

Addlestone

Town Centre Strategy

Adopted September 1999

Supplementary Planning Guidance



ACTION
ADDLESTONE

ADDLESTONE TOWN CENTRE STRATEGY

1. Introduction

- 1.1 The centres of many small towns across the country are having to change in order to maintain their position as the bustling hubs of their local communities. This document has been prepared following consultation to examine how Addlestone town centre can most effectively face the challenges created by changes in society and lifestyles.
- 1.2 Addlestone is a district centre primarily serving the needs of the local community. As with any town it has certain advantages and disadvantages that affect its commercial success and vitality. Within Surrey, Addlestone does not perform well in comparison with similarly sized towns. It has one of the highest shop vacancy rates and lowest retail rental values of its class of town.
- 1.3 If Addlestone is to be a lively and viable centre in the future it is important that the need for change is recognised, not just by the Council, but by all those with an interest in the town. It is also important that mechanisms are established to enable the necessary changes to be planned and implemented and ensure that these changes bring the widest possible benefits. This document sets out some of the issues facing Addlestone's town centre and describes ways in which they can be tackled based on the local situation and on best practise from other small towns.
- 1.4 There is a need for action to improve the attractiveness and viability of Addlestone town centre. Experience from other small towns shows that where they are successful it is largely due to the implementation of a very broad based strategy that involves not only the local authority, but all the town's stakeholders. These would include the following:
 - Residents
 - Shoppers
 - Traders
 - Landowners
 - The Local Authority
 - Local Businesspeople
 - Transport Operators
- 1.5 The 'Action Addlestone' initiative will provide a significant injection of funds to enhance the appearance of the town centre. However, the image of a town is as much about the appearance and uses of its buildings and privately owned areas as it is about the quality of the public space. The recent consultation on the Action Addlestone initiative clearly showed that there is strong concern over the numbers of empty shops and charity shops in the town. It was also strongly felt that rents and business rates are too high. These matters are largely outside the control of the Council. This document sets out a planning framework for the town and suggests a range of further issues that will affect the future of the town.
- 1.6 In addition to being supplementary planning guidance, it is hoped that this document will serve the following functions
 - Initiate debate on establishing a framework for town centre initiatives
 - Set out some of the opportunities to bring about improvements to the town
 - Identify roles for key stakeholders in the town

1.7 This strategy document covers the following areas:

- the town centre's role
- shopping
- other town centre land uses
- transport and parking
- design guidance
- environmental improvements and the role of new development in the town;
- implementing the strategy – making it happen
- guidance for individual sites

1.8 This document sets out Council policy on planning and transport matters. It also highlights issues that cannot be effectively addressed by the Council acting alone but will require the establishment of a partnership between various stakeholders. It is important that this distinction is recognised and that all those with an interest in the town recognise the shared responsibility for its future and are willing to take an active role.

1.9 As supplementary planning guidance this document will be a material consideration in determining planning applications in the town. It will expand on the planning policies set out in the development plan which presently comprises the following documents:

- Adopted Runnymede Borough Local Plan (1st Alteration) 1993
- Runnymede Borough Local Plan (2nd Alteration) Proposed Modifications, December 1998
- Adopted Surrey Structure Plan 1994
- Surrey Structure Plan (1st Alteration) Consultation Draft, October 1997

1.10 A fundamental review of the local plan will be commenced during 1999 which will include consideration of the policies for the borough's three town centres. The policy changes set out in this document will be incorporated into the local plan as part of the review process.

2. The Role of the Town Centre

2.1 Changes in shopping habits have resulted in the closure of many small shops which has left a legacy of vacant premises and charity shops which do little for the image of a town or the pride of its inhabitants. Returning to the days when small towns could support a range of small food shops is not a realistic option. Town centres need to adapt to the changing lifestyles of the communities they serve. They do have an important future as the focus for community, leisure, employment, educational and residential uses.

There are a number of reasons for this:

- Having a wide range of land uses in close proximity allows many activities to be undertaken by a single journey, reducing congestion;
- Town centres tend to be the places most readily served by public transport and most readily accessible on foot or by cycling, reducing the need to travel by car;
- Towns need to maintain a critical mass of uses in order to preserve their vitality and viability;
- Towns need to recognise the role of out-of-town retail developments such as Brooklands and develop strategies to establish a complementary role.

These uses will continue to be underpinned by a retail function which, though changed in nature is likely to continue as the main reason for visiting town centres.

2.2 It is also important that the town centre should be an attractive location for people to live. There are a number of reasons why it is important to encourage residential uses in the town centre:

- Providing housing within the urban area will reduce pressure to build houses in the countryside and help to preserve valuable open spaces;
- People living in the town centre help to increase its vitality, especially outside business hours which contributes to a feeling of security and may encourage traders to open in the evenings;
- Enabling people to live close to shops and places of work, leisure and entertainment reduces the need to travel, especially by car, which has environmental benefits;
- Bringing vacant property over shops into residential use helps to improve the viability and appearance of the town centre.

2.3 There are already planning policies in place to promote these objectives by the following means:

- Promoting mixed use development in the town centre;
- Resisting the loss of retail frontages in the defined shopping core;
- Resisting the development of out-of-town retailing that would harm the vitality and viability of the town's shopping centre;
- Resisting the loss of residential property from town centres.

The Councils Housing and Community Services Department has recently launched an initiative to bring vacant flats above shops into use.

2.4 Planning policy references relate to the Runnymede Borough Local Plan (2nd Alteration) Proposed Modifications, November 1998. Initial work has commenced on a Replacement Runnymede Borough Local Plan. This is likely to include a number of policy changes, some of which are included as guidance in the following paragraphs.

