

**Wincanton Town Centre Strategy**  
**Consultation Response and Proposed Revision/comment**

Section	Consultation Comment	Proposed revision/comment
<b>Vision</b>	Vision of well used and vibrant town centre with thriving niche retail offer, attracting daytime and evening uses was generally supported. Respondent comments included:	
	<ul style="list-style-type: none"> <li>• Need for quality residential in high street</li> </ul>	Detail design of development would be determined through planning process.
	<ul style="list-style-type: none"> <li>• Need for speed control/traffic calming</li> </ul>	Traffic calming is proposed through public realm improvements (see below)
	<ul style="list-style-type: none"> <li>• Inclusion of churches</li> </ul>	Opportunities for community participation will continue through stakeholder group to be formed to support implementation of proposals
	<ul style="list-style-type: none"> <li>• Better cycle inclusion</li> </ul>	Detail design of traffic calming and highway elements (including pedestrian access and cycle access) will come forward as part of individual planning applications and the detailed design phase of the public realm improvements
<b>Strategy</b>	Sites suggested for potential residential, commercial and retail development alongside a range of other initiatives such as increasing the number of town centre events, markets and the night-time economy	
	<ul style="list-style-type: none"> <li>• Develop not broaden the mix of uses</li> </ul>	The draft suggests broadening the range of uses, including developing the artisan niche offer and markets

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		as town centre attractors but it also allows for a single anchor (retailer or mixed use), retaining flexibility allowing for future changes in market condition
	<ul style="list-style-type: none"> <li>• More clothing and technology stores</li> </ul>	End user of premises will be market led, this would apply equally to an anchor provision and small retailers. Re-branding of town to enhance appeal as destination for artisan and niche trading
	<ul style="list-style-type: none"> <li>• Social spaces for elderly and isolated</li> </ul>	Some of the proposed development sites in the level town centre areas could offer potential for older people's living spaces. Best practice examples available from elsewhere could be drawn upon. Central public square could be designed to include planting and demountable seating
	<ul style="list-style-type: none"> <li>• Use of property grants to encourage businesses to survive and invest</li> </ul>	The draft strategy recommends enhanced grants to improve historic town centre properties, the details of this would need to be agreed by the Board with the implementation of this set out in the draft delivery plan as year one action
	<ul style="list-style-type: none"> <li>• Far better for Wincanton to become known for offering high quality: vintage, handmade, natural, authentic, raw, artisan, rural, alternative and quirky than for having developed its high street conventionally to look like every other town.</li> <li>• Appeal to younger professionals living in the new developments and provision for younger generation living in town</li> </ul>	<p>To complement the town centre development proposals, a broad range of interventions identified in the strategy including new 'gateways' at the entrance to the town, public realm improvements, A303 signage, events and dedicated marketing focused on the distinctive offer/features of the town to create the environment for niche/creative businesses to flourish alongside the more traditional service/retail offer</p> <p>Detail design of housing will be determined through the planning process but a specific 'Development Brief' for the land adjacent to 7 High Street into Carrington Way would inform and establish design parameters. This is a year 1 action in the draft Delivery Plan. Additionally, potential for a new 'hub' could provide intergenerational work space</p>

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	<ul style="list-style-type: none"> <li>Improve health of residents and encourage athletes and their families for events</li> </ul>	<p>No specific proposals for town centre sporting events or additional sports facilities in the town centre are identified. Preference would be to consolidate provision at existing edge of town sites at Wincanton Sports Ground &amp; Sports Centre.</p>
	<ul style="list-style-type: none"> <li>Sporting facilities</li> </ul>	<p>Commercial provision such as soft play or 'air hop' would be market led. Business rates levels impact on the affordability/appeal of town centre premises but this offers scope for inclusion in business rate incentive package as a year one Delivery Plan action</p> <p><b>No revision to the draft proposed</b></p>
<b>Development Concepts</b>	<p>This section prompted the greatest level of opposing comment. The location and scale of development resulted in considerable response</p>	<p>The draft strategy adopts a longer term view of the town centre and whilst some sites were included as indicative short/medium term prospects others were identified as having long term potential</p>
	<ul style="list-style-type: none"> <li>Too much focus on housing</li> <li>Removal of parking</li> <li>Need for housing</li> <li>Noise and congestion - impact on residents who purchased for this reason (quiet, no through road)</li> <li>Loss of cul-de-sac feel at Gennes Close</li> </ul>	<p>Some housing elements within the indicative development opportunities are scaled back in response to comments received and following a further assessment of suitability and deliverability.</p>
	<ul style="list-style-type: none"> <li>Increased strain on local services i.e. healthcare</li> <li>Often people travel via car due to poor public transport</li> </ul>	<p>Enhancement of service provision for public transport, schooling and health can be considered within the S106/CIL obligations within each future planning proposal.</p>
	<ul style="list-style-type: none"> <li>Encourage people into the disused building to ensure they are maintained</li> </ul>	<p>Encouraging re-use of existing buildings is fundamental to the draft strategy, alongside long term re-use there are proposals for 'meanwhile' uses of long term vacant units.</p>

