

Appendix 1 - Strategy and Action Plans

**CHRISTCHURCH TOWN CENTRE
STRATEGY & ACTION PLANS**

PUBLIC REALM ACTION PLAN 1: HIGH STREET	
Location:	Important focus for main retail area. Currently a two-way street – was subject to a streetscape improvement some 20 years ago. Recent Council approval to operate a Monday Market between Fountain Way and Castle Street junction.
Ownership:	Dorset County Council/Christchurch Borough Council
Opportunity:	To provide a high quality pedestrian priority streetscape refurbishment to enhance conservation area/emerging THI (residential above retail) scheme and provide visual framework for the Monday Market, with signage and street furniture of quality design and materials.
Policy Context:	BE7 As part of an overall package of improvements to alleviate vehicular/pedestrian conflict in the town centre.
Action:	In the context of the wider town centre traffic/highway initiatives, DTZ recommend a phased approach to development. <ul style="list-style-type: none"> Phase 1 - a Demonstration Project to show how the area of Saxon Square/High Street, adjacent to the Town Hall, will be developed and quality materials/furniture to be used; Phase 2 - completion of the project
Timescale/Order of Cost:	<ul style="list-style-type: none"> Phase 1 - Short term £300,000 Phase 2 - Medium term £800,000
Possible Fund Sources:	South West Regional Development Agency/Dorset County Council/Christchurch Borough Council/English Heritage

PUBLIC REALM ACTION PLAN 2: CASTLE STREET	
Location:	The 'heart of the town centre' and the transition area between the retail and historical areas. Part of this area was the subject of pavement resurfacing as part of the traffic scheme associated with the historic Town Bridge.
Ownership:	Dorset County Council/Christchurch Borough Council
Opportunity:	<ul style="list-style-type: none"> To create a 'pedestrian friendly' space at the junction of High Street and Castle Street. To upgrade public realm improvements in Church Street, the main pedestrian gateway to Christchurch Priory, which should be resurfaced as part of this scheme. To add to the recent pavement resurfacing in Castle Street with the creation of a new 'pedestrian friendly' place in front of the historic Kings Arms Hotel.
Policy Context:	<ul style="list-style-type: none"> BE7 As part of an overall package of improvements to alleviate vehicular/pedestrian conflict in the town centre BE20 Improve the settings to scheduled ancient monuments, particularly the Castle Mound and Constables House
Action:	<ul style="list-style-type: none"> Phase 1 - the streetscape area to the front of the Kings Arms. Phase 2 - the High Street/Castle Street junction to be considered as part of redeveloping the P.O. Arcade Site. <ul style="list-style-type: none"> possible redevelopment of Wick Lane, with mixed use development could allow for setting back the frontage along Wick Lane to improve traffic flow at its junction with the High Street.
Timescale/Order of Cost:	<ul style="list-style-type: none"> Phase 1 - medium term - £275,000 Phase 2 - medium term - £350,000
Possible Funding:	South West Regional Development Agency/English Heritage/Dorset County Council/Christchurch Borough Council/ Heritage Lottery Fund/Private

PUBLIC REALM ACTION PLAN 3: THE CASTLE ‘GATEWAY’	
Location:	The entrance to the historic core of Castle Street, incorporating the Castle Mound and Constables House.
Ownership:	English Heritage/owners of the Kings Arms Hotel/Christchurch Borough Council
Opportunity:	<ul style="list-style-type: none"> To strengthen the linkages between the Priory and its environs To create a new gateway between the retail/business and visitor areas of the town centre To explore the provision of a visitor centre in or close to the Castle ‘Gateway’ that would introduce and interpret the 6,000 years of Christchurch history
Policy Context:	BE20 There is a presumption in favour of the physical preservation of scheduled ancient monuments and nationally important archaeological sites and their settings
Action:	<ul style="list-style-type: none"> Phase 1 - prepare a conservation plan for the area to protect heritage and maximise commercial/tourism potential and a feasibility study to explore the provision of a visitor centre Phase 2 - prepare a design brief for the area Phase 3 - implement successful design proposal
Timescale/Order of Cost:	<ul style="list-style-type: none"> Phase 1 - short term - £25,000 Phase 2 - short/medium term - £30,000 Phase 3 - medium/long term - £250,000 <p>* Figures based on CBC information</p>
Possible Funding:	South West Regional Development Agency/English Heritage/Heritage Lottery Fund/Private

