

# CAMBERLEY TOWN CENTRE

## MASTERPLAN AND PUBLIC REALM STRATEGY



**SUPPLEMENTARY PLANNING DOCUMENT**

April 2015



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Urban Practitioners



# CONTENTS

<b>1</b>	<b>INTRODUCTION</b>	<b>5</b>
<b>2</b>	<b>CONTEXT</b>	<b>6</b>
2.1	Camberley today	6
2.2	History	7
2.3	Planning Policy context	8
2.4	Understanding Camberley	11
<b>3</b>	<b>TOWN CENTRE FRAMEWORK</b>	<b>23</b>
3.1	The vision	23
3.2	Strategic objectives	23
3.3	Realising the framework	26
3.4	Development framework	27
3.5	Movement framework	29
3.6	Public realm framework	34
3.7	Delivery	43
<b>4</b>	<b>OPPORTUNITY AREA GUIDANCE</b>	<b>45</b>
4.1	Introduction to opportunity areas and sites	45
4.2	London Road	46
4.3	High Street / Knoll Road	66
4.4	Pembroke Broadway	84
4.5	Cultural / Civic Quarter	98





# 1 Introduction

Camberley town centre is changing rapidly. Major development in the town centre has taken place in the last few years to deliver the Atrium, and there are significant plans for new investment in the immediate future. It is essential that future changes have a wholly positive impact on the town centre and exceed the expectations of the residents and visitors it serves. To manage and steer this scale of change Surrey Heath Borough Council has developed a masterplan that will form the framework for the town centre. This document sets out the masterplan and the movement, public realm and development strategies which underpin it.

The Camberley Town Centre Area Action Plan adopted in July 2014 provides the basis for future change and development in the town centre. The Area Action Plan sets out the broad land use policies which will steer development and identifies the Opportunity Areas which will form the focus for change.

This SPD provides the next layer of information and guidance to support the delivery of the vision encapsulated in the Area Action Plan. It will be used to help determine planning applications in the town centre, as well as to steer street and public space investment.

Local stakeholders have informed and supported the content of this SPD through

informal consultation in 2014 and formal consultation on a draft version of the SPD in early 2015.

This Supplementary Planning Document will:

- add detail to the guidance established in the Area Action Plan;
- establish key parameters for each development site;
- set out development briefs for each site;
- establish a clear concept design for the town centre's public realm;
- establish parameters for public realm improvements and indicate a preferred palette of materials to be used; and
- outline the improvements for which developer contributions will be sought.

The document is structured as follows:

- Context - covering background policy and urban design analysis.
- Town centre framework- outlining strategic town centre wide objectives and development, public realm and movement concepts.
- Opportunity area guidance - setting parameters for change in the four opportunity areas.

# 2 Context

## 2.1 CAMBERLEY TODAY

Camberley is located in the heart of the Blackwater Valley at the north western tip of Surrey. The town's green and picturesque location is a reminder of the days when the landscape of the area was defined by natural heathland and the surrounding woodland is still a dominant characteristic.

Camberley is a dynamic and progressive town set in the heart of one of the most affluent parts of the UK. The town is well connected, only ten minutes drive from the M3 and within easy commuting distance to London.

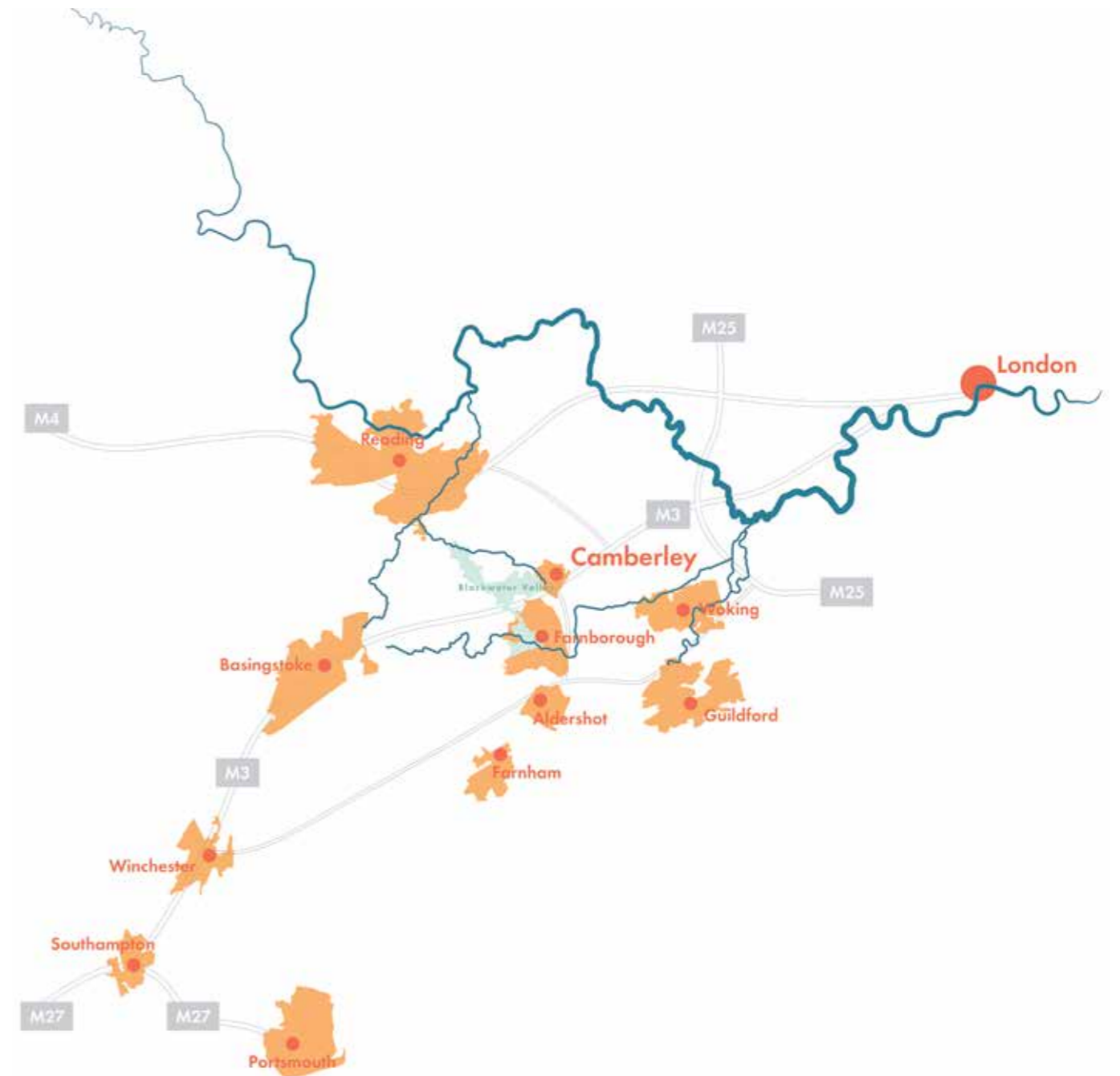
Camberley has a thriving and active community. The town is one of the safest in the UK and considered a very welcoming and family-friendly location to live.

Camberley is home to 25,000 people. The town centre is identified as a Secondary Regional Centre serving mainly local needs. It is currently ranked 26th out of the top 50 centres in the South East, and is one of very few Secondary Regional Centres included in this set.

The town centre is home to approximately 500 residents, but has around 5,660 people working in the centre during the day, making a significant contribution to the town centre economy.

In addition to significant retail floorspace, the town centre also boasts a broad range of leisure and cultural facilities, including Camberley Theatre, The Atrium cinema and bowling and Surrey Heath Museum. The Arena Leisure Centre is located just beyond the town centre boundary on London Road.

To the east of the town centre is Camberley Park and beyond this The Obelisk - a Grade II listed structure built in the mid 18th century which forms an important local landmark.



Camberley's location in the Blackwater Valley

## 2.2 HISTORY

### Origins

Camberley Town Centre began life as Cambridge Town, a centre planned to serve the Royal Military College at Sandhurst. Its regular grid structure clearly demonstrates the influence of military planning and the consistent character of the historic buildings along the London Road and High Street are testament to the rapid pace of development which saw the town centre take shape over a relatively short period of time.

A rail link to London was established in 1878, and by 1915 the town centre had been largely filled out along the grid structure which still forms the principal network of streets today.

London Road, facing the Royal Military Academy was originally the principal street. However, High Street grew in importance as the connection between the RMA and the railway station.

A number of attractive buildings remain, particularly along the High Street, which give a strong flavour of the late Victorian and early Edwardian period in which the town originally grew.

### Post war change

After the Second World War, Camberley Town Centre underwent extensive redevelopment, to allow for a significant increase in shopping and commercial uses. A new outdoor shopping precinct, between Park Street and High Street, was established in the 1960s. This reflected the grid form of the town and in the case of Obelisk Way and Princess Way incorporated and redeveloped existing streets. Most of the buildings were two storey, many of them with dwellings on the upper level.

In the late 1980s this development was again remodelled, with the central streets including Princess Way and Obelisk Way glazed over to create enclosed arcades. This had the effect of providing a more sheltered environment for shoppers, but at the expense of usable streets at times when the shopping centre was closed.

The resilient grid of the town centre provides the ideal template for a successful shopping environment and provides a strong basis on which to enhance Camberley town centre and deliver the bold vision for change.



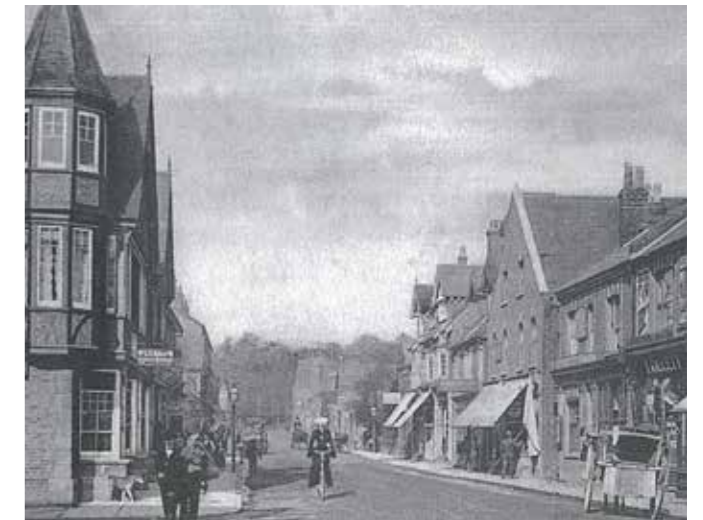
Camberley, 1871



Camberley, 1897



Camberley, 1935



High Street, 1905



London Road Post Office, 1914



Camberley town centre 1979

## 2.3 PLANNING POLICY CONTEXT

The role of this Supplementary Planning Document is to support existing planning policy for Camberley. This has been developed over recent years and forms a robust and consistent basis for attracting investment and managing change.

The principal documents are:

- Surrey Heath Borough Core Strategy (2012); and
- Camberley Town Centre Area Action Plan (2014).

### **Surrey Heath Borough Core Strategy**

Policy CP10 Camberley Town Centre in the Surrey Heath Core Strategy and Development Management Policies 2011-2028 states that: "The role of Camberley as a Secondary Regional Town Centre will be consolidated and enhanced through measures to improve shopping, business, leisure, cultural and community activities."

In addition, "regeneration of the town centre to sustain vitality and viability and in particular address the high level of office vacancies within the town and the poor environmental quality along the London Road frontage" will be promoted. The Core Strategy anticipates that up to 200 new homes could be delivered alongside 41,000 square metres of gross retail floorspace in the period up to 2028.

The policy also states that new development should contribute toward some or all of the following as appropriate:

- Serve the retail needs of the resident population and the working population within the catchment area for comparison and convenience goods.
- Support the role of the town centre as a centre for employment.
- Enhance the role of the town centre as a centre for leisure and cultural activity within the Borough.
- Contribute to the enhancement of public transport services for the town centre and improvements to the local highway network including pedestrian and cycling facilities.
- Create a high quality well designed environment.
- Meeting the housing needs of the Borough.
- Aspire, in residential schemes, to achieve CO2 reduction and water efficiency in line with Code 6 of the Code for Sustainable Homes
- Seek to achieve zero carbon and efficient use and recycling of other resources in new commercial or retail development
- Avoid having an impact upon the European Sites.
- Protecting and enhancing Public Open Space.



## Camberley Town Centre Area Action Plan

The principal objectives for the town centre are highlighted in the Camberley Town Centre Area Action Plan (AAP) adopted in July 2014. The vision and objectives follow on from those set out within the Surrey Heath Core Strategy and Development Management Policies 2011 - 2028. The town centre boundary as defined in Policy CP10 of the Core Strategy forms the basis of future work on Camberley town centre. However, for completeness the Council's justification for this approach is set out in the AAP.

The Council's approach to the future spatial strategy for the town centre is based around accommodating retail redevelopment, regenerating the London Road A30 frontage and encouraging the re-use of vacant office floorspace. The land uses that will drive regeneration are retail and housing.

The Opportunity Areas and Sites identified in the AAP are as follows: London Road Block, Pembroke Broadway North, Camberley Station, Land at Park Lane, Land east of Knoll Road, Former Magistrates Court and The Granary.

The Area Action Plan goes as far as giving guidance on the mix of uses, scale and form of development of the town centre. This

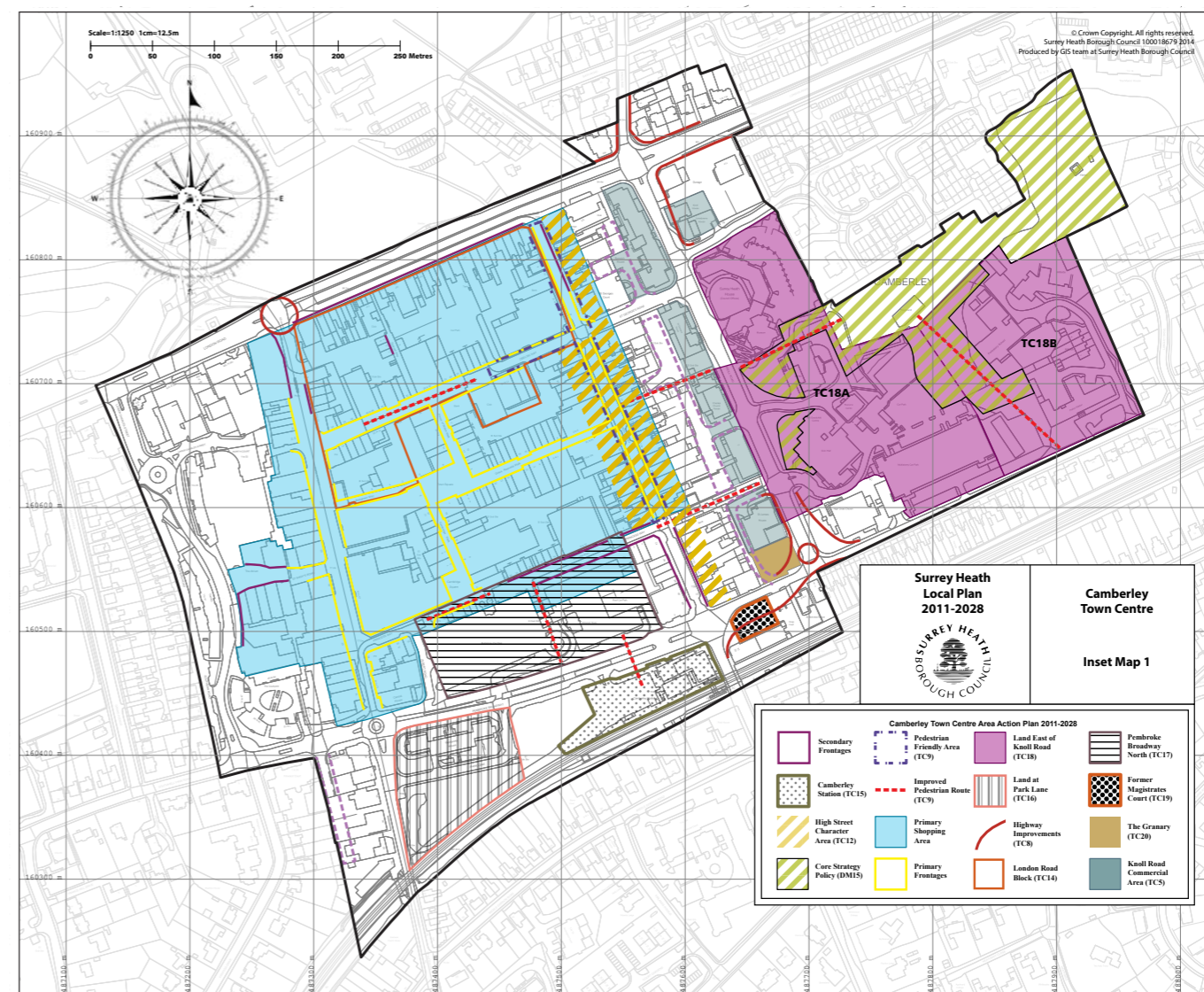
Supplementary Planning Document is a continuation of the AAP in terms of detailed design objectives for the public realm and opportunity areas and sites identified above. The SPD is a supporting document to the policies in the AAP.

## Camberley Town Centre Statement 2014-2030

Although not a planning policy document, the Town Centre Statement 2014-2030 sets out the Council's corporate approach to Camberley Town Centre:

*"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. (Pg.2)



Camberley Town Centre Area Action Plan Proposals Plan, July 2014

Royal Military Academy Sandhurst

London Road

Camberley Park

Knoll Road

High Street

Park Street

London Road Recreation Ground

Pembroke Broadway



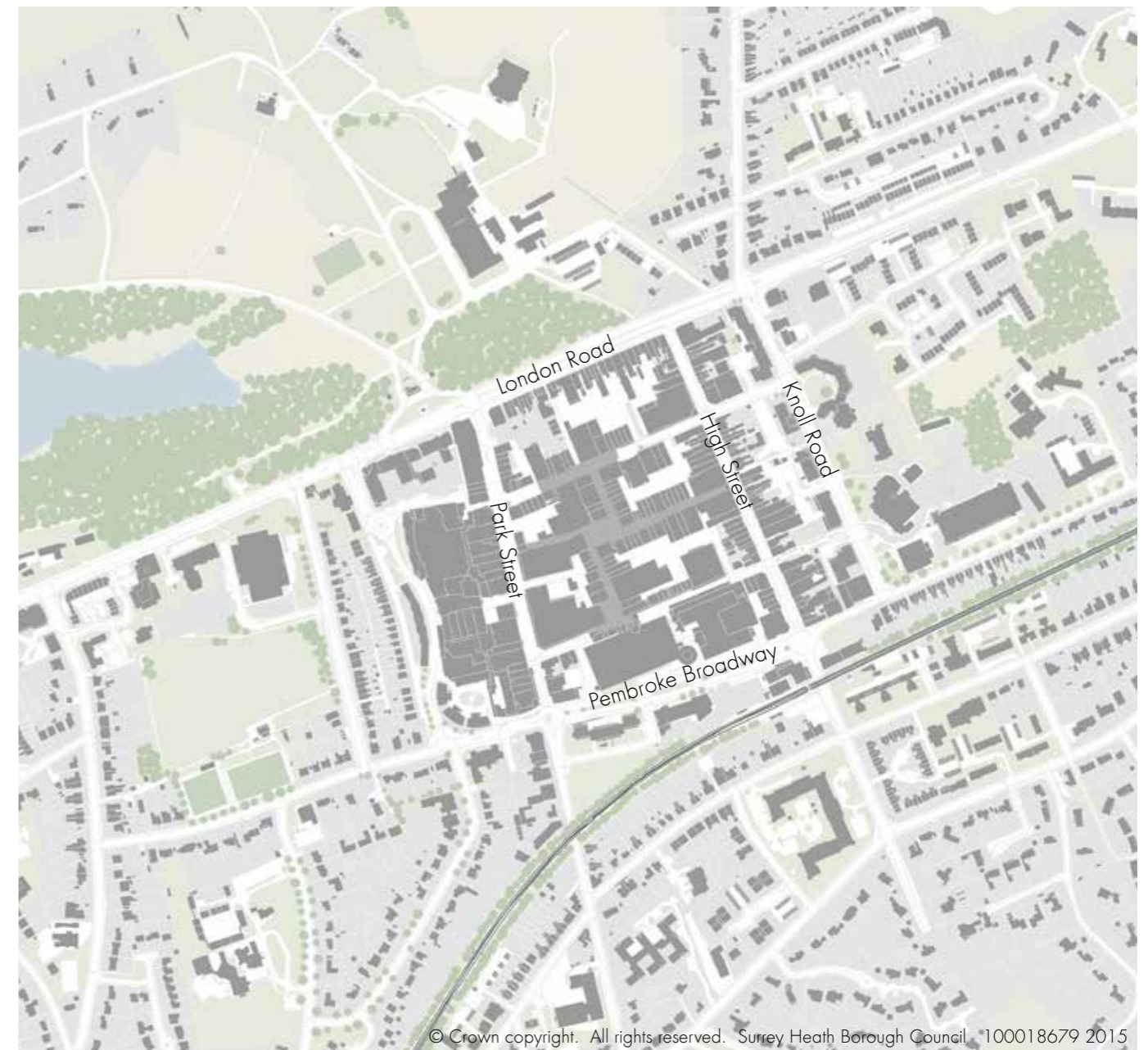
## 2.4 UNDERSTANDING CAMBERLEY - EXISTING ASSETS AND ISSUES

This section describes the physical qualities of Camberley town centre - how it currently is. This analysis highlights the facets which make up its character and identifies the problems it experiences. In setting out the issues that need resolving, this section provides the mandate for the guidance detailed in this SPD.

