

DRAFT PRIORITY ACTIONS FROM KEY ACTION PLAN

<p>A. TOWN CENTRE DIVERSIFICATION</p>		<p>TARGETS 2006/7</p>
<p>A1</p>	<p>ENCOURAGE THE DEVELOPMENT OF:</p> <ul style="list-style-type: none"> • ADDITIONAL NON-FOOD RETAIL FLOORSPACE (9,400 SQ M (GROSS)). • A LARGE SUPERMARKET OR AN EQUIVALENT EXTENSION (2,000 - 5,000 SQ M (GROSS)). • A 6-SCREEN CINEMA <p>USING KEY SITES IDENTIFIED ON KEY ACTION PLAN.</p>	<p>A1.1 BRING FORWARD PROPOSALS FOR A SECOND PHASE OF RETAIL DEVELOPMENT AT MARKET WALK</p> <p>A1.2 FACILITATE NEGOTIATIONS AND SITE ASSEMBLY</p>
<p>A2</p>	<p>ENCOURAGE RETAIL AND LEISURE INVESTMENT TO SECURE BETTER RANGE AND QUALITY OF SHOPS.</p>	<p>A2.1 PUBLICISE AND PROMOTE SITES TO TARGET RETAILERS</p>
<p>A3</p>	<p>ENCOURAGE QUALITY OFFICE DEVELOPMENT.</p>	<p>A3.1 PUBLICISE AND PROMOTE SITES TO POTENTIAL INVESTORS/OCCUPIERS</p>
<p>B. TOWN CENTRE ENVIRONMENT</p>		<p>TARGETS 2006/7</p>
<p>B1</p>	<p>IDENTIFY AND REINFORCE LOCAL DISTINCTIVENESS BY MEANS OF A TOWN CENTRE AUDIT AND DEVELOPMENT OF A DESIGN STRATEGY.</p>	<p>B1.1 PREPARE AUDIT, INCLUDING TOWN CENTRE GATEWAYS</p> <p>B1.2 PREPARE DRAFT DESIGN STRATEGY</p>

<p>B2</p>	<p>FACILITATE IMPROVEMENT OF SHOP FRONTS AND BUILDINGS AND DEVELOP A PROGRAMME OF WORKS FOR PUBLIC REALM IN ACCORDANCE WITH DESIGN GUIDE, INCLUDING MEASURES TO ENHANCE UNDERUSED/ UNATTRACTIVE SITES AND BUILDINGS.</p>	<p>B2.1 DEVELOP PROGRAMME OF IMPROVEMENTS FOR TOWN CENTRE AND GATEWAYS</p>
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C ACCESSIBILITY AND MOVEMENT

<p>C1</p>	<p>REVIEW CAR PARKING AND ENSURE CHOICE OF COMPETITIVELY PRICED CAR PARKING FOR SHOPPERS AND VISITORS.</p>	<p>TARGET 2006/7 C1.1 UNDERTAKE REVIEW AND BRING FORWARD PROPOSALS</p>
<p>C2</p>	<p>IMPLEMENT TRANSPORT IMPROVEMENTS FOR THE TOWN CENTRE</p>	<p>C2.1 INTRODUCE CONTROLLED PEDESTRIAN CROSSING AT ST THOMAS ROAD/MARKET STREET JUNCTION.</p>

D BUSINESS PROMOTION AND SUPPORT

<p>D1</p>	<p>DEVELOP AND IMPLEMENT A MARKETING STRATEGY.</p>	<p>TARGET 2006/7 D1.1 DEVELOP A MARKETING STRATEGY BASED ON CHORLEY'S UNIQUE SELLING POINT (USP)</p>
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D2	DEVELOP EFFECTIVE PARTNERSHIP WORKING AND IMPROVE PROCESS OF COMMUNICATION	D2.1 DEVELOP EFFECTIVE COMMUNICATION WITH TOWN CENTRE STAKEHOLDERS
D3	WORK WITH PRIVATE SECTOR PARTNERS TO DEVELOP THE COMMERCIAL POTENTIAL OF THE TOWN CENTRE AND THE MARKETS	D3.1 REVIEW ROLE, POTENTIAL AND LOCATION OF THE MARKETS AND DEVELOP PROPOSALS D3.2 SEE TARGETS A1-A3 ABOVE

