

Eastleigh Town Centre Vision

Discussion Document - 5th Revision November 2014



Preface

This document is the Eastleigh Town Centre Vision.

Subject

The document considers regeneration opportunities for Eastleigh town centre.

Objectives

The document has been prepared to be viewed by the public to promote town centre regeneration and investment and will be reviewed each year.

Consultation

This document is to be viewed by the public and comments can be sent via the 'Contact Us' page on the Eastleigh Borough Council website or via the email contacts overleaf.

Statement of Publication

The Ordnance Survey mapping included within this publication is provided by Eastleigh Borough Council under Licence from the Ordnance Survey in order to fulfil its public function to make available Council held public domain information. Persons viewing this mapping should contact Ordnance Survey Copyright for advice where they wish to licence Ordnance Survey mapping/map data for their own use. The OS website can be found at: www.ordnancesurvey.gov.uk.

All mapping "© Crown copyright and database rights (2014) Ordnance Survey (LA100019622)".

Eastleigh Town Centre Vision - November 2014

Summary

This document maps out our 'vision' for Eastleigh town centre which builds on its many strengths and attributes. A clear way forward is set out which builds on earlier versions of this document and takes account of the numerous recent major developments in or close to the town centre. This investment demonstrates confidence in the town's future.

In view of the dynamic nature of the town centre the 'vision' will be reviewed on an annual basis to determine whether a 'refresh' is required.

This document aims to be promotional and accessible in nature explaining key concepts and urban design objectives. It is also in line with national, sub-regional and local planning guidance which seeks to "put town centres first" as the preferred location for business and services. In addition this document is intended to overlay and feed into other documents and planning strategies to be prepared in future relating to the town centre.

If you want to invest in Eastleigh's positive future you are welcome to contact:

Paul Ramshaw – Head of Regeneration & Planning Policy paul.ramshaw@eastleigh.gov.uk

Dave Francis – Senior Implementation and Design Officer dave.francis@eastleigh.gov.uk

or visit the Eastleigh Town Centre Website www.eastleightc.co.uk

or in 2015 visit the *Eastleigh Town Centre Webpage <http://www.eastleigh.gov.uk/eastleightown> for updates on current projects and initiatives

*The Eastleigh Business Improvement District (BID) website www.visiteastleigh.co.uk provides up to date information on; marketing, promotions, events and business support.

Eastleigh Town Centre Vision - November 2014

The Vision

- Sustainable town centre growth & regeneration, to increase the number of customers choosing to visit the town centre during the day and evening, rather than travelling further afield to other centres,
- Developing family oriented arts, entertainment, culture and heritage,
- Green connections and welcoming public spaces,
- Civic Offices in town, and
- Providing for urban living.

The Approach

To deliver the above the Council's approach is to;

1. Promote the development of the town centre anchors north and south to strengthen the main retail circuit (including Market Street and High Street).
2. Facilitate regeneration with development partners through land assembly and use of property assets.
3. Encourage market led regeneration in the older shopping streets to provide some larger modern town centre units.
4. Strengthen walking and cycling links with the local catchment and through the train station to Barton Park, east of the railway.
5. Co-ordinate initiatives and promote mixed land use approaches.
6. Develop and resource a programme of public realm improvements.

