

South Gloucestershire Council

Policies, Sites & Places Plan Draft Town Centre Profiles

Patchway Town Centre Draft Profile Updated to June 2014

Please send any further suggestions for change to
PlanningLDF@southglos.gov.uk

This is one of a series of draft town centre profiles which will be used to inform future planning policy. Initial comments were invited to arrive by 31st December 2013.

Comments were made by:

Patchway Town Council on behalf of the Patchway Town Centre Group which has representatives of several local interest groups.

Patchway District Centre

1. Location

The original shopping parade of Rodway Road is located north of Highwood Road.

A new local centre to serve Charlton Hayes is developing south of Highwood Road.

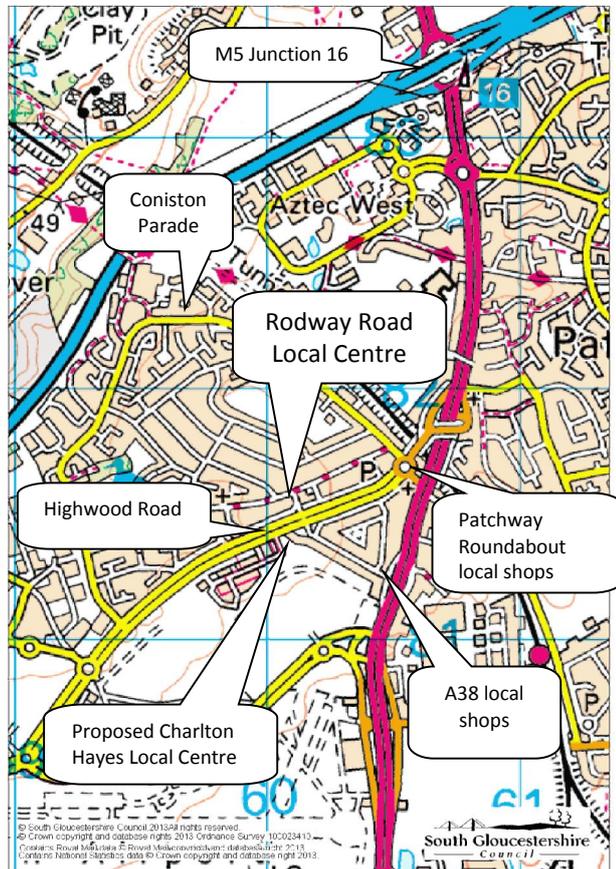
The intention is to consolidate both areas to become a recognisable town centre.

Patchway also has local centres at Coniston Road and along the A38.

2. Origin

The older area of Rodway Road was developed as a suburban shopping parade in the 1930s. There was some further expansion in the 1950s and redevelopment of the library in 2010 to form a new locality hub offering a range of services.

The new local centre at Charlton Hayes is, at 2014, still under development to serve the new neighbourhood of over 2,000 dwellings. However there is a real opportunity to fulfil the vision of Patchway Town Council for an integrated town centre.



Patchway – Existing and proposed local centres.

The aim is to combine the existing and proposed Rodway Road and Charlton Hayes local centres to form a new town/district centre to serve the established and new communities across Highwood Road.

3. Character

The centre has contrasting character areas divided by Highwood Road.

Rodway Road is a traditional parade of shops. This area now also includes the Town Council Office, Community Centre, Fire Station and remodelled Patchway Locality Hub which includes both health facilities and Patchway library.

Also within the centre are the new facilities at Charlton Hayes local centre which, when complete, is proposed to include a foodstore, small unit shops, specialist housing for the elderly and a primary school.

Buildings vary in date and style. One aim of recent developments has been to reduce the severance effect of Highwood Road between the established and newly emerging communities.

4. Strategies and Research

Patchway Town Council, the Southern Brooks Community Partnership and other interests have come together to prepare a town centre Vision which, when complete, will also include an action plan to improve the vibrancy and vitality of a remodelled town centre. The intention is also that the vision will also help to inform future planning policy. This profile considers some of the issues discussed in preparing the vision and will be updated when the Vision document is complete.

