

Town Centre Regeneration: taking stock and planning ahead

PAS Annual Conference – July 2022

Questions for this afternoon

- 1) What is happening in our town centres?
 - Covid, lockdowns and changing working patterns
 - introduction of Use Class E and PDR
- 2) What does this mean for their future?
 - traditional retail hierarchy less irrelevant
 - new potential roles
- 3) What is the role of planning and is it changing?
 - some critical success factors
 - contributions and limits for planning

Barnsley



- Yorkshire Forward Renaissance Town
- Tuscan Hill Town
- C21 Market Town
- TC Regen Strategy 2016
- Glassworks redevelopment
- Covid recovery plan
- New Urban Design & Sustainability Strategy

i) mixed messages

Darwinian Strategy

High street deregulation part of wider efforts to “rip up red tape”

Use Class E

PDR

WMS on Article 4 Directions

Interventionist Strategy

Public intervention & investment in every aspect of TC regeneration

CPO & High Street Auctions

Reduced Business Rates

High Street Recovery Fund

Towns Fund

Future High Streets Fund

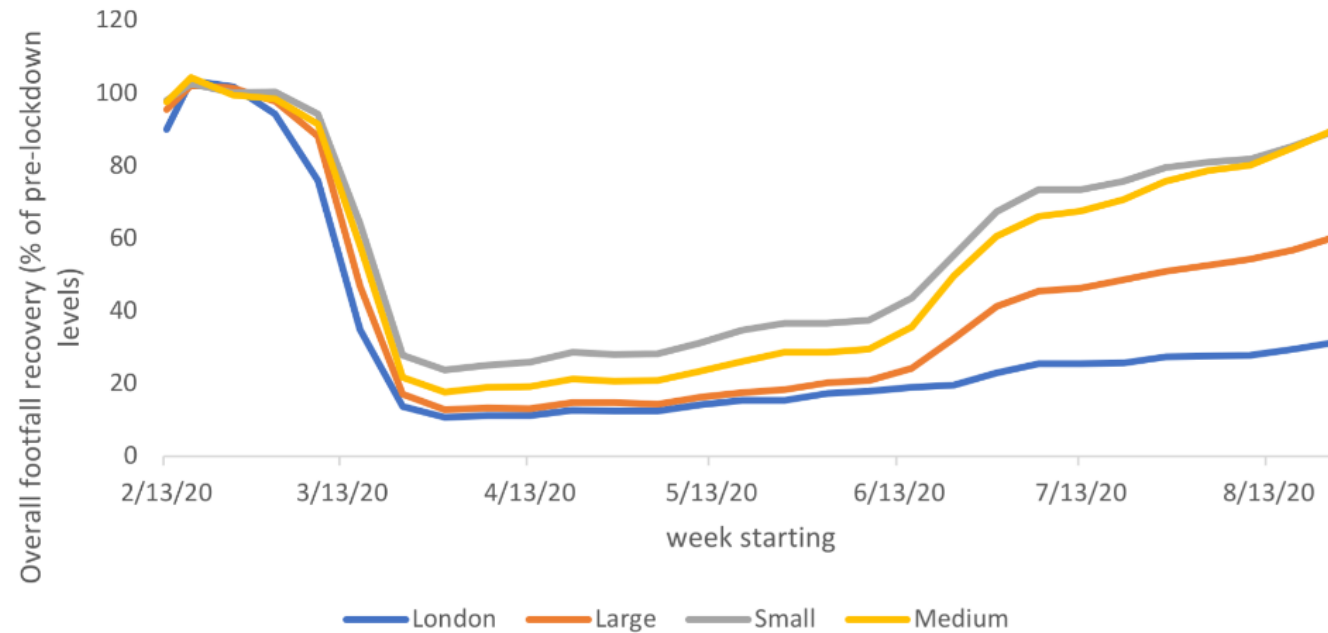
High Street Task Force

Direct local authority investment



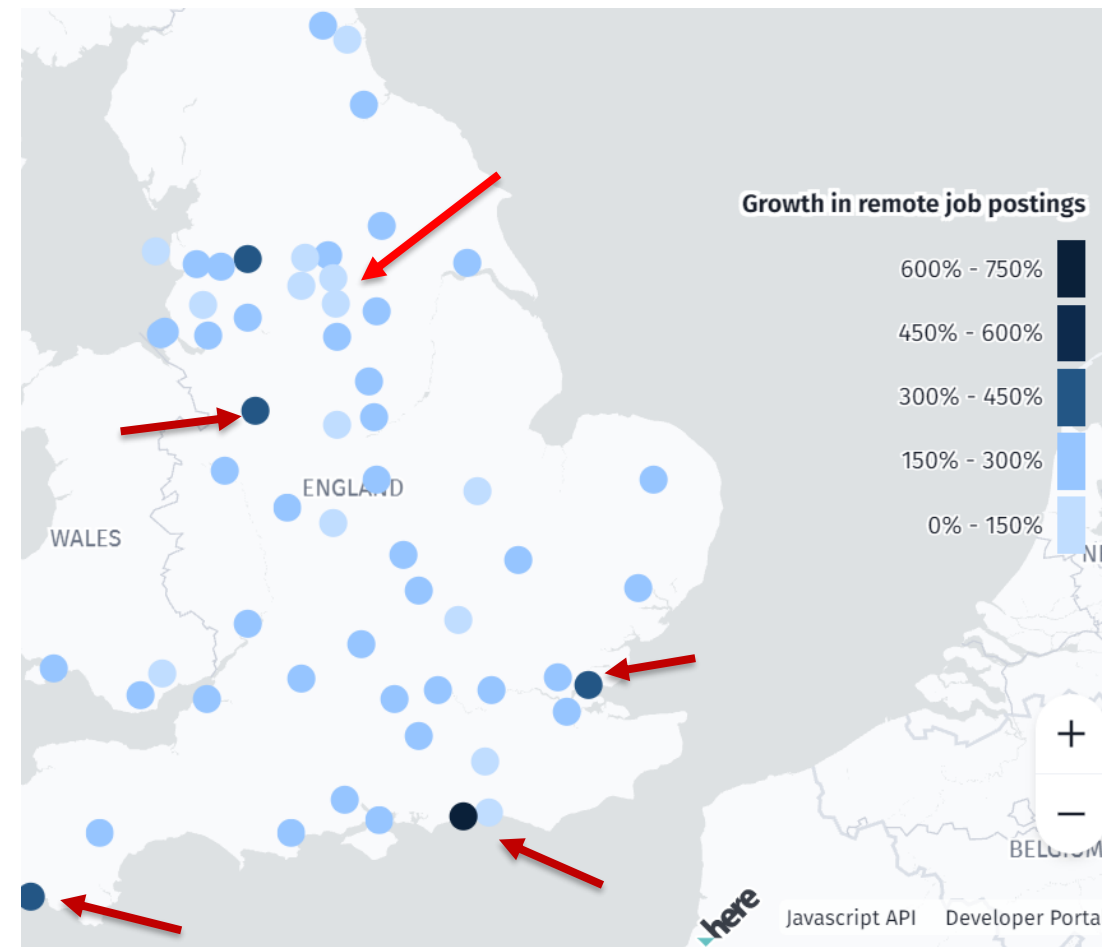
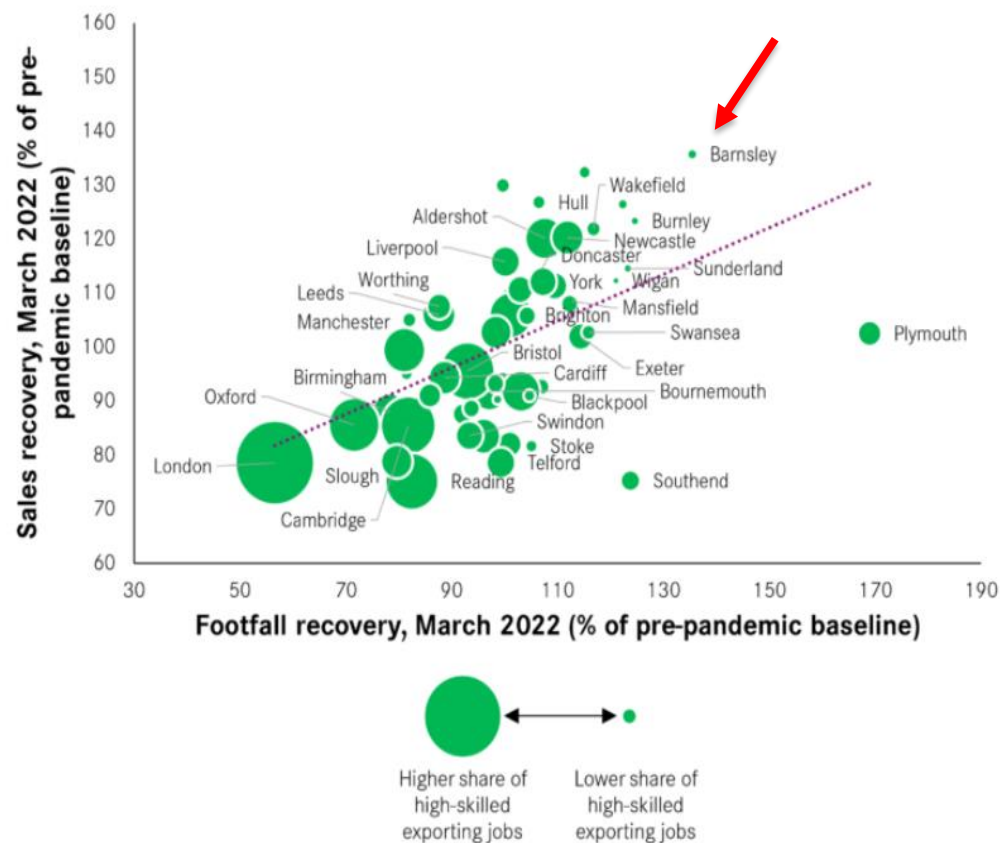
ii) Different rates of recovery in different types of centre

