



Results of the Residents' Survey on the redevelopment of the Molson Coors Brewery Site - Aug 2016

Introduction

The survey was conducted over three weeks in August to gauge residents' views on the Development Brief (DB) for the brewery site, recently approved by EHDC. An alternative set of proposals had been developed by the Alton Society, with a view to exploring ways in which the Illustrative Plan (page 41 of the DB) could be improved, given the perceived priorities expressed by many of the Society's members. These were:

- the importance of civic space and community "identity" that the site's central location offers,
- offering something different in terms of residential development, including the possibility of a higher density, given the town centre location, and
- the opportunity to maximise the site's potential for recreational use, whilst maintaining – or even enhancing - the commercial viability of the site.

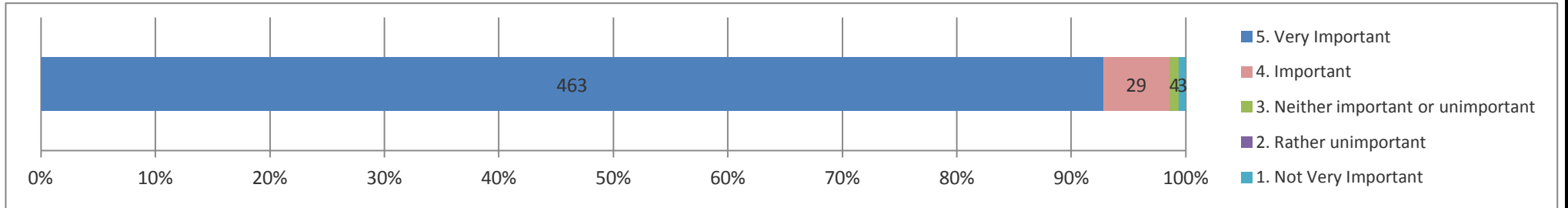
Overview of the findings (see following pages for summaries of the responses to Questions 2 to 8)

1. The results express in the clearest terms possible the unique opportunity this represents for the people of Alton. There is a genuine excitement about the possibilities it opens up for improved recreational and community facilities, and in contributing to the regeneration of the town centre, but at the same time a real concern that we only have one chance to get it right. *[It is also pertinent that a separate survey conducted earlier this year on the long term future of Alton ("Shaping Alton's Future") highlighted the Molson Coors site as a big opportunity to help address the long term issues surrounding the decline of our town centre, and the possibilities the site offered for its regeneration].*

Molson Coors Residents' Survey - Summary of Questions 2 - 8

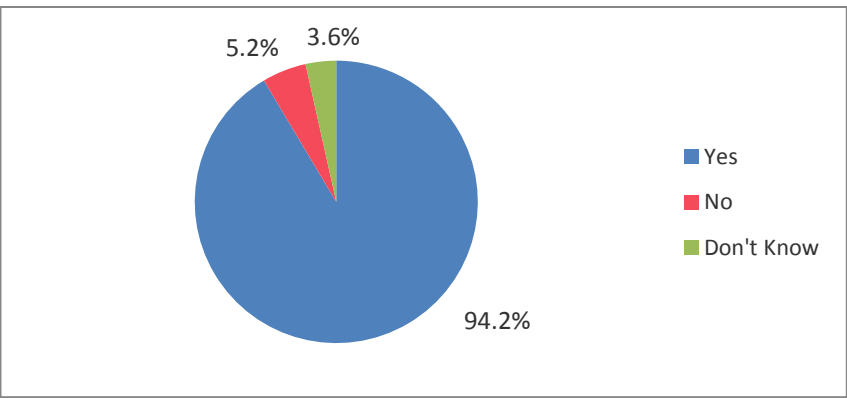
Q2: In your view how important is this site as a unique opportunity to improve Alton's town centre and its sense of identity?

5. Very Important	4. Important	3. Neither important or unimportant	2. Rather unimportant	1. Not Very Important	Response Count
463	29	4	0	3	499
93%	6%	1%	0%	1%	



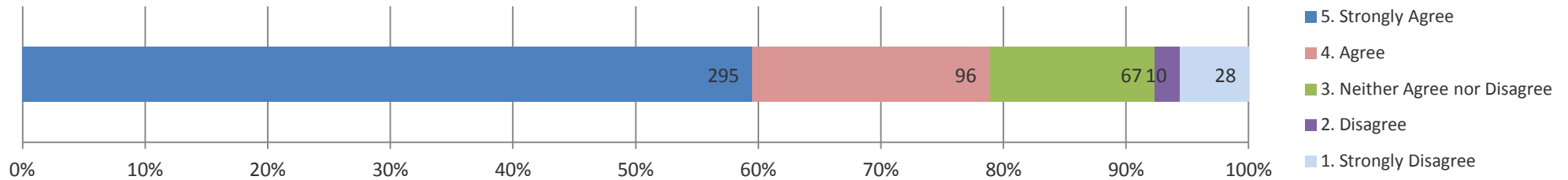
Q3: Would you support further pressure to improve the current plans from what is effectively just another housing estate right in the middle of the town?

