

Key Objective	1.Make Chorley THE Contemporary Market Town	Year 1	Year 2	Year 3	Year 4	Year 5+	resource	budget
Key Action	Adopt clear objective to make Chorley the North-West's number one Market Town							
Project 1	Continue to market the Market Town Graphic Identity : further develop brand for Chorley Markets, to support marketing						<b>ALREADY UNDERWAY</b> Economic Development Communications	<b>LOW</b> Mainstream Sponsorship
Project 2	Prepare Market Town Design Guide to coordinate approach to shopfront design / graphic style / colour / street materials etc						Policy and Design	<b>LOW</b> Mainstream
Project 3	Learn from Elsewhere: Develop links with similar market towns eg Ludlow, Cromer, Hexham						<b>ALREADY UNDERWAY</b> Policy and Design Economic development	<b>LOW</b> Mainstream
Project 4	Improve the Cultural Offer: continue to develop and implement the cultural strategy Increase frequency of events (eg food festivals / events)						<b>ALREADY UNDERWAY</b> arts development officer economic development	<b>LOW</b> Mainstream revenue generation / sponsorship
Project 5	Capacity Building : Town Forum should be shown good practice						Policy and Design Economic development	<b>LOW</b> Mainstream

Key Objective	2. Market Street : A thriving street again	Year 1	Year 2	Year 3	Year 4	Year 5+	Staff resource	budget
Key Action	Transform Market Street into the best street in any town in the North West of England							
Project 1	Feasibility / Proposals: commission feasibility study examining engineering constraints / options for improvement including tree planting and increasing short term parking possibilities. Implement Scheme.						Town Centre Parking Strategy Already prepared Policy and Design Lancashire CC Economic Development Streetscene	<b>HIGH</b> £1025000 Capital Programme external funding Private Levy NWDA £1.5m
Project 2	Prepare Market Town Design Guide to coordinate approach to shopfront design / graphic style / colour / street materials etc						Policy and Design	<b>LOW</b> Mainstream
Project 3	Lighting : develop lighting strategy to improve lighting along key pedestrian routes, highlight town features such as St Mary's Arch, and celebrate festivals eg Christmas.						<b>ALREADY PART UNDERWAY</b> Policy and Design Economic Development Streetscene	<b>MEDIUM</b> Mainstream Plus £3,000 per feature
Project 4	Improve the Cultural Offer: continue to develop and implement the cultural strategy Increase frequency of events (eg food festivals / events)						<b>ALREADY UNDERWAY</b> arts development officer economic development	<b>LOW</b> Mainstream revenue generation / sponsorship

Key Objective	3. Make a diverse and sustainable Town Centre	Year 1	Year 2	Year 3	Year 4	Year 5+	Staff resource	budget
Key Action	Promote mixed use development opportunities in Chorley Town Centre							
Project 1	Market Walk Phase II : Prime mixed use retail development as part of coordinated town centre footfall plan						corporate team	<b>HIGH</b> Public / private partnership
Project 2	QS Fashions site : mixed use development as anchor at southern entrance to town, at end of Market Street						business directorate	<b>HIGH</b> private sector
Project 3	Gillibrand Street: mixed use residential / retail / office development						business directorate	<b>HIGH</b> Public / private partnership
Project 4	Promote infill development and encourage refurbishment of empty flats over shops.						business directorate	<b>MEDIUM</b> Public / private partnership
Project 5	Independent Shops : encourage start-ups and independent shops to establish.						<b>ALREADY UNDERWAY</b> economic development	<b>MEDIUM</b> Mainstream / external funding

Key Objective	4. Revitalise Chorleys built heritage	Year 1	Year 2	Year 3	Year 4	Year 5+	staff resource	budget
Key Action	Improve the setting of Chorleys fine buildings, and ensure improvements enhance surrounding streets							
Project 1	Townscape Heritage Initiative explore feasibility of THI bid						Policy and Design	LOW Mainstream
Project 2	Prepare Market Town Design Guide to coordinate approach to shopfront design / graphic style / colour / street materials etc						Policy and Design	LOW Mainstream
Project 3	Lighting : develop lighting strategy to improve lighting along key pedestrian routes, highlight town features such as St Mary's Arch, and celebrate festivals eg Christmas						<b>ALREADY PART UNDERWAY</b> Policy and Design Economic Development Streetscene	MEDIUM Mainstream Plus £3,000 per feature
Project 4	Streetscape : ensure street improvements in conservation areas are appropriate quality						Policy and Design Lancashire CC	LOW Capital bid external funding