Figure 1: Footfall recovery by city size



iii) Flexible working suggests a longer term change is underway

Weekday footfall and sales recovery – food and drinks, March 2022 (%)



Source: Centre for Cities June 2022

Source: Indeed and Zoom 2022

What does this mean for the future?

i) Understanding TC role becomes more important

<p>Comparison</p> <ul style="list-style-type: none"> Wide range of retail choice Strong retail anchor Serve large catchment area Accessible by a choice of transport.modes Management and marketing strategies focussed on competing against other comparison centres 	<p>Holiday</p> <ul style="list-style-type: none"> Offer experiences to tourists and day trippers Anchor is often natural (seaside, countryside) Dependant upon visitors Can poorly serve local catchment Management and marketing strategies focussed on attracting visitors
<p>Speciality</p> <ul style="list-style-type: none"> Offer something unique and special Anchor not retail (e.g. heritage) Attract visitors but also serve a local catchment Have a longer dwell time Management and marketing strategies focussed on protecting and promoting identity and positioning 	<p>Multifunctional</p> <ul style="list-style-type: none"> Offer convenient mix of retail, services, events etc. Ordinary/everyday anchors (work, transport, groceries) Are visited frequently Management and marketing strategies focussed improving access, reliability, connectivity and widening diversity of linked trips

