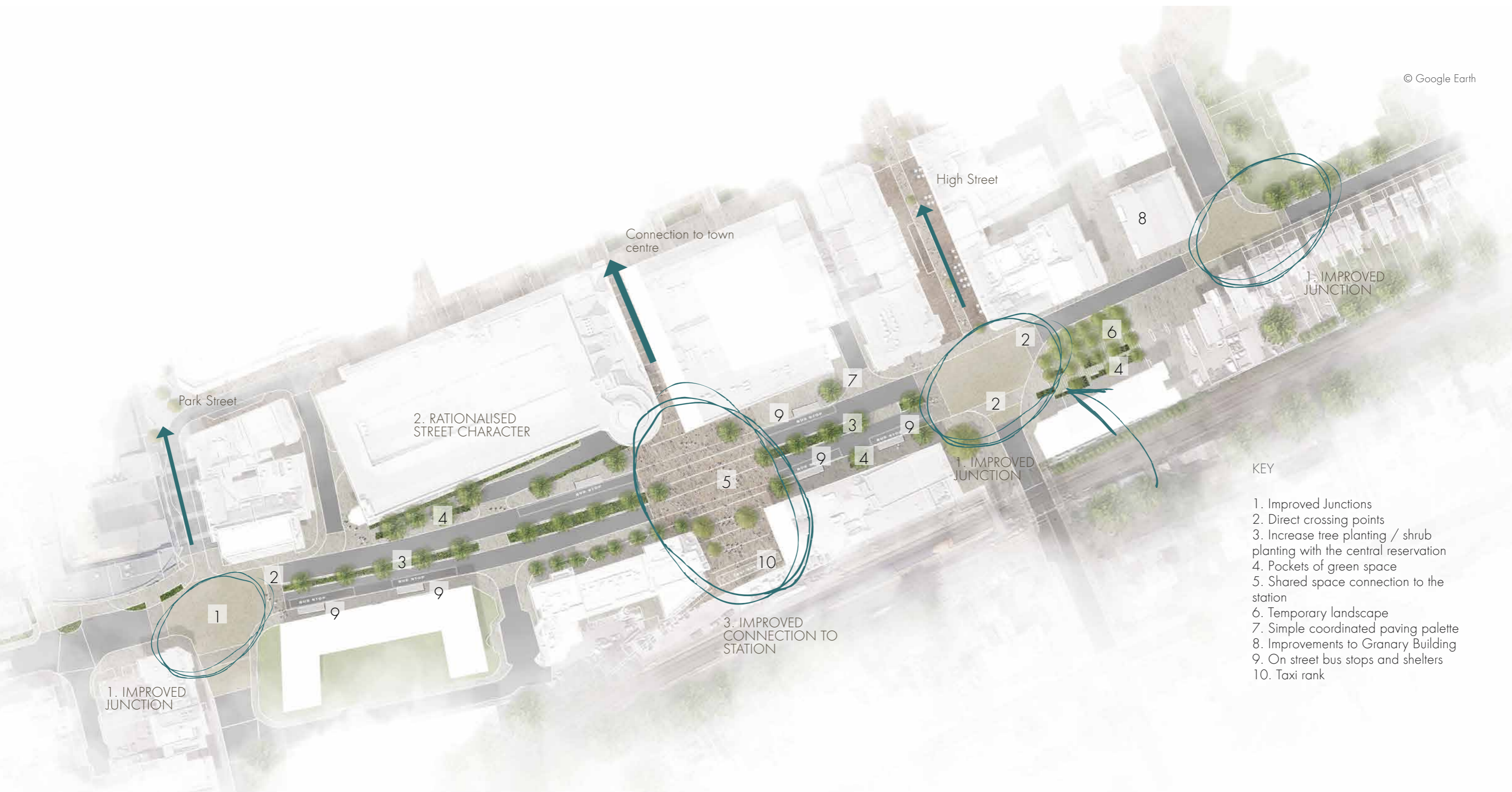
The impact of large blocks should be broken up through the vertical articulation and good design. In redeveloping plots the issue of permeability will need to be considered.

