

TOWN CENTRE DIVERSIFICATION

Q1. How effectively do the proposed priority actions address the issues faced by Chorley Town Centre?

COMMENTS	COUNCIL RESPONSE AND REFERENCE TO TOWN CENTRE STRATEGY ACTION/PROJECT
<p>Retail development/leisure: Promote sites</p> <p>Sites at Action A1 are too small/medium.</p> <p>2nd phase development at Market Walk – replace the parking that would be lost</p> <p>Consider design of Market Walk 2nd phase scheme</p> <p>May lose key selling point of oldest market town in area therefore need to decide which markets should be located where.</p> <p>The focus of the town centre has drifted to Market Walk</p> <p>Success depends on what uses go to which sites</p> <p>Cinema viability is dependent on film releases that attract young people</p> <p>The QS Fashion site should be redeveloped</p> <p>Linkage between QS Fashion and Booths /Wetherspoons</p> <p>Improve evening economy</p>	<p>Covered by A1</p> <p>There is a range of sites and sizes. The sites are not too small – they are compatible with the existing fabric and capacity of the town, and comply with policy considerations and the sequential test.</p> <p>Any development of Site A1 (4) will include a significant element of car parking.</p> <p>Achieving a high quality design is a key issue and will be covered by Policy R1 of the Chorley Town Centre Action Area and Retail and Leisure Policies Development Plan Document (Local Development Framework).</p> <p>Covered by Action D1 to promote Chorley as a Contemporary Market Town and D3 to promote the markets and support specialist street markets.</p> <p>B2.1 and B2.4 allow for a public realm audit including areas away from Market Walk - on the full length of Market Street from Pall Mall/ Bolton St junction to the Union St junction, and the area in front of the Library, Union Street.</p> <p>A1 only allows specific appropriate uses on the 4 sites identified</p> <p>The White Young Green Chorley Town Centre - Retail and Leisure Study findings show there is a quantitative and qualitative need to provide a small sized cinema within Chorley Town Centre. The facility could provide 6 screens. This is specifically proposed as part of A1.</p> <p>A1.4 allows for this to occur.</p> <p>B2.1 and B2.4 allow for a public realm audit on the full length of Market Street from Pall Mall/ Bolton St junction to the Union St junction</p> <p>Covered by A6.</p>

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Q2. How can the actions best be facilitated?

COMMENTS	COUNCIL RESPONSE AND REFERENCE TO TOWN CENTRE STRATEGY ACTION/PROJECT
More parking on Market Street	B2.1 and B2.4 allow for a public realm audit on the full length of Market Street from Pall Mall/ Bolton St junction to the Union St junction, and the area in front of the Library, Union Street. It is unlikely more parking will be allowed on Market Street.
Provide diverse offer of uses in the Town Centre	Covered by A1, A2, A3, A4, A5 and A6.
Require different type of shopping: specialist shops	Covered by A2
Access and linkages between QS Fashion, Market Street and Booths/Market Walk is very important.	B1 identifies and reinforces local distinctiveness by means of a town centre audit, and B2.1 and B2.4 allow for a public realm audit on the full length of Market Street from Pall Mall/ Bolton St junction to the Union St junction, and the area in front of the Library, Union Street.
The Bypass has not co-ordinated retail development in the town centre	The aim of the bypass was to take traffic out of the town centre and this has been achieved. The Town Centre Bypass is a main approach route which is covered by B1.3, B1.4, B1.5
Promotion/marketing very important	Covered by D1, D2, D3, and D4.
Different markets required	Covered by D3
How town centre is branded is a key consideration	Covered by A2, A3, A4, A5, A6, D1, D2 and D3.
Attract middle ground range shops – to achieve diversification	Covered by A2 and D1
Improve Town Centre Economy in various ways: Cultural Music Different people in the Town Centre Comedy Nights	Covered by A6 and D1, D3, D4, D5, D6

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Q3. What contribution can you, as a stakeholder, make to the process (time, funding, other)?

COMMENTS	COUNCIL RESPONSE AND REFERENCE TO TOWN CENTRE STRATEGY ACTION/PROJECT
Market and promote range of stores in Chorley	Covered by A2 and D1
Vital to have Town Centre Manager to <ul style="list-style-type: none"> • Share with South Ribble • Facilitate funding of business • Breed confidence/success 	The Council has not ruled out the appointment of such a manager within this 10-year strategy plan. The Town Centre Strategy heavily promotes partnership working and promotion. A Town Centre Manager would be one of a number of ways to deliver this agenda. A marketing and promotion person would find it difficult to promote 2 separate areas at the same time.
“Old Money” owns Chorley Town Centre – get such people together to discuss key sites, and uses, what they can contribute	It is vital that all stakeholders get involved in the town centre strategy to assist in partnership working. This must include landowners and developers who have an interest in Chorley Town Centre.
Build on identity of the Town Centre	Covered by D1 to promote Chorley as a Contemporary Market Town.
Stay Longer Attractions/Environment/Marketing	Covered by A2, A5, A6 and D1
Rent reviews can force out traders	Not a Council issue. Set by property owners.
Creative uses need to be encouraged	Covered by A6

TOWN CENTRE ENVIRONMENT

Q1. How effectively do the proposed priority actions address the issues faced by Chorley Town Centre?