Location Context and Catchment Area

Core Retail Catchment Area, Eastleigh Town Centre

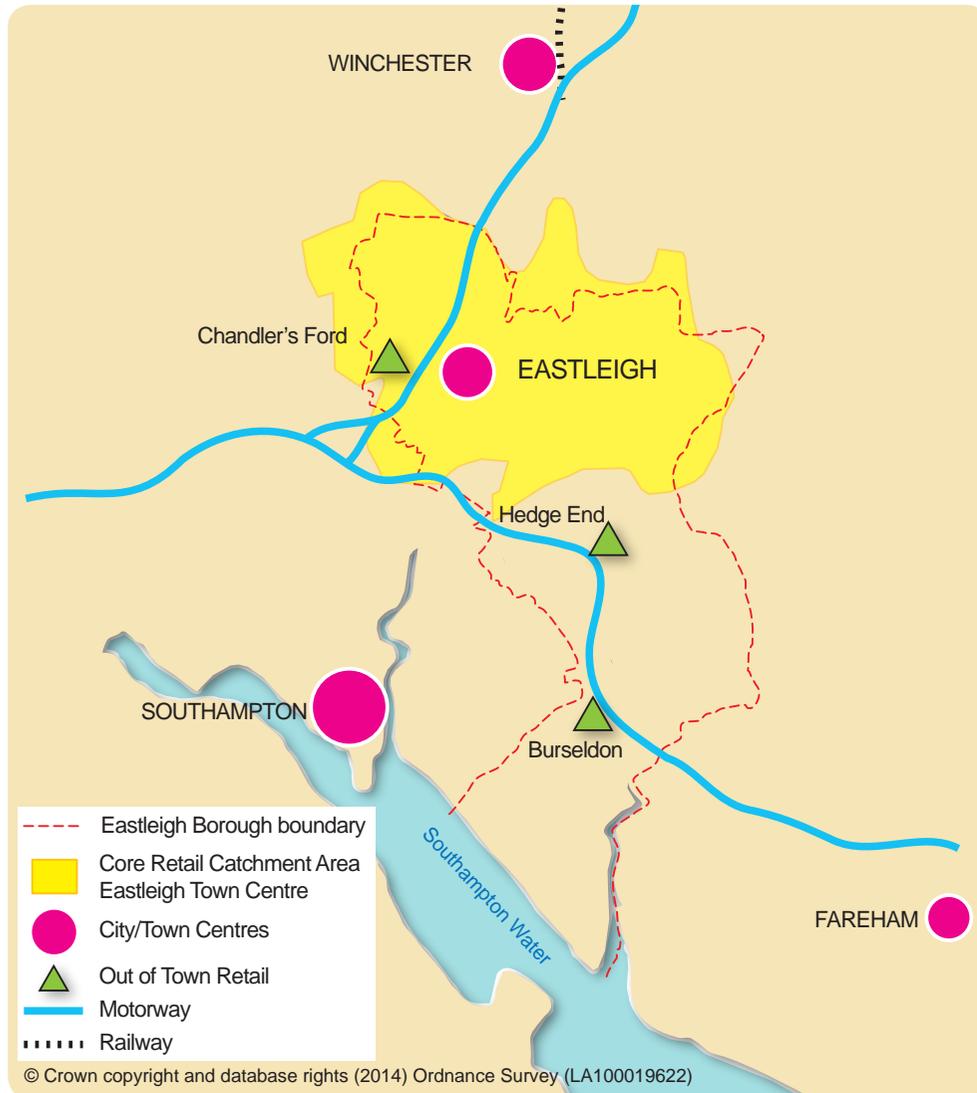


Figure 1. Retail Catchment Area, Eastleigh (derived from DTZ study for South Hampshire town centres)

The South Hampshire Strategy published by the Partnership for Urban South Hampshire in 2012 identifies Eastleigh as a 'large town centre'. It states that South Hampshire towns should provide for new employment, housing, retail and leisure development in order to meet the needs of their own populations and to make a contribution to the regeneration of South Hampshire. www.push.gov.uk/south_hampshire_strategy

This reflects the National Planning Policy Framework (NPPF-DCLG 2012) which sets out to ensure the vitality of town centres. This Government document states that policies should be positive, promote competitive town centre environments and set out policies for the management and growth of centres (paragraph 23 NPPF).

In addition, the Eastleigh Town Centre 'Vision' forms part of the evidence base for the submitted Eastleigh Local Plan 2011-2029 <http://www.eastleigh.gov.uk/localplan>. Policy E6 in particular provides a strong link between this document and the Borough's emerging local plan.

