

Urban Design Aspects Town Centre Area Action Plan

Town Forum

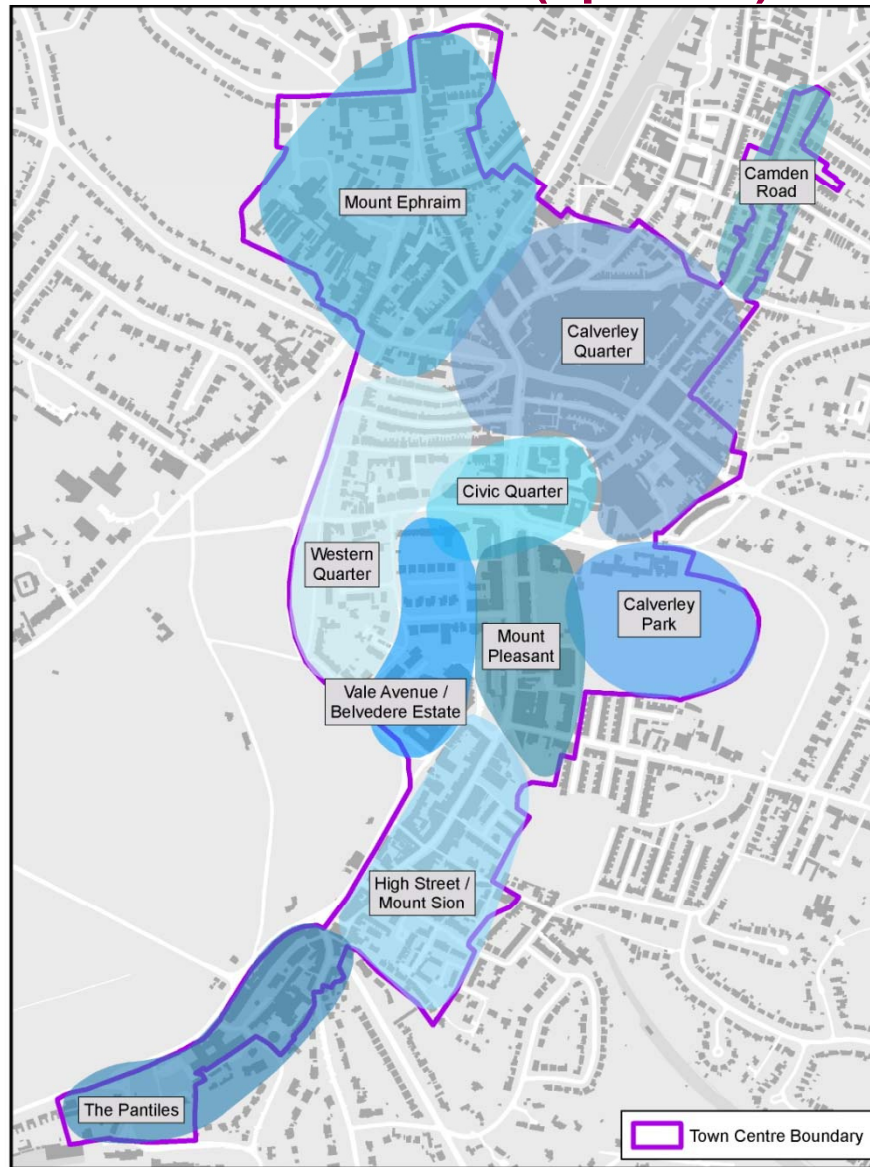
26 April 2012



Objectives for the Town Centre

- To improve linkages between different areas of the town centre, improve the street scene and public realm, street furniture, green infrastructure, to promote wellbeing and a sense of place
- To promote the town centre as an attractive and thriving place for retail and leisure
- To actively promote the regeneration of vacant, derelict and rundown sites that detract from the town centre
- To promote and improve access to the town's cultural, tourism and amenity attractions
- To reduce traffic congestion and encourage alternative modes of transport

