

Town Centre Wide Supplementary Planning Document

May 2009



1. Introduction

1.1 The Town Centre is a key component of the Borough Council’s spatial vision and is of strategic significance in delivering the Council’s objectives and policies for the Borough. The adopted Core Strategy identifies it as the most sustainable location for major development including retail, housing, leisure and employment and seeks to promote major mixed-use Town Centre development opportunities to enhance its vitality and viability.

1.2 In order for Crawley to perform its role as a Primary Regional Centre, there is a recognised need to improve the quality and range of shopping and leisure provision in the Town Centre alongside the quality of its environment. The northern part of the Town Centre (‘Town Centre North’) has been identified as the most appropriate location to support a step-change in the level and quality of facilities and quality of the environment through the creation of a major mixed-use retail led development which will provide a new residential neighbourhood and regionally significant retail and leisure destination.

Role and Background to the Supplementary Planning Document

1.3 When the Town Centre Partnership was established, it was agreed that a Town Centre Strategy was needed to maintain and strengthen the Town Centre. This will provide the key implementation tool in the delivery of the Council’s vision and objectives for the Town Centre and co-ordination of public agencies and key stakeholders. The Borough Council will be a lead partner with others such as the County Council in delivering the vision of the Strategy. However, it is envisaged that the Strategy will be adopted and ‘owned’ by the Town Centre Partnership and the Borough Council and endorsed by other key stakeholders.

1.4 This Supplementary Planning Document has been drafted in tandem with the Strategy to establish planning guidance for the Town Centre as a whole. It develops the objectives and policies for the Town Centre



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identified in the Core Strategy and builds upon the vision and Concept Plan set out in the Town Centre Strategy. It sets out the development principles for particular areas of the Town Centre, identifying the Council's anticipated requirements on the range of information and major land uses which will be expected to accompany any planning applications within the Town Centre..

1.5 The SPD forms part of a suite of Local Development Framework Documents. The Examination into the Core Strategy took place in February and March 2007 and the Inspector's report was published in August 2007. The Inspector considered that the overall strategy and policies of the Core Strategy were sound and the Council formally adopted the Core Strategy in November 2007. The SPD provides additional guidance with respect to Policies TC2, TC3, TC4, TC5, TC6 and TC7 of the adopted Core Strategy.

1.6 Widespread consultation about the future of the Town Centre has been undertaken over recent years with key stakeholders, including the Town Centre Partnership, Local Strategic Partnership and the general public. A Town Centre Strategy was published for consultation in 2002 which identified a range of opportunity sites for development and environmental improvement. This document was not progressed at the time because of the fundamental importance of Town Centre North (TCN) to the future direction of the Town Centre which required a detailed feasibility study into TCN to be undertaken first.

1.7 Extensive public consultation was carried out on the TCN Feasibility Masterplan. This was followed by consultation on a draft Development Principles Statement in 2004.

This was not taken forward because of the emergence of the Core Strategy. Subsequently, in October 2006, the Borough Council undertook consultation with key Town Centre stakeholders and landowners, occupiers and residents within the TCN site on key issues and options for a TCN Development Principles SPD. A draft SPD was progressed and published for a widespread public consultation in February 2007. Whilst these consultations focused on the TCN proposals, many of the representations commented on wider Town Centre issues notably transport, Town Centre Management and additional facilities and services people would like to see. These wider issues have, therefore, been considered in the preparation of this SPD.

1.8 In parallel to the specific TCN consultations, extensive consultation was undertaken on the emerging Community Strategy during 2003 which proposed growth of the Town Centre, and on the Core Strategy itself as it progressed through its various stages during 2004 – 2006. Broad support was expressed for the growth of the Town Centre although concerns about transport issues in particular were raised.

1.9 The Deloitte's consultancy was also employed during 2006/7 to consider a "Vision" for the Town Centre, taking account of the step-change which TCN should bring about. Their work involved consultation with Town Centre stakeholders and Council Members. This work is being taken forward by this SPD and the Town Centre Strategy.

1.10 As part of the SPD process, a Sustainability Appraisal (SA) was carried out. This is to ensure that the proposals put forward in the SPD are fully considered with regard to how they contribute towards sustainable development. The SA is a document that is subject to the same consultation process as the SPD and is available to the public. The SPD and SA will be regularly monitored and reviewed against base line objectives to ensure these objectives are being met, the guidance remains relevant and that Sustainable Development is being delivered.

2. Policy Context

National Policy

2.1 Planning Policy Statement 6: "Planning for Town Centres" emphasises the need to protect the vitality and viability of Town Centres and enhance them through development. It also encourages the provision of a range of shopping, leisure and local services, which allow genuine choice to meet the needs of the entire community. This SPD recognises the important contribution non-retail uses play in contributing to a Town Centre's vitality and viability but recommends policies to ensure that the retail function is not undermined.

2.2 Planning Policy Statement 3, 'Housing', promotes the inclusion of high density housing in mixed use Town Centre developments which will make better use of previously developed land, contribute to urban renaissance and be accessible to jobs, shops and services.

2.3 PPG13: "Transport" encourages local authorities to focus land uses which are major generators of travel demand within Town Centres. The PPG recognises the influence parking availability has on transport choices and encourages the use of shared parking, maximum parking standards and consideration of parking levels across Town Centres as a whole, rather than for individual developments. It encourages residential developments with limited or no off-street parking in Town Centres.

Regional Policy

2.4 The Draft South East Plan (July 2005), Policy TC1, states that accessible, vibrant Town Centres should continue to be the focal point for major retail, leisure, commercial and residential developments. Policy TC2 identifies Crawley as one of twenty-three primary regional centres in the strategic network of Town Centres which are to be the focus for major retail, leisure, office and cultural developments. The Panel Report (August 2007) recommends that Crawley should be identified as one of the centres which will be focus for significant change, and where proactive, integrated strategies for Town Centre development will be particularly important.

West Sussex Structure Plan

2.5 Policy NE9 of the adopted West Sussex Structure Plan 2001-2016 supports development which helps Town Centres to reinforce their role as the focus for a

wide range of activities including retailing, leisure, cultural, business and residential uses. It states local plans should allocate suitable sites or areas for additional retail and other development within the centres to meet any identified need to reinforce the roles of established centres.

The supporting text, para 192, recognises that planned growth in the north east of West Sussex will support and require an enlarged retail base, and that in order to keep retail expenditure within the local area, it is likely that Crawley's retail provision will need to grow.

The Core Strategy

2.6 Crawley's Local Strategic Partnership sets out a vision for Crawley as a friendly, prosperous, forward-looking and enjoyable town, a place where people will want to live, work and visit. The adopted Core Strategy builds on that vision and recognises the different areas where growth for housing, employment and other uses will take place. The Core Strategy anticipates the Town Centre will grow significantly to provide a vibrant heart at the centre of the town, competing effectively within the region and acting as a new Town Centre "neighbourhood". Development throughout the Borough is expected to respect the distinctive quality of Crawley's built and natural environment and new town design principles and be of a high standard of design, be sustainable and accessible, and make efficient use of land and resources.

2.7 The Core Strategy also sets out the following specific objectives for the Town Centre:

- To promote a thriving Town Centre with a rich mix of uses – jobs, shops, housing, leisure, community and civic facilities to enhance the vitality of the Town Centre during the day and into the evening.
- To secure the growth of the Town Centre so it can fulfil its role in meeting the needs of the Gatwick Sub-Region, and can compete effectively within the region providing a greater range and quality of shops together with employment, cultural and leisure facilities.
- To increase residential development in the Town Centre and create a new "Town Centre neighbourhood" with associated community facilities.
- To create a strong retail circuit across the whole of the Town Centre from east to west and north to south to balance retailing.
- To promote the evening economy within the Town Centre, retaining vitality in the Centre beyond shopping hours and supporting local residents, whilst protecting

amenity and controlling anti-social behaviour.