Town Centre Context Map

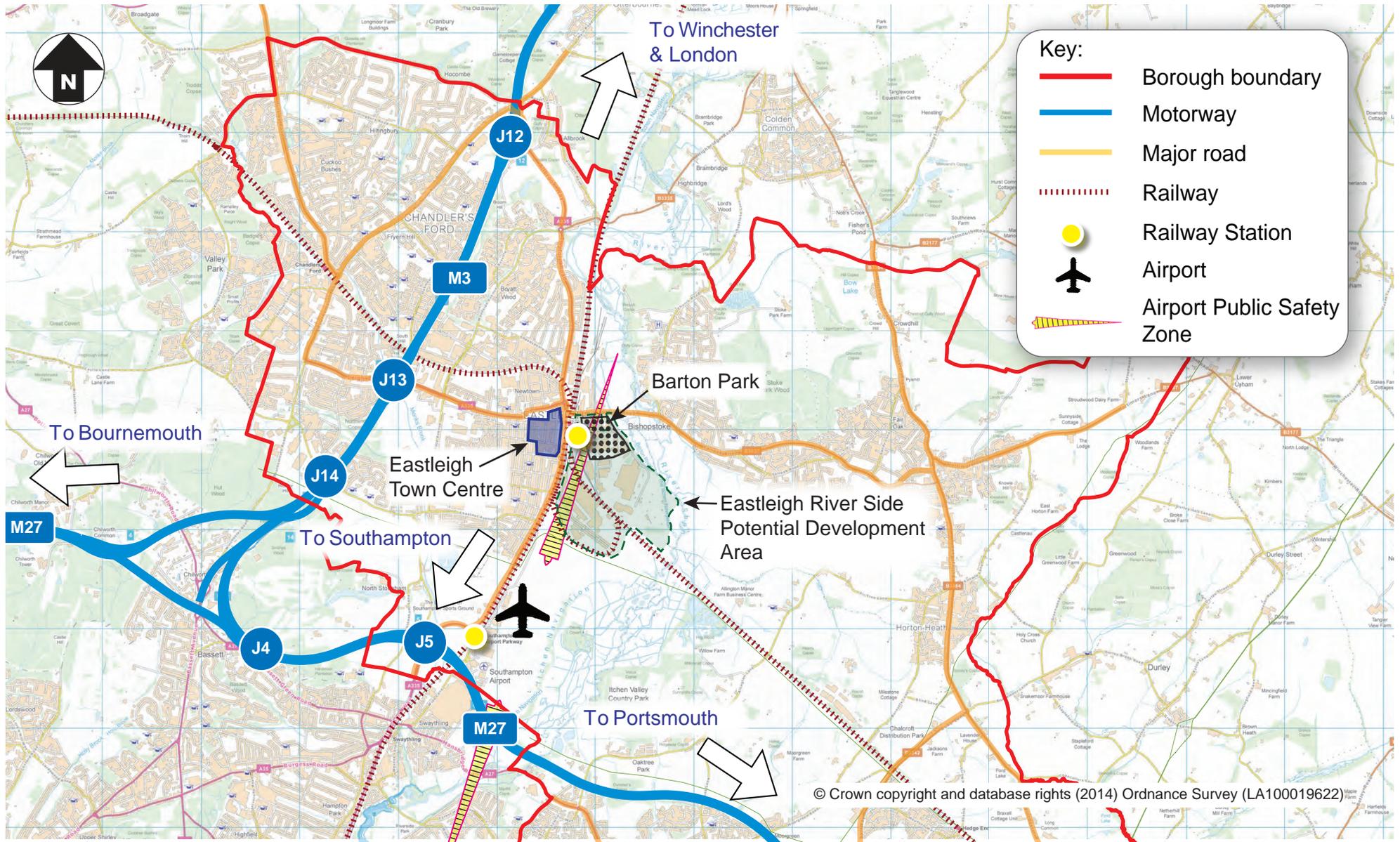


Figure 2. Town Centre Context Map

Areas of Recent Major Development



Figure 3. Map of Major Developments in Town Centre

Urban Structure; Current Situation



Figure 4. Town Centre Context Map

Figure 4 shows the primary pedestrian and vehicle connections in and around the town centre, the main points of arrival, key buildings, the Recreation Ground, main built frontages, the location of the Rail Station, the Bus Station and the existing edges of the town centre to the north and east. The existing weak frontages on the Barton Park industrial estate are also identified.

Main Retail Circuit



Market Street (primary shopping area)



High Street (secondary shopping area)