COMMENTS	COUNCIL RESPONSE AND REFERENCE TO TOWN CENTRE STRATEGY ACTION/PROJECT
<p>Covered Market to become Market Hall</p> <p>Empty shops need to be reduced</p> <p>Shop fronts should be improved</p> <p>More floorspace is required</p> <p>Greater range of units is needed</p> <p>Further pedestrianisation should be pursued</p> <p>Reroute buses</p> <p>Greater traffic control is necessary</p> <p>Install automatic barriers on Market Street</p> <p>Improve paving</p> <p>Improve street cleaning</p> <p>A 2nd phase of Market Walk needs to be well designed</p> <p>Gateways are important</p>	<p>Will look at issues, feasibility and cost implications.</p> <p>Covered by A2, and B2 to promote shop front and building façade improvements, and work with property owners to secure attractive window displays and improve the appearance of vacant units.</p> <p>Covered by A1</p> <p>Covered by A3</p> <p>Covered by B1 and B2</p> <p>Covered by C4</p> <p>These issues will be addressed when the Council undertakes a Strategic Transportation Study and Transport Accessibility Plan identified as key projects in the Corporate Strategy 2006/07- 2008/09. Car parking is also addressed in Action/Project C1.</p> <p>Covered by B1</p> <p>Significant efforts are already made to keep the Town Centre streets clean, any problems that do arise amount to day-to-day operational issues.</p> <p>A high quality design is a key issue and will be covered by Policy R1 of the Chorley Town Centre Action Area and Retail and Leisure Policies Preferred Options Development Plan Document (Local Development Framework).</p> <p>Covered by B1 and sites B1.1 - B1.8</p>

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COMMENTS	COUNCIL RESPONSE AND REFERENCE TO TOWN CENTRE STRATEGY ACTION/PROJECT
Marketing and Promotion	Covered by D1
Town Centre Partnership	Covered by D2.
Shopping Guide	Covered by D1
Unified Sunday opening	Dependent on partnership working
Publicise free Sunday parking	Covered by D1 and C1
Sunday Market?	Dependent on partnership working and covered by D3
Sunday Car Boot Sale	Dependent on partnership working
Street market	Covered by D3
Improve canopies of stalls	Will be considered as part of D3
More attractive stalls	Will be considered as part of D3
Free trial for stalls on Market Street	Will be considered as part of D3
Room for traders to park their vehicles on West Street car park	Will be considered as part of D3
Pay on exit car parks	Covered by C1
Reduce car park charges	Covered by C1

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Q3. What contribution can you, as a stakeholder, make to the process (time, funding, other)?

COMMENTS	COUNCIL RESPONSE AND REFERENCE TO TOWN CENTRE STRATEGY ACTION/PROJECT
Join the Town Centre Partnership	Partnership working is the key to business promotion and support and is covered by D3
Remove A Boards	A town centre audit covered by B1 will look at this issue.

ACCESSIBILITY AND MOVEMENT

COMMENTS	COUNCIL RESPONSE AND REFERENCE TO TOWN CENTRE STRATEGY ACTION/PROJECT
Rate payers should get a sticker with free half hour parking	Will be covered as part of C1
Produce a leaflet listing key attractions to give to shoppers	Covered by D1
Introduce additional car parking return time grace period over and above that already granted	Will be covered as part of C1
Hours of parking enforcement vary from District to District (Perceived)	} These issues will be addressed when the Council undertakes a Strategic Transportation Study and Transport Accessibility Plan identified as key projects in the Corporate Strategy 2006/07- 2008/09. Car parking is also addressed in Action/Project C1. }
Change Traffic Restriction Orders to aid shopping patterns and reduce residents conflicts	
Discussion about how we introduce a Traffic Restriction Order. (Consult/Review/Advertise)	
Residents to have a parking disc to give residential identity. (Different tariff)	
Should make Chorley a better/simpler place to park	
Car parking charges are seen as a deterrent to visiting town centre	}
Pay on exit parking is the main requirement	To be covered by C1
Undertake a review of parking.	Covered by C1 and C5. There has been improved signage to car parks and additional links to car parking spaces database on the Chorley Borough Council website, and for transport information, which is highly accessible and promotes alternative transport choices.
Increase signage to Car Parks	
Traders are disappointed with lack of opportunity for feedback.	Six weeks of consultation with drop in sessions were arranged to herald the publication of the Town Centre Strategy and Development Plan Documents.
Accessibility would be improved by the introduction of controlled crossings and better use of public space.	Covered by C2
Accessibility of Town Centre from Buckshaw Village needs to be improved.	Hartwood roundabout Improvements and cycle links at Chancery/Chorley Kickstart and rerouting of buses will assist accessibility.