	Response Percent	Response Count
Yes	94.2%	466
No	5.2%	21
Don't Know	3.6%	13
		500



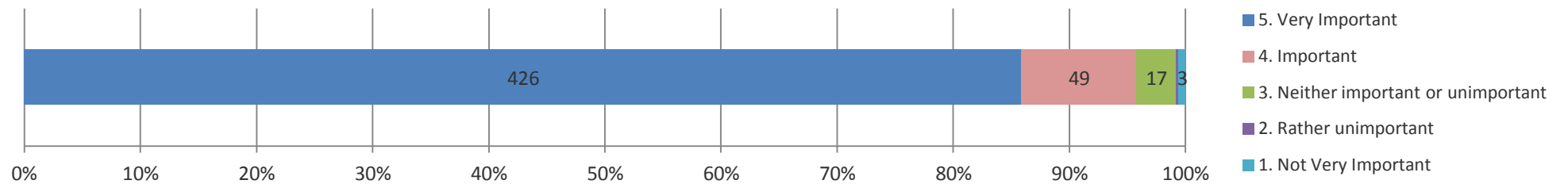
Q4: Do you agree that this site demands a higher proportion of much needed one and two bedroom dwellings for small households and first time buyers, than the number implied in the Illustrative Masterplan? (This would free up more public open space).

5. Strongly Agree	4. Agree	3. Neither Agree nor Disagree	2. Disagree	1. Strongly Disagree	Response Count
295	96	67	10	28	496
59%	19%	14%	2%	6%	



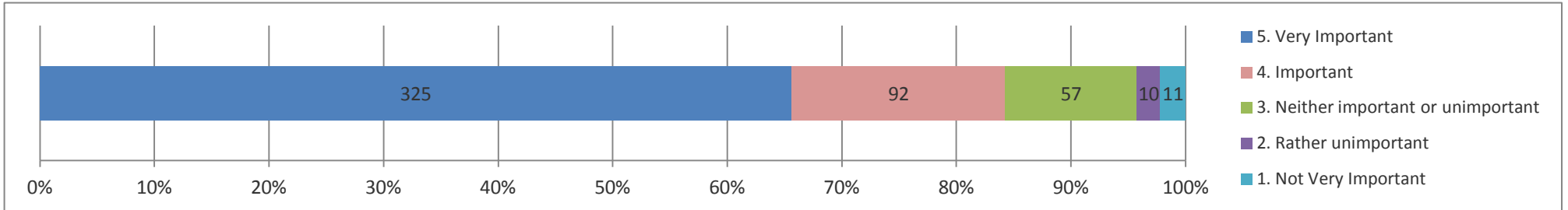
Q5: How important is it that the green space either side of the River Wey is made as wide as possible, providing a peaceful park and picnic areas, and an attractive path through the site to the Kings Pond?

5. Very Important	4. Important	3. Neither important or unimportant	2. Rather unimportant	1. Not Very Important	Response Count
426	49	17	1	3	496
86%	10%	3%	0%	1%	



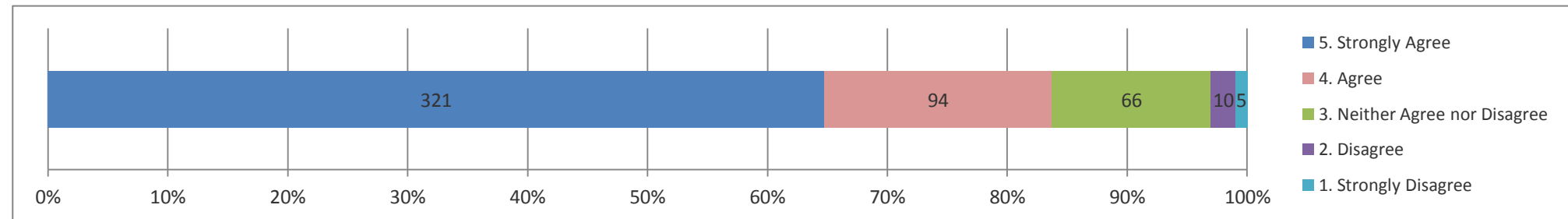
Q6: How important is it to avoid having a busy road across the river?

5. Very Important	4. Important	3. Neither important or unimportant	2. Rather unimportant	1. Not Very Important	Response Count
325	92	57	10	11	495
66%	19%	12%	2%	2%	



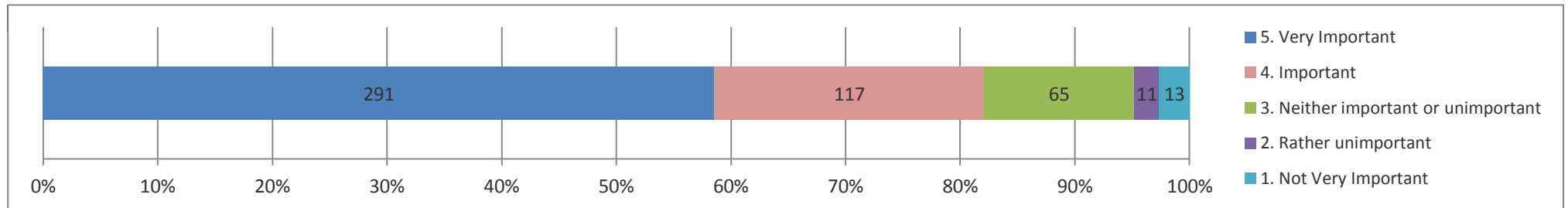
Q7: Do you agree that the proposed community facility is in the wrong place and has insufficient parking, particularly in view of it being on a steeply sloping site? (If located elsewhere it could include a multi-use cinema / theatre / concert venue).

5. Strongly Agree	4. Agree	3. Neither Agree nor Disagree	2. Disagree	1. Strongly Disagree	Response Count
321	94	66	10	5	496
65%	19%	13%	2%	1%	



Q8: How important is it that the different ground levels within the site are exploited to provide extra parking to help meet the existing and future needs of the town centre?

5. Very Important	4. Important	3. Neither important or unimportant	2. Rather unimportant	1. Not Very Important	Response Count
291	117	65	11	13	497
59%	24%	13%	2%	3%	



[See Part 2 for the detailed answers to Questions 9: “Are there any other comments you would like to make on the current plans?”]