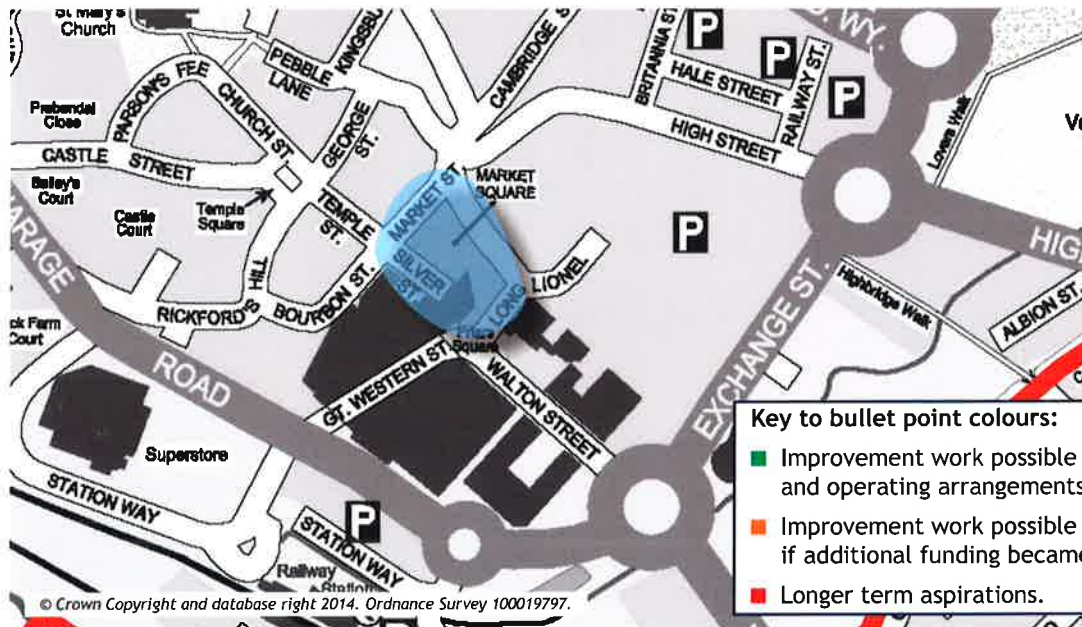


Action Plan

Market Square, Walton Street and Friars Square



Make more of the area's presence as a key retail, catering and leisure hub.

Actions:

- Create a more attractive and usable environment for shopping, eating, drinking and leisure (including large scale events and socialising), through a public realm review to include:
 - better links between areas.
 - vehicle, pedestrian and events use.
 - public space (including layout, surfaces, street furniture, signage, lighting and electricity supply).
- Improve the retail, food and beverage and leisure offer by:
 - improving the markets.
 - encouraging new retail operators in the Square.
 - holding more large scale events.
 - updating planning guidance to ensure it reflects the aim of making Market Square the hub of the town centre.
- Stop parking on the Market Square in the evenings and at other inappropriate times.
- Enable and support, where appropriate, improvement plans of landlords in this area of town to ensure a co-ordinated and complementary approach to future development.
- Review the treatment and use of Walton Street, to improve the environment and encourage better links between Walton Street and other town centre locations such as Waterside North, Friars Square and Market Square (see Waterside North action plan).
- Improve access to and visibility of the King's Head heritage site.

These actions will be carried out in line with our strategic aims and work such as the Public Realm Study, Retail Study and Economic Development Strategy.