Mix of uses

Pembroke Broadway is an appropriate location for offices and this use will continue to be encouraged however redevelopment does offer the opportunity to provide some residential, retail uses leisure and community uses. Retail uses in particular should front onto Princess Way.



Illustrative proposals for a new station square



On street character



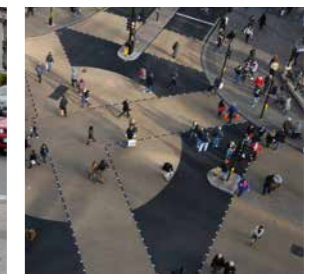
Direct crossing points



Active frontages



Improved Connections to the Station



Public space and movement guidance

In taking forward the schemes identified in this opportunity area regard will also need to be given to section 3.5 the Movement framework.

This area allows for significant public realm and highway improvements to be undertaken. The section of Pembroke Broadway between the junctions with the High Street in the east and the intersection with Park Street in the west will see environmental improvements. The public realm strategy outlines the opportunities for new street tree planting, enhanced pavement space as well as a significant new pedestrian crossing opposite a new station square. The street will be a high quality, predominately hard landscaped and functional space. The re-design of Pembroke Broadway will involve the following:

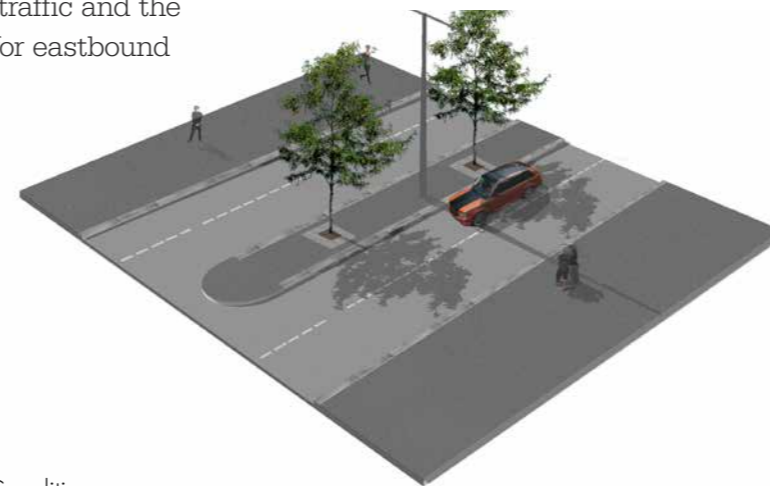
- Create a coherent streetscape through the specification of a coordinated palette of high quality materials.
- On street bus stops to eliminate the need to exit and re-enter traffic.
- Ensure a consistent approach is applied to improve the streetscape character of Pembroke Broadway.
- Reduce clutter and creating a legible environment.
- Introduce elements of green along the route.
- Improve the pedestrian crossings and access to the centre.

- Crossing points should be evenly spread along the length of the street.

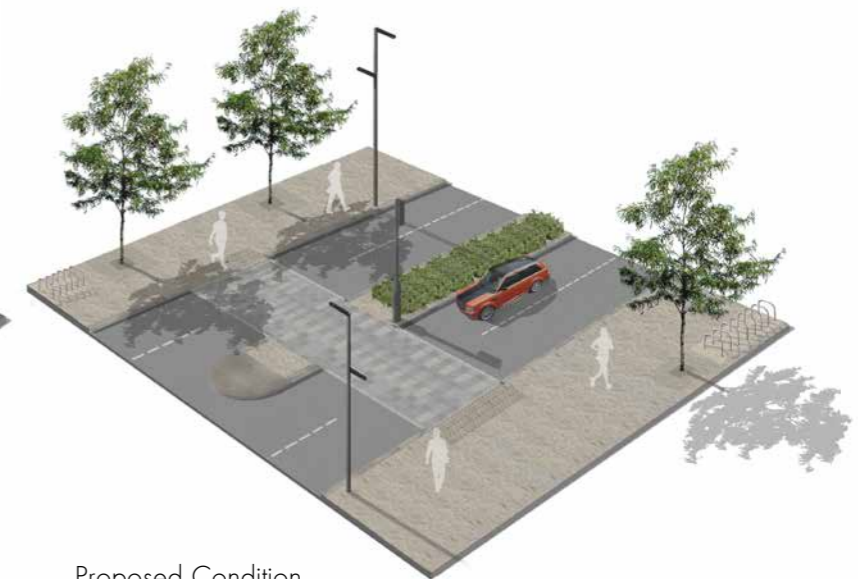
Pembroke Broadway will operate as an important interchange to and from bus services. Improvements to the street could include:

- On street provision of bus stops, prevents buses from exiting and re-entering traffic
- Carriageways changes to allow for another lane for vehicles to pass waiting buses.
- Provision of shelters to provide covered waiting space at each bus stop.
- Raised pavements where passengers load / unload to provide safe access for the passengers, especially for those disabled and visually impaired.

It is recognised that access to set down and pick up at southern end of the town centre is important. This is facilitated by the new station square for westbound traffic and the Albert Road/Park Street loop for eastbound traffic.

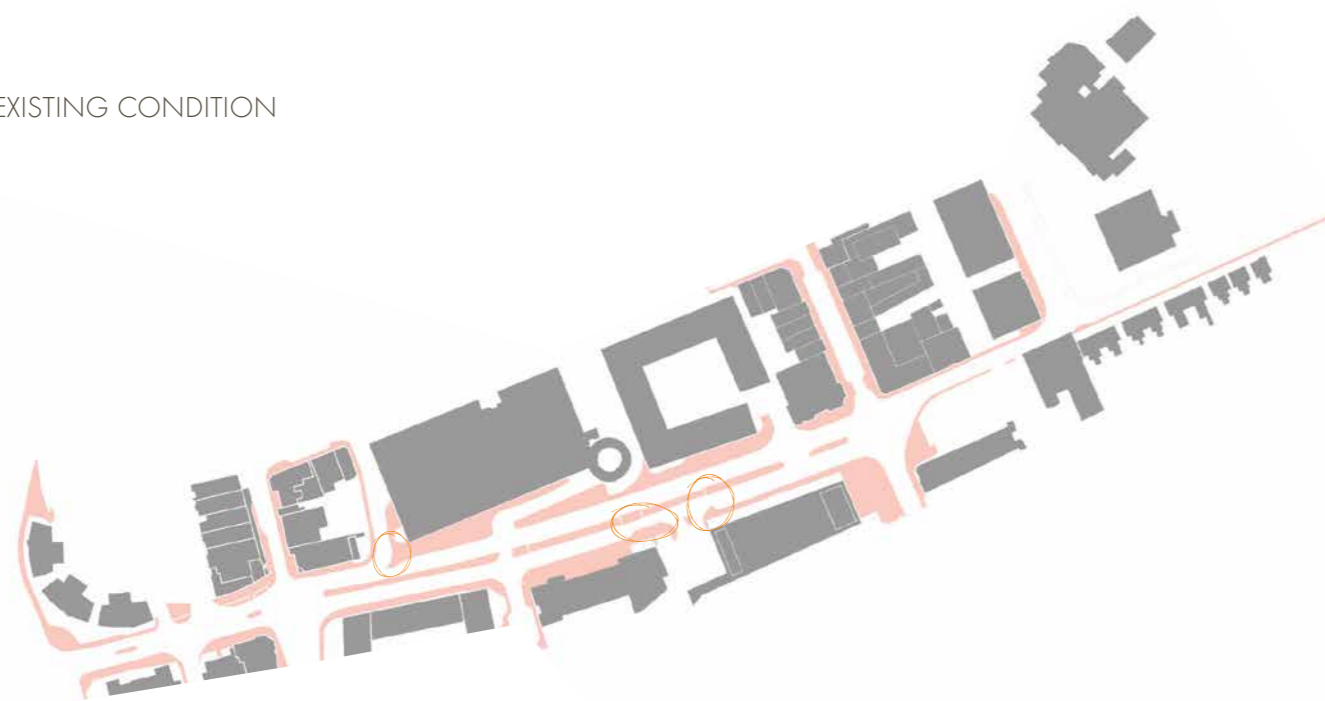