Stakeholders and local residents have fed into the analysis. A street market consultation event asked local people to identify what they liked and did not like about the town centre, as well as what they thought should be priorities for change.



Street market consultation event, July 2014



Camberley town centre today

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## CHARACTER

*Camberley is a place with its own identity and character.*



The attractive landscape edge of the Royal Military Academy



There is a generally consistent scale of buildings throughout the centre



The historic Obelisk looks over the town



Attractive and coherent Victorian/Edwardian core, but poor shop fronts

### Landscape setting

Camberley is set on a gentle slope down to the Blackwater Valley, and is located within the Thames Basin Heaths landscape character area, which is a low lying, gently undulating landscape. The surrounding context is heavily wooded with coniferous forestry and broad-leaved plantations (Surrey County Council Landscape Character Assessment).

The Thames Basin Heaths Special Protection Area (SPA) is one of the South East's most important natural assets, with the lowland heath supporting important populations of Dartford Warbler, Nightjar and Woodlark - all vulnerable ground-nesting birds (SHBC). The SPA includes Old Dean Common and West End Common to the north and east of Camberley respectively.

The Royal Military Academy estate lies along the northern edge of the town centre, providing a very green edge to London Road, but with few views into the estate beyond the dense trees along this route and thus its presence is very understated.

The town centre itself has a gentle east to west slope. The town centre is notable within the wider landscape for its lack of trees – only a handful exist on Park Street, and many are very small varieties having minimal impact and affording little shade or shelter.

### Townscape character

Camberley town centre has a strong street grid pattern. This is a legacy of its well planned rapid development and remains one of the area's strongest qualities. It establishes a walkable scale and a network of streets which has the potential to be very legible and attractive.

Much of the Victorian/Edwardian built fabric remains along the High Street and in pockets around the town centre including along London Road. These sections have a fine grain and coherent architectural character to them.

Extensive redevelopment through the post war period of the area between High Street and Park Street created an outdoor shopping precinct which followed the alignment of the original streets. This was subsequently refurbished into the indoor shopping mall present today. The enclosed nature of this fragments the centre, making it harder to navigate during the day time and dividing the town into isolated parts when the centre is closed.

Red brick is used extensively throughout the centre both in historic and modern buildings, as well as for pavement surfacing.

## LEGIBILITY

*Camberley has a clear street structure which makes it easy to understand.*

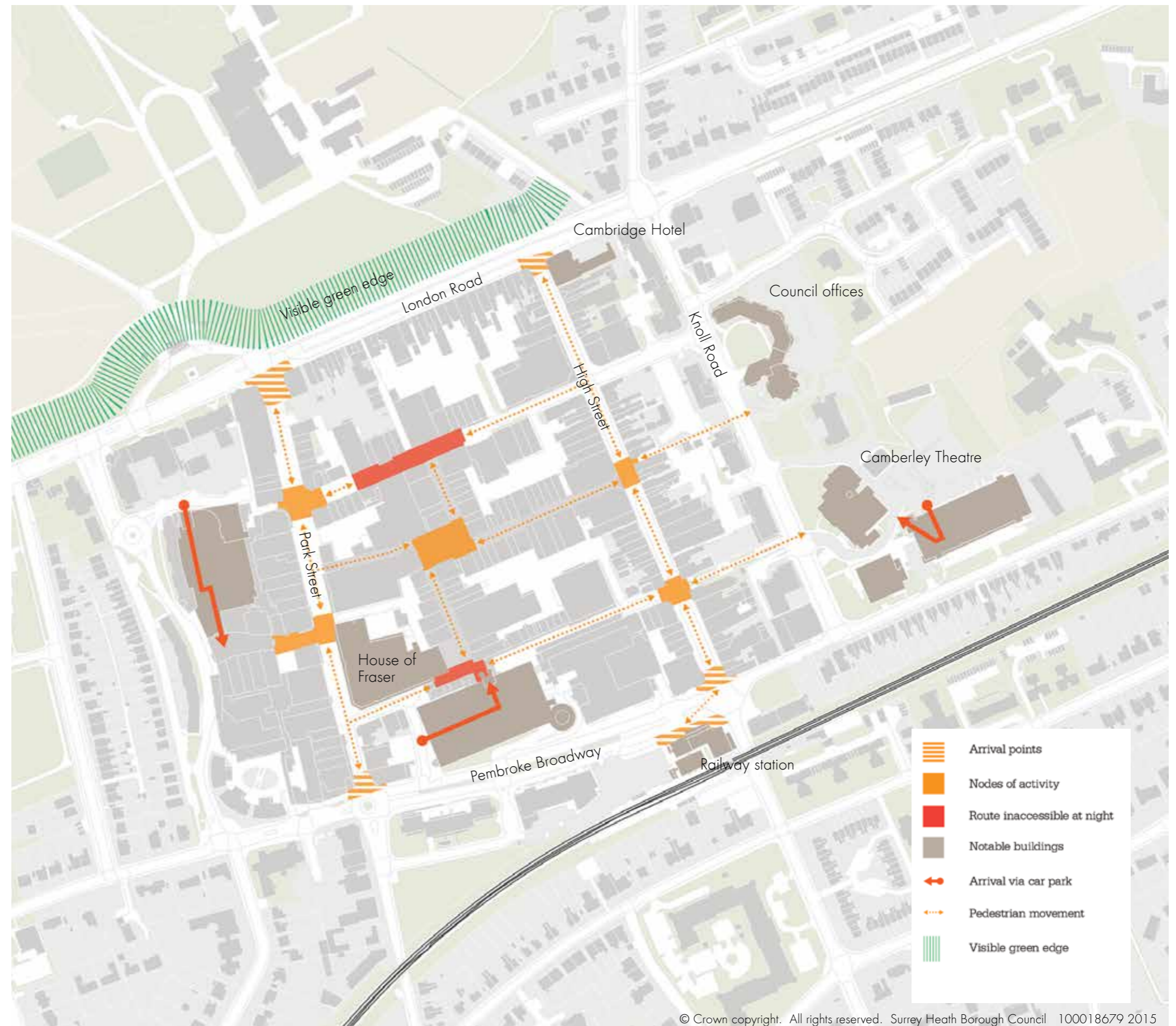
Camberley has a strong urban form. However, there are a number of factors which affect the appeal of the town centre and the ease with which people can find their way around.

A primary concern is that of the London Road frontage which is the area of the town visible to people passing along the A30. Currently this presents an unfairly negative perception of the town centre and the qualities it has to offer.

From the south, the bridge on Park Street and the level crossing on Heathcote Road leading into the High Street are primary gateways. However, the relatively weak character of development around Pembroke Broadway visually fractures the link between the qualities of the town centre and the attractive suburbs south of the railway.

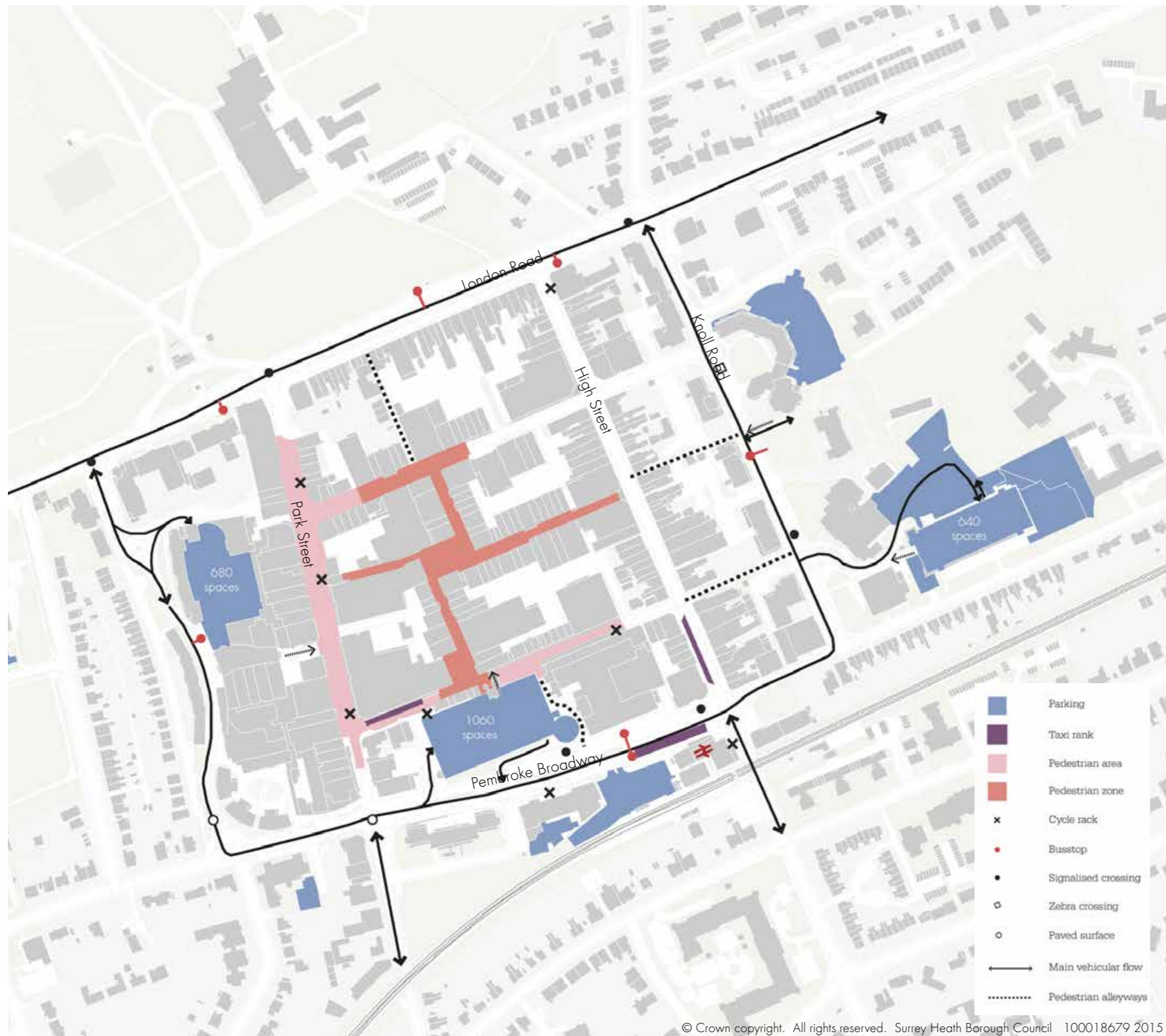
A key issue for legibility in the town centre is the impact of the enclosed shopping areas on Princess Way and Obelisk Way. These make the town harder to navigate and completely sever direct links at night.

The various characters around the periphery of the town centre contribute positively to perceptions of Camberley. The cluster of civic buildings on Knoll Road is set in a very green landscape, whilst the Royal Military Academy to the north of the London Road could offer views of mature parkland and historic buildings.



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Legibility analysis



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Patterns of movement and access in the existing town centre

## EASE OF MOVEMENT

*Camberley is a place that is easy to get to and move through.*

Camberley's grid street pattern provides a strong basis for good connections across the town centre. During daytime hours the central and western parts of the town centre are largely pedestrianised. But within High Street, pedestrians are limited to relatively narrow pavement space.

Pedestrian and cycle access from the residential hinterland is relatively easy, but could be improved with more and/or better located crossings points over roads such as Knoll Road.

Three main car parks (The Atrium, Main Square and Knoll Road) provide good access into the town centre from the west, south and east. The quality of some of these car parks is being improved and opportunities exist to improved the links between Knoll Road car park and the primary shopping area.

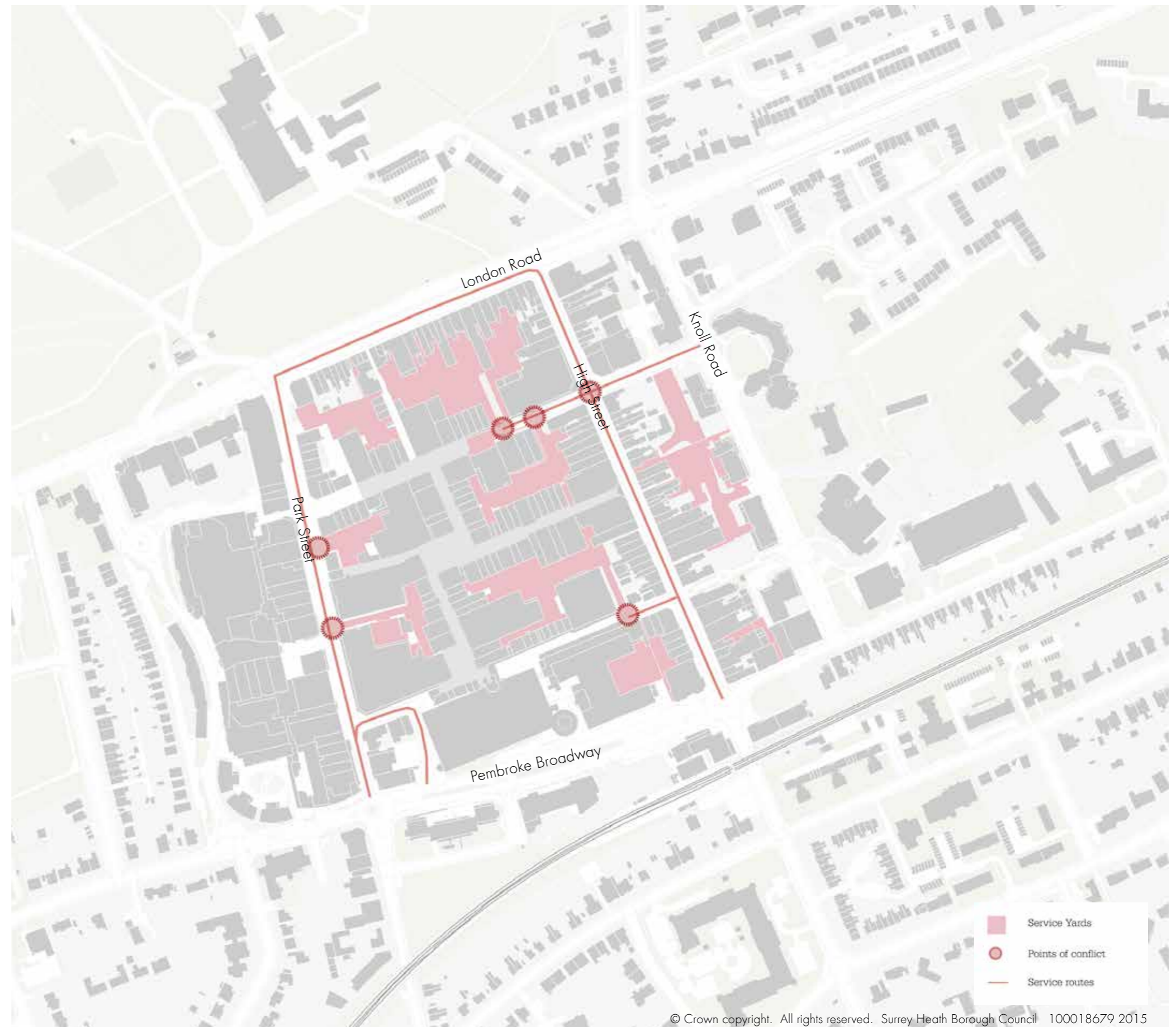
Bus routes serve the main vehicular roads around the town centre (Pembroke Broadway, Knoll Road, London Road and Lower Charles Street).

Whilst the location of the train station is adjacent to the town centre, the station entrance and environment itself need much improvement if the town centre is to benefit from this proximity. An opportunity exists to deliver much enhanced transport interchange linked to the rail station.

The redevelopment of large parts of the town centre in the post war period allowed for the provision of generous service areas within the core shopping area. Whilst these provide a good functional facility, they all have an impact on the public spaces due to their scale and their relatively open character. Furthermore, there are two service areas which are accessed from Park Street, bringing service vehicles through what is otherwise a pedestrian street. Deliveries to these areas are therefore restricted to between midnight and 10am; and then again between 4pm and 6:30pm.

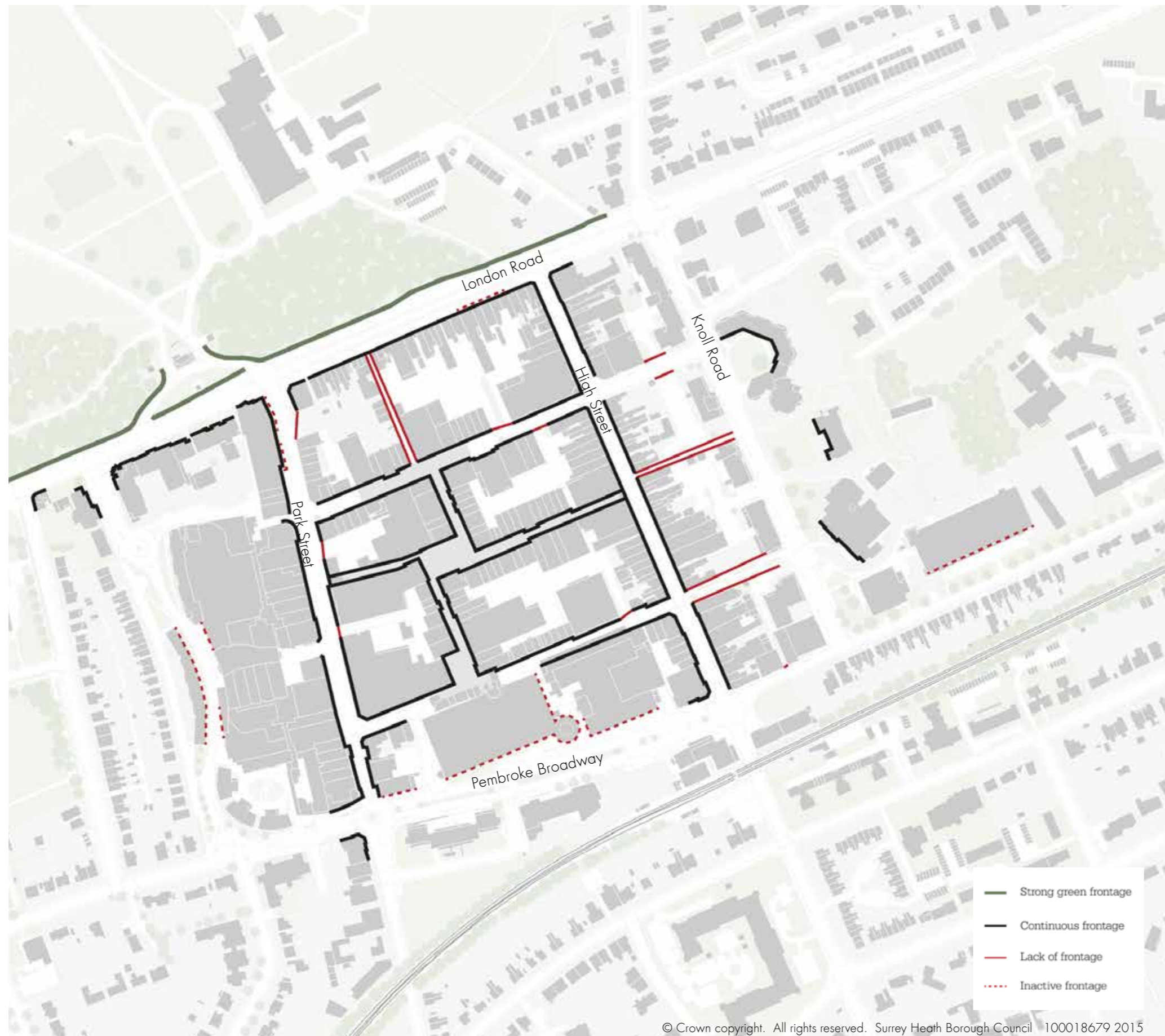
The High Street provides access to three service areas on the western side of the street, drawing heavy vehicles through the core of the town centre. A number of units are serviced out of shopping hours, particularly Sainsbury's. As the southern end of the High Street is closed on selected evenings to help manage the evening economy this means that lorries are required to access the service area by driving the wrong way down the street under supervision of the police.

The blocks between the High Street and Knoll Road presently have a somewhat fragmented service arrangement, with a series of discreet areas each having its own access and turning facility. This results in large areas of spaces which are underused for most of the time and there is potential for rationalisation and consolidation of the service areas in order to facilitate more attractive redevelopment of the area over time.



