

APPENDIX A

Town Centre Vision Exhibition Consultation Summary Report

A public exhibition was held in Swan Walk on 19 and 20 May at which over 1100 people attended. The exhibition transferred to Horsham Library from 23 May to 19 June and was made available on line from 19 May to 19 June. We received 164 detailed survey responses across all age ranges with additional responses from companies, groups and individuals with the following summary and detailed responses:

Strategic Directions

Seven strategic directions were developed from an initial analysis of the town's strengths, weaknesses, opportunities and threats. Responses confirm significant levels of support for all strategic directions. However, while a majority support the need for more housing and affordable housing to meet demand and support the town centre a sizeable minority do not.

SD1 Demographic Change: High degree of support with 75% in agreement, with only 6% disagreeing, to make provision for more and better leisure and retail opportunities for families and a growing younger population.

SD 2 Strengthen retail, leisure and support employment growth: 50% agree with 34% strongly in agreement – 84% overall.

SD3 Increase and diversify housing provision: Housing provision divided opinion but with a majority in overall support. Overall 48% agree and 35% disagree with half as many again offering a neutral opinion. 18% and 15% strongly agree and disagree respectively.

SD4 Expand hotel provision: Majority support strategy with 51% agreeing overall with a notable neutral score of 31%.

SD 5 Support new cultural and community infrastructure: There was strong support shown for the strategy with 36% strongly agreeing and 40% agreeing – 76% overall.

SD6 Enhance access and movement: 80% are in overall agreement with minor dissent for improving gateways, signage, appearance of town and car parks, cycling facilities and additional parking to meet demand.

SD7 Evolving image and identity: 56% strongly agree, the highest score recorded for any of the strategies and with the overall highest combined agreement score of 90%. Only 3 respondents out 164 disagreed.

Opportunity Areas

North Street Commercial Quarter: Strong support shown with 71% overall agreeing to retain area for future offices, hotel location and public realm enhancement.

Forum/Sainsbury's – Pedestrian Link: Strong support shown to improve the link with 79% overall in agreement with a notable 37% strongly in agreement.

Blackhorse Way – Better waste and servicing arrangements: Of all of the opportunity areas this issue received the most support with 46% strongly agreeing and 35% agreeing – 81% overall.

Blackhorse Way – One way system, improving pedestrian facilities: Overall 70% were in agreement with 12% disagreeing. Comment responses supported the one way initiative but wished to retain the Carfax bus stops rather than remove busses from the town centre. This was seen, particularly by the elderly, as a key facility to retain as it allowed easy access to the centre of town with reduced walking distances, better access for those with disabilities and when carrying shopping.

Forum and Library Areas – Civic Hub/New library: 28% strongly agreed with a further 37% in agreement. Overall 17% disagreed with comments citing that the library worked well as it was and 'didn't see the need' to replace it.

Forum and Library Areas – Additional housing, larger footprint shops, improve Worthing Rd links: Responses were split between those who wished to see development and those who wished to retain the area

as it is - 27% agreed, 23% disagreed, 13% strongly agreed with 17% strongly disagreeing – an overall 40/37 split with 1 in 5 respondents neutral.

Forum and Library Areas – Housing and Shops/Enclosing Forum on southern side: The main response was neutral at 37% but retaining a similar level of overall support at 39%. 24% overall disagreed.

Sainsbury's Store and Car Parks: The idea of relocating the store westwards with underground parking to free up housing space was opposed with 23% disagreeing and 21% strongly so. Again about 1 in 5 respondents were neutral. Despite overall opposition there was combined support of 34%. The idea will not be progressed further at this time unless there is a significant change in circumstances.

Queen Street – Identity and public realm improvement: Overall 79% support the improvement of the Queen Street area with some neutral at 16% but with only 5% opposed.

Station and RSA Car Parks: Overall 51% support the idea, with 21% strongly in support, of trying to increase parking provision with or without possible additional housing. However, 32% were neutral with 12% disagreeing and 5% strongly so.

Commentaries

Sainsbury's: Store relocation unviable but explore Forum Plaza/Library areas and improve links between store and town centre.

AVIVA: Welcomes the Town Centre Vision as a vital document to support growth and investment with particular support for 'more and better leisure and retail opportunities for families and a growing younger population' and 'more and better leisure and retail opportunities for families and a growing younger population'; Strong support is also offered for the Swan Walk opportunity area to support the continued enhancement of the shopping centre to respond to modern retailer requirements and improvements to the pedestrian environment to increase footfall, vitality and viability and in particular improving links between the primary shopping area and John Lewis at Home/Waitrose.

Forest Neighbourhood Council: Seeks traditional signage which is prominent and encourages visitors; traditional seating with backs to reinforce market town image; more creative greenery, supports new Bishopric trees and notes need to improve west entrance to West Street; supports Blackhorse Way one way and improving pedestrian safety; library to be retained within town centre; endorses Denne Neighbourhood Council position on subways into town; supports improving Queen Street to make more attractive, encourage specialist shops, seeks engagement in any future discussions.