Key Objective	5. Make a new setting for Chorleys Markets	Year 1	Year 2	Year 3	Year 4	Year 5+	staff resource	budget
Key Action	Improve the setting of the Covered Market, its Hall and the Flat Iron. Make new places for the Speciality Markets							
Project 1	Continue to market the Market Town Graphic Identity : further develop brand for Chorley Markets, to support marketing						<b>ALREADY UNDERWAY</b> Economic Development Communications	<b>LOW</b> Mainstream Sponsorship
Project 2	Flat Iron : Commission Design Study and implement scheme to turn Flat Iron into a multi-functional market/carpark/civic space linked to Market Walk Phase 2 plans						Economic Development Policy and Design	Capital Programme Bid / private sector levy £500,000
Project 3	Lighting : develop lighting strategy to improve lighting along key pedestrian routes, highlight town features such as St Mary's Arch, and celebrate festivals eg Christmas						<b>ALREADY PART UNDERWAY</b> Economic Development Streetscene	<b>MEDIUM</b> Mainstream Plus £3,000 per feature
Project 4	Speciality Markets : improve new places such as Fazakerley Street						Economic Development Policy and Design Lancashire County Council	<b>MEDIUM</b> Capital Programme Bid £175,000

Project 5	Chorley Covered Market : Deliver Capital Improvements project						<b>COMPLETE</b> Economic Development Policy and Design	
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Key Objective	6. Chorley Boulevard	Year 1	Year 2	Year 3	Year 4	Year 5+	staff resource	budget
Key Action	Transform the ring road into a green boulevard around Chorley Town Centre							
Project 1	Commission feasibility study and implement scheme to green Chorley - Shepherds Way						Streetscene Policy and Design Landscape Architects Lancashire CC	Capital Programme Bid External Private Sector Levy £500,000
Project 2	Public Art : new commissions/competitions to bring identity and distinctiveness including roundabouts artwork.						Policy and Design Lancashire County Council Streetscene	Public Partnership External Funding £100,000
Project 3	Lighting : develop and Implement lighting strategy to improve lighting along key pedestrian routes, highlight town features and celebrate festivals etc. Potential for permanent and temporary lighting visible from Shepherds Way						<b>ALREADY PART UNDERWAY</b> Economic Development Streetscene	Mainstream Plus £3,000 per feature Plus £ <b>MEDIUM</b> for Shepherds Way
Project 4	Integrate car parks and their access routes into the greenspace network. Friday Street Car Park – Improve by tree planting/re-surfacing						Policy and Design Streetscene	<b>LOW</b> Capital Programme Bid

Project 5	Improve links across Shepherds Way; improve the underpasses under the railway						Policy and Design Lancashire County Council	<b>MEDIUM</b> Capital Programme Bid Private sector levy
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Key Objective	7. Chorley Civic Quarter	Year 1	Year 2	Year 3	Year 4	Year 5+	staff resource	budget
Key Action	Make a distinctive civic quarter for Chorley							
Project 1	Town Hall Square : make a new square outside the Town hall, at the top of market street						Policy and Design Lancashire CC Consultants	Capital Programme Bid Private sector levy £500,000
Project 2	Commission feasibility study and implement scheme to green Chorley – Astley Park Gates : develop streetscape / planting project linking Market Street with Astley Park Gates / The Chor						Streetscene Policy and Design. Landscape Architects Lancashire CC	Capital Programme Bid External Private Sector Levy £500,000
Project 3	Union Street : improve Union Street frontage / fencing / railings						Part delivered with Flat Iron project Policy and Design Landscape Architect	Capital Programme Bid Private sector levy £50,000
Project 4	Integrate car parks and their access routes into the greenspace network. Town Hall Car Park – Improve by tree planting/re-surfacing						Policy and Design Streetscene	<b>MEDIUM</b> Capital Programme Bid