- To enhance the Town Centre's role as a major public transport interchange serving the sub-region and improve the quality of existing facilities.
- To provide and manage high quality public realm within the Town Centre.
- To improve community safety and reduce Town Centre crime, disorder and anti-social behaviour.

2.8 Policy TC1 of the adopted Core Strategy allocates TCN for a major mixed use, retail led development to help Crawley fulfil its role as a primary regional centre. The development will need to be carefully integrated with the current centre and should also include a high quality offices, (including a new Town Hall), about 800 new homes and a range of leisure and community uses. A Supplementary Planning Document outlining the Development Principles for TCN was adopted in January 2008, and the Council is working closely with its development partner to bring forward a Masterplan for the scheme.

2.9 Policy TC2 states that mixed use development, although not retail, will be encouraged in locations within the Town Centre boundary outside the Main Shopping Area. The development of these sites will strengthen the vitality, viability and diversity of uses in and around the Town Centre. The Core Strategy identifies some locations where development is anticipated, but recognises appropriate developments may be brought forward at other locations. The identified areas and other development opportunities are included in the Opportunities Plan in this SPD.

2.10 Policy TC3 permits additional retail floorspace within the Main Shopping Area which adds to the range and quality of shopping facilities in the Town Centre, but only if need can be identified over and above the capacity for TCN, or if it complements TCN by providing opportunities for small independent stores. Non-retail uses, such as leisure, culture, health, employment and other community facilities which add to the diversity and vitality of the Town Centre, support the evening economy and create a "living centre" for new residents are encouraged where they will not undermine the retail viability of the centre. Section 9 of this SPD identifies how these objectives will be met when planning applications are considered within the Main Shopping Area.

2.11 The Core Strategy, Policy TC5 encourages housing, including affordable

housing, in the Town Centre, recognising the benefits in terms of enhancing vitality, viability, increasing activity and surveillance, particularly after normal shopping hours.

2.12 The Core Strategy's transport policies, and Policy TC6, emphasise the need to improve Town Centre accessibility by alternative modes to the private car. Improvements to public transport, including FastWay, and other potential measures such as 'Park and Ride' are encouraged.

2.13 Finally, Policy TC7 commits the Borough Council to developing a Town Centre Strategy in conjunction with the Town Centre Partnership and the local community, and states a Town Centre SPD may also be progressed to complement this Strategy and the Town Centre North SPD.

3. The Vision

3.1 Our vision is that;

'By 2020 the Town Centre will have grown significantly to provide a vibrant heart at the centre of the town – competing effectively within the region and acting as a new Town Centre neighbourhood. It will be:

.... a pioneering and aspirational Town Centre at the heart of a growing, cosmopolitan and forward thinking town which adapts to climate change with a global reach

....a vibrant, friendly and safe Town Centre that welcomes people of all ages, incomes and interests

....a Town Centre where attractive, technologically advanced buildings combine with well proportioned streets, open spaces and landscaping to create distinctive and sustainable high density design

....an accessible Town Centre where best use is made of existing infrastructure and public transport services but where major investment in new sustainable access initiatives has helped to meet the future aspirations of

those living, working and visiting.a sustainable Town Centre with regard to energy supply, environmental performance, sustainable access and design'

3.2 The Core Strategy vision and objectives for the Town Centre are set out in the preceding section. This SPD develops these spatially by identifying certain areas for redevelopment and key land uses.

3.3 The vision for transport and accessibility in the Town Centre is

'To ensure that the future growth of the Town Centre maintains the current quality of accessibility by making best use of its existing infrastructure and public transport services accompanied by major investment in new sustainable access initiatives to meet the future aspirations of those living, working and visiting'.



4. The Concept Plan

4.1 The key vision and objectives set out in previous sections, and the assessment of Town Centre strengths and weaknesses provided in the Town Centre Strategy provides the basis upon which to support a number of basic structural elements for the development of the Town Centre. These are illustrated on the Concept Plan (below), namely,

- To create a balanced Town Centre ensuring that the Town Centre North development acts as a catalyst for investment in all areas of the Town Centre.
- To reinforce the 'grid-iron' layout of the Town Centre with movement routes reflecting new path

combined with good design and ease of movement.

- A revitalised Queens Square at the heart of the Town Centre introducing new land uses anchored by a new/refurbished landmark building,
- To improve the key gateways to the Town Centre through new development or refurbishment and provide opportunities for improved linkages with surrounding neighbourhoods.
- Redevelopment of the College with the aim of ensuring better integration with Memorial Gardens and the rest of the Town Centre.
- An extended County Mall with new bus station enhancing this gateway into the Town Centre with better integration between a new rail station and The

Martlets area.

- Greening the Town Centre by making best use of existing assets such as Memorial Gardens and the listed Churches and ensuring new development and environmental improvements maximise opportunities for structured and attractive landscaping, open space and energy efficiency.
- To provide the opportunity for major refurbishment of the southern end of The Broadway for mixed use development.
- To disperse evening activity throughout the Town Centre through the development of café's/restaurants and other family based uses and where possible, encourage independent retail development.



Revitalised mixed use quarter, cultural use, offices, independent retail, intensification



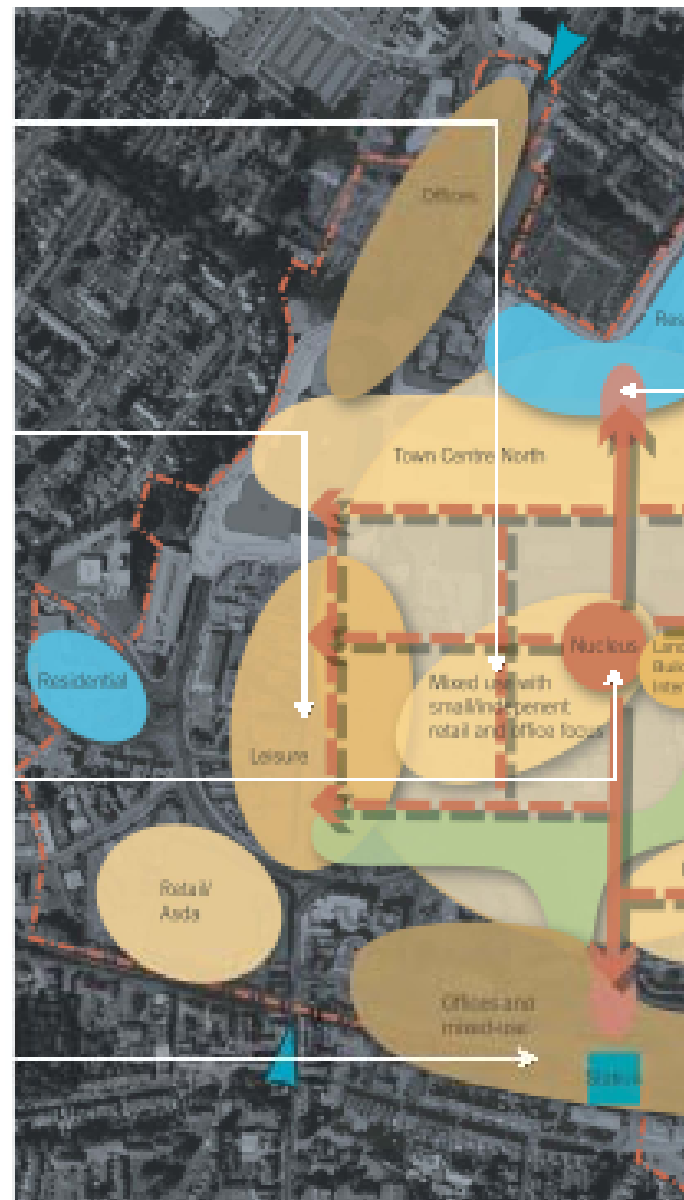
The High Street as a focus of the evening economy



Revitalised Queen Square - anchored by landmark building



Landmark office/ residential building and multimodal transport interchange




- To establish opportunities for new or refurbished high quality office floorspace, particularly at key gateways into the Town Centre, including the railway station.
- To ensure that sites for residential development within the main shopping area or more peripheral areas of the Town Centre are designed with the aim of creating a new residential neighbourhood.