DRAFT KEY ACTION PLAN
A. TOWN CENTRE DIVERSIFICATION

	ACTION/PROJECT	LEAD AGENCY	PROSPECTIVE PARTNERS	FUNDING SOURCES	TIMING
A1	<p>Encourage the development within Chorley Town Centre of:</p> <ul style="list-style-type: none"> • Additional non-food retail floorspace of approximately 9,400 sq m (gross). • A large supermarket or an equivalent extension of between 2,000 and 5,000 sq m (gross). • A 6-screen cinema. <p>Promote retail and leisure development on 4 key sites within the Primary Frontage Area</p> <ol style="list-style-type: none"> 1. Off Gillibrand Street and 98-102 Market Street. 2. Fleet Street North Car Park. 3. Corner of Pall Mall/Bolton Street. 4. Part of Union Street Car Park. 	Private Developers	Principal Retail and Leisure Land Owners Private Developers	Chorley Borough Council Private Developers	2006-2009 +
A2	<p>Encourage retail and leisure investment into the centre to improve the range of quality and independent specialist shops, attract more “High Street” names and reduce the number of vacant shops.</p>	Chorley Borough Council	Principal Retail and Leisure Land Owners Private Developers	Chorley Borough Council Private Developers	2006-2009 +
A3	<p>Encourage quality office development and redevelopment through the implementation of planning policies.</p>	Chorley Borough Council	Land Owners Private Developers	Private Developers	2006-2009+
A4	<p>Encourage housing development in the town centre, including use of vacant or under used floorspace above ground floor premises, and the maintenance of existing residential stock.</p>	Chorley Borough Council	Property Owners Occupiers Private Developers	Private Developers Housing Association Housing Corporation	2006-2009+
A5	<p>Attract hotel, arts, cultural and other leisure and tourism facilities.</p>	Chorley Borough Council	Land Owners Private Developers	Arts Council North West Private Developers	2006-2010 +

A6	<p>Promote vitality and viability, retain key uses and enhance diversity by encouraging the development of leisure and cultural facilities (e.g. restaurants, bars, cafes and evening entertainment) through policies in the Local Development Framework</p>	<p>Chorley Borough Council</p>	<p>Property Owners Private Developers Town Centre Businesses Creative Partnership Lancashire County Council/ Lancashire County Development Ltd</p>	<p>Chorley Borough Council Private Developers Arts Council North West Heritage Lottery Lancashire and Blackpool Tourist Board</p>	<p>2006-2016</p>
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B TOWN CENTRE ENVIRONMENT

	ACTION/PROJECT	LEAD AGENCY	PROSPECTIVE PARTNERS	FUNDING SOURCES	TIMING
B1	<p>Identify and reinforce local distinctiveness by means of a town centre audit and design strategy for</p> <ul style="list-style-type: none"> • buildings • streets and other public areas (including surfacing, street furniture, forecourt café culture development security cameras, advertising, signage, landscaping and cycle parking) • and Markets <p>to strengthen the character and identity of the town centre and capitalise on the town's heritage.</p>	Chorley Borough Council	Chorley Civic Society Lancashire County Council The Police Market Traders Property Owners Occupiers	Chorley Borough Council Lancashire County Council	2006-2009
B1.1	<p>Audit and pursue Gateway Improvements to tackle the Main Approach Routes to the town centre and associated car parks.</p> <p>Park Road Gateway:</p>	Chorley Borough Council	Lancashire County Council	Chorley Borough Council	2007-2008
B1.2	<p>Investigate and facilitate improvements to Park Road between the entrance to Astley Park and the town centre.</p> <p>Enter into discussions with landowner/occupier of the Gala Bingo Site to achieve visual improvements, traffic management improvements and/or appropriate re-use.</p> <p>Town Centre Bypass:</p>	Chorley Borough Council	Lancashire County Council Property Owner/Occupier of Gala Bingo Lancashire County Council	Chorley Borough Council Chorley Borough Council Private Developers	2007-2009 2006-2008
B1.3	<p>In partnership with Lancashire County Council assess the opportunities to allow improved crossing places for pedestrians and links to prime pedestrian access points.</p>	Chorley Borough Council	Lancashire County Council	Lancashire County Council	2007-2008

