

# Camberley Town Centre Area Action Plan Adopted July 2014



**2011-2028**



**Great Place • Great Community • Great Future**

# Foreword

The Borough of Surrey Heath relies upon Camberley Town Centre for a wide range of purposes. It provides not only shops, services, leisure opportunities, employment and a place to live but it is for many visitors a window upon the Borough. The town's story in recent years has been one of success with the opening of The Atrium and pedestrianisation of Park Street. The Borough Council wants to build on this success by providing a leading centre for the Borough and the wider north west Surrey and Blackwater Valley area.

The Area Action Plan draws up an ambitious but achievable vision for Camberley Town Centre and a strategy for delivering that vision. It identifies the key sites that will deliver the vision and the necessary infrastructure. It also seeks to retain and reflect the historic elements of Camberley.

The Camberley Town Centre Area Action Plan has been the subject of public consultation and joint working with key partners. I thank all of these individuals and groups for their contribution in working to make Camberley a town centre we can continue to be proud of.

Councillor Keith Bush – Portfolioholder for Regulatory

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**2011–2028**

July 2014

# Contents

<b>1</b>	<b>INTRODUCTION</b>	<b>4</b>
	<b>The Spatial Portrait</b>	<b>6</b>
	<b>Vision</b>	<b>9</b>
	<b>Objectives</b>	<b>9</b>
	<b>The Strategy</b>	<b>10</b>
	National and Local Policy Guidance.	10
	What our evidence says	11
	Key Challenges and Strategy	13
<b>2</b>	<b>GENERAL POLICIES</b>	<b>17</b>
	<b>Definition of the Town Centre Area</b>	<b>17</b>
	<b>Development Proposals</b>	<b>17</b>
	TC1 General Policy for new development within the Town Centre	17
<b>3</b>	<b>RETAIL</b>	<b>19</b>
	A Retail Strategy for Camberley Town Centre	19
	<b>Retail Development</b>	
	TC2 Retail Development	20
	<b>Food and Drink</b>	<b>21</b>
	TC3 Food and Drink	22
<b>4</b>	<b>HOUSING</b>	<b>23</b>
	TC4 Housing	23
<b>5</b>	<b>EMPLOYMENT</b>	<b>24</b>
	TC5 Employment	24
<b>6</b>	<b>LEISURE, COMMUNITY AND CULTURAL USES</b>	<b>25</b>
	TC6 Leisure, Community and Cultural Uses	25
<b>7</b>	<b>ACCESSIBILITY</b>	<b>26</b>
	TC7 Accessibility	26
	TC8 Improvements to the Highway Network	27
	<b>Access for Pedestrians</b>	<b>28</b>
	TC9 Pedestrians	28
	<b>Rear Service Roads</b>	<b>29</b>
	TC10 Rear Service Roads	29

**8 DESIGN, PUBLIC REALM AND OPEN SPACE**

TC11 General Design	30
TC12 High Street Character Area	32
TC13 The Public Realm	32

**9 OPPORTUNITY AREAS**

<b>London Road Block</b>	34
TC14 London Road Block	34
<b>Camberley Station</b>	35
TC15 Camberley Station	36
<b>Land at Park Lane</b>	36
TC16 Land at Park Lane	36
<b>Pembroke Broadway (North)</b>	37
TC17 Pembroke Broadway (North)	37
<b>Land East of Knoll Road</b>	38
TC18 Lane East of Knoll Road	38
<b>Former Magistrates Court</b>	39
TC19 Former Magistrates Court	39
<b>The Granary</b>	33
TC20 The Granary	40

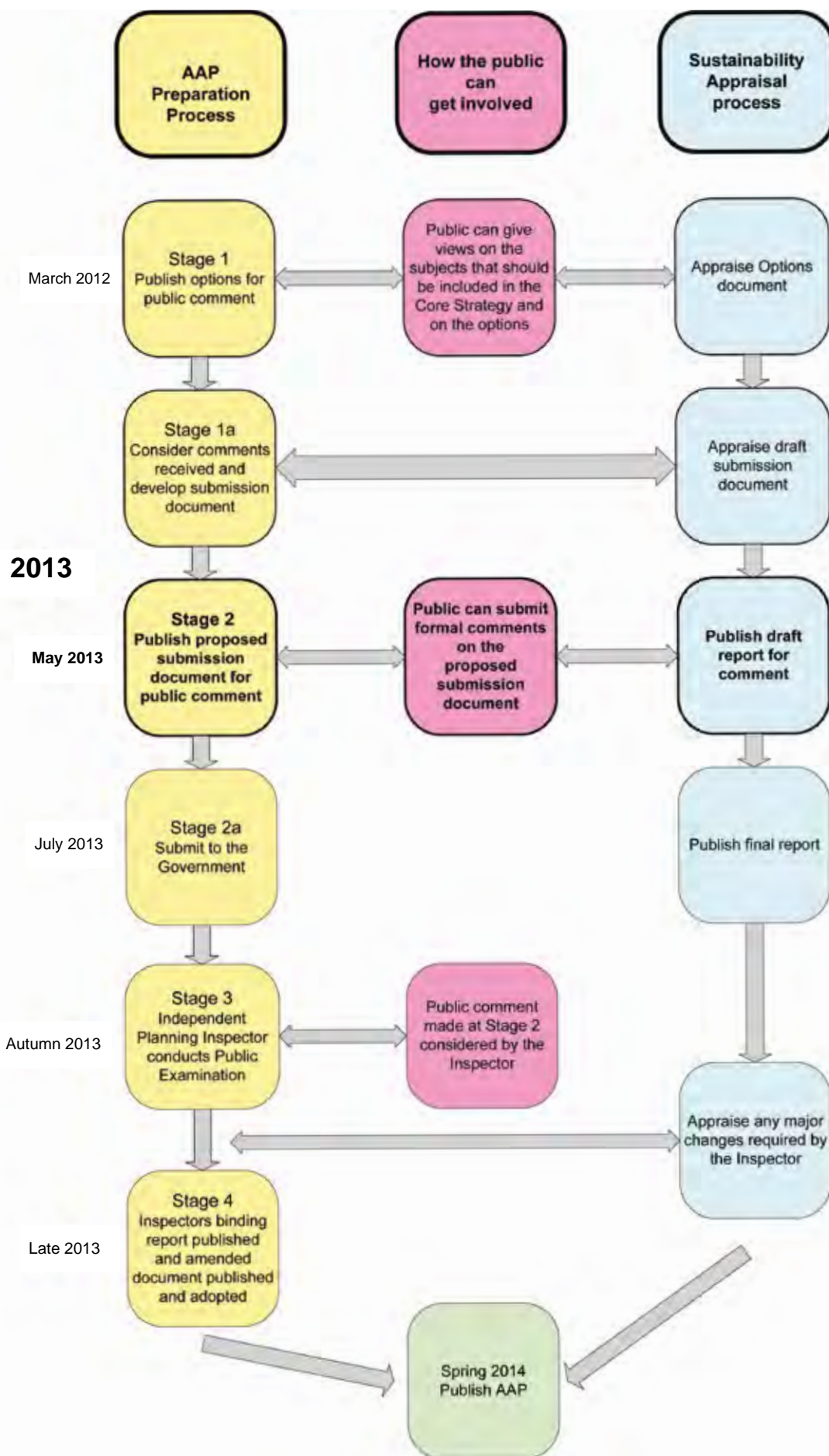
**APPENDICES**

<b>Appendix 1</b> Glossary of Terms	42
<b>Appendix 2</b> General Monitoring Framework	47
<b>Appendix 3</b> Policies contained in the Surrey Heath Local Plan 2000 (as saved) to be replaced by or deleted upon adoption of the Camberley Town Centre Area Action Plan	58
<b>Appendix 4</b> Plans showing proposed changes to the Adopted Policies Map	61
<b>Appendix 5</b> Planning Policy Background and Evidence Base	84
<b>Appendix 6</b> High Street Shopfronts Design Guidance	86
<b>Appendix 7</b> Heritage and Character Statement	91

# 1 INTRODUCTION

- 1.1** The Camberley Town Centre Area Action Plan (AAP) is a formal Development Plan Document (DPD). Together with the adopted Core Strategy and Development Management Policies Development Plan Document 2012 (hereafter referred to as the Core Strategy) and other documents currently being prepared that will identify site allocations for the rest of the Borough (including those for new development and environmental protection), it will form part of the Local Plan that will supercede the Surrey Heath Local Plan 2000. Specifically the AAP when adopted will replace the saved Camberley Town Centre policies of the Surrey Heath Local Plan 2000 (see Appendix 3).
- 1.2** The AAP is an important policy document that will shape development within the town centre in the period up to 2028. It will be a key component of the Borough wide Local Plan 2011- 2028. It is being prepared to support the Core Strategy which sets out the overarching policy direction for the Borough. The primary purpose of the AAP is to set out a strategy and proposals for the regeneration of the town centre.
- 1.3** The Borough Council has previously produced a revised Issues and Options document which updated earlier work undertaken on Camberley Town Centre. The responses received together with information gathered during that process have informed the preparation of this document. This has been done within the context of national and local guidance specifically the National Planning Policy Framework and the Surrey Heath Core Strategy and Development Management Policies Development Plan Document.
- 1.4** The main components of this document are The Vision and Strategy, the general policies and the policies for the Opportunity Areas within the town centre. The Vision and Objectives follow on from those set out within the Surrey Heath Core Strategy and Development Management Policies Development Plan Document.
- 1.5** Changes to the Adopted Policies Map are set out in Appendix 4.

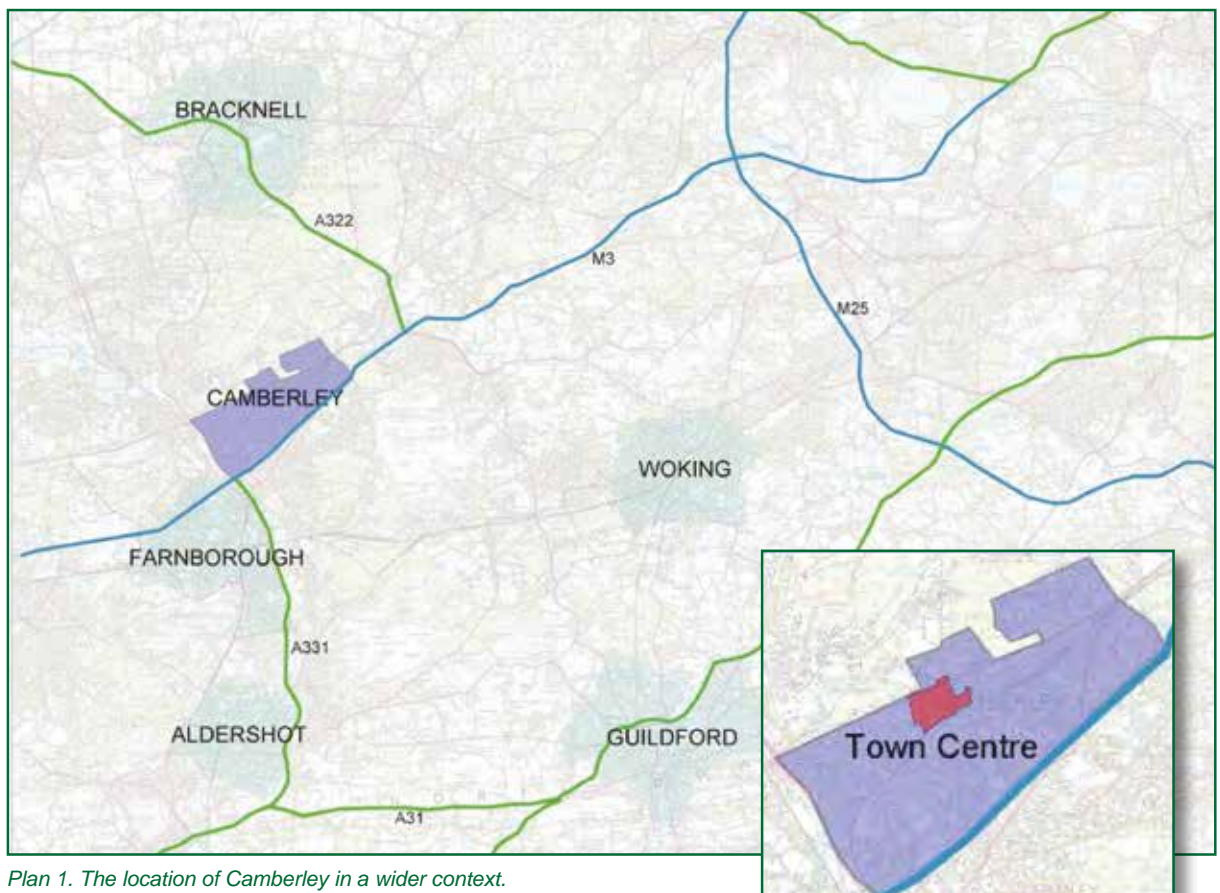
## How the AAP was prepared



## The Spatial Portrait

### The Context for Camberley Town Centre

- 1.6** Camberley is situated around 30 miles south west of London in north west Surrey and has a population of around 25,000<sup>1</sup> out of a total borough population of approximately 86,000. It lies just beyond the Metropolitan Green Belt and is the largest town in the Borough of Surrey Heath. The town centre of Camberley lies in the west of the Borough along the A30 London Road and just east of the Borough's western boundary with Berkshire and Hampshire (see Plan 1)



Plan 1. The location of Camberley in a wider context.

- 1.7** Up to as recently as the early 1800s the area now occupied by Camberley town centre and its surrounding suburbs comprised heathland and farmland. In 1862, the Staff College was established within the grounds of the Royal Military College. In order to accommodate the growth of shops and housing to serve the Staff College, a local landowner started to lay out a basic street pattern this was known as Cambridge Town. This was the beginning of the current centre. A rail link from the new town to London was constructed and a new station opened in 1878. Plan 2 shows the early town centre in 1875 and how it was laid out on a grid square. Forty years later in 1915, the growth of the centre had largely filled in the grid (see Plan 3).
- 1.8** Camberley town centre is identified as a Secondary Regional Centre in the Regional Strategy serving mainly local needs and is comparable with neighbouring centres at Bracknell and Farnborough. A wider, more regional role is fulfilled by the Primary Regional Centres such as those at Guildford, Woking, and Reading. Out of the top 50 centres in the South East, Camberley is ranked as 26<sup>th</sup> in overall terms combining its importance as a centre for retail, commercial uses, and leisure. As there are 22 Primary Regional Town Centres, Camberley is therefore one of the more significant Secondary Regional Centres. Approximately 5,660 people work in the town centre of which 53% work in retail, and 41% in offices.

<sup>1</sup> Based on 2001 Census data





Plan 2. Town Centre 1875.



Plan 3. Town Centre 1915.

## Population

- 1.9** The town centre lies mainly within Town ward although a small section west of Park Street lies within St Michaels ward. The population of the town centre is estimated to be approximately 500<sup>2</sup>. This population has increased with the flats provided as part of The Atrium development and other smaller schemes elsewhere.

## Shopping

- 1.10** Camberley town centre has a primary retail catchment area extending out to Windlesham in the east, Sandhurst in the north, Yateley to the west and Ash Vale to the south. Shoppers are attracted from further afield from Crowthorne, Hartley Wintney, Farnborough, Fleet and Bisley. Camberley's retail strength is reflected in its ranking as 22<sup>nd</sup> in terms of retail rents out of the top 50 centres in the South East.
- 1.11** In 2011, the town centre offered 247 outlets. Comparison shops such as those selling clothing and electrical goods represent 50% of all the shops currently trading, whilst convenience shops such as supermarkets represented only 2% of units. The largest concentration of shops in the town centre remains the Main Square indoor shopping mall. It has 100 retailers and an average weekly footfall of 171,835 people. It comprises the majority of the main Primary Shopping Area where most of the high-street multiples can be found. The Atrium on Park Street is also part of the Primary Shopping Area. Secondary shopping areas can be found along the High Street and the London Road frontage which are home to a number of independent, smaller retailers.

## Employment

- 1.12** Out of the top 50 centres in the South East, Camberley is ranked as 25<sup>th</sup><sup>3</sup> as a centre for employment. This covers office employment, as well as comparison and service retail. In 2004 it was estimated that there were 2,320 people employed in offices. Most of these offices are concentrated along the edges of the shopping area around Pembroke Broadway and Knoll Road, with a number of smaller premises above shops. An increasing number of these office premises are now vacant and employment in this sector has significantly decreased to be replaced by growth in the service and retail sector. The vacancy rates in offices and the reliance on industrial floorspace is reflected on the measures of competitiveness with Surrey Heath slipping from 10<sup>th</sup> in the UK in 1997 to 20<sup>th</sup><sup>4</sup> in the UK in 2010. In line with national trends unemployment has increased. Within the Borough this has grown from 0.7% in 2007 to 4.7% in March 2011<sup>5</sup>, although this is below the national figure of 7.3%.

2 Estimate based on number of dwellings and estimates of occupancy as at 2011.

3 SEERA Town Centre Futures: The need for retail development in South East England November 2004

4 UK Competitiveness Index 2010 produced by University of Wales Institute, Cardiff

5 Nomis Official Labour Market Statistics

## The Environment

- 1.13** The town centre has developed largely over the last 100 years. Its Victorian beginnings are still evident in the High Street and along the London Road (A30). The basis of the present town centre was laid out in the 1960's when the terraces of Victorian housing made way for a pedestrian precinct. This was updated in the early 1990's when the Main Square indoor shopping centre was created. Further areas of Edwardian housing were lost when land to the west of Park Street was cleared and subsequently redeveloped as The Atrium. Knoll Road to the east of the High Street is the main location of a number of civic and community uses. Behind the Council Offices is Camberley Park which is the main, open, green space within the town centre. The Park contains a childrens play area, and a wooded knoll leading up to The Obelisk, which is the only listed building in the town centre. There is no overall defining character to the town centre and there is a need to establish a coherent identity.

## Leisure, Cultural and Community Services

- 1.14** Camberley Theatre and Surrey Heath Museum, run by the Borough Council, and Camberley Library managed by the County Council are all located in Knoll Road in the town centre. Just beyond the town centre boundary along the London Road is the Arena Leisure Centre, and London Road Recreation Ground. A number of public services including the Surrey Heath Borough Council offices, Ian Goodchild Centre, and voluntary organisations have premises in the Town Centre. Within the town centre boundary is High Cross Church. A number of other religious accommodation including St Tarcisius Church, St Michaels Church and Camberley Mosque lie to the west of the Centre. Only one school, the Portesbery School, which serves children and young adults with learning difficulties lies within the town centre boundary, although Camberley Infant School and the Camberley Adult Learning Centre lie to the west. The range of indoor leisure amenities has been greatly improved by the new cinema and other facilities provided as part of The Atrium. It must also be recognised that the range of bars and clubs in the High Street that support the town centres evening economy also perform the role of a leisure use.

## Accessibility

- 1.15** The Surrey Transport Plan (STP)<sup>6</sup> has identified that buses have a key role for improving local public transport to Camberley town centre. Congestion and the infrequency of some services still make the car a more attractive option for many visitors, although services have been enhanced by the new bus route along the London Road.
- 1.16** Camberley station provides direct rail services to London, but these are peak hour only and generally regarded as slow. Connections to other lines and centres are poor, and there is a lack of integration between bus and rail services although bus services do stop outside the Station. The STP has identified a number of measures based around improving reliability and punctuality of services and encouraging new initiatives from bus operators. These include a Bus Punctuality Partnership for the Blackwater Valley. A successful quality bus partnership will be continued through future Voluntary Partnership arrangements. There is an emphasis on delivering 'end to end' journeys with town centres seen as offering particular opportunities for taking forward improvements, where these are in close proximity to a railway station. A number of cycling routes are proposed by the County Council as part of their Cycling Strategy which will be implemented mainly through developer contributions.