PUBLIC REALM ACTION PLAN 4: DRUITT GARDENS	
Location:	Important woodland open space to the rear of the High Street bounded in the west by the Creedy and the former line of the Saxon defences.
Ownership:	Dorset County Council/Christchurch Borough Council/Private Sector
Opportunity:	<ul style="list-style-type: none"> To improve and manage the gardens as a wooded garden in the town centre To create a setting for several mixed-use development opportunities To improve pedestrian links along the western edge of the retail quarter between the historic core and Bargates (including the Magistrates Court development site)
Policy Context:	L4 Druit Gardens and adjoining land shall be designated as public open space
Action:	<ul style="list-style-type: none"> Phase 1 - carry out a masterplan for the gardens that incorporates development opportunities for the Lanes and Wick Lane development sites framing an improved garden and public realm opportunities for the pedestrian lanes that link in to the High Street Phase 2 - carry out improvement works to main woodland garden, possibly in association with adjacent redevelopment opportunities
Timescale/order of Cost:	<ul style="list-style-type: none"> Phase 1 - short term - £30,000 Phase 2 - medium/long term - £250,000 <p>* Figures based on CBC information</p>
Possible Funding:	South West Regional Development Agency/Dorset County Council/Christchurch Borough Council/Private

TRAFFIC/TRANSPORTATION IMPROVEMENTS ACTION PLAN 5: BARRACK ROAD/FOUNTAIN WAY	
Location:	The section of the A35 that passes through the centre of the retail core of the town centre
Ownership:	Dorset County Council/Christchurch Borough Council
Opportunity:	<ul style="list-style-type: none"> • To create junction improvement with improved pedestrian crossing at Bargates/High Street and Pioneer car park/Milham Street North • To create a new pedestrian friendly place with new pedestrian access into Saxon Square/High Street • To strengthen the linkages between Bargates and the retail core • To improve the urban frontages to the Magistrates Court, Pioneer and Saxon Square development sites • Improved traffic management within Priory Quarter
Policy Context:	T5 – an extension of traffic signal schemes for <ul style="list-style-type: none"> • Barrack Road/Jumpers Road junction • Barrack Road/Stour Road junction
Action:	Carry out initial computer traffic modelling (Saturn) to establish initial feasibility. Initial modelling supports the improvement. Prepare road engineering scheme that can be developed in parallel with proposed development initiatives for:- <ul style="list-style-type: none"> • Magistrates Court site • Saxon square • Pioneer car park • Initiate any improved traffic management for Priory Quarter
Timescale/Order of Cost:	Short/medium term £1.5 - £2m
Possible Funding:	Development scheme partnership as part of the Local Transport Plan and development opportunities - Magistrates Court site <ul style="list-style-type: none"> - Saxon Square - Pioneer Car Park

LAND USE ACTION PLAN 6: MAGISTRATES COURT DEVELOPMENT SITE
Summary
<p>This is a strategic development site in the southern end of Bargates.</p> <p>It is now subject to a development brief prepared in parallel with the Town Centre Strategy. It recommends a housing led mixed use development and the intention is that it will be the initial development opportunity within the Town Centre.</p>