3. Shopping

3.1 Addlestone, along with the other towns in Runnymede, is a district shopping centre. This is the fourth rank of shopping centres in the County and falls below the other categories of regional centre (Guildford), major town centres (e.g. Woking, Staines etc.) and small town centres (e.g. Walton-on-Thames, Dorking etc.).

3.2 As a district centre its primary function is to provide for local needs. It cannot compete with nearby Major town centres such as Woking for comparison shopping (e.g. clothing, shoes etc.). Addlestone has the second highest amount of retail floorspace of the County's seventeen District Centres largely due to the presence of the Co-Op and Safeway stores. It also has one of the highest vacancy rates and lowest retail rental levels of these centres and a high percentage of charity shops. One of the most frequently made comments at the public consultation on 'Action Addlestone' was that the town has too many charity shops which gives the town a poor image. The statistics suggest that the town is over-provided with retail floorspace.

- 3.3 This is backed up by the research carried out by consultants on the Action Addlestone initiative. They found that commercial property agents operating in the town think in general that the present retail frontage is too long and that there is potential to widen the range of activities in the centre through, for example, encouraging restaurants.
- 3.4 Many improvements to the retail attraction of small towns are being made through initiatives being led by traders and local chambers of commerce. The areas that can be addressed by these groups include
- Identifying gaps in retail provision and seeking to fill them
 - Ensuring shopfront displays are attractive
 - Ensuring shops offer friendly and knowledgeable service and that appropriate training is available where necessary
 - Ensuring that opening hours match customers needs
 - Assessing whether the town centre is an interesting and attractive place to browse
 - Providing a lively market
 - Establishing a loyalty scheme to encourage regular customers
 - Putting empty shops to good use – or at least putting attractive temporary displays in their windows
 - Developing a ‘niche’ to attract customers
 - Providing encouragement and support for new enterprises
 - Providing information on what shops are in the town and what they offer
- 3.5 These initiatives, while requiring concerted action by private sector stakeholders might be supported and co-ordinated in partnership with the local authority. The means by which initiatives of the sort listed above might be achieved are described in the section on implementing the strategy elsewhere in this document.
- 3.6 Planning policy also has a role to play in promoting the prosperity of the town centre. The Borough Local Plan has a chapter on shopping policies which sets out policies for the three towns and the Borough as a whole. These policies do not necessarily reflect the changing role of town centres described in Section 2.
- 3.7 Current Council policy is to resist the loss of ground floor retail uses within the identified shopping core (Policy SHO 2). However, the vitality and viability of the town centre may be best served by concentrating activity in a smaller core area and having a larger secondary area where there is more scope to change the use of buildings from retail to other uses. This could be achieved by reducing the size of the core area. It presently extends from No 63 Station Road (the model shop) to the railway station on the north side of Station Road and from No 40 (Gascoine Pees) to No 188 on the south side. Some of the retail premises at the railway station end of this core area are very marginal, particularly on the southern side.
- 3.8 It would be beneficial to the town if premises in this marginal retail area were allowed to change their use from retail to residential, business or other appropriate use. Such changes can provide the financial means to maintain them in reasonable condition and improve the image of this part of town. It will also help to concentrate retail activity in a more compact and viable retail core.
- 3.9 ***A change has therefore been made to the shopping core of Addlestone so that on the south side of Station Road it extends only as far as the junction with Corrie Road.*** (i.e. Nos 154 to 188, even nos only, Station Road are removed from the shopping core area).
- 3.10 A symptom of the excess of retail floor space is a trend in recent years towards changes of use from retailing to food and drink outlets (takeaway food, cafes, winebars, pubs, etc.). This reflects changes in society’s spending patterns. Convenience shopping is now generally done through a large weekly shop and increasing amounts of disposable income are being spent on

eating (and drinking) out. For local shopping centres that do not attract significant numbers of comparison goods shoppers the effect of this is decreasing demand for small retail units and increasing demand for food and drink outlets.

3.11 These changes of use can have the following disadvantages:-

- cumulatively, they may reduce the retail presence in the town centre to a level that harms its attraction as a shopping centre.
- restaurants and takeaway food premises that do not open during the day create areas of dead frontage during normal shopping hours.
- individual proposals for such changes may also have problems related to noise, litter, fumes or parking

3.12 The potential benefits of these changes of use are: -

- they can bring vacant premises back into use
- they can extend the hours of activity of the centre and improve its evening economy
- they can extend the range of attractions available in a centre helping support retail activity.

3.13 Survey work for the Action Addlestone project found a view among property agents that the centre could benefit from a wider range of activities in the shopping core, including such things as restaurants. Licensing of pavement areas for outdoor seating for cafes / restaurants etc. was also seen by the consultants as a potential use for some of the areas of wide pavements in the western part of the town centre.

3.14 Because there is evidence of an excess of retail floorspace in Addlestone it is likely that allowing such changes of use would be beneficial to the centre as a whole, especially if they are promoted in the locations identified by the consultants. Individual proposals would need to meet the other planning requirements related to such uses.