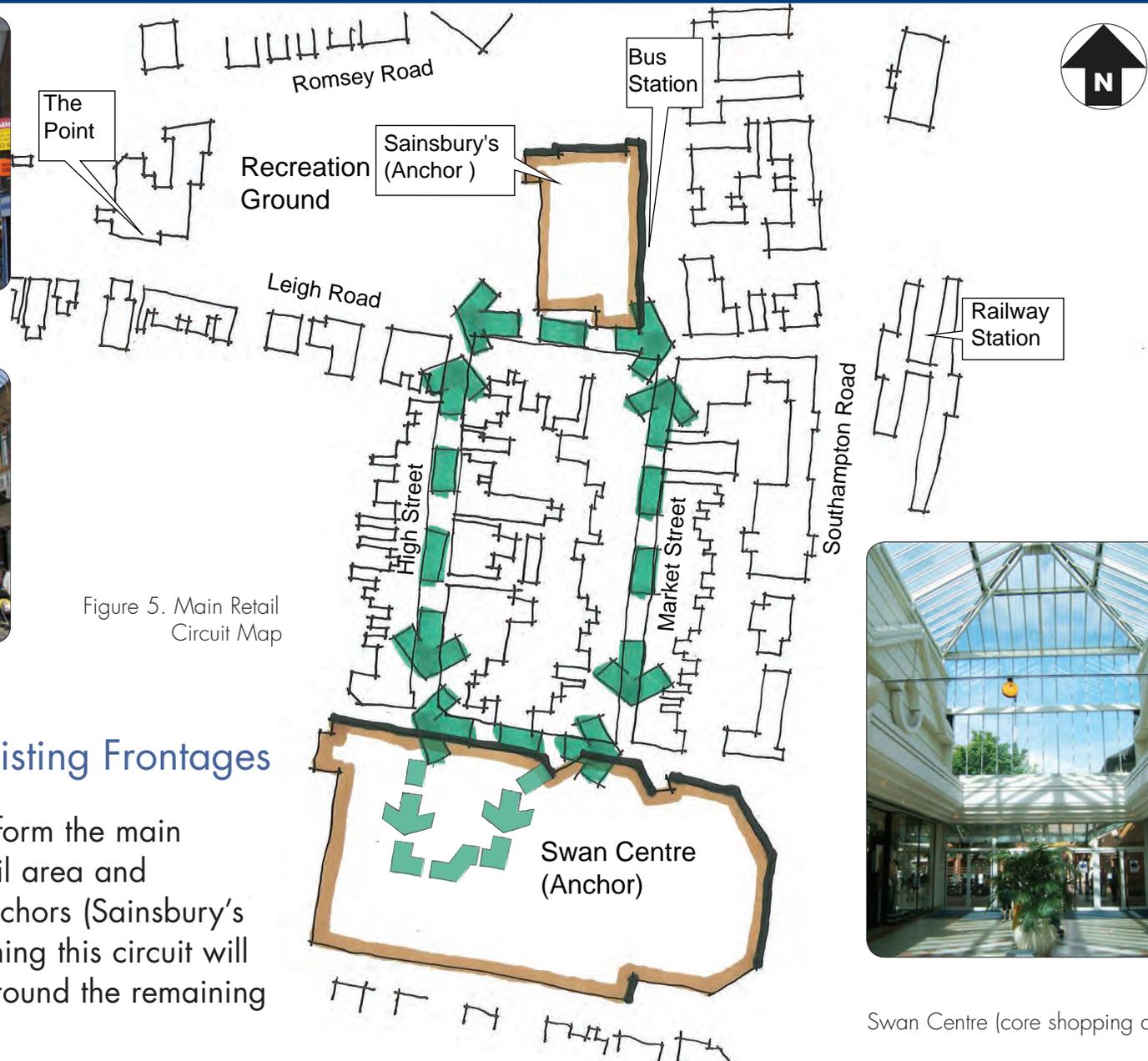


Figure 5. Main Retail Circuit Map

Main Retail Circuit and Existing Frontages

Figure 5 shows in diagrammatic form the main pedestrian circuit around the retail area and connecting the two main retail anchors (Sainsbury's and the Swan Centre). Strengthening this circuit will encourage customer movement around the remaining shopping area.



Swan Centre (core shopping area)