Quarters (updated)



Quarters Defined



- **Historical** Series of enclaves. Pantiles(The Walks) at the foundation. Lodging houses developed, Mt Sion Mt Ephraim. Victorian expansion Calverley estate & Hervey Town. Later residential, Belvedere and Mount Pleasant 'infill'. Culverden. Distinctive Camden Road
- **Land Use** and economies to an extent influence character and perception. Strong retail, strong resi, business. Not to exclusion. mix of uses but some predominate important to recognise in order to protect character from unwelcome intrusion or to maintain enhance economies of scale and synergies
- **Urban Form** Grain, density, scale and the built form. Building typologies eg. 2 storey domestic or retail stores.
- **Geography** Town is distinguished by its topography such that Mt Ephraim at the highest part is clearly set apart from the more central quarters similarly Pantiles and High Street are at the lower part of the town.
- **Perceptions** The separation by the road network and key link points, reinforce the physical separations.

Quarters Uses



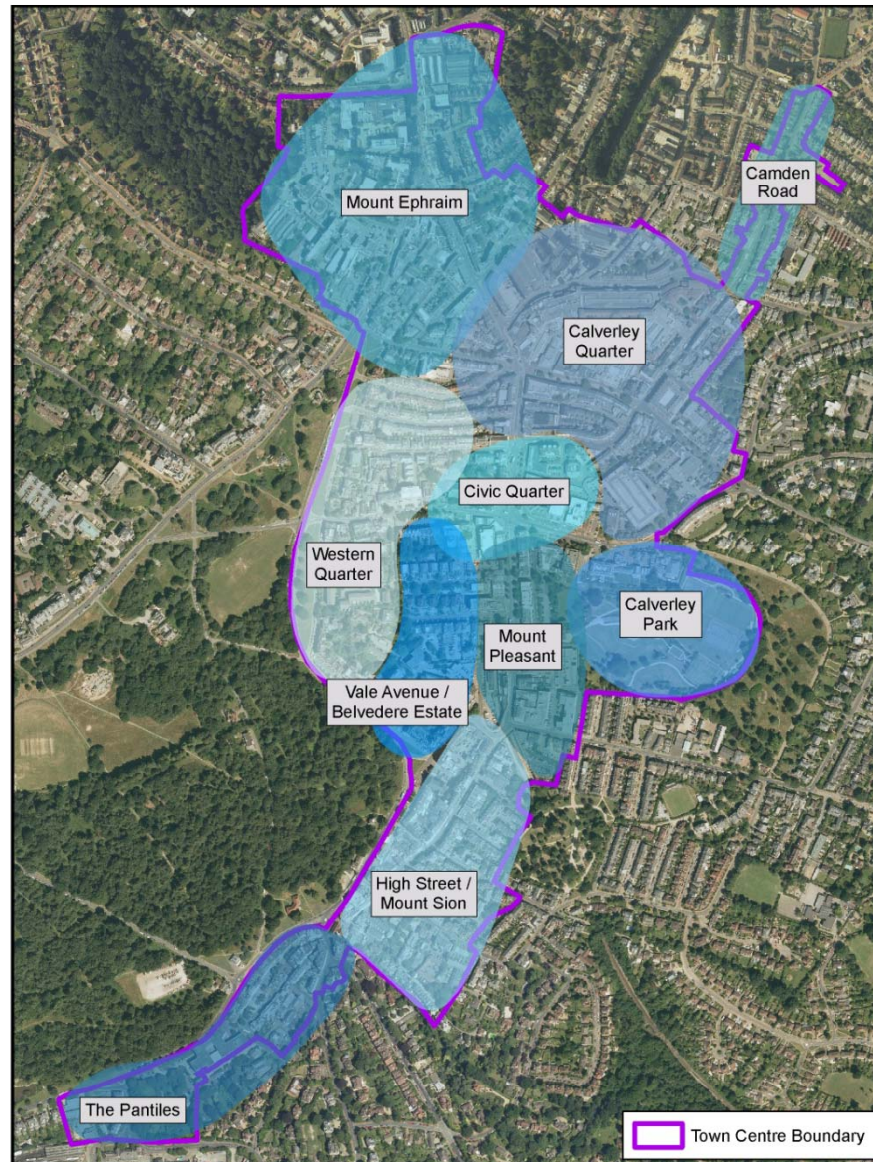
- **Appraising context** Characterisation. History. Special place. Connections. Activities.
- **Structured analysis - SWOT**
- **Placecheck** Basis for further focussed examination.
- **Strategy** Future role within wider town. Key development opportunities. Capacity to deliver
- **Policy/Guidance** Land uses, Site specific analysis & allocations. Movement and access, Links. Public realm. Enhancement opportunities
- **Codes** Key attributes to protect. Specific design vision. Design 'rules'.
- **Certainty** Consensus, Clarity, Speed