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Service access in Camberley town centre



Continuity and enclosure analysis

## CONTINUITY AND ENCLOSURE

*Camberley is a place where public and private spaces are generally clearly distinguished*

The central core of the town centre is characterised by well defined streets with good active frontage provided by shops and businesses. Within this central core, only the service yard entrances and some blank facades of larger buildings disrupt this pattern.

A number of alleyways exist which have little frontage and thus have been highlighted by users as feeling unsafe - Sparvell Way, Knoll Walk, Bissingen Way.

There is significant potential to tackle the quality of these routes through the project to redevelop the London Road block and through the potential for gradual rationalisation of the land between Knoll Road and the High Street. These routes are particularly important as they link the core town centre with the civic quarter to the east.

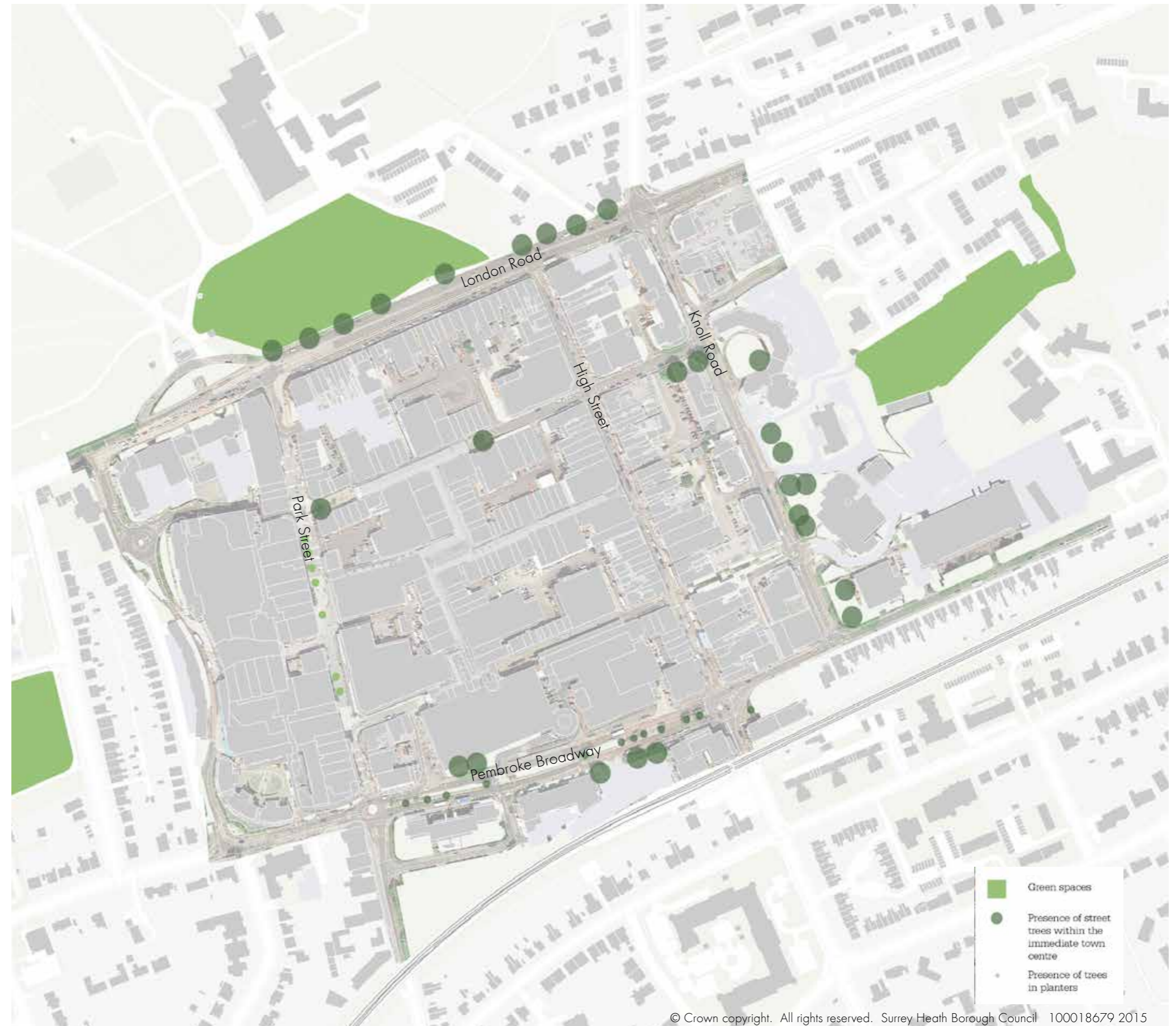


## QUALITY OF THE PUBLIC REALM

*Camberley is a place with well-used outdoor areas which could be enhanced*

There is a range of types of streets and public spaces in the town centre, from historic shopping street (High Street) to covered pedestrian routes (The Mall). Some areas have seen recent investment and improvement (Park Street) while other have been neglected and are looking tired (London Road).

The current condition of the town centre's streets contribute to a public realm which appears inconsistent and at times of a low quality.



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Public realm analysis



Limited planting in the town centre



Strong green presence immediately to the north



Poor quality surface materials



Poor quality pedestrian connections to the station



Camberley Park is the main public space in the centre



Attractive views to and from the Obeliisk



High Street is dominated by space for vehicles



Excessive use of barriers to movement

The public realm issues which need to be addressed across the town centre are:

- Varying carriageway and pavement widths
- Inconsistent use of materials and poor quality finishes
- Lack of connections between Park Street and High Street
- Lack of direct crossing opportunities for pedestrians
- Busy and unclear junctions
- Undefined character areas
- Inconsistent approach to street furniture palette across the town centre
- Cluttered public realm



Various types of street bin



Temporary signage adds to cluttered nature of the streets



Multiple vertical elements positioned in groups



Entrance to Park Street dominated by bollards



High Street pavements cluttered with various types of street furniture



Park Street furniture positioned towards sides of the street where clear routes for retail are desirable



Large footprints in the core of the town centre can be inflexible to changing demands and uses



The smaller plots found on the High Street can adapt quickly to new opportunities and uses



The greener parts of the town centre will have more comfortable micro climates in the future



Areas with limited street greenery or shelter risk becoming less attractive places as extreme weather events increase as a result of climate change

## ADAPTABILITY AND DIVERSITY

*Camberley is a place with variety and choice, where the more historic areas have proved adaptable to change*

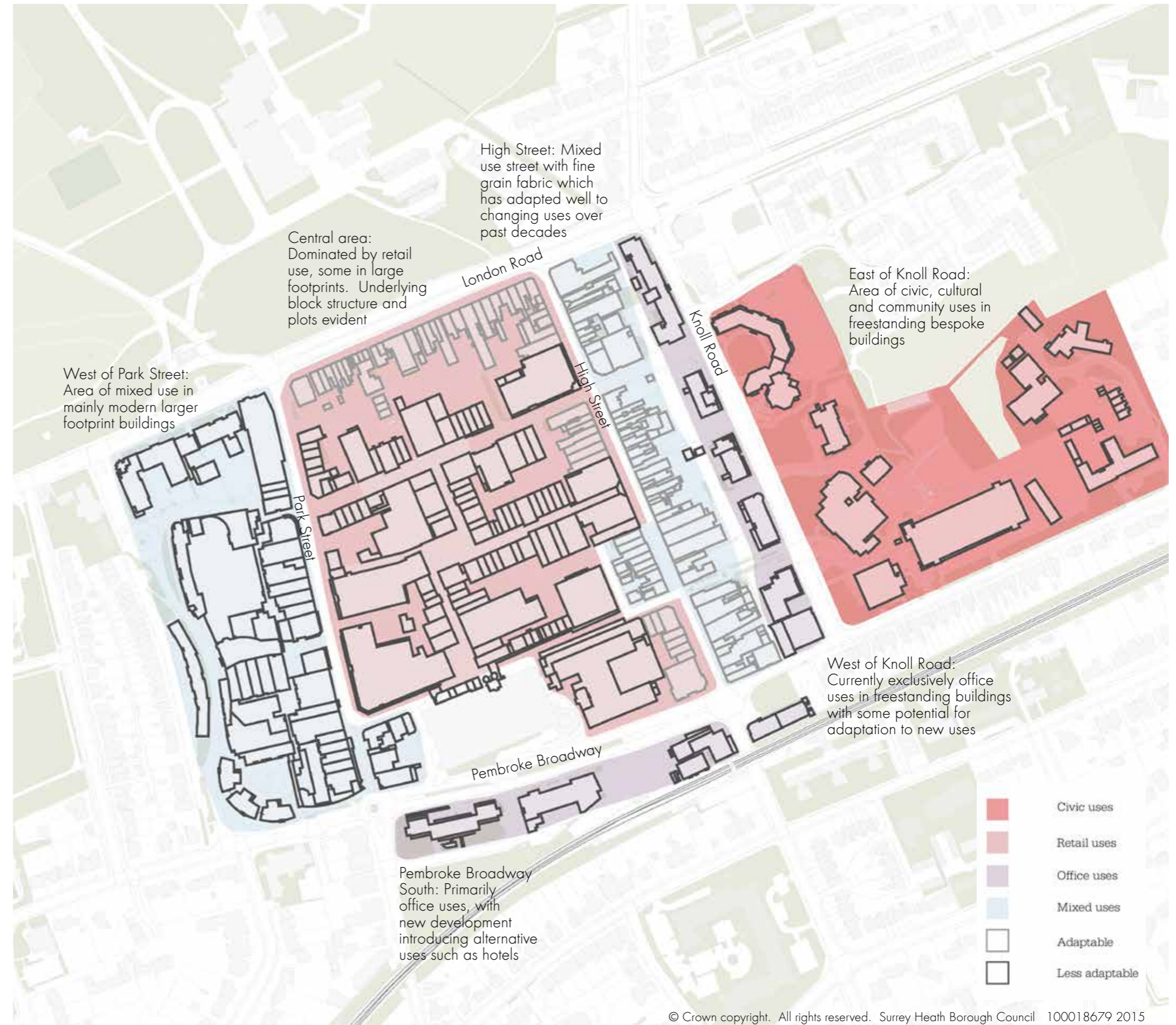
Land use distribution within Camberley town centre is relatively tightly defined into a series of distinct zones. The central blocks of the town centre between Park Street and High Street are almost exclusively retail. Blocks to the west of Park Street represent the only sizeable areas of mixed use, including leisure uses such as the cinema and also integrating town centre residential provision.

Office uses are focused along the western side of Knoll Road, with cultural and civic uses grouped on the eastern side. The presence of office uses within the town centre is important in supporting the daytime retail economy. Pembroke Broadway comprises a series of large buildings along it ranging from large scale office to residential.

Fine grain small retail units along High Street have highly adaptable upper levels, and have shown their ability to change to accommodate different uses over their history.

Overall, the most important buildings in the town centre include the historic fabric along High Street, whilst the blocks underpinning the central core area are of a flexible format to support change and intensification in the future.

A further consideration in terms of adaptability and resilience is the long term prospect for climate change. Measures such as street tree planting to provide shade to streets and buildings will play a part in maintaining an attractive and habitable environment. The ease with which existing buildings can be adapted to support solutions such as natural ventilation will vary significantly across the centre.



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Adaptability and diversity of land uses and buildings

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

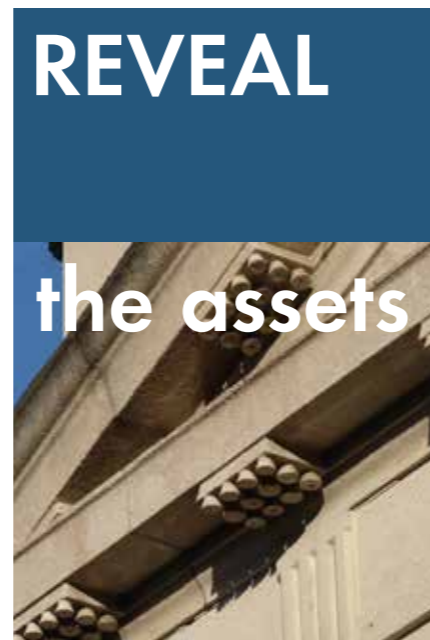
## 3.1 THE VISION

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



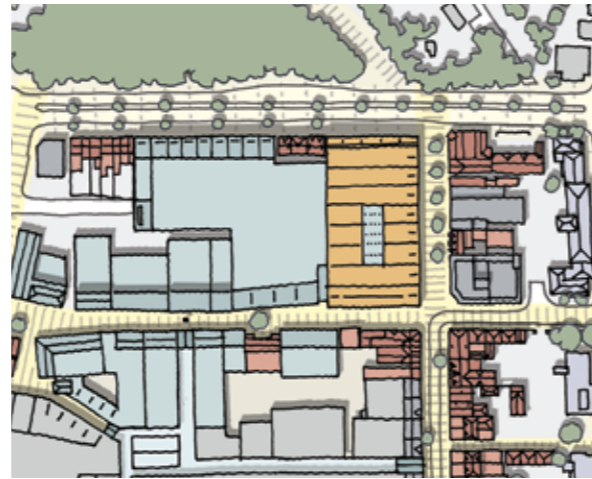
6. Establish a new pedestrian link to the station





# RAISE the offer

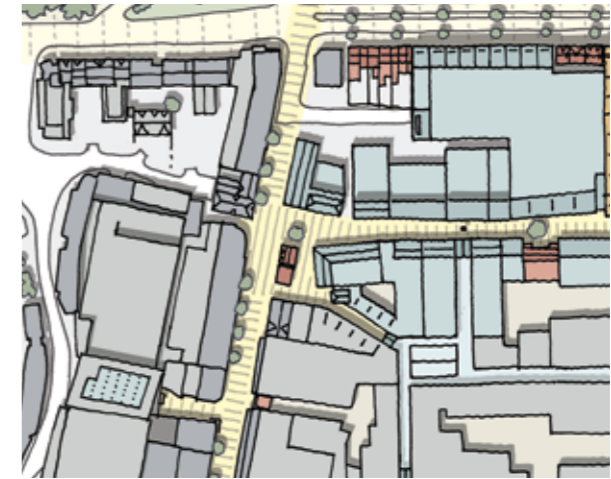
7. Introduce major new retail development including a new anchor



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

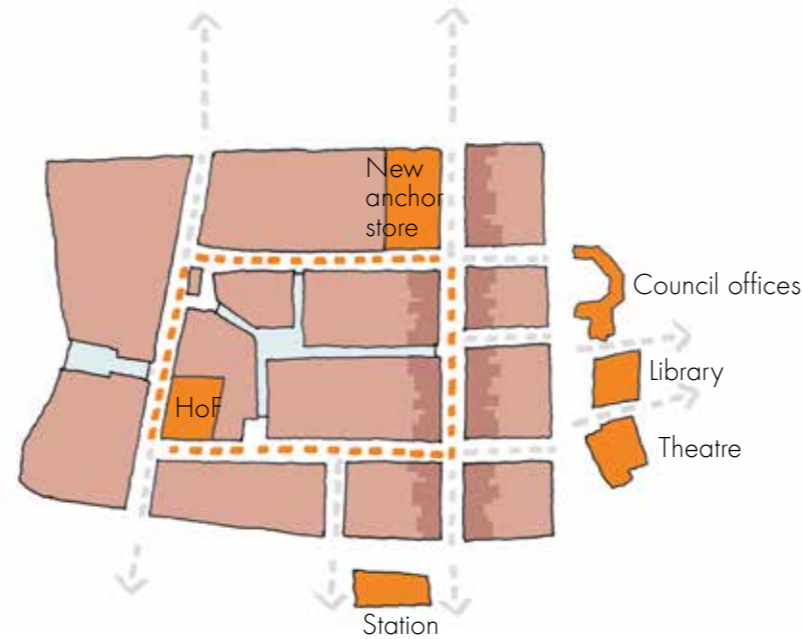


### 3.3 REALISING THE FRAMEWORK

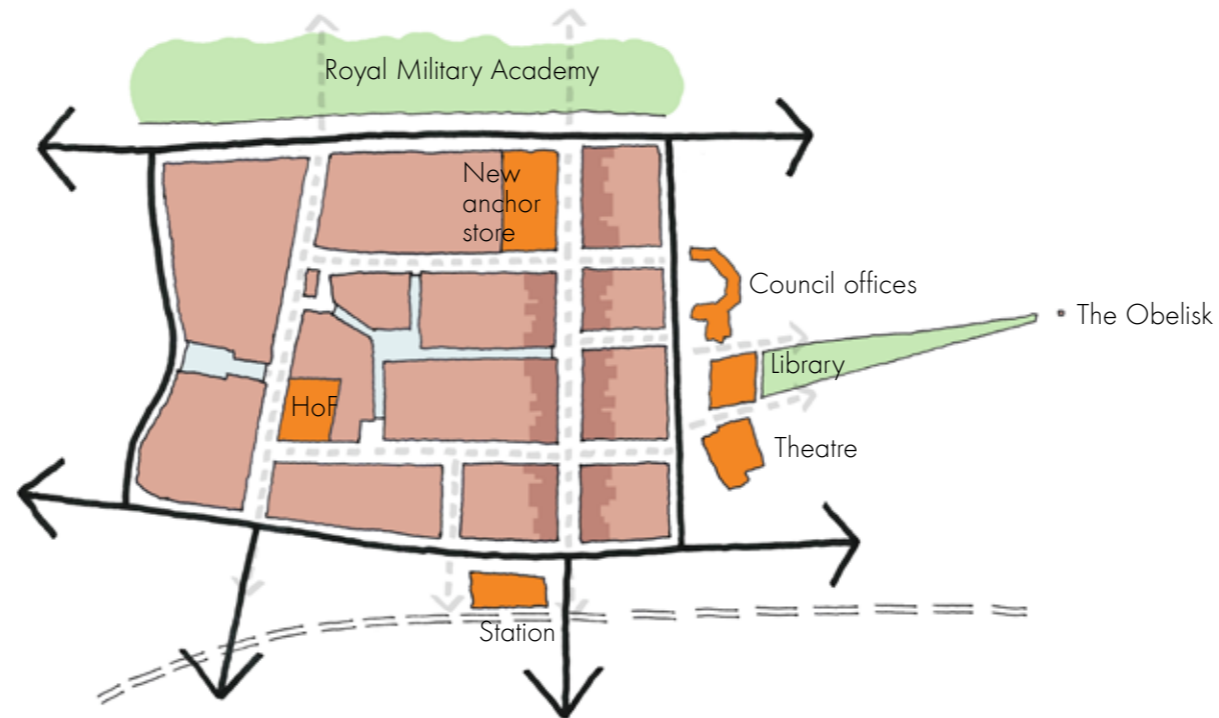
The concept for the town centre includes the following components:

- 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

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Premier



Pertemps

THE BEAR

beautyrooms

100% Laminated  
100% Laminated  
100% Laminated

### 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
- x Cycle parking required
- x 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:

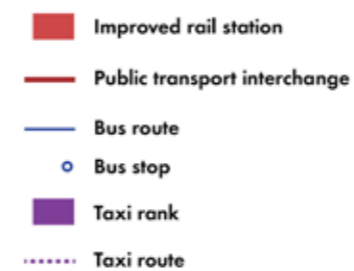
- To enhance the role of the rail station to act as a hub for a transport interchange between rail, bus and taxi.
- To increase the legibility and smooth running of bus travel into and out of the centre.
- To better co-ordinate taxi rank locations.