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	Site 1A-1B (library and car park to rear) existing use to be preserved on expanded site.	<b>Retain</b> as propose. Displaced car parking to be accommodated in other town centre car parks. Preserve vehicle access and obligations to adjacent residential properties. Safeguard and funding of pedestrian link
	Site 2 (old health centre and funeral directors) proposed redevelopment opportunity for mixed uses including residential and employment.	<b>Retain.</b> This is a key location close to the High Street for employment use and is the preferred site for a work hub with potential for the co-location of public service provision. The owners have no short/medium term desire to bring forward these sites for re-development but relocation of key services exiting Churchfield to town centre premises is a short term goal. Working collaboratively with owner of old health centre, to get site fully occupied, is a year 1 action
	Site 3A & 3B (upper car park Carrington Way) proposed redevelopment to residential	<b>Remove.</b> The draft strategy identifies this as an area with long term potential for residential. Following public consultation it is recommended that proposals for residential are removed from site 3A & 3B.  Potential for re-acquisition of former toilet block to give site control and provide additional car parking provision with income generating potential. Partial offset of some lost spaces from site 1
	Site 4 (rear of Royal Mail sorting office) new pedestrian link	<b>Retain.</b> Negotiation to secure/safeguard new pedestrian link as a year 1 Delivery Plan action. Detail design work year 2 if implementable without adjacent sites
	Site 5 (land adjacent to 7 High St) new vehicle/pedestrian access, amenity square, and retail units	<b>Modify.</b> Main shop and connected single story floor space re-occupied since draft strategy published. Owner willing to review wider site options in the longer term. Short term plan to re-surface car park. Year 1 Delivery Plan action - concept design to assist further negotiation

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		with owner to bring forward public realm (market place) ahead of development site 6B
	Sites 6a & 6b (land to the rear of 7 High Street) residential development	<p><b>Remove.</b> The proposals for site 6A are removed in response to comments received and following a further assessment of suitability and deliverability.</p> <p><b>Retain.</b> The residential proposals for 6B are retained. Further consideration be given to this level location as a potential site for an innovative development of older peoples residential housing</p>
	Site 7 (land to the rear of 7 High St accessed from Gennes Grove ) residential development	<b>Retain.</b> The proposals for residential and pedestrian access route at site 7 are retained with design layout and density to be agreed through planning process
	Site 8 A & B (land to the rear of 24 High St, Pine House, Woodpeckers Mews) residential development	<b>Retain.</b> The proposals for residential at site 8A are retained (site 8A due to be auctioned with unimplemented residential consent in May). Site 8B is also retained
	Site 9a and 9b (land to the rear of White Horse) residential or commercial 'mews' development with linkage to car parks south street	<b>Retain.</b> Concept of some residential development to the rear but without vehicle access due to highway limitations (raised previously in relation to previous planning application). Preserve car parking within site for commercial frontage. Scale back level of residential and look to create footway links to MHCP (with different alignment). Year 1 Delivery Plan action would be to establish basis of joint venture
	Site 10 (rear of Ash House) small scale residential development to boundary as enable linkage from site 9A/B	<b>Retain.</b> Potential for a 1-2 residential unit scheme proposal within curtilage of Ash House to facilitate link between MHCP and site 9A and B