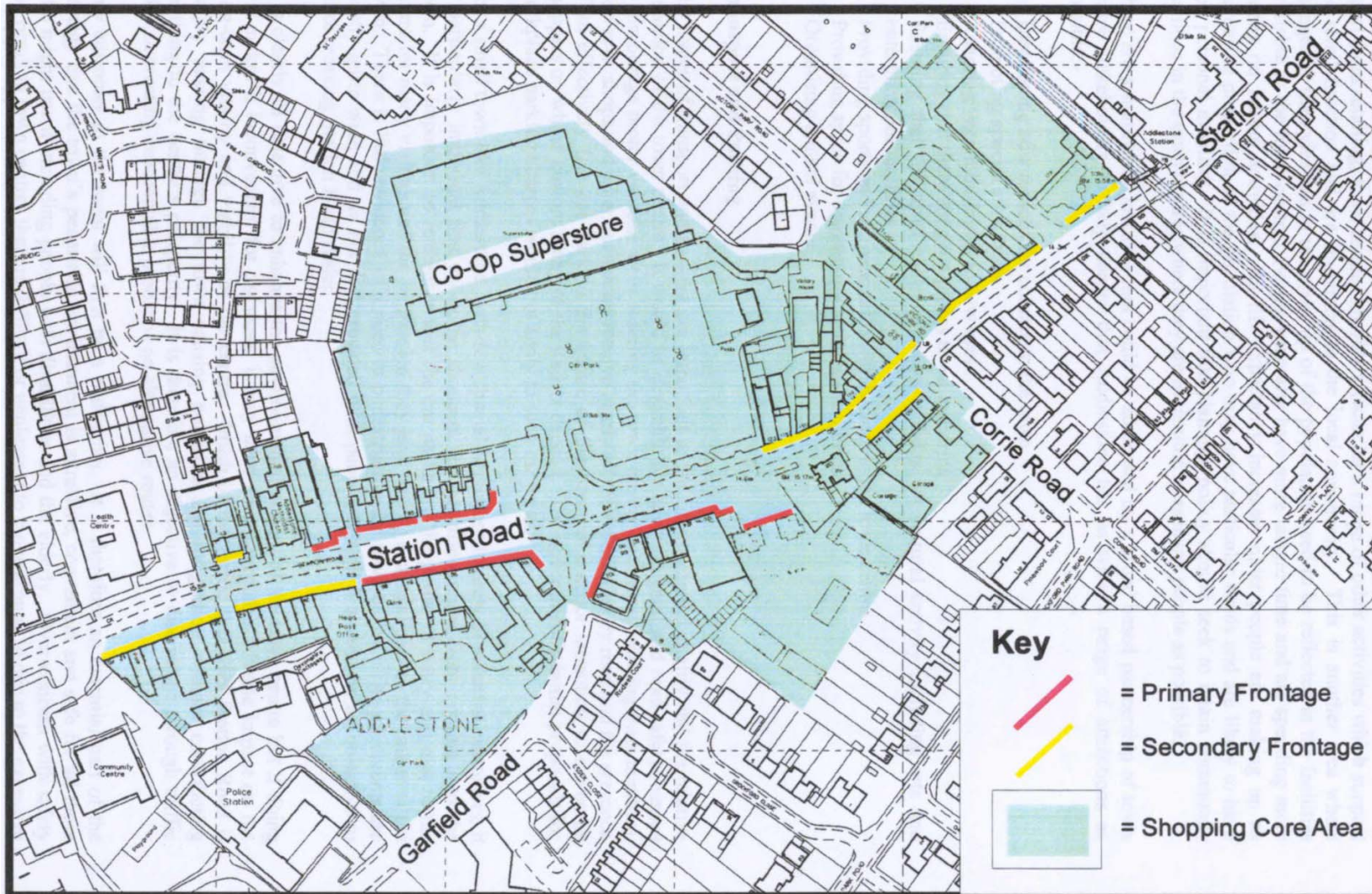
3.15 The number of such premises in individual parades should be monitored to ensure that retailing continues to underpin town centre activity. In order to ensure that food and drink and other premises in non-retail use do not start to dominate the reduced shopping core the following policy will be adopted:

CHANGES OF USE WITHIN THE CORE AREA OF ADDLESTONE

Changes of use from retailing (A1) to financial services (A2) or food and drink (A3) will not be permitted within the core area of Addlestone where they would result in more 30% of the length of a primary frontage or more than 50% of a secondary frontage being in non-retail (i.e. not Class A1) use.

Note: The retail frontages referred to in this policy are shown on Plan 1, Addlestone Shopping Core and Retail Frontages, for the purpose of this policy individual frontages are the lengths of the unbroken lines shown on the plan. Where non-retail uses already exceed the prescribed percentage no further changes from A1 use will be permitted.

Plan 1. Addlestone Shopping Core and Retail Frontages



4. Non-Shopping Activity

4.1 Apart from retailing, town centres provide a focus for a range of other activities which support the retail function and are important to the local community. This is another area where changes in lifestyles and in the make up of the population need to be reflected in the facilities available in the town centre. People generally have more leisure time and are spending more money on leisure activities. As life expectancy increases older people are making up an increasing proportion of the population who may have particular needs and are likely to have less personal mobility. It is important that planning policy should seek to retain community facilities in the town centres where they are accessible to as many people as possible.

4.2 There are a number of initiatives that could be addressed by a broad based partnership of town centre stakeholders to help ensure that Addlestone has as wide a range of attractions as possible:-

- Developing new reasons for coming to the town
- Promoting special attractions
- Adapting vacant buildings to new uses
- Ensuring that there are good places to eat and drink
- Ensuring that the town centre provides a focus for cultural activity including arts and entertainment facilities
- Providing sports and recreational facilities close to the town centre
- Providing space for community meetings and events
- Organising annual events

5. Transport and Parking

5.1 The issues of transport and parking are important to the environmental quality and the relative attraction of the town centre. It would be desirable for environmental and road safety reasons to discourage motor vehicles from entering the town centre, or at least reducing their numbers. However, shops and other businesses receive nearly all their deliveries by road and the presence of an effectively free car park in the centre of the town is a major attraction to car-borne shoppers on whose custom many of the traders depend. The government's initial proposals for workplace parking charges would not apply to such car parks.