Existing Condition



Proposed Condition

EXISTING CONDITION



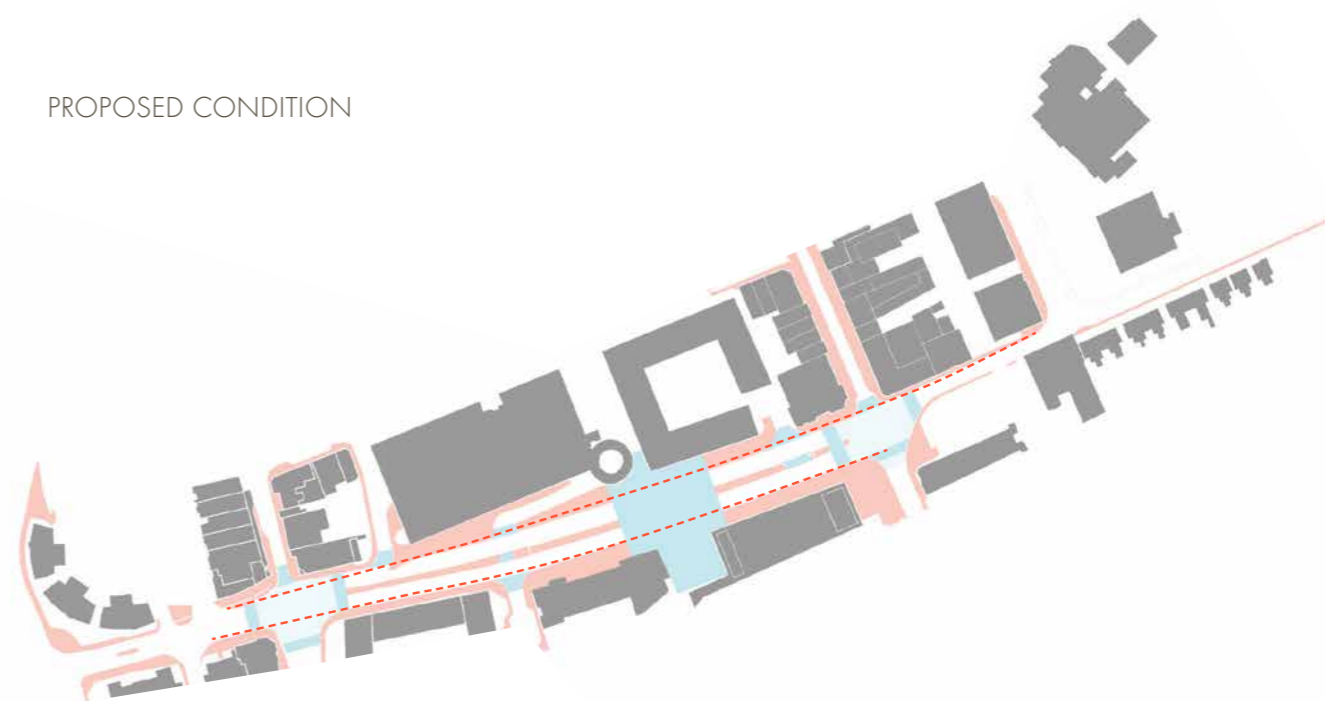
The width of the street within the existing condition varies and at pinch points reduces to a single lane.

Key

Pinch points that reduce the carriageway to one lane
Public space



PROPOSED CONDITION



Key

Consistent carriageway width
Shared space crossings
Public space



Pinch points along the length of the street reduce the width to a single carriageway at points, buses have to exit and reenter lanes of traffic at these points.



Kensington High Street has on street bus stops with continuous carriageway widths allowing for traffic to pass stationary buses.