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<b>Public realm</b>	Gateway and public realm interventions were broadly supported but some location specific concerns prompted comment:	Public realm proposals are subject to detailed design and additional consultation. These will need to have regard to A303 diversionary route requirements and the highway design and audit processes.
	<ul style="list-style-type: none"> <li data-bbox="495 512 786 539">• Need for public art</li> </ul>	No specific locations were identified for public art but this could be incorporated within schemes to improve the attractiveness of the town centre
	<ul style="list-style-type: none"> <li data-bbox="495 659 1021 686">• Table ramp crossings on Bayford Hill</li> </ul>	Bayford Hill is outside the scope of the strategy, for the proposal to divert A303 westbound visitor traffic in through Bayford. An impact assessment (TIA) would be undertaken in respect of the proposed route and mitigation measures considered if required by TIA
	<ul style="list-style-type: none"> <li data-bbox="495 895 976 922">• Shared public spaces are needed</li> </ul>	Public realm proposals offer scope to address the qualitative improvement of the town centre environment
	<ul style="list-style-type: none"> <li data-bbox="495 1042 1021 1069">• Residents Permit scheme for parking</li> </ul>	SCC as Highway Authority will be made aware of this in respect of on street parking. Surface car park management arrangement will include resident permits
	<ul style="list-style-type: none"> <li data-bbox="495 1214 1234 1273">• Improve safety and prevents high speed entry to high street area</li> </ul>	The draft strategy proposes several traffic calming initiatives to reduce speed through the town centre and enhance the pedestrian experience

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	<ul style="list-style-type: none"> <li>Why trees at eastern gateway, reduced amenity for residential properties</li> </ul>	Tree planting was identified as part of the eastern 'gateway'. The detail and type of planting will form part of the detailed design of the public realm scheme
	<ul style="list-style-type: none"> <li>Loss of car parking spaces in Market Place</li> </ul>	Two additional spaces have been provided in the last 12 months. The intention is to develop the use of the historic Market Place by working with WTC but largely preserving access to these space during core trading
	<ul style="list-style-type: none"> <li>Re-acceleration through calming near 15 High Street</li> </ul>	Traffic calming proposals are subject to detailed design and additional consultation, these will need to have regard to A303 diversionary routes and the highway audit process
<b>Complementary Initiatives</b>	There was support for complementary proposals including brand marketing promoting niche offer, better signage from A303, more one off events and festivals. Support to improve appearance of historic buildings and more 'pop-up' meanwhile use of vacant shops.	Scope to provide partnership support for key events (new and existing). Harness expertise within community to create brand identity/USP Programme and level of support to be year 1 action in Delivery Plan
	<ul style="list-style-type: none"> <li>Somerset Arts Week – <i>'Wincanton as a town'</i></li> </ul>	First event planned for this autumn, viability of future events assessed following this.
	<ul style="list-style-type: none"> <li>Reintroduction of Window box scheme</li> </ul>	Support for seasonal displays will be a year 1 action in Delivery Plan.

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	<ul style="list-style-type: none"> <li>Co-promotion with race days</li> </ul>	Unique opportunity to develop this once town centre offer is strengthened.
	<ul style="list-style-type: none"> <li>Planting of trees positive</li> </ul>	Mixed response to this - detail of planting proposals to be agreed as part of detailed design of public realm schemes
	<ul style="list-style-type: none"> <li>Use of topographical location to make Wincanton a go to for events</li> </ul>	Wacky race event proposed for 2020 begins to do this
	<ul style="list-style-type: none"> <li>Improve the look and feel of the town to coincide with other Works</li> </ul>	Wherever feasible infrastructure improvements will be co-ordinated with other agencies; practically this can be difficult to achieve and can result in delays
	<ul style="list-style-type: none"> <li>Use established draw to town to support others</li> </ul>	Race day/Discworld events provide a great opportunity to attract additional visitors once the town centre offer has been strengthened
<b>Other comments</b>	Principal concerns were the level of housing development proposed, the loss of town centre car parking and the introduction of car parking charges. Additional comments included:	Following consultation and a review of impact/deliverability the housing proposals have been scaled back and car parking at the upper Carrington Way site is retained. The strategy recognises that free car parking is a major incentive for attracting visits. Views should be fed into the consultation on the charging and management policy (to be implemented in October 2019) as this is a statutory process
	<ul style="list-style-type: none"> <li>'No' to another supermarket</li> </ul>	There is no supermarket/large anchor retailer proposed within the strategy.
	<ul style="list-style-type: none"> <li>More leisure facilities e.g. Trampoline park, cinema or bowling</li> </ul>	Similar to the earlier response to the suggestion of sporting facilities, this type of facility would be market led, but business rates are likely to make town centre premises less affordable due to the size of premises required

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		The community church hold a fortnightly Saturday cinema club and the Town Council have hosted and funded outdoor cinema screenings. There is scope to introduce a regular 'Moviola' evening as part of the programme of activities for the Year 1 Delivery Plan.
	<ul style="list-style-type: none"><li data-bbox="495 443 1111 475">• Better monitoring of Memorial Hall Car Park</li></ul>	Car park management regime to be introduced in October 2019 would enable long and short stay parking areas to be better defined and managed.