A local Chamber of trade for the Patchway area was launched in 2011:

<http://patchwaychambers.org/>

5. Catchment Area and Competition

The Rodway Road area has traditionally served as the main centre for the community of Patchway but there are also retail facilities at the Parade - Coniston Road, at Patchway Roundabout and along the A38.

The catchment area for the expanded centre is growing with the development of the Charlton Hayes development.

The retail uses have to compete with the large scale supermarkets (convenience stores) (including Asda and Morrisons) and the extensive comparison floorspace at Cribbs Causeway.

Future change is likely to be based on the centre's convenience and community role. The comparison offer is limited and is unlikely to expand given proximity of Cribbs Causeway – however there is some scope for some local and specialist services which would not be suited to or afford Cribbs Causeway.

Core Strategy proposals include provision for change within Patchway Trading Estate to provide for more residential uses. This could, in time, also provide extra patronage for Patchway shops.

Major development is proposed within the Cribbs Patchway New Neighbourhood including the former Filton Airfield. That area is proposed to have four local convenience centres. Patchway traders and service providers could benefit in the short-term until local centres and facilities are provided within the new neighbourhood.

6. Retail provision

The Rodway Road area has not been covered by the Council's annual retail monitoring to date. The local health check indicates that there are currently 14 shop units, all of which are occupied. These include a chemist, a hairdresser, two betting shops, a small supermarket containing a post office, a video shop, an Indian restaurant, three/four take-aways, a funeral director, a discount shop and a wool shop (which is no longer trading). Nine of the units are part of national chains.

Retail Floorspace Summary –

This has not been monitored to date but will be from August 2014 (i.e. will be drawn from SGC annual Town Centre and Retail audit.)

2013	Floorspace sq m	%	Units	%
Total Town Centre				
Convenience				
Comparison				
Service Uses				
Vacant floorspace				
Edge of Centre				
Key – traders				
Key community uses.	Patchway locality Hub and library, Town Council Office, Fire Station, Clinic, Royal British Legion Club, Patchway Community Centre. There are separate retail and community facilities at Coniston Road and along the A38.			
Markets	None			

7. Retail Frontages – not monitored to date. If primary and secondary frontages are designated in the Policy Sites and Places Plan monitoring would be required.

Retail Frontages	Total (m)	In A1 Use	% in A1 Use	Non A1 Use	% Non A1 Use
Primary					
Secondary					
Total					

8. Health Check

At the time of the RTP study (2008-2010) Patchway was not defined as a town centre and so was not subject of a health check approach.

9. Non-retail uses

Patchway is a small mixed use town centre with:

- **Commercial floorspace** – limited banks and building societies, property agents, relatively limited office floorspace.
- **Community Uses** –
 - Callicroft House - Patchway Community Centre and Patchway Town Council.
 - The locality hub including health facilities and library.
 - NHS Clinic
 - Fire Station – which also has a meeting room which can be used by the

community. The facility is scheduled to relocate and that may present development opportunities.

- Royal British Legion Club
- **Service uses** – health facilities as above. Proposals under consideration for a care home within Charlton Hayes area. This may include new GP facilities.
- **Hotels and pubs and commercial leisure** – Britannia pub closed. A few takeaways.
- **Residential uses** – the main retail area is closely bordered by residential development on all but its eastern side.

Community Activity – (Local festivals etc)

The well established Patchway Festival, sometimes runs a street fair in Rodway Road.

In 2013 for the first time, a Charlton Hayes Fun Day was held on the temporary open space on the primary school site. This will be repeated in 2014.

The British Legion and Community Centre have collaborated on several occasions to close the street and hold a street party (last one was for the Queen's Jubilee).

10. Evening Economy

Other than activities at the community centre and takeaways there is not a strong evening economy. A former pub (The Britannia Inn) has closed.

Residents may look towards Cribbs Causeway for most commercial evening/leisure activities.

11. Governance

- Land ownership –
 - Rodway Road area is assumed to be in separate ownerships.
 - Charlton Hayes – originally developed by Bovis but the local centre may ultimately be in several separate ownerships.
- Patchway Town Council has a strong local presence and is working towards a vision for the centre with the Southern Brooks Community Partnership.
- Patchway is a priority neighbourhood and has a Safer and Stronger Partnership Group.
- There is a local chamber of trade for Patchway and area.

