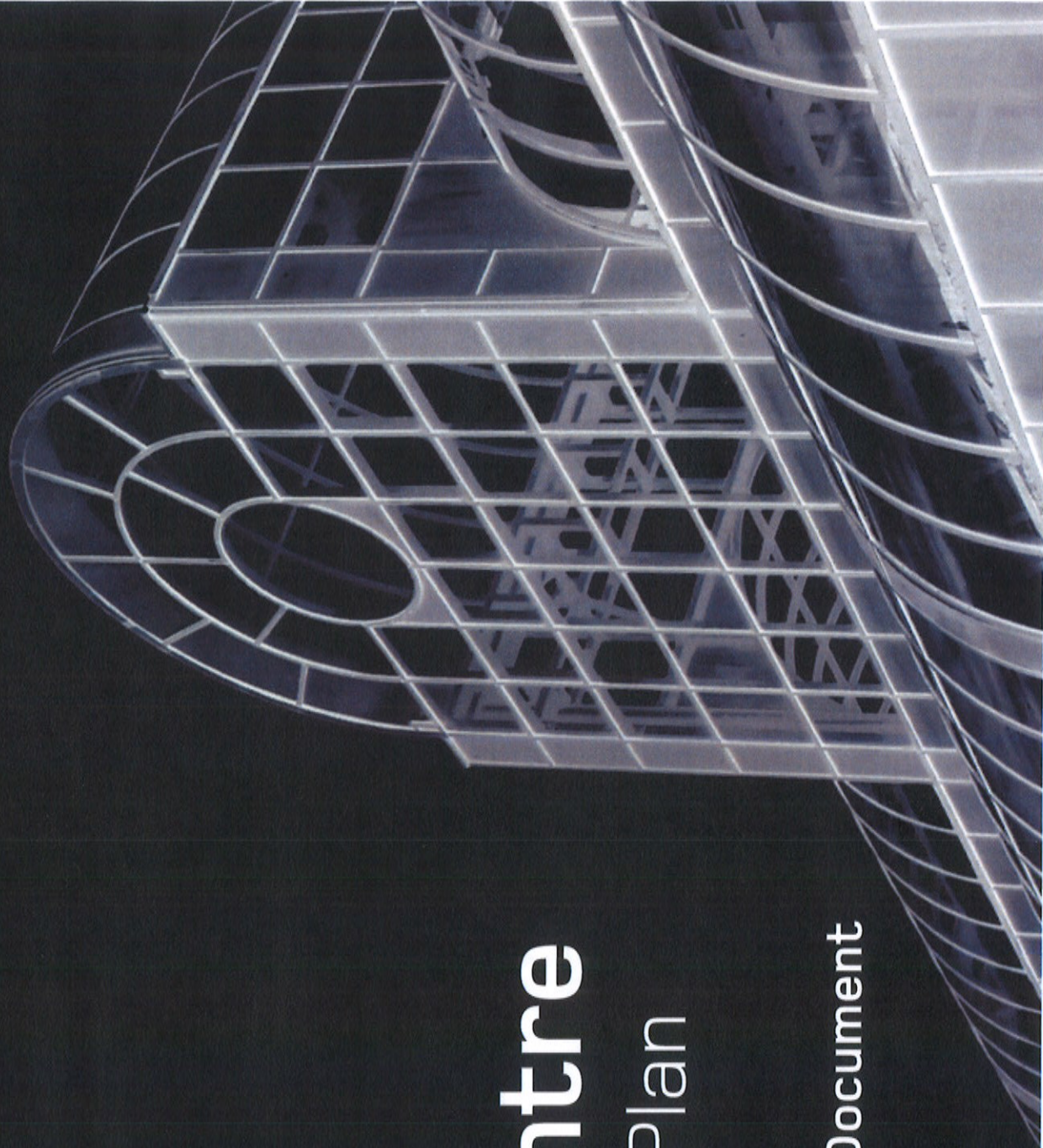


# Redhill Town Centre

## Area Action Plan

Preferred Options Document

January 2009







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Appendix 1 – Proposed update to Area Action Plan boundary

Appendix 2 – ‘Green Action Zone’

Appendix 3 - Relevant Core Strategy objectives and policies

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Appendix 5 - Glossary of terms



## AAP Preferred Option: Area Proposals

### Area Proposal 2 (AP2) –Marketfield Way

#### Area analysis

The existing Marketfield Way surface level car park is well-used but contributes to the poor visual perception of the town centre when arriving from the east or south, and particularly from the railway station.

The Redhill Brook runs adjacent/underneath the car park and in times of heavy rain this area experiences localised flooding.

Along the High Street, the shop frontage in this location is not making the most of a prime town centre retail pitch, directly opposite the main entrance of the Belfry Centre. Retail units are not meeting the requirements of higher specification retailers, which retail studies and town centre user surveys indicate there is a demand for.

Redevelopment of existing retail units fronting the High Street and development on Marketfield Way surface car park to provide for a comparison retail-led mixed use scheme.

Provision of a range of retail units primarily fronting onto the High Street and to include a mid sized department store anchor unit. Potential for two floors of retail units along this prime retail frontage. Additional units to front Marketfield Way, including entrance to department store unit.

Upper level development of complementary land uses, including mixed tenure residential, small-scale office/business space and potential for a hotel or small scale leisure function e.g. gym.

Low/no on site parking provision for dwellings/other uses.

Exploration of opportunities for on-site energy generation.

Medium height buildings respond to existing High Street/Belfry Centre character to avoid overshadowing of main public space.

Strong built frontage and active ground floor uses and entrances along High Street and Marketfield Way, including strong visual and physical pedestrian link to bus and railway stations and “gateway” public space outlined in SP1.

High standards of urban, architectural and environmental design, particularly to ensure flood risk is addressed and minimised.

All applications must be supported by flood mitigation report outlining mitigation measures and confirming site suitability against strategic flood risk assessment, sequential and, if needed, exceptions tests. Additionally, proposals which explore making a landscape feature of the Brook could further enhance the quality of the environment along Marketfield Way.

#### Development proposals

#### Design proposals



## Area Proposal 2 (AP2) – Marketfield Way (continued)

Reasoning	<ul style="list-style-type: none"> <li>• Meets demand for town centre department store anchor and other larger retail units, strengthening existing town centre offer and reinforcing town centre retail “circuit”.</li> <li>• Contributes to town centre housing demand and growth targets in accessible location – close to public transport and within town centre.</li> <li>• Mix of uses contribute to the vitality of the High Street and provides activity along Marketfield Way.</li> <li>• Built form provides significant enhancement of key gateway area, defined by area proposals AP1, AP2, AP4 and AP6.</li> </ul>
Delivery	<p>Existing development partner working with Reigate &amp; Banstead Borough Council (landowner of the car park) to prepare retail-led mixed use proposals for site. Short to medium-term intervention (5-10 years). Potential outline development brief site in final area action plan submission.</p>
Relationship with policy and strategy	<p>Borough Council LDF emerging Core Strategy objectives SO1, SO2, SO3, SO4, SO5, SO6, SO7, SO8, SO9, SO10, SO13, SO14, SO17, SO18, SO19, SO20, SO21, SO22</p> <p>Borough Council LDF emerging Core Strategy policies CS2, CS3, CS4, CS5, CS6, CS7(2a), CS9, CS10, CS11, CS13, CS14, CS16, CS17</p>
AAP Objectives	<p>T5 L1 L2 L4 L5 B1 B2 P1 P2</p>
Relationship with strategic proposals	<p>Important to the delivery of SP3, SP4 and potentially SP5</p>
Alternative proposals considered	<p><b>Realign Marketfield Way</b></p> <p>Options to realign Marketfield Way as part of the redesign of the ring road, therefore, creating a larger development site at Marketfield Way failed to deliver significant value or design benefits. The expected costs of realigning the road, addressing the Redhill Brook and replacing the Liquid &amp; Envy nightclub development are not offset by significant value increases in creating a larger development site.</p> <p>Furthermore, the ability to create dual frontage – onto High Street and Marketfield Way – was limited and the potential undermining effect on the town centre retail “circuit” considered a significant risk, thereby making it unattractive to retailers.</p>



## Area Proposal 2 (AP2) – Marketfield Way (continued)

### Alternative proposals considered (continued)

#### No development scenario

Options to not develop on the Marketfield Way car park because of the potential flood risk concerns, or demand for car parking, are considered, on balance, to not be in the wider regeneration or sustainability interests of the town centre.

The area provides a major opportunity to address demand for new facilities, enhance the public realm and streetscape and inject investment into the town centre. Comprehensive development of the site will be required to address environmental concerns, including flood risk, through innovative design interventions.

The loss of car parking will result in the consolidation of parking in key locations – for instance in the adjacent Belfry Centre – promoting a more coordinated approach to parking provision in the town centre.

# Marketfield Way

① redevelopment of existing retail units fronting onto High Street and surface car park to provide for companion retail/food and drink at ground and first floor. This could include a mid-sized department store anchor unit at southern end

above retail, mixed tenure residential, small scale office/business space and potential for hotel or small scale leisure/food and drink function

- ② indicative building height
- ③ indicative building layout - ground floor
- ④ indicative building layout - internal podium
- ⑤ improved road spaces
- ⑥ public realm network
- ⑦ tree planting

