

Clone Town



or

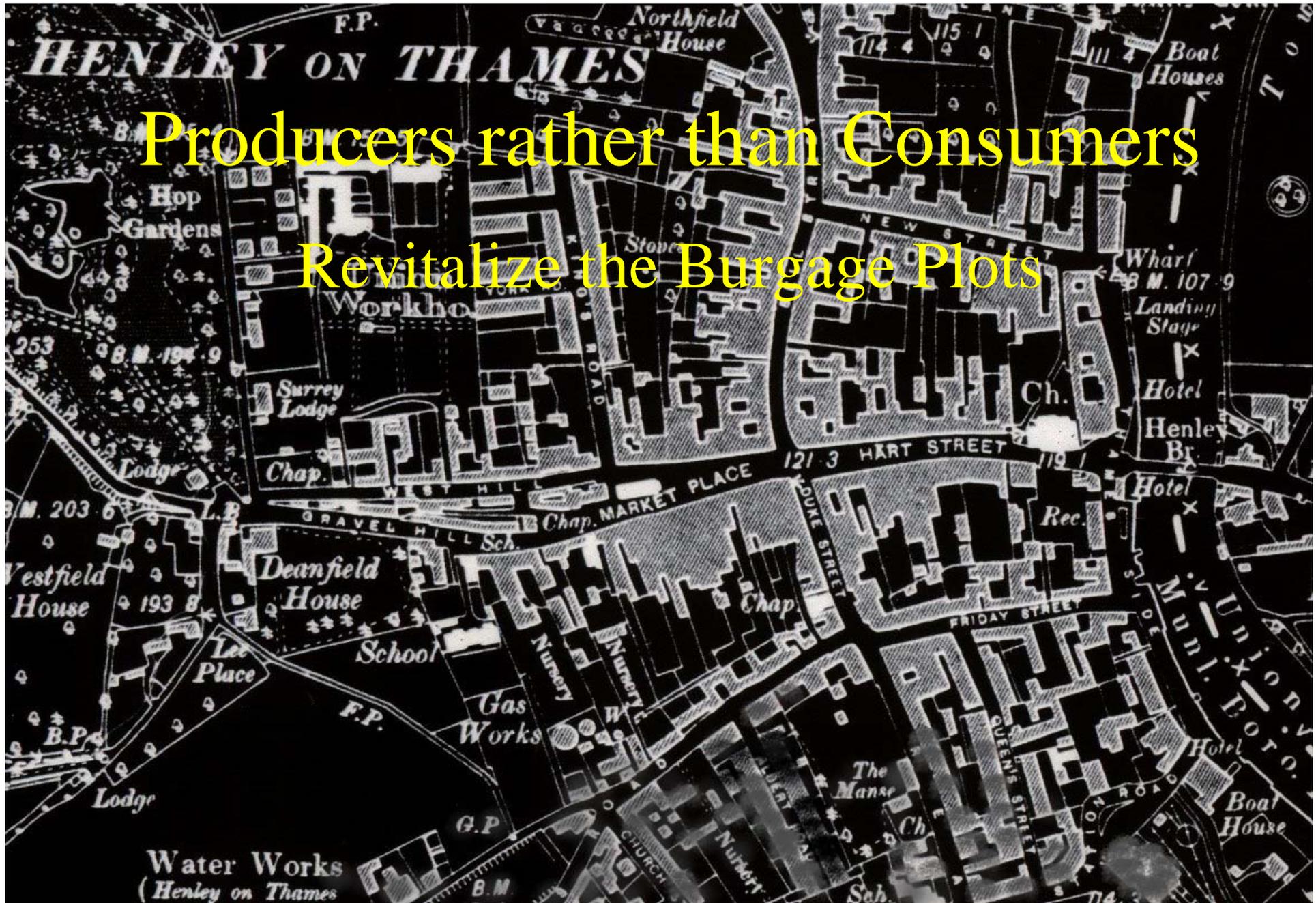


Sustainable Town

SUMMARIES FROM STUDY



Producers rather than Consumers Revitalize the Burgage Plots



GIULIANI ARCHITECTS

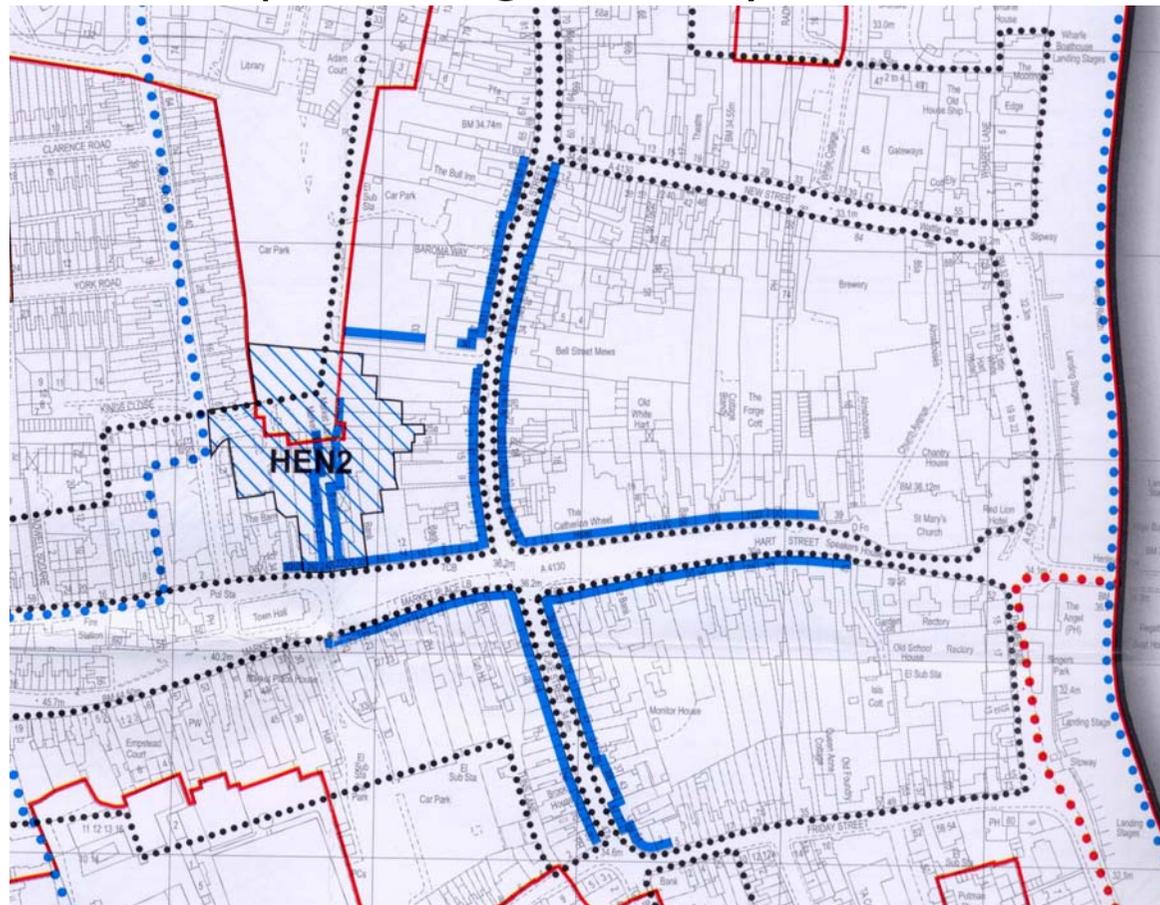
MARKET PLACE MEWS



DISTRICT PLAN (adopted 2006)

Market Place Development –

Map relating to Policy Hen 2



Summary One

- SODC Local Plan has many Policies, beyond Hen 2, against which any development on the 'Mews' site can be tested
- Following the Stern Report, Government Planning Guidance and Legislation is requiring development to be more sustainable.
- The 'bottom up' approach, as pioneered by FRESH & The Henley Partnership is now being encouraged by national government:
 - Popular involvement, Public participation and local democracy is essential to good planning.

Summary Two

- Make Henley an even better place and reduce our Ecological Footprint at the same time
- Do not 'externalise' costs. Make decisions embracing all both economic, social and environmental costs and benefits
- Increase resource efficiency and develop technologies based on renewable energy.
- Tend to relate production to locality: produce and consume locally

Summary Three

- Establishment of supermarkets and other large retail outlets in town rather than 'out of town' has not removed the damage to the local retail economy.
- The push for retail development is primarily driven by:-
 - a - The property investment industry – 'Developers'
 - b - Retailers – seeking to exploit lucrative markets
.....as in Henley on Thames
- Profits from constructing (large) developments and from subsequent retail outlets (national multiples) tend not to be ploughed back locally
- Negative impacts on local independent retailers by conglomerates can be irreversible.
- Unlimited choice and availability is an illusion
- Synergy of local retailers and the associated 'multiplier' effect is more beneficial than large multiples to a locality

Summary Four

Design Principles:- Environment, Community & Economy

- Aim to reduce impact on the environment across the entire 'retail process' from **production** to point of sale