## Vision

- 1.17** The Vision has been informed by an analysis of the characteristics of the town centre, the key challenges and issues facing it in the period up to 2028 and the views of the local community and businesses on how they should be dealt with. It also delivers the strategic vision for the town centre as set out in Policy CP10 and supporting text of the Core Strategy. It also supports the Sustainable Community Strategy vision of Surrey Heath as a desirable place to live.
- 1.18** The Vision for Camberley town centre is as follows.
- 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.***
- 1.19** Camberley town centre will remain the key retail and commercial centre within the Borough and a secondary regional town centre. The town centre's role as a successful and popular shopping destination will be enhanced by increases in retail floorspace particularly along the London Road frontage and the refurbishment of the central shopping area in Main Square. Its role as a main office based employment centre will continue but regeneration will present opportunities for housing. The town centre's growing role as a leisure and cultural destination will be supported. Accessibility will be enhanced through improvements to public transport.

## Objectives

- 1.20** The objectives represent the key outcomes required to deliver the Vision for Camberley town centre and are set within the overarching objectives of the Core Strategy, in particular the following:
- Objective 1 To promote and deliver sustainable development in the Borough.
  - Objective 2 To provide sufficient new housing to meet the Borough's need without causing harm to areas of importance for biodiversity.
  - Objective 3 Promote the role of Camberley town centre as a secondary regional centre and as a safe and attractive retail, cultural and entertainment centre with a high quality of environment.
- 1.21** The objectives for the Camberley Town Centre AAP are as follows:
- Objective 1. To ensure Camberley town centre continues to be a vital and viable shopping facility which meet the needs of its catchment population and to enable the improvements and any increases in floorspace needed to achieve this.*
  - Objective 2. Provide an excellent range of leisure, cultural and community facilities to meet the needs of the local population.*

*Objective 3. To maintain Camberley town centre's role as an employment centre.*

*Objective 4. To enhance Camberley town centre's role as a residential area including the provision of new homes, whilst avoiding harm to European Sites.*

*Objective 5. To improve accessibility within and to the town centre by all means of transport.*

*Objective 6. To improve environmental quality including building sustainability and use of sustainable drainage systems, enhance the character of the town centre and its heritage, protect the amenity and character of the surrounding residential areas.*

*Objective 7. To provide a well managed, safe and attractive town centre.*

## The Strategy

**1.22** In considering the strategy for Camberley town centre, regard has been had to the following matters.

### National and Local Policy Guidance.

**1.23** The National Planning Policy Framework (NPPF) sets out the government's policy to promote competitive town centre environments and to see that, wherever practical, retail and leisure uses are located in town centres. In respect of policies for identified town centres, the NPPF advises that policies should ensure the vitality of town centres by being positive and by promoting competitive town centre environments. Local Plans should:

- Recognise town centres as the heart of communities, supporting their vitality and viability.
- Define the extent of town centres and primary shopping areas.
- Promote competitive town centres.
- Retain and enhance existing markets or where appropriate allow for new ones.
- Allocate a range of suitable sites to meet the range of development needed in town centres. In particular the needs for retail, leisure, office and other main town centre uses should be met in full.
- Recognise that residential development can play an important role in ensuring the vitality of town centres.

**1.24** The Surrey Heath Local Plan 2000 sets out the current policies for Camberley town centre in particular site specific policies. These policies will be superseded by this AAP (see Appendix 3).

**1.25** It should be noted that during the course of the preparation of this document the Regional Spatial Strategy for the South East was partially revoked. Nonetheless the evidence base in respect of the hierarchy of centres in the South East remains relevant and has been relied upon. In addition, Policy NRM6 of that document remains extant and is applicable to this document.

- 1.26** The AAP must be read alongside the policies of the Core Strategy and Development Management Policies Development Plan Document (the Core Strategy) which sets out:
- the general spatial strategy for the Borough.
  - the approach to achieving sustainable development.
  - the overall approach to new development and the amount of growth anticipated.
  - the approach to economic development within the Borough.
  - the hierarchy of centres within the Borough.
  - the strategic policy for Camberley town centre (Policy CP10).
- 1.27** The adopted Core Strategy is considered to be consistent with the NPPF. This AAP sets out in more detail how the overarching town centre strategy of Policy CP10 will be achieved.

### What our evidence says

- 1.28** The policies and approach set out in this Area Action Plan are informed by and founded upon a robust evidence base. The key elements of this evidence base are set out in a background paper which accompanies this Area Action Plan. The sources of evidence relied on are listed in Appendix 5.
- 1.29** The main characteristics of the town centre, as identified from the evidence base, are:
- Serves a Borough with a high quality of life.
  - Has a more than local role as a sub-regional town centre.
  - Major service centre in the Borough with key civic and cultural role.
  - Major employment centre and 20<sup>th</sup> most competitive local economy in the UK.
  - Recovering better from recession than most other town centres with low shop vacancy rates.
  - Lack of a major food store although there are two small supermarkets and a growing number of small food stores.
  - Surrey Heath is the smallest office market in the sub-region in terms of floorspace and characterised by oversupply.
  - A good quality compact centre much of which is pedestrianised and hidden by the run down appearance of the London Road frontage.
  - Increasing residential element bringing with it improved surveillance and safety.
  - A growing night time economy.
  - Good quality, frequent, well used bus services that are some of the few unsubsidised bus services in Surrey, giving good connections to surrounding local area and towns.
  - Poor quality rail connections and lack of town centre presence to passing rail passengers.

Strengths	Opportunities
<ul style="list-style-type: none"> <li>• Extensive comparison goods offer.</li> <li>• Resilience as a retail centre.</li> <li>• Some attractive built areas eg. High Street.</li> <li>• Borough Council and other public sector support.</li> <li>• Compact centre with easy pedestrian access during the day.</li> <li>• Growing use of bus services.</li> <li>• Frequent good quality bus services.</li> <li>• Recently approved Business Improvement District (BID).</li> <li>• Atrium development.</li> <li>• Attractive green surrounds.</li> <li>• Major civic and cultural facilities.</li> </ul>	<ul style="list-style-type: none"> <li>• Areas with redevelopment potential particularly along the A30.</li> <li>• Potential to address changing consumer attitudes in redevelopment.</li> <li>• Greater emphasis on using buses and cycling.</li> <li>• Commitment to improving town centre management through a Community Interest Company.</li> <li>• Developer interest in improving the range of facilities.</li> <li>• Extensive area of pedestrianisation with scope for enlarging and increasing public open space.</li> <li>• Potential to improve the sustainability and vitality of the town centre by introducing more housing development.</li> <li>• Improve the night time economy 'offer'.</li> <li>• Improve the environment (public realm).</li> <li>• Extensive areas of publicly owned land.</li> </ul>
Weaknesses	Threats
<ul style="list-style-type: none"> <li>• Lack of higher order and specialist shops.</li> <li>• Lacks a major foodstore.</li> <li>• Poor rail service and outdated station.</li> <li>• Traffic congestion particularly on Saturdays.</li> <li>• Weak office market leading to high vacancies.</li> <li>• Current lack of variety in evening economy.</li> <li>• Difficult to find your way around in the evening.</li> <li>• Poor presence on surrounding roads especially the A30.</li> <li>• Mediocre built fabric in parts of centre.</li> <li>• Lack of outdoor open space.</li> <li>• Improving but limited cultural activity.</li> <li>• Ageing retail units that don't meet market demand.</li> <li>• Lack of a focal point or space.</li> </ul>	<ul style="list-style-type: none"> <li>• Competition from other centres.</li> <li>• Competition from out-of-town retail stores and business parks.</li> <li>• Traffic congestion.</li> <li>• Constraints on the improvement of the rail service.</li> <li>• Constraints on public service funding and delivery.</li> <li>• Concern over anti-social behaviour in the evenings.</li> <li>• Growth of on-line retailing.</li> <li>• Changing consumer behaviour and expectations of shopping as a leisure/ lifestyle activity.</li> <li>• The need to avoid Thames Basin Heaths Special Protection Area may restrict potential for housing development.</li> </ul>

## Key Challenges and Strategy

**1.30** Arising from the evidence base, in summary the key challenges identified to be addressed in the lifetime of the Plan are:

- to ensure that the town centre is able to respond to changing consumer and market behaviour.
- to deliver the measures that support the economic vitality and viability of the town centre.
- to ensure the town centre is accessible and sustainable.
- To ensure that future development needs can be met.

## Retail

**1.31** Retailing will be the largest sector for employment in the town centre taking over from office based employment. In planning for growth based around retailing it is important to understand the challenges facing this sector of the economy.

**1.32** Consumer behaviour is changing with on-line retailing increasingly challenging the role of town centres. Consumers increasingly perceive shopping as a leisure and lifestyle experience and demand the activities that support this in combination with traditional High Street retailing. This is evidenced by the success of The Atrium which offers a family leisure and shopping experience.

**1.33** The other growth area is the night time economy. This is seen as a revitalising force in town centres but brings with it concerns about anti-social behaviour and the impact of the 24/7 town centre on the amenity of surrounding residential areas.

**1.34** Despite these trends the town centre has shown remarkable resilience in surviving the recession with relatively low levels of shop vacancies. However, Camberley lies close to competing centres including out of town locations. As a result its retail performance does not reflect the affluence of the catchment area. The competition from, and planned improvements for, some of these other centres means Camberley is at risk of slipping in the retail rankings. Prime retail rents have declined which is to be expected as a result of the economic downturn of recent years.

**1.35** Lack of visibility or presence on London Road (A30) combined with the poor quality of the environment in this area is probably the biggest single problem within the town centre. This results in the existing town centre being hidden from much of the surrounding area and passing traffic. There is a need to redevelop and regenerate this area and to open up the town centre to have a presence on the London Road (A30), with high quality, modern design solutions.

## Offices

**1.36** There is a supply of cheap, good quality office floorspace much of which has been vacant for several years. The lack of a fast frequent main line rail service to London is a major factor in the decline of Camberley as an office centre. The presence of so many to let or for sale signs gives the impression of a town centre in decline which belies its success in weathering both the current economic recession and the impact of on-line retailing on high street retailers. There continues to be a need for office floorspace in the town centre to support its strategic role but the surplus floorspace in vacant premises also offers the potential to address other town centre needs.

## Leisure and Culture

- 1.37** Within a town centre context leisure encompasses a wide range of activities. In addition to the cinema and bowling activities available at the The Atrium, restaurants, cafes, bars and clubs are a major element in the leisure offer of the town centre.
- 1.38** The leisure element within the town centre has two very clear components. The element focussed on Park Street offers a family friendly mix which is attractive to a wide cross section of the community and supports activity throughout the day. The other element is based around the High Street and is focussed on young people and adults with a greater emphasis on late night activity. Both are important contributors to the town centre economy but require a different policy approach.
- 1.39** The cultural element remains located on Knoll Road with the Camberley Theatre and the Surrey Heath Museum. This is closely linked to the main civic areas. The challenge is to support these uses at a time when public funding is likely to be reduced for the foreseeable future. In addition it is important to ensure links to these uses are maintained and improved as the town centre is regenerated.

## Housing

- 1.40** As other uses decline, in particular offices, housing represents a viable alternative use for these sites. As a result, housing is likely to increase its role as a land use in the town centre. However this brings with it a need to consider carefully the amenity issues for these residents arising from their proximity to other town centre activities. As with the rest of the Borough, the town centre is within 5km of parts of the Thames Basin Heaths Special Protection Area (SPA). Housing will only be permitted where it can be shown that appropriate avoidance measures exist, such that no harm to the SPA will arise from new developments.

## Environment

- 1.41** The town centre has no overall defining or consistent character that makes it a destination of choice for shoppers. To survive and compete effectively against other town centres Camberley must enhance its role as a destination of choice which plays to its strengths and develops a unique character. In part this will need to be addressed through improvements to the public realm most of which is hard, not reflecting the green treed character of the surrounding area. The cultural, civic and leisure facilities within the town centre have a role to play in creating this unique identity.

## Accessibility

- 1.42** Arising from the above is the challenge to accommodate growth without imposing further congestion on the highway network. Whilst some highway improvements will be required, a key part of the strategy must be to encourage greater use of public transport and to encourage travel by cycle or foot without discouraging shoppers from visiting the town centre. Improved public transport services, better integration of bus/rail services and better travel planning for town centre businesses are also needed as part of a package of measures to improve accessibility.



## The Strategy for Camberley Town Centre

- 1.43** The Strategy for the town centre must recognise both its wider strategic function as well as the functions within the town centre itself and the land uses that derive from this. In terms of its internal function, the town centre could be perceived as having five activity areas: a retail central core surrounded by four distinct activity areas as set out in Plan 4 below. The Strategy for the town centre must address how this functional layout needs to adapt to ensure its continuing economic well-being in the future and its ability to fulfil its wider strategic role. In identifying the Strategy regard has been had to the viability of land uses.



Plan 4 Camberley Town Centre Existing Core Activity Areas

- 1.44** 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 housing and retail. Regeneration of the London Road Block will require a major new development to be financially viable and deliver the benefits required.
- 1.45** Accordingly the strategy is to:

*Expand the retail core area to include the London Road Block and deliver a major new retail development with additional car parking in the north of the town centre. The family leisure/home area to the west will remain unchanged. To the south the commercial area will see a gradual change as the home element increases. In tandem with this redevelopment will deliver improvements to the railway station and improvements to its links to the town centre. To the east the Cultural/Civic/Commercial area will see change as some civic use areas are redeveloped for housing on the eastern edge. The resulting functional/land use layout is shown in Plan 5.*

*In support of this the Council in partnership with developers will deliver public realm improvements around the town centre, in particular delivering environmental improvements within the High Street that gives a greater priority to pedestrians. These improvements will reflect and deliver into the town centre the green element that characterises the rest of the Borough. This will also provide improvements to the public spaces within the town centre.*

*To improve accessibility to the town centre the Borough Council will work with transport providers to deliver an improved station and bus/rail interchange in Pembroke Broadway. The Council will improve access for pedestrians and cyclists into and around the town centre. In addition the Council will work with developers and Surrey County Council to deliver highway improvements within the town centre and along the London Road A30 to The Meadows gyratory as necessary.*

- 1.46** This overarching strategy is supported by more detailed strategies for retail, transport and the public realm as set out elsewhere in this document.



*Plan 5 Camberley Town Centre Preferred Approach to Core Activity Areas*

## 2 GENERAL POLICIES

### Definition of Town Centre Area

- 2.1 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 below.
- 2.2 The primary shopping area remains the basis for the designation of the town centre. The town centre boundary is drawn hard up against the residential area to the west and no further development is anticipated in this part of the town centre. The London Road (A30) to the north and the railway line to the south form logical physical boundaries to the town centre. The northern boundary includes properties around the Knoll Road junction that may be affected by any future highway improvements. The boundary to the east included the former St Tarcissius school site which has now been developed for housing.
- 2.3 The town centre boundary is as shown on the adopted policies map.

### Development Proposals

- 2.4 A general approach is proposed setting out the broad principles that development should address. This ensures that guidance exists for development that comes forward on any sites not addressed by the site specific policies. This policy should be read alongside other general town centre policies such as those dealing with design and public realm as well as the Development Management Policies of the Core Strategy, in particular policies DM7 (facilitating Zero Carbon Development), DM9 (Design Principles) and DM10 (Development and Flood Risk). Infrastructure improvements will include highway improvements within the town centre or elsewhere, where these support the strategy and objectives for the town centre.

#### TC1 General Policy for new development within the Town Centre

*Within the town centre, as shown on the adopted policies map, development proposals will be required to:*

- (i) *Be appropriate in terms of use, scale, quality and quantity to the function and character of the town centre;*
- (ii) *Make the best use of redevelopment opportunities;*
- (iii) *Support the strategy for the regeneration of the Town Centre and enhance its vitality and viability;*
- (iv) *Seek to be sustainable in terms of energy and water use through building design, layout and orientation and the use of low carbon or zero carbon energy generation technologies and building materials and by minimising waste in the construction process;*
- (v) *Be acceptable in terms of the impact of traffic generation and vehicle movements (including servicing arrangements) on the highway network and be pedestrian friendly;*

- (vi) Be acceptable in terms of the impact on the amenity of residential and commercial areas;**
- (vii) Protect and enhance natural and heritage asset features of importance, including biodiversity; and**
- (viii) Have regard to flood risk arising from surface water run-off and to enhance water quality through design, including use of appropriate sustainable drainage systems.**

**Contributions will be sought from all developments, towards the cost of delivering infrastructure which contributes toward achieving the strategy and objectives for the Town Centre. Contributions will also be sought toward the cost of environmental improvements within the town centre.**

**Development that results in harm to the Thames Basin Heaths Special Protection Area will not be permitted.**

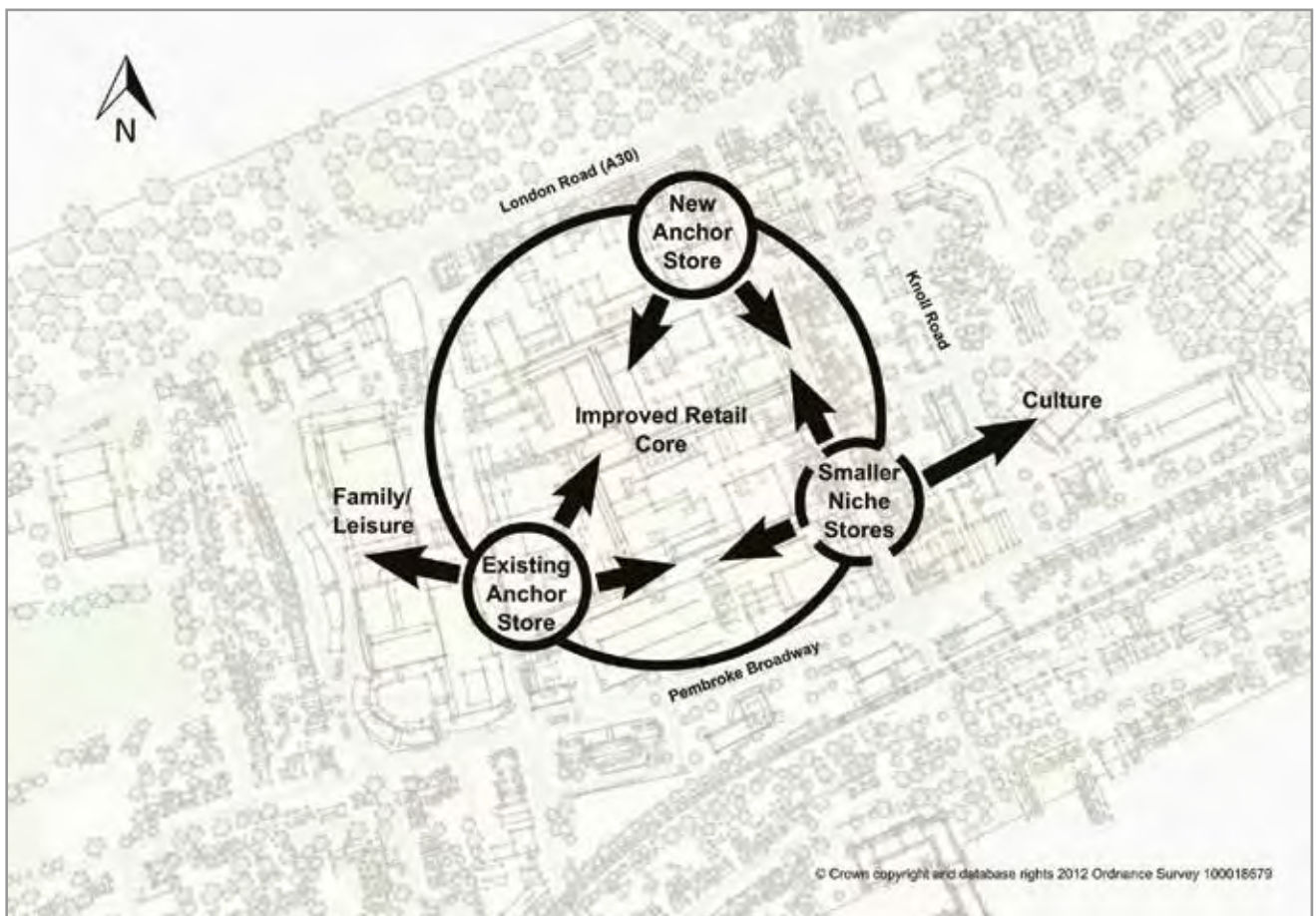
**When considering development proposals the Council will take a positive approach that reflects the presumption in favour of sustainable development contained in the National Planning Policy framework (NPPF). With regard to residential provision within the town centre, any development deemed likely to have a significant effect on the Thames Basin Heaths Special Protection Area, either individually or in combination with other plans or projects, will be required to undertake appropriate assessment under the Birds and Habitat Directives.**

- 2.5** Monitoring the policies within the Camberley Town Centre Area Action Plan (AAP) will be undertaken through the Council's Authority's Monitoring Report which is produced annually. The lead agencies in taking forward the AAP will be landowners, Surrey Heath Borough Council, Surrey County Council and Network Rail.