Source: IPM/MMU 2021

ii) A growing role in wider economic development

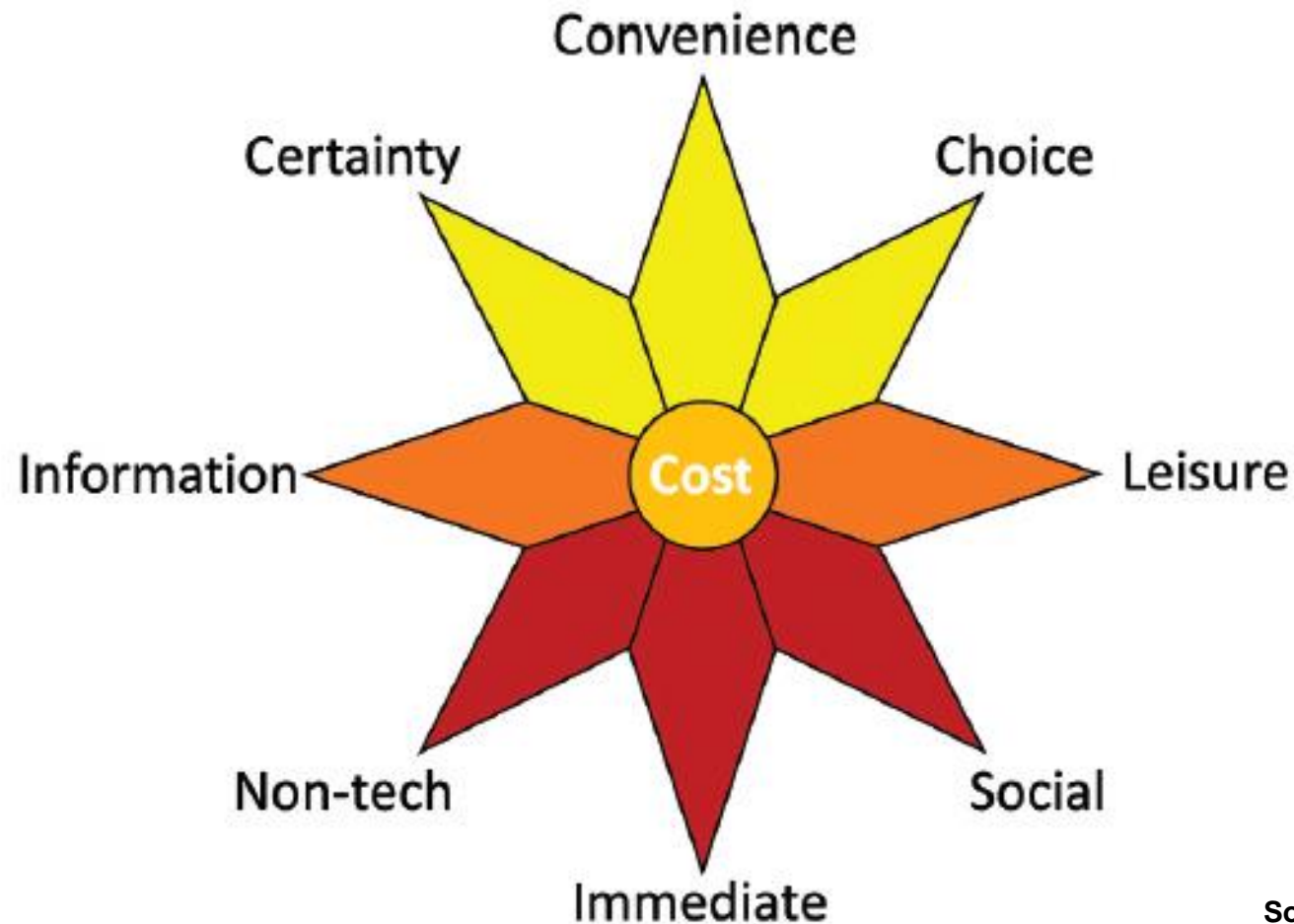
Old Model

- Agglomeration economies
- Physical transport links & connectivity
- Skills and education increase productivity
- Attracting business and investment