Proposals for built frontages, public spaces and connections

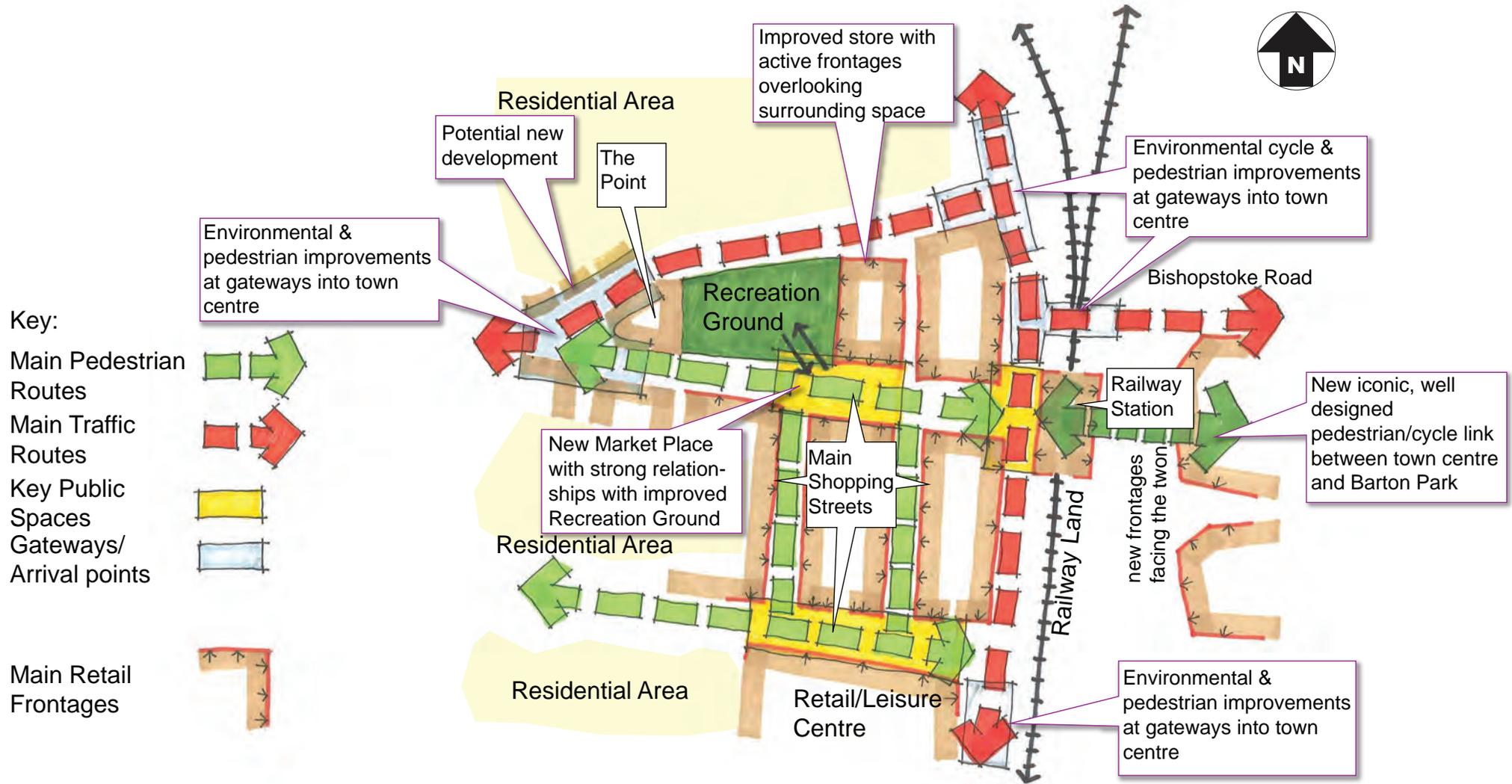


Figure 6. Proposals for Built Frontages and Public Spaces and Connections

Urban Design Principles

Proposals for Built Frontage, Public Spaces and Connections

Figure 6, shows overall urban design principles of strengthening the frontages on the streets and relating the buildings positively to the surrounding public space. New development east of the railway station should also present a new, active frontage facing the town centre to help visually link the two separate parts of the town.

The main elements are:

- A redeveloped/improved northern anchor store should be outward looking, with a particularly strong relationship to a new market place and pedestrian precinct to the south, and an active frontage overlooking the Recreation Ground. The design should connect directly with the Recreation Ground, which in turn will relate better to the active eastern side of the extended Point arts centre.
- The entrance to the station should be re-designed as a new, pedestrian friendly plaza linking to a new high quality connection between the two parts of central Eastleigh, east and west of the railway corridor.
- The public space (Wells Place) between the main shopping streets in the town centre and the main retail/leisure mall (Swan Centre) should be redesigned as an important, pedestrian friendly area, with a stronger, redeveloped shopping frontage facing south to complement the recently extended Swan Centre.
- The gateways to the town centre at the road junctions from the north (Twyford Road), east (Bishopstoke Bridge), south (Southampton Rd) and west (Leigh Road) should be designed to create a pedestrian friendly positive sense of arrival and emphasize the distinctive character of the town.
- The arrival points to the town centre should also be emphasized with new “gateway” features and buildings when suitable sites become available.