## 3 RETAIL

### A Retail Strategy for Camberley Town Centre

- 3.1 Improving the vitality and viability of a town centre requires more than an increase in floorspace. Regard must also be had to when growth is likely to occur, the implications for the town centre of how and where the growth is accommodated and how any growth proposed addresses the emerging leisure/lifestyle approach to shopping and so ensures Camberley raises its profile as a destination of choice. Thus policies must address: phasing; how to deliver a successful retail layout for Camberley; how to deliver regeneration of the London Road frontage; and, how to address the impact of these changes on the existing town centre.
- 3.2 The town centre is currently anchored at the southern end by House Of Fraser and the Main Square car park, with The Atrium as an attractor to the west. A major new retail development with a comparison goods anchor store and car parking on the London Road block will provide a balance of attractors. However, there is a risk that any new scheme will attract existing tenants out of units thus creating a vacuum. To prevent this from happening there is a need to work with the existing anchor store, House of Fraser, and The Atrium to reinforce the attractiveness of this part of the town centre. In addition the Council will work with the main town centre operators to more clearly delineate trading locations in the primary and secondary areas, to improve linkages and sightlines through the town centre to improve accessibility and support Main Square (The Mall) in adapting units to meet present needs and address a secure spread of tenants.
- 3.3 The Council would also welcome proposals to improve the quality of the convenience goods offer within the town centre. It will work with operators and landowners to identify suitable opportunities to achieve this within the existing town centre.
- 3.4 As Plan 6 shows whilst the approach is balanced between north and south anchor stores, this does suggest that trade will be drawn away from the southern end of the High Street. This is an area that has struggled to attract retail tenants and footfall. Accordingly there is a need to consider how this area could be enhanced to counteract any loss of trade. This area has a number of small local niche retailers. It is considered that the approach to this area should focus on developing and supporting a cluster of small specialist retailers.
- 3.5 Phasing of future development will be heavily influenced by economic circumstances. However, the likely time scale of change is currently envisaged as follows.
- Within the short term (Years 2012-2016) the enlargement and adaptation of existing units in Main Square (The Mall) will continue, a scheme for environmental improvements to the High Street will be agreed, a scheme for London Road Block Opportunity Area will be agreed.
  - Within the medium term (Years 2016 - 2020) first phase of redevelopment of the London Road Block Opportunity Area and environmental improvements to High Street will be completed.
  - Within the long term (Years 2020 - 2028) the refurbishment/redevelopment of Princess Way/High Street (south)/Pembroke Broadway block will be agreed and commence and the 3<sup>rd</sup> anchor based around niche or specialist retail offer with links to an improved cultural area will be agreed.



Plan 6 Retail Strategy for Camberley Town Centre

## Retail Development

- 3.6 The Core Strategy Policy CP10 sets out the Council's approach to consolidate and enhance the role of Camberley town centre as a secondary regional town centre. In particular it identifies the intention to deliver up to 41,000 square metres (gross) retail floorspace in the period up to 2028. New retail development should serve the needs of the resident and working populations within the catchment area.

### TC2 Retail Development

***Camberley Town centre will be the principal location for retail development within the Borough. The Council will make provision for up to 41,000 square metres (gross) of new retail floorspace in the town centre up to 2028.***

***The town centre retail role will be maintained and enhanced through the protection of retail activity within the Primary Shopping Area, as shown on the adopted policies map, and the delivery of a major comprehensive retail led development of the London Road block.***

***New development should broaden the range of shopping opportunities (this may include provision of spaces suitable for markets), add to vitality and viability and enhance Camberley's image as a sustainable and desirable destination of choice for high quality shopping.***

***New development will be required to:***

- (i) Protect and enhance retail activity within the primary shopping area;***
- (ii) Focus new retail development within the primary shopping area and the London Road Block; and***
- (iii) Ensure effective integration and connectivity between the primary shopping area, the London Road Block and other areas of the town centre.***

***Within the primary shopping area development resulting in the loss of an A1 retail unit to A2 and A3 will be permitted where it can be shown to be:***

- (iv) Appropriate to the character and A1 retail function of the area;***
- (v) Not result in adverse impacts on existing A1 retail uses within the frontage;***
- (vi) Not result in the loss of a prominent A1 retail shop unit; and***
- (vii) Supporting the vitality and viability of the town centre.***
- (viii) Proposals within the primary and secondary frontages resulting in the loss of a retail unit will not be permitted (that is a unit with Use Class A1 – A5).***

***Within the secondary frontages opportunities for greater diversity of uses within Use Classes A1 – A5, including promoting a café/bar street culture, will be promoted where they do not adversely impact on the existing character, function and vitality of the street or surrounding environment.***

***Outside of the primary and secondary frontages, as shown on the adopted policies map, new retail development will only be permitted where it will not compromise the vitality and viability of the town centre.***

***The Council will promote street markets in the town centre. Development should have regard to the ability to operate events or markets within the town centre.***

- 3.7 Changes to the Adopted Policies map are shown on Plans 3A and 3B in Appendix 4.

## **Food and Drink**

- 3.8 Within Camberley town centre, the evening economy is based in two areas of the town centre each with a different function. One area is currently centred on the High Street with its range of restaurants, bars and a nightclub. This area serves younger people and is based mainly around large drinking venues. Within this area the challenge is to ensure that the mix of premises and activities does not result in noise and nuisance or create a negative image for the town centre. The other area is based at The Atrium in Park Street. The restaurants, cinema, and bowling alley in this area serve a more family orientated clientele. This area also offers a good selection of daytime food and drink venues that caters for those working and shopping in the town centre.
- 3.9 Restaurants and cafes are essential to the vitality of the town centre and encourage a safer feeling in the evening by attracting visitors of all ages. Bars, pubs and nightclubs can add to the enjoyment of a centre. But it is recognised that too high a concentration of them in one place can have an adverse impact by creating noise and disturbance late at night and associated anti-social behaviour. Nor is there any evidence of 'need' for additional bars, pubs

or nightclubs within the town centre. The number of residential units within the town centre will increase during the plan period. In addition, residential areas around the town centre are easily accessible. It is important to consider the impact of late night activity upon the amenity of these residents and other town centre businesses. Many residents have identified a need to manage and prevent the negative aspects of the evening economy particularly litter and public order issues.

### **TC3 Food and Drink**

***Proposals for food and drink establishments should support the town centres function, vitality, viability and retail strategy. There should be no adverse impact on residential amenity, public safety, highway safety or the character of the area. Proposals for restaurants and cafes (Use Class A3) will be supported where they come forward as part of a mixed use scheme or can be shown to support the vitality and viability of the town centre.***

***The impacts of proposals for Drinking Establishments (Use Class A4) and Hot Food Takeaways (Use Class A5) and Nightclubs (Use Class sui generis) will be considered in combination with other such uses within the town centre. New establishments will only be permitted where it can be demonstrated that either individually or cumulatively the proposal will not:***

- (i) Harm the vitality and viability of the town centre;***
- (ii) Result in any increase in crime and disorder;***
- (iii) Harm the amenity of other residents and businesses within the town centre; and***
- (iv) Harm the amenity of other residents in the areas around the town centre.***

***The placing of tables and chairs into the street will be acceptable where it does not prejudice highway safety, public safety, the movement of pedestrians, the operation of street events or street markets, the character of open spaces or result in activities that cause harm to residential amenity.***



## 4 HOUSING

- 4.1 The amount of housing in the town centre has increased in recent years with the provision of 217 flats as part of the Atrium development and the conversion of St Georges Court from offices into 23 flats. The town centre has a number of office buildings which have been vacant for several years and are unlikely to be re-occupied. These sites are therefore candidates for redevelopment with the most likely alternative use being for housing. In addition some of the vacant premises above shops are now being re-occupied as flats.
- 4.2 It is considered that within the town centre the variety of sites available can address the range of housing need . A number of town centre sites have been identified to accommodate future redevelopment and these are considered in more detail in the policies for the Opportunity Areas and Sites including the type of housing to which they are best suited.
- 4.3 Housing in the town centre will contribute toward the overall housing for the Borough as set out in Policy CP3 of the Core Strategy. In particular it will contribute toward the 860 units identified for the Camberley area. In considering proposals for net new residential development regard will be had to policy CP14B of the Core Strategy which sets out the Councils policy in respect of European sites and specifically that development will only be permitted where it does not give rise to significant adverse effect to the Thames Basin Heaths Special Protection Area and/or the Thursley, Ash, Pirbright and Chobham Common Special Area of Conservation. At this time sufficient avoidance measures exist to ensure that at least 200 new homes can be provided within Camberley town centre. In particular capacity at Blackwater Park SANGs is specifically ring fenced to provide for new development within Camberley town centre.
- 4.4 To ensure that sufficient SANG capacity is available the Council is actively working with neighbouring authorities and with landowners within the Borough to bring forward SANG provision. This provision would provide avoidance measures that enable the western part of the Borough to bring forward residential development in line with the Council's spatial strategy, including that proposed in the AAP. These measures include provision of SANG at Swan Lakes in Yateley and use of SANG at Heather Farm in Woking.

### TC4 Housing

***The Council will permit at least 200 new homes in the town centre in the period up to 2028. This will include housing as part of mixed use developments where this does not prejudice the achievement of other objectives of the Area Action Plan. The density to be achieved will be dependent on the character of the area and the other uses within the development or surrounding area. Affordable housing will be required in accordance with Policy CP5 of the Core Strategy.***

***The Council will not permit new housing which either alone or in combination has an adverse effect upon the integrity of the European Sites.***

***No loss of residential accommodation will be permitted unless maintaining a residential use would be undesirable due to environmental conditions or because basic amenities or self-containment cannot be satisfactorily provided, or as part of a comprehensive redevelopment. Housing development will be encouraged to provide amenity space including childrens play space where appropriate.***

## 5 EMPLOYMENT

- 5.1 Surrey Heath is located in the growth area around the western fringe of London which encompasses areas such as Basingstoke, Guildford, Reading and Woking. A market review<sup>7</sup> of the current supply of employment land in the Blackwater Valley area has shown that the Borough has the lowest supply of office floorspace in the study area. Demand for offices is declining as new and better located office parks are constructed in Hart and Rushmoor. Thus there is likely to remain a surplus of office floorspace over the plan period. The town centre's economic role has been based on retail and office based employment. It has seen persistently high levels of office floorspace vacancy rates for a number of years. Vacancy rates are the highest in the study area at 21%. The difficulties of letting are exacerbated by the lack of a main line rail link in the town centre. The Employment Land Review study suggests that in Camberley town centre there is more than enough office floorspace to meet existing and future needs, as is the case for other centres in the study area. There is, however, a need to maintain the role of the town centre as an employment centre reflecting its' strategic role. Thus there is a need to retain some office floorspace.
- 5.2 In seeking to retain some office floorspace it has been difficult to identify a quantum of floorspace that should be retained. Accordingly a commercial area for offices is identified, based on those parts of the town that have proved most successful in attracting and retaining tenants.

### TC5 Employment

***The Council will permit development proposals that improve the quality and range of office and business accommodation in a range of unit sizes. Development proposals resulting in a net loss of business floorspace (Use Classes B1-B8) will not be permitted within the Knoll Road commercial area, as identified on the adopted policies map. Elsewhere in the town centre development resulting in the loss of business floorspace will be acceptable where it achieves other Area Action Plan objectives and where this loss will not prejudice the role of the town centre as a centre for employment.***

- 5.3 Changes to the Adopted Policies map are shown on Plan 13 in Appendix 4.

<sup>7</sup> Surrey Heath, Hart and Rushmoor Employment Land Review November 2009

## 6 LEISURE, COMMUNITY AND CULTURAL USES

- 6.1 The town centre is home to a range of leisure, community and culture uses. Many of them, including Camberley Theatre and Camberley Library, are located to the east of Knoll Road. These uses should be encouraged in the town centre as it acts as a focus for the wider area, and its transport links and other facilities allow combined visits to be made.
- 6.1 The commercial leisure element of The Atrium comprising a new cinema, bowling alley and health and fitness suite, is now open and there is no need identified for further allocations in the foreseeable future. The Open Space and Recreation Study<sup>9</sup> identified a lack of open space in Town and St Michaels wards, this is addressed further in Policy TC18. It is recognised that provision of food and drink outlets also now fulfils a leisure role and that these are often provided alongside more traditional leisure uses. Alongside these is the provision of hotels. The previous identified lack of hotel accommodation within the town centre has been addressed with the provision of two new hotels.
- 6.1 The Council's adopted Leisure and Cultural Strategy<sup>8</sup> does not identify a need for further new leisure or community uses in the town centre. Those elements that address cultural issues such as the Museum and Theatre identify a desire to improve these facilities but this does not require new sites to be identified.
- 6.1 For the sake of clarity it should be noted that Core Strategy Policy DM14 (Community and Cultural Facilities) does not apply within Camberley town centre, where it is replaced by Policy TC6.

### TC6 Leisure, Community and Cultural Uses

***In considering proposals for new development the Council will:***

***Grant planning permission for proposals which enhance or diversify the range of leisure and community facilities, subject to an assessment of the scale, character, location and impact of the proposal on residential amenity and other uses.***

***Resist the loss of leisure and community uses and facilities, unless:***

- (i) the use or facility is being replaced elsewhere; or***
- (ii) it can be demonstrated that there is no need for that facility and another leisure and community use cannot make use of the facility; or***
- (iii) the loss of such facility enables other forms of development which support the wider regeneration of the town centre and enhancement of its vitality and viability***

8 A Leisure and Cultural Strategy for Surrey Heath 2003 – 2008 (September 2002) Review November 2009

9 Surrey Heath Open Space and Recreation Study June 2007

## 7 ACCESSIBILITY

- 7.1** Town centres are sustainable locations for major development and facilities. They are accessible by a variety of means of transport, and allow for multi-purpose trips. Ensuring ease of access is vital if Camberley town centre is to function properly. Concern over access to and within the Centre is a significant local issue: there is traffic congestion particularly along the London Road (A30); bus services are improving but still only carry a small proportion of visitors to the town centre; and rail services are infrequent, slow and have poor connectivity to other rail lines.
- 7.2** The scale of development envisaged and higher levels of car ownership, will increase demands on the transport network. A strategy to address these larger number of trips will be needed. This will need to address: managing demand for travel; achieving higher levels of use of public and non-car forms of transport such as buses, trains, cycling and walking; and improving the existing road network. The Borough Council can achieve some improvements to the network directly through the grant of planning permission. However, many improvements to the transport system are outside its direct control such as the rail and bus networks and major highway improvements. The Council is therefore working in partnership with transport operators, the highway authority and other stakeholders to achieve its aims.
- 7.3** The key issues identified are as follows:
- Improving public and sustainable modes of transport and increasing the use of modes of travel other than the car.
  - Balancing the need to keep traffic flowing on the road network, taking opportunities to give greater priority to pedestrians, cyclists, people with disabilities and buses.
  - Improved facilities for a transport interchange at Camberley station.
  - A network of cycle routes and improved cycle parking.
  - Facilitating improvements to bus services, with bus lanes and facilities, and park and ride facilities to be provided where appropriate.
  - Improved provision for taxis and community transport.
  - Improvements to the existing highway network including junction improvements where appropriate.
  - Making better use of parking capacity.
  - Promoting the management of transport demand including Travel Plans.
  - The pedestrianisation of part of the High Street.
  - Improving pedestrian links and access for people with disabilities within and to the town centre.

### TC7 Accessibility

***Accessibility to the town centre for all modes of transport should be improved to provide a comfortable and safe environment for pedestrians and cyclists and improve access by public transport.***

***The Council will work with partners including Surrey County Council, Network Rail and the rail and bus operators to improve the accessibility of the town centre.***

***New development within the town centre will be required to provide or make a financial contribution toward:***

- (i) Improved pedestrian and cyclist facilities to and through the town centre;***
- (ii) Improved accessibility by bus;***
- (iii) Enabling of better integration of transport modes in particular bus, train and taxi to include an improved transport interchange and rail station facilities;***
- (iv) Enabling of effective circulation of traffic around and to the town centre, including use of signage, to minimise congestion;***
- (v) Provision of adequate on and off street parking facilities, including for taxis, the disabled, motorcycle and cycle;***
- (vi) Improvement of the shop mobility and community transport facilities;***
- (vii) Works to accommodate any other impacts upon the highway network arising from the development; and***
- (viii) A travel plan for the town centre.***

- 7.4** The projects and actions required to improve accessibility will be identified in the Infrastructure Delivery Plan and the Camberley Town Centre Access Strategy. The Council will work with partners in particular Surrey County Council and also the Local Economic Partnership to deliver sources of funding for improvements to accessibility in addition to those delivered through S106 and CIL. Where possible the Council will seek public use of private car parks at weekends to improve car parking provision at these peak times.

### **TC8 Improvements to the Highway Network**

***The Council will safeguard land and require all new development within the town centre to make financial contributions to highway improvements that are required in the period up to 2028. The following junction and highway improvements are likely to be required as shown on the adopted policies map:***

- (i) Junction of London Road with Knoll Road and Kings Ride;***
- (ii) Junction of London Road with Park Street;***
- (iii) Junction of Knoll Road with Portesbery Road;***
- (iv) Junction of the High Street with Portesbery Road.***

***In addition financial contributions will be sought for improvements to the London Road between the Town Centre and the Meadows Gyratory to support the regeneration of the town centre.***

- 7.5** Changes to the Adopted Policies map are shown on Plan 15 in Appendix 4.

- 7.6** Improvements to the junction of London Road with Park Street are currently considered to be achievable within existing highway land. A cycle network for the town centre will be identified through the work on the Access Strategy.

## Access for Pedestrians

- 7.7** Much of the town centre is already pedestrianised offering a friendly environment for shoppers and visitors. The whole of Main Square is fully pedestrianised. The Atrium development included the pedestrianisation of Park Street with limited access remaining for vehicles delivering and collecting goods. Further pedestrianisation or schemes to give pedestrians priority should be sought where this can bring environmental benefits and where it will not impede the proper circulation of traffic. Where appropriate, these improvements will be sought as part of developments, or through developer contributions.
- 7.8** The High Street pavements, particularly the stretch between Obelisk Way and Princess Way, are narrow and crowded most shopping days. However, short term parking in the High Street is popular with shoppers and helps to support the niche retailers in this part of the town centre. A balance needs to be struck between retaining some vehicle access and on-street car parking and improving the provision for pedestrians. Improving the quality of the environment for pedestrians and where possible giving them priority within the High Street, and its links to Obelisk Way, St Georges Road and the London Road frontage respectively, would help to:
- Provide a focus for retail in the eastern part of the town centre and thereby increase footfall across the town centre as a whole.
  - Consolidate the historic character of the High Street.
  - Reduce the crowding on the pavements and conflict with vehicles thereby improving the quality of the pedestrian/shopping/leisure environment.
- 7.9** Improving the choice and attractiveness of pedestrian routes helps to spread footfall across the town centre, eases congestion in Main Square and makes it easier for people to reach those places, such as the London Road frontage, in need of regeneration. Despite the extent of pedestrianisation in the town centre, both existing and proposed, there are still several pedestrian routes which are unattractive to use or are closed during the evening. Where appropriate, these improvements will be sought as part of developments, or through developer contributions.

