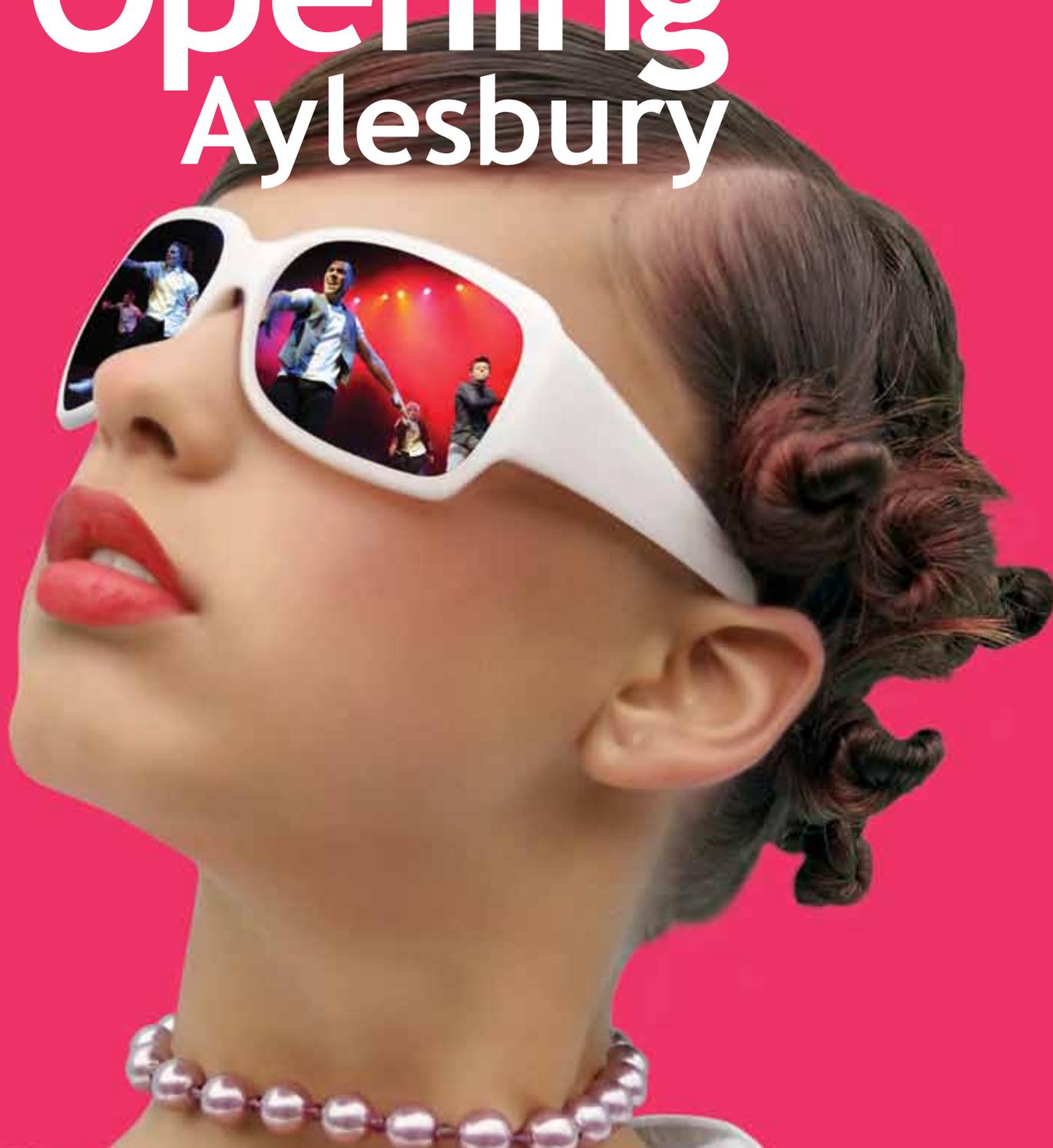