### 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

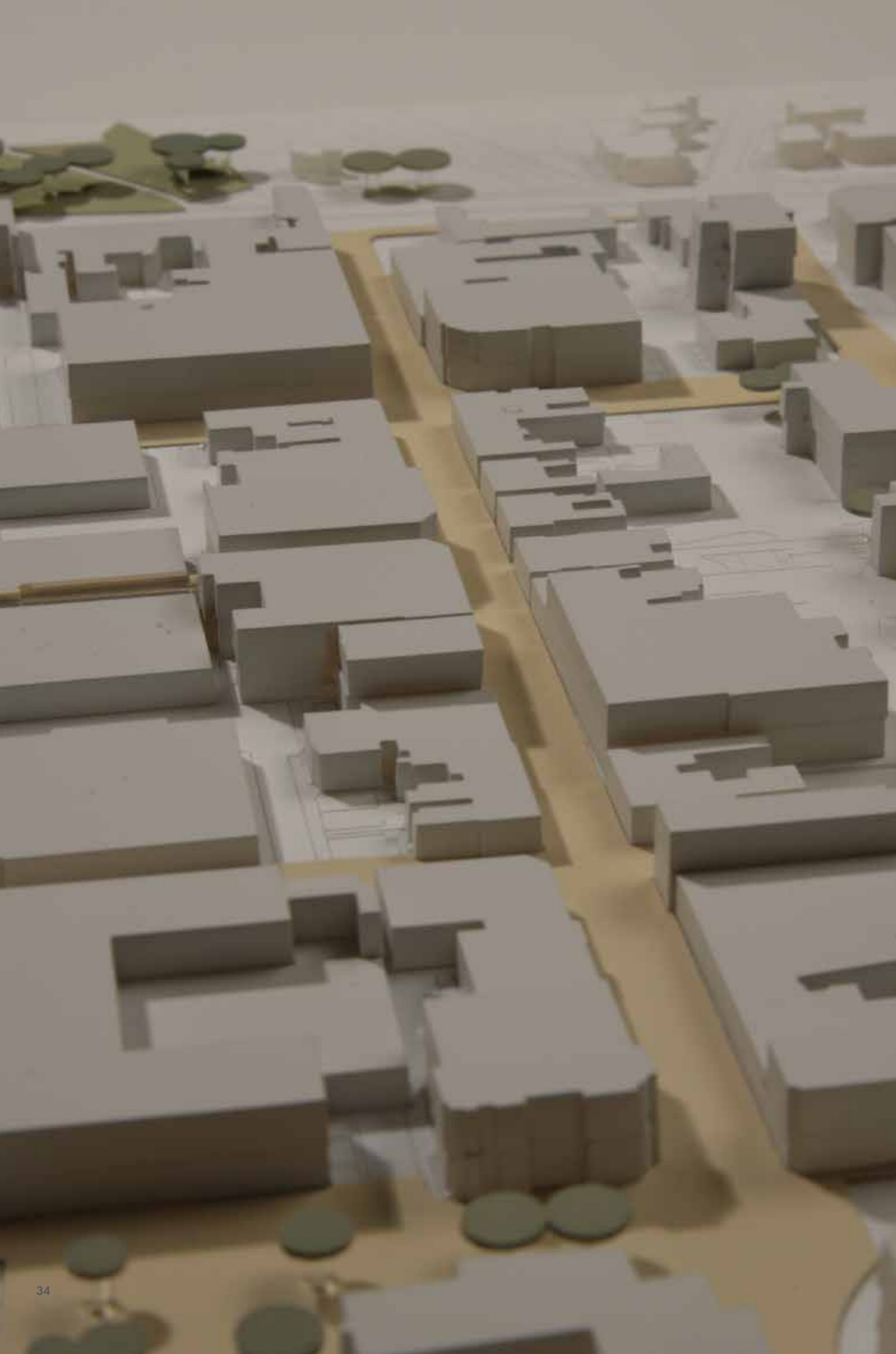
- Service yards
- Service lane
- Service access point

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:

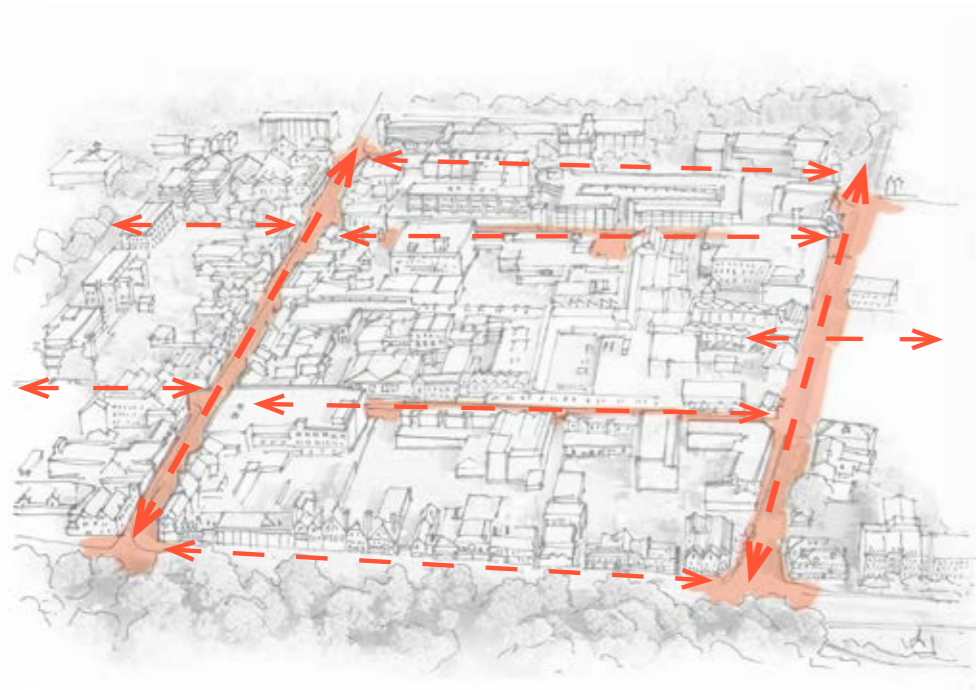
- TC9 Pedestrians
- TC11 General Design
- TC12 High Street Character Area
- TC13 The Public Realm

#### Aim

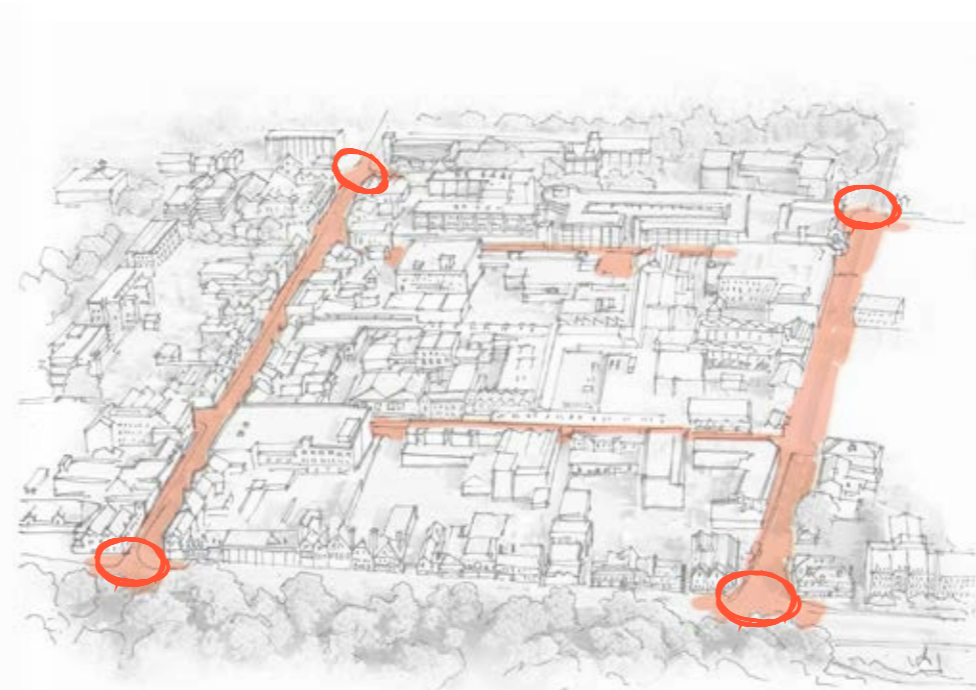
To enhance the character of Camberley, making it a vibrant centre, promoting a strong sense of community and an enviable destination point.

#### Objectives

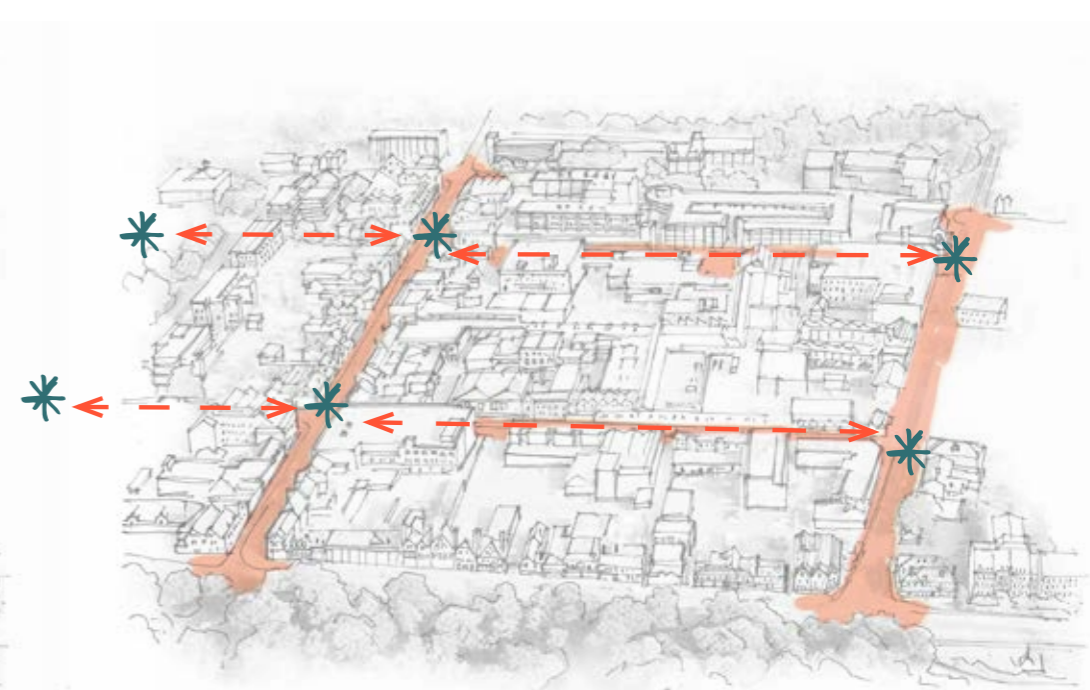
- To further reduce the presence of the car.
- Create a sense of place and identity unique to Camberley
- To establish a legible pedestrian network.



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



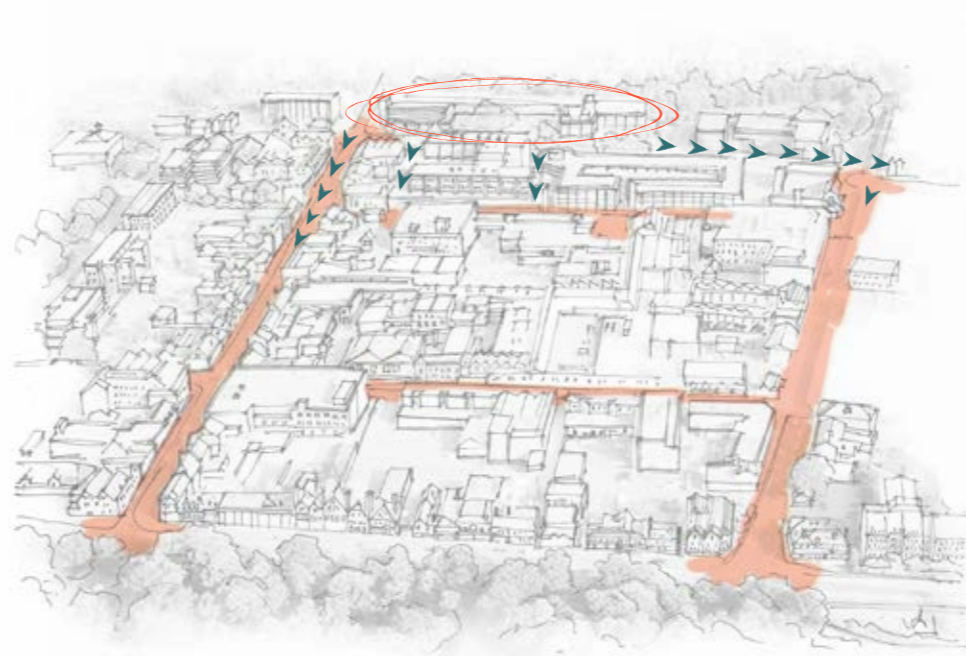
- Enhance the thresholds into the Town Centre



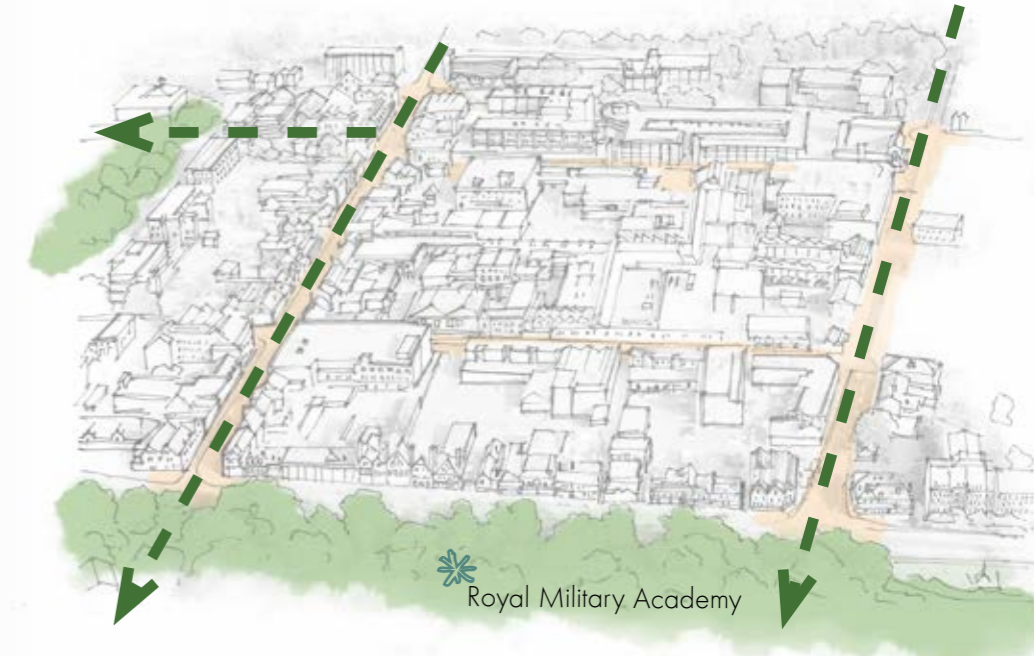
- Opening up connections across the town centre and creating key nodal points



- Improve the streetscape character surrounding the town centre



- Enhance the connections to the station



- Opportunity for green connections to potential green spaces

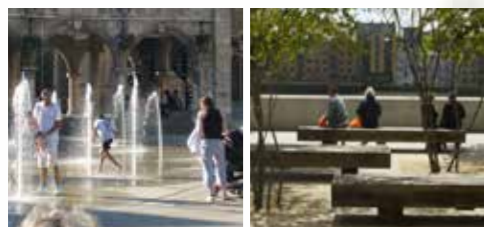
**A SEQUENCE OF CHARACTER ZONES**



**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.



**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.



**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.



**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.



**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.



**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.



**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.



**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.

© Google Earth

## 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.

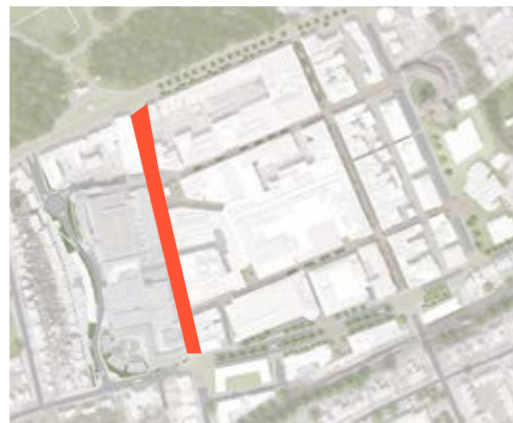
3. To create new East-West movements through the town centre, linking Park Street and the High Street - improving connectivity.

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:

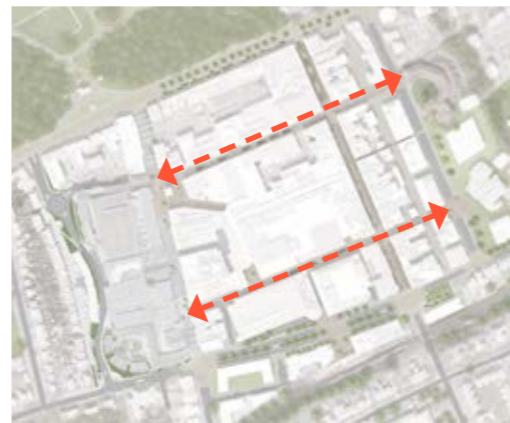
- Improved carriageways, crossing points and junctions; and
- Materials palette.



