**TOWN CENTRE -**

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| **THEME** –  **initial points for discussion** | **DATA SOURCES / RESEARCH FOR DATA SOURCES/**  **EVIDENCE** | **LOCAL PLAN POLICY** |
| **DESIGN IN THE TOWN CENTRE –**   * Fascia’s, swing signs (also relevant to Town Centre theme) * Planning to discriminate in favour of retail and catering outlets, not turning current retail outlets into offices * Planning to encourage new retail outlets coming into the High Street and retail environs to have painted fascia’s, rather than plastic signs attached to fascia; encourage swing signs to match. * Street furniture : benches, bins, signs, street lights * Street planters (Shaftesbury In Bloom) * Flower boxes on buildings (Shaftesbury in Bloom * Flags (Chamber of Commerce) * Road & pavement materials | * Research other market towns and the successes they have had with just such a planning approach to preserving and enhancing the heritage appeal of their high streets – include ironmongery signage * Shop front guidance – potential picking out key elements from the NDDC guidance applicable to Shaftesbury. This can also pick up on the use of wall plaques / pub signs etc   *Project to cover:*  public realm improvements   * There does not appear to be a Town design guide for Shaftesbury in the public domain – does a guide exist? |  |
| **BOINDARY MAP – PRIMARY RETAIL AND SECONDARY RETAIL CLARIFICATION** | *Planning policies to cover:*   * Definition of the town centre boundary and shop frontages (if these are different from those in the Local Plan), and /or adjusting the criteria that would apply to changes of use in these areas * Consider the ‘meanwhile’ uses as featured on the Carter Jonas report (pop-ups) – understand the ‘requirement list’ (holding list for interested parties) * Consider Landlord engagement |  |
| **TOWN CENTRE EXPERIENCE (VIBRANCY INC NIGHT TIME ECONOMY)**   * USP – driving the shopping experience through inspirational marketing | * Retail Study – Carter Jonas |  |
| **TRAFFIC FLOW/ MANAGEMENT**   * Lorry restriction during peal trading? | *Project to cover:*   * Traffic management / ~~public realm improvements~~ – how this will be progressed and broadly what it will cover. This could include the general principles for signage, street furniture etc * Consider commissioning a traffic flow/ management study (a bespoke assessment) to provide the evidence to support the traffic flow requirements for now and for the future. * Prepare a set of 10 questions to ensure that the objectives are clear and expectations achieved (to be discussed at the June SNPAC meeting, voted and recommendations presented to the Council) |  |
| **PARKING**   * Car park utilisation rates – parking provision for residents/ percentage of residents permits * H2 increase dwell time – lift 2/ 4 hour restrictions? | * Traffic study completed 2005   *Depending on evidence:* parking improvements – this may be included in the traffic management project as aspirational. If strong evidence of need to allocate additional land, this is likely to require significant further work to establish who would fund and deliverability of sites (i.e. willing landowner)   * Consider commissioning a parking study (a bespoke assessment) to provide the evidence to support the parking requirements for now and for the future. * Prepare a set of 10 questions to ensure that the objectives are clear and expectations achieved (to be discussed at the June SNPAC meeting, voted and recommendations presented to the Council) * Include the need for long term parking (currently the maximum time is 4 hours) |  |
| **other –** | *Depending on evidence / further research*   * cultural quarter project? * parking standards – do these need to deviate from the DCC requirements? * policies on key sites where changes are anticipated – the degree to which further evidence may be needed will depend on what is proposed (and understanding of landowner intentions and current policy context) |  |

Note: It is good practice for partnerships to include topic groups, sitting under the main management or steering group. This structure allows the topic groups to concentrate more on the specifics of delivery, leaving the steering group to attend to strategy and process. Local people can also air their views on issues of interest to them, without being lost within wider partnership discus

Questions to be prepared in advance of the NDDC SNPAC meeting with NDDC on 31st May 2018:

The local plan states ‘some changes allowed under permitted development rights’ in terms of usage classification for Retail – please quanitify ‘certain conditions need to be met’ and ‘some chnges’ – further information required