4.2 **The Concept Plan** identifies the main characteristics of certain areas of the Town Centre, and the accompanying Opportunity Areas Plan indicates where development and improvements are anticipated to come forward to help fulfil the elements identified above.



'Grid-iron' layout with movement routes reflecting new pattern of development



Town Centre North - Major new retail, leisure, residential and new Town Hall




Memorial Gardens protected and enhanced. Opportunity to 'green' the Town Centre through landscaping



College redevelopment including reduction of road dominance and landscaping



Potential remodelling/extension of County Mall



5. Planning Principles

Land Uses

5.1 The Opportunity Area Plan identifies eight areas where development is anticipated but the policy framework for the Town Centre is flexible and allows opportunity for change outside of these identified areas, encouraging a wide range of uses which add to the viability and vitality of the whole town. These include additional retail provision providing need can be demonstrated, it extends the range and quality of existing facilities and is complementary to Town Centre North. The provision of smaller independent stores is one example of complementary Town Centre retail provision and reflects an issue highlighted by businesses and the public during consultation on the draft SPD. Leisure, cultural, health and fitness and community uses are also encouraged throughout the Town Centre, except at ground floor level in the Core and Primary retail areas.

Public Realm, public squares and linkages

5.2 A key aim of the Town Centre Strategy and the SPD is to provide high quality public realm within the Town Centre. Memorial Gardens is highlighted on the Concept Plan as a key asset for the Town Centre which will be enhanced. The Memorial Gardens Management Plan 2008 – 2012 provides a vision for the future of the park and sets out how it will be managed in order to cope with increased usage arising from new Town Centre development, and is able to benefit new Town Centre residents and visitors. Section 106 contributions will be sought from Town Centre developments which will increase usage of the park for specific improvements such as an improved play area, lighting, and CCTV. The Town Centre Opportunities Plan shows other areas in need of improvement, either related to associated development or through environmental improvement projects. Environmental improvements will include hard and soft landscaping but there will be an emphasis on protecting existing green space combined with further “greening” of the Town Centre particularly in relation to new development.

5.3 The Town Centre Strategy identifies the need for a full Public Realm Strategy to be developed to identify the role of all areas of public realm in the Town

Centre and how it links together. For example, some areas are key gateways where enhancement to pedestrian and cyclist access and way finding is critical, such as the Rail/Bus Station whilst others are movement spaces where legibility and identification of destinations are important, such as Church Walk and Cross Keys. Relaxation is an important element of areas such as Memorial Gardens and the proposed Town Centre North Oval whilst others are shared space areas where bus routes penetrate the Town Centre such as The Broadway/ High Street North

Permeability and legibility

5.4 There are also areas where the severance effect and visual dominance of the major roads around the Town Centre needs to be reduced to improve pedestrian and cycling links and overall environment.

5.5 Town centres must offer a pleasant, safe and convenient environment for everyday activities. Creating such places requires permeability, the ability to easily reach destinations by direct or convenient routes, safely and legibility, being able to understand easily where one is within the Town Centre and how to get from one place to another through the use of landmarks, desire lines, views and natural progression of spaces and way finding.

Built Form

5.6 The Council is working with key partner agencies to bring forward proposals to enhance permeability and legibility within the Town Centre itself and surrounding neighbourhoods, particularly at key gateways. However, it is expected that as new developments come forward, developers will be expected to demonstrate what measures they can take within their site or beyond their site boundaries to improve permeability and legibility. These proposals would need to be included in the design statements accompanying any planning applications.

Sustainability

5.7 To accompany the step-change in the attractiveness and offer of the Town Centre, it will be necessary to promote the very highest standards of architecture, urban design, safety and landscaping. This is essential in contributing to successful ‘place making.’ Section 6 below identifies the broad vision and planning and design principles for each of the opportunity areas within the Town Centre. A number of the opportunity areas lie within areas

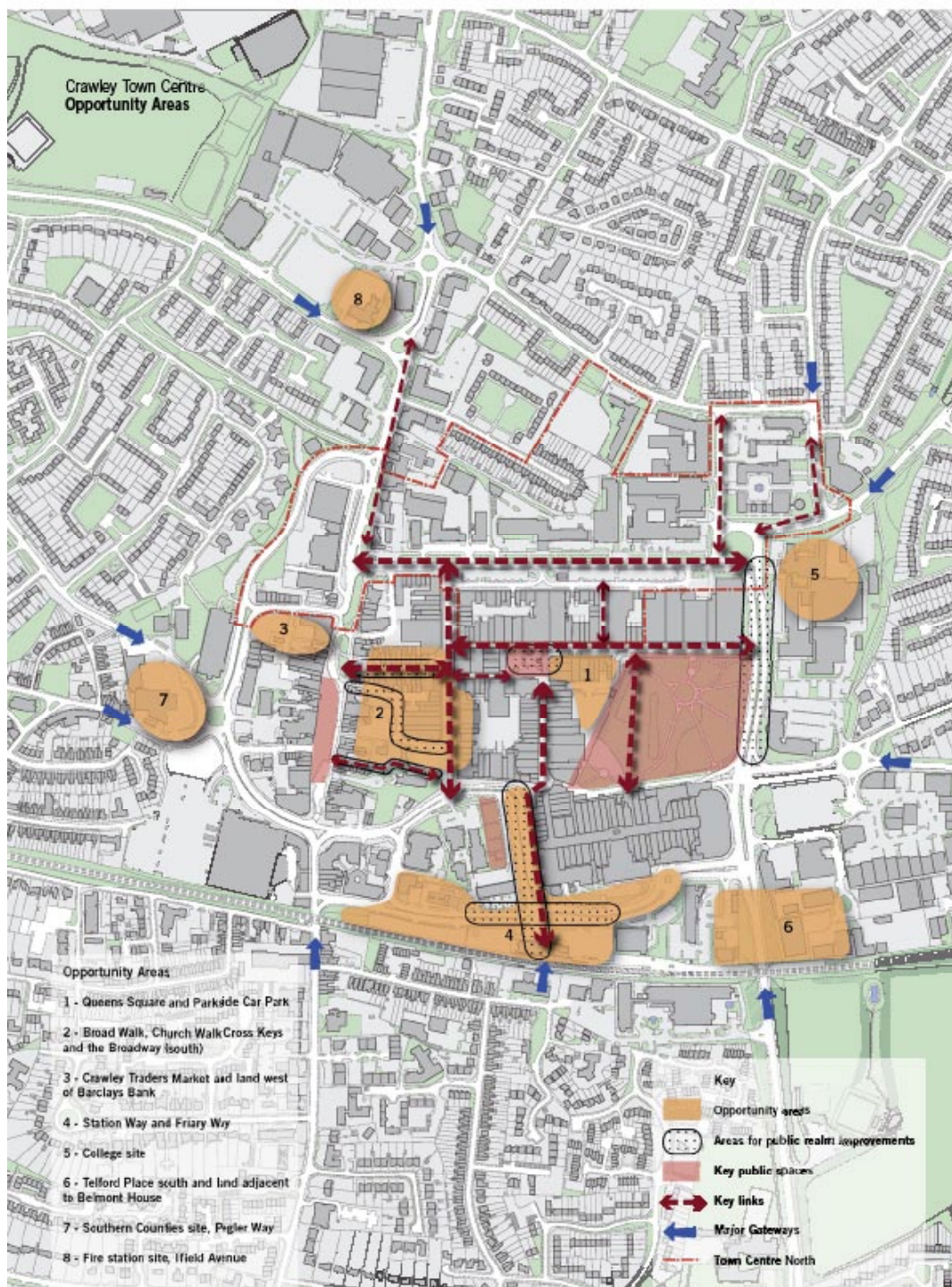
of archaeological and historic sensitivity and developers will need to identify and consider these issues in the development of any scheme.