12. Safety and Security

Patchway is perceived locally as at risk of anti-social behaviour.

13. Accessibility issues

Pedestrian and cycle routes - into the Centre are generally good. Pavement areas are generally of adequate width.

Public Transport - an hourly bus service runs up Rodway Road and turns into Durban Road. The main bus route for the residential area is route 75 which runs around Coniston Road (previously used Rodway and Durban Roads but route changed 5 years ago due to parking which restricted bus movement).

Highwood Road has recently been changed to be bus only. Stops are reasonably central. This will become a Bus Rapid Transit route. The closure of Highwood Road has been unpopular locally but the decision to confirm Transport Regulation orders was confirmed by decision of Council.

Car parking - is primarily on-street (Rodway Road). Parking is free but time limited in some areas. The lack of parking is a cause of local concern. Traffic congestion has been a long standing concern on Highwood Road and has been exacerbated by the opening of the Children's Hub. There is some impact of staff and visitor parking on-street.

Mobility issues - The town centre is generally accessible for the mobility impaired.

14. Environmental Quality

Heritage – As a post war suburban residential area with traditional shopping parade there are no particularly significant historic buildings. The Fire Station and Locality Hub provide focal points as local landmarks.

Environment – The Rodway Road area is adequately maintained but tired. During the time of Avon County Council, the road was narrowed by building out the corners at the junctions with Durban Road and creating echelon parking outside the shops. The build-outs have planters, litter bins, trees and noticeboards surrounded by bollards.

Part of this scheme was to add trees, benches and small play equipment (spring animals) outside the library opposite the shops but this well-used area was removed during the construction of the Children's Hub. There were also shrub beds, grass and a teen shelter on the site which is now occupied by the relocated Patchway Library. Patchway Town Council notes that these green areas are very much missed by local residents.

15. Tourism

Limited interest at present – there is some potential for specialist retailers to capitalise on location close to Cribbs Causeway and if the Air Museum is developed on the former Airfield site.

16. Health Check Summary

Health Check Tests	Comments
○ Diversity of uses	For a small centre Patchway has a good mix of retail and community uses.
○ Proportion of vacant street level property	Although appearing generally 'tired' there is only one current vacant unit within the Rodway Road parade.
○ Commercial Yields on non-domestic property	Although data is not available rental levels are likely to be low and yields high in Patchway.
○ Customers' views and behaviour	In December 2012 the Town Council undertook a community consultation. There were 107 responses. 95% of people used the shops regularly and made suggestions for improvements. The majority of people felt that the shops were good, convenient and that people were helpful and friendly.
○ Retailer representation and intentions to change representation	No specific information on additional retailers wishing to come to Patchway at this stage.
○ Commercial rents	Assumed to be relatively low when compared to other centres.
○ Pedestrian flows	Patchway lacks the intensity of movement experienced in larger centres.