LAND USE ACTION PLAN 7: MIXED USE DEVELOPMENT AT THE LANES	
Location:	In the heart of the main town centre. A 1 hectare site comprising Sopers Lane car park and rear areas to 17-43 High Street (including the Library)
Ownership:	Mixed public/private
Opportunity:	<ul style="list-style-type: none"> To extend and enhance the retail offer with reference to small independent retail units To retain and enhance community facilities, including the Library and the relocation of Druitt Hall To incorporate residential units above retail development To improve pedestrianisation links to Druitt Gardens
Policy Context:	<ul style="list-style-type: none"> ES2 – in High Street core some permission for change of use of existing ground floor retail premises to A3 ES5 – land west of the High Street is allocated for development or redevelopment for mainly shopping, residential, food and drink, leisure and entertainment uses
Action:	<ul style="list-style-type: none"> Commission a Development and Design Brief that champions the principles of innovative and high quality design and use of materials to create a distinctive new quarter in the town centre Identify equivalent schemes throughout the UK that could help market this concept, c/f Winchester, Gloucester and Shrewsbury Engage in active discussion with owners and Christchurch Borough Council give lead to create a joint venture development proposal
Timescale/Order of Cost:	Short term – Development Brief Medium term – land assembly, development and marketing - £4m -£5m
Possible Funding:	Private Sector/Dorset County Council/Christchurch Borough Council/South West Economic Regional Development Agency

LAND USE ACTION PLAN 8: MIXED USE DEVELOPMENT AT WICK LANE	
Location:	In the heart of the main town centre. A 1.25 hectare site comprising Wick Lane car park, rear areas to 71-75 High Street and Post Office sorting office on Wick Lane
Ownership:	Mixed public/private
Opportunity:	<ul style="list-style-type: none"> To extend and enhance the retail, food, drink, leisure and entertainment To incorporate residential units above retail development To improve and make more effective use of public car park To improve pedestrian linkages from the High Street/Wick Lane into Druitt Gardens
Policy Context:	<ul style="list-style-type: none"> ES2 – in High Street core some permission for change of use of existing ground floor retail premises to A3 ES5 – land west of the High Street is allocated for development or redevelopment for mainly shopping, residential, food and drink, leisure and entertainment uses
Action:	Subject to the main owners including Consignia being in a position to work with Christchurch Borough Council to draw up a Development and Design Brief
Timescale/Order of Cost:	Medium term - £5-6m
Possible Funding:	Private Sector

LAND USE ACTION PLAN 9: SAXON SQUARE DEVELOPMENT

Currently the subject of detailed negotiation between the Borough Council as freeholder and London Associated as Head Lessee, with a view to agreeing redevelopment proposals that fit in with the emerging Town Centre Strategy.

Also site owners are currently exploring opportunities for redeveloping/enlarging existing space to create a quantitative and qualitative enhancement.