6. Opportunity Areas - Planning and Design Principles

6.1 Planning Policy Statement 1: Delivering Sustainable Development states that planning authorities should plan positively for the achievement of high quality and inclusive design for all development, including individual buildings, public and private spaces and wider area development schemes. Good design should contribute positively to making places better for people, be appropriate to its context and make opportunities available for improving the safety, character and quality of an area and the way its functions.

6.2 The Local Development Framework for the Borough requires all new development to be based on a thorough understanding of the context, significance and distinctiveness of its site and be of high quality in terms of its urban landscape and architectural design and materials. It is also important to respect the needs of the existing Town Centre community both in terms of residents and businesses.

6.3 Proposals for areas identified in this SPD should take account of these principles, the overall vision illustrated in the Concept Plan, and the area specific information set out below. The anticipated delivery mechanism for the developments is also indicated. Eight opportunity areas are identified on the Opportunity Areas plan below. The boundaries of these areas are not fixed and, as explained in paragraph 5.1 above, the identified areas are not the only places where development could come forward.



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6.4 Queens Square and Parkside Car Park

Vision

- An iconic, mixed-use development to act as a landmark and to continue the revitalisation of Queens Square/ Queensway and to create an attractive edge to the Memorial Gardens

Planning and design principles

- Maintain and reinforce Queens Square as the heart of the Town Centre
- Potential for redevelopment of the area, including Parkside car park and/or for high quality refurbishment of existing buildings
- Development of Parkside car park should promote natural surveillance

and enhance the sense of enclosure without unduly overshadowing Memorial Gardens, creating an overbearing presence or otherwise affecting its use for contemplation

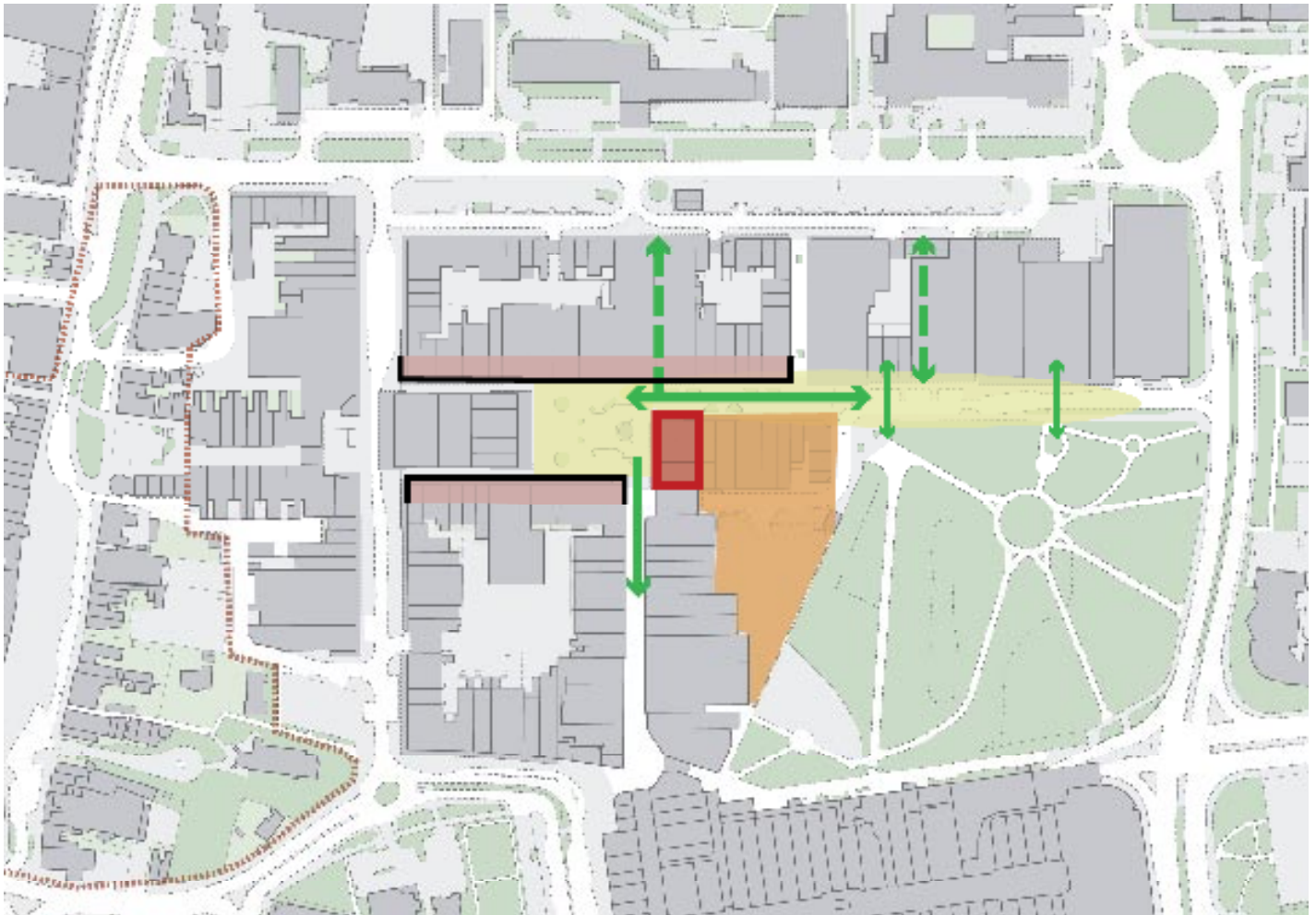
- The landmark development should create an innovative and high quality architectural statement with careful consideration of building height and functionality of Queens Square
- Potential for additional occupiers/uses at upper floor levels including hotel/ conference/restaurant facilities, leisure based provision (with retail element) or residential
- Maintain retail-based ground floor frontage, floorspace and activity, including potential for high profile anchor store
- Reinforce important pedestrian links

between TCN, County Mall, bus and rail station

- Explore traffic calming/shared space environmental improvement between Parkside and entrance to Kingsgate Car Park to increase integration of retail properties with Memorial Gardens and enhance the pedestrian environment
- Encourage refurbishment and improvements to other buildings around Queens Square and the environment of the square itself

Delivery

- CBC produce Development Principles documents for the area
- Borough Council / EP / Delivery Agency to undertake feasibility, **marketing** exercise
- Private Sector implementation



- New development and/or refurbishment with potential for additional active uses at upper floor levels
- Landmark building
- Improve public realm (incl. Queens Square)
- Improve buildings and environment around Queens Square

- Reinforce important pedestrian routes
- Increase integration of retail properties with Memorial Gardens
- Potential new routes to Town Centre North development
- Conservation area

6.5 Broad Walk, Church Walk, Cross Keys and The Broadway (South)

Vision

- To retain positive features and character and to revitalise important pedestrian links and areas between the western and central parts of the Town Centre.