5.2 For a small town like Addlestone, with few special attractions to draw in potential customers, it is particularly important that car-borne shoppers are not discouraged from coming into the town. It is important to remember that the car parks are the points of entry and exit to the centre for many visitors and the impression they give will be a critical part of the image of the town. There is little evidence of a need to pedestrianise the town centre. The pavements are mostly quite wide and do not feel crowded with people, though it should be an objective to make crossing Station Road easier.

5.3 It is clearly an objective to enhance the environmental quality of the town centre but if doing this makes it inconvenient for car users, it may have an unacceptable adverse impact on the long-term vitality and viability of the centre. Much of the traffic that uses Station Road is simply passing through the town causing pollution and congestion without contributing anything to the centre's prosperity. It is therefore an objective to discourage through traffic without creating unacceptable problems on alternative routes.

5.4 Any customer in the town will first be a pedestrian. It is therefore an essential part of the strategy that the town's pedestrian environment is attractive, convenient and safe for all those who might use it including people with disabilities and the elderly. Over-concern with safety can result in town centres that are difficult or unpleasant to move around in due to the excessive provision of barriers etc..

- 5.5 The strategy recognises the importance of vehicular access but at the same time seeks to achieve a reduction in traffic levels and environmental enhancement through the following means:
- discouraging through-traffic from using the town centre;
 - encouraging alternatives to the car such as walking, cycling and public transport.
- 5.6 In practical terms this means that the ‘Action Addlestone’ initiative should include the following elements:-
- traffic calming measures along Station Road
 - improved pedestrian facilities including crossing points
 - improved facilities for cycling including secure cycle parking and, where possible, cycle routes
 - suitable provision for people with disabilities
 - improved bus shelters
 - ensuring that there are clear and attractive directions to public facilities
 - improvements to the railway station forecourt
 - an area-wide traffic study to ensure that diverted traffic does not create problems elsewhere on the local highway network.
- 5.7 In order to discourage excessive traffic growth and congestion the area in which the town centre car-parking standard (Policy MV10) can be applied will be extended to more accurately reflect accessibility to alternative means of transport to the private car. The revised area for application of the standard is shown on the attached plan 2. This will allow some flexibility to be applied to the GEC/Marconi site which is close to the railway station but outside the designated town centre. Shortfalls from the normal standard will be accompanied by the payment of appropriate sums which can be used to help fund improvements to transport infrastructure.
- 5.8 Survey work by the Council’s consultants also indicates that there is potential to rationalise the availability of public car parking. The Garfield Road and Safeway car parks are presently under-used. Public parking should be consolidated at the Co-Op car park (and possibly the safeway car park) and better uses found for any surplus land.
- 5.9 New developments in the town will also be expected to play a part in promoting alternatives to the use of private cars. New developments will be expected to encourage cycling through the provision of secure cycle parking, shower facilities for employees and contributions towards the implementation of the Runnymede Cycle Strategy and other cycle access facilities.