<ul style="list-style-type: none"> ○ Accessibility 	<p>Walking routes are generally good although Highwood Road has to date added to severance. Vehicular access has become an issue with closure of Highwood Road. There are also concerns about parking and there is investigation of reducing parking time to one hour to give priority to retail needs.</p>
<ul style="list-style-type: none"> ○ Perception of safety and occurrence of crime 	<p>There are local concerns about road safety given recent changes to the road system and also a general perception of higher crime rates in Patchway which may not be substantiated by actual crime statistics for the retail area (check).</p>
<ul style="list-style-type: none"> ○ State of town centre environmental quality 	<p>Contrasting but with the Rodway Road area being viewed as 'tired'.</p>
<ul style="list-style-type: none"> ○ Health issues 	<p>The contribution that Patchway Town Centre currently makes to healthy lifestyles is not established. A remodelled centre should aim to encourage healthy lifestyles, walking, cycling and for example healthy eating.</p>
<p>17. Key Messages from Roger Tym Study</p> <p>The Roger Tym Study did not address Patchway.</p>	
<p>18. Consultation and feedback</p> <p>There has been limited feedback on the draft profile.</p> <p>Ideas for the town centre vision were subject of local consultation at the end of May 2014 (Town Meeting) and it is intended to further update this profile with any key proposals that are confirmed in the strategy.</p>	
<p>19. Policy: Role and Function</p> <p>Patchway is a priority neighbourhood.</p> <p>Core Strategy Policy CS14 – identifies Patchway as an emerging District Centre in recognition of the aim to consolidate both the old and new centres as one.</p>	
<p>20. Suggested vision</p> <p>To be drawn from the Vision promoted by Patchway Town Council and partners.</p>	
<p>21. Land use and issues and opportunities</p> <p>The area has witnessed recent development and there may be scope for further redevelopment and remodelling.</p>	
<p>Strategy</p>	<p>A strategy is being prepared and there is considered to be scope for major remodelling potentially taking in the fire station and clinic sites, providing for a new community centre and linking via a remodelled Highwood Road to Charlton Square.</p> <p>The focus of activity should perhaps be to ensure that the Town Centre is attractive to local residents. For this the centre will need to be better maintained and presented than at present.</p>
<p>Development needs/ sites:</p>	<p>The emerging vision recognises opportunities for remodelling either side of Highwood Road. The existing garage business sited on a triangular area south of Highwood Road could be included as part of the vision and as a minimum should provide a more attractive</p>

	frontage to the public realm of the expanded centre.
Retail growth	<p>1. Convenience Floorspace – Provision is made for a small foodstore as part of the approved scheme for Charlton Hayes. No other permissions have been granted post 2011 and it is assumed that potential is limited by a lack of sites and demand.</p> <p>2. Comparison Floorspace - Assumed further potential limited by lack of sites and lack of retailer demand.</p>
Markets	There is not a market at present and there are no specific proposals for one.
Public Realm/ Sense of place	<p>The public realm is of variable quality and appears very tired. The locality hub, in being relatively bold and modern, contrasts with its surroundings.</p> <p>Future development should help to provide a more active focal point for the area including some green spaces.</p>
Public Transport	The Centre is on bus routes and the proposed Metrobus route which should provide a stimulus for further change when delivered.
Walking, Cycling routes	Although accessible by foot and cycle routes into the centre are generally indirect and could be improved visually. Signage is proposed to be improved.
Mobility	No specific proposals for improvement are highlighted at this stage.
Parking	Parking is generally on street and forecourt areas and appears haphazard and inadequate for visitors to the Hub and other facilities.
Traffic management	The closure of Highwood Road to through traffic has been criticised locally but provides an opportunity to remodel the centre. Further calming is proposed on Coniston Road which may affect local movement patterns.
Centre Management	While sites are in different ownership Patchway Town Council appears keen to bring parties together to more actively manage the centre.
Promotion	Limited to date.
Visitors/Tourism	Limited potential.
Evening economy	No specific proposals for change are highlighted at this stage but opportunities may arise for restaurants etc with growth in local employment. As with Filton major facilities would have to compete with the 'leisure offer' at Cribbs Causeway.
Community	The Southern Brooks Community Partnership is active in promoting increased community activity.

