

SOUTHAMPTON & FAREHAM CHAMBER OF COMMERCE & INDUSTRY  
COMMENTS ON  
EASTLEIGH BOROUGH COUNCIL LDF AREA ACTION PLAN  
FOR  
EASTLEIGH TOWN CENTRE - OCTOBER 2006

These comments are in response to Eastleigh Borough Council's preliminary request for comment ahead of the main wider consultation process to commence early 2007.

**1 Is the Town Centre Area Action Plan boundary correct? If not what should change?**

Include more of the Twyford Road area to the north and adjacent to the Strategic Employment Zone the other side of the railway, unless these areas are added to the Zone instead.

Include the Leigh Road area to the west towards the Passfield Rd junction, so that this stretch can benefit from upgrade now the Pirelli factory has been replaced by housing.

**2 Is the vision the right one? Should it include anything else?**

Show in diagram the Leisure Centre to be built over the Tesco surface level car park adjacent to the Swan Shopping Centre.

The residential development proposed over the present single storey retail use would complement the development of the adjacent Strategic Employment Zone also proposed by Eastleigh BC. It would provide affordable homes for single people or first time buyers and those to be employed in the Strategic Employment Zone just the other side of the railway and airport runway. Good transport connection via rail and bus to the town centre would mean no shortage of employees and a modern mix of residential development would be possible with all its own supporting infrastructure requirements and employment available in the new Employment Zone. In fact Eastleigh would become a small SDA Strategic Development Area.

**3 Are listed issues affecting the town centre a reasonable summary of the main problems? Should there be anything else included for consideration?**

- Assessment of school places for the influx of families to the regenerated town centre,
- New sewerage facilities in relation to the new development,
- High quality pedestrian crossings are needed at Bishopstoke Rd, Twyford Rd and Archers Rd to help remove the considerable barrier the railway represents to the movement of the residents,
- Better integrated use of the Leigh Road Park with better refreshment possibilities,
- Public transport needs to be increased building upon the Red Rocket initiative.

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**4 Of the issues identified, which 3 do you consider to be the most important for the Council to tackle?**

- Assessment of the retail competition and potential,
- Survey of land assembly opportunities,
- Assessment of measures to aid the Air Quality Management in the town centre until the building of the Link Road to by-pass the town centre.

**5 Are the opportunities noted for the town centre a reasonable summary of the situation? Are there others that should be considered and do you have any suggestions about how they could be achieved?**

Include the existing skilled work force that has very recently found itself unemployed.

**6 Any other comments/suggestions?**

Consideration needs to be given to the likely view from the windows of the residential floors to be built over the retail element in the town centre. The immediate view of terraced house roofs and gardens to one side or the airport control tower from the other side will not help to sell the new accommodation.

**ABOUT US**

As the independent voice of local business, Southampton and Fareham Chamber of Commerce represents the local business community on the issues that affect their ability to grow and prosper. Our member businesses operate in an area covered by six different local authorities, which stretches from Fareham and Hamble in the east, through Southampton and Eastleigh, west to Hythe, Dibden and the New Forest. Our members' views are central to the Chamber's thinking on the many local, regional and national planning or government policy initiatives on which we are asked for formal comment as a business representative organisation. The expertise and wide knowledge of specialist topics provided by the volunteer Chamber members on the committees are of great help in formulating the **Chamber Viewpoint** which is published monthly in the centre pages of our magazine and on our web site.

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