Planning and design principles





- Fully integrate the area into the Town Centre with a complementary mix of uses and activity including small scale retail provision
- Significant improvements to natural surveillance and liveability

- Create interest through new and regenerated small public spaces and inter linking footpaths with active frontages
- Maintain/add small retail units along Broad Walk and Church Walk
- Potential for refurbishment and greater flexibility of uses at southern portion of The Broadway
- Enhance the setting of/views to listed Church of St John and adjoining Conservation Area.

Delivery

- CBC produce new Development Principles documents for different Areas
- CBC / EP/ Delivery Agency to undertake feasibility, marketing exercise
- CBC / Delivery Agency / Private Sector – redevelopment / environmental improvement



-  Opportunity area
-  New and regenerated public spaces
-  Retain and strengthen public routes (including cycle routes)
-  Listed church
-  Enhance views to Church of St. John/conservation area
-  Conservation area

6.6 Crawley Traders Market and land west of Barclays Bank

Vision

- To encourage underutilised sites at the western edge of the Town Centre to provide space for additional residents and businesses and a safe and attractive pedestrian route from the adjoining neighbourhood to the High Street Conservation Area.

Planning and design principles

- Explore removal of Right of Way through Traders Market given close proximity of alternative route
- Provide infill redevelopment with retail or restaurant use on ground floor with residential or office above to enhance Conservation Area.
- Potential to combine rear service area with that to south or link scheme to development of land to the west
- Improve public realm through introduction of active frontages, activity and natural surveillance

Delivery

- CBC produce Development Principles

Document

- EP / Private Sector implementation



Opportunity area



Reinforce important pedestrian route



Conservation area

6.7 Station Way and Friary Way

Vision

- Transformation of a traffic-dominated area into an integrated part of the Town Centre with legible rail gateway, public transport interchange and high quality public realm

Planning and design principles

- **Major landmark office building to mark** Town Centre gateway for rail passengers and include a high quality new station with sufficient parking for rail passengers
- Office-led redevelopment opportunities

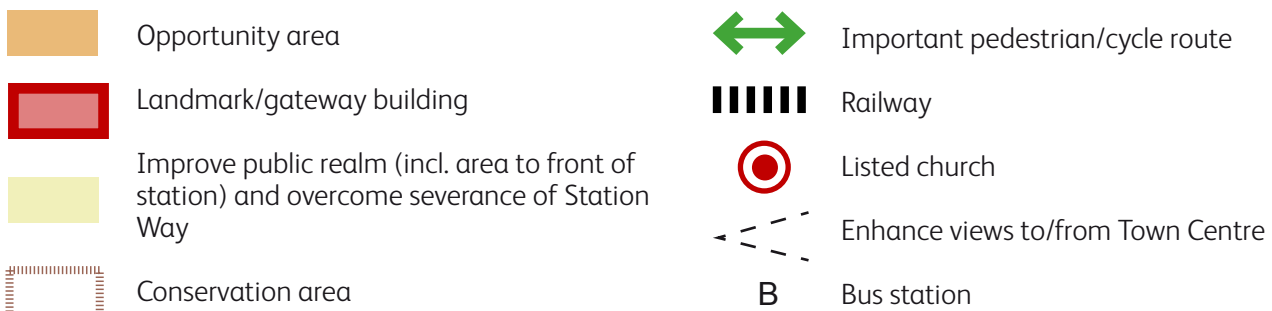
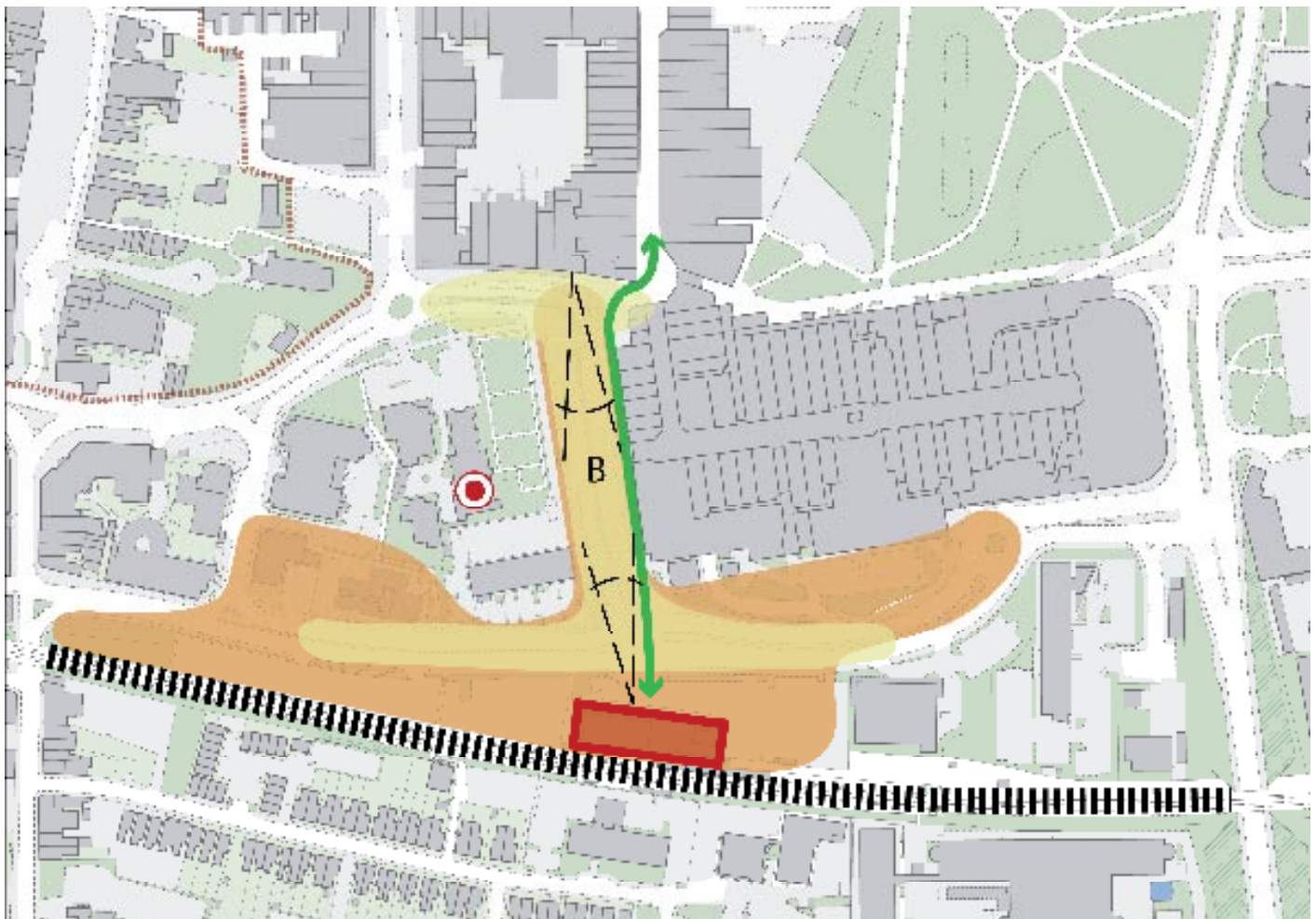
with potential residential elements

- Integrate areas south of Station Way with Town Centre via significantly improved pedestrian links
- Explore potential for improved bus facilities/interchange in the vicinity, and extensions to County Mall shopping centre without compromising important pedestrian and bus routes
- Create or contribute to improvements to provide high quality public realm along Station Way
- Create a sense of enclosure to adjoining streets but not an overbearing presence
- Provide active frontage to provide interest, activity and natural surveillance

- Enhance the setting of/views to listed Church of St Francis and St Anthony
- Create an improved environment at the Brighton Road gateway into the Town Centre.