National Planning Policy Framework (NPPF)

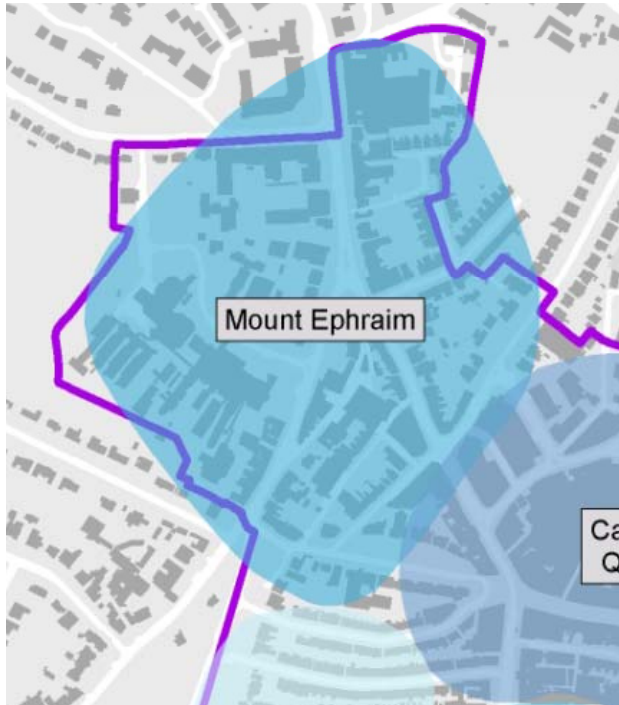


- **Basis for evidence** Each local planning authority should ensure that the Local Plan is based on adequate, up-to-date and relevant evidence about the economic, social and environmental characteristics and prospects of the area. (158)
- **Town Centres** Ensuring the vitality of town centres; management and growth. (23)
- **Quality** plans should develop robust and comprehensive policies that set out the quality of development that will be expected for the area. (58)
- **Codes** Local planning authorities should consider using design codes where they could help deliver high quality outcomes. However, design policies should avoid unnecessary prescription or detail and should concentrate on guiding the overall scale, density, massing, height, landscape, layout, materials and access of new development in relation to neighbouring buildings and the local area more generally. (59)
- **Core Strategy CP4, CP5**

Town Quarters



Mount Ephraim Quarter



- **Context Appraisal**
- **SWOT Analysis**
- **Strategy/Future Role**
- **Opportunities**
- **Policy/Guidance**
- **Urban Design Code**