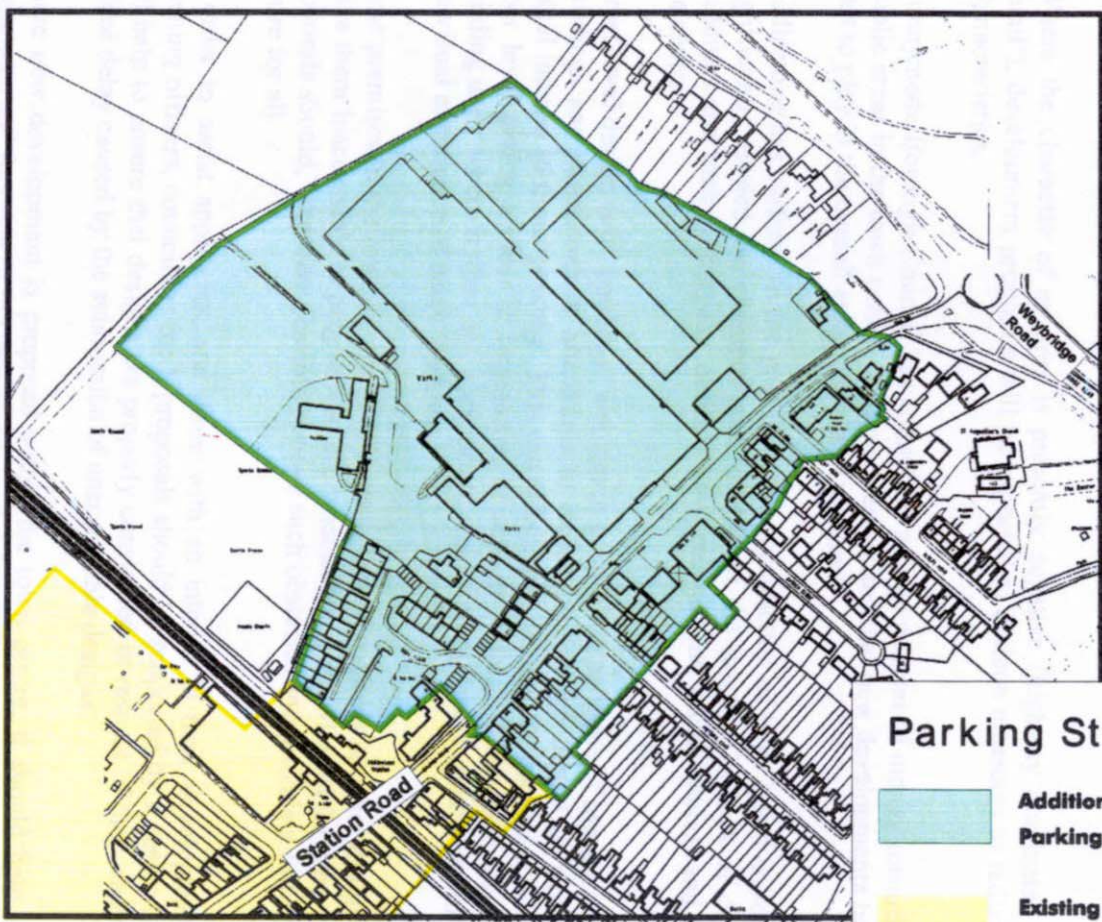
6. Design Guidance

6.1 Addlestone town centre does not have a single coherent character at present. There are, within the town, a number of character areas which were identified by the consultants retained to prepare the initial designs for ‘Action Addlestone’.

6.2 These character areas can be defined as:

- i) Suburban
- ii) Village
- iii) Urban

Town Centre Parking Policy Area



Parking Standards

-  **Additional Area for Reduced Parking Standard**
-  **Existing Extent of Reduced Parking Standard**

- iv) Highway dominated
- v) Out of town retail

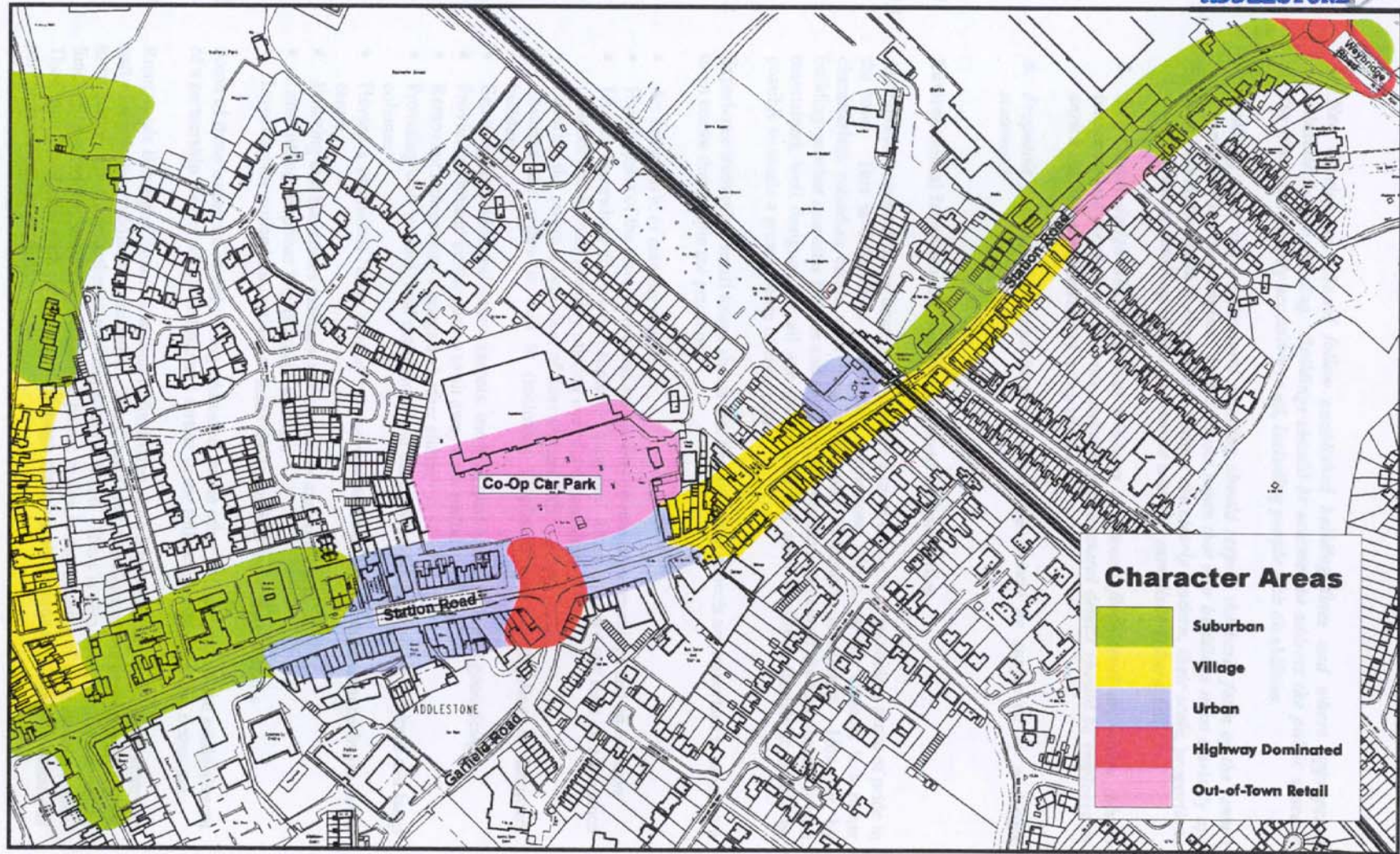
The location and extent of these character areas are shown on Plan 3.

