

Preferred Options and Draft Policies Consultation January 2011

Chapter 12 Town Centres and Shopping

There were 17 respondents to this Chapter, making a total of 28 comments.

Key Consultee Groups (2)

Environment Agency. Suggest that the need for need for buffer zones alongside watercourses to new developments could be mentioned in this chapter, which would help deliver the requirements for Biodiversity and new development set out in the River Basin Management Plan.

Highways Agency. Should explain the balance needed between need to provide sufficient parking to limit 'overspill' effects on the local network, and manner in which a lack of parking can act as a demand management measure and encourage a reduction in car-based travel. Policy statements should clarify that opportunities to reduce parking provision below maximum parking standard levels should be sought.

Town and Parish Councils (3)

- if towns are over-trading further expansion may not be desirable. Over-trading suggests resilience to possible future downturns due to either UK and/or international economic factors or increasing use of on-line shopping opportunities. (Wonersh PC)
- Reference needed on increasing use of on-line shopping. (Wonersh PC)
- Want a more proactive policy on protection and retention of local centres and village shops. (Wonersh PC)
- Support for initiatives to support retail ventures in villages. (Witley PC)
- Not enough encouragement of local services and businesses. WBC should help to support and develop local businesses, particularly where they are struggling, i.e because they have no broadband (Chiddingfold PC)

Local Organisations and Groups (6)

- Chapter deals with shopping rather than town centres as a whole, more information needed on cultural and other aspects. (Farnham Society)
- Support extension of shopping area but object to scale and design of East Street scheme (Farnham Society)
- Vitality of Farnham town would be improved if traffic problems were addressed (Farnham Society)
- Retail Study based on pre-credit crunch conditions and scale of expansion of retail space may over-extend the centre, but eastern end does require a lift. (Farnham Society)
- Will alter pedestrian activity patterns and vehicle movements to the detriment of town (Farnham Society)

- Would prefer policy version of Vision for Farnham Town centre to avoid 'clone town' characteristics and make improvements (Farnham Society)
- No reference made to inadequate parking for shoppers, essential to safeguard viability of town centres. (Haslemere Society)
- Haslemere needs bigger central car park and market site (Haslemere Society)
- Need services at edge of local settlements to avoid unsustainable travel (Haslemere Society)
- Pleased to see reference to importance of pubs as community facilities, but would suggest rewording of Policy CS12 to include specific reference to their loss as well as shops, and include reference to CAMRA viability test in text and evidence. (CAMRA)
- More detail needed on night time economy, other than bars and cinemas. Theatres and thriving cultural centre in towns can increase surrounding trade and benefit local economy. (Farnham Theatre Association)
- Accompanying text to policy concerns only the retail element of town centres' vitality. PPS4 clearly states that the main town centre uses are retail, leisure, offices and the arts; suggest these other topics are identified in the (Core Strategy) text as clearly town centres are the best location for these elements. (Theatres Trust)
- Any new development should be supported by measures to improve traffic and air quality (East Street Action Group)
- Vision should take account of major economic changes in retailing to avoid empty premises (East Street Action Group)
- Needs to reflect growth in internet rather than high street activity (East Street Action Group)

Developers / Agents (1)

- Policy CS10 fails to address the implications of the constrained economic growth model implied by policy CS2. (Berkley Strategic)
- Doesn't consider implications of achieving growth within the Employment Land Review Preferred Scenario which would require increased in-commuting against a housing target of 152 units p.a. in terms of achieving sustainable town centres. (Berkley Strategic)

Individuals (5)

- East Street development is too large and will alter pedestrian activity patterns and vehicle movements to the detriment of town
- East Street must attract more than usual High Street stores
- Resolve East Street issue