Code Content



Townscape

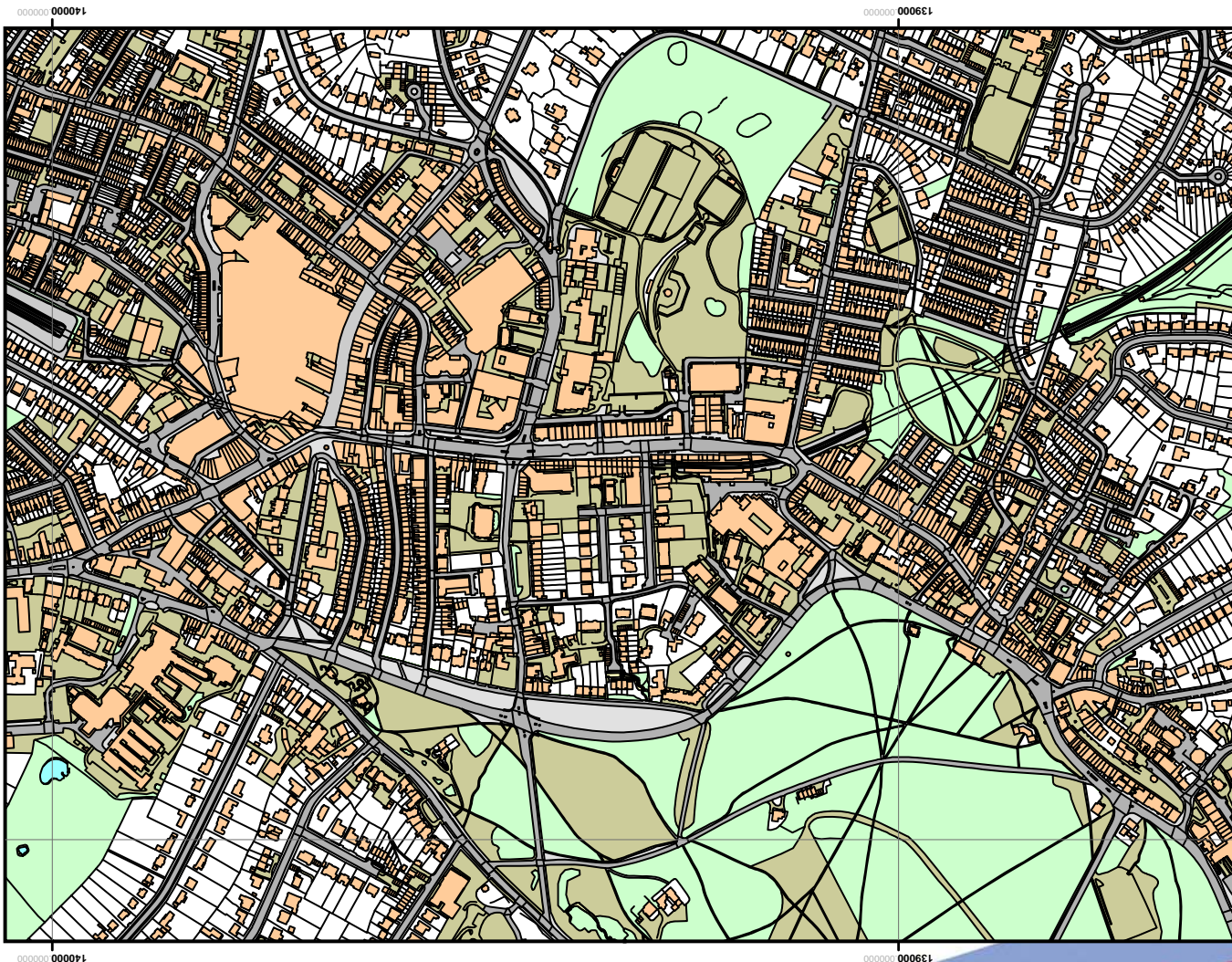
- Views & Landmarks
- Building lines/frontages
- Form and massing
- Plot widths