### TC9 Pedestrians

***The Council proposes that within the High Street as shown on the adopted policies map environmental improvements to create a pedestrian friendly area will be provided. Limited vehicle access will be maintained for that part of the High Street between Princess Way to Obelisk Way and on Obelisk Way (High Street to Service Area 2). In addition, the Council proposes improvements to the following pedestrian routes as shown on the adopted policies map:***

- (i) Connecting the east and west sides of Obelisk Way;***
- (ii) Connecting the east and west sides of Princess Way;***
- (iii) Between Pembroke Broadway and Princess Way;***
- (iv) Between Pembroke Broadway and the Station;***
- (v) Between High Street and Knoll Road along Knoll Walk and Bissingen Way, then connecting to the Land east of Knoll Road;***
- (vi) Connections to Camberley Park from Knoll Road and Portesbery Road.***

***The potential to extend pedestrian friendly area into other parts of the town centre will be considered as part of development proposals.***

***All new development within the town centre will be required to provide, where directly related to the development, or make financial contribution toward the above improvements.***

- 7.10** Changes to the Adopted Policies map are shown on Plans 2A and 2B in Appendix 4.

## Rear Service Roads

- 7.11** The pedestrianisation of the High Street will require access and servicing to be maintained to those properties along its eastern side. The rear service roads to the east of the High Street have been largely constructed, although some short sections remain to be completed. Some High Street properties still do not have access to the rear service roads due to intervening land ownerships. The completion of the rear service roads, and access from the High Street properties to them, will be required as part of the redevelopment of the London Road Block (see Policy TC14). Consideration will be given to the exercise of Compulsory Purchase powers if appropriate in order to secure the rear service roads and access to the properties. The service road to the west of Park Street along its southern section is required in the interests of highway safety by removing service vehicles from Park Street near to the railway bridge.

### TC10 Rear Service Roads

***The Council proposes the provision of the following rear service roads as shown on the adopted policies map***

- (i) East of High Street (nos. 1-9) north of St Georges Road;***
- (ii) East of High Street (nos. 11-61) between St Georges Road and Knoll Walk;***
- (iii) East of High Street (nos. 65-85) south of Knoll Walk;***
- (iv) West of Park Street (nos. 80-100) south of Southwell Park Road.***

***The Council proposes that access will be secured from the High Street properties to the rear service roads. The implementation of the rear service roads and access to the properties will be achieved through development proposals or through the use of Compulsory Purchase powers. Where appropriate the Council will also seek a financial contribution from new development that will directly benefit from these properties.***

***In addition the rear servicing of properties in the London Road block will be reviewed as development proposals come forward for that site.***

## 8 DESIGN, PUBLIC REALM AND OPEN SPACE

- 8.1** Achieving a high quality of design and environment in the town centre involves protecting and enhancing those areas which are valued, and ensuring that new development is attractive, locally distinctive and functions well. The Centre should have a local character; it should be easy to move around with a choice of routes and find your way around with recognisable routes and landmarks; it should have successful and attractive buildings and private and public spaces and routes which are safe and accessible. A draft Public Realm Strategy has been prepared and following further work a revised document will be published for consultation in due course and thereafter adopted as a Supplementary Planning Document.
- 8.2** In summary the overarching approach to the public realm is as follows.

***Camberley Town Centre suffers from poor permeability (ease of movement) and poor legibility (the ability to understand your position within the urban environment). Key to improving the public realm is achieving improved movement corridors across the town centre in an east/west direction particularly along both Obelisk Way and Princess Way and opening up improved connections to the London Road frontage to the north and public transport to the south. A comprehensive signage strategy will aid movement around the town centre.***

***Camberley currently lacks any presence of civic spaces which can add vibrancy to the urban environment and reinforce it as a destination of choice. It is proposed that new spaces be introduced as part of redevelopment proposals.***

***The Edwardian/Victorian character of the High Street provides an important link to Camberley's past. Development within the identified character area should not prejudice the historic integrity of this part of the town centre.***

***The introduction of pedestrian friendly areas into the High Street will address the current dominance of vehicular movement and give priority back to the pedestrian, helping to reinforce the desired function of the street as a destination for shopping.***

***It is proposed to make more effective use of the green space to the east of Knoll Road and better integrate the civic area with the retail core. 'Green' will be a theme that runs through the town centre with soft landscaping being an important element of public realm improvements.***

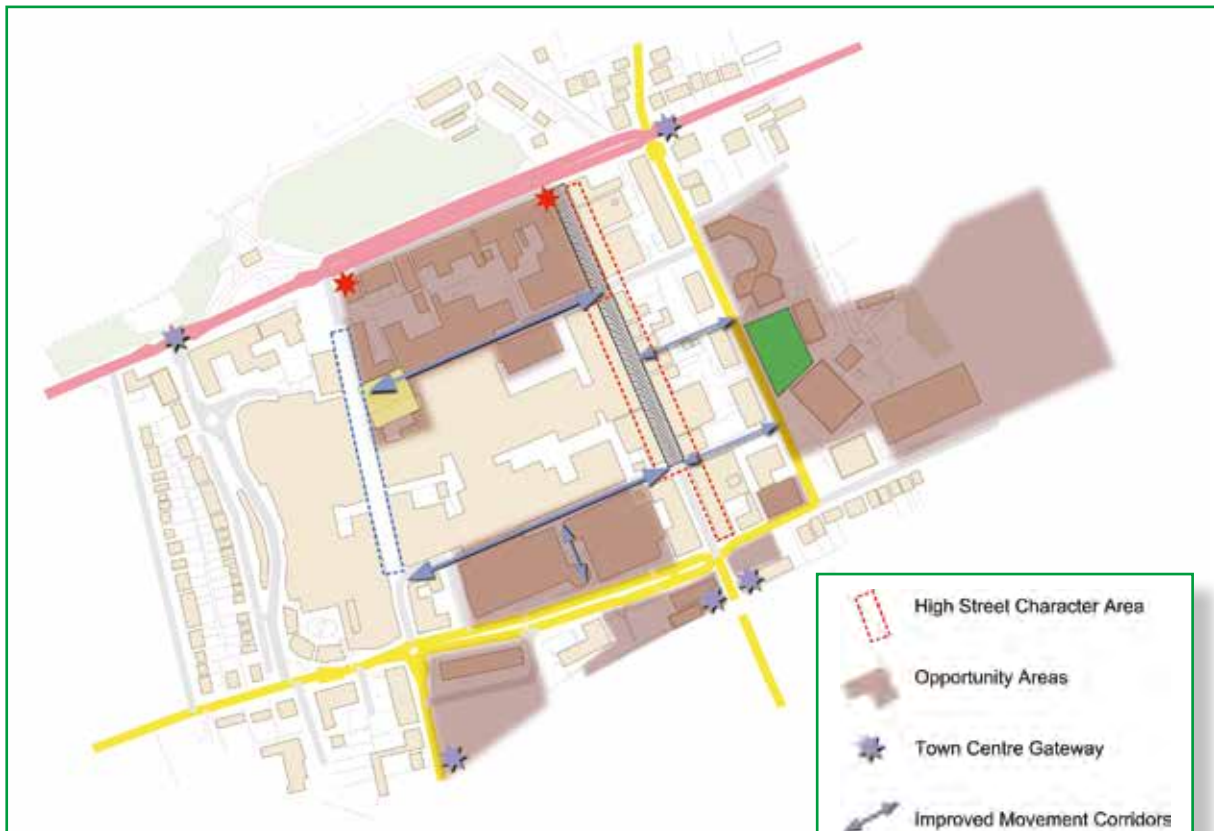
***Park Street will benefit from a more considered, holistic approach to street furnishing and detailing along its length, building on the contemporary approach that has been adopted as part of the Atrium redevelopment***

### TC11 General Design

***New development will be required to make a positive contribution toward improving the quality of the built environment. Where appropriate new development should respect its local context by adhering to:***

- ***Continuity of building line;***
- ***Adjacent building heights, roof and cornice lines; and***
- ***Use of materials sympathetic to local character.***





Plan 7 Overarching Strategy for the Public Realm

***In addition new development should:***

- (i) Give consideration to the introduction of contemporary materials that respect or enhance existing built form;***
- (ii) Include a level of architectural detail that gives the building visual interest for views both near and far;***
- (iii) Make a positive contribution to the public realm – facing the street, animating it and ensuring that all adjacent open space is positively used;***
- (iv) Accommodate the delivery of new civic spaces and improved movement corridors as identified in the Public Realm Strategy;***
- (v) Introduce soft landscaping features where considered appropriate in order to soften the impact of the built environment; and***
- (vi) In respect of residential development, be of a density that is appropriate to a sustainable, town centre location.***

- 8.3** The High Street still reflects the Victorian/Edwardian origins of the town centre and this is valued by local residents. The High Street retains enough of the original buildings, particularly on its eastern side, to be regarded as locally distinctive and the character of this area should be protected. Appendix 6 sets out design guidance for shopfronts. Appendix 7 addresses design issues within the High Street Character Area. A High Street Character Supplementary Planning Document (SPD) will be produced in due course.

### **TC12 High Street Character Area**

***The Victorian and Edwardian integrity of the High Street Character Area, as shown on the adopted policies map, will be protected. New development shall pay close regard to incorporating Heritage Assets in their design and reinforce the identity of the High Street Character Area.***

***Exceptionally, more contemporary styles of development may be acceptable within the High Street Character Area provided that the overall historic character of the High Street is not harmed.***

***Development which affects the setting of, or key views down, the High Street should not harm its character.***

***Proposals for new shopfronts in the High Street Character Area should help to restore the area's historic Victorian and Edwardian integrity.***

- 8.4** Changes to the Adopted Policies map are shown on Plan 14 in Appendix 4.

- 8.5** The Council is keen to see improvements to the Public Realm within Camberley Town Centre and will work with partners to develop a masterplan approach to public realm to be incorporated into a Supplementary Planning Document to support Policy TC13. This will be developed alongside regeneration proposals for the London Road block. The key issues to be addressed are outlined in Appendix 7.

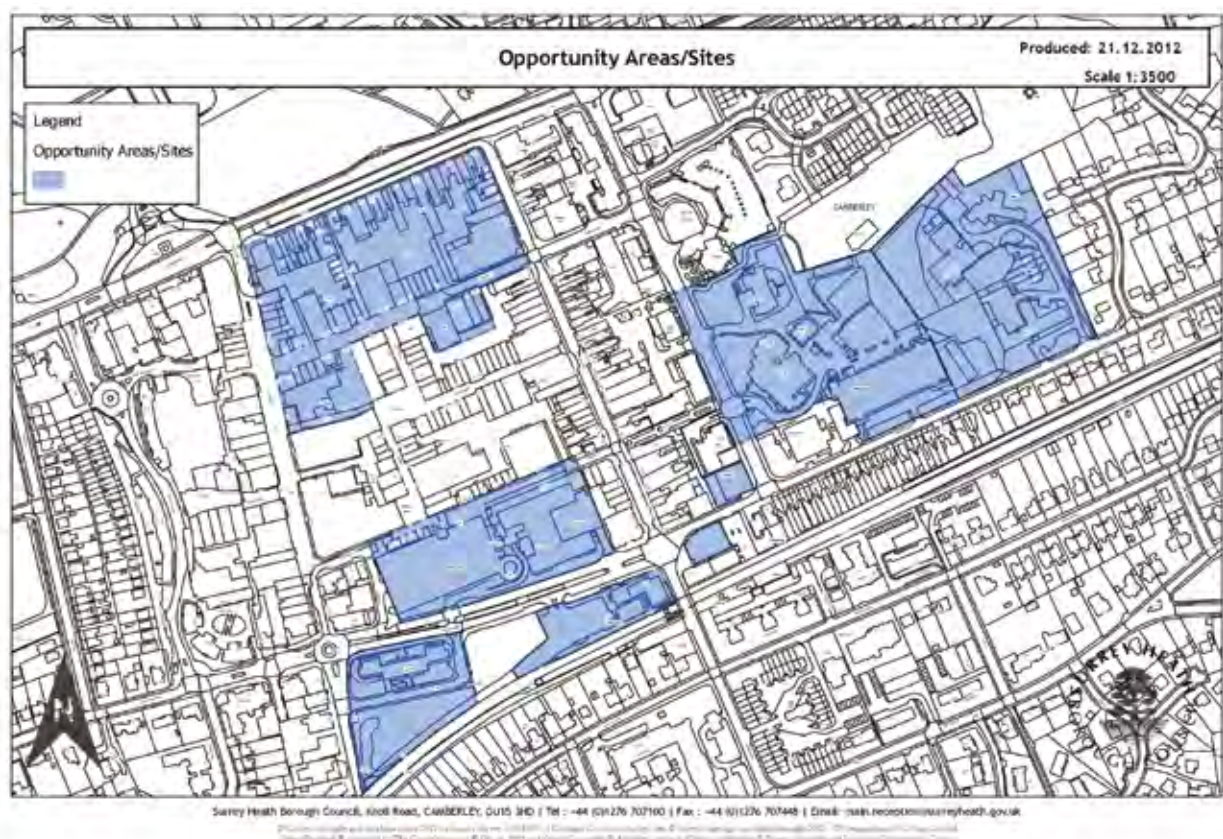
### **TC13 The Public Realm**

***Improvements to the quality of the public realm will have regard to the following measures:***

- (i) The provision of new civic spaces, high quality hard landscaping, street furniture, lighting, signage and art to help create a clear identity for the town centre;***
- (ii) Mature tree planting and other landscaping to assist the 'greening' of the town centre; and***
- (iii) Upgrading of existing areas to improve linkages through the town and the quality of the public realm along those links.***

## 9 OPPORTUNITY AREAS AND SITES

- 9.1 Opportunity areas and sites are individual or groups of sites that are known to be available, or on which there is considered to be an opportunity for development. The precise mix of uses and form of development sought will only be realised through future negotiations with landowners and developers, and undertaking further studies as appropriate. However, by identifying these areas and sites now, the Area Action Plan highlights their redevelopment potential and provides guidance as necessary for proposals which come forward in due course. An indication of the likely phasing is included for each one.
- 9.2 Most of the rest of the centre falls within either The Atrium development, or within Main Square (The Mall) where only modest proposals to upgrade these areas are expected to come forward.
- 9.3 Proposals for development in Opportunity Areas and Sites should have regard to the other policies in the Area Action Plan and the Core Strategy.
- 9.4 Guidance is given on the mix of uses and on the scale and form of development. Guidance is also given on what contributions will be required to assist the implementation of other town centre objectives and policies where this is known. Together with the other policies of the Area Action Plan their redevelopment will help to achieve the Plan's Spatial Strategy.



Plan 8 Opportunity Areas

- 9.5 The Opportunity Areas and Sites are as follows:

- Pembroke Broadway north
- Camberley Station
- Land at Park Lane
- Land east of Knoll Road
- London Road Block
- Magistrates Court
- The Granary

## London Road Block

- 9.6 The redevelopment of the London Road Block is key to the implementation of the Spatial Strategy of the Area Action Plan. It provides the best opportunity to significantly improve the retail offer of the town centre, and bring about a major enhancement of the Centre's environment. It will announce the existence of a thriving, modern, Town Centre.
- 9.7 This Opportunity Area comprises: a series of older, mainly retail properties along the London Road frontage, most of which have a run-down appearance and do not make the best use of land; buildings along the High Street including the former Alders store and along the northern stretch of Park Street; rear service yards; and part of the Main Square shopping mall along Obelisk Way. The area is in multiple ownerships but the overall number of ownerships has reduced in recent years. As a result a high proportion of the area is now in a single ownership.
- 9.8 At this time it is considered that any highway improvements required to achieve access to car parks and service yards from Park Street can be provided within existing highway land.
- 9.9 The Borough Council has expressed its intention to use its Compulsory Purchase powers if necessary in order to enable the assembly of the London Road Block site for development.
- 9.10 In considering the potential for development on this area, the Council is mindful of the current economic situation. It is recognised that this may affect the extent of any redevelopment and that this may delay development or result in pressure to allow a phased scheme rather than a single comprehensive scheme. Any phased scheme will need to demonstrate how servicing and car parking and wider objectives for this Opportunity Area can still be achieved. A comprehensive masterplan for the area will be prepared setting out in more detail how development will be delivered and the likely programme for delivery.

### TC14 London Road Block

***The London Road Block, as shown on the adopted policies map, is proposed for redevelopment. Development within this site will be expected to deliver the following:***

- (i) High quality comparison retail facilities which make a significant contribution towards an enhanced town centre retail offer of up to 41,000 sqm (gross) up to 2028;***
- (ii) A mix of sizes of retail units to suit a range of retail requirements to be anchored by a major comparison goods store; and***
- (iii) Additional Car Parking to meet the needs of the retail scheme.***
- (iv) A scheme for this site should deliver a high quality distinctive built form and as such it may be acceptable for it to depart from established building lines and heights.***

***Additional uses which may be acceptable to support delivery of the main retail scheme, include:***

- (v) Residential, cafes and restaurants, convenience retail, professional and financial services retail, offices, leisure and community facilities.***

***The built form of any redevelopment must:***

- (vi) Contribute toward the local distinctiveness of Camberley town centre;***
- (vii) Present a high quality distinctive built form on the London Road frontage;***
- (viii) Deliver environmental improvements to the London Road at, or close to, the junctions with both High Street and Park Street to reflect the role of these locations as gateways to the town centre;***

- (ix) Enhance public space within the overall scheme and create an enlarged public area capable of accommodating small scale community events or markets;**
- (x) Improve pedestrian links within and around the site;**
- (xi) Be serviced from Park Street to rationalise the existing service access to this area whilst at the same time ensuring an active frontage on Park Street;**
- (xii) Ensure that access to the service area and car parking is safe and easy to use; and**
- (xiii) Deliver public realm improvements to create pedestrian friendly areas on Obelisk Way (east) and High Street (north).**

**Development will also be required to:**

- (xiv) Contribute toward environmental improvements on the High Street between St Georges Road and Knoll Walk to create a pedestrian friendly area; and**
- (xv) Contribute toward highway and public transport improvements.**

9.11 Changes to the Adopted Policies map are shown on Plan 6A in Appendix 4.

9.12 Until such time as the redevelopment of the London Road Block commences the retail frontages on London Road (nos 123– 189) and Sparvell Way will be treated as secondary retail frontages in accordance with Policy TC2.

## Camberley Station

9.13 This site currently comprises Camberley Station with its associated car parking and an office building. The station site is owned by Network Rail who support the provision of a new station. The current station building was constructed in the early 1970's. The building, associated offices and car park are in poor condition and present an unattractive introduction to Camberley for visitors arriving by train.

9.14 There is a need to enhance this area, to better integrate access to the station and links to the bus stops in Pembroke Broadway. The poor quality of the buildings and the surrounding public area suggest that this site is in need of regeneration. There is a surplus of office floorspace in the town centre and for this reason alternative uses in particular residential will be acceptable alongside the provision of a new station building.

9.15 Redevelopment proposals should give consideration to improving the visibility of the railway station and creating better pedestrian movement between the station building and the town centre to the north. The introduction of a pedestrian forecourt and associated parking is supported by the Council. Similarly the introduction of traffic calming measures such as a shared space across Pembroke Broadway to allow for safer pedestrian and slower vehicular movement is also supported. Improvements should address sightlines, signage, use of surface materials, green landscaping and design. In particular the Borough Council will seek the following improvements:

- A relocated station building to provide a pedestrian forecourt.
- Measures on Pembroke Broadway to help reduce the speed of road traffic.
- Consistent use of ground surface material from the station forecourt to the north side of Pembroke Broadway to reinforce the priority given to pedestrian movement.

9.16 It is considered that this site will come forward for redevelopment in the longer term as the site is constrained by the need to relocate the existing station and current tenants of the offices. This site could deliver at least 50 new residential units, in the form of flats.