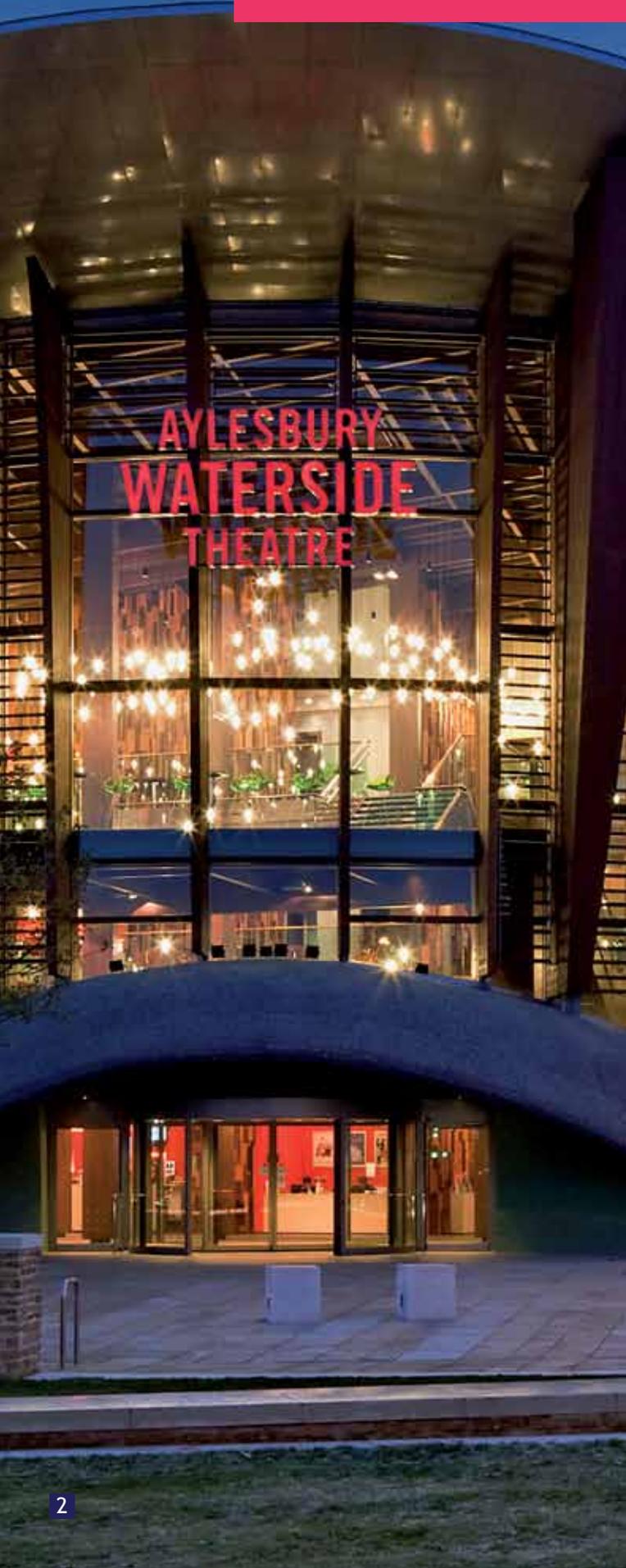