Main Areas of Potential Growth

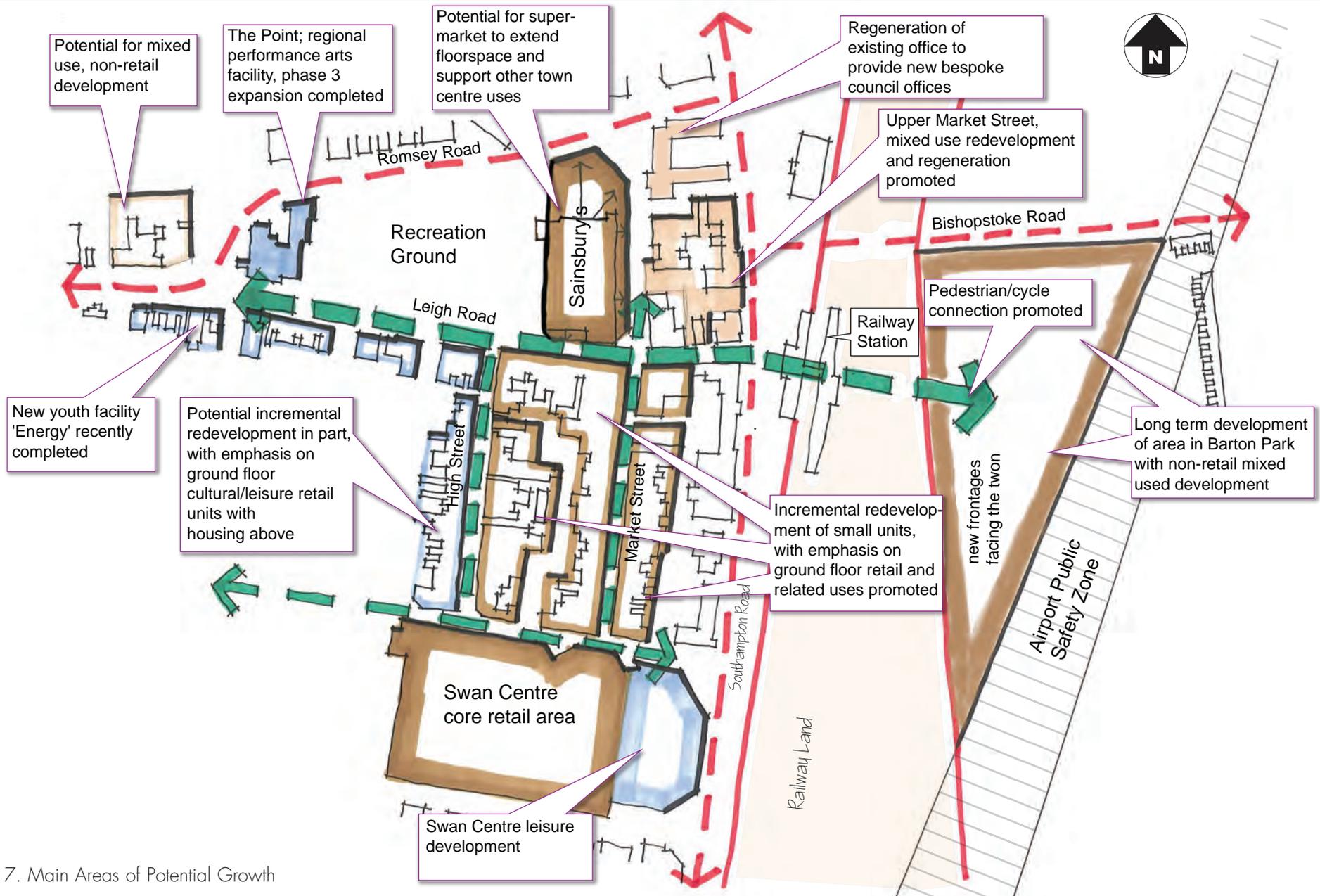


Figure 7. Main Areas of Potential Growth

Main Areas of Potential Growth

Proposals for Retail based Development

- Expansion of the supermarket offer in the town centre will contribute to meeting the predicted increase in convenience goods need over the next few years and help to balance the competition from other shopping centres and supermarkets.
- Such a development could also increase the comparison goods offer in the town centre as supermarket operators also tend to provide an element of comparison goods floorspace.
- Increased footfall in the town will benefit shopping in the Market St / High St/ Leigh Road and Wells Place.
- Further re-enforcement of the retail circuit will be encouraged through the gradual redevelopment of older shop units, creating a number of larger, modern retail spaces, whilst respecting the fine grain of the town and retaining the variety and interest associated with a high proportion of independent shops & complimentary town centre uses.
- There is some potential for related development as close as possible to the town centre on the broadly triangular area heavily constrained by the rail sidings and the Airport Public Safety Zone (on the eastern side of the railway). Development in this location could comprise a mix of uses which could include offices, an hotel, and possible residential use, possibly with a few retail kiosks integrated with the station access. (Retail provision should be very limited east of the railway to avoid prejudicing the regeneration of the town centre).

