

**Successful Town Centre Regeneration**

# **Planning Requirements**

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**Service Manager Strategy**

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# Successful Town Centre Regeneration

Traditional perception of planners...??!



# Successful Town Centre Regeneration

## Planning as an enabling framework in Flint for Regeneration.....

1. Aligning the Planets
2. Master plan
3. Existing planning framework
4. Development Brief
5. Key themes and messages

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## Aligning the Planets – Common drivers for change

- » THI scheme already in place
- » Maisonettes
- » Future of health provision in Flint
- » Town centre vs retail park
- » Infrastructure
- » Heritage
- » Redevelopment potential
- » Willing investment/development partners

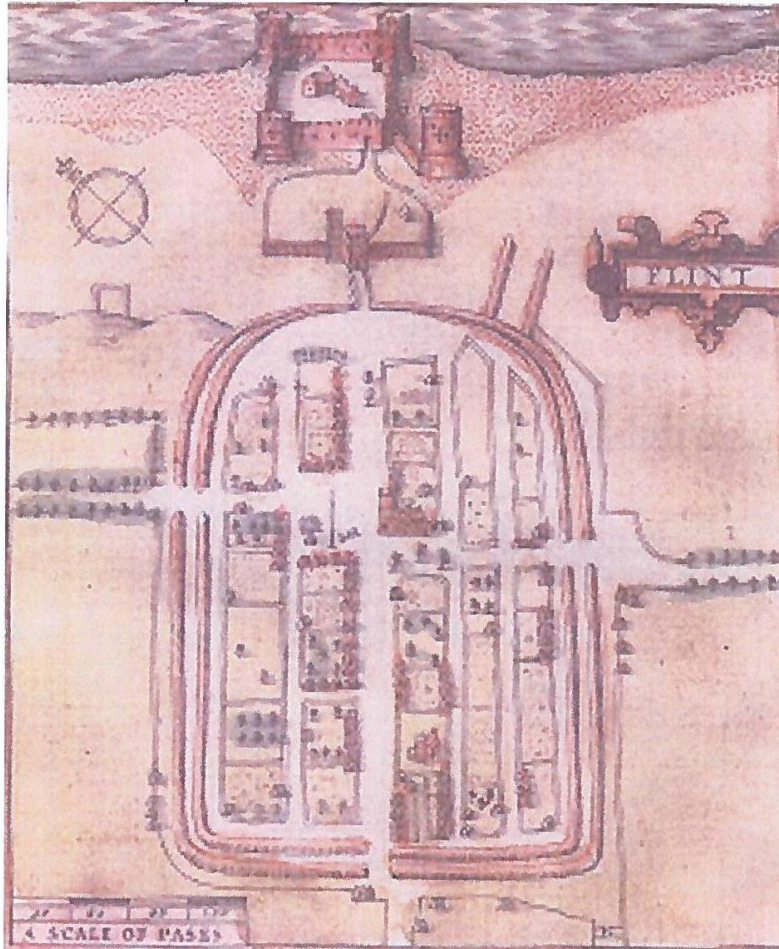
# Successful Town Centre Regeneration

**In the beginning there was a plan, a master plan.....**

- » Flint Strategy and Master Plan 2021 (March 2012)
- » Route map to transform Flint:
  - » Harnessing opportunities
  - » A new story for Flint
  - » New vision and objectives
  - » Deliver change – priorities for action

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Speed's town plan



Indicative Master Plan



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## Existing Planning Framework....

- » Newly adopted UDP
- » Flint a 'main town' in the plan
- » All regeneration sites within settlement boundary
- » Development team approach
- » Early involvement important
- » Same case officer for all developments - consistency

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## Development Brief

- » New homes element of the Master Plan
- » Setting out design requirements
- » Deliver highest urban design quality
- » Form, materials and detail
- » Visualise the outcome
- » Guidance for developers
- » Adopted as SPG/material planning consideration



# Successful Town Centre Regeneration



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## Key Themes and Messages....

- » Conception to inception – making things happen
- » Visualisation
- » Partnerships – Master Plan Steering Group
- » Public/stakeholder communication and engagement
- » Designing Quality