### TC15 Camberley Station

***Camberley Station, as shown on the adopted policies map, is proposed for redevelopment. Any redevelopment should:***

- (i) provide new station and associated car parking;***
- (ii) contribute toward improved facilities for bus users including improved surface links to the rail station; and***
- (iii) Contribute toward environmental improvements on Pembroke Broadway which should reduce the speed of road traffic and provide an improved sense of connection for pedestrian movement.***

***This site is located on a gateway to the town centre and the quality of new buildings should reflect this role***

***Acceptable uses on the site include residential and small scale ancillary A1 retail where these support or do not prevent the provision of a new station.***

***The Council will resist proposals which prejudice the achievement of any of the above elements.***

- 9.17 Changes to the Adopted Policies map are shown on Plan 9 in Appendix 4.

### Land at Park Lane

- 9.18 This site currently comprises the properties on either side of Park Lane. This site formerly comprised two office blocks, Sun House and Pembroke House and the site of the former Stokes Dairy. Sun House has now been replaced by a Travel Lodge Hotel with A3 units providing an active ground floor use. The office block known as Pembroke House has been vacant for several years. The former Stokes Dairy has been demolished and the site remains undeveloped at present although planning permission was granted in November 2012 for 61 retirement flats.
- 9.19 Redevelopment proposals should seek to provide improved engagement with the street scene at ground floor level along Pembroke Broadway. Redevelopment of the site of the former Stokes Dairy should recognise its location as a gateway into Camberley town centre from the south in respect of massing, scale and appearance.
- 9.20 It is considered that this site will come forward for redevelopment in the short term and in total could provide up to 100 new residential units, in the form of flats.

### TC16 Land at Park Lane

***Land at Park Lane, as shown on the adopted policies map, is proposed for redevelopment for residential use. New development should contribute toward environmental improvements on Pembroke Broadway.***

- 9.21 Changes to the Adopted Policies map are shown on Plan 5 in Appendix 4.

## Pembroke Broadway (North)

- 9.22 This area comprises Ashwood House a vacant office block with ground floor retail frontage to Princess Way and the Main Square Multi Storey Car Park (MSCP).
- 9.23 The redevelopment of this area would benefit its visual appearance and introduce a wider range of uses and improve the vitality of this southern part of the town centre. Bringing the retail frontage onto the northern side of Pembroke Broadway, on the ground floor of the Main Square MSCP and Ashwood House, would help link the station with the shopping core of the town centre. It also offers a location for further retail development later in the plan period following on from the development of the London Road Block.
- 9.24 In particular redevelopment should contribute toward improved visibility to and from and surveillance of the footpath between Pembroke Broadway and Princess Way. Any redevelopment should include active frontages to this footpath. Improved sightlines can only be achieved by the redevelopment of either the Main Square MSCP or Ashwood House, or both. The Main Square MSCP is in need of refurbishment or replacement in the longer term. It is the Council's intention to maintain a car park in this location and any redevelopment must incorporate this requirement.
- 9.25 It is the Council's aspiration to open Princess Way permanently to improve access across the town centre. An increase in green landscaping (trees, planting beds) will also be sought in order to soften the urban environment and introduce seasonal variance to the street scene. Redevelopment proposals, where appropriate, will address the shop front canopies which are a dominant visual feature along the southern edge of Princess Way. The change in levels between Princess Way and the walkway frontage of Ashwood House (nos 15 -23 Princess Way) should be addressed as part of any comprehensive redevelopment. Any such redevelopment should address the need to retain the Post office within the town centre.
- 9.26 It is considered that given the nature of the buildings in particular Ashwood House which is part empty offices and part occupied retail units, this area is likely to come forward for redevelopment in the longer term and could provide a minimum of 50 flats, either through conversion or redevelopment of Ashwood House. It is possible that any redevelopment could include residential development on the upper floors.

### TC 17 Pembroke Broadway (north)

***Within the site known as Pembroke Broadway (north), as shown on the adopted policies map, the Council will work with landowners, developers, transport operators and public sector agencies to provide:***

- 1. The extension and enhancement of the retail frontage along Princess Way;***
- 2. Housing, offices, and/or other appropriate town centre uses on the site of Ashwood House;***
- 3. The improvement or replacement of the Main Square Multi Storey Car Park;***
- 4. Improved facilities for bus users including improved surface links to the rail station;***
- 5. An improved pedestrian link between Pembroke Broadway and Princess Way;***
- 6. Environmental improvements on Pembroke Broadway and Princess Way.***

***The Council will resist proposals which prejudice the achievement of any of the above elements.***

- 9.27 Changes to the Adopted Policies map are shown on Plan 10 in Appendix 4.

## Land East of Knoll Road

- 9.28** This area is currently in a mix of civic, cultural, community and faith uses. The rationalisation of the Police Service and the transfer of the social services, education and police activities to other areas within the town centre and the Borough, means that parts of the site are no longer required for these uses. There are currently no other known community uses that could make use of the Police Station or the Surrey County Council social services and education facilities on the site at Hillside and Portesbery School.
- 9.29** It is clear that uses within the area will continue to change as the public sector downsizes in response to the pressure to reduce costs and reduced funding. This will lead to increased integration of services and a reduction in the number of buildings needed. This in turn will lead to redevelopment opportunities within this part of the town centre. Any redevelopment of this area must contribute toward improvements to the public realm and support the delivery of services for the community.
- 9.30** Nonetheless, Land East of Knoll Road will remain a focus for civic uses. It is the Council's aspiration to improve the layout of these uses and make more efficient use of the space. Redevelopment proposals will better accommodate the way in which the public use the space and access the site, reflecting 'desire lines' from Knoll Walk and Bissingen Way and improving the sense of connection between the town centre and the civic area and adjoining green spaces. Redevelopment should improve the visibility of the Town Park and the Obelisk (a Grade 2 listed building) from Knoll Road and enhance these areas. Redevelopment of the eastern part of the site (Police Station, Portesbery School and Hillside) should reflect the character of the residential development to the east. The existing tree belt will act as a natural separation between the remaining civic area and this new residential area. A development brief will be prepared for this area in due course.
- 9.31** That part of the area currently occupied by the Police Station is likely to come forward for redevelopment of housing in the short term. Other parts such as Portesbery School and Hillside will come forward for redevelopment in the medium to longer term once these uses have been relocated. In total this area could deliver up to 80 new dwellings in the form of family housing.

### TC18 Land East of Knoll Road

#### *TC18 A Civic Uses Area*

***The Council will work with Surrey County Council and other stakeholders on a comprehensive plan to secure improvements to the civic uses area, as shown on the adopted policies map. This will combine proposals to rationalise and make more effective use of existing public buildings, new public buildings and facilitate improvements to the public realm in accordance with the following principles:***

- (i) The Council will seek enhancements to the Theatre to provide additional seating, improved backstage facilities and an improved café/restaurant for the public;***
- (ii) Improve and increase usage of adjoining community buildings;***
- (iii) The protection and extension of Camberley Park and opening up of a view from Knoll Road to the Obelisk;***
- (iv) Enhanced public space around the Theatre;***
- (v) Enhancements to the Library building to improve library facilities and enable its use for community activities such as adult education and/or a new museum as appropriate; and***
- (vi) The improvement of pedestrian access to Land East of Knoll Road (including Camberley Park) from the main town centre.***



***The overall level of car parking provision to be provided within this area will be identified within the context of that required to meet the needs of the town centre as a whole.***

***Civic and community uses will continue to be concentrated within this area, either within the existing buildings or within redevelopment schemes including relocation within the area. Loss of buildings from civic or community uses to other uses will only be acceptable where it can be demonstrated that no other civic or community uses can make use of the facility.***

#### ***TC18 B Housing***

***That part of the Land East of Knoll Road, accessed from Portesbery Road is identified for housing. Development of this area will be required to provide an extension to Camberley Park and contribute toward the cost of the improvements identified in TC18A above, as appropriate.***

- 9.32 Changes to the Adopted Policies map are shown on Plan 4A in Appendix 4.

## **Former Magistrates Court**

- 9.33 The site currently comprises the vacant land of the now demolished Magistrates Court. There is a need to improve the vitality to this part of the town centre. Its location requires its design to pay due regard to views down the High Street. The narrow shape of the area and its proximity to the adjoining Kings Court office block requires the scale of the building to not adversely affect neighbouring properties. It is also considered that the ground floor environment is unsuitable for residential use, due to the effect on amenity of traffic. A planning application for retail on the ground floor and 13 flats above was refused in 2007 but only on the grounds of harm to the Special Protection Area caused by the residential element. That constraint has been resolved.
- 9.34 The Council's aspiration is to provide a high quality, mixed use development that embraces the public realm and provides a positive focal point on one of the key junctions within Camberley town centre. A redevelopment scheme on this site that sought to include the adjacent Kings Court office block would be welcome as this would allow for an improved gateway to the town centre from the south.
- 9.35 It is considered that this area could be redeveloped in the short term and provide 13 new dwellings, in the form of flats.

## **TC19 Former Magistrates Court**

***The site of the Former Magistrates Court, as shown on the adopted policies map is proposed for redevelopment in accordance with the following principles:***

- (i) One or more town centre uses comprising retail, housing, offices, leisure or community facilities;***
- (ii) That part of the building on the junction of High Street with Portesbery Road should pay due regard to views down the High Street; and***
- (iii) Be no more than 3-5 storeys high, subject to respecting its locality and impact on neighbouring properties as appropriate.***

***This site is located on a gateway to the town centre and the quality of new buildings should reflect this role and respect the adjoining High Street Character Area.***

- 9.36 Changes to the Adopted Policies map are shown on Plan 11 in Appendix 4.

## The Granary

- 9.37** This site comprises the Granary building which is currently in retail and leisure use. Owned by the Borough Council, its development will be required to allow for the improvement of the existing poor sight lines at the junction of Knoll Road with Portesbery Road, and provision of a service road.
- 9.38** The requirement to safeguard land for this purpose reduces the developable area and consequently any new proposal for the site will need to consider carefully how to make efficient and effective use of the land. In addition, an appropriate setback will be required from the existing office development to the north to ensure no significant loss of amenity for existing users.
- 9.39** Redevelopment could include replacement retail or offices to reflect the predominant character of Knoll Road as a location for office, and civic and community uses. Commercial or retail uses will be required on the ground floor to reinforce the commercial character of Knoll Road and this western end of Portesbery Road. It is considered that the ground floor environment is unsuitable for residential use, due to the effect on amenity of traffic. It is considered that this area could be redeveloped in the short term and provide up to 8 new dwellings, in the form of flats

### TC20 The Granary

***The Granary, as shown on the adopted policies map is proposed for redevelopment in accordance with the following principles:***

- (i) One or more commercial town centre uses comprising offices, leisure or community facilities on the ground floor;***
- (ii) The upper floors to comprise housing or one or more commercial town centre uses including offices, leisure and community facilities; and***
- (iii) Be no more than 3-5 storeys high, subject to respecting its locality and impact on neighbouring properties as appropriate.***

***Development will be subject to the securing of highway improvements at the junction of Knoll Road and Portesbery Road in accordance with Policy TC10, and the rear service road in accordance with Policy TC16.***

- 9.40** Changes to the Adopted Policies map are shown on Plan 12 in Appendix 4.

## APPENDICES

# **Appendix 1**

## Glossary of Terms

**Accessibility** - The ability of people to move around an area and reach places and facilities, including elderly and disabled people, those with young children and those encumbered with luggage or shopping.

**Affordability** - A measure of whether households can access or sustain the costs of private sector housing.

**Affordable housing** - Housing, whether for rent, shared ownership or outright purchase, provided at a cost considered affordable in relation to incomes that are average or below average, or in relation to the price of general market housing.

**Allocated sites** - Sites allocated on the proposals map

**Authorities Monitoring Report (AMR)** - A report that assesses the impact of policies and whether targets are being met against a set of core indicators, and where necessary, identifies adjustments or revisions to policies/proposals.

**Appropriate Assessment** - Required under the European Habitats Directive to assess the impact of plans on 'European Sites' of nature conservation importance. The Appropriate Assessment of the Surrey Heath Core Strategy and Development Management Policies has been published as a background document.

**Avoidance Measures** - Those which are put into place to reduce or eliminate any harm caused eg. Contributions to the provision of Suitable Accessible Natural Green space (SANG) / access management and monitoring with regards to Thames Basin Heaths SPA.

**Biodiversity** - The whole variety of life encompassing all genetic, species and ecosystem variations, including plants and animals.

**Commuted payments** - Payments made through a legal agreement with the Council, which are ring-fenced to pay for specific improvements, e.g. developers can sign a legal agreement that they will pay for highway improvements, for example a pedestrian crossing, or the provision of affordable housing.

**Comparison floorspace** – retail floorspace selling goods such as fashion and furniture.

**Compulsory Purchase Order** – A notice issued by the government or local authority to compulsorily acquire land to help deliver social or economic change that is in the public interest, where the land owner or occupier is not willing to sell by agreement.

**Convenience floorspace** – this is retail floorspace selling food or similar goods and is most usually used when referring to supermarkets.

**Core Strategy**– this is more properly known as the Core Strategy and Development Management Policies Development Plan Document and was adopted in February 2012. It sets out the long-term vision for the future of the area, the spatial objectives and strategic policies to deliver that vision together with the Development Management policies for the Borough.

**Cumulative Effect** - A number of developments in a locality or a continuous activity over time that, together, may have an increased impact on the environment, local infrastructure and services, or the economy.

**Development Plan Documents (DPDs)** - These are documents that in combination should be read as the Local Plan for Surrey Heath. A Local Plan can comprise more than one DPD.

**Employment Land** - That which is in use for the following purposes – office, industrial and warehousing.

**English Heritage** - Government advisors with responsibility for all aspects of protecting and promoting the historic environment. English Heritage is responsible for advising the government on the listing of historic buildings.

**Environment Agency** - A government body that aims to prevent or minimise the effects of pollution on the environment and issues permits to monitor and control activities that handle or produce waste. It also provides up-to-date information on waste management matters and deals with other matters such as water issues including flood protection advice.

**Evidence Base** - The information and data gathered by local authorities to justify the “soundness” of the approach set out in Local Development Documents, including physical, economic, and social characteristics of an area.

**Green Infrastructure** - A network of multi-functional private and public green spaces and natural elements (including water) and the links between them within and between the built environment.

**Heritage Asset** - A building, monument, site, place, area or landscape identified as having a degree of significance meriting consideration in planning decisions, because of its heritage interest. Heritage asset includes designated heritage assets and assets identified by the local planning authority (including local listing).

**Infrastructure** - The basic requirements for the satisfactory development of an area which include such things as roads, footpaths, sewers, schools, open space and other community facilities.

**Issues, Options and Preferred Options** - Previous consultation stages on Development Plan Documents with the objective of adopting the most appropriate and sustainable approach ahead of submission to government for independent examination.

**Leisure Cultural and Community** - Facilities that provide for the health and well-being, social, educational, spiritual, recreational, leisure and cultural needs of the community.

**Listed Building** - A building of special architectural or historic interest as designated by English Heritage on behalf of the Department for Culture, Media and Sport. This is a statutory listing.

**Local Development Document (LDD)** - These include Development Plan Documents (which form part of the statutory development plan) and Supplementary Planning Documents (which do not form part of the statutory development plan). LDDs collectively deliver the spatial planning strategy for the local planning authority’s area.

**Local Distinctiveness** - The particular positive feature of a locality that contributes to its special character and sense of place. Distinguishes one local area from another

**Local Transport Plan (LTP)** - A five-year integrated transport strategy, prepared by local authorities in partnership with the community, seeking funding to help provide local transport projects. The plan sets out the resources predicted for delivery of the targets identified in the strategy. Local transport plans should be consistent with the policies and priorities set out in the Regional Transport Strategy as an integral part of the Regional Spatial Strategy

**Market Housing** - Private housing for rent or for sale, where the price is set in the open market.

**Mixed Use** – Area or site where a mixture of commercial, retail and residential uses predominates.

**Natural England** - Government advisors on nature conservation issues in England.

**NPPF** – this sets out the government’s national guidance on planning and Local Plan policies must be consistent with the NPPF

**Planning Obligations and Agreements** - Legal agreements between a planning authority and a developer, or undertakings offered unilaterally by a developer, that ensure that certain extra works related to a development are undertaken. For example, the provision of highways. Sometimes called “Section 106” agreements.

**Previously Developed Land** - For the purposes of housing policy in PPS3, land which is or was occupied by a permanent (non-agricultural) structure and associated fixed surface infrastructure, including the curtilage of the development, in urban and rural areas. It excludes land and buildings that have been used for agricultural purposes, forest and woodland, and land in built-up areas such as private residential gardens, parks, recreation grounds and allotments, which has not been developed previously.

**Regional Strategy (RSS)** - Documents setting out the economic, planning and transport framework at the regional level, otherwise known as the South East Plan.

**Renewable Energy** - Renewable energy is energy flows that occur naturally and repeatedly in the environment, for example from the wind, water flow, tides or the sun.

**SANGS** – these are Suitable Alternative Natural Greenspaces and together with the SAMM (Strategic Access Management and Monitoring) project form the basis of the agreed avoidance measures for the Borough to ensure no likely significant adverse effect arises to the European Sites from new development within the Borough.

**Section 106 agreement** - A legal agreement under section 106 of the 1990 Town & Country Planning Act. Section 106 agreements are legal agreements between a planning authority and a developer, or undertakings offered unilaterally by a developer, that ensure that certain extra works related to a development are undertaken.

**Soundness** - A Development Plan Document (DPD) is considered sound if it is based upon good evidence and has been prepared in accordance with all the necessary procedures including the measures set out in the local authority's Statement of Community Involvement.

**South East Plan (SEP)** - The regional spatial strategy for the South East.

**Spatial Planning** - Spatial planning goes beyond traditional land use planning to bring together and integrate policies for the development and use of land with other policies and programmes which influence the nature of places and how they function. This will include policies which can impact on land use by influencing the demands on, or needs for, development, but which are not capable of being delivered solely or mainly through the granting or refusal of planning permission and which may be implemented by other means.

**Special Area of Conservation (SAC)** - SACs are areas which have been given special protection under the European Union's Habitats Directive. They provide increased protection to a variety of wild animals, plants and habitats and are a vital part of global efforts to conserve the world's biodiversity.

**Special Protection Area (SPA)** - European designated area warranting special protection for the importance of its fauna. The area will comprise a number of sites that are also designated Sites of Special Scientific Interest (SSSI) in the UK. For example, the Natura 2000 designated Thames Basin Heaths Special Protection Area comprises 13 SSSIs across Surrey, Hampshire and Berkshire, protected principally for its rare species of ground-nesting birds.

**Supplementary Planning Documents (SPDs)** - These can be produced to provide guidance to supplement the policies and proposals in DPDs. However they do not form part of the Development Plan although they must undergo a formal process of consultation.

**Surrey County Council (SCC)** - the upper tier local authority in Surrey with statutory responsibility for education, social services, highways, libraries, minerals planning and waste planning.

**Surrey Heath Partnership (SHP)** - a partnership of local public, private and voluntary organisation that has responsibility for the production and delivery of the Sustainable Community Strategy

**Sustainability Appraisal (SA)/ Strategic Environmental Assessment (SEA)** - Local Planning Authorities are required to assess the environmental and sustainability impact of policies and proposals in Development Plan Documents. This is a tool for appraising policies to ensure that they reflect sustainable development objectives, i.e. Social, environmental and economic factors.

**Sustainable communities** - Places that meet the diverse needs of existing and future residents, are sensitive to their environment, and contribute to a high quality of life. They are safe and inclusive, well planned, built and run, and offer equality of opportunity and good services for all.

**Sustainable Community Strategy (SCS)** - A strategy developed by a local authority in partnership with other public, private and community sector organisations, to promote economic, social and environmental well being of the area and to contribute to the achievement of sustainable development.

**Sustainable construction** - Construction which has due reference to the environment, for example in the materials it uses, the methods of construction and the installation of energy efficient and water conservation systems, e.g use of solar panels and SUDS.