Project 5	St Thomas's St : encourage development on gap sites						Covered under Objective 3 Project 4.	Covered under Objective 3 Project 4.
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Key Objective	8. Reveal the Town Centre	1 year	2 year	3 year	4 year	5 + year	staff resource	budget
Key Action	Make sure people know about Chorley for the right reasons							
Project 1	Continue to market the Market Town Graphic Identity : further develop brand for Chorley Markets, to support marketing						<b>ALREADY UNDERWAY</b> Economic Development Communications	<b>LOW</b> Mainstream Sponsorship
Project 2	Public Art : new commissions/competitions to bring identity and distinctiveness including roundabouts artwork.						Policy and Design Lancashire County Council Streetscene	Public Partnership External Funding £100,000
Project 3	Prepare and implement coordinated Signage Strategy from the motorway and trunk roads and from public transport networks into the town centre including Brown Signs, "heads-up" maps and signs, finger posts and street nameplates.						Covered under other objectives. Economic Development Policy and Design Lancashire County Council Streetscene	<b>MEDIUM</b> Mainstream Private Sector Levy Capital Programme Bid Lancashire County Council
Project 4	In addition to public art and signage, define town entrances through buildings and landmarks.						Economic Development Policy and Design Lancashire County Council Streetscene	<b>MEDIUM</b> Public / private partnership

Key Objective	9. Chorley : a walkable town centre	1 year	2 year	3 year	4 year	5 + year	Staff resource	budget
Key Action	Improve the walking environment for pedestrians and encourage people away from car use.							
Project 1	Pedestrian Environment : declutter streets, remove barriers to walking throughout the town. Introduce places for restful sitting and toddlers play, close to town centre						Policy and Design Streetscene Lancashire County Council	<b>MEDIUM</b> Part capital programme Mainstream
Project 2	Commission feasibility study and implement scheme to green Chorley link existing greenspaces on the west side of town to make pleasant walking circuits.						Streetscene Policy and Design Landscape Architects Lancashire County Council	Capital Programme Bid External Private Sector Levy £500,000
Project 3	Lighting : develop and Implement lighting strategy to improve lighting along key pedestrian routes, highlight town features such as St Mary's Arch, and celebrate festivals. Ensure high perception of personal safety						<b>ALREADY PART UNDERWAY</b> Economic Development Streetscene	Mainstream Plus £3,000 per feature Plus £ <b>MEDIUM</b> for Town Centre enhancements

Project 4	Integrate car parks and their access routes into the greenspace network.						Policy and Design Streetscene	MEDIUM Capital Programme Bid
Project 5	Biodiversity and wildlife : plant native species of plants to encourage wildlife in the town centre						Partly covered under other tree planting projects. Streetscene Landscape architect Policy and Design Lancashire County Council	Mainstream Climate Change Budget Private Sector Levy Capital Programme Bid £20,000

Key Objective	10. Chorley Town Centre : a vibrant focus for the Borough	1 year	2 year	3 year	4 year	5 + year	Staff resource	budget
Key Action	Make Chorley Town Centre the focus for the whole borough							
Project 1	Continue to develop a varied and popular new public realm with good linkages to the surrounding districts						Covered under other projects	Covered under other projects
Project 2	Placecheck : hold regular (at least once a year) community events, involving schools and interest groups.						<b>ALREADY UNDERWAY</b>	<b>LOW</b> Mainstream
Project 3	Innovate and diversify : continue to promote initiatives for new start-ups, stalls, cultural and business opportunities.						<b>ALREADY UNDERWAY</b> Economic Development	<b>MEDIUM</b> Mainstream external funding Private sponsorship
Project 4	Improve the Cultural Offer: continue to develop and implement the cultural strategy Increase frequency of events (eg food festivals / events)						<b>ALREADY UNDERWAY</b> arts development officer Economic development	<b>LOW</b> Mainstream revenue generation / sponsorship

Project 5	Partnership : continue to develop town centre partnerships						<b>ALREADY UNDERWAY</b> Economic Development and Policy	<b>LOW</b> Mainstream Sponsorship (eg refreshments)
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