Delivery

- Private Sector with Network Rail and Metrobus



6.8 College Site

Vision

- A landmark development for prominent, gateway site, integrated via high quality, pedestrian-focused, public realm with the Town Centre

Planning and design principles

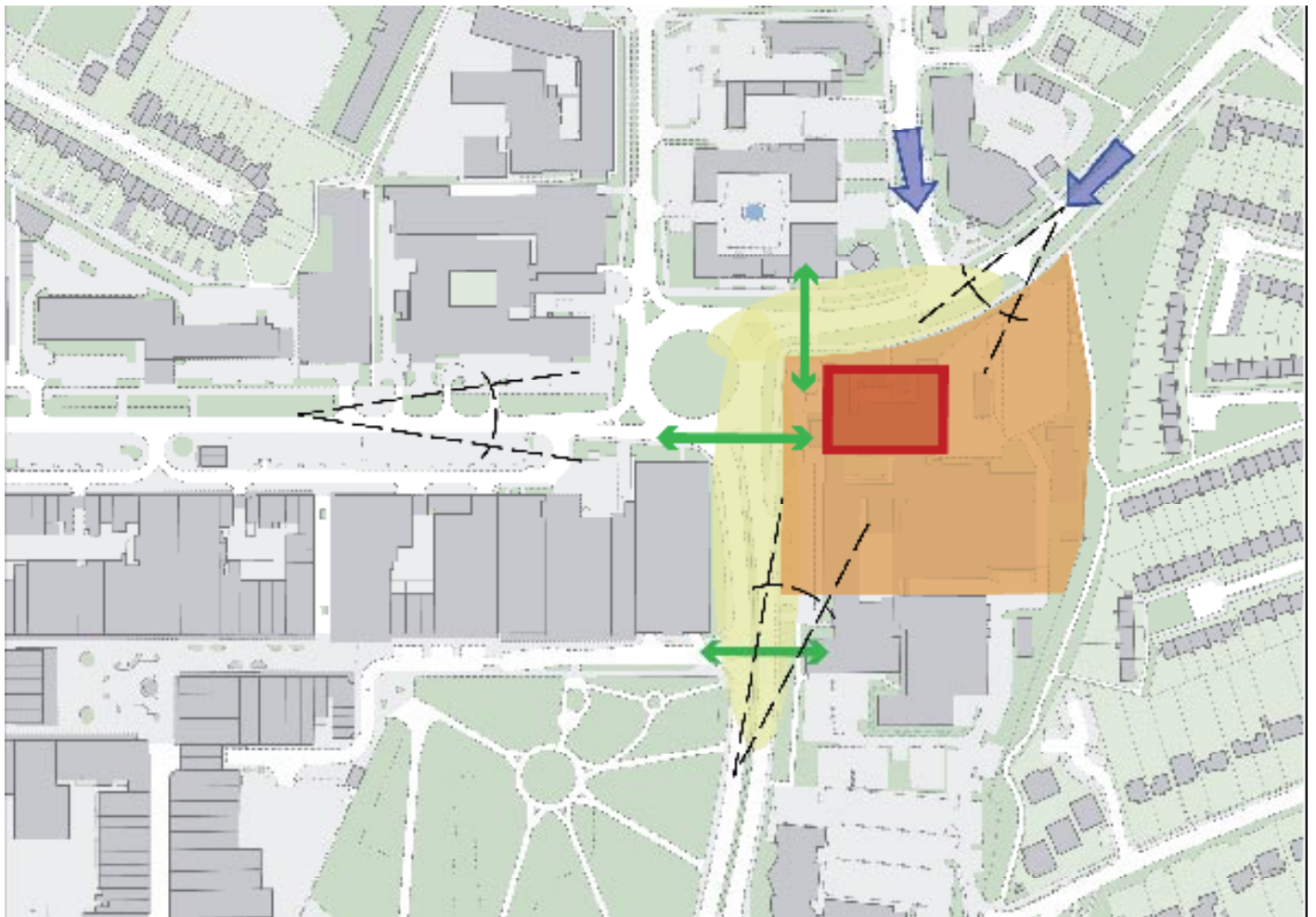
- Major landmark at prominent site at north-eastern gateway to Town Centre, opposite Town Hall or proposed John Lewis store
- Visual 'end stop' to view along existing or proposed Boulevard

- Potential for retention and refurbishment of existing tower
- Development to step down to height of adjacent development
- Provide enclosure to public realm and structural landscaping to soften adjoining roads/spaces
- Create or contribute to 'shared space' proposals to reduce dominance of traffic and significantly improve pedestrian movement across College Road on existing/new desire lines
- Educational use to be considered in first instance given South East Plan proposals for establishing higher education within Crawley

- Alternative uses (offices and/or residential with potential for leisure and restaurants) only to be considered if site proven to be unsuitable or not required for educational use
- Potential for multi-storey car park, subdivided between new development and College, to make efficient use of site

Delivery

- Government / Higher Education sector
- Private Sector if alternative use



- Opportunity area
- Landmark/gateway building
- Improve public realm and overcome severance of College Road
- Improve pedestrian links
- Important views
- Gateway to Town Centre

6.9 Telford Place south and land adjacent to Belmont House

Vision

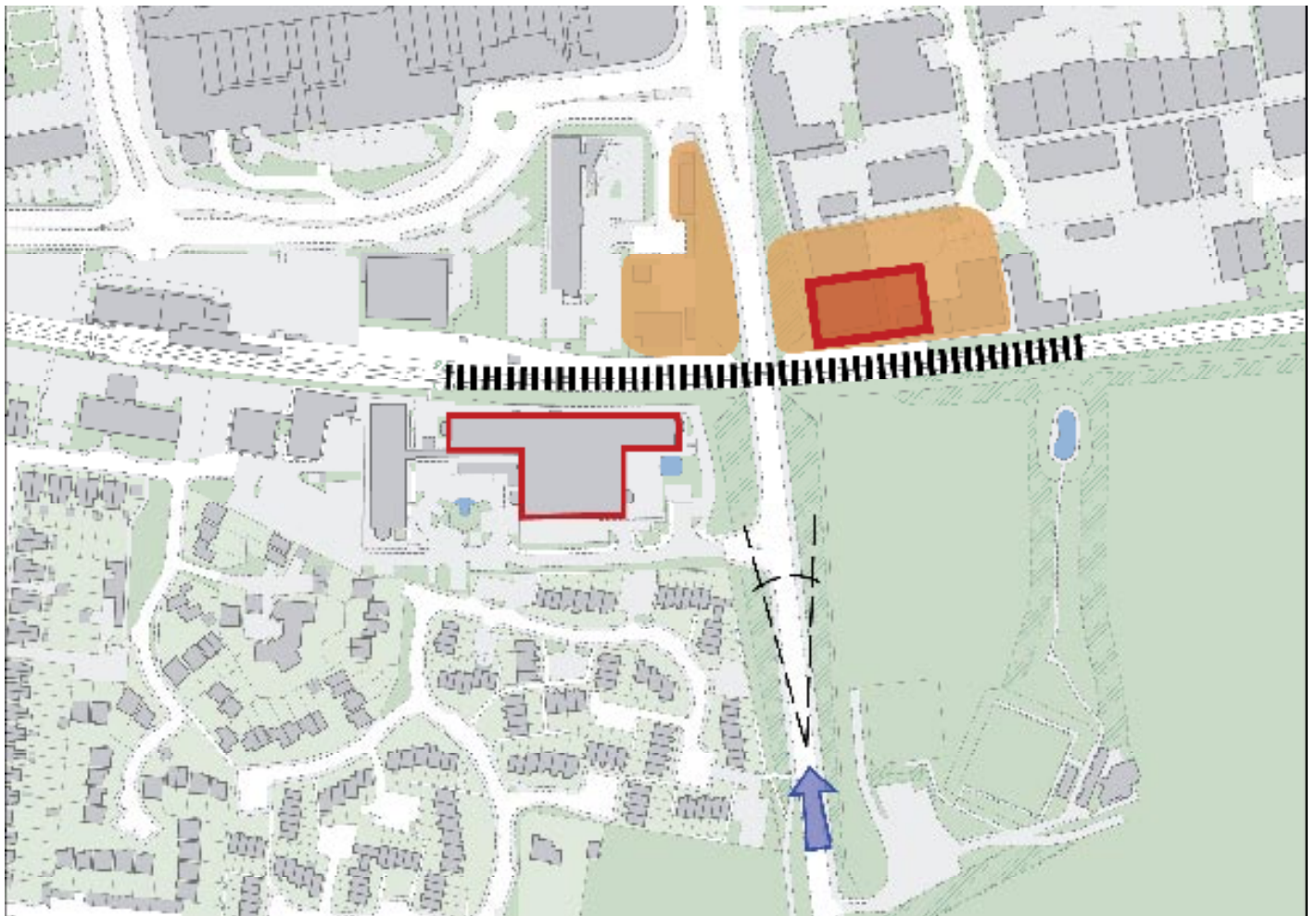
- Landmark development to complete southern gateway to Town Centre