22. Patchway Town Centre – Summary

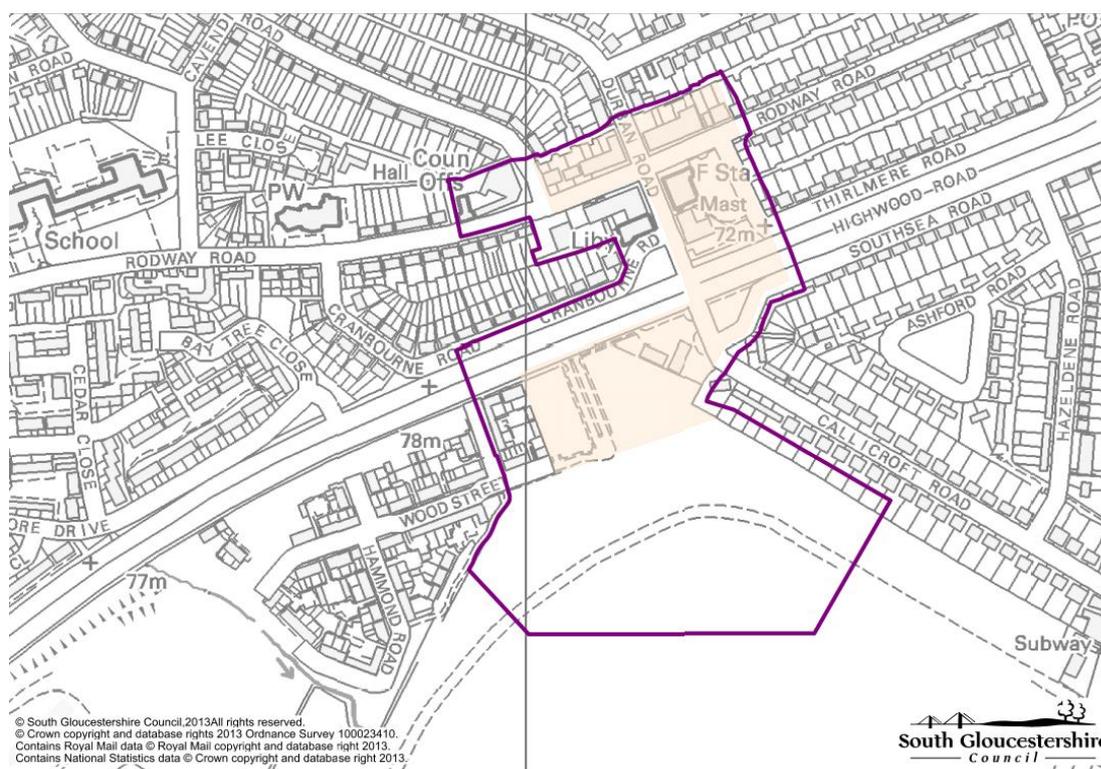
Patchway is in two parts the existing facilities around Rodway Road and the proposed facilities south of Highwood Road within the Charlton Hayes development. The Core Strategy Policy CS14 identifies Patchway as a new District Centre and the aim is to

consolidate the separate parts to form a single district centre. The proposed town centre boundary reflects this aim for with a primary retail area which would straddle Highwood Road. A project to consider a vision and options for remodelling the centre is currently being led by Patchway Town Council. Proposals may be made available for public comment during the late Spring/Summer of 2014.

Until such time as the strategy is resolved it is not intended to define primary or secondary shopping frontages and while there may be some scope for further convenience and comparison floorspace it would be premature at this stage to indicate a specific quantum of either.

There is a range of promotional and management actions which can also be considered to enhance the vitality of the centre. More detail is set out in the town centre profile and emerging town centre strategy.

Patchway New District Centre Proposed Policy Diagram



Legend

	Proposed Town Centre Boundary
	Proposed Primary Retail Area

Appendix 1 – Patchway District Centre – feedback form consultation.

a) Town and Parish Council Questionnaire feedback

Q3. Please list any land use/building projects that your local community consider would benefit their area and where known your preferred location. Responses relevant to the Town Centre.		
Response by	Project/Proposal	Preferred location (if Known)
<p>Q4</p> <p>(a). Please indicate any significant issues/problems your community feel are present in the town centres that they most frequently use.</p> <p>For example do the community have good access to shops, banks, cultural and community facilities etc?</p> <p>(b) Please also indicate if there are positive aspects of particular town centres that the community value.</p>		
Comment by	Issue/Problem with Centre	Positive Aspects of Centre

b) Feedback on the draft profile

i) Patchway Town Council	Response/Actions
Detailed points made about accuracy of text	Amendments made
<p>Detailed points made in response to discussion points.</p> <ul style="list-style-type: none"> ○ Is there space for the Centre to grow? If so where? <i>The Centre can grow across the width of Highwood Road to bring the two sides closer together.</i> ○ Is there scope for additional indoor or outdoor market stalls? <i>These facilities are provided or planned for the Cribbs area.</i> ○ Do service and community groups have any unmet needs? <i>The redevelopment of Patchway Community Centre is an integral part of our plan.</i> ○ Can access to and within the Centre be improved? <i>A sustainable travel plan is in preparation by Sustrans.</i> ○ Is car parking an issue? How could it be addressed? <i>Short term changes are planned by SGC and our</i> 	<p>Issues will be addressed more fully when the Vision is published and considered for endorsement.</p>