B1.4	In partnership with Lancashire County Council pursue the provision and maintenance of additional landscaping and tree planting along specific areas adjacent to the bypass.	Chorley Borough Council	Lancashire County Council	Lancashire County Council	2007-2009
B1.5	Enter into discussions with key landowners and occupiers along the bypass, with the aim to achieve visual improvements and/or appropriate re-use including the following sites: <ol style="list-style-type: none"> 1. The Former Bentwoods, Water Street 2. The Gas Works site, Bengal Street. 3. The Council Depot, Bengal Street 4. Former Rover Garage, Bengal Street. Bolton Street Gateway	Chorley Borough Council	Property Owners/ Occupiers. Lancashire County Council	Chorley Borough Council Private Developers	2007-2010
B1.6	Pursue discussions with landowners and occupiers along Bolton Street to Pilling Lane to enable physical improvements to streetscape and properties and more efficient use of land including the following sites: <ol style="list-style-type: none"> 1. Area bounded by Lyons Lane South, Goring Street and King Street including Percy Street; 2. The former Astley Centre, Bolton Street and Works adjoining Back Ashby Street. Retention of the landmark Astley Centre is considered desirable on townscape grounds. 3. Area including QS Fashions, Bolton Street and Pall Mall to area to the rear of residential properties on Duke Street. 	Chorley Borough Council	Property Owners/ Occupiers. Lancashire County Council	Chorley Borough Council Private Developers	2007-2010

B1.7	<p>Pall Mall Gateway</p> <p>Negotiate with owners, landowners and occupiers along Pall Mall to its junction with Carrington Road to achieve physical improvements to streetscape and properties and appropriate uses, including at the following sites:</p> <ol style="list-style-type: none"> 1. See QS Fashions site above and Dickinsons Warehouse, Pall Mall 2. Site of Eagle and Child Hotel <p>St Thomas's Road Gateway</p>	Chorley Borough Council	Property Owners/ Occupiers. Lancashire County Council	Chorley Borough Council Private Developers	2007-2010
B1.8	<p>Open talks with landowners and occupiers along St Thomas's Road to its junction with Crown Street to facilitate physical improvements to streetscape and properties and to identify additional areas of land for redevelopment including the following site:</p> <ol style="list-style-type: none"> 1. Land utilised as a private car park adjacent to St Thomas's Road, Dole Lane and Foundry Street. 	Chorley Borough Council	Property Owners/ Occupiers. Lancashire County Council	Chorley Borough Council Private Developers	2007-2010

<p>B2</p>	<p>Promote shop front and building façade improvements and/or replacements.</p> <p>Work with property owners to secure attractive window displays, reduce areas of dead frontage, improve the appearance of vacant units and encourage community art projects.</p> <p>Develop programme of works to improve the public realm, provide/reinstate and maintain high quality surfaces and street furniture; identify and remove superfluous or redundant items</p> <p>Investigate and implement specific measures to target unattractive and underused sites and buildings to achieve environmental enhancement and appropriate re-use.</p> <p>Following a full survey of the public (realm) spaces in the town centre facilitate and/or implement comprehensive measures to improve the physical fabric, pedestrian priority and appearance of key areas including:</p> <ol style="list-style-type: none"> 1 The full length of the Market Street from the Pall Mall/ Bolton Street junction to the Union Street junction. This is the area, which is shortly to be assessed through an initiative sponsored by the Commission for Architecture and Built Environment (CABE). 2 Work with Lancashire County Council to create a town square in front of the Town Hall at Market Street (this is included in the area identified at 1). 3 Area in front of the Police Station and Magistrates Court (known as St Thomas's Square). 4 Area in front of the Library, Union Street 	<p>Chorley Borough Council</p>	<p>Property Owners Occupiers Chorley Civic Society South Lancashire Arts Partnership Lancashire County Council The Police CABE Magistrates Court Parkwise</p>	<p>Chorley Borough Council Property Owners Occupiers Arts Council North West Big Lottery Fund Lancashire County Council</p>	<p>2006-2016</p>
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	ACTION/PROJECT	LEAD AGENCY	PROSPECTIVE PARTNERS	FUNDING SOURCES	TIMING
B3	Pursue public art opportunities in the town centre in accordance with urban design strategy	Chorley Borough Council	Arts Council North West Lancashire County Council Arts Unit Local Creative Industries and Practitioners	Arts Council Lottery Trust Funds Private Business Sponsorship Chorley Borough Council	2007-2008
B4	Pursue schemes to help improve security and safety in the town centre without detriment to design.	Chorley Borough Council	The Police	Chorley Borough Council	2006-2009+