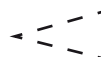


Planning and design principles

- Local landmark developments to complement the hotel and complete a southern gateway into the Town Centre
- Mixed-use development comprising office and/or residential with potential for convenience retailing at Telford Place, particularly if combined with adjoining sites
- Opportunity to take advantage of views to south over playing fields and provide natural surveillance

Delivery

- Private Sector



-  Opportunity area
-  Landmark/gateway building
-  Significant existing landmark building (hotel)
-  Enhance visual definition of gateway
-  Railway
-  Gateway to Town Centre

6.10 Southern Counties site, Pegler Way

Vision

- A landmark at western gateway to Town Centre, integrated with the adjoining neighbourhood and conservation area

Planning and design principles








- Development should preserve or enhance the adjoining conservation area around St. Peter's Church
- Development to mark transition from adjoining neighbourhood by stepping up in height and scale from Conservation Area to form a local landmark
- Mixed use with priority for residential
- Development should create a sense of enclosure to adjoining streets but not an overbearing presence
- Buildings should be set back to provide space for hard and soft landscaping and provide active frontages

- Existing development is served by a number of vehicular accesses which could be reduced
- Parking and service areas could be decked over to create shared amenity space for residents

Delivery

- Private Sector



-  Opportunity area
-  Landmark/gateway building
-  Improve public realm
-  Establish pedestrian routes
-  Enhance visual definition of gateway
-  Gateway to Town Centre
-  Conservation area

6.11 Fire Station site, Ifield Avenue

Vision

- Landmark, mixed-use development signifying north-western gateway to Town Centre and integrating with Leisure Park

Planning and design principles

- Need to take account of busy daytime and evening activity surrounding the site and be complementary or enhance the Leisure Park
- Integrate and provide active frontages and natural surveillance over adjoining pedestrian routes and spaces
- Create or contribute to improved pedestrian links with Town Centre
- Mixed-use comprising leisure, restaurants, office and residential possibly including land to East.
- Local landmark to signify gateway into Town Centre

Delivery

- Private Sector / WSCC



-  Opportunity area
-  Landmark/gateway building
-  Public realm improvements (including pedestrian routes)
-  Important pedestrian route
-  Gateway to Town Centre

7. Transport Issues

7.1 This section contains a summary of the main transport issues affecting the Town Centre and in particular, issues that will need to be taken into account when considering the future growth of the Town Centre and proposals for new development. It is proposed to develop a separate transport strategy for the Town Centre to enable these issues to be addressed in more detail. The development of a separate transport strategy will, in addition to considering the implications of new development, enable other actions and issues not directly associated with new development to be highlighted.

7.2 As described above, overall access to the Town Centre is perceived to be good. The main issues being as follows:

- Ease and quality of access perceived good for pedestrians, cyclists, bus and car users and disabled needs
- High frequency of bus services particularly within the town although longer distance services more limited
- Good cyclist facilities although east – west cycle links poor
- Good range of parking, in terms of location, type, amount and quality
- No significant traffic congestion although hotspots in peak periods
- No major accident problems
- Some roads act as barrier to access centre by foot e.g. Station Way, College Road
- Intersection of key uses (office, retail and residential) by vehicular highway and car dominance makes them unwelcoming for those not travelling by car.
- 52.4% of users access the Town Centre by car, 27.8% by bus, 14.4% by train and 2.2% walk (2005)
- Low accident rate with accident clusters around main gateways (Southgate Avenue, College Road/Haslett Avenue East, The Boulevard) mainly involving pedestrians

Town Centre Transport Objectives

7.3 In order to cope with the future growth and achieve the vision for transport in the Town Centre, any new development in the Town Centre will need to support the following objectives for transport in the Town Centre. The Transport Assessments that will need to be submitted with any planning applications for new development should demonstrate how the new development supports these objectives.

- Increase the proportion of people coming

to the Town Centre, arriving by non-car modes such as public transport, cycling and on foot.

- Ensuring the road network in the Town Centre is able to continue to perform its role in enabling traffic to get to and from the Town Centre
- Minimising the impact of the transport effects of the growth of the Town Centre on the surrounding neighbourhoods
- Improving permeability across the Town Centre by non-car modes
- Provide an appropriate level of parking to support the new development and the objective of increasing access by non car modes.
- Consider the impact of Town Centre Development on the Strategic Road Network (A23/M23) • and manage this impact where necessary.

Issues to be addressed in a transport assessment

7.4 The impact of new developments on the transport network can be assessed using the Crawley Transport Model which has been developed by West Sussex County Council. Developers are able to hire the use of the model to test their proposed developments, identify potential highway capacity problems and propose appropriate mitigation measures. Developers should also consider the need to make provision for servicing and deliveries and Travel Plans will be expected to accompany planning applications.

Highway Issues

7.5 The availability and price of parking has a critical role in influencing the travel choices people make. There are currently significant levels of public and private non-residential parking in the Town Centre. For shoppers in particular, it is still relatively easy and cheap to park in the Town Centre. Both retail and commercial/office developments will need to demonstrate in the context of the transport assessments that accompany planning applications how the level of parking which is to be provided helps to meet the transport needs of shoppers and employees whilst also supporting the overall objective of increasing the level of access by people using non-car modes. Short-stay parking should be prioritised over long-stay commuter parking.

Parking

7.6 In addition to the bus station at the southern edge of the town, all neighbourhood bus routes stop on The

Broadway providing good bus access into the heart of the Town Centre. All new developments should take into account the proximity of the nearest bus stops and the potential for enhancing bus priority on the road network.

Public Transport Access

7.7 Given the proximity of the existing bus and rail stations, it is considered there is significant potential for the enhancement of interchange facilities between bus and rail. Any development in the area surrounding the stations should seek to address these issues.

7.8 All developments need to pay attention to how the new buildings are to be accessed by foot in order to provide direct and attractive links with the rest of the Town Centre and public transport facilities. Where appropriate developments should also seek to reduce the impact of the barrier effect of existing roads on pedestrian circulation.