Leisure Culture & Entertainment

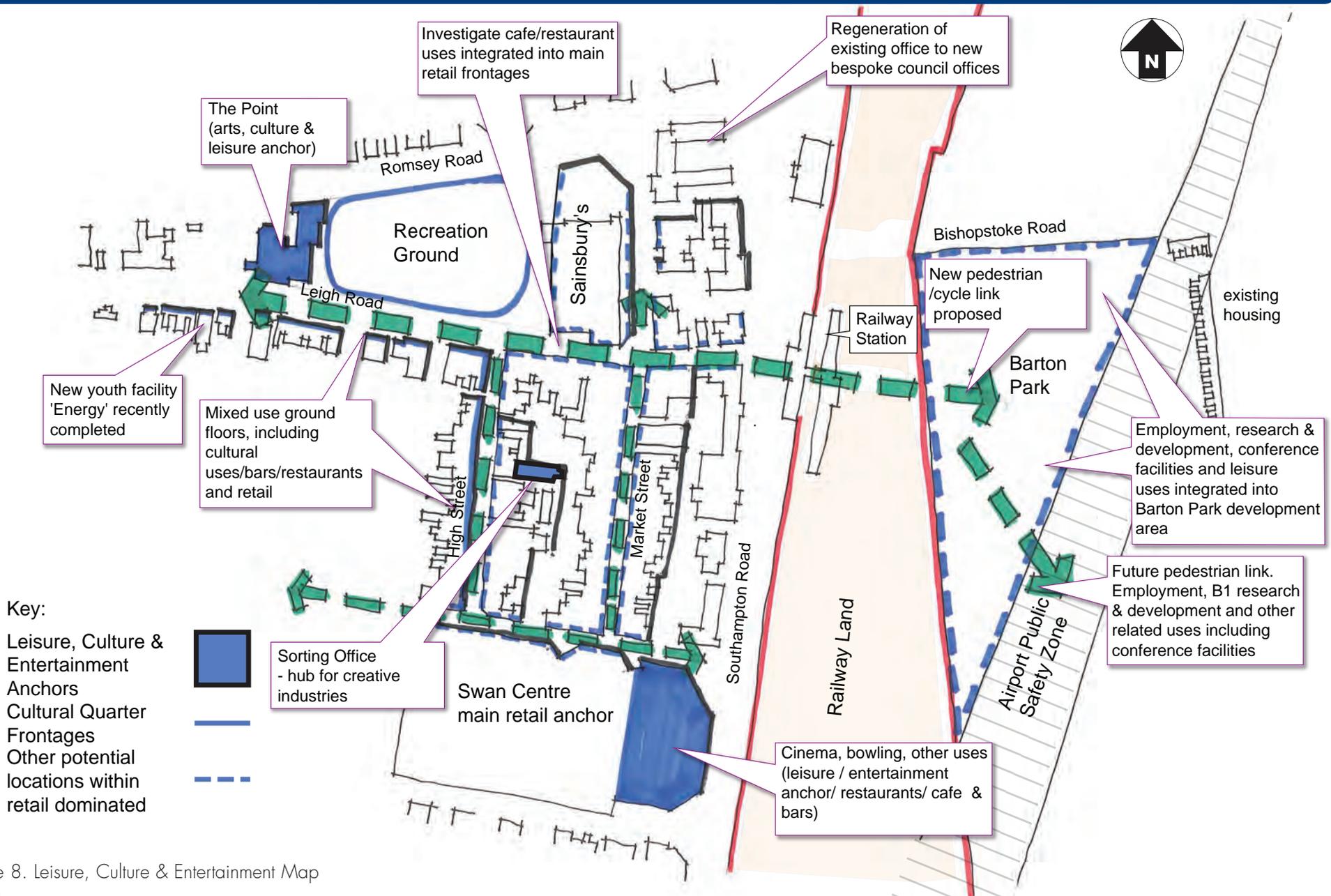


Figure 8. Leisure, Culture & Entertainment Map

Family Friendly Entertainment, Arts, Leisure and Heritage

Figure 8; Illustrates the principle of extending the retail circuit and connections by encouraging the development of leisure and cultural activities in complementary locations; improving the integration between the Point and the Recreation Ground, with continued and increasing provision for a wide range of community based events/ performances, which provide a balance with the attractions being established to the south within the extended Swan Centre.

Opportunities may also be taken to;

- Encourage related uses in buildings overlooking the Recreation Ground.
- Identify space for the temporary and permanent display of art material.
- Possible relocation of the existing museum to free up space in the town for other uses.
- To make the town more family friendly.
- Initiatives to encourage cafes, bars and restaurants, together with a range of positive measures to attract a wide section of the population to the town during the day and evening.