<p><i>vision provides long-term improvements.</i></p> <ul style="list-style-type: none"> ○ Should the evening economy be further developed – if so in what way? <i>Yes – pubs, restaurants and leisure activities.</i> ○ How else could the centre be enhanced? <i>The inclusion of performing arts space in the new Community Centre.</i> 	
<p>ii) Steve Lee – Oxford Architects</p>	
<p>Working on the Vision. Key ideas include:</p> <ul style="list-style-type: none"> - Create a public square/ piazza to terminate the proposed boulevard in Charlton Hayes. - Develop part of Highwood Road into piazza and pedestrianise section of Durban Road between library and fire station. - Location of town centre determined by location of available development sites (i.e. to increase density/ enclosure around piazza and minimise CPOs of existing). - Branch off local distributors to serve Patchway and Charlton Hayes with route through town centre for Rapid Transit bus route. - Development sites: <ul style="list-style-type: none"> ○ Fire station/ health clinic site: change to mixed use with community/ civic centre (relocate community centre and Town Council offices here adj. to existing Hub/ library = becomes visible face of town centre); other potential uses = retail (convenience store/ food & drink = enhance evening economy), leisure (gym = enhance evening economy), residential above, wrapped around MSCP (lack of parking is major local issue). ○ Garage site: change to mixed use (needed for development of piazza and re-jigged highway). ○ North end of Charlton Hayes mixed use area: integrate with above proposals. ○ Existing community centre/ Town Council site: change to residential. 	<p>Issues will be addressed more fully when the Vision is published and considered for endorsement.</p>
<p>iii) Officer Feedback - Section 106 agreement for Charlton Hayes</p> <p><u>Primary School</u></p> <p>The s106 requires primary school places to serve the development and a site is reserved on site (currently part of this is being used as open space for early occupiers of Charlton Hayes).</p> <p>SGC Planning and Development team in CAH (Children Adults and Health Dept) will lead on the statutory process for delivering the primary school places.</p> <p>They cannot make a start on planning the primary school until the first trigger of 750 dwellings has been</p>	

completed. This is because there was surplus capacity at Callicroft Primary school at the time when the agreement was made, to accommodate children from the first 750 dwellings.

We are approaching the 750 dwelling trigger, and the statutory process is likely to take place in 2014, with the school opening in 2016 or 2017 (to be confirmed during the statutory process).

Health

The s106 agreement requires provision of a "Health Care Space" of 733 square metres of gross internal floor space to be provided within the Neighbourhood Centre for use as a doctors' surgery suitable for a three doctor practice and a two dentist surgery together with the availability of car parking for eight staff and twenty five visitors or other such location as may be agreed between the Council PCT and the Developer.

SGC have received a pre-application consultation from Grove Care for a new facility in the local centre which will include a dementia care facility, and extra care flats as well as a GP surgery; this could potentially meet the requirements set out in the North Field s106.

NHS England will need to approve the business cases for the service and revenue costs to commence a new NHS contract for the GP surgery

Also provides for public open space.

Appendix 2 - Patchway and District Chamber of Trade

What is the Patchway & District Chamber of Trade?

We are a group of businesses which operate in the Patchway and District area that have decided to join together because we share a clearly defined goal.

What is the goal of Patchway & District Chamber of Trade?

To ensure Patchway continues to prosper by maintaining and improving economic viability of the area.

What are the objectives of joining Patchway & District Chamber of Trade?

- Share expertise, experiences and resources with other businesses and traders in the area
- Collaborate with other businesses and traders in the area to influence key policy and decision makers, locally, regionally and nationally
- Promote business and trader growth and improvement amongst all member organisations
- Access business support services via local, regional and national providers (such as Business Link, Federation of Small Businesses and Business West)
- To create a forum where members can discuss the positive and negative issues, economically affecting their area

For more information please email info@patchwaychambers.org