Pedestrian and Cycle Access

7.9 Whilst cycle access to the Town Centre is good in many cases benefiting from off road cycle lanes, there are no continuous links to the heart of the Town Centre. Furthermore there are significant conflicts with road traffic at the gateways in the four corners of the Town Centre. Developments, particularly those in the proximity to these gateways should assess what the design of their developments can do to help address these problems. Cycle parking facilities should also be introduced.

7.10 The Borough Council normally seeks contributions towards transport improvements to help meet the transport needs generated by a new development. A separate SPD on Planning Obligations and S106 Agreements provides more detail on the level and type of contributions.

Section 106 Agreements

7.11 The Borough Council normally seeks contributions towards transport improvements to help meet the transport needs generated by a new development. A separate SPD on Planning Obligations provides more detail on the level and type of contributions.

8. Utilities, Infrastructure and Planning Obligation

8.1 Planning permissions granted for new developments are likely to be accompanied by a Section 106 agreement ensuring that the development addresses all its potential impacts. For commercial and retail development, the agreement is likely to include contributions to transport measures, environmental improvements, CCTV, public art, training provision, Shopmobility and Town Centre management. Developments including residential will usually, in addition, need to contribute to affordable housing, open space provision and community uses such as education, library, and health services. Further details are provided in the adopted Planning Obligations and Section 106 SPD.

8.2 The Borough Council will liaise with utility companies and transport providers to identify whether there are any key infrastructure requirements arising from the proposed level of development in the Town Centre which need to be addressed.

This could include a decentralised energy scheme. The Borough Council and its partners will encourage the providers to prioritise the implementation of necessary improvements and will help, where appropriate, to secure sources of funding.

8.3 Individual developers will, however, also need to liaise with the Water, Gas, Electricity and Telecommunications Companies to ensure that the needs of their specific development with respect to the supply of utility services, including water supply, foul water drainage and sewage and protection of water mains can be met.

8.4 The requirements of the Emergency Services, (Fire, Ambulance and Police) must also be met with respect to access, security and the supply of service and facilities such as water for fire fighting. The developer should consult these bodies at the earliest possible stage.

Flood Risk, Groundwater and Contamination

8.5 Most development in Crawley is not at significant risk of fluvial flooding. Crawley Town Centre does not lie within a floodplain and is predominantly built-up already. It will, however, be important for any development to ensure that run-off is reduced, possibly through the use of sustainable urban drainage systems. Any existing contamination identified should be remediated and groundwater and land should be protected from pollutants.





9. Non-Retail uses in the main shopping area

9.1 As explained in paragraph 2.10 above, Policy TC3 of the Core Strategy encourages the introduction of non-retail uses to support the new residential community, promote the evening economy and improve the vitality of the Town Centre. These could include leisure, catering, health and financial and professional services. However, it is important that the presence of too many non-retail uses at ground floor level within the Main Shopping Area, or too high a concentration in a particular location, does not undermine the retail function of the Town Centre and its vitality and viability. It is also necessary to ensure alternative uses do not encourage anti-social behaviour or create problems for Town Centre residents or visitors. Specific uses, such as drinking establishments (A4) and hot food takeaways (A5) are therefore subject to greater control. The Core Strategy states that this SPD will specify the levels of non-retail uses which are considered acceptable in each location.

9.2 The vertical mix of uses throughout the Town Centre is encouraged to make the most efficient use of land for new development, and to bring into use underused upper floors within existing buildings. Non-retail uses above ground floor level are encouraged. The following table sets out the Council's criteria for assessing planning applications for non-retail uses at ground floor level. The approach is based on allowing various percentages of non-retail uses along the Core, Primary and Secondary frontages identified on the Proposals Map. Flexibility is introduced to permit more cafes and

restaurants within the Core Shopping Area (Queens Sq in particular) because these are felt to make a shopping area more attractive and welcoming to visitors, particularly if external seating areas are introduced. The table covers the "A Use classes" but there may be other developments, such as gyms or health uses for example, which may be acceptable at ground floor level in

certain Town Centre locations if it can be demonstrated that the use would support the vitality and viability of the Town Centre and its development as a neighbourhood. Such proposals would be considered on a case by case basis.

Non-Retail Uses on Ground Floor Level within the Main Shopping Area

Frontage type	Uses subject to control	Maximum non-retail percentage of total length of frontage	
Core	A2/A3	30% (where no more than 15% of any one frontage should be taken up by A2 uses). Concentration of non-retail uses and impact on amenity also considered	Non-retail uses (A2/A3) should not exceed 30% of any one frontage. Impact in terms of prominence and dominance within frontage will be considered. In determining these issues, account will be taken of the width of the unit frontage and overall frontage length. The number of existing/extant non-retail uses will also be considered.
	A4 A5	0% 0%	
Primary	A2/A3 A4/A5	50% (concentration of non-retail uses and impact on amenity also considered)	Non-retail uses (A2/A3/A4/A5) should not exceed 50% of any one frontage. Impact in terms of prominence and dominance within frontage will be considered. In determining these issues, account will be taken of the width of the unit frontage and overall frontage length. The number of existing/extant non-retail uses will also be considered in addition to amenity issues i.e. noise, smells, disturbance, including police concerns.
Secondary	A2 A3 A4 A5	None	No restriction providing amenity issues (i.e. noise, smells, disturbance including police concerns) are fully considered. Consideration will be given to the need to prevent proliferation of large scale A4 uses within any one frontage. This is considered necessary to maintain a range of uses and variety of choice within the shopping area.

10. Implementation

10.1 The Borough Council, although not a major landowner in the Town Centre, will take a proactive approach to the implementation of the vision, objectives and opportunities of the Supplementary Planning Document. The SPD identifies a number of potential development opportunities and the Council's objectives for these. It is anticipated that development in the majority of these areas will come forward through the private sector and the Borough Council's role will be as the Local Planning Authority in ensuring the objectives for the areas are met and appropriate contributions to wider Town Centre objectives are secured. The issues in other areas are more complex and delivery mechanisms to bring these forward are critical and will have to address issues such as land ownership, viability, phasing and delivery. The Borough Council, and other partners such as the Town Centre Partnership, English Partnerships and West Sussex County Council will have a proactive role in these areas. The Town Centre Strategy identifies the key roles for this delivery mechanism, as well as setting out the objectives for securing high quality Town Centre management, promotion and marketing.

Phasing and Delivery

10.2 The overall timescale required to implement the Town Centre Opportunities extends over at least ten years. Implementation of certain elements of the plan will help to meet short to medium priorities (such as the redevelopment of the Rail Station and Southern Counties sites) whilst other areas may be appropriate for development in the longer term and may require greater partnership working with clear leadership. In some instances, the use of Compulsory Purchase powers may be considered in order to ensure that the interests of individual parties do not obstruct or delay the revitalisation of the Town Centre as a whole.

10.3 The scale and location of some of the proposed developments means that careful phasing will be necessary to limit the impact of construction on the operation and attractiveness of the Town Centre. Liaison with the Town Centre Management Team / Town Centre Partnership is therefore important. The timing of work in the Highway is controlled by WSCC who will ensure that there is minimal conflict between different developments affecting traffic flow around the centre.

11. The Way Forward

11.1 The preparation of this SPD and the Town Centre Strategy has involved a lengthy consultation process, encompassing the public and private sector, together with input from other interested parties. The Council has sought to provide a Town Centre 'vision' that is shared by all the relevant stakeholders. The Council wishes to continue this co-operation as the redevelopment proposals proceed to implementation.

If you or someone you know would like this in a different format such as large print, Braille or tape, or in a different language, please contact Sarah Henderson on 01293 438476 or email: info@crawley.gov.uk

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