- Small-scale development to provide social and economic advantages over large retail outlets by occupying their own **particular niche**.
- More of the money generated to enter the **local economy** than it does with 'multiples' as profits are not diverted elsewhere.
- The development would aim for **synergy**
- The development would include **workshop-units** for artisans and trades.
Henley currently has no facilities for this type of **specialist business**
- **Linkage of tenure** to allow 'live-work'

Summary Five

The Project

- Considers the Mews development as an integral part of any eventual regeneration of the North West quadrant of Henley
- Provides a mix of uses including:-
 - Shops (A1, A2, A3); Workshops; Studio-bureaux; Housing
- Walkways are key elements enabling pedestrian connection to Market Place, Bell Street and Kings Road Car Park
- Natural light would enter both internal and external spaces via the porous urban structure
- Provides potential sunny open areas which foster community warmth and create a greater sense of security.

Conclusions

- Existing local planning policies do exist to control development. Further planning guidance and legislation is emerging, as an attempt to advance sustainable systems to deal with global environment predictions.
- Planning is not a science but a political process. Therefore local democracy is crucial to counter (forceful) vested interests (e.g. property developers and large retailers). Good planning goes beyond the performance of the land market.
- To move towards a sustainable future Henley should encourage local production, with that produced being consumed locally, rather than be merely a centre for consumption.
- Any development in Henley (and the North West Quadrant in particular) should harness the original concept of the Burgage Plot as a place to live and be productive, favouring specialist/unique trades, with linked and protected tenures. It should provide the physical conditions necessary, all with reference to the scale, history and culture of the town, all overlain by the need to be energy and resource efficient.

Henley:- North West Quadrant - today



Henley:- North West Quadrant -- tomorrow