Locally raised bus stops allow for easy access and integrate seating and bus shelters.

Summary of requirements

Building scale	Any proposal for buildings taller than the current maximum would need to be of the highest quality and located on one of the major junction gateways. Where opportunities exist to redevelop plots, effort should be made to reduce the large footprints and increase permeability.
Land uses	Appropriate land uses in this area are office uses, residential uses, retail uses (particularly fronting on to Princess Street and where possible onto Pembroke Broadway), leisure and community uses.
Building frontage	All opportunities to provide frontage on to Pembroke Broadway should be maximised. Frontage on to Princess Way should aim to achieve continuous active retail units on both sides of the street.
Streets	Princess Way will be transformed into an open pedestrian street. Pembroke Broadway will see environmental enhancements to support a better pedestrian experience.
Public spaces	A new open square will be created by lifting off the roof over Main Square on Princess Street. A new square outside a new station building will provide for easy interchange between modes.
Movement	The existing station building will be redeveloped and a high quality public transport interchange created, with new station entrance, a station square supporting drop off and pick up, and new bus provision along Pembroke Broadway adjacent to the station entrance.
Servicing	As with elsewhere in the town centre, the impact of service yard entrances should be minimised through new development and screening.
Parking	Main Square car park will be refurbished, both internally and externally.

Implementation

Delivery partners

Land owners along Pembroke Broadway will be important partners in delivering the vision for this opportunity area. In particular, Network Rail will be instrumental in unlocking the potential of the rail station and transport interchange to benefit the whole town

Opening up and introducing a new treatment to Princess Way, will be delivered by developments and investments linked to The Mall, outside of the developments in this opportunity area.

The public realm scheme designs detailed in this section have been broadly costed to ensure they are realistic and deliverable.

The vacant space on the Former Magistrates Court site could be most usefully transformed into a new, potentially temporary, green space.

Timeframe

The redevelopment of Ashwood House site could come forward in the short term. This could act as a catalyst for the remaining interventions in the area.

A number of the sites to the south of Pembroke Broadway are already being redeveloped and will likely continue to do so.

Project delivery

Project Title	Lead	Potential funding sources	Timescales / Development links
Pembroke Broadway			
New development attached to northern and eastern facades of Main Square car park			Medium term
Redevelopment / refurbishment of Ashwood House site			Short-medium term
Opening up and removal of cover to Princess Way and square	Land owner / developer	Development contributions	Alongside London Road Block redevelopment (completion 2020)
New treatment, street furniture, planting and lighting to Princess Way	Land owner / developer	Development contributions	Alongside London Road Block redevelopment (completion 2020)
New and improved pedestrian route from Princess Way to Pembroke Broadway and the rail station	SHBC	Development contributions	Short-medium term linked to Ashwood House and Main Square car park interventions
Internal refurbishment of Main Square car park	SHBC		Medium term
Redevelopment of Pembroke House site	Land owner / developer		Medium term
Redevelopment of site to south of Park Lane (underway?)	Land owner / developer		Short term
Redevelopment of existing station building and station entrance	Land owner / developer - Network Rail		Medium term
Introduction of a new station square	Land owner / developer - Network Rail	Development contributions	Medium term
Enhanced treatment to public realm and central reservation along Pembroke Broadway	SHBC / SCC	Development contributions	Medium term
Enhanced junction and crossings at Park Street / Pembroke Broadway intersection	SHBC / SCC	Development contributions	Medium term
New crossing and treatment to station square across Pembroke Broadway	SHBC / SCC	Development contributions	Medium term
Improved junction and crossings at High Street / Pembroke Broadway intersection	SHBC / SCC	Development contributions	Medium term
Enhancement of Former Magistrates Court site to provide (temporary) public space	Land owner with SHBC		Short term (temporary)

Full list of projects to be delivered within the Pembroke Broadway Opportunity Area

4.5 CULTURAL / CIVIC QUARTER



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Development strategy for Cultural / Civic Quarter

Introduction

A natural grouping of civic and cultural uses has evolved to the east of the town centre. The character of Knoll Road and the cultural and civic quarter is quite different from the rest of the town. Free standing statement buildings sit within relatively green landscaped areas set back from the road.

