

PLANNING ASHBY'S FUTURE

ASHBY DE LA ZOUCH NEIGHBOURHOOD PLAN EMERGING OBJECTIVES AND POLICIES TOWN CENTRE THEME

Objectives:

- Maintain and enhance the attractiveness of Ashby's historic Town Centre
- Encourage residence within the Town Centre, to help vitality, introduce self-policing and secure cheaper accommodation for small households
- Retain diversity in the town centre
- Encourage creative and innovative approaches that enhance the Conservation Area
- Maintain a high standard of shop front design in the Conservation Area
- Achieve a 'Legible Ashby'.

Policy preferences:

- Permit non-retail use in Primary Shopping Area only if integrated into retail development
- Support a broad mix of retail where possible
- To ensure retail use dominates in Primary Shopping Area
- Allow out of town retail ONLY if it cannot be accommodated in town centre
- Support conversion of empty spaces above shops
- Protect and enhance existing tourism facilities and to support additional provision
- Support additional space for car parks
- Draw boundary of Primary Shopping Area in conjunction with District Council
- A Town Centre Design Guide to be prepared to set standards to ensure all changes and developments enhance the historic core of the town and the Conservation Area, and protect the town's heritage.

Potential projects coming from the Neighbourhood Plan, which are outside the remit of the Plan and will require a lead to be taken by either North West Leicestershire District Council or Leicestershire County Council:

- Promote the production of a revised car parking strategy for Ashby.

Email: info@ashbytowncouncil.org.uk with comments on these proposals by 31st August 2015