- 6.3 The 'Suburban' and 'Village' character areas have some positive characteristics in terms of their built scale, trees and the architectural character of their older Victorian properties (though many of these have suffered from insensitive alteration and neglect). These positive characteristics should be reinforced and enhanced through the design of new development and the renovation of existing properties. In order to assist this process, a grants scheme has been established to help fund improvements to the appearance of premises on the High Street near the junction with Station Road.
- 6.4 Where the character of an area is presently negative (highway dominated or 'out-of-town retail'), development proposals will be expected to include measures to reduce these negative characteristics.
- 6.5 Runnymede Borough Council has committed a large amount of money towards improving the public areas in the town centre. It is also recognised that new developments have an important part to play in the overall enhancement of the town.
- 6.6 Addlestone has suffered in the past from the construction of large bland buildings which have significantly eroded the character and identity of the town. The lack of detailing on these buildings and their rectangular outlines have reduced the visual interest and attractiveness of the centre.
- 6.7 Street level design is an important element in people's experience of using a town centre. New buildings and extensions or alterations to existing buildings should be designed to provide visual interest to those passing. This can effectively be done by providing windows at ground floor level giving a view or impression of activity within. This approach may not suit all building uses; where it does not, appropriate architectural details should be employed to enrich the visual experience of using the town.
- 6.8 Some premises in the town centre have steps to their thresholds or other design features which make them inaccessible to people who use wheelchairs and awkward for others. Development proposals should, wherever possible remove such obstacles and provide a fully accessible town centre for all.
- 6.9 In order to assist applicants, and those with an interest in their developments (the public, planning officers, councillors etc.), proposals should be supported by a design statement. This will help to ensure that designs are properly considered in respect of their context and help to reduce delay caused by the submission of unacceptable designs.
- 6.10 Where new development is proposed within the town centre, it should help to improve the appearance and function of the area through attention to the following aspects of design:-

DESIGN OF NEW DEVELOPMENT

- 1. Where long frontages are proposed they should be sub-divided to reflect the established horizontal scale and rhythm of the street scene.***
- 2. The height of new development should reflect that of existing buildings. This generally means two or three storeys to give sufficient height to effectively enclose the public space without being over-dominant in the street scene.***

Townscape Character Areas



3. *New development should follow established building lines and where appropriate reinstate former building. Buildings should be oriented to address the public space of the street and be fully accessible to all, including people with disabilities.*
4. *Building form and architectural detailing should respect the basic form of the town's essentially Victorian origins. This does not mean that new buildings must slavishly ape Victorian styles but that, even where designs are clearly modern, their scale, proportions and richness of detailing should harmonise with this established character.*
5. *Street level design should provide windows at ground floor level or, where this is inappropriate for the proposed use, suitable architectural details should be employed to enrich the visual experience of using the town.*
6. *Proposals for new buildings in the town centre should be supported by a design statement.*

7. Environmental Improvement and Development Opportunities

- 7.1 An important element in any strategy to improve a town centre is to promote a sense of pride in the town. This is difficult in a town like Addlestone which, on the surface, is a rather characterless suburban centre with little in the way of historic townscape. However, by building on what character there is and ensuring that the environment of the town centre is well maintained, well designed for all age groups and has good quality materials it should be possible to create a greater sense of civic pride.
- 7.2 Experience from other small towns shows that the following aspects are important in creating a town centre that people are proud of:-
 - An active civic or amenity society
 - Having parts of the town centre that are used by people in the evenings and on Sundays
 - Having somewhere for young people to 'hang-out' where they are not seen as a nuisance (outdoor and indoor) possibly making use of a vacant shop
 - Ensuring the centre is kept clear of litter and graffiti
 - Ensuring the centre is well lit (including shopfronts and floodlighting of landmark buildings)
 - Ensuring environmental improvements: use high quality materials and good design
 - Providing pleasant public spaces to sit away from traffic
 - Removing unnecessary signage and other clutter
 - Providing well located, well maintained and attractively designed street furniture and lamp columns
 - Having a prominent 'town ranger' to co-ordinate cleaning and maintenance in the town centre
 - Ensuring that businesses maintain their premises and forecourts
 - Establishing shopfront improvement schemes
 - Involving the police in initiatives to make the centre feel safer and cut crime
- 7.3 Some of these issues are already being addressed, while other will depend on the establishment of a partnership project which is discussed further in the following section of this document.
- 7.4 Runnymede Borough Council is willing to fund large scale improvements to the town centre as part of the Action Addlestone initiative. The Council has transformed the character of Egham town centre with a comprehensive enhancement scheme. There is also a role for developers in funding or providing enhancements to the public realm in the vicinity of their developments.

The Council will seek such enhancements through planning obligations and legal agreements as part of development proposals.

7.5 Development related enhancements may include such things as:

- hard landscaping improvements (paving etc)
- tree planting or other soft landscaping
- access improvements for people with disabilities
- improved seating, litter bins, railings etc
- highway realignment
- improvement to lighting
- provision of public art

7.6 There are a number of sites within the town which present opportunities for beneficial redevelopment to help achieve the objectives of this strategy.

7.7 There are three main opportunity sites in the town which are:

- the Co-Op site
- the Safeways site
- the GEC/Marconi site

A further large scale development site could be formed by redeveloping the land presently occupied by the Council Offices, Community Centre, police station and Garfield Road car park.

7.8 This strategy document contains general planning and design guidance for the Safeway site at Appendix 'A'. General guidance for the possible redevelopment of the Council Offices/Community Centre/police station and Garfield Road car park is provided at Appendix 'B'. There is a Planning Brief for the GEC/Marconi site which was adopted in September 1993. This brief is now out of date and will be superseded by a revised planning brief for the site following further discussions with the site's owners and their advisors. Planning guidance for the Co-Op site will also be adopted following further discussions with the site's owners.