**Sustainable Development** - Development, which meets the needs of the present without compromising the ability of future generations to meet their own needs, ensuring a better quality of life for everyone now and for generations to come.

**Sustainable location** - For example, is a location with good transport links with good access to community and local facilities.

**Sustainable transport** – Often meaning walking, cycling and use of public transport, which is considered to be less damaging to the environment and which contributes less to traffic congestion than one-person car journeys.

**Sustainable (urban) Drainage Systems (SuDS)** – Include a range of different drainage systems that are designed to promote the filtration and evaporation of water as close to the source as possible and to break down pollutants. SUDS are an alternative to drainage through pipes directly to a water course and will help enhance water quality and biodiversity, maintain groundwater levels and reduce the risk of flooding.

**Travel Plan** - A travel plan aims to promote sustainable travel choices (for example, cycling) as an alternative to single occupancy car journeys that may impact negatively on the environment, congestion and road safety. Travel plans can be required when granting planning permission for new developments.



## **Appendix 2**

### General Monitoring Framework

AAP Objective	Delivery Policies	Indicator	Target	Reporting	Lead Agency	Delivery Mechanism
<p><b>Objective 1</b></p> <p>To ensure Camberley town centre continues to be a vital and viable shopping facility which meets the needs of its catchment population and to enable the improvements and any increases in floorspace needed to achieve this.</p>	<p><b>CSDM Policies:</b>  <b>CP8, CP9, CP10, CP12</b></p> <p><b>AAP Policies:</b>  <b>TC2, TC3, TC13</b></p>	<p>List of infrastructure projects completed within Camberley town centre over AAP period.</p> <p>Total amount of (gross &amp; net) comparison and convenience retail floorspace completed or lost in Camberley town centre (uses A1-A5):</p> <p>(i) In AMR year                      (ii) Over AAP period</p> <p>Total amount of (net) retail floorspace completed in edge of centre locations and outside centre locations</p> <p>Amount of vacant retail floorspace in Camberley town centre in AMR year.</p> <p>Total amount of (gross &amp; net) community, cultural and leisure floorspace completed or lost within Camberley town centre:</p> <p>(i) In AMR year                      (ii) Over AAP period</p>	<p>To achieve delivery in line with IDP.</p> <p>Aim to achieve 39,500sqm (gross) comparison floorspace and 1,500sqm (gross) convenience floorspace over AAP period.</p> <p>Monitored through the Core Strategy.</p> <p>No target – contextual.</p> <p>Aim to achieve no net loss of community, cultural or leisure floorspace over AAP period.</p>	<p>AMR</p> <p>AMR</p> <p>AMR</p> <p>AMR</p> <p>AMR</p>	<p>SHBC Landowners</p> <p>SHBC</p> <p>SHBC</p> <p>SHBC</p> <p>SHBC</p>	<p>Infrastructure Delivery Plan Core Strategy CTC Area Action Plan Development Management Process Landowners</p> <p>Core Strategy CTC Area Action Plan Development management process</p> <p>Core Strategy Development Management Process</p> <p>Core Strategy CTC Area Action Plan</p> <p>Core Strategy CTC Area Action Plan Development Management Process</p>
<p><b>Objective 2</b></p> <p>Provide an excellent range of leisure, cultural and community facilities to meet the needs of the local population.</p>	<p><b>CSDM Policies:</b>  <b>CP10, CP12, DM14, DM16</b></p> <p><b>AAP Policies:</b>  <b>TC6</b></p>	<p>Total amount of (gross &amp; net) community, cultural and leisure floorspace completed or lost within Camberley town centre:</p> <p>(i) In AMR year                      (ii) Over AAP period</p>	<p>Aim to achieve no net loss of community, cultural or leisure floorspace over AAP period.</p>	<p>AMR</p>	<p>SHBC</p>	<p>Core Strategy CTC Area Action Plan Development Management Process</p> <p>Core Strategy CTC Area Action Plan Development Management Process</p>

AAP Objective	Delivery Policies	Indicator	Target	Reporting	Lead Agency	Delivery Mechanism
<p><b>Objective 3</b></p> <p>To maintain Camberley town centre's role as an employment centre.</p>	<p><b>CSDM Policies:</b></p> <p><b>CP1, CP8, CP10</b></p> <p><b>AAP Policies:</b></p> <p><b>TC5, TC7, TC8</b></p>	<p>Total amount of (gross &amp; net) employment (B use) floorspace completed or lost within Camberley town centre:</p> <p>(i) In AMR year</p> <p>(ii) Over AAP period</p> <p>Vacant employment (B use) floorspace in Camberley town centre in AMR year.</p>	<p>No target – contextual.</p> <p>No target – contextual.</p>	<p>AMR</p> <p>AMR</p>	<p>SHBC</p> <p>SHBC</p>	<p>Core Strategy</p> <p>CTC Area Action Plan</p> <p>Development Management Process</p> <p>Core Strategy</p> <p>CTC Area Action Plan</p>
<p><b>Objective 4</b></p> <p>To enhance Camberley town centre's role as a residential area including the provision of new homes.</p>	<p><b>CSDM Policies:</b></p> <p><b>CP1, CP3, CP5, CP6, CP10, CP14B</b></p> <p><b>AAP Policies:</b></p> <p><b>TC4, TC14, TC15, TC16, TC17, TC18, TC19, TC20</b></p>	<p>Net number of market and affordable dwellings completed in Camberley town centre over AAP period.</p> <p>Number of dwellings completed by size and type in Camberley town centre over AAP period.</p> <p>Amount of land implemented as SANG for residential development in Camberley town centre (ha) over AAP period.</p>	<p>Aim to deliver at least 200 new dwellings over AAP period with 35% as affordable.</p> <p>Aim to deliver size and type of units in line with current SHMA.</p> <p>Monitored through the Core Strategy.</p>	<p>AMR</p> <p>AMR</p> <p>AMR</p>	<p>SHBC</p> <p>SHBC</p> <p>SHBC</p>	<p>CTC Area Action Plan</p> <p>Development Management Process</p> <p>Core Strategy</p> <p>CTC Area Action Plan</p> <p>Development Management Process</p> <p>Core Strategy</p> <p>Thames Basin Heaths SPA SPD</p>

AAP Objective	Delivery Policies	Indicator	Target	Reporting	Lead Agency	Delivery Mechanism
<p><b>Objective 5</b> To improve accessibility within and to the town centre by all means of transport.</p>	<p><b>CSDM Policies:</b> <b>CP10, CP11, CP12, DM11</b> <b>AAP Policies:</b> <b>TC7, TC8, TC9</b></p>	<p>Number of travel plans implemented in association with major developments in Camberley town centre over AAP period. Number of trips made to Camberley town centre using public transport including walking/cycling.</p>	<p>Aim to achieve travel plans in all major developments in Camberley town centre. Aim to increase patronage of public transport into and out of Camberley town centre. No target – contextual.</p>	<p>AMR AMR</p>	<p>SHBC SCC SHBC SCC</p>	<p>Core Strategy CTC Area Action Plan Core Strategy CTC Area Action Plan</p>
<p><b>Objective 6</b> To improve environmental quality and enhance the character of the town centre and protect the amenity and character of the surrounding residential areas.</p>	<p><b>CSDM Policies:</b> <b>CP2, CP10, CP12, CP13, CP14A, DM7, DM9, DM10, DM17</b> <b>AAP Policies:</b> <b>TC11, TC12, TC13</b></p>	<p>Percentage of waste sent for reuse, recycling or composting over AAP period. Number of developments completed to prescribed building standards for energy and water efficiency and numbers which exceed prescribed standards in Camberley town centre over AAP period.</p>	<p>Monitored through the Core Strategy. Monitored through the Core Strategy.</p>	<p>Corporate Monitoring AMR</p>	<p>SHBC SHBC</p>	<p>Development Management Process Core Strategy Development Management Process</p>

AAP Objective	Delivery Policies	Indicator	Target	Reporting	Lead Agency	Delivery Mechanism
		Number of developments in Camberley town centre completed with SuDS over AAP period.	Monitored through the Core Strategy.	AMR	SHBC	Core Strategy Development Management Process
		Air Quality within Camberley town centre (Annual Mean NO <sub>x</sub> µgm <sup>-3</sup> )	No exceedence of UK Air Quality Strategy targets of 30µgm <sup>-3</sup> (annual mean) at CTC Air Quality Monitoring Station.	Corporate monitoring	SHBC	Core Strategy CTC Area Action Plan Development Management Process
		Amount of contaminated land (ha) remediated within Camberley town centre over AAP period.	No target.	AMR	SHBC	CTC Area Action Plan Development Management Process
		Number of biodiversity improvements completed within Camberley town centre over AAP period.	No target.	AMR	SHBC	CTC Area Action Plan Development Management Process

AAP Objective	Delivery Policies	Indicator	Target	Reporting	Lead Agency	Delivery Mechanism
<p><b>Objective 7</b> To provide a well-managed, safe and attractive town centre.</p>	<p><b>CSDM Policies:</b> <b>CP2, CP10, CP12, CP13, DM9, DM10, DM11, DM17</b></p> <p><b>AAP Policies:</b> <b>TC1</b></p>	<p>Number of buildings and structures maintained, added or deleted from the local list within Camberley town centre.</p>	<p>No target.</p>	<p>AMR</p>	<p>SHBC</p>	<p>CTC Area Action Plan Development Management Process</p>
		<p>Number of public realm improvements completed over AAP period.</p>	<p>Complete all public realm improvements identified in Public Realm Strategy by end of AAP period.</p>	<p>AMR</p>	<p>SHBC</p>	<p>CTC Area Action Plan Public Realm Strategy</p>
		<p>Violent crime per 1,000 population</p>	<p>Monitored through the Core Strategy.</p>	<p>Corporate monitoring</p>	<p>SHBC Surrey Police</p>	<p>Core Strategy CTC Area Action Plan Development Management Process</p>

## Site Specific Monitoring Framework

AAP Site	Delivery Policies	Indicator	Target	Reporting	Lead Agency	Delivery Mechanism
London Road Block	<p><b>CSDM Policies:</b>  CP2, CP5, CP6,  CP8 CP10, CP11,  CP12, CP14B,  DM7, DM9,  DM10, DM11,  DM16, DM17</p> <p><b>AAP Policies:</b>  TC14</p>	<p>Commencement of major redevelopment scheme at London Road Block.</p>	<p>Comprehensive redevelopment scheme to commence in 2016/17.</p>	AMR	<p>SHBC  Landowner</p>	<p>Core Strategy  CTC Area Action Plan  Development Management Process  Town centre Investors</p>
		<p>Total amount of (gross &amp; net) comparison and convenience retail floorspace completed in London Road Block (uses A1-A5):</p> <p>(i) In AMR year  (ii) Over AAP period</p>	<p>21,000sqm (gross)</p>	AMR	<p>SHBC  Landowner</p>	<p>Core Strategy  CTC Area Action Plan  Development management process</p>
		<p>Total amount of (gross &amp; net) floorspace completed for other uses in London Road Block and/or number of market and affordable residential units completed.</p>	<p>No target</p>	AMR	<p>SHBC</p>	<p>Core Strategy  CTC Area Action Plan  Development Management Process</p>

AAP Site	Delivery Policies	Indicator	Target	Reporting	Lead Agency	Delivery Mechanism
Camberley Station	<p><b>CSDM Policies:</b>                      CP2, CP5, CP6,                      CP8, CP10,                      CP11, CP12,                      CP14B, DM7,                      DM9, DM10,                      DM11, DM16</p> <p><b>AAP Policies:</b>                      TC15</p>	<p>Commencement of improvements to Camberley Rail Station &amp; Transport Interchange</p> <p>Total amount of (gross &amp; net) floorspace completed at Camberley Station over AAP period for: -</p> <p>Retail (uses A1 – A5)                      Employment (B uses)                      Leisure (D2 uses)</p> <p>Number of market and affordable dwellings completed at Camberley Station over AAP period.</p>	<p>Development to commence post 2020</p> <p>No target.</p> <p>50</p>	<p>AMR</p> <p>AMR</p> <p>AMR</p>	<p>SHBC                      Network Rail</p> <p>SHBC                      Network Rail</p> <p>SHBC                      Network Rail</p>	<p>Core Strategy                      CTC Area Action Plan                      Development Management Process</p> <p>CTC Area Action Plan                      Development Management Process</p> <p>Core Strategy                      CTC Area Action Plan                      Development Management Process</p>
Land at Park Lane	<p><b>CSDM Policies:</b>                      CP2, CP5, CP6,                      CP8, CP10,                      CP11, CP12,                      CP14B, DM7,                      DM9, DM10,                      DM11, DM16</p> <p><b>AAP Policies:</b>                      TC16</p>	<p>Number of market and affordable dwellings completed on Land at Park Lane over AAP period.</p>	<p>100</p>	<p>AMR</p>	<p>SHBC                      Network Rail</p>	<p>Core Strategy                      CTC Area Action Plan                      Development Management Process</p>



AAP Site	Delivery Policies	Indicator	Target	Reporting	Lead Agency	Delivery Mechanism
Pembroke Broadway North	<b>CSDM Policies:</b> CP2, CP5, CP6, CP8, CP10, CP11, CP12, CP14B, DM7, DM9, DM10, DM11	Commencement of major redevelopment scheme at Pembroke Broadway North	Comprehensive redevelopment of Ashwood House, or a scheme which could include conversion/re-use and refurbishment to commence pre-2020.	AMR	SHBC	CTC Area Action Plan Development Management Process
	<b>AAP Policies:</b> TC17	Total amount of (gross & net) floorspace completed at Pembroke Broadway North for: Retail (uses A1-A5) Employment (B uses) Leisure (D2 use)	No target No target for other uses.	AMR	SHBC	CTC Area Action Plan Development Management Process
Land East of Knoll Road	<b>CSDM Policies:</b> CP2, CP5, CP6, CP10, CP11, CP12, CP13, CP14B, DM7, DM9, DM10, DM11, DM14, DM16, DM17	Number of market & affordable units completed at Pembroke Broadway North	No target.	AMR	SHBC	Core Strategy CTC Area Action Plan Development Management Policies
		Net number of market and affordable dwellings completed at Land East of Knoll Road	80	AMR	SHBC SCC Surrey Police	Core Strategy CTC Area Action Plan Development Management Process

AAP Site	Delivery Policies	Indicator	Target	Reporting	Lead Agency	Delivery Mechanism
	<b>AAP Policies:</b> <b>TC18</b>	Total Leisure and/ or community/cultural floorspace completed at Land East of Knoll Road: (i) In AMR year (ii) Over AAP period	Achieve no net loss of community, cultural or leisure floorspace at Land East of Knoll Road over AAP period.	AMR	SHBC	Core Strategy CTC Area Action Plan Development Management Process
<b>Magistrates Court</b>	<b>CSDM Policies:</b> <b>CP2, CP5, CP6, CP8, CP10, CP11, CP12, CP14B, DM7, DM9, DM10, DM11, DM16</b> <b>AAP Policies:</b> <b>TC19</b>	Amount of new open space created or existing open space enhanced (ha) over AAP period.  Commencement of development at Magistrates Court	Aim to achieve extension and enhancement of Camberley Park by end of AAP period.  Commencement of development by 2016	AMR	SHBC	Core Strategy CTC Area Action Plan Development Management Process
	<b>AAP Policies:</b> <b>TC19</b>	Total number of market and affordable dwellings completed at Magistrates Court.  Total floorspace (gross & net) completed for other uses at Magistrates Court.	13  No target	AMR	SHBC	Core Strategy CTC Area Action Plan CTC Area Action Plan CTC Area Action Plan Development Management Process

AAP Site	Delivery Policies	Indicator	Target	Reporting	Lead Agency	Delivery Mechanism
The Granary	<b>CSDM Policies:</b> CP2, CP5, CP6, CP8, CP10, CP11, CP12, CP14B, DM7, DM9, DM10, DM11, DM16  <b>AAP Policies:</b> TC20	Commencement of development at The Granary	Commencement of development by 2016	AMR	SHBC	Core Strategy CTC Area Action Plan Development Management Process
	Total floorspace (gross & net) completed for other uses at The Granary.	No target	AMR	SHBC	Core Strategy Development Management Process	
	Number of market and affordable dwellings completed at The Granary.	8	AMR	SHBC	Core Strategy Development Management Process	

## **Appendix 3**

Policies contained in the Surrey Heath Local Plan 2000 (as saved) to be replaced by or deleted upon adoption of the Camberley Town Centre Area Action Plan

Plans showing changes to the adopted policies map are included in Appendix 4.

<b>Policy Number</b>	<b>Policy Title/ Purpose</b>	<b>Superceded by Policy</b>
<b>TC1</b>	Maintaining and enhancing the role of the town centre	This policy was in part superceded by Policy CP10 of the Core Strategy and Development Management Policies DPD.
<b>TC2</b>	Environmental Improvements	This policy is superceded by Policies TC9 and TC13. These deal with improving the environment for pedestrians and quality of design, public realm and open space. See Plan 1.
<b>TC4</b>	Design considerations for new development	This policy is superceded by Policy TC1 which addresses general design issues.
<b>TC5</b>	Illuminated Advertisements	This policy is deleted
<b>TC6</b>	Highway Improvements	This policy is superceded by Policy TC8 which identifies highway improvements required in the town centre. No change to adopted policies map.
<b>TC7</b>	Rear Service Roads	This policy is superceded by Policy TC10 which identifies rear service roads required in the town centre. No change to adopted policies map.
<b>TC8</b>	Public use of private car parks	This policy is deleted but reference to this matter is maintained in supporting text.
<b>TC9</b>	Traffic management measures	This policy is deleted with more specific proposals identified where appropriate.
<b>TC10</b>	Pedestrian friendly areas	This policy is superceded by Policy TC9 which identifies those areas within which pedestrian friendly areas will be created. See Plan 2.
<b>TC12</b>	Public Transport Improvements	This policy is superceded by Policy TC7 which seeks to improve accessibility to and within the town centre.
<b>TC13</b>	Contributions toward transport improvements	This policy is superceded by Policy TC7 which seeks to improve accessibility to and within the town centre.

<b>Policy Number</b>	<b>Policy Title/ Purpose</b>	<b>Superseded by Policy</b>
<b>TC14</b>	Loss of town centre residential accommodation	This policy is superseded by Policy TC4 which incorporates the approach of Policy TC14.
<b>TC15</b>	Loss of retail uses	This policy is superseded by Policy TC2 which incorporates the approach of Policy TC15. See Plan 3.
<b>TC16</b>	Civic uses policy area	This policy is superseded by Policy TC18A and 18B which incorporates the approach of Policy TC14. See Plan 4.
<b>TC17</b>	Conversion of vacant business premises	This policy is superseded by Policy TC5.
<b>TC18</b>	Mixed use developments	This policy is deleted with more specific proposals identified where appropriate.
<b>TC20</b>	London Road policy area	This policy is superseded by Policy TC14. See Plan 6.
<b>TC21</b>	Business development at London Road/ Knoll Road	This policy is deleted. Development of this area unlikely to occur within the plan period. Any scheme would be considered under Policy TC1. See Plan 7.
<b>TC22</b>	Camberley Working Mens Club	This policy is deleted. See Plan 8.