New model

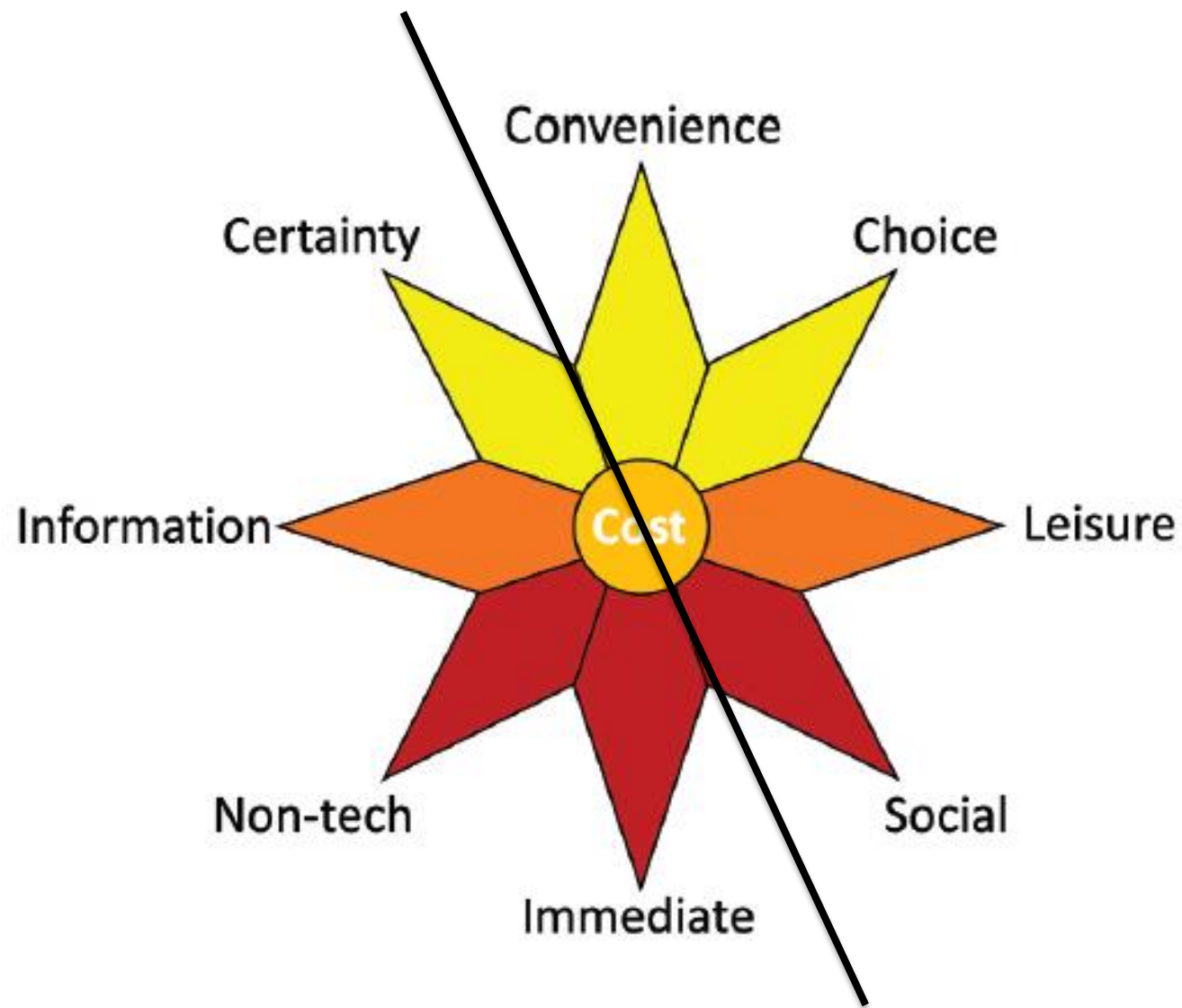
- Less place dependant firms and employees
- Increased productivity thru flexible working
- Attracting new employees and retaining young
- A placed based economy

What is the role for planning: The Sun Model of town centres



Source: Carmona 2022

i) planning is more important



Source: Carmona 2022

i) Priorities for planning: local plan

Less of

- Defining TC thru retail offer
- Setting TC hierarchies
- Specifying primary and secondary frontages
- Controlling specific business uses (micro managing)
- Prioritising car based custom

More of

- Defining TC by role
- Emphasising relationships between TCs and USPs
- Enabling a broader business mix inc leisure, food and drink
- Defining catalyst sites for residential opportunities,
- Enabling active travel

ii) Priorities for planning: beyond the plan

	Design Codes	Master planning / devel't briefs	DM controls
Convenience	<ul style="list-style-type: none"> increase pedestrian & cycling access reduce barriers into, across and thru TC 	<ul style="list-style-type: none"> consolidate retail core 	<ul style="list-style-type: none"> define parking and delivery space
Choice	<ul style="list-style-type: none"> prioritise safe and equitable space 	<ul style="list-style-type: none"> define sites for new uses target public £ 	<ul style="list-style-type: none"> Targeted A4 directions
Leisure	<ul style="list-style-type: none"> create space for events define outdoor commercial space 	<ul style="list-style-type: none"> stimulate entertainment & cultural quarter 	<ul style="list-style-type: none"> reduce impacts of car and thru traffic
Social	<ul style="list-style-type: none"> set high quality public realm standards maximise opportunity for gathering and social interaction (fun) 	<ul style="list-style-type: none"> kick start TC residential market 	<ul style="list-style-type: none"> manage spread of evening economy

Discussion

1. What is happening in your town centre?
2. What does this mean for its future?
3. What is the role of planning and what are you doing now?

The introduction of Use Class E and its impact on town centres

- Aim to assess the impact of Use Class E on town centres, high streets and planning practice
- Commissioned Quod to work July - Nov 2022
- Looking for case study areas
- Part A – land use changes
 - representational sample areas
 - quantitative study of change
 - method monitoring change
- Part B – changes in practice
 - targeted case studies
 - changes in planning policy and practice