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

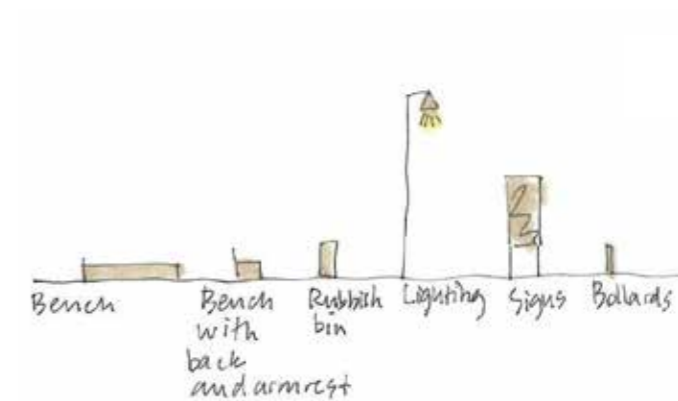


**A** Paved junctions.

**B** Minor Junction

**C** Side Roads





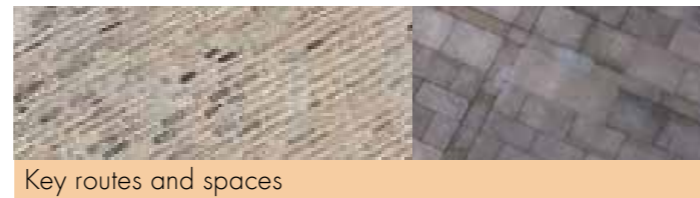
**Street clutter**

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



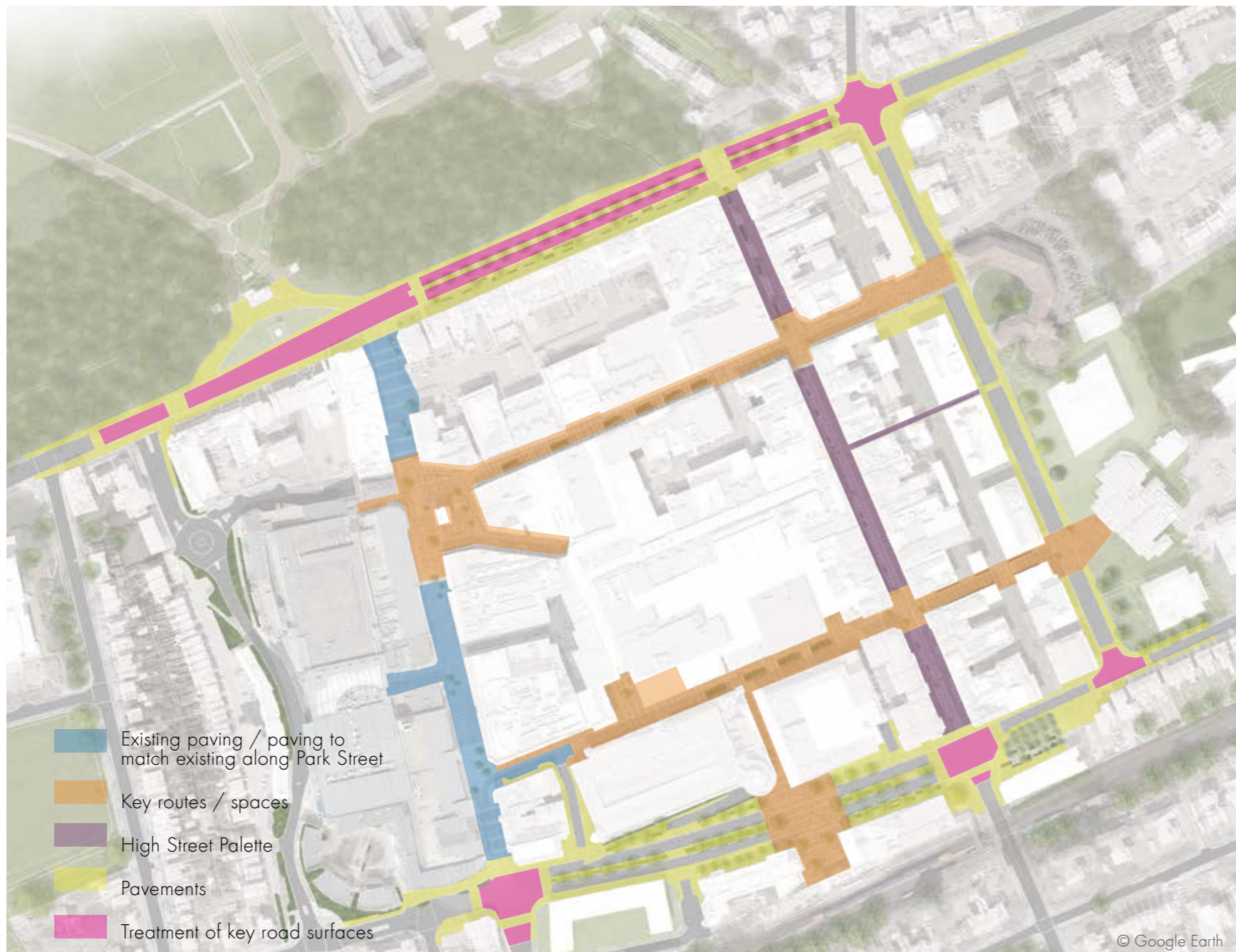
High Street



Pavements



Key road surfaces



## 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.

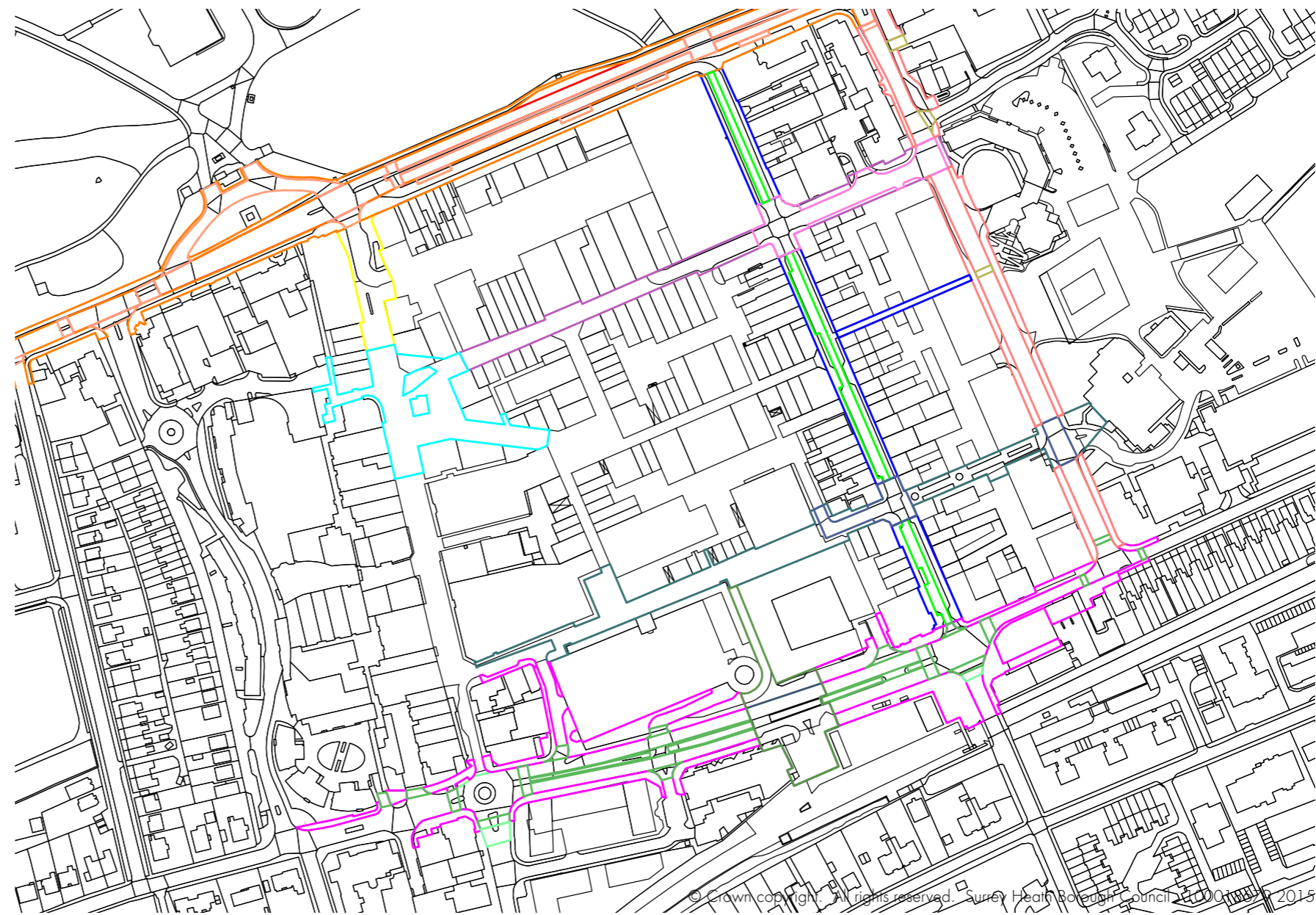
In specifying materials and signage, designers should seek to meet the needs of the whole community, including those with dementia. Signage should be simple and clear. The contrast between surface materials should not be so great as to give the perception of a hole or gap.

### 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

# 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

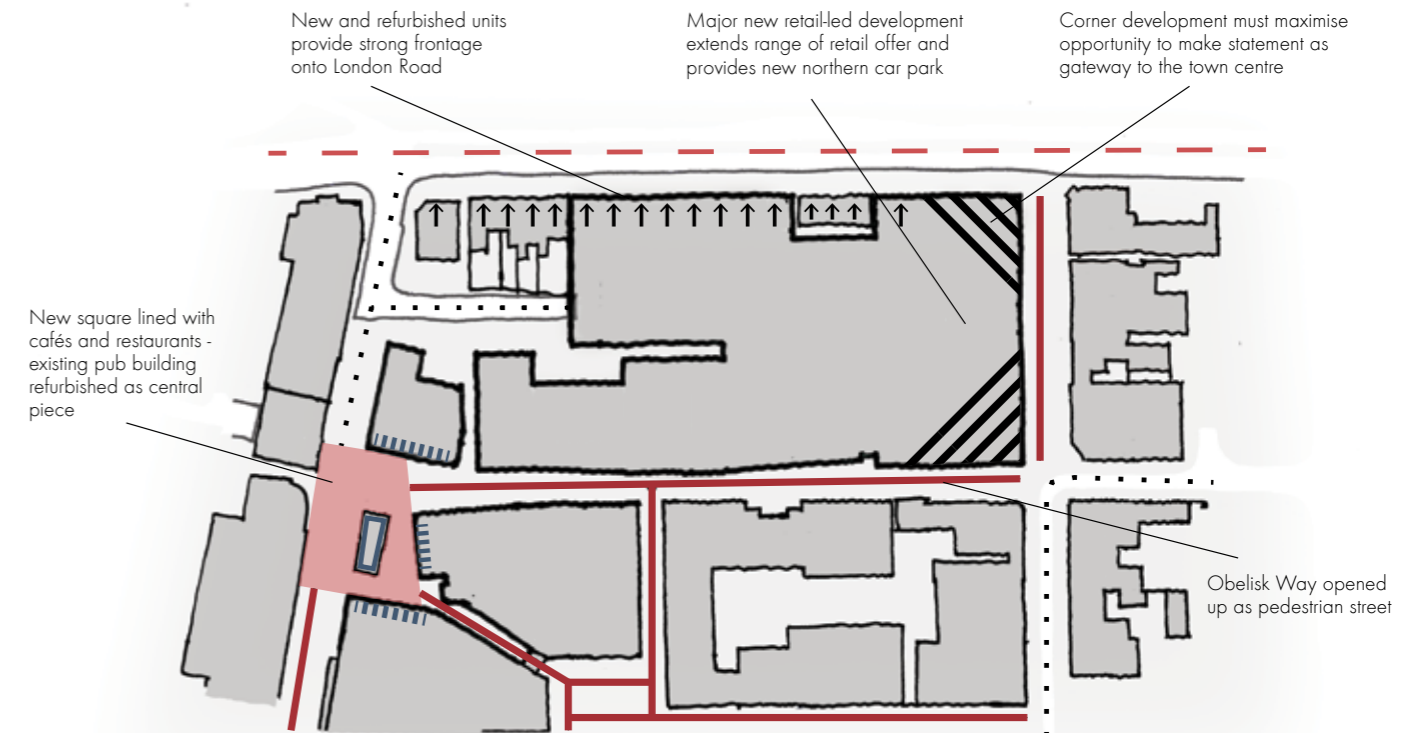
- Need to improve the approach to the Town Centre to create a ‘Gateway’ along the A30.
- Improvements to the London Road Frontage to the Town Centre.
- Requirement for a new appropriately sized public space London Road /Obelisk Way and Public Realm improvements.
- Requirement to respect existing Victorian/Edwardian 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

© Google Earth

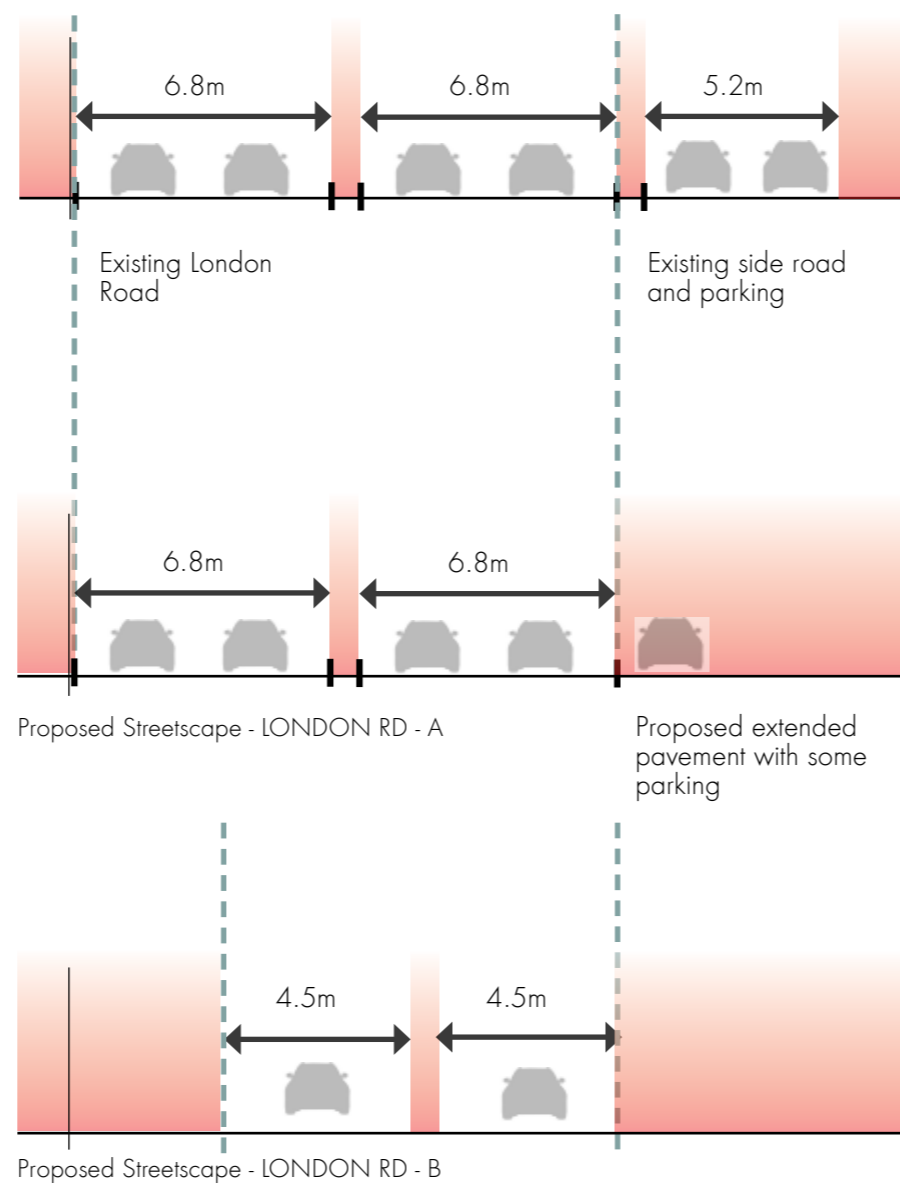


undertaken to ensure that the efficiency of traffic movements at junctions and overall route capacity are not negatively affected.

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.

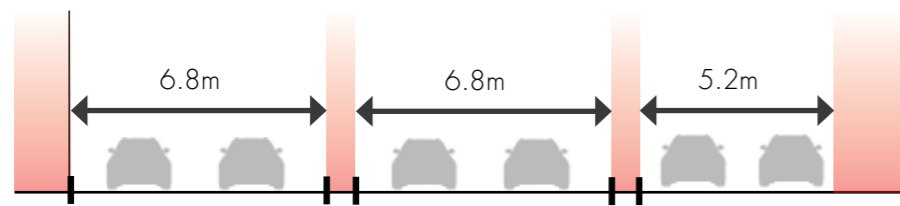
Funding for these improvements will be through Section 106 contributions from developers of the London Road Block, LEP funding and Surrey County Council.



Existing Condition

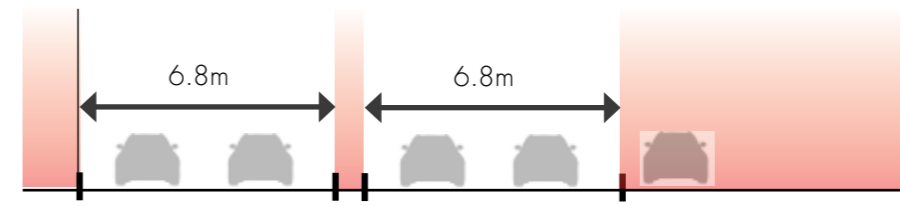


Proposed Condition



Existing London Road

Existing side road and parking



Proposed Streetscape - LONDON RD - A

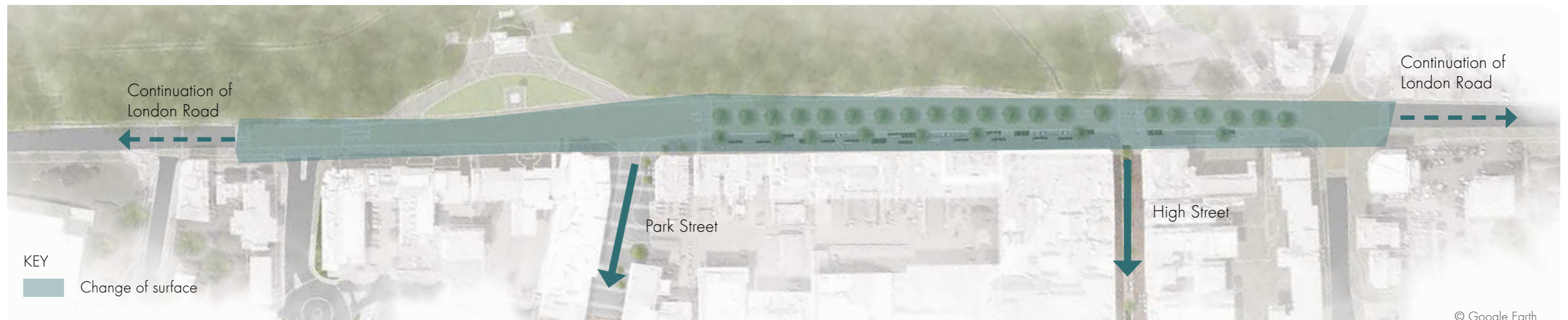
Proposed extended pavement with some parking



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



KEY

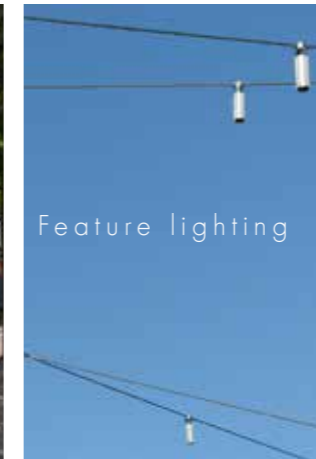
- 1. Entrance to shopping centre
- 2. Feature paving
- 3. Cafe spill out
- 4. Water feature
- 5. Timber benches
- 6. Feature tree

© 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)

Paving

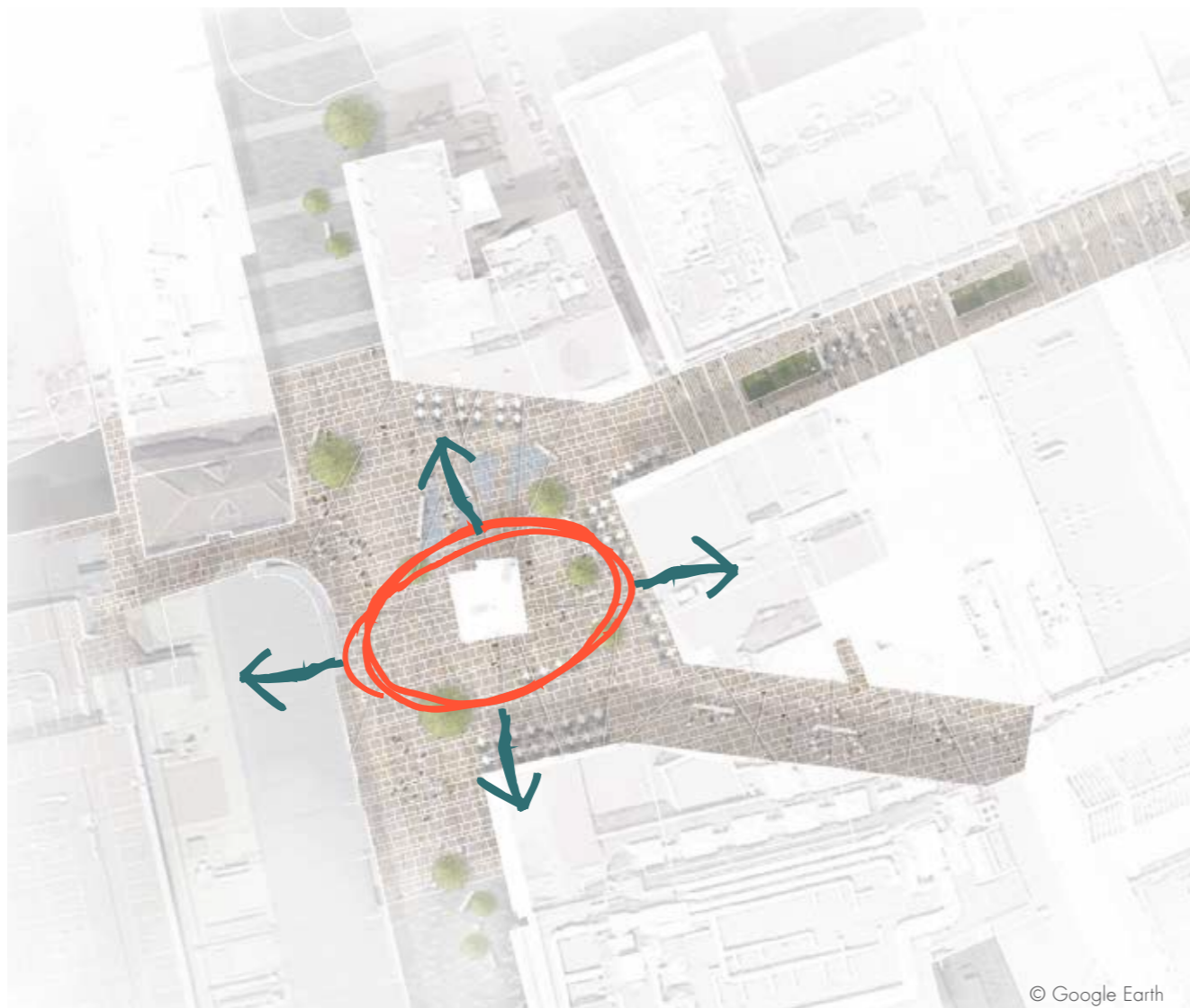
Feature benches



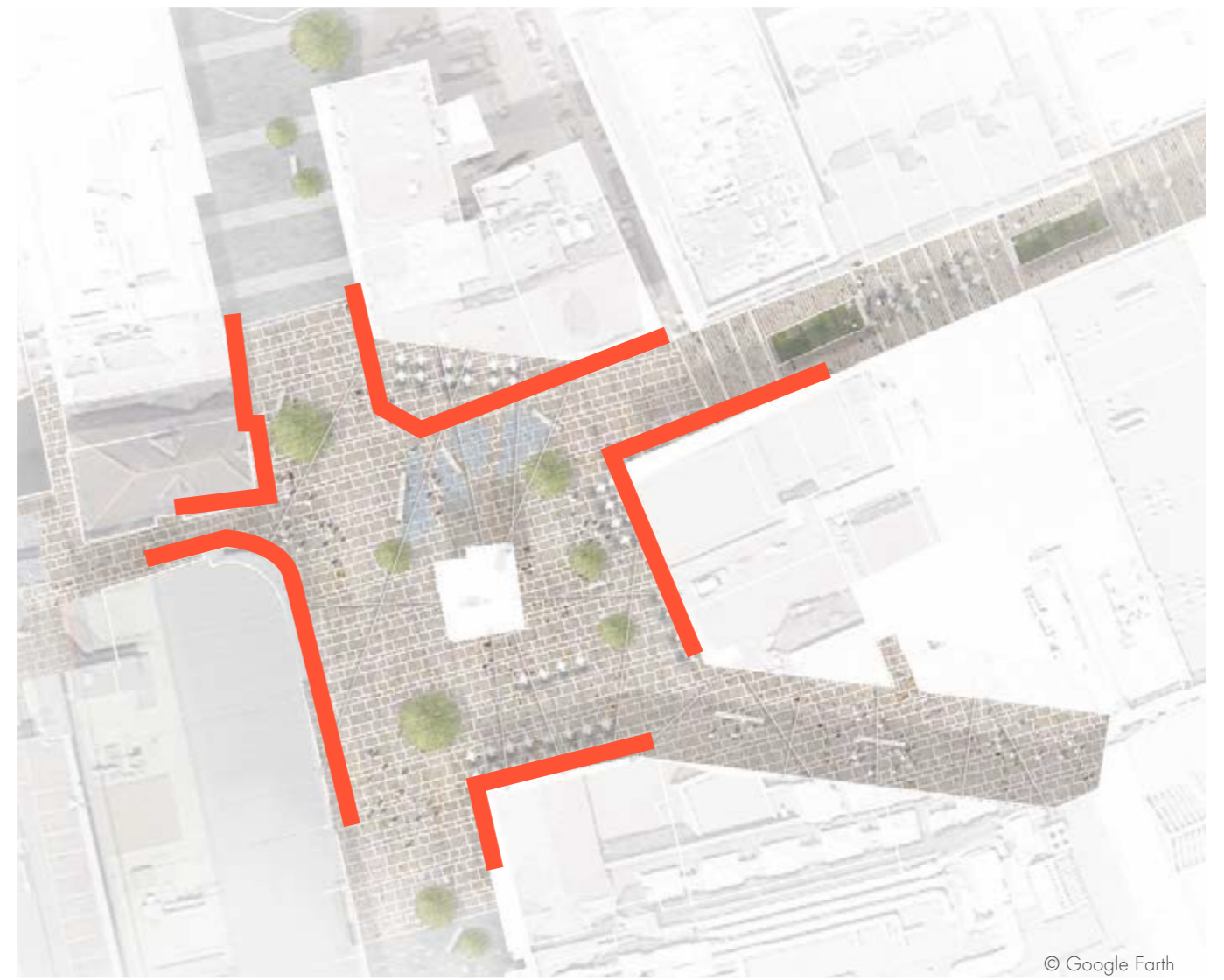
(Image copyright: John Sturrock)

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)



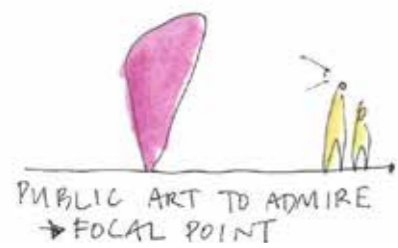
A space that hosts cafés and restaurants...