Public art - Eastleigh Recreation Ground



The Point theatre and dance studios



Eastleigh Railway Works Centenary



Community event on the Recreation Ground

Improved Green Links and Public Places

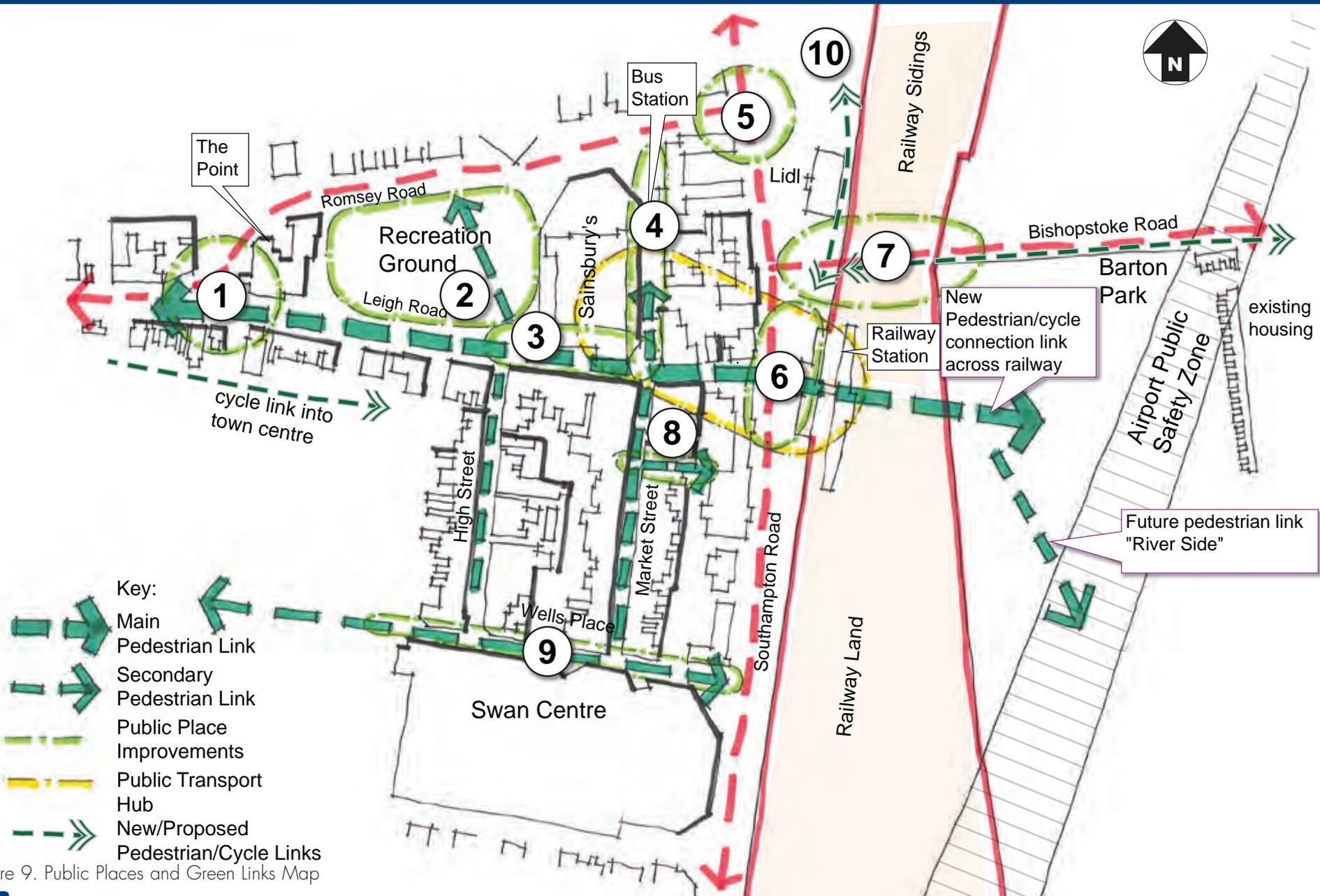


Figure 9. Public Places and Green Links Map

Green Connections & Welcoming Public Spaces

Figure 9; shows in more detail the location of important and potential green connections;

- Extending and enhancing the main east-west and north-south pedestrian & cycle connections through the town centre and linking the town centre to Barton Park with a new crossing of the railway,
- Improving the quality, safety and attractiveness of links from car parks to town centre facilities,
- Improving the quality, safety and attractiveness of pedestrian/cycle links alongside the major traffic routes.

Gateways and arrival points influence first impressions and have potential to create a distinctive character for the town centre as identified in figure 6 and 9, together with other public spaces.

In particular the following opportunities have been identified in more detail:

1. Gateway at the junction of Romsey Rd/ Leigh Rd, improve quality of space for pedestrians.
2. Recreation Ground, improve quality of space for a range of activities.
3. Precinct, improve quality of space for activities including a "market place", and a café sitting area.
4. Upper Market Street, create more pedestrian friendly space, improve linkage to Eastleigh House/Wessex House and accommodating the requirements of buses and other vehicles as well.
5. Twyford Road Gateway, improve appearance of the junction, enable improved pedestrian access to the town centre.
6. Railway Station forecourt, improve appearance and the function of forecourt including public highway crossing.
7. Bishopstoke Bridge gateway, improve appearance and access to the town centre, particularly for pedestrians and cyclists from River Side to Eastleigh Railway Station.

Green Connections & Welcoming Public Spaces

8. Regal Walk, improved pedestrian link from multistorey car park to town centre.
9. Wells Place, improve the main east-west pedestrian link from residential areas to Swan Centre/Leisure Facilities via an attractive space suitable for events and sitting out.
10. Pedestrian/cycle link between Eastleigh railway station and Twyford Road.

Within the broad area indicated, provide for attractive, efficient and accessible facilities, integrated into town centre redevelopment proposals.



Relocation of The Civic Offices to a Sustainable Building

The Civic Offices have relocated to the town centre to provide an improved level of access for the public (including those travelling by public transport, walking and cycling) . This will contribute to the town centre customer base and support the regeneration of the town centre with the development of a fit for purpose, low energy exemplar building.



Eastleigh House - before redevelopment



Eastleigh House - new civic offices for Eastleigh Borough Council

Providing for Town Centre Living

The provision of new housing in the town centre in combination with other uses will support the strategy of providing housing within sustainable communities and reinforce a sense of community in the town centre.

The provision of additional housing units is a major component of the 'Vision' for the town centre and will contribute to the council's overall housing delivery. It is envisaged that the Borough Council will play an active enabling role in housing provision because;

- New housing in the town centre above shops and other uses, will help new town centre development which might not otherwise be viable on its own,
- Housing in the town centre could reduce the need to travel to employment and local facilities, and
- More town centre residents will increase the customer base for shops and other facilities.

It will be important to provide a range of attractive accommodation for different sectors of the population, which could include students studying at local universities, the elderly, single people and couples.

Housing Developments in Eastleigh Town Centre



Park View



Fairholme Court



Re-development of the former Mija P.H.



Unity Court

end of document

Eastleigh Borough Council
Eastleigh House, Upper Market Street
Eastleigh
Hampshire
SO50 9YN

Tel: 023 8068 8000
Email: LocalPlan@eastleigh.gov.uk
Web: www.eastleigh.gov.uk

The information can be provided in alternative formats including large print, audiotape, Braille and some other languages by calling 023 8068 8000, emailing LocalPlan@eastleigh.gov.uk or texting 07797 87001