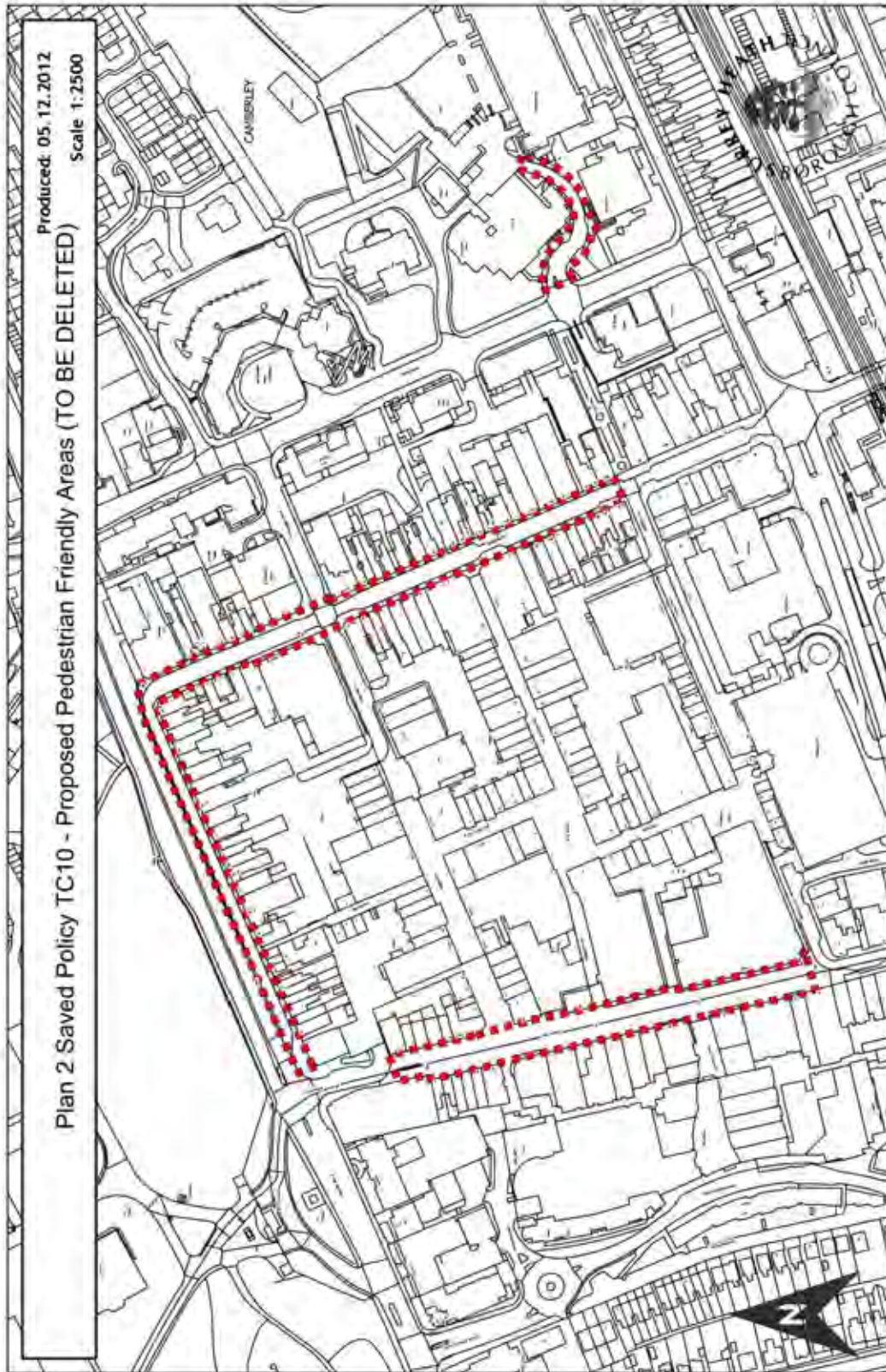
## **Appendix 4**

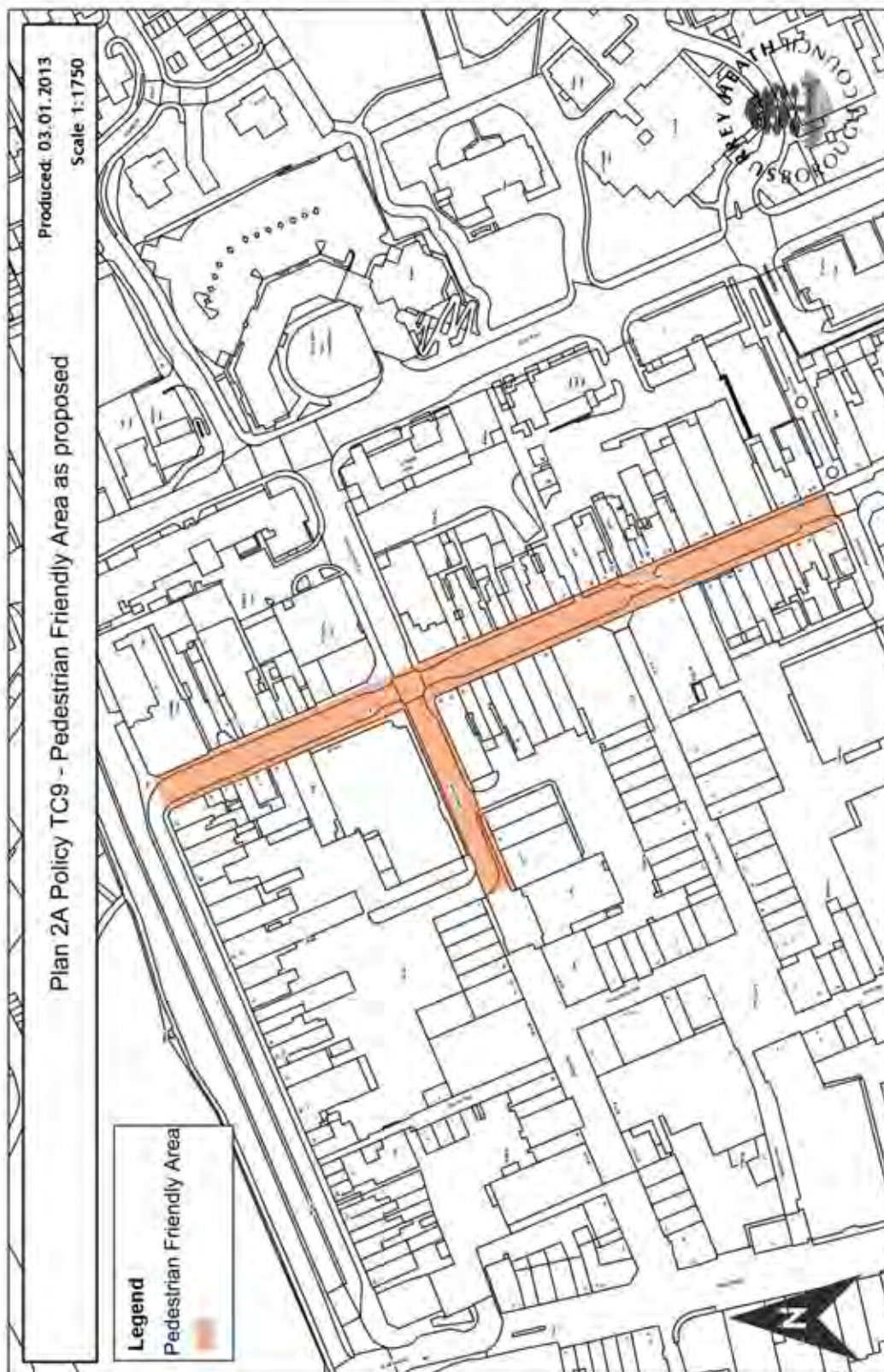
Plans showing proposed changes to  
the Adopted Policies Map

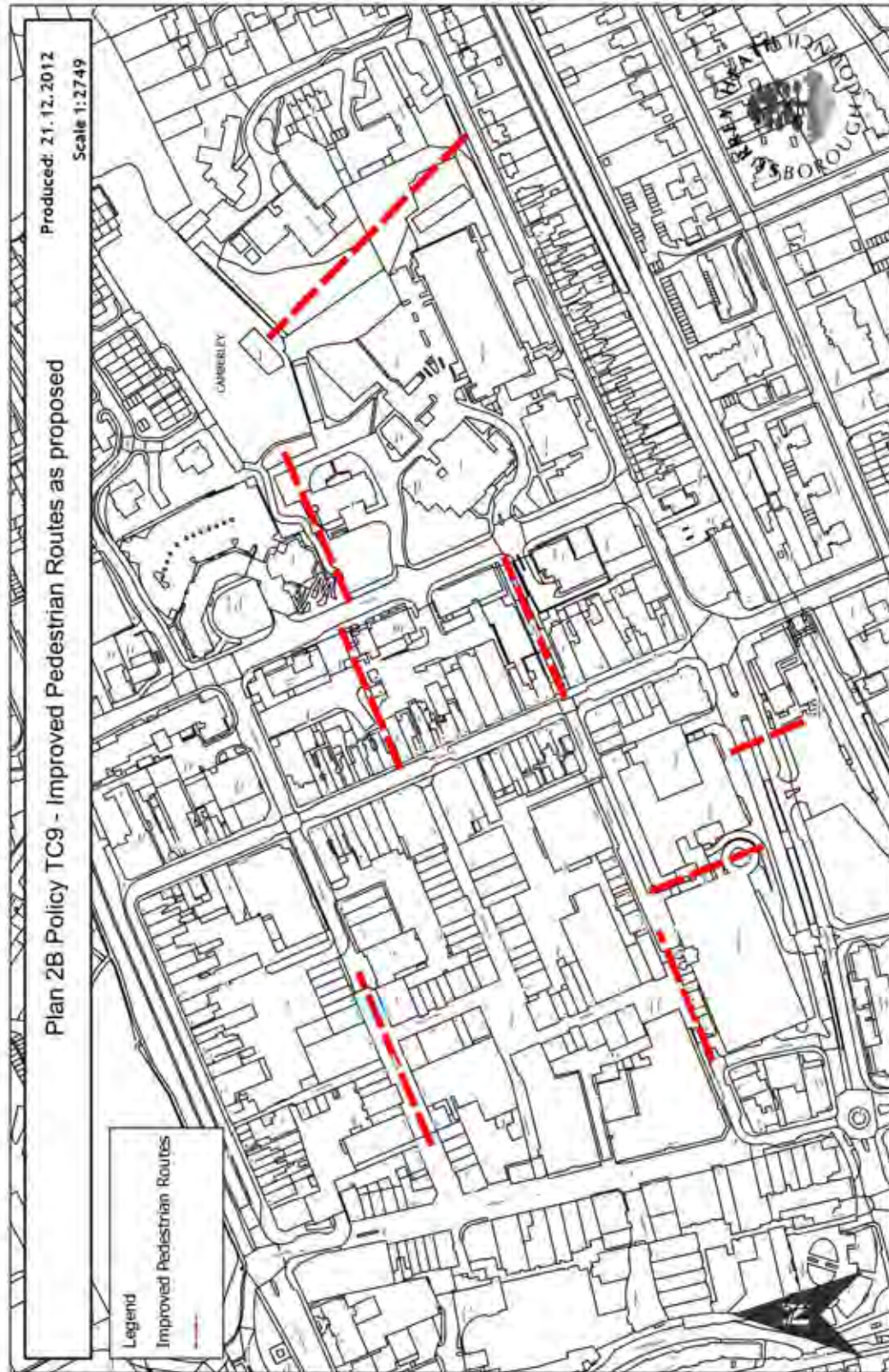
<b>Plan No.</b>	<b>Policy reference</b>	<b>Status</b>	<b>Title</b>
1	Saved policy TC2	To be deleted	Environmental Improvements
2	Saved policy TC10	To be deleted	Pedestrian friendly areas
2A	Policy TC9	Submitted	Pedestrian friendly areas
2B	Policy TC9	Submitted	Improved pedestrian routes
3	Saved Policy TC15	To be deleted	Primary Shopping area
3A	Policy TC2	Submitted	Primary Shopping area
3B	Policy TC2	Submitted	Primary and Secondary frontages
4	Saved policy TC16	To be deleted	Civic Uses Policy Area
4A	Policy TC18A and 18B	Submitted	Land east of Knoll Road
5	Policy TC16	Submitted	Land at Park Lane
6	Saved policy TC20	To be deleted	London Road policy area
6A	Policy TC14	Submitted	London Road block
7	Saved Policy TC21	To be deleted	Proposed business development
8	Saved Policy TC22	To be deleted	Camberley Working Mens Club
9	Policy TC15	Submitted	Camberley Station
10	Policy TC17	Submitted	Pembroke Broadway (north)
11	Policy TC19	Submitted	Former Magistrates Court
12	Policy TC20	Submitted	The Granary
13	Policy TC5	Submitted	Knoll Road Commercial Area
14	Policy TC12	Submitted	High Street Character Area
15	Policy TC8	Submitted	Improvements to the Highway Network





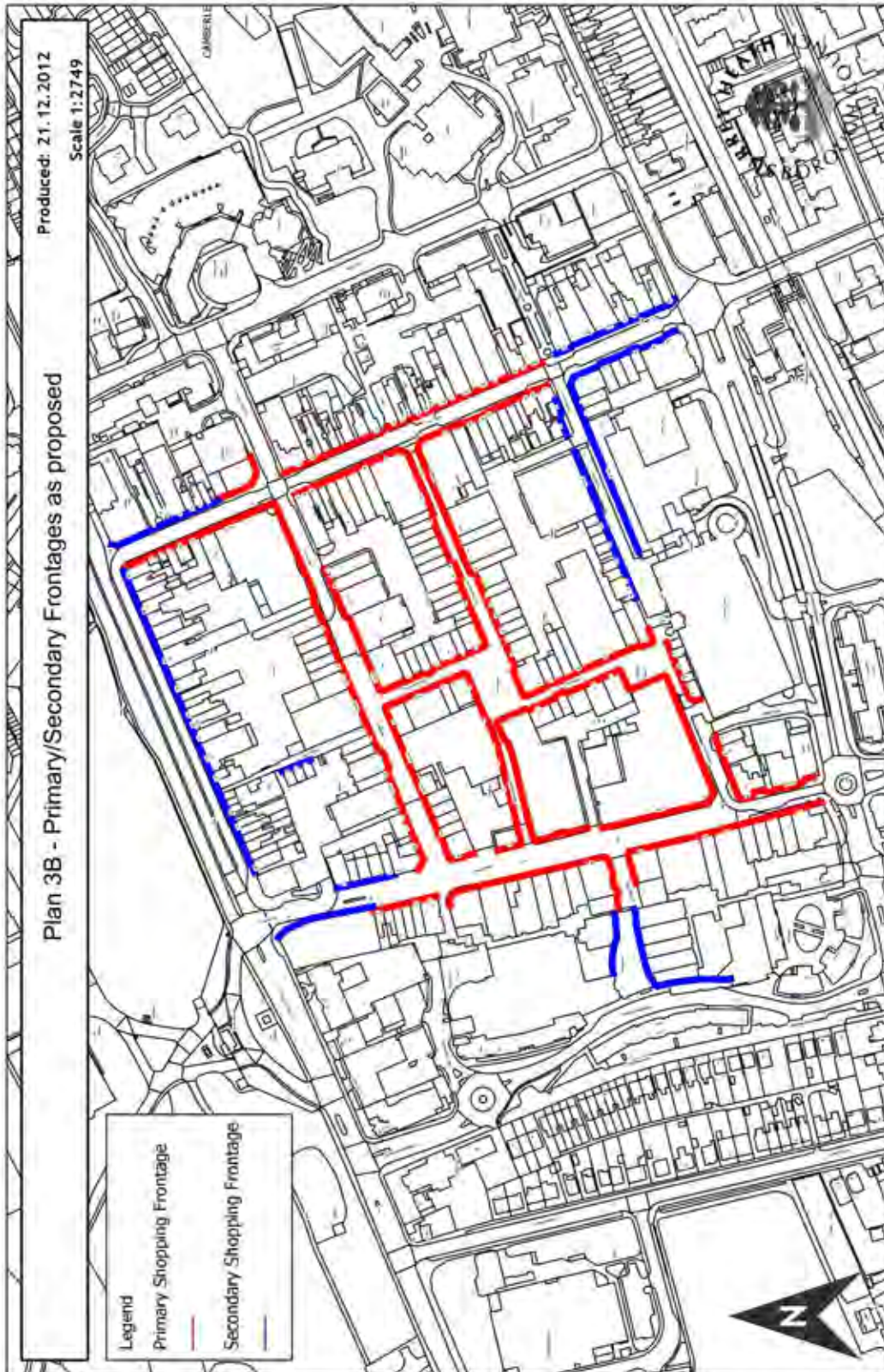


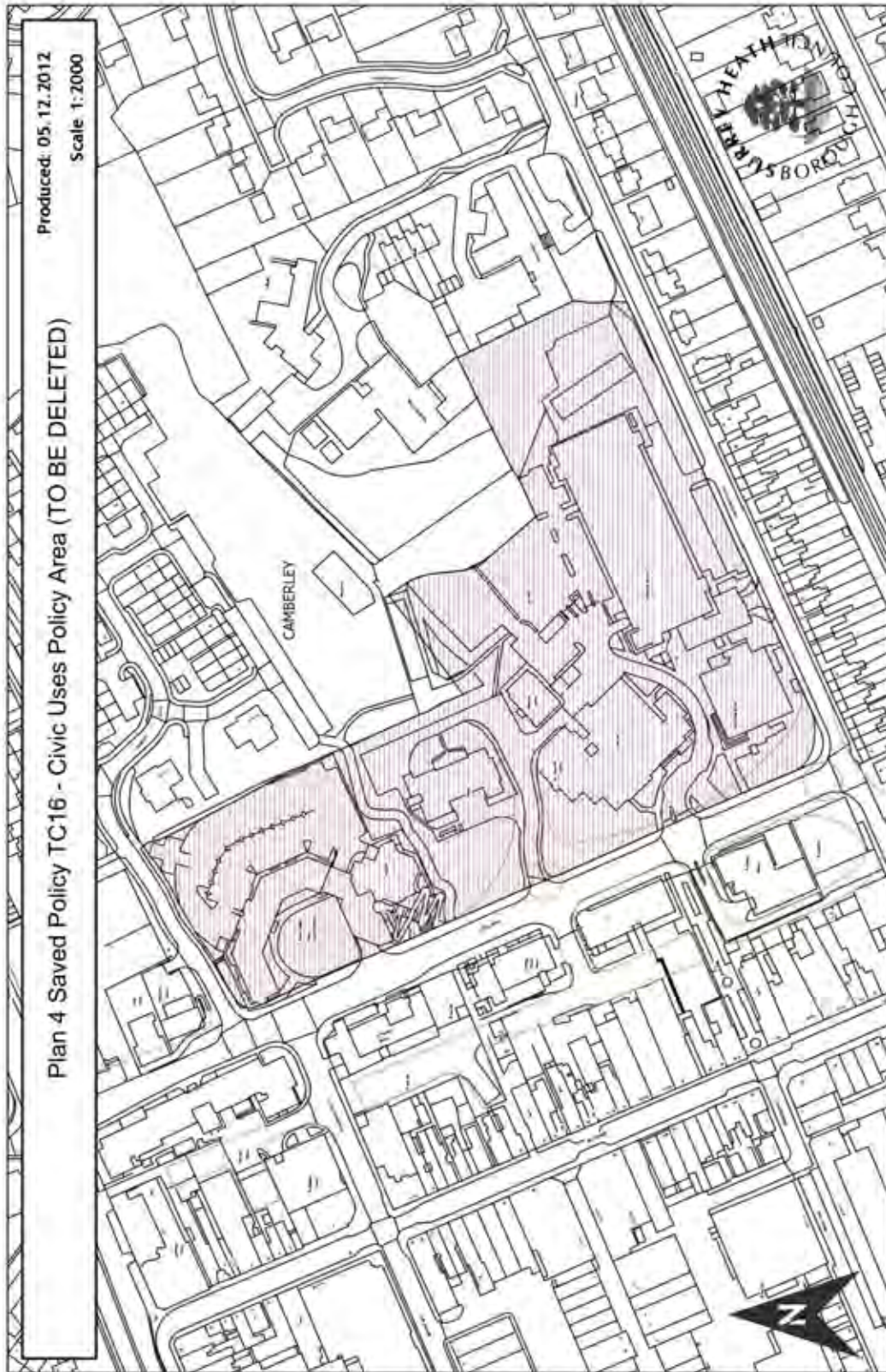




















Produced: 05.12.2012  
Scale 1:1500

Plan 6 Saved Policy TC20 - London Road Policy Area (TO BE DELETED)