8. Implementing the Strategy

8.1 Action is already being taken in a number of areas that will assist in promoting the vitality of the town centre. These include the following:

Action Addlestone

The Action Addlestone initiative, of which this document forms part, will enable a significant injection of funds to pay for a range of enhancements to the town centre including traffic calming, improved paving, planting, seating, lighting etc. and grants towards the improvement of premises in the run-down area of the High Street.

Runnymede Business Partnership

The Runnymede Business Partnership was formed in September 1998 as a partnership between local business and the Council. It has produced a directory of businesses in Runnymede, organised business events and is addressing issues of relevance to the business community. Its sub-groups will be progressing initiatives that should help to progress some of the objectives of

this strategy. These include a buy local campaign and ways of promoting the Borough's town centres.

Safer Runnymede

The Safer Runnymede initiative is now well established. Of particular importance to the town centres has been the installation, as part of Safer Runnymede, of closed circuit television cameras in the town linked to a 24 hour control room and the installation of a dedicated help point.

Crime and Disorder Strategy

The Council has adopted a strategy to address the key issues of crime and disorder in the Borough, in association with its partners Surrey Police and Surrey County Council. This builds on the Safer Runnymede initiative in the town centres.

Addlestone and District Chamber of Commerce

The town is served by an active local chamber of commerce and industry which provides support and promotion for businesses in the town.

Town Centre Co-Ordinator

The Council has designated a town centre co-ordinator for Addlestone to provide a point of contact at the Council for matters related to the town centre, to ensure that Council activities in the town are effectively co-ordinated and to represent the Council at meetings of the Chamber of Commerce, Police Community Partnership etc.

Planning Policy

Planning policies for the town have an important role to play in encouraging beneficial developments and controlling potentially harmful developments.

8.2 The Council intends that the adoption of this strategy will support the initiatives and groups named above by providing a planning policy framework which will promote the long term economic and environmental health of the town centre.

8.3 A recent publication by specialist consultants, Urbed (Urban and Economic Development Group) has identified the following important factors in successful small town improvement projects

- Establishing a broad-based partnership to improve the town.
- Establishing a clear focus and shared vision for the town.
- Preparing a written strategy for the town explaining how it can be improved.
- Ensuring that local people contribute to this strategy
- Surveying local retailers
- Involving local schools
- Obtaining the support of the local authority
- Involving local businesspeople and major property owners
- Establishing an action plan for implementing the initiative that specifies responsibilities and timescales
- Ensuring that different projects are effectively co-ordinated
- Collecting and publishing indicators of performance against the action plan
- Learning about good practice from other town centre initiatives and providing training
- Raising money to cover running costs as well as capital schemes
- Benefitting from 'help-in-kind'
- Exploring all sources of funding
- Having a visible base for the project in the town (such as a vacant shop)
- Communicating progress with all the town's stakeholders (e.g. through a newsletter)
- Having a clearly identified project co-ordinator with relevant experience
- Publicising recent successes

- Ensuring that those involved are having fun and attracting new blood to the project

8.4 This document has been consulted on widely and has attracted a significant amount of support. It has been adopted as supplementary planning guidance and, along with the environmental and traffic management improvements being pursued through the Action Addlestone initiative, should encourage active support from key stakeholders in the town including residents, traders and property owners.

SAFEWAYS SITE**1.1 The Site**

1.1 This site lies immediately south west of the railway on the north side of Station Road. A Safeway supermarket and its car park occupy presently occupy the site. The main frontage to the supermarket onto a side road off Station Road.

1.2 The Station Road elevation of the supermarket is a blank flank wall in front of which there is a taxi rank and a small area of public space with some soft landscaping.

2. Uses

2.1 Redevelopment of the site provides an opportunity to diversify the uses it contains. The Station Road frontage should be retained in retail use at ground floor level but the remainder of the site has potential for residential use, possibly combined with business and/or leisure uses.

2.2 The site should continue to provide a taxi rank convenient to the station and possibly a limited amount of car parking for rail users. The forecourt to Station Road has the potential to be an attractive public space which for rail travellers is the gateway to the town.

3. Design Principles

3.1 Redevelopment of this site should provide a retail frontage to Station Road. The site is an important gateway to the shopping centre, particularly for rail travellers. It is important that this frontage provides suitable visual interest and contributes to the vitality of this end of the shopping core.

3.2 Proposals should include the provision of an attractive public space on the station forecourt area and maintain the provision of a taxi rank. This will involve the provision of appropriate hard landscaping, tree planting, seating and lighting and has the potential to provide a location for public art in some form.