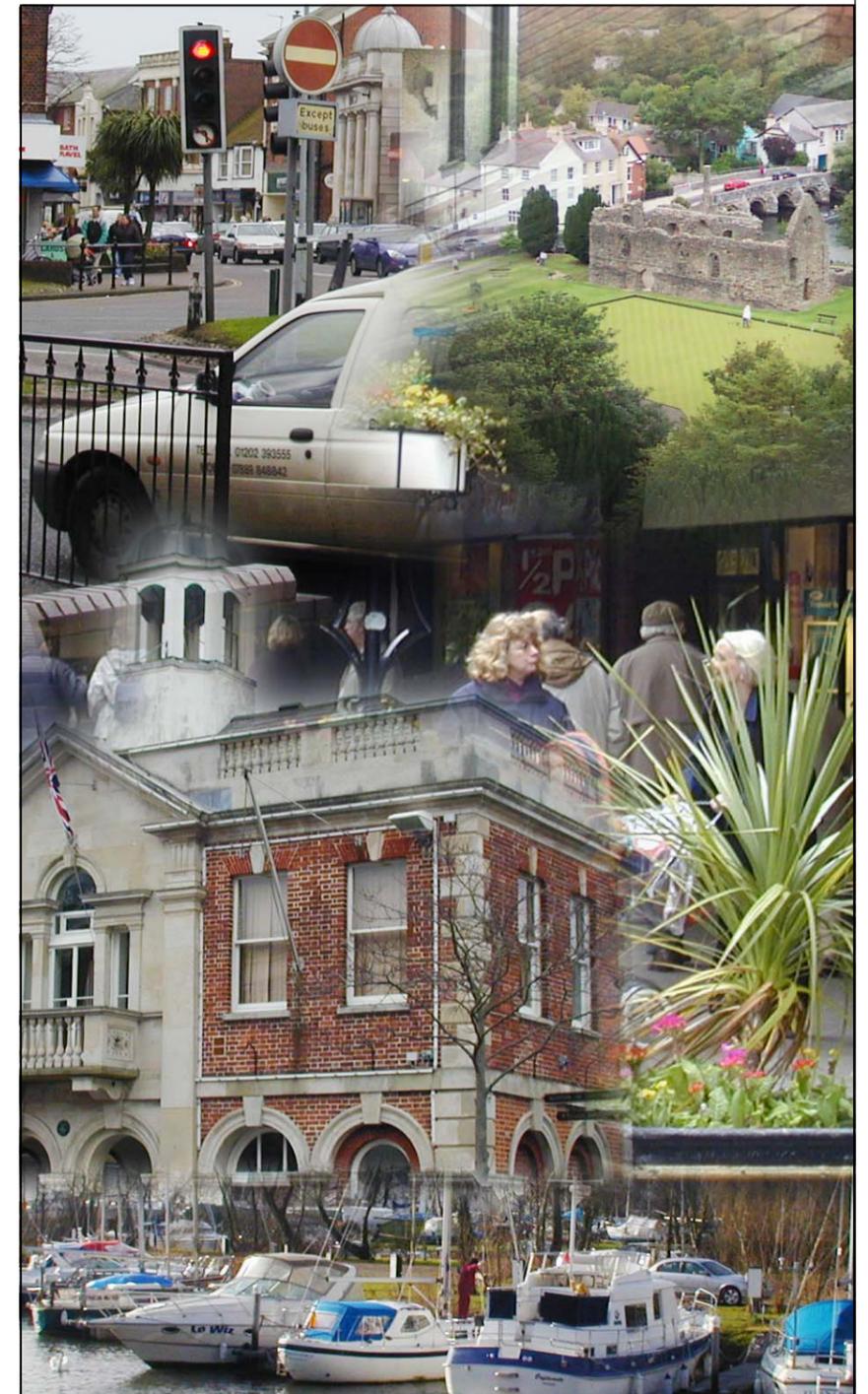
LAND USE ACTION PLAN 10: PIONEER CAR PARK

Location:	To the north of Fountain Way in Bargates and bordering the mill stream and water meadows
Ownership:	Christchurch Borough Council
Opportunity:	<ul style="list-style-type: none"> • To explore whether the capacity of the car park can be increased • To consider relocating the access to maximise best use of the site • To explore the feasibility of a new residential frontage to the mill stream to improve the gateway onto the A35 • Explore joint working with the Co-op to ensure most effective means of redeveloping the site
Policy Context:	Local plan policy – para 7.73 – to utilise the existing parking capacity more efficiently by encouraging commuter/leisure parking to peripheral locations in the town centre
Action:	<ul style="list-style-type: none"> • Phase 1 - commission a car parking study to consider all alternatives for the town centre parking requirements • Phase 2 - Prepare proposals for redevelopment, consult and seek relevant permissions • Phase 3 - implement proposals and permissions
Timescale/Order of Cost:	<ul style="list-style-type: none"> • Phase 1 - Short term - £30,000 • Phase 2 - Short/medium term - £100,00 • Phase 3 - Medium/long term - £5 – 6m
Funding:	Private/Christchurch Borough Council

LAND USE ACTION PLAN 11: KINGS ARMS HOTEL	
Location:	On Castle Street opposite the historic core (Castle/Constables House). Bounded in the east by the mill stream.
Ownership:	Private Sector
Opportunity:	<ul style="list-style-type: none"> To carry out refurbishment of historic hotel with additions in a prime location To maximise relationship to mill stream and ducking stool location To be associated with the creation of a new public place on Castle Street.
Policy Context:	BE20 Improve the settings to scheduled ancient monuments – Castle Mound and Constables House
Action:	<ul style="list-style-type: none"> Phase 1 - Prepare refurbishment of hotel supported by enabling development on adjacent private car park Phase 2 - Work in partnership with owner of hotel to create a new pedestrian friendly place in front of the hotel
Timescale/Order of Cost:	<ul style="list-style-type: none"> Phase 1 Short term - £50,000 (see Action Plan 3) Phase 2 Medium term - £2-£3m
Funding:	Hotel owners/Christchurch Borough Council/South West Regional Development Agency/English Heritage/Heritage Lottery Fund