Detail

- Heights
- Quality – design, materials
- Shopfronts incl. Signs
- Boundaries

Conformity

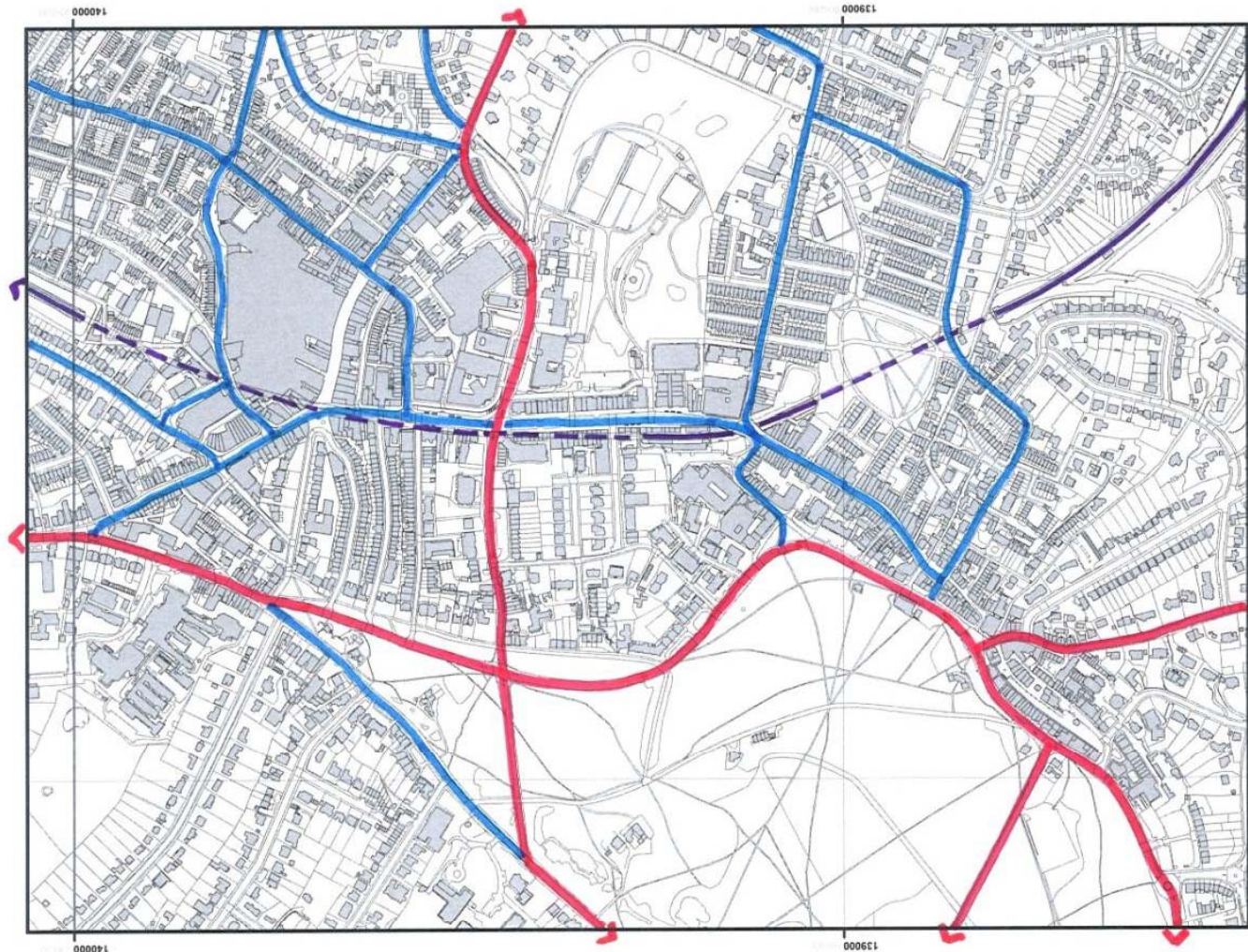
- Flexibility/innovation
- Conservation



Movement and Place