Eye Opening Aylesbury



Spotlight on the Town Centre Plan

Aylesbury town centre - the main attraction



We all want our nearest big town to be a really class act - somewhere attractive and easy to get to, with great entertainment, shops, cafés, pubs and restaurants. Somewhere we want to spend time in with family and friends.

It's as true for our county town, Aylesbury, as for anywhere. And we've developed the Aylesbury Town Centre Plan with partners to make sure this is how the town grows and develops in the future.

What's the point of the Plan?

The Plan brings together a whole host of improvements which will build on the multi-million pound investment already made to transform the town centre. These improvements will help Aylesbury to thrive and prosper, as shopping habits change and people start to use their town centres in a very different way.

We've worked closely with Aylesbury Town Council and Buckinghamshire County Council to develop the Plan. So, whether we're planning for new developments, doing up roads and public areas, or helping landlords fill their empty premises, we can work together to do this in a careful, co-ordinated, way to:

- help preserve the town's history and heritage.
- encourage sustainable, mixed-use development, attracting people of all ages to live, work and spend leisure time in the town centre.
- create beautiful, flexible public spaces, suitable for events and for people to spend time in.
- make the town centre easier to get to and around.

The Plan sets out a focus for our work in the form of a vision for Aylesbury in the future.

This vision will help us rejuvenate the town centre and encourage job growth, while looking after all the things that make it unique - a delicate balancing act when that means different things to different people.