King's Cross, London



Spitalfields, London (Image copyright: John Sturrock)



A space that accommodates events, performances and public art

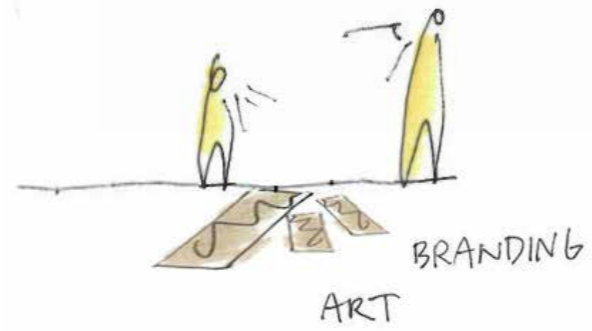
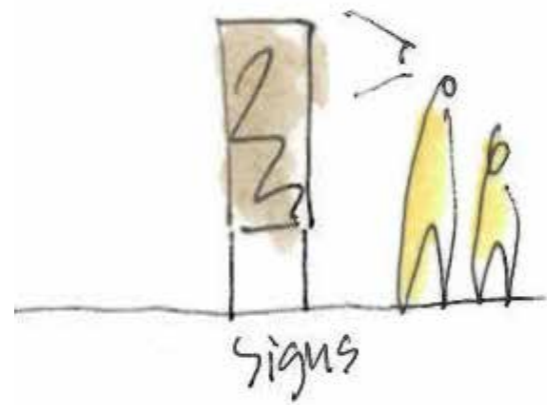


Book market



Spitalfields, London (Image copyright: John Sturrock)



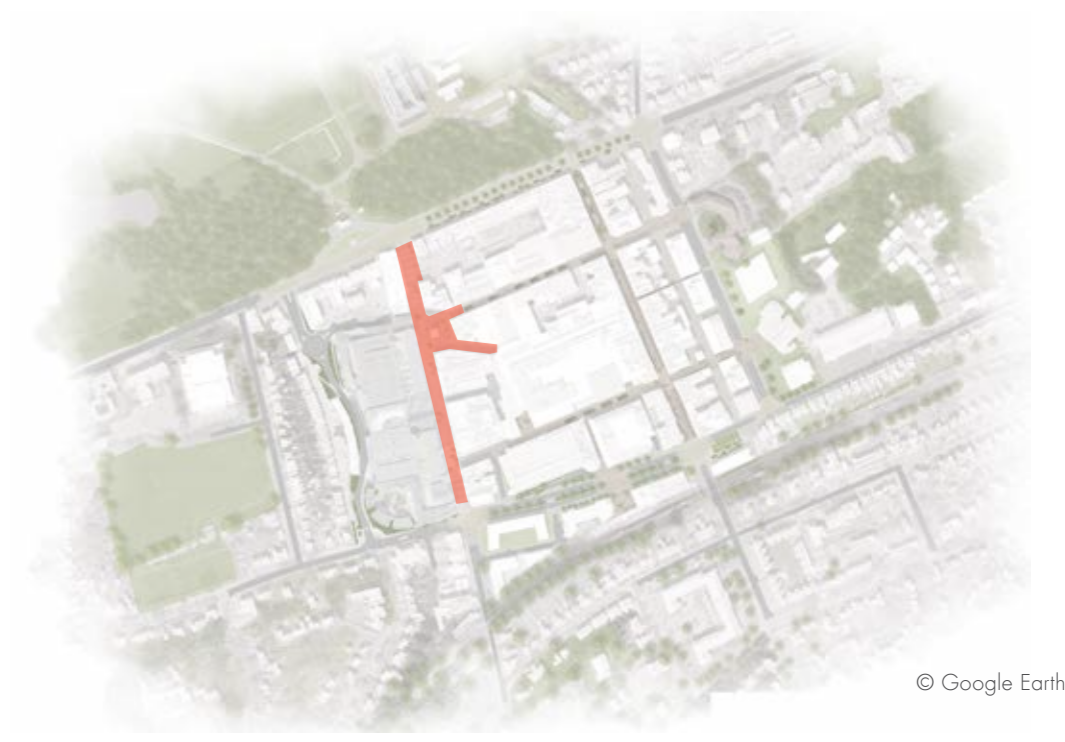


Signage combined with seating  
adding colour to the street



- KEY
- 1. Pocket Spaces
  - 2. Central Hub

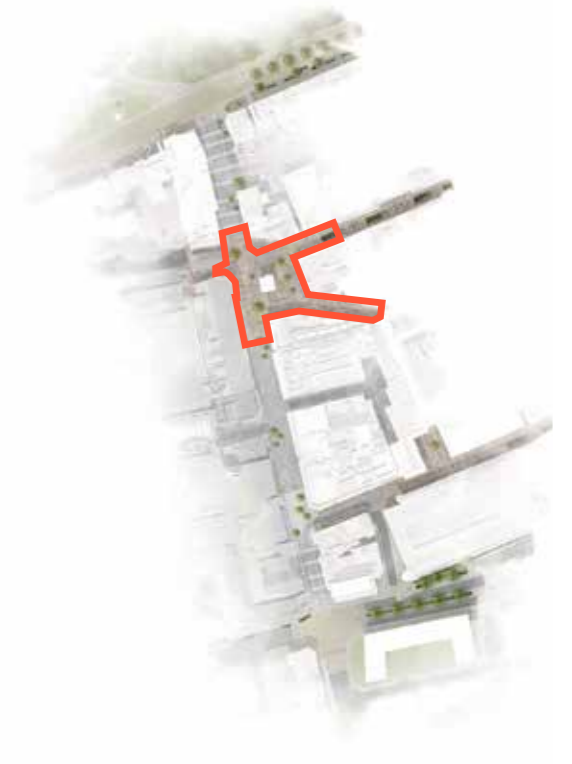
© Google Earth



© Google Earth



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.



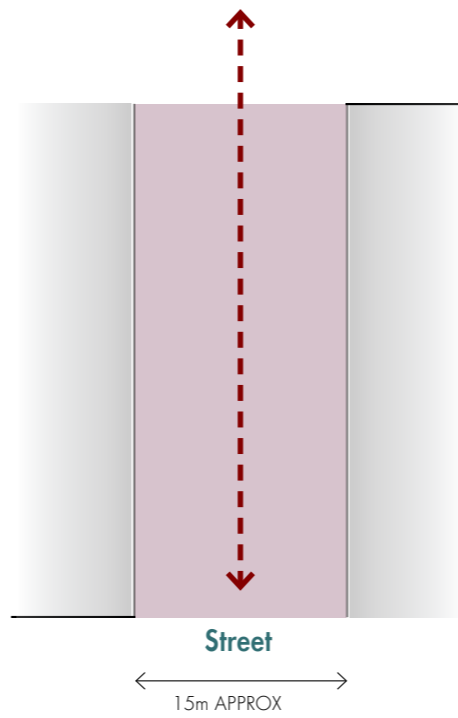
Existing condition - Park Street.



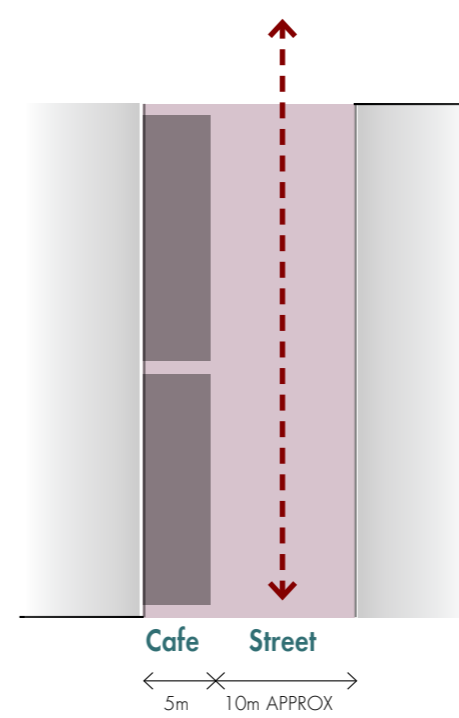
The use of high quality materials in a clutter free environment helps to create a legible public realm.



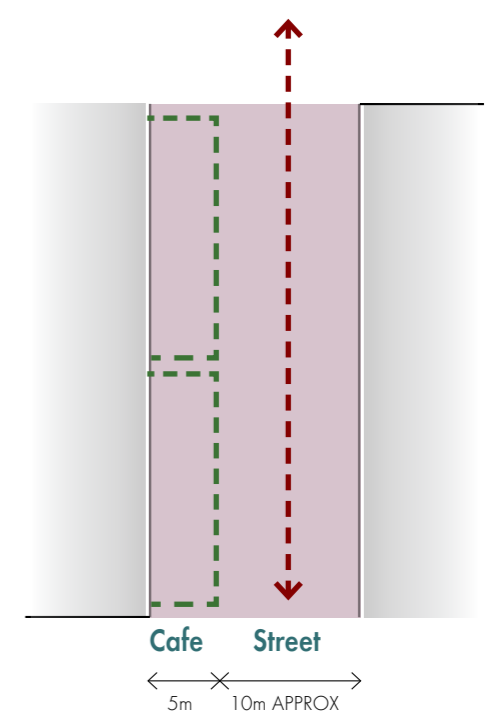
The use of wood helps bring warmth to the space when combined with the grey tones of the paving palette.



Current Situation



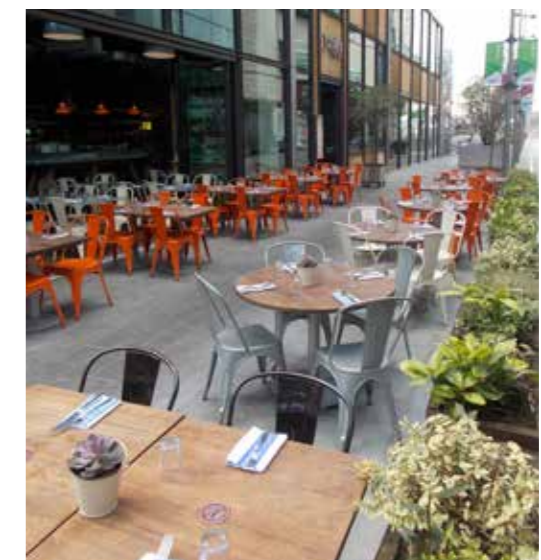
5m semi enclosed space to one side of Park Street



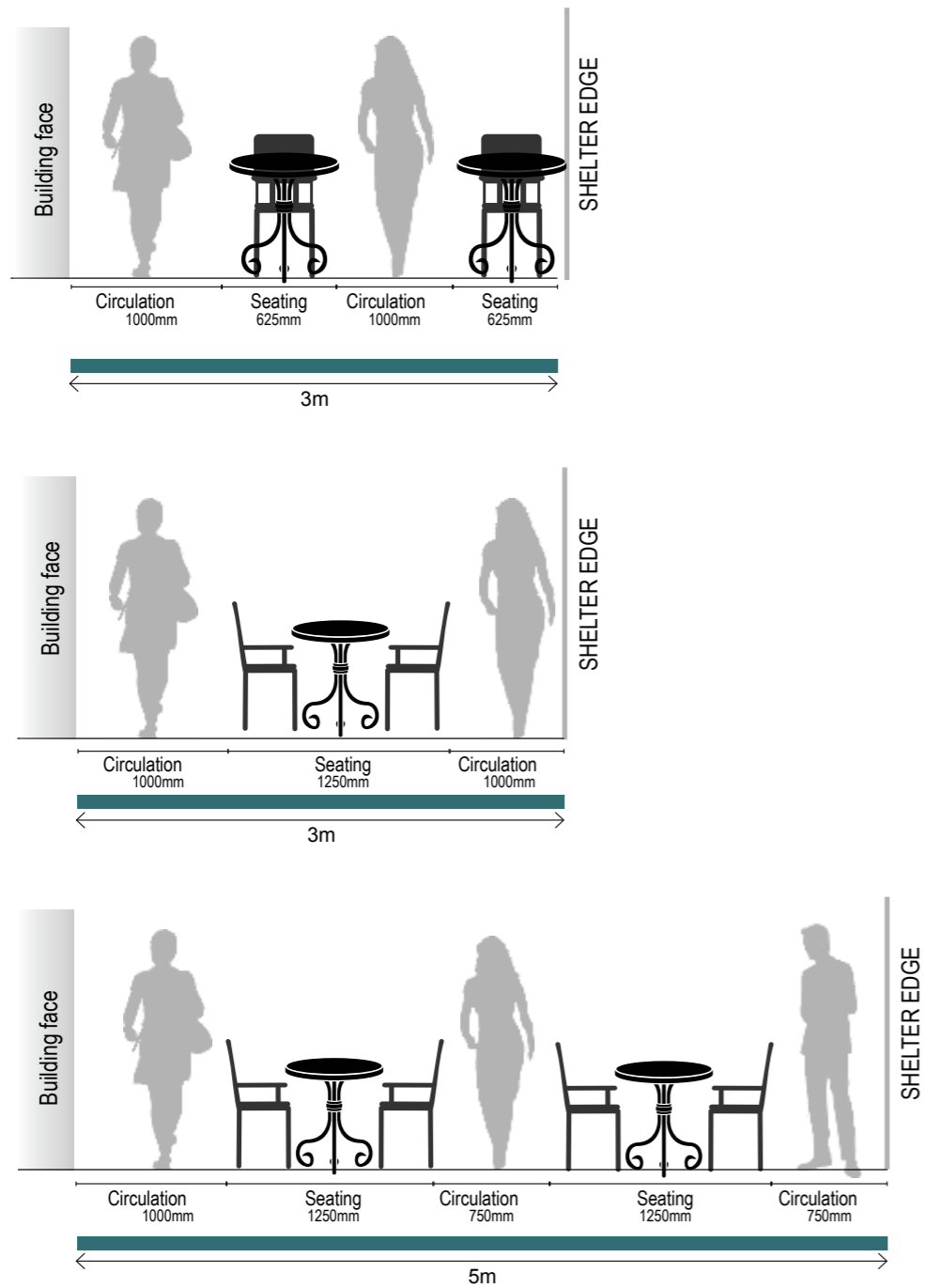
5m open air space to one side of Park Street



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)



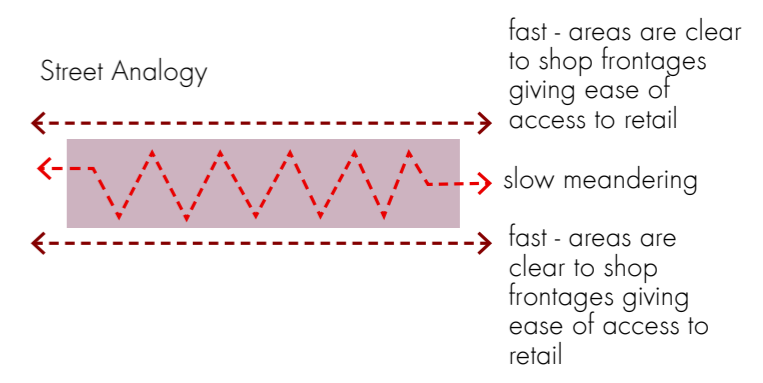
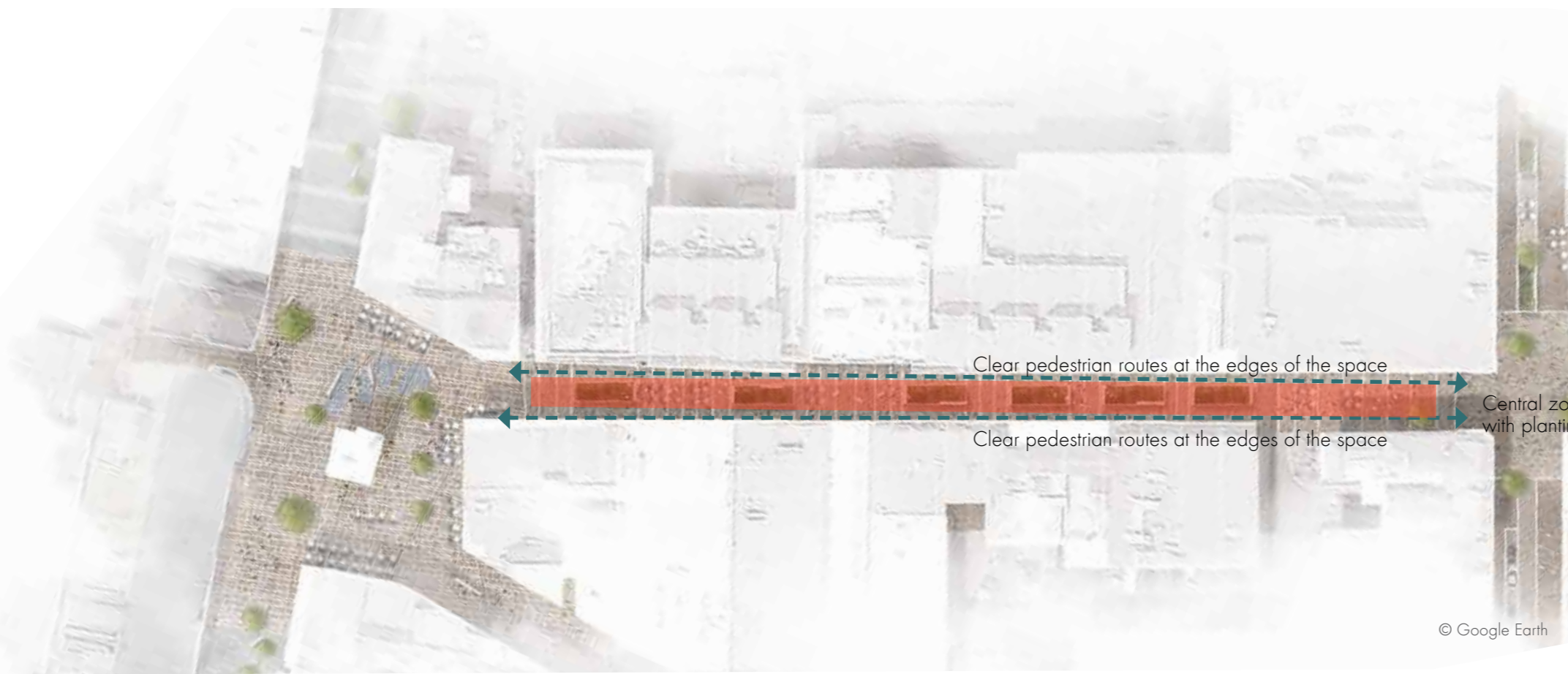
Low level planting and seating