The vision is to build on this character and enhance the cultural/civic offer with new development and enhanced linkage. The main interventions in this opportunity area will be to improve the physical pedestrian connections to the town centre and the overall quality of the public realm. The emphasis will be more on public realm schemes as opposed to major development. Development opportunities may arise at the existing Camberley Library site and the sites currently occupied by Surrey Police and Portesbery School. Together, these sites offer a significant opportunity to reconfigure the eastern edge of the town centre by enhancing Camberley Park, and providing high quality new family housing adjacent to the town centre.

Further work will be undertaken with Surrey County Council regarding the masterplanning of this area.

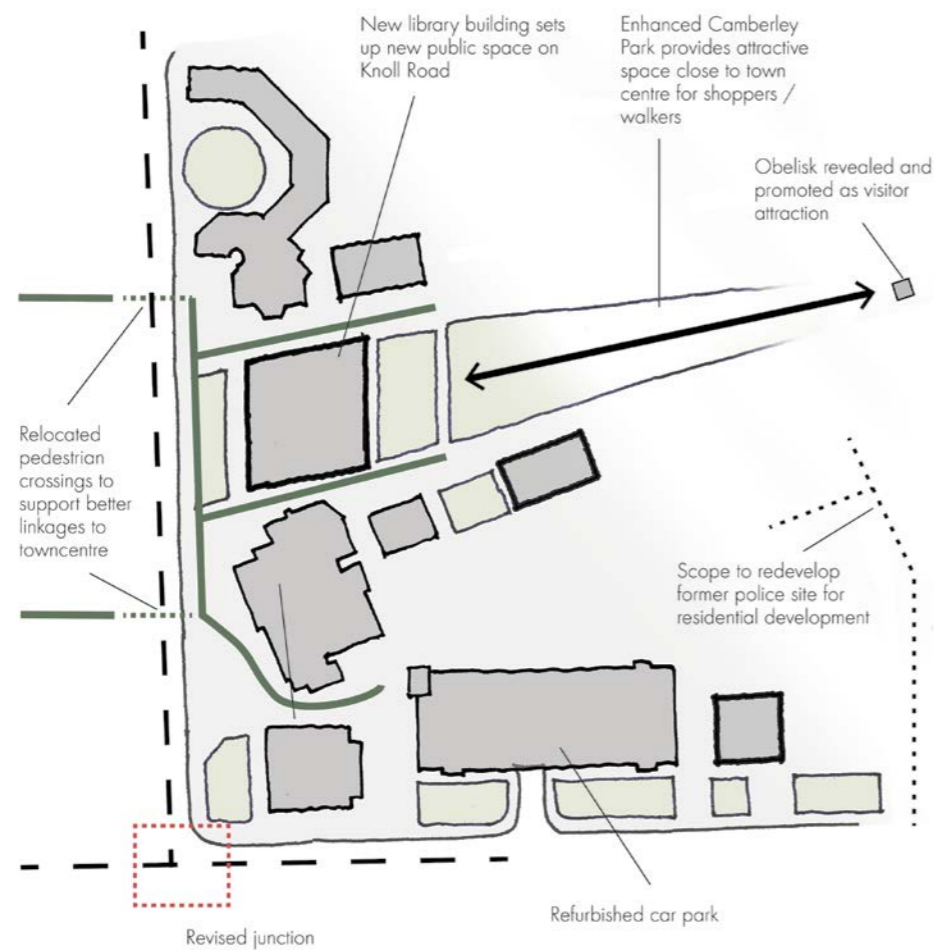
Objectives

The following objectives will underpin the enhancement of the Cultural / Civic Quarter:

- To enhance the cultural, civic and community offer through redevelopment and strengthen the character of this area.
- To improve the physical and visual links between this quarter and the town centre core.
- To open better connections to the Obelisk and Camberley Park, making these assets more part of the overall town centre offer.
- To reduce the barrier to pedestrian movement which Knoll Road currently creates.
- To redevelop the sites in the eastern end of the opportunity areas to reconfigure this edge of the town centre and help fund public realm improvements and cultural developments elsewhere in the opportunity area.