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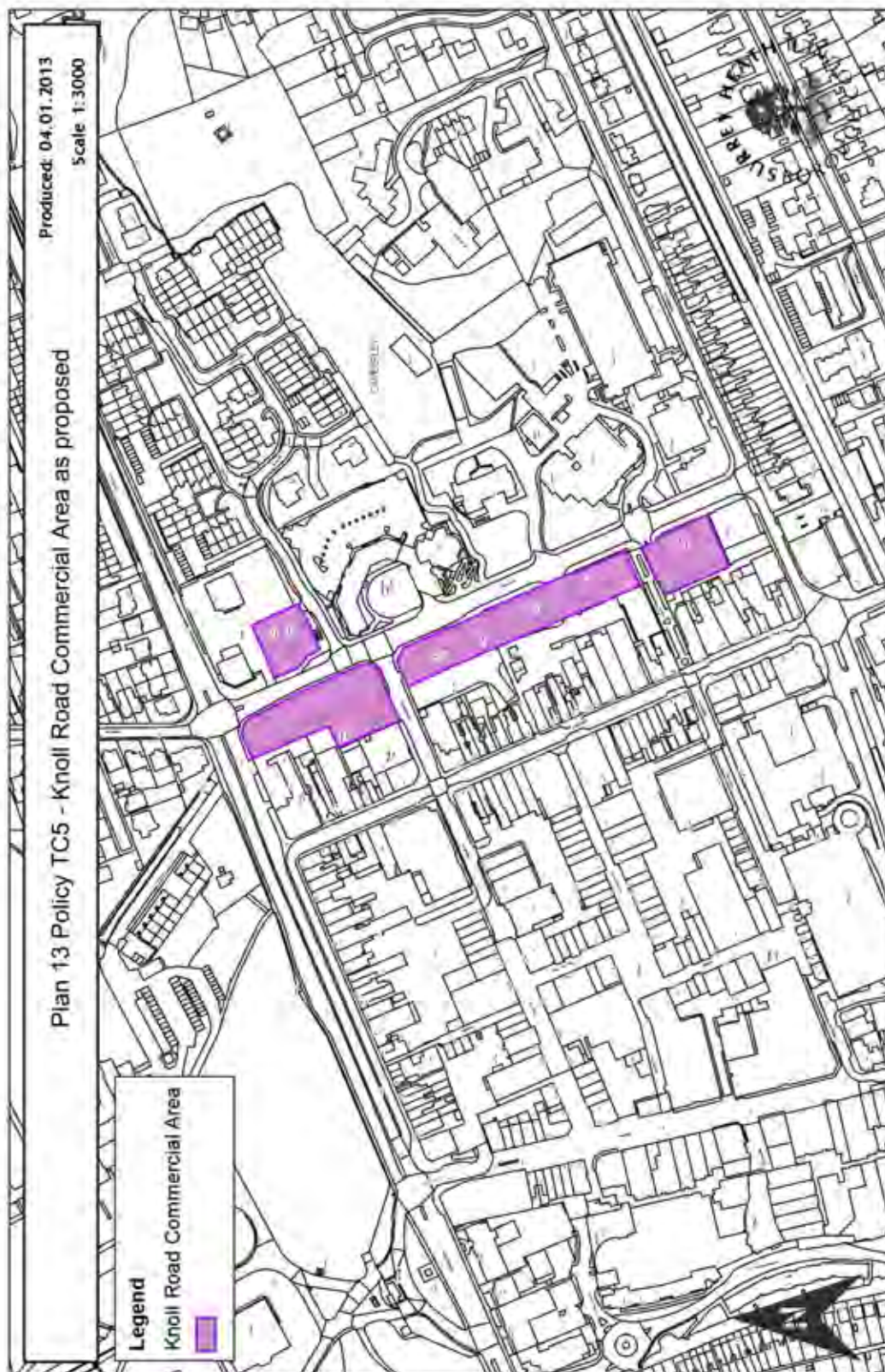


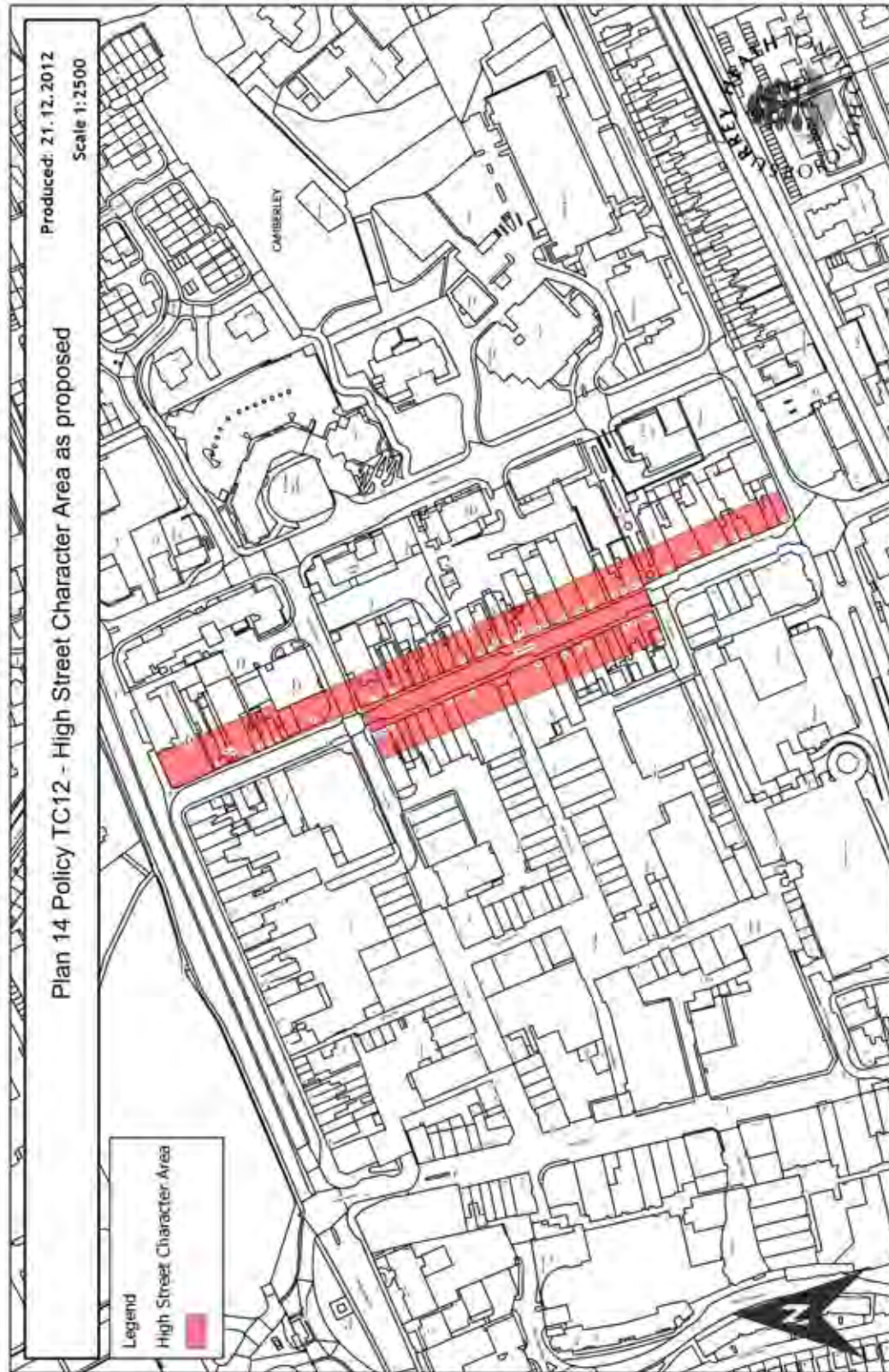














## **Appendix 5**

### Planning Policy Background and Evidence Base

- i. Surrey Heath Retail Study Update June 2010
- ii. Camberley Town Centre Area Action Plan Retail Report January 2012
- iii. Public Realm Strategy 2011
- iv. Access Strategy Part 1 2011
- v. Access Strategy Part 2 2012
- vi. SCC Stage 1 and 2 studies – find proper titles
- vii. Camberley Town Centre Urban Design Appraisal 2008
- viii. Strategic Flood Risk Assessment
- ix. Surrey Heath Leisure and Cultural Strategy 2003 – 2008
- x. Community Safety Strategy
- xi. Surrey Heath Housing Market Assessment 2007
- xii. Surrey Heath Employment Land Review 2009
- xiii. Draft Surrey Heath Parking Strategy 2007
- xiv. Strategic Housing Land Availability Assessment 2011
- xv. Opportunity Area and Site Allocations Capacity Studies 2011
- xvi. Camberley Town Centre - meeting the needs for main town centre uses. February 2013

## **Appendix 6**

### High Street Shopfronts Design Guidance

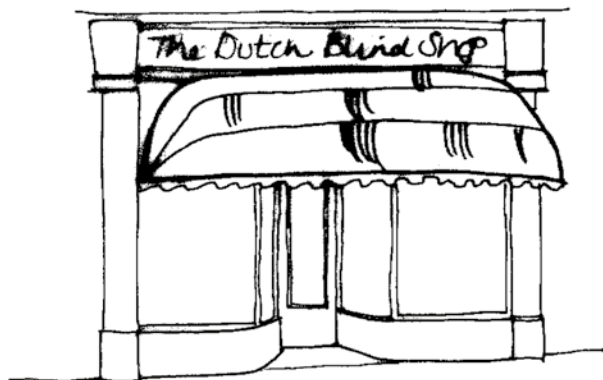


## 1. Introduction

- 1.1 The purpose of this guidance is to help owners, designers and development control staff to achieve high standards of design in shopfronts in Camberley High Street. For the purposes of this document, “shopfront” includes all ground floor built frontages with a fascia and/or display windows, including non retail uses such as banks, offices, estate agents etc.
- 1.2 The idea of a shopfront or a “shopping street” is a relatively recent development. The traditional elements of the shopfront evolved from the market stall, with two or more unglazed openings and shutters for security. Houses would have a retail use on the ground floor and living accommodation above. Through the 16<sup>th</sup> and 17<sup>th</sup> centuries the unglazed modified market stall remained the pattern for shopfronts and it was not until the 18<sup>th</sup> century that a glazed shopfront as we know it appeared. Many of the first recognisable shopfronts were inserted into existing buildings and so were independent of the existing building in both design and constructional terms. The shopfronts were therefore attached to the building like a rather grand bookcase. At this stage bow windows were a popular addition with classical pilaster fascias and cornices, like the shopfronts always illustrated in Dickens stories or on the top of chocolate boxes for example.
- 1.3 Once the basic form of the shopfront was established, each age added its own styles and refinements. By the 19<sup>th</sup> century shopfronts were regarded as part of the overall design of the building. Developments in the manufacture of plate glass meant that large sheets could be incorporated into the design. This would have meant that the upper floors would have appeared as though they were floating above the ground floor so devices such as pilasters, consoles and cornices were used to give it visual support.
- 1.4 In recent years the quality and craftsmanship of shopfronts has declined. They have become increasingly standardised and utilitarian in appearance and quality. Many shops and retail chains use a house style and corporate logos. This combined with the use of modern materials and exuberant advertising often lead to insensitive adaptations of buildings. The loss the character and design and proportions of the older buildings can lead to the loss of quality and character within the High Street.
- 1.5 Camberley High Street, has many buildings of character and quality. It is unusual to an extent in that all the buildings were constructed within a comparatively short period (apart from the obvious modern infill developments) and this gives the High Street a definite and distinct character. So many of these buildings, if one looks above the modern or poorly designed shopfronts, are attractive and interesting. They retain many of the original features such as the original fenestration and glazing patterns which articulate the elevations, chimneys which punctuate the skyline and give variety to the street, original roof coverings which look so much better than modern machine made materials, small and satisfying details such as original rainwater goods or cornices, or a carefully detailed eaves and soffits across the façade, for example. These survivors ensure that the buildings retain their original appearance and character and must be preserved and cherished.
- 1.6 New shops do not however have to be slavish reproductions of historic shopfronts. There is scope to produce designs which are innovative and stimulating and original within the “rules and guidelines” provided in this guide.

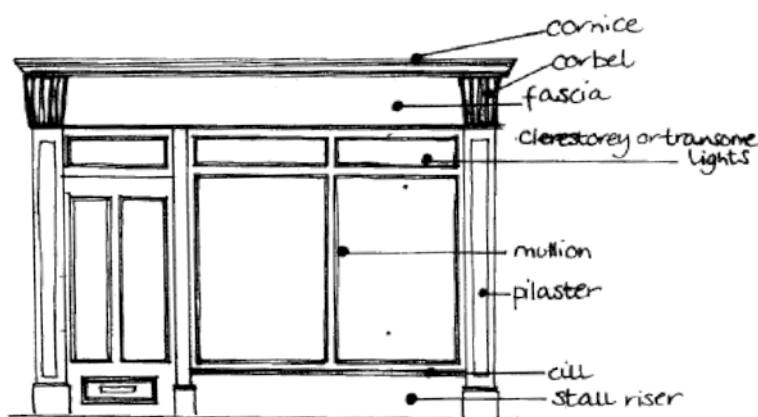
## 2. General Principles

- 2.1 The starting point when considering a new shopfront should always include an assessment of the whole building and the facades of the adjacent buildings.
- 2.2 In many cases if traditional shopfronts exist in the immediate area, then the proportions of the fascias, stall risers and glazing patterns should be respected. However this does not mean that modern designs are unacceptable. A modern shopfront can fit into an historic context if all the “rules” are followed.



### The Components of a Traditional Shopfront

- 2.3 The shopfront is made up of several basic components which derive from classical architecture; the column, the plinth and the entablature. Using these in a variety of ways and with different materials is what comprises the traditional shopfront.



- 2.4 These guidelines look at each component of the shopfront in turn to consider how they make up the traditional shopfront. It is useful to study good and bad examples of both modern and traditional designs.
- 2.5 These guidelines are given without prejudice to the need for new shopfronts to provide disabled access in accordance with Part M of the Building Regulations.

### 3. The Fascia

- 3.1 The size of the fascia should be in proportion with the rest of the building. Many modern fascias are disproportionately deep (as in the photo opposite) and dominate the shopfront.
- 3.2 Traditionally, fascias and the mouldings do not usually exceed one fifth of the total depth of the shopfront. This proportion works well and if you measure an attractive looking shopfront you will usually find this “golden rule” applies.
- 3.3 When a full one fifth fascia is used a stall riser of equal depth will usually be required to provide visual balance.
- 3.4 The fascia should not extend beyond the surround of the shopfront, usually indicated by pilasters or uprights. It should also not extend across a number of different buildings or architectural units (as in the photo opposite).
- 3.5 The top of the fascia should be located below the cill of the first floor and not squashed up underneath it (as in the photo opposite) or even obscuring part of the window. No existing architectural feature should be obscured.
- 3.6 The fascia should fit into the overall design of the shopfront and the building. It should not be merely superimposed over the building (as in the photo opposite) without consideration to the design.



- 3.7 The top of the fascia should usually be finished off with a cornice, or a blind box or something which projects slightly over the fascia. The use of a cornice and brackets over the pilaster or consoles will frame the fascia and set it into an architectural framework (as in the photo opposite). In a modern shopfront it may not be appropriate to use a moulded cornice or blind box for example, but a heavy top or overhang to the fascia will give it a crisp finish and definition.



#### 4. Pilasters and Brackets

- 4.1 Pilasters or columns at the end of a shopfront provide vertical support to the fascia and the floors above (as in the photo opposite).
- 4.2 They should always be incorporated into a traditional shopfront. And are often topped with a console or bracket to support the ends of the fascia.
- 4.3 They are not always appropriate for a modern shopfront but the principle of providing support for the upper floors and to divide and separate adjoining shopfronts remains necessary.
- 4.4 If a shopfront spans two or more buildings then pilasters should be used to emphasise the subdivision of the streetscene into different components.



## **Appendix 7**

### Heritage and Character Statement

This statement addresses heritage and character issues in Camberley Town centre.

Up to as recently as the early 1800s the area now occupied by Camberley Town Centre and its surrounding suburbs comprised heathland and farmland. In 1862, the Staff College was established within the grounds of the Royal Military College. In order to accommodate the growth of shops and housing to serve the Staff College, a local landowner started to lay out a basic street pattern this was known as Cambridge Town. This was the beginning of the current centre. A rail link from the new town to London was constructed and a new station opened in 1878. Plan 1 shows the early Town Centre in 1875 and how it was laid out on a grid square. Forty years later in 1915, the growth of the centre had largely filled in the grid (see Plan 2).



Plan 1



Plan 2

## Designated Heritage Assets

Many of the Victorian and Edwardian buildings have now disappeared following the redevelopment of the 1960's although the current street pattern still largely reflects this earlier settlement. There is insufficient left of the earlier buildings to justify designation as a Conservation Area. The only listed building within the town centre is Grade II, The Obelisk in Camberley Park. There is one locally listed building at 24-26 High Street Camberley.

Immediately adjoining the town centre, however, is the Royal Military Academy/Staff College Conservation area which has Grade II listed gateway buildings on the A30 London Road and also St Tarcissius Church which is Grade II.

## The Obelisk

Originally constructed around 1756 – 1770 the structure is now some 30 feet high and much shorter than when first built at which time it was estimated to have been approximately 100 feet high. Its purpose is unknown but is likely to have been a folly or viewing tower for its owner John Norris who lived at Hawley Place some two miles to the east. The structure is now incorporated within Town Park but is largely obscured from view by trees which have grown up around it over time. It is hoped that as part of redevelopment of the civic area to east of Knoll Road the green frontage along Knoll Road can be increased so that a vista can be reopened from Knoll Road up to the Obelisk. This will require some thinning or removal of trees and this will be looked at as part of the longer term management of Town Park.



## Archaeology

In accordance with Policy DM17 of the Core Strategy for any major development site of 0.4ha or greater, applicants are required to undertake prior assessment of the possible archaeological significance of the site and the implications of their proposals, and may be required to submit, as a minimum, a desk-based assessment to accompany any application. Where desk-based assessment suggests the likelihood of archaeological remains, the Planning Authority will require the results of an archaeological evaluation in order to inform the determination of the application.

## High Street Character Area

The High Street contains many Victorian/ Edwardian or good quality buildings still in good condition and forming a discernible character area. Within the High Street there are both good and bad examples of how to treat alterations and extension to buildings. In summary the key issues affecting character are as follows:

- Shopfronts and fascias often have little relationship in scale and design to the building above resulting in the building appearing to float above the fascia.
- Many shopfronts still have the remnants of former frontages and in the event of replacement these should be used to guide the style and design. Large areas of glass should be avoided as many shopfronts would benefit from having vertical elements reintroduced. Recessed doorways can add articulation and interest to a frontage but larger glass sliding doors can have the effect of making a frontage look bland.
- Fascia materials are often poor quality plastic with standard corporate designs which add little to the High Street Character.
- Illumination of lettering is not essential and pleasing effects can be achieved by the use of lettering sitting over a plain fascia rather than a single plastic printed fascia. Overuse of lighting and prominent lighting fittings can make a shopfront look cluttered.
- Windows are a key detail and replacement windows on upper floors should ensure that depth and articulation of window reveals is retained. Leaded lights should be replaced by the same and upvc replacement frames should be avoided where possible. Similarly sash windows should be retained or where already lost replaced where possible.
- Chimneys are an important roofline feature and these should be retained during any roof repairs or incorporated as a feature within replacement buildings. Roofing materials are also important, the use of heavy interlocking tiles detracts from buildings. Slate is a better roofing material but synthetic slate has a shiny appearance and should be avoided.
- Signage in the High Street is cluttered and should be reviewed as part of the public realm strategy. Similarly signage on buildings with large banners and posters often above the fascia presents a cluttered appearance and should be avoided.
- Poor maintenance is an obvious issue with missing lead flashing, failure to clear gutters resulting in damp etc.

A Character Area SPD setting out the above matters in more detail to support the Councils approach to the High Street Character Area will be produced in due course.