C ACCESSIBILITY AND MOVEMENT

	ACTION/PROJECT	LEAD AGENCY	PROSPECTIVE PARTNERS	FUNDING SOURCES	TIMING
C1	Provide accessible car parking and a choice of competitively priced car parking for shoppers. Investigate measures to encourage more and longer shopper parking on Council car parks specifically on Union Street car park.	Chorley Borough Council	Private Developers	Chorley Borough Council Private Developers	2006-2016
C2	In partnership with Lancashire County Council implement transport improvements for the town centre including controlled pedestrian crossings on: <ol style="list-style-type: none"> 1. Clifford Street. 2. St Thomas Road/Market Street junction. 3. Union Street at its junction with Market Street Improve cycle parking facilities.	Chorley Borough Council	Lancashire County Council	Lancashire County Council	2006-2010
C3		Chorley Borough Council		Chorley Borough Council	2007-2008
C4	Investigate alternative routes for public transport in the Town Centre.	Chorley Borough Council	Lancashire County Council Bus Operators	Chorley Borough Council	2007-2008
C5	Enhance accessibility for all and continue to support the shop mobility scheme to provide improved access for the mobility impaired.	Chorley Borough Council	Diss UK	Chorley Borough Council	2006-2016

D BUSINESS PROMOTION AND SUPPORT

	ACTION/PROJECT	LEAD AGENCY	PROSPECTIVE PARTNERS	FUNDING SOURCES	TIMING
D1	<p>Promote Chorley as a Contemporary Market Town and the town centre as the preferred shopping destination and investment for residents and tourists</p> <p>Assist the development of a dedicated town centre website</p> <p>Produce a town centre guide showing shops and visitor attractions.</p> <p>Develop a network of visitor attractions and associated creative businesses in the town centre</p> <p>Promote linked tourism, leisure and shopping trips</p>	Chorley Borough Council	<p>Lancashire and Blackpool Tourist Board Visitor Attractions</p> <p>Town Centre Forum</p> <p>Diss UK Occupiers Disability Forum</p> <p>Occupiers Creative Partnerships</p> <p>Town Centre Businesses Lancashire and Blackpool Tourist Board</p>	<p>Chorley Borough Council</p> <p>Chorley Borough Council</p> <p>Private Advertisers</p> <p>Arts Council North West Lancashire and Blackpool Tourist Board Heritage Lottery Fund Chorley Borough Council</p>	2006-2016
D2	<p>Strive to achieve effective communication and consultation on town centre issues with all interested parties.</p> <p>Support the work and enable the development of the Town Centre Forum.</p>	Chorley Borough Council	<p>North West Development Agency Town Centre Forum Retail Interests</p>	Chorley Borough Council	2006-2016
D3	<p>Work with private sector partners to develop the commercial potential of the markets</p> <p>Continue to promote and support specialist street markets e.g. Farmers Market</p>	Chorley Borough Council	<p>Market Traders</p> <p>Private Sector Partners</p>	Chorley Borough Council Private Sector Partners	2007-2016

D4	Support town centre events e.g. festivals.	Chorley Borough Council	South Lancashire Arts Partnership Professional Artists Market Walk Shopping Centre	Youth Music Big Lottery Sponsorship	2006-2016
D5	Implement town centre walks e.g. heritage.	Chorley Borough Council	Private Sector Traders Lancashire and Blackpool Tourist Board	Arts Council Lottery Heritage Lottery	2007-2009
D6	Support Licensed performing spaces, which include the Flat Iron car park and pedestrian areas.	Chorley Borough Council	South Lancashire Arts Partnership Performing Rights Society Local Musicians	National Music Forum	2006-2016