LAND USE ACTION PLAN 12: BRIDGE STREET/STONY LANE SOUTH	
Location:	A series of ownerships that make up a substantial development opportunity on the eastern edge of the town centre
Ownership:	Christchurch Borough Council and a mix of private ownerships
Opportunity:	<ul style="list-style-type: none"> To create a major new community and civic development opportunity To encourage the provision of high quality river frontage residential development To retain and enhance indoor/outdoor leisure facilities To develop the former Arena for youth and/or other leisure/sport facilities
Policy Context:	<ul style="list-style-type: none"> EI1 Retention of industrial and commercial uses L14 Eastern side of River Avon adjoining the car park to be designated as open space to the rear of the Civic Offices L15 Land on the eastern side of the River Avon, adjoining the Civic Offices, the front car park and fronting Bridge Street shall be designated as public open space EO3 Land between Bridge Street, Stony Lane South and the civic offices as being suitable for mixed use development
Action:	<ul style="list-style-type: none"> Consider creating a partnership of local government interests led by Christchurch Borough Council, including Police Authority and other possible emergency services/Dorset County Council Education Prepare an outline development masterplan for the site to incorporate: <ul style="list-style-type: none"> civic/community quarter around gateway junction at Bridge Street/Stony Lane South a river walkway from Waterloo Bridge South to connect to Stanpit Marsh and new bridge crossing to Rossiter Quay high quality residential development alongside public open space and fronting the River Avon A3 uses associated with the waterfront the retention of indoor public/private leisure facilities the reuse of the arena as a major youth facility incorporating clubhouse and facilities such as skateboarding/BMX track and multi-purpose games court etc.
Timescale/Order of Cost:	Short term - set up Partnership and carry out development masterplan Short/medium term - develop new civic quarter - enhance leisure and youth provision Medium/long term - develop housing sites Broad order of cost for total site - £40m
Possible Funding:	Private/Christchurch Borough Council/Dorset County Council/Police Authority

LAND USE ACTION PLAN 13: RIVER FRONTAGE LINKAGES	
Location:	Several key River Avon frontage sites that could provide locations for several bascule (lifting) bridges that would provide a riverside link from the eastern part of the town centre into the historic core around the Priory and Mill Stream
Ownership:	Mixed public/private
Opportunity:	<ul style="list-style-type: none"> • To improve and open up pedestrian linkages in and around the River Avon waterfront • To develop an additional east-west leisure access across the town centre and relieve pressure on the Castle/Bridge Street vehicular/pedestrian route
Policy Context:	<ul style="list-style-type: none"> • L14 land as open space, retaining open frontage to River Avon • L15 Land on the eastern side of the River Avon, adjoining the Civic Offices, the front car park and fronting Bridge Street shall be designated as public open space • ET4 will have a beneficial impact on the riverbank by softening the edge of the site with open space. Will also improve public access to the river
Action:	<ul style="list-style-type: none"> • Phase 1 - Carry out feasibility study and prepare proposals • Phase 2 – Progress land assembly • Phase 3 – Implement proposals
Timescale/Order of Cost:	Short term – feasibility study - £25,000 Medium term – development of river crossings - £500,000 - £750,000
Possible Funding:	Private/Dorset County Council/Christchurch Borough Council



Appendix 2 - Summary of Town Centre Forum Brainstorm Session

**Summary of Findings -
WORKSHOPS with Town Centre Forum -
1 May 2002**

Urban Design, Townscape and Development Issues

Youth

- There is a tendency to package Christchurch as a historic/retired location. It is true that there are significant cultural problems of antipathy towards young people of any age, and these are linked by some people to issues of crime and disorder. A Dorset CC strategy exists to tackle this but there is no designated officer at present.
- Demand for full-time youth facility provision in a Town Centre location, small youth café with congregational area could be akin to a Students Union and make provision for Discos for all ages. Open 5.30-10pm weekdays and during the day on weekends, Could be linked with a cyber café and should address issues of accessibility.
- Issue of youth congregation in Saxon Square, up to 50 youths, this is supported by the fear element - residents agree that the town is dysfunctional.
- Could the amusement arcade 'Spellbound' be extended and re-used as a youth centre? (Listed Building). Possibility of Multi-use of buildings for youth and community.