Issues

- Camberley's primary cultural and civic uses are currently separated from the rest of the town centre by Knoll Road, but with relatively minor improvements could be more strongly linked.
- Each of the venues currently sit quite separately along Knoll Road, but could be perceived more as a group and quarter through improvements to their settings.
- The main access route to the car parks at rear of Camberley Theatre and the Church causes an obstacle to pedestrian access to the venues themselves.



Strategy diagram highlighting key components



Camberley Theatre

Policy context

This section of the SPD provides further guidance on the delivery of the following policies:

- Core Strategy Policy CP10; and
- Camberley Area Action Plan Policies (AAP) TC18 Land East of Knoll Road, TC8 Improvements to the Highway Network and TC9 Pedestrians

The following sites provide opportunities to enhance and improve this area of the town centre.

Camberley Theatre

Improvements to the Theatre made in 2013 have enhanced the visitor experience. Further improvements to provide additional seating and improved backstage facilities are desired, with a view to creating a sustainable business. Externally, there is scope to significantly improve the setting of the Theatre by removing the vehicular route between Knoll Road and the car park. Re-routing access will release space at the front of the Theatre, enhancing the physical connection between the Theatre and the town centre, providing space for drop off and pick up and creating space for external cultural displays.

Camberley Library

Surrey County Council is looking to redevelop the current library site to bring the facilities up to date in a landmark building. The space in front of the library will be landscaped alongside the redevelopment to create a fitting setting for this new addition. The library building should have a strong frontage on to the new public space on Knoll Road, and should also create a new frontage on to Camberley Park, encouraging a much

stronger relationship with the Park to the rear. Scope for spill out and events space at the rear of the building next to the park will help to secure a positive relationship.

Eastern sites (Police Station site, Portesbery School)

To the east of Knoll Road car park are a series of sites which are likely to come forward over the medium term. Together these sites offer an opportunity to better define the town centre edge and transition to the residential hinterland. There is scope to deliver family housing on these sites in a co-ordinated manner around a new street network. This layout should also create new linkages into Camberley Park, supporting wider east-west pedestrian connections into the town centre via the park. The residential development should be attractively designed around a clear street network in a perimeter block format (with front doors on to the streets, and back gardens hidden within blocks).

Development guidance

All sites that come forward in this opportunity area will need to have regard to the following development guidance:

Frontage and building lines

There is not a consistent building line on the east side of Knoll Road and this is part of the character of the area, however the importance of frontage is no less important here. Buildings along Knoll Road need to have strong frontages, with clear and active ground floor relationships with the street. Entrances should be clearly defined, drawing visitors to them from the east-west town centre routes. New residential development in the eastern part of the opportunity area should be designed around a perimeter block format, with building fronts clearly addressing the street and building backs hidden within the blocks.

Scale and Massing

The scale of existing buildings in this area varies from the 4-5 storey large footprint of the Council offices building to the more modest and low rise Library and Theatre buildings. Future development will need to respect the character of this quarter and ensure public buildings are given adequate open settings with scales that do not depart from the parameters currently exhibited. Residential development to the east of the area should be predominantly 2 storey.

Mix of uses

Cultural, civic, community and faith uses will be encouraged along the east side of Knoll Road with a view to strengthening the existing cluster. Residential uses are considered appropriate for the future redevelopment of the easternmost sites in the opportunity area

Public space and movement guidance



Public realm framework for Cultural / Civic Quarter - showing new public space along Knoll Road and east-west connections into the town centre from the east

In taking forward the schemes identified in this opportunity area regard will also need to be given to section 3.5 the Movement framework.

Significant investment in public realm and highways improvements are anticipated in this opportunity area. The pedestrian environment around Knoll Road will be significantly improved. Pedestrian crossings will be relocated to align with the east-west connections across the town centre. New public spaces will be created along the east side of Knoll Road, creating a cohesive and attractive setting for the cultural civic uses.