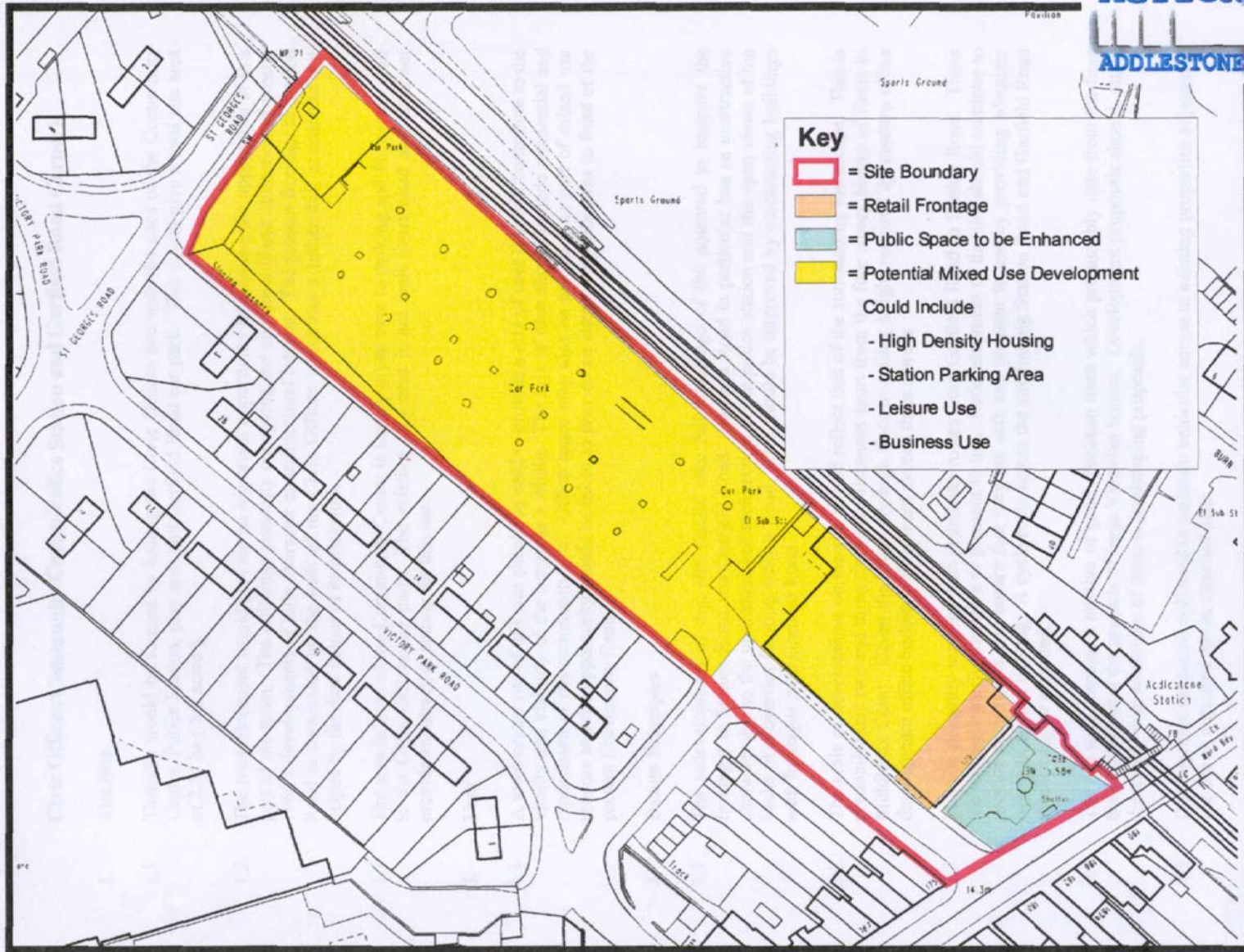
3.3 The car park area is presently a very unattractive space. It is under-used, particularly at its north-east end furthest from the store. Redevelopment of the site should include significant enhancement of this area. If it is retained as a car park it will be expected to include appropriate surface treatments and landscaping and to improve the aspect from the public footpath which runs along its eastern side. Vehicular access arrangements should be improved as part of any redevelopment proposal.

3.4 This area would be suitable for a high density housing scheme with potential to provide affordable housing. Further residential accommodation might be provided above ground floor retail space on the Station Road frontage.

Safeway Site, Addlestone

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Civic Offices/Community Centre/Police Station and Garfield Road Carpark

1. The Site

- 1.1 This site would be formed by linking the Civic Offices site with the sites of the Community Centre, Police Station, play area and Garfield Road car park. This would give a total site area of 2.35 ha (5.8 acres).
- 1.2 The redevelopment would provide an important opportunity to improve the appearance of this part of the town. The buildings presently occupying the site are a bland collection of mostly 1960's developments of little character or architectural interest. The present frontage to Station Road is dominated by the bulk of the Civic Offices which has a rather dull appearance not helped by the dark colour of its brickwork.
- 1.3 The area in front of the Community Centre is largely given over to parking and the access road to the Civic Offices car park. The existing play area is not well overlooked and does not provide an attractive setting for this use.

2. Uses

- 2.1 A town centre site of this size should be used to provide a mix of uses that will contribute to the vitality and viability of the centre as a whole. The mix of uses should include residential and reprovision of the community use. Office space may also be provided as part of mixed use scheme and the opportunity should be taken to provide an attractive public area in front of the present Community Centre.

3. Design Principles

- 3.1 The redevelopment of this site should take full advantage of the potential to improve the frontages to Station Road and Garfield Road. Garfield Road in particular has an unattractive character due to the undistinguished architecture of the police station and the open views of the backs of properties fronting Station Road. This should be improved by constructing buildings with frontages onto Garfield Road.
- 3.2 The scale of development on the site should reflect that of the surrounding townscape. This is predominantly two and three storey development apart from the four storey blocks of flats in Middlesex Court. Given the relatively high floor to ceiling height required by modern office development office buildings should not exceed three storeys
- 3.3 The site presently provides two pedestrian routes from Garfield Road to Station Road. These are not particularly attractive or pleasant to use. Redevelopment of the site should continue to provide such routes and ensure that they are safe and pleasant to use by providing adequate overlooking and lighting. A cycle route across the site linking Station Road and Garfield Road should also be provided.
- 3.4 The site area contains a number of good specimen trees which presumably date from the time the area included the grounds of large Victorian houses. Development proposals should, retain these and take advantage of them in landscaping proposals.
- 3.5 Development proposals will need to maintain vehicular access to existing properties adjacent to the site as indicated on the attached plan.

Civic Offices / Community Centre / Police Station / Garfield Road Car Park Site, Addlestone