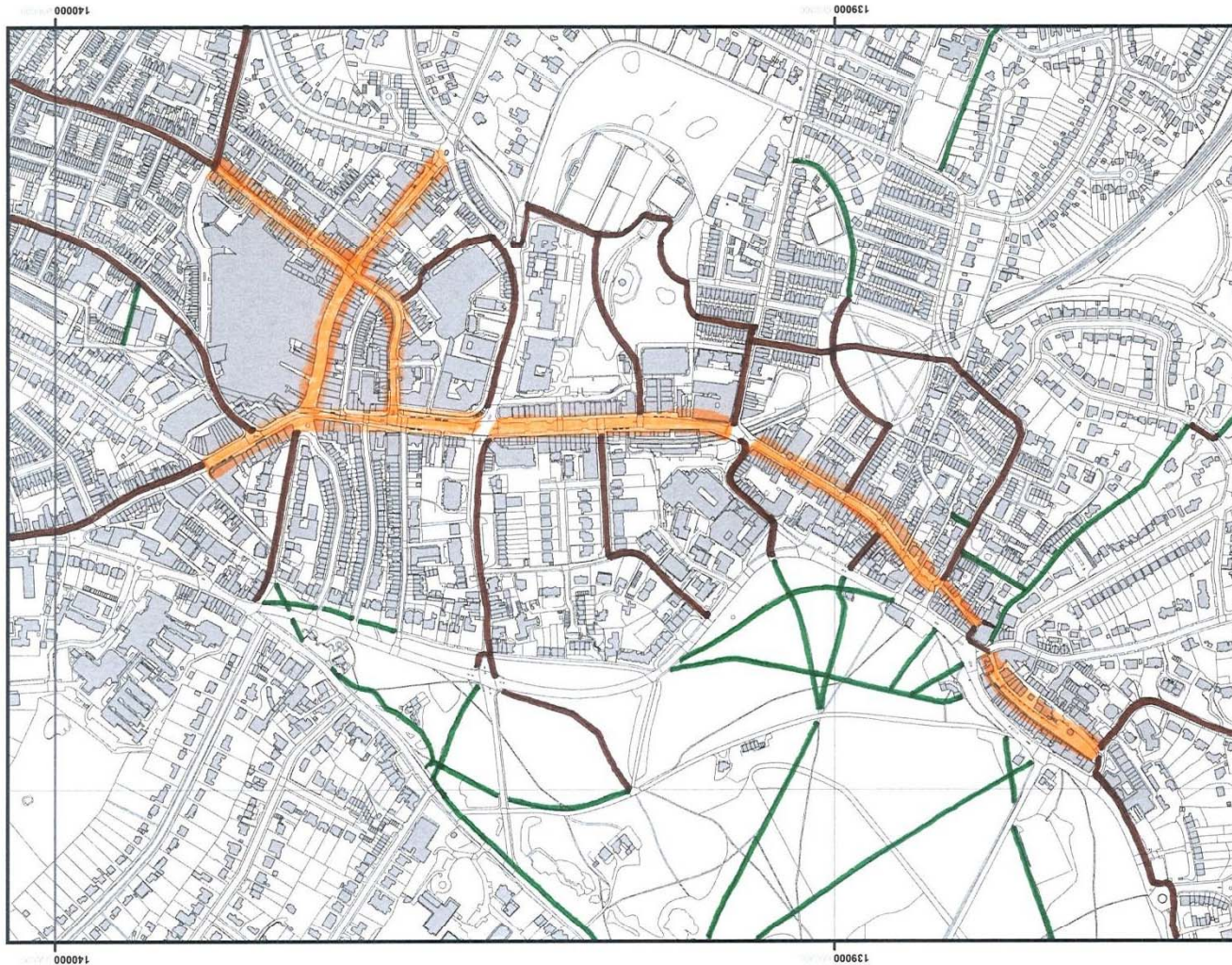
Movement Framework Vehicular and Access



- Primary Roads
- Local Roads
- Access/Cul de Sac
- Rail




Movement Framework Pedestrian



 Key Street Places

 PROW.