Some of the work will be about continuing and expanding what we're doing already, some will be completely new, while some of it will be fact-finding work to look at all the options. We'll be able to carry out certain projects straightaway, while for some of the more ambitious medium-term and long-term work, we will have to bid for funding.

Over the next few pages, we hope to give you a flavour of the Plan - and explain how it will help Aylesbury grow as an exciting destination of choice - and centre for entertainment and the arts.



The development of this Plan has been led by Aylesbury Vale District Council, working closely with Aylesbury Town Council and Buckinghamshire County Council.

The delivery of the Plan will involve working with a wide range of partners from both the public and private sector.



Setting the scene - what will Aylesbury be like in the future?

Our Vision for Aylesbury in the future:

The Vision

Aylesbury will:

...be a high profile, sub-regional centre for entertainment and the arts, which has added a distinctive edge to its market town heritage.

...be a distinctive, 'best in class', modern market town, which is attractive, safe, sustainable and accessible.

...provide a quality, day and evening environment in terms of leisure, retail and food and drink, which attracts and brings together people of all ages and communities from within its enviable catchment.

We want Aylesbury town centre to grow as:

...a centre for entertainment and the arts

- with a great cultural offer, building on existing attractions such as Aylesbury Waterside Theatre, Queen's Park Arts Centre and the Buckinghamshire County Museum and Roald Dahl Children's Gallery.
- known for its street performance, film and art galleries, as well as its high profile events and festivals, such as the Roald Dahl Festival and Aylesbury Music Festival.
- with a vibrant live music scene in the town centre, built on the legacy created by the Friars' era of the 70s and 80s.



...a modern market town which is attractive, safe, sustainable and accessible

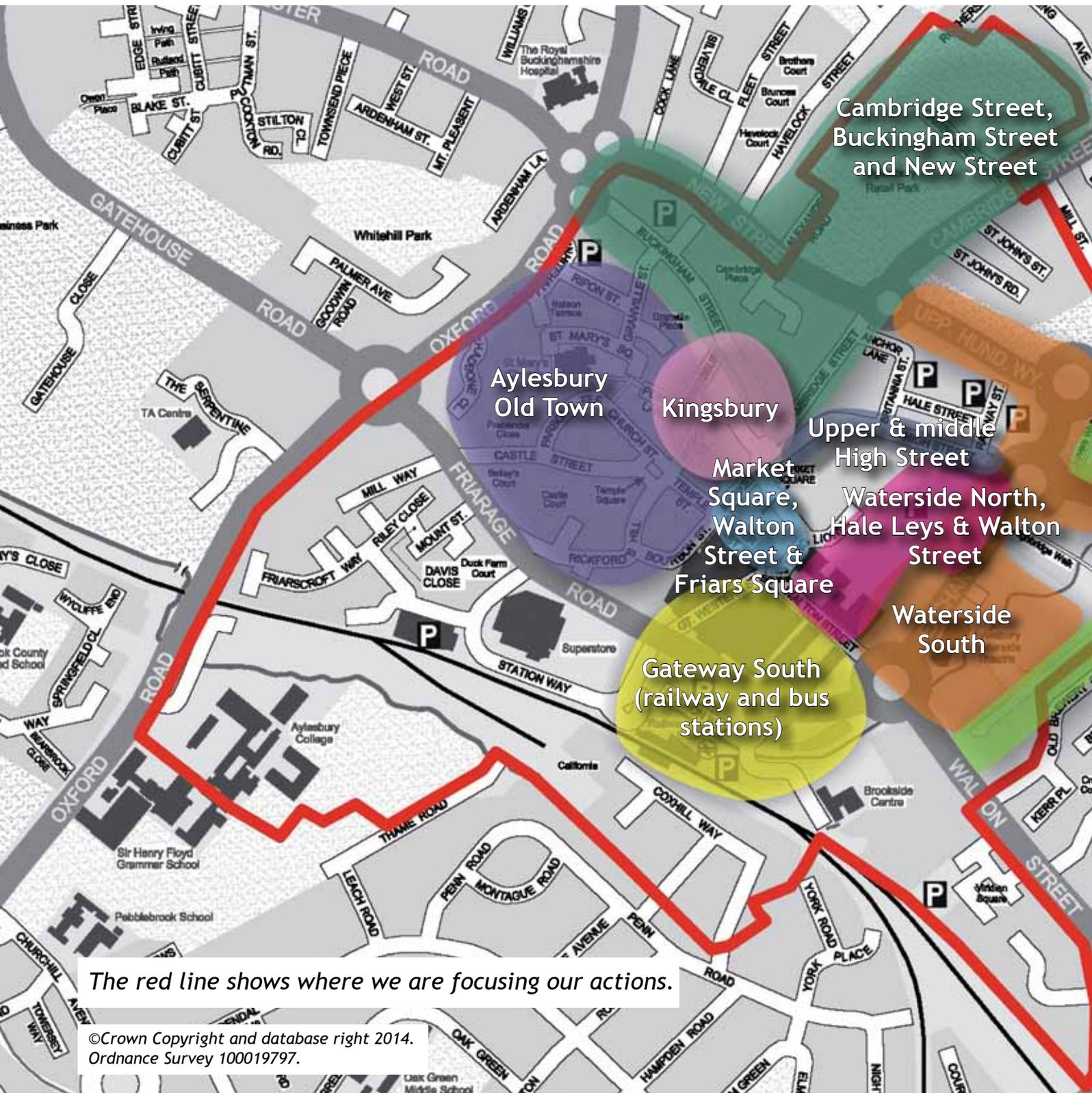
- with Aylesbury's history and heritage (such as the Old Town, the canal and the King's Head) sitting alongside quality, modern, attractive new developments - which in turn respect and reflect its market town past.
- where historic places such as Market Square are more visible from and reconnected to surrounding areas.
- where streets and public spaces are easy, safe and pleasurable for everyone to use and consideration is given to pedestrians and people with less mobility... with parks and trees lessening the impacts of climate change and improving biodiversity.
- where the Old Town residential area and modern, mixed use development elsewhere in the town centre have helped to attract new residents, including commuters, who can find everything they need in the town, rather than having to go elsewhere for work or leisure.
- with better links both within the town and to the surrounding countryside and where public transport, cycling and walking are more convenient, without compromising the needs of shoppers and visitors for car parking and access.