Spaces and Places

- Something needs to be done at Saxon Square to update and modernise the public realm areas
- Druitt Gardens is considered a sacred cow but should be treated as a formal town park, Druitt Hall should be moved and building on the garden should not be allowed.
- A good idea to join places and win back the lost footpaths.
- Circular cycle tracks could be popular.
- Access across private land will be difficult to achieve.

New Development

- Economic growth, should the focus be on numbers or quality? Could we get a high quality hotel to make people stay for longer, but lack of viable hotel sites?
- What makes the town different? High numbers of local independent traders, but rents are reportedly rising.
- The entrepreneurial flair of 'The Lanes' should be encouraged,

focusing on niche traders.

- Strong demand for housing for young people.
- Schools are involved with the community development of the town centre.
- Separate community provision should be made in addition to youth/library – replacement of Druitt Hall.
- How about affordable housing and a coach park on the magistrates court site
- Some positive response to Waitrose on the Magistrates court site, quality food offer can support similar quality businesses. Residents fearful of the 'wrong type' of supermarket and possible effects on food and non-food retail in the town, Asda is considered a threat.

Gateways

- Co-op/Somerfields - Face of the town, horrible gateway – a challenge
- Pedestrian Bridges near Sainsbury's are also poor, not a great entrance from the New Forest.

HISTORICAL/CULTURAL/LEISURE/EVENTS

The Visitor Market

- Should be aiming at a the older age group, less interested in the hard up families that visit the beach and Bournemouth, should be aiming at a higher quality market.
- Need a decent supermarket outlet – a Waitrose – to compete with Lymington, Ringwood to aim at the higher market and encourage the right sort of restaurants and niche shops including fashion outlets.

Visitors

- Spend is very low, there is a lack of high class accommodation in Christchurch (even the Kings Arms which has a key role for the town centre is of poor quality).
- But visitors do want value for money
- There is nowhere for the 25-30 something's (professional middle aged) to go in the evening – they want Pizza Express, martini umbrellas, an evening economy doesn't necessarily equate to lager louts and threatening environments
- Lack of decent family restaurants for the early evening – somewhere to take the children

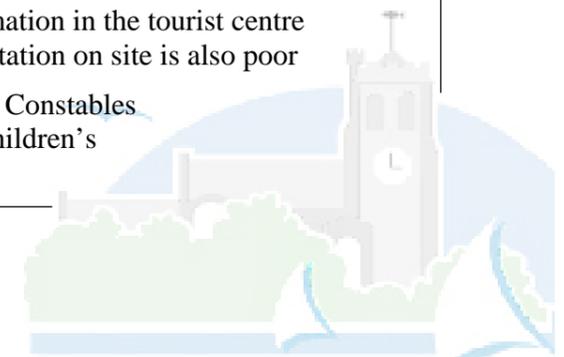
- There is a great potential to attract the family market – potential to tap into the visitors who stay in the camping and caravan parks who currently go to Poole, Bournemouth in the evenings
- Important clubs – British legion, Conservative Club (perception of closed shop)
- Perception of crime – skateboarders in Saxon Square
- Want a variety of eating places (at the moment Christchurch has very cheap takeaways and very expensive/exclusive restaurants - need more affordable/mid range establishments)
- There is a difference in opinion over the target market and the town needs to decide whom it is aiming at – tourism market is not discretionary
- There is also the 18-25-year old age group who live in Christchurch and need to be catered for.

