

Arundel Town Council

Vision 2050

D R A F T contribution to consultant brief for Arundel town plan

ADC and ATC seek design and development proposals to enable Arundel to thrive as an attractive, healthy and prosperous town.

Consultants will engage with residents across the demographic, workforce and businesses and draft proposals as potential schemes addressing infrastructure and behaviour change, with a breakdown of scheme elements with constituent outline costings.

The plan will cover the whole town.

Introduction:

Arundel is a real, living town with a very active community and a popular visitor destination straddling the River Arun, situated between the South Downs and the sea.

As well as the more obvious trading in the town: cafes and restaurants, pubs and bars, antique and specialist shops, food and clothes, Arundel has a significant number of other service based businesses, including creative and IT, home-based retail, trades and other services. There are still a handful of small industrial businesses.

As a very small, historic market town Arundel is vulnerable to many of the same pressures, such as excessive traffic, lack of affordable housing and shifting economic patterns that are affecting others.

Background:

Arundel description...

- population: 3800. See the Arundel Neighbourhood Plan for details.
- two parts of the town: to the north, the older, largely conservation area largely shaped in the 19th century, 18th century with earlier elements, with High Street, castle and other historic elements; to the south, Ford Road and Torton Hill area, largely residential. It is separated by the A27 road which is the subject of a current improvement consultation by Highways England.
- gateway to the South Downs National Park, with part of the town (including castle) within the park boundary, directly connecting with the River Arun, streams, downs, fields, wetlands, woods and hedgerows in all directions.
- Arundel railway station 5-10 minute walk from the High Street with frequent London – Portsmouth services. Ford station 3km to the south with coastal services to Brighton and Southampton.
- Culture: arts festival, strong music, drama and visual artists presence in the town.
- Attractions and assets: Castle, cathedral, Lido, Victoria Institute, WWT, main post office. Lots of independent restaurants, cafes, bars, pubs. Monthly farmers market.
- Dog friendly town, with lots of dog walkers. Stables.
- Visitors comprise friends, family, weekenders, 'cosmopolitans', older people (particularly in coach trips for the castle), independent walkers, wedding parties.
- Thriving evening economy.
- Two primary schools, with approximately half of pupils coming from outside Arundel.
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Although Arundel's historic townscape is attractive, the quality of the public realm between the buildings is poor, below the standard that should be expected of a World-standard heritage town. Vehicles dominate,

there is too much tarmac and there are some ugly gap sites. Arun District Council Culture and Leisure Strategy (2011)

The Arundel Neighbourhood Plan 2014 consultation top three concerns were over vehicles, parking and natural space/landscape. It also showed that walking was the common means of mobility around the town and walking in the local countryside was the most popular recreational activity.

ATC Vision

- a) Arundel provides an attractive environment for residents and a diverse mix of independent businesses which encourages people of all ages to look first to the town to satisfy their needs, recreation, creativity and curiosity.
- b) Where there is a focus of trade, recreation or other facilities, street space clearly prioritises walking and cycling and provides opportunities for traffic-free use for cafes, stalls and outdoor activities.
- c) Well designed signage and town information supports and welcomes discovery of the whole town and its environs.
- d) Walking or cycling are generally the first choice of all able residents and visitors to access town facilities, with good connections and safe access to all parts of the town along attractive streets and paths.
- e) Public transport or cycling are a positive modal choice for people coming to Arundel. People coming by car find it convenient to use car parks.
- f) Vehicle access for services, trade and people with particular mobility needs is simple and well managed. Car parking conflicts and unnecessary traffic movements are minimised.
- g) New infrastructure and development are based on sustainable materials and renewable energy sources and conserve and complement the historic and natural characteristics of the town.