...a quality day and evening hub for leisure, shopping, food and drink

- with a better range of leisure, shopping, pubs, eating places, services and jobs, to attract more visitors, residents and workers - and help to retain the Vale's school and college leavers and graduates.

distinctive
'best in class'
modern
attractive safe
sustainable
accessible high
profile
sub-regional
centre for
entertainment
and the arts
distinctive edge
market town
heritage
quality day
and evening
environment
leisure retail
food drink
attracts people
of all ages
destination
of choice

How the Plan will help Aylesbury take centre stage



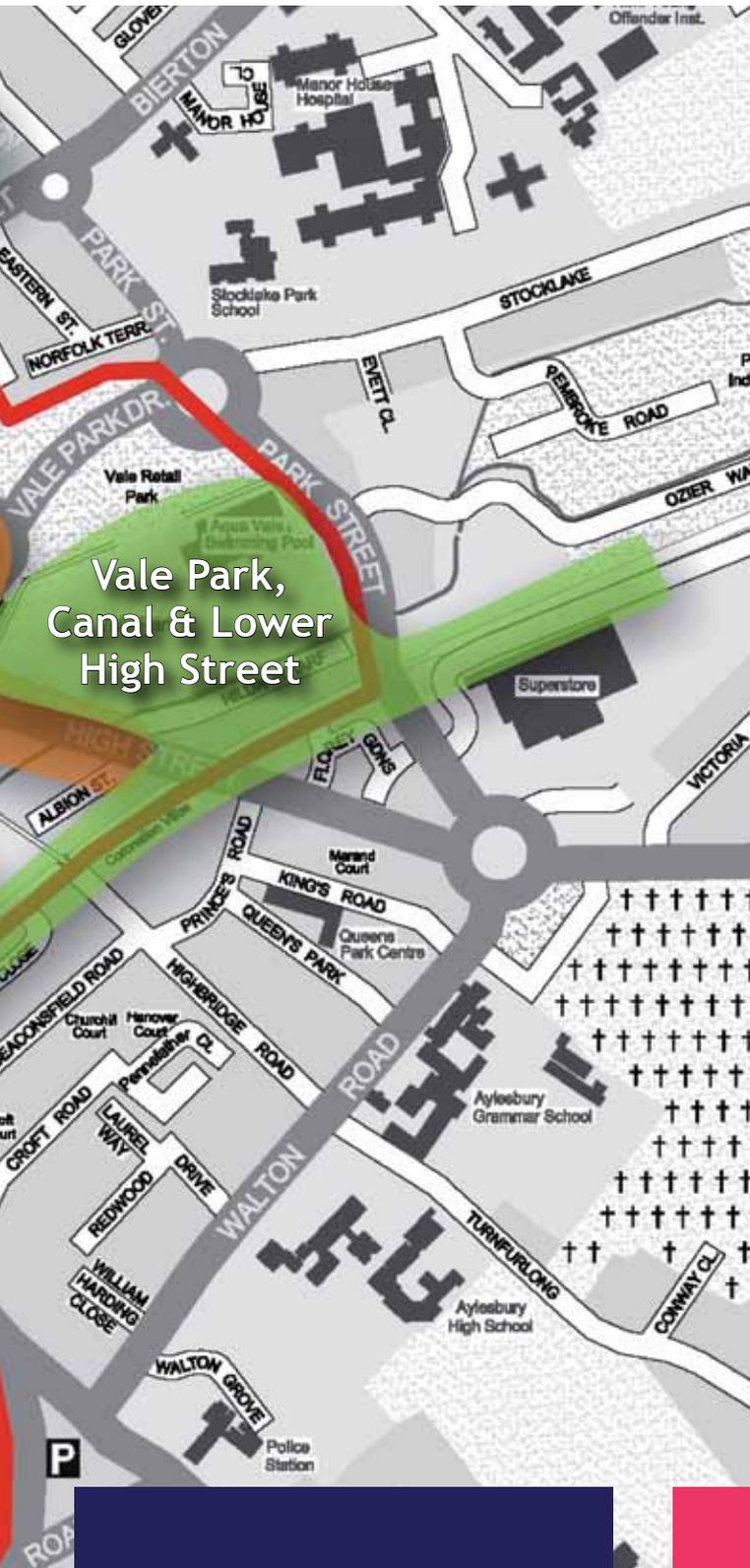
The red line shows where we are focusing our actions.

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Action Plans

The Plan groups Aylesbury town centre into nine neighbouring and interlinking areas, with an action plan of improvements for each, as well as one which applies to the town centre as a whole.

The full Plan, with all of the actions, is available on our website, but the following pages give you a flavour of what we're planning in the future.



Market Square, Walton Street and Friars Square

We'll work with landlords and businesses to make more of this area as a key shopping, catering and leisure hub.

Work will include:

- looking at how it's used by pedestrians and vehicles, so we can decide how to create better links with the rest of the town and improve the layout, surfaces, street furniture, signage and lighting.
- carrying on with our work to improve the markets and to attract new retail and leisure operators into the area.
- working with landlords to make sure future development in the area happens in a co-ordinated way.
- helping to create better links between Walton Street and other town centre locations, such as the new Waterside North site.
- preventing parking on the square in the evenings and at other inappropriate times.





Kingsbury

We plan to rejuvenate Kingsbury as a key heritage area and gateway to the Old Town and make it a more appealing place for residents, visitors and businesses.

Work will include:

- setting up a stakeholder group with Kingsbury traders, landlords, residents and other key organisations to come up with an action plan. This will look at what physical improvements are needed, such as lighting, surfaces and seating.
- looking at how we can enhance its sense of heritage and draw visitors from Kingsbury into the Old Town.
- lobbying government for new powers to stop clusters of betting shops from overwhelming town centres.

Aylesbury Old Town

We want to preserve and enhance this residential area as a key part of the town's history and heritage, in keeping with its conservation area status, and make the most of its cultural and leisure potential.

Work will include:

- promoting the Old Town through better signage from other areas of the town centre to make the most of the visitor potential offered by Buckinghamshire County Museum and St Mary's Church.
- investigating ways to protect buildings from large vehicle damage.



Gateway South (railway and bus stations)

We want to make this area more welcoming as a key arrival point for visitors and link it more attractively and effectively to other points in the town, including the shopping areas.

Work will include:

- carrying out improvements to the physical environment, including the nearby pond and wooded area near the station car park.
- improving the signage from here to other town centre places.