The profile of the Obelisk is to be improved, with a view to promoting it as a visitor destination from the town centre. Physical interventions will be needed alongside this promotion, to improve the quality of the link up to the Obelisk. In particular, it would be beneficial to remove some of the self-seeded shrubs and trees in front of the Obelisk to increase the visibility of the Obelisk and enhance the quality of the view from this high point.

There is real potential for Camberley Park to play a much greater role in providing green and recreational space for users of the town centre. With relatively modest enhancements, such as new play equipment and better signage from the town centre, the park could attract shoppers and office workers to use the space as part of their town centre visit. Such a pattern would also encourage greater footfall to the cultural/civic quarter more generally.

Knoll Road car park plays a supportive role to the main town centre car parks. As an entry point to the town centre the car park could be upgraded to improve the arrival experience for visitors. An additional option which could be explored would be to alter the access and exit arrangements for the car park so as to improve the environment around the Theatre and the pedestrian connection across Knoll Road to the town centre.

Summary of requirements

Building scale	Future development will need to respect the character of this quarter and ensure public buildings are given adequate open settings with scales that do not depart from the parameters currently exhibited. Residential development to the east of the area should be predominantly 2 storey.
Land uses	Cultural, civic, community and faith uses will be encouraged along the east side of Knoll Road with a view to strengthening the existing cluster. Residential uses are considered appropriate for the future redevelopment of the eastern most sites in the opportunity area.
Building frontage	Buildings along Knoll Road need to have strong frontages, with clear and active ground floor relationships with the street. New residential development in the eastern part of the opportunity area should be designed around a perimeter block format, with building fronts clearly addressing the street and building backs hidden within the blocks.
Streets	The pedestrian environment around Knoll Road will be significantly improved, including the relocation of pedestrian crossings. New streets established in the eastern part of the opportunity area should be well connected and support attractive pedestrian linkages to neighbouring areas. Street trees and vegetation should form an integral part of street design.
Public spaces	Camberley Park and the path to and setting of the Obelisk will see improvements to support these assets as visitor destinations. A new public space will be created along the east side of Knoll Road as a social space and setting to the cultural uses.
Movement	Knoll Road car park will be improved to support a better visitor experience.

Implementation

Delivery partners

Surrey Heath Borough Council will work in partnership with Surrey County Council and Surrey Police to realise the vision for this opportunity area.

The public realm scheme designs detailed in this section have been broadly costed to ensure they are realistic and deliverable.

Timeframe

The timing of interventions in this opportunity area will be primarily dictated by Surrey County Council and the Borough Council's cultural investment strategy. It is anticipated that a new library could be delivered in the medium term. public realm improvements happening concurrently.

Project delivery

Project Title	Lead	Potential funding sources	Timescales / Development links
Cultural / Civic Quarter Redevelopment of library on existing site		Development contributions	Medium term
Refurbishment of Knoll Road car park	SHBC	Development contributions	Medium term
Redevelopment of former police site and neighbouring sites once come forward (longer term)	Land owner / developer	Developer	Medium-long term
Relocation of pedestrian crossings across Knoll Road	SHBC / SCC	Development contributions	Short-medium term
Enhancements to Camberley Park, including new attractions/upgraded playground	SHBC	Development contributions	Short-medium term
Enhancements to Obelisk and immediate setting to promote as visitor destination	SHBC	Heritage Lottery Fund Tourism related funds	Short-medium term
Further improvements to Camberley Theatre	SHBC	Development contributions	Short-medium term
New public realm works to create space on eastern side of Knoll Road and enhanced setting to quarter	SHBC	Development contributions	Medium term (after or alongside redevelopment of Library)
Enhanced pedestrian links between Knoll Road and Camberley Park	SHBC / SCC	Development contributions	Medium term (after or alongside redevelopment of Library)

Full list of projects to be delivered within the Cultural / Civic Quarter Opportunity Area

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