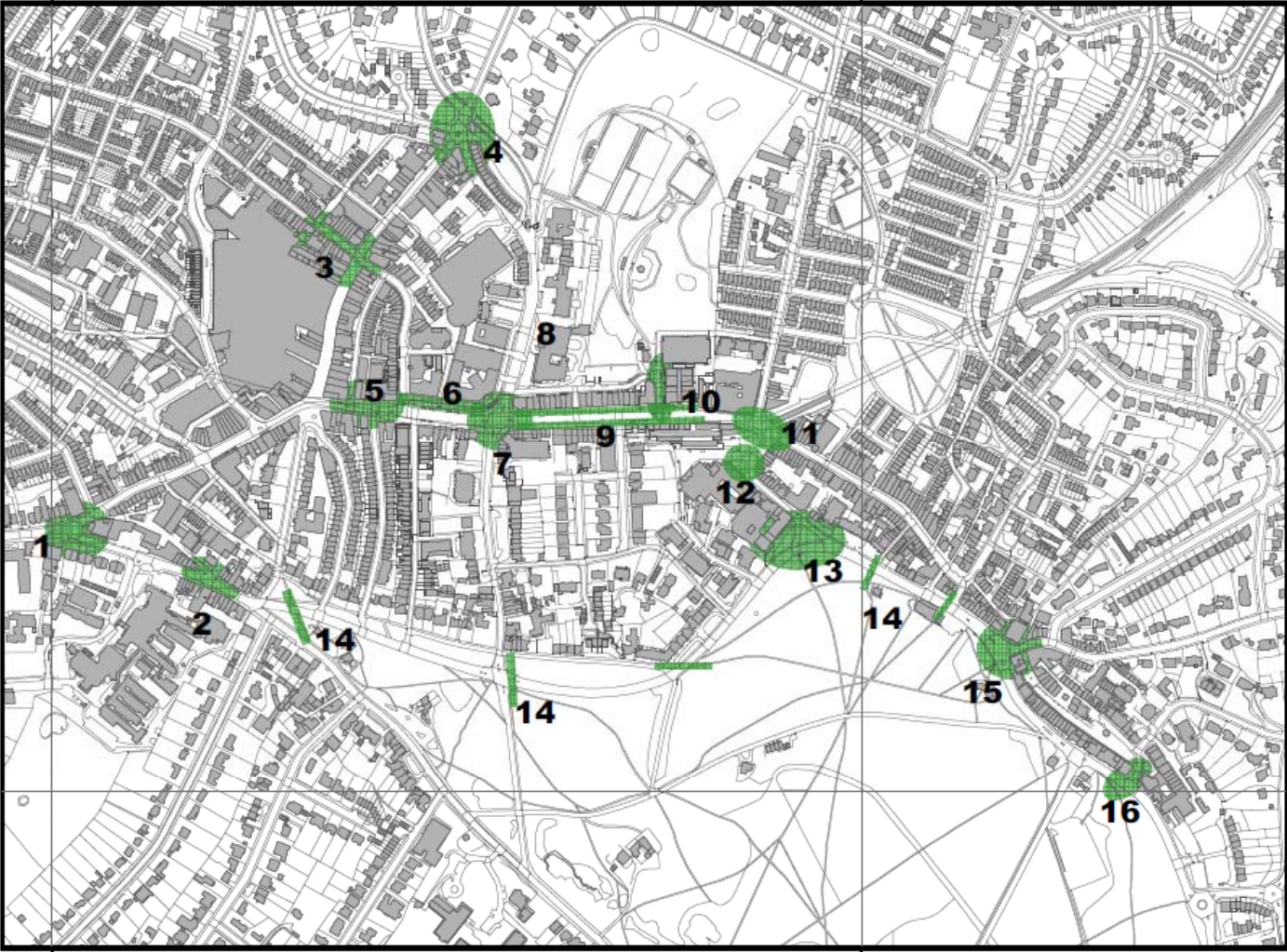
 Priority Streets
(Ppds)



Town Centre Sites (2010)



Public Realm Opportunities





Any Questions ?

Alan Legg

26 April 2012