Issues:

1. Domination of streets by vehicles, with very narrow pavements and wide carriageways.
2. Vehicles often cruise streets seeking parking space.
3. Peak time traffic congestion and rat running eg Maltravers Street to Queen Street, Jarvis Road to Torton Hill Road
4. Inconsistent and inadequate signage
5. Relatively high retail churn including 'hobby shops', lack of basic shops
6. (Consequent to above) difficulty in developing business engagement and participation
7. Loss of banks and High St chemist
8. Arundel Castle, as a key attraction, and the town proper are not well linked. Many visitors and businesses are missing out.
9. Lack of engagement of younger people
10. Restaurants, pubs, cafes are well used by residents, but town shops are seriously underused by local people, apart from the Coop.
11. Shortage of nursery facilities
12. Shortage of visitor accommodation
13. Shortage of affordable homes

14. Lack of cycling access across town
15. Patchy broadband
16. Flood risks
17. Car congestion and safety risks at 'school run' drop off.

Objectives:

- a) Reduce domination of vehicles, improving streetscape for attractive 'people' space for year round outdoor street activity, including use by bars and cafes and for events.
- b) Identify traffic danger spots and measures to reduce risks, especially protecting pedestrians and cyclists. Examples include: Surrey Street, Mount Pleasant, post office junction, Ford Road. See ATC Transport and Access Strategy action list.
- c) Signage encouraging exploration and facilitating access to facilities: walking routes throughout and beyond the town (especially SDNP) and to generally appreciate the street environment; vehicle routes guided to car parks.
- d) Optimise leisure, culture and wellbeing activities – Lido, Victoria Institute, sports, recreation
- e) Engage businesses in events
- f) Travel planning for schools
- g) Travel planning for business
- h) Identify options for improved market space (currently fragmented between riverside, High Street square, Tarrant St).
- i) Review and plan revised traffic movement throughout the town to minimise unnecessary traffic and ensure vehicle access is 'to, not through'. [People using motor vehicles should generally have access TO their destination within the town, but be discouraged from going THROUGH the town.] Look at filtered permeability for walking and cycling where appropriate.
- j) Parking strategy suggesting measures to ensure that visitors in cars are directed to car parks immediately on entering the town and discouraged from seeking street parking. Addressing: reducing cruising street demand; car park practices; residents priority in parking in residential streets; meeting traders' delivery needs; communications to develop community confidence and revised parking schemes.
- k) Encourage innovative/creative/sustainable business for changing, digital age.
- l) Encourage walking and cycling by residents as primary transport mode.

Guiding principles:

- a) learn from other towns – failures as well as successes
- b) maintain individual character and strengths
- c) look for opportunities related to the SDNP and links to other towns.
- d) recognise/build on creative/artistic community
- e) protect and enhance nature, biodiversity and green spaces
- f) future proofing with regard to flooding, climate change, biodiversity loss

Current ATC ideas/plans:

Business development

1. Provision of workspace and, particularly, live/work units

2. Increased new creative and technical business opportunities and raise profile as an attractive centre for this
3. covered market square space in Tarrant Square
4. bike hire/repair to serve active visitor and resident trade

Leisure

1. Arundel as a walking/cycling base for visitors to the south downs and Littlehampton coast
2. Improve and increase community seating areas/green spaces
3. encourage use of the river

Vehicle management

(see Transport and Access Strategy Action List)

1. 20 mph zones (likely to be complete by 2019/20)
2. Gateway treatments to highlight entrance to the town and moderate vehicle speed
3. change traffic flows to reduce through traffic, minimise street traffic, optimise off-street car parking
4. Street treatment at Mill Road disused lavatories/museum/castle entrance area for shared space, reducing carriageway and moderating vehicle speed with opportunities for use at events.
5. Increased electric charging points
6. support Safer Routes to School proposal with WSCC
7. car club – car sharing

Questions to be asked:

- Do residents want to see more trade, facilities or other attractors on Torton Hill/Ford Road part of the town?
- What plans for new business currently exist within the community?

Information sources:

Arundel Neighbourhood Plan (2014)
 Arun District Council Culture and Leisure Strategy (2011)
 ATC draft Town Vision (2015)
 ATC draft Arundel Transport Strategy (2017)

Arundel Town Council
 townclerk@arundeltowncouncil.gov.uk