Water

- River frontage opportunities not fully realised – Mill Stream, River Avon and Stour
- Linking water systems - water taxis, walkways
- New hotel – quay – access point
- Mudeford – park cars and then have the opportunity to go to Christchurch to eat – not catered for at present – not bringing people in
- Tuckton to Mudeford sand bank very attractive route
- Last ferry 5.30pm to Tuckton – can only go to the spit

Heritage

- Magistrates Court Site – heritage development (Yorvick Centre) entertain as well as educate – but is this the right site as ambience is very important.
- Castle & Constables House - Ownership's wrong as English Heritage overlook buildings as they are protected in conservation terms, Castle owned by Merrick, Borough Council management, Bailey owned by Mamsbury, Constables Hall owned by English Heritage
- Many people unaware of the existence of Christchurch Castle (lived here 6 years and didn't realise it was there for 2 years) and there is no information in the tourist centre about the castle and interpretation on site is also poor
- It is true that the Castle and Constables House has become a children's



playground which is a great shame

- The Castle & Constables House is upstaged by the Bowling Green and in 20-year vision – should the bowling green stay where it is? – How well is it utilised? Does it draw people into the town?
- Future options – fountain, cafe, Visitor Centre (in roofed Constables House), new focus for the Kings Arms

Events

- Need more events - Re-instate the medieval fairs
- Outdoor theatre to be used during the summer – no conflict with the Regents Centre (possibly could program it), Shakespeare in the garden, street theatre
- Need to look wider – Bournemouth Family Fun Fair
- Beer festival
- Explore re-enactment opportunities including the Court Leet and Sheriff of Tombstone

Themes

- Food
- Heritage
- Sound & Light (Priory)
- Antiques
- Music
- Theatre that appeals to families
- Illuminated Convent Walk to take place – involves school children who have made lanterns – will attract families
- LEAF festival – shouldn't have been stopped – got many locally involved and environmental theme could be very important – natural assets very important in attracting visitors
- Regatta (water theme)
- Need a regular events program which can be funded

Location

- Christchurch is sandwiched between the New Forest and Bournemouth – advantageous position
- From a marketing point of view it is better to link itself with the New Forest than East Dorset with which it has no affinity

Museums

- 4 museums exist in Christchurch including St.Michael's Loft in the Priory and Red House Museum – costs the Council £10 per visitor may be possible to influence it into making it more relevant to the local area. At the moment it is part of linking museums in Hampshire and has a clothing theme. Others include the Museum of Electricity in Bargates and the Bournemouth Aviation Museum at Hurn.
- More should be made of the horticultural aspects – such as the herb garden
- The country's first garden centre was in Christchurch – Stewarts
- Druitt Garden – neglected environmentally – part of intrinsic history of Christchurch

TRANSPORT AND MOVEMENT ISSUES

Buses

- Bus routing is a very difficult issue in Christchurch which needs co-operation between the Council and bus operators to resolve.
- Buses in Christchurch currently run at profit margins slightly better than marginal so very sensitive to changes.
- Large buses are used on routes through Christchurch as capacity is needed elsewhere.
- Bus routing is determined by bus operators through passenger forums, discussions and recommendations from customers and surveys. Nobody co-ordinates routes between bus operators.
- Alternative bus routing needs to be considered to divert them away from the High Street such as St Magarets Avenue/Wick Lane or a turn around area at Fountain Way or behind Saxon Square.
- Bus operators would be reluctant for bus stops to be taken away from key destinations (inc. post office) on High Street.
- Two thirds of population of Christchurch is to the east of the town centre where the bus service is poorest.

Fountain Way Junction

- This junction needs to be reconfigured to create a place that is pedestrian friendly and provides a gateway to the town.
- Some felt that an underpass could be a solution but this would draw through trade from town centre and would not be

financially viable due to major services.

- General consensus that signalling/reduced carriageway area would slow traffic at the junction and control it in a sensible way.

Parking

- Car parks are not currently well signposted and it is difficult to find the way off the main roads to the car parks.
- Car parks are scattered across town centre and need to be better managed.
- Car parks should be located close to main roads and focused on the key directions of approach.
- There should be a logical sequence of car parks that are signposted so that when one is full it is possible to easily move on to the next.
- Christchurch Borough Council have money allocated for signposting but are awaiting results of this study.
- Possible locations for focussed car parking:
 - Saxon Square
 - Bank Close (decked)
 - Council Offices (visitor car park)

Walking

- Christchurch needs a 1 or 2 hour leisure walk around the major attractions in the town.