Pocket spaces for seating



The use of water as a playful element along the street



## 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.

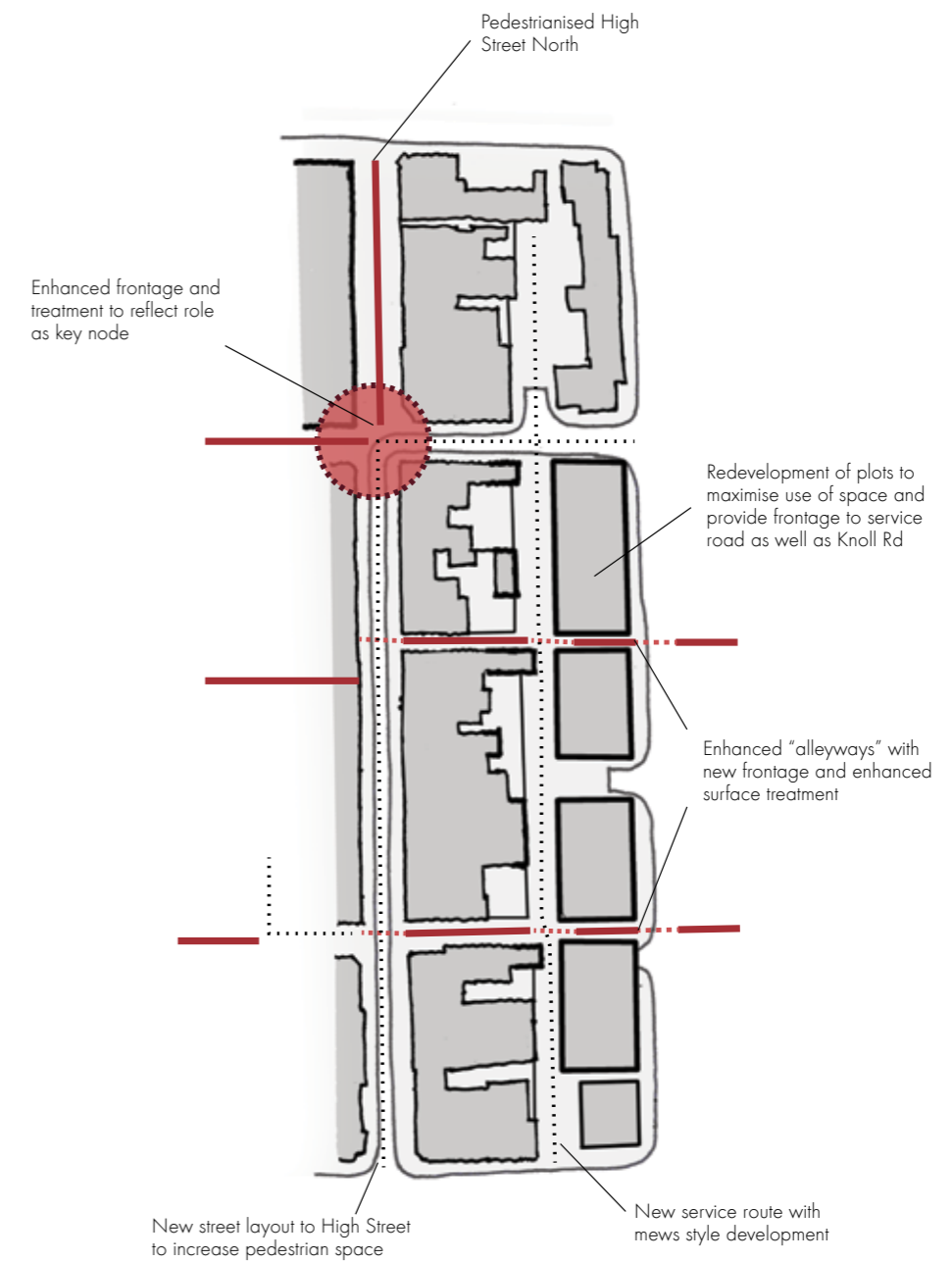
## Policy context

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

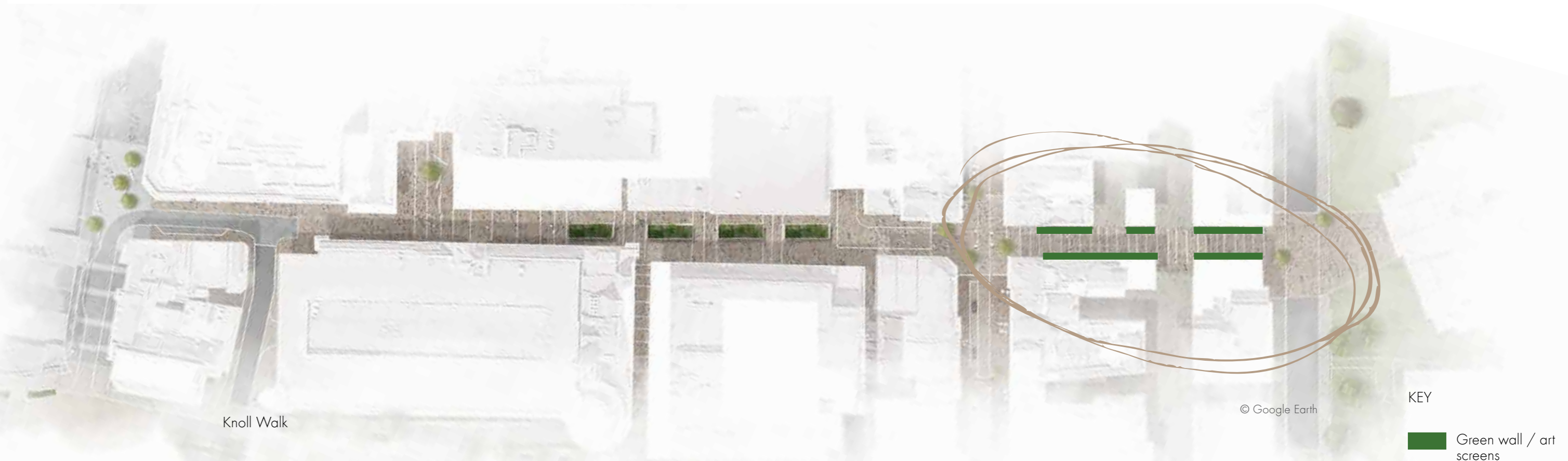


Key Plan

© 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



Original features respected, sensitive design appropriate to character

Original features respected and used to steer shopfront design



### High Street east side



### High Street west side

Appropriate scale of signage and fascia to window ratio

## 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.



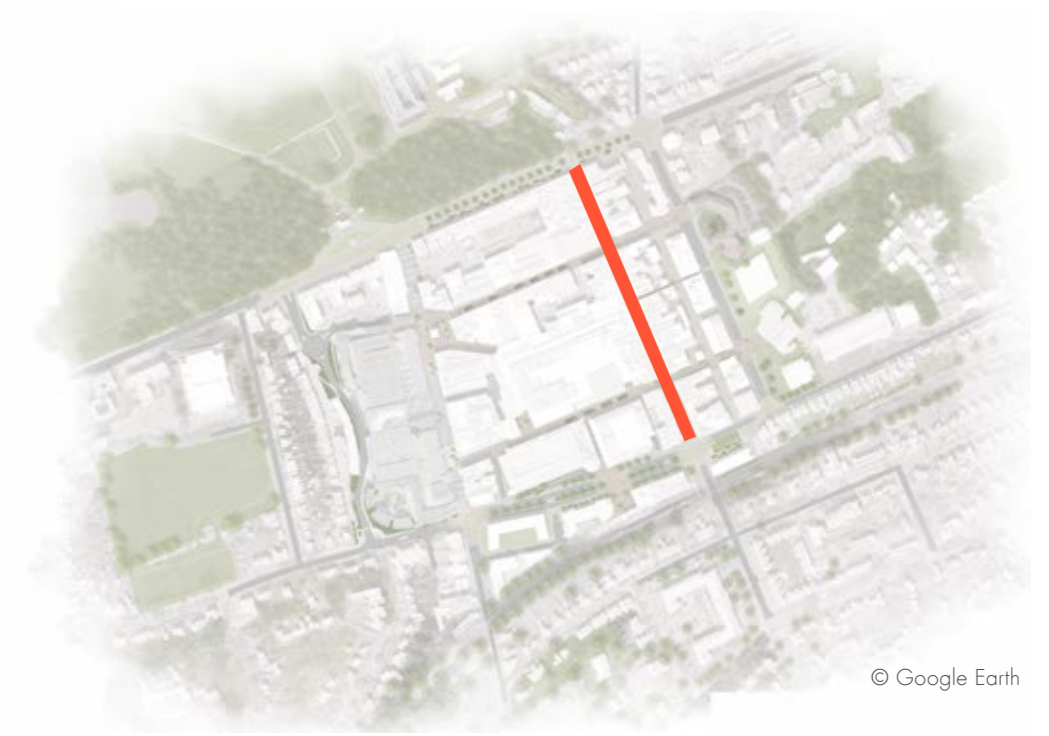


Illustration showing how the High Street environment could be enhanced through highway and public realm interventions



KEY

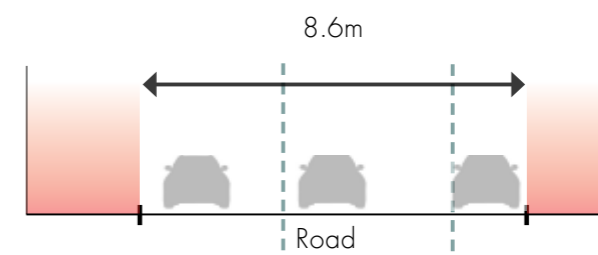
- 1. Nodal Point
- 2. Reduced carriageway
- 3. On street parking / servicing bays
- 4. Pedestrian priority crossing points
- 5. Cafe spill out
- 6. Pedestrianised section of High Street
- 7. Low level planting / seating pockets



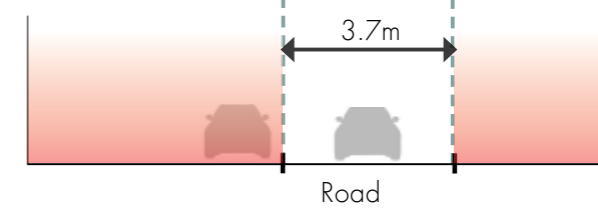
© Google Earth

Key Plan

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





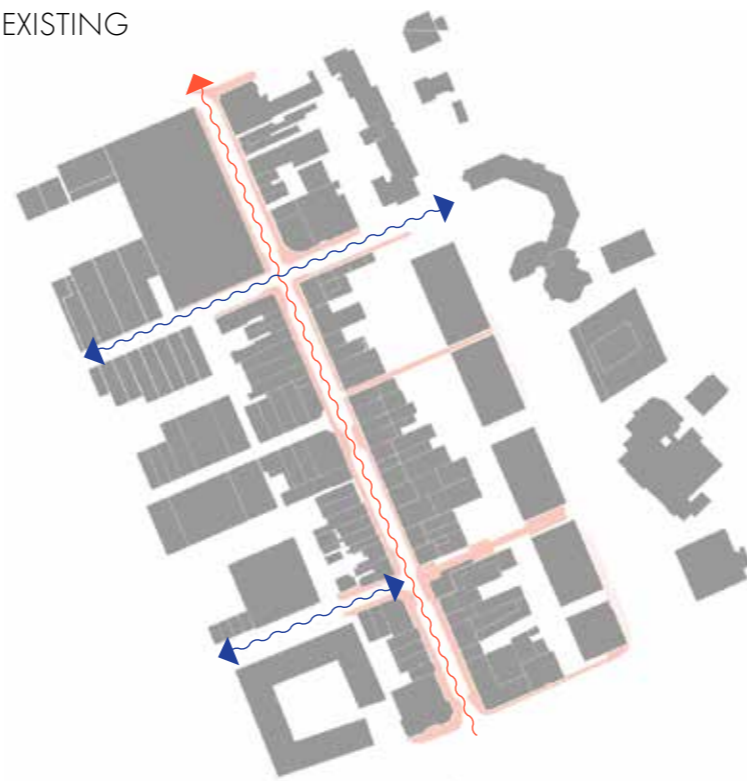
KEY

- 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

© Google Earth

Typical detail plan of one way street

EXISTING



PROPOSED

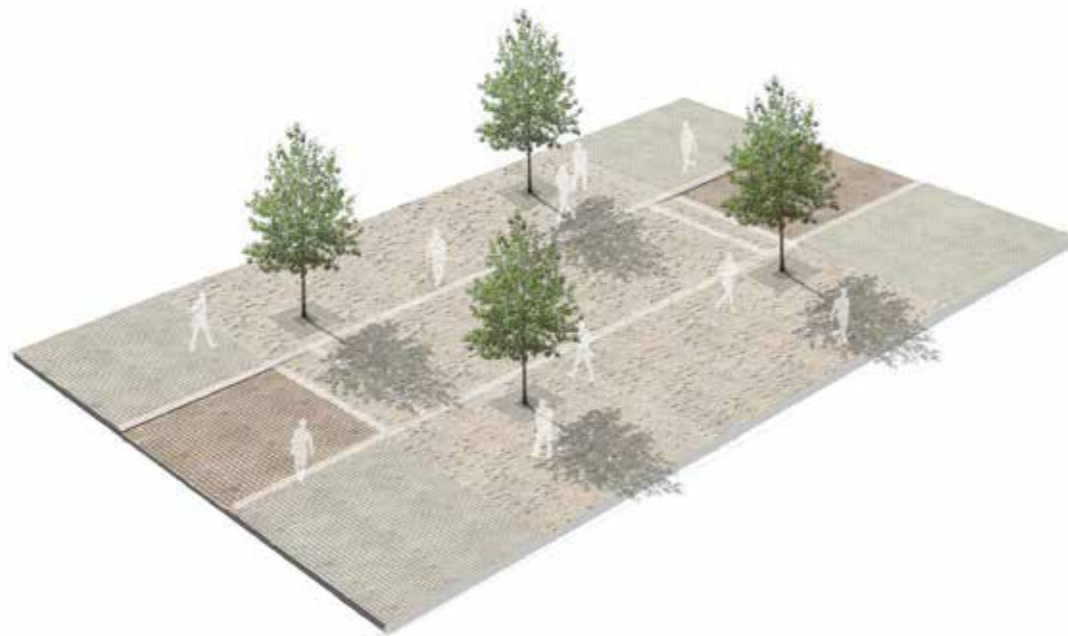


Key

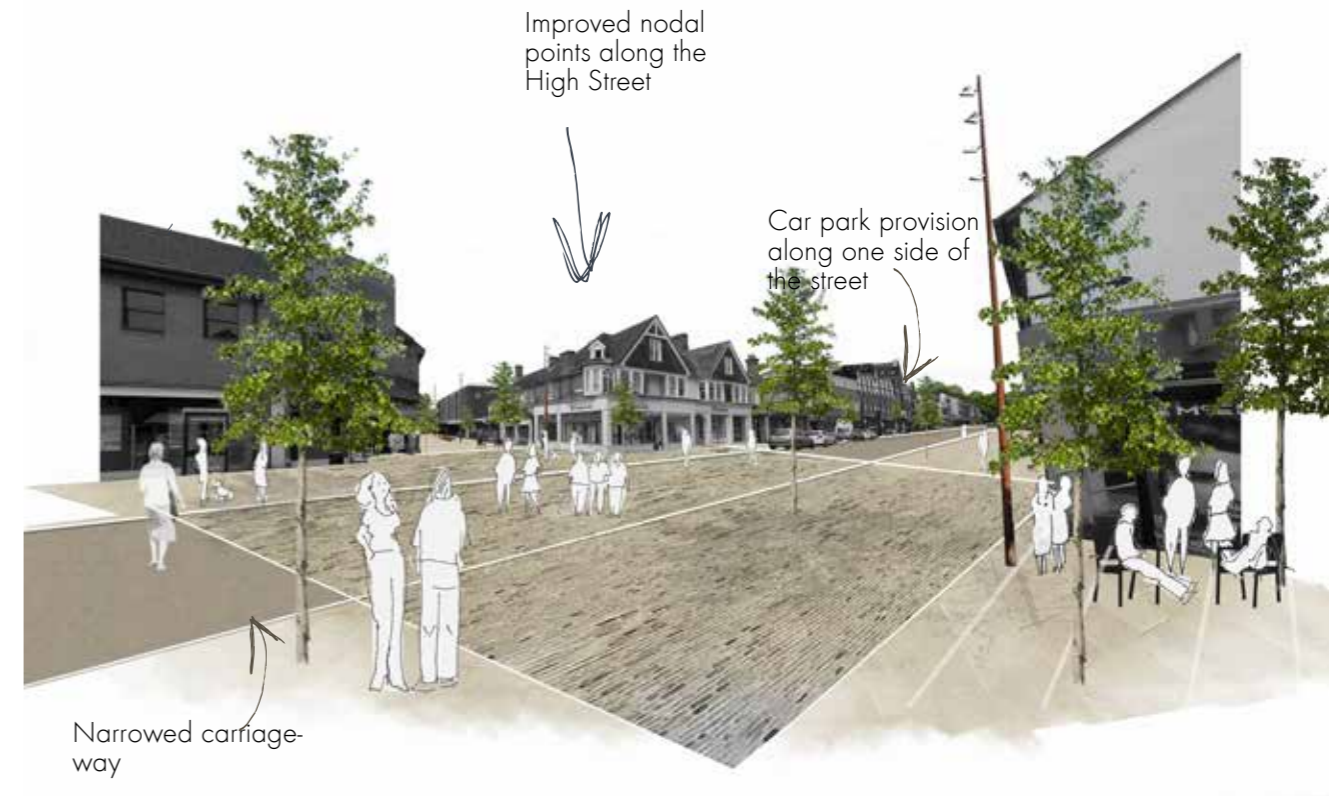
- One-way traffic
- Two-way traffic
- Public space



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

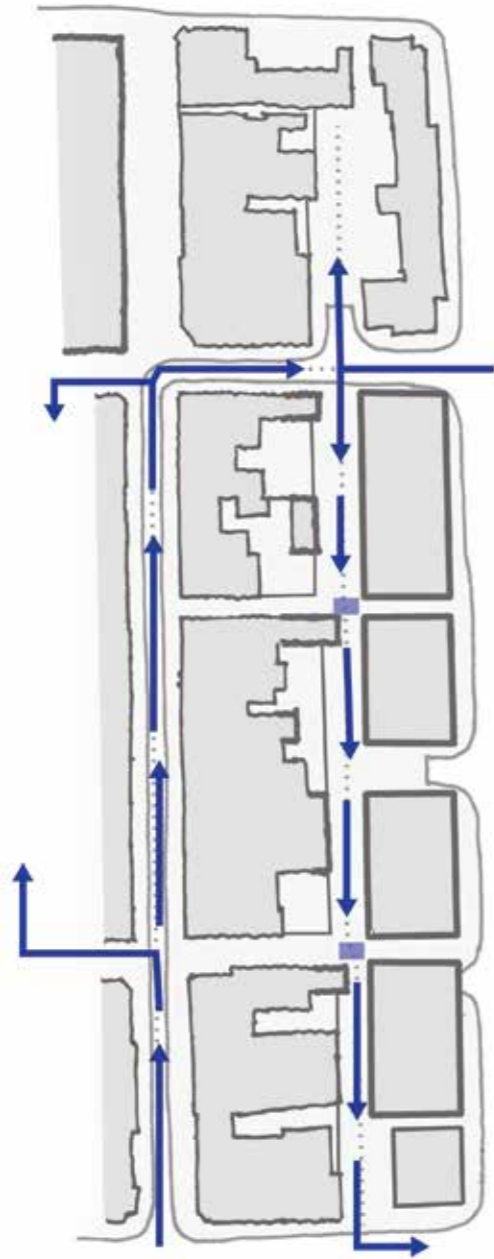


VARIED unit size

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

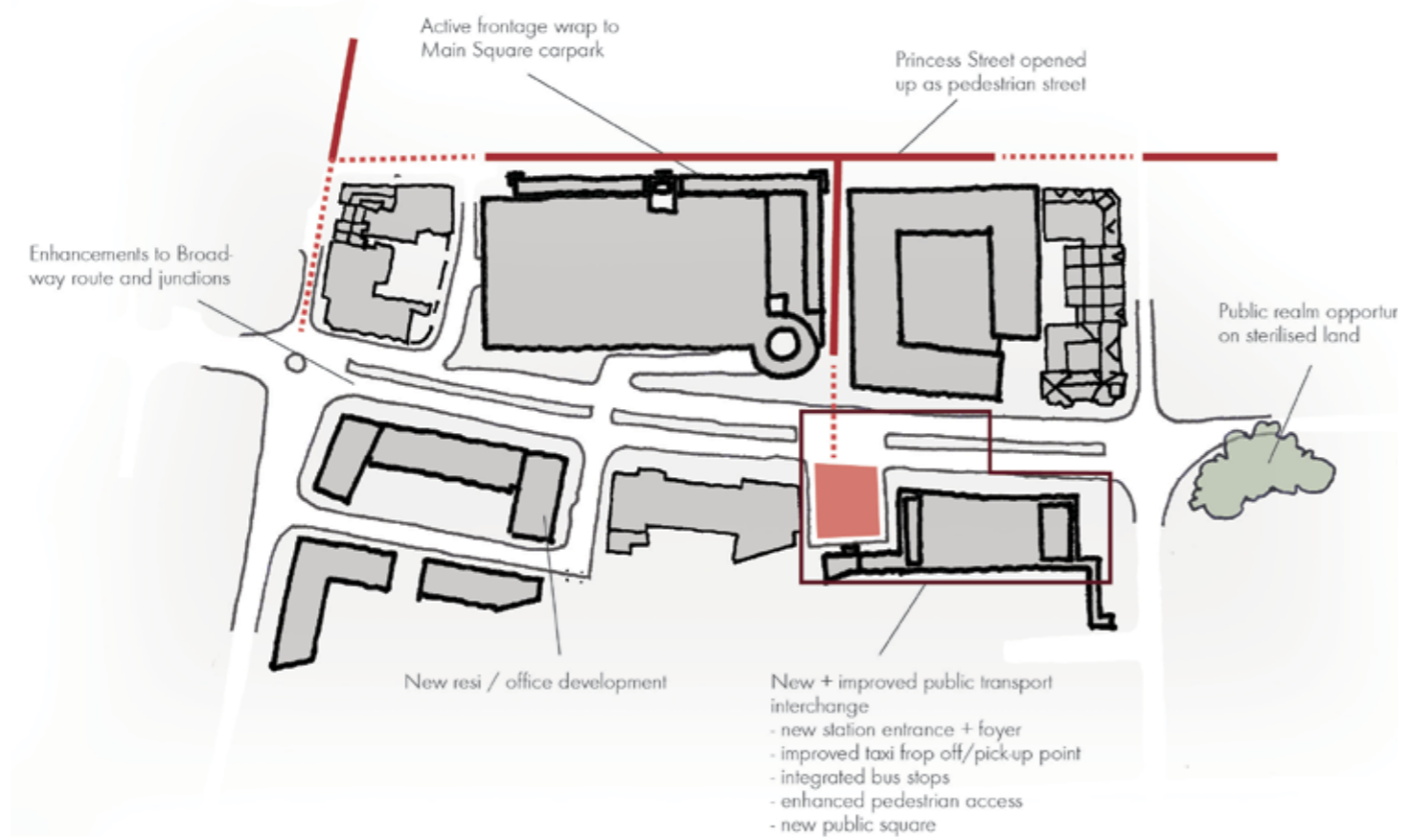
This section of the SPD provides further guidance on the delivery of the following policies:

- 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

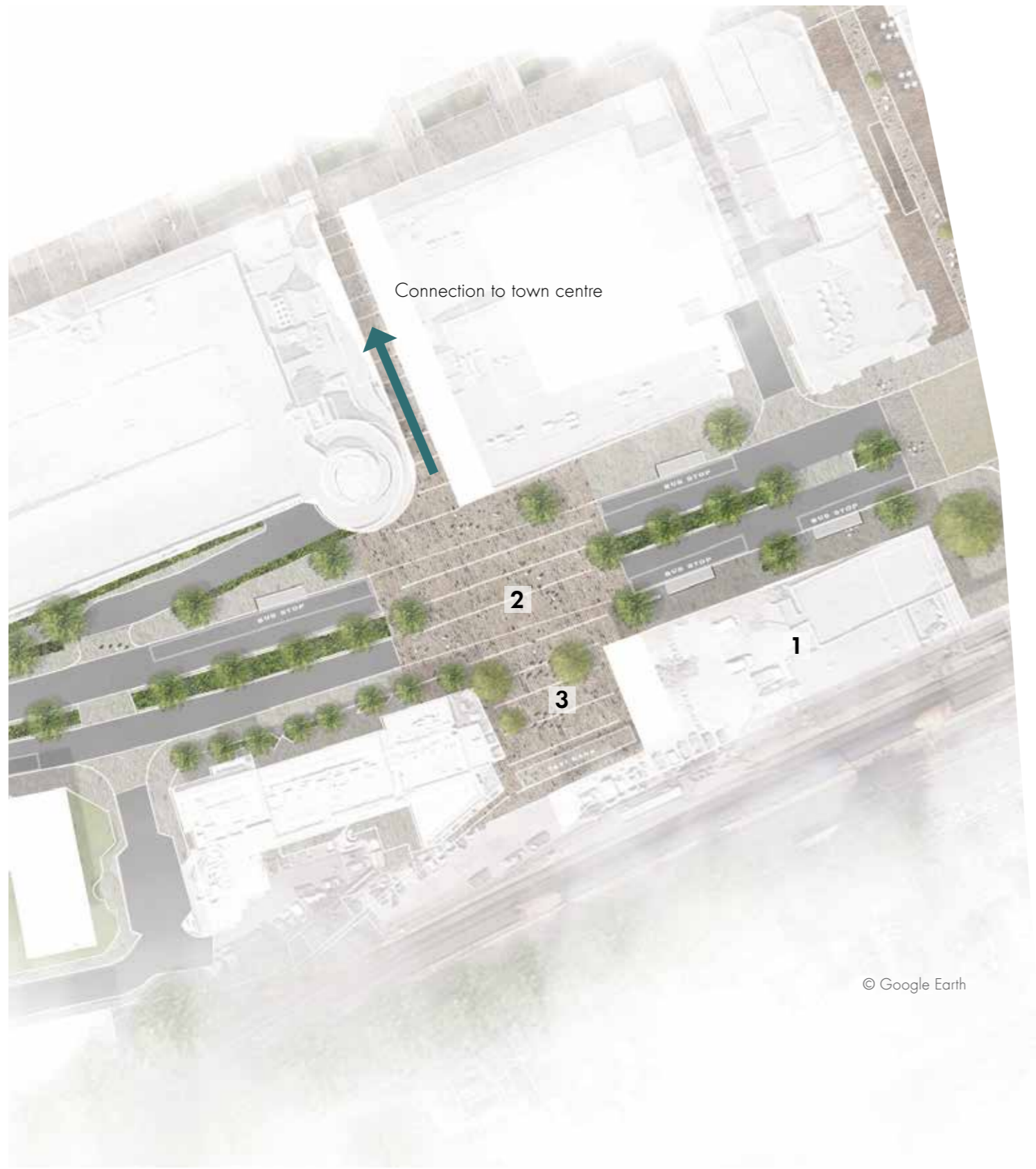
### Camberley Station

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

2

3

1

© Google Earth

KEY

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

## Princess Way

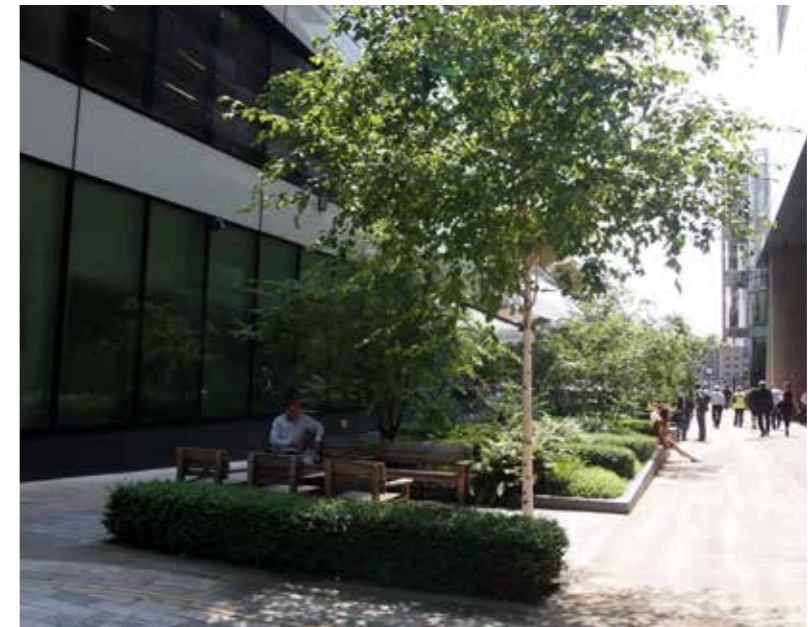
This key east west route will be opened up as a more traditional pedestrian street with 24 hourly access. An active frontage will be achieved along the whole of this route. The addition of an active frontage to the Main Square car park and the refurbishment/ redevelopment of Ashwood House will help in 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.



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

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





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.

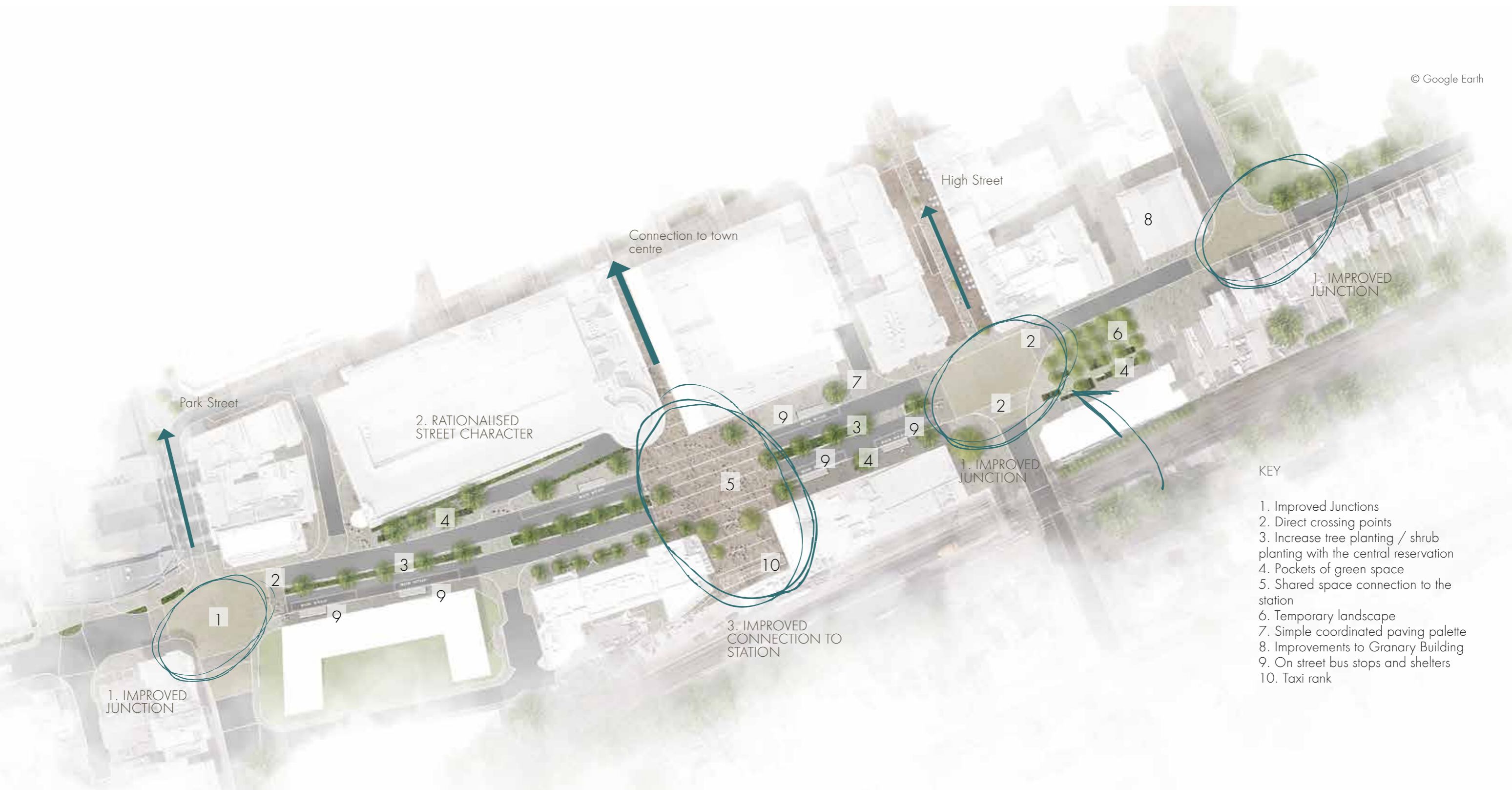
The impact of large blocks should be broken up through the vertical articulation and good design. In redeveloping plots the issue of permeability will need to be considered.

### 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.

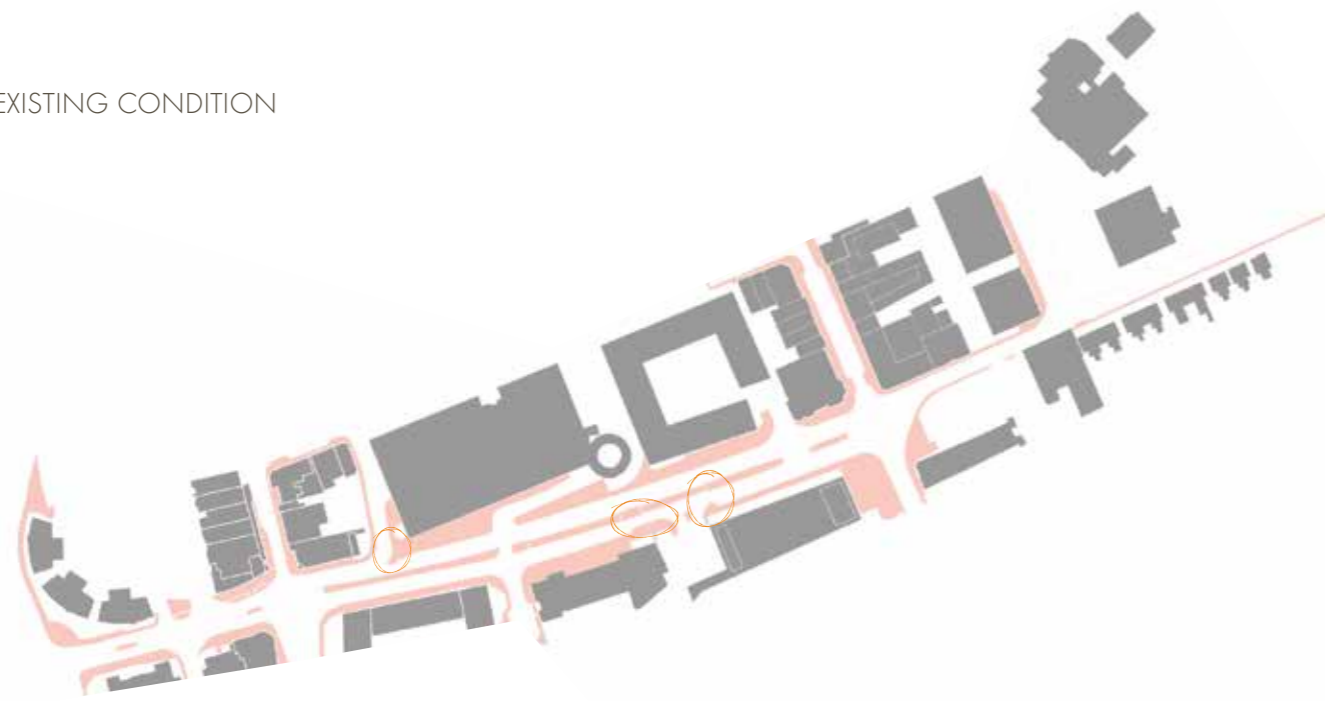


Existing Condition



Proposed Condition

EXISTING CONDITION



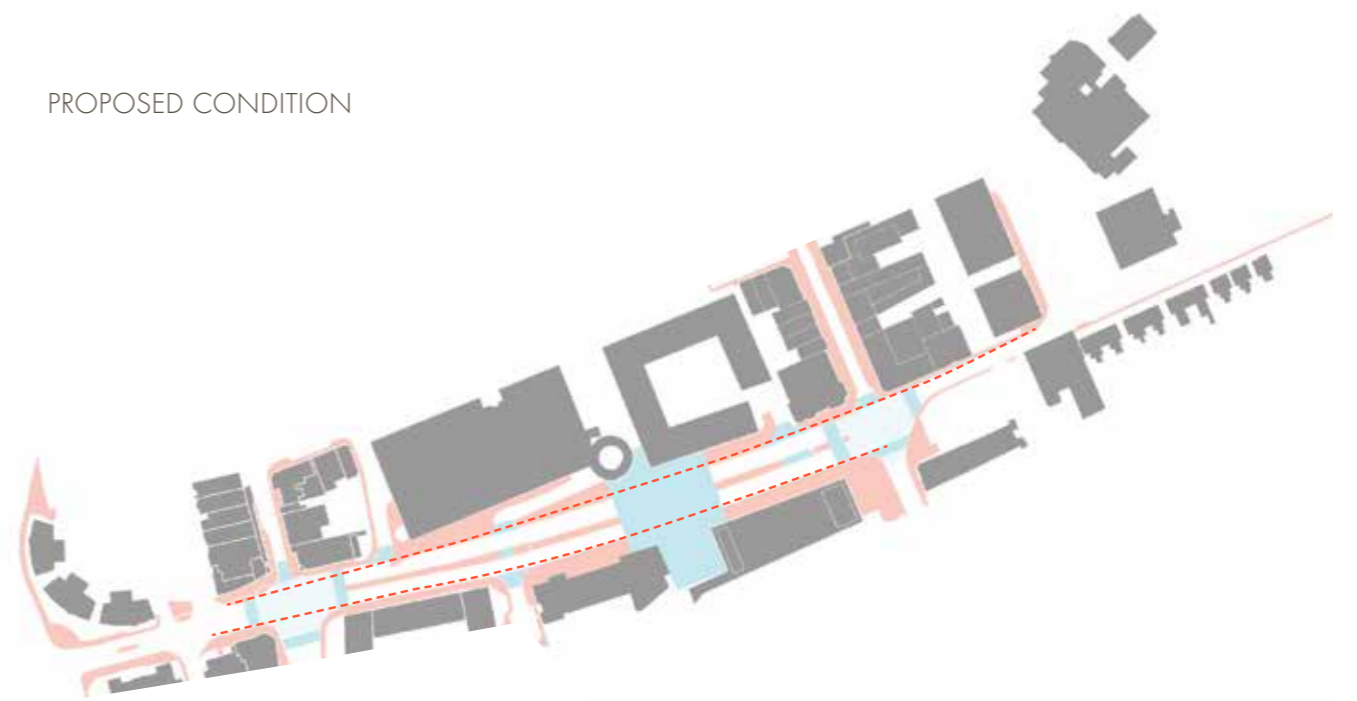
The width of the street within the existing condition varies and at pinch points reduces to a single lane.

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.



Key

On street bus stops



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.

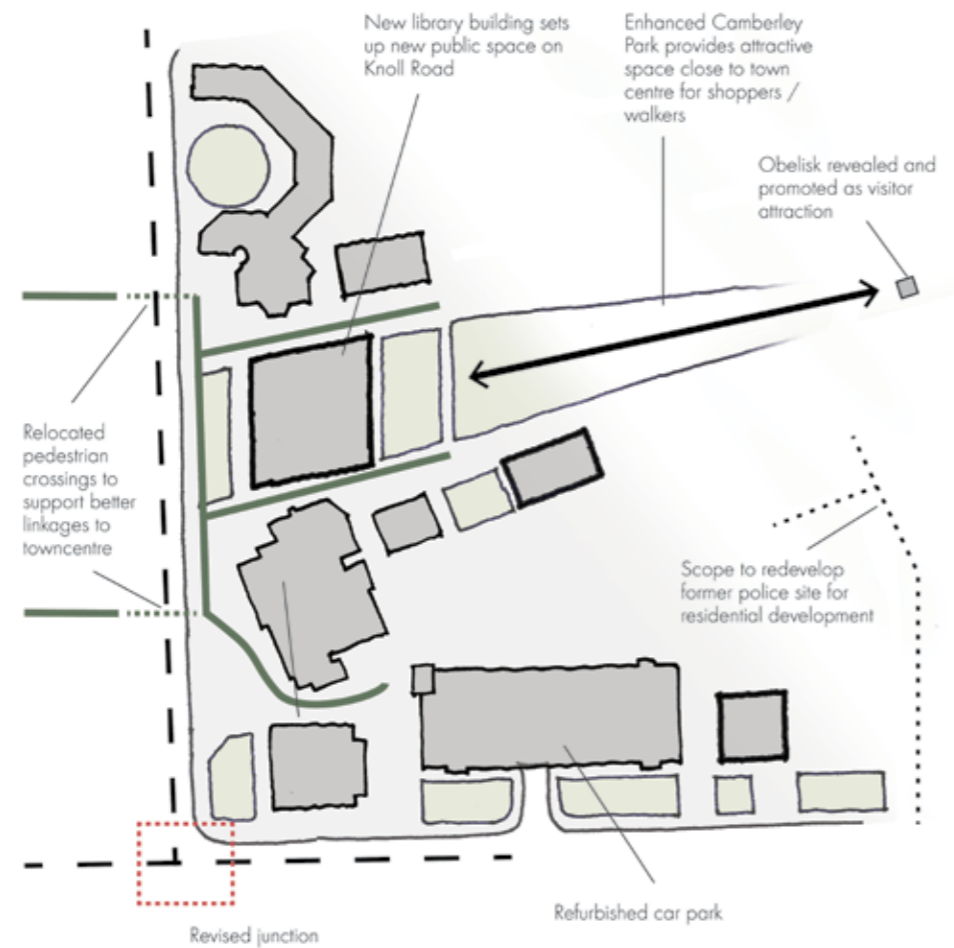
### Objectives

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
<b>Cultural / Civic Quarter</b> 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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