Denne Neighbourhood Council: Positive that 'stakeholder' meeting points have been incorporated: 'need to improve initial impressions such as Blackhorse Way and gateways including Queen Street/Iron Bridge and Freshwater Parade as well as links between town and Albion Way crossing points. Additionally request inclusion of North Street subways; Blackhorse Way and links a priority; supports additional station parking decks; need to ensure Capitol's future; supports Wi-Fi to town and park; opposes high density housing at Sainsbury's site, seeks community space retention; retain and expand 'green corridors and increase 'greening'. Disappointed no proposed supermarket to east of town.

Horsham District Cycling Forum: Welcomes analysis that cycling routes are weak and lack connections and proposes that Horsham has a strategic direction as a 'cycle friendly town'; Sees as a major omission the lack of a comprehensive cycle plan to make this happen; seeks 3m wide cycle routes east/west and north/south through Bishopric area and cycle parking; supports one way system and cycling contra flow to Blackhorse Way; seeks permissive north/south Carfax route and cycle lane and parking for Queen Street; cycle parking to Freshwater Parade and Piries Place facilities; improved cycle track to Springfield Road.

Detailed Survey Responses

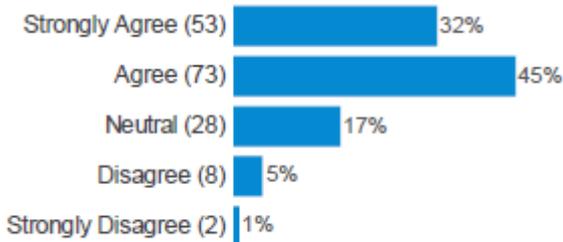
Town Centre - Strategic Directions

Overall 164 respondents completed this questionnaire with summary results as follows:

Having looked at the health of the town centre a number of strategic directions have been proposed to address the issues. How far do you agree with them?

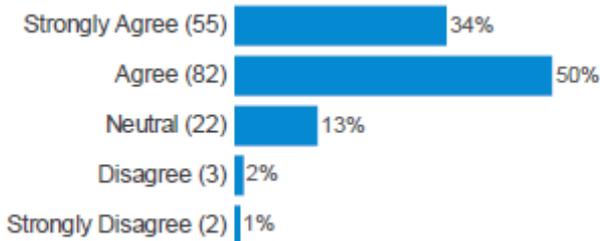
Q1 SD1: Respond to demographic change

Provide more and better leisure and retail opportunities for families and a growing younger population.



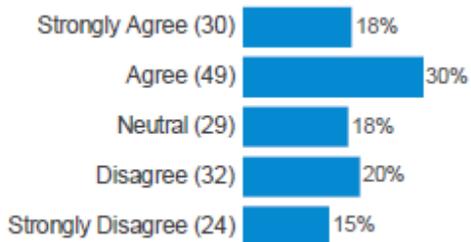
Q2 SD2: Strengthen retail and leisure, support employment growth and the economy

Provide a larger choice of town centre uses and experiences, including leisure and a range of shop sizes, including flexible employment space.



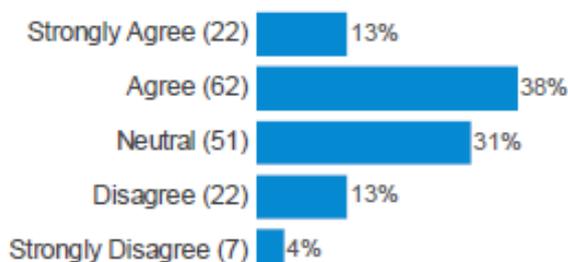
Q3 SD3: Increase and diversify housing provision

Provide new, high quality housing developments to meet local needs and increase town centre visits



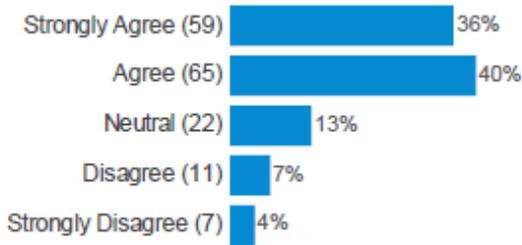
Q4 SD4: Expand hotel provision

Provide a contemporary offer for business travellers, weekend tourist and family occasion visitors, with potential for both budget and a smaller up-market 'boutique' hotel with potential for a Horsham conference venue.



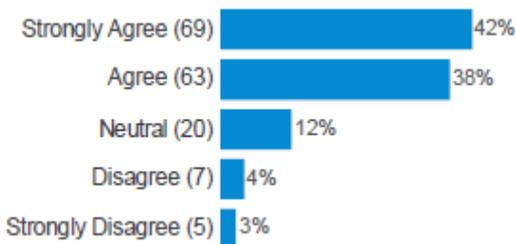
Q5. SD5: Support new cultural and community infrastructure

Provide and improve town centre cultural and community facilities to create more activity, improve the night time economy and increase sense of community. Support and diversify The Capitol's cultural offer



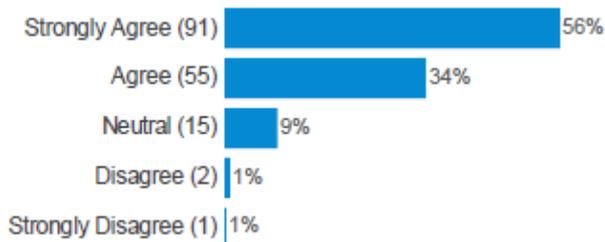
Q6 SD6: Enhance access and movement

Focus on improving gateways into the town centre, make it easier to find your way around, improve the appearance of the town, improve cycling facilities, upgrade appearance of car parks and provide additional car parking to meet demand.



Q7 SD7: Evolving image and identity

Define and promote Horsham's identity as a modern market town. Encourage use of historic building forms and materials; reduce blank facades and unsightly servicing and large bin storage areas

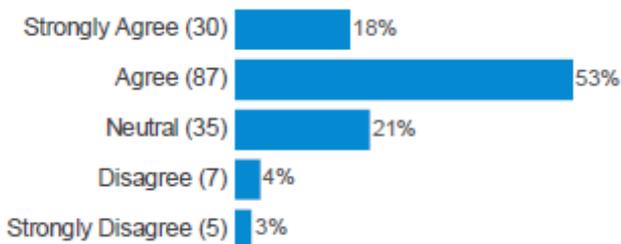


Opportunity Areas

Analysis has identified a number of opportunity areas where new development and other changes could be considered.

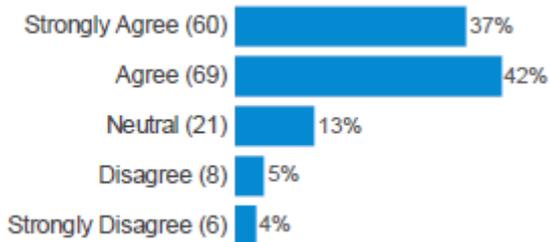
Q8 North Street Commercial Quarter

Retain area for future offices and a possible hotel; ensure provision for small and medium sized businesses; enhance the public realm so it's easier to get to and from the town centre.



Q9 The Forum/Sainsbury's

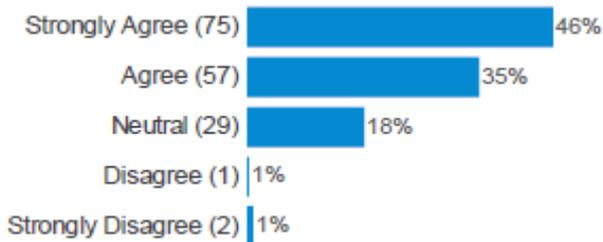
West Street/Forum pedestrian link is poor and narrow with poor visibility. There may be opportunities to improve this link through acquisition of retail units or 'softer' approaches including lighting, decorative and crossing improvements.



Q10 Blackhorse Way (1)

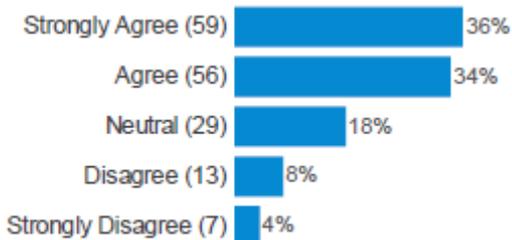
Blackhorse Way is a back street, put to a variety of competing uses: servicing, informal car parking, trade waste bin storage, car and bus access.

Waste and servicing arrangements could be better organised. Possible improvements could include screening, removing bins from the highway or providing a centrally managed facility and enforced if necessary.



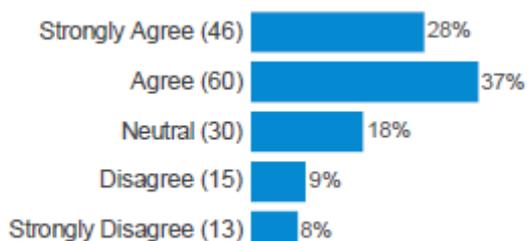
Q11 Blackhorse Way (2)

There may be an opportunity to reduce traffic flows, reducing congestion, by re-introducing a one-way system, removing buses and heavy lorries and improving pedestrian facilities, such as widening pavements in places.



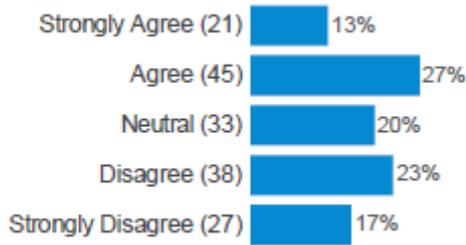
Q12 Forum and Library Areas (1)

Make better use of the Forum and Library areas. Potential to provide a replacement library that expanded its role combined with other uses such as the surgery and Citizens Advice Bureau to create a stronger civic 'anchor' for this part of the town centre.



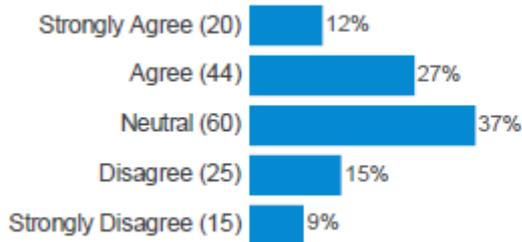
Q13 Forum and Library Areas (2)

Provision of additional housing, improve through routes to Worthing Road and the bus station. Larger sized shops could be built to attract missing stores from the town.



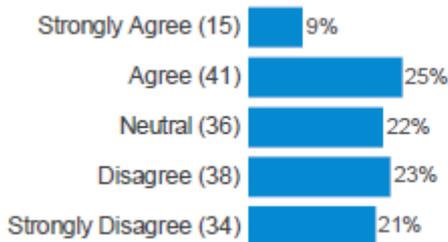
Q14 Forum and Library Areas

By enclosing the Forum on the southern side it could make for a more pleasant, sheltered environment to shop and spend time.



Q15 Sainsbury's Store and Car Park Areas

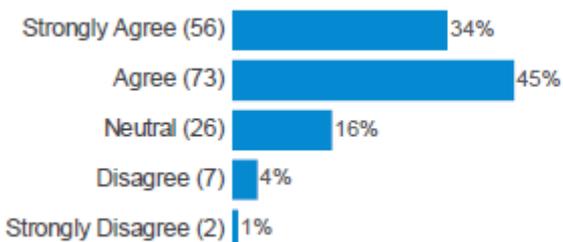
Opportunities to redevelop the car park could include the Sainsbury's store itself. One suggestion is to relocate Sainsbury's westwards next to Worthing Road with underground parking and housing built on top of the store to make best use of the whole site. There is an opportunity to provide a range of housing types, some for sale, rent or shared ownership to meet housing needs in a sustainable and affordable manner.)



Q16 Queen Street

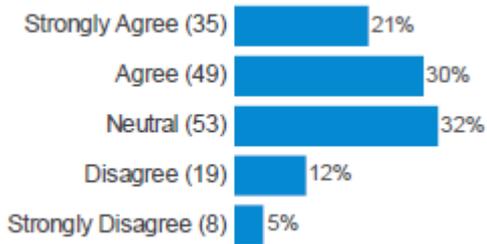
Queen Street is a secondary retail area providing mainly local services to residents and should be supported as it provides the potential for greater provision of independent and alternative stores. While some buildings have character the rail bridge is unwelcoming and unsightly. The Pets at Home/Majestic Wine stores have blank facades.

The area could develop a distinct identity from the town centre to create an alternative sense of place. Improvements could include better paving, shop front improvements, more planting, cleaning up the rail bridge and some public art.



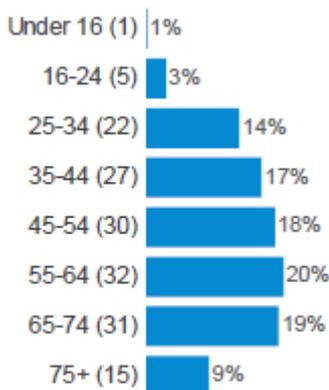
Q17 Horsham Station and Royal Sun Alliance Car Parks

The car parks are not the most efficient use of space as it is all surface parking. There may be opportunities to increase parking provision by the addition of deck or multi-storey parking combined with other uses. Residential development may be appropriate in this location, given the predominantly residential setting.

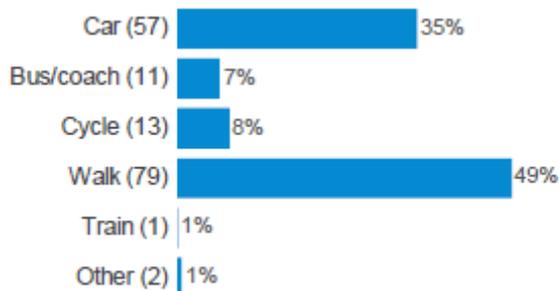


Respondent Profiles

Q18 What age group do you belong to?



Q19 When you visit Horsham town centre how do you mostly get there?



Q20 Why do you come into Horsham town centre?

(Multiple responses allowed)