Upper and middle High Street

From the top of Market Square to the High Street/Exchange Street roundabout, we want the High Street to be a more attractive shopping environment and more vital part of the shopping route.

Work will include:

- looking at extending the pedestrianisation from upper High Street.
- developing a plan for some physical improvements (such as surfaces, street 'furniture', lighting and signage).
- connecting middle High Street with Waterside North as part of our planning for the new scheme.
- working with the owners of Hampden House to bring the vacant offices back into use and marketing our former offices at 66 High Street to return them to full occupation.



Cambridge Street, Buckingham Street and New Street

Cambridge Street

We aim to improve the quality and attractiveness of this street as a shopping area.

Work will include:

- looking at pedestrianisation and other physical improvements.
- working with Sainsbury on the redevelopment of their existing store to ensure it enhances the overall shopping offer and environment.

Buckingham Street and New Street

Our plan here is to improve the physical environment, reduce the dominance of the car and integrate it more fully into the rest of the town centre and the shopping route.

Work will include:

- developing a vision and masterplan for the area, which will cover pedestrian access and links between the two streets, as well as the potential for green spaces and parking.



Vale Park and the Grand Union canal

Here, we want to make the most of two of the town centre's key assets and link them better with the rest of the town centre and surrounding countryside.

Work will include:

- improving the environment and access in the park and carrying out a review of the skate park.
- working with the Canal & River Trust to promote the canal facilities to users, visitors and residents.
- working with adjacent landlords to improve canal access and frontages.

Waterside South

We want to break down the 'concrete barrier' of the inner ring road and make it easier to get from the rest of the town to Aylesbury Waterside Theatre, Aqua Vale, Vale Park and the retail parks.

Work will include:

- carrying out a feasibility study for remodelling Exchange Street, including the underpass to Vale Park.
- working with Aylesbury College and Buckinghamshire New University to deliver a new education centre at the head of the canal basin offering degree-level qualifications, as well as commercial and professional courses. It will include two new restaurants and a café and new public space for everyone to enjoy.

Waterside North

This area sits across Exchange Street from the theatre, primarily on the site of the current surface car park. Our aim is to develop the site in phases, in order to improve the shopping, catering and housing on offer in the town centre. We also want the development to strengthen links to, and help rejuvenate, neighbouring areas such as Market Square, Walton Street and middle High Street.

Work will include:

- developing a masterplan for the site in collaboration with adjacent landowners and partners, Buckinghamshire County Council. This will take into account which buildings and land should be included, how the buildings will be used in the future, how we can use the development to develop pedestrian links with nearby areas such as the High Street and Hale Leys shopping centre - and enhance their ability to attract new investment.



Across the town centre as a whole

We and our partners already carry out a significant amount of work which applies across the whole town centre.

This includes planning for new developments, town centre management, leisure development and licensing and organising events. We also market and promote the town centre to attract visitors, investors and businesses.

This work supports the individual action plans and we'll build on it as part of the Aylesbury Town Centre Plan, adding new initiatives such as:

- a review of our current planning policies to ensure they support the delivery of this Plan.
- the development of a Parking Plan and a Transport Plan.
- working with landlords to attract high quality retailers.
- a new programme of sporting, cultural and arts activities and events, including major festivals.
- a review of all town centre taxi rank positions to make sure they reflect new development in the town centre.
- a co-ordinated signage plan and de-cluttering programme.
- a joint partnership group to boost our marketing work to promote the town centre to visitors, businesses and investors.
- a new Culture and Arts Forum to help develop a co-ordinated plan for arts and performance across the town centre.
- working with landlords and tenants to improve their frontages to enhance the general environment and their business prospects.

And on with the show...

We want to make sure we're *all* proud of Aylesbury as a growing, quality destination and centre for entertainment and the arts. So, the Plan reflects the views of local people and organisations and will continue to do so as we go forward.

And remember this is just a flavour of the exciting work we're planning for the town centre. So, if you want the bigger picture, please take a look at the full Plan on our website at www.aylesburyvaledc.gov.uk/aylesburytowncentreplan

Published by: Aylesbury Vale District Council
The Gateway
Gatehouse Road
Aylesbury HP19 8FF
01296 585008/585006
[www.aylesburyvaledc.gov.uk/
aylesburytowncentreplan](http://www.aylesburyvaledc.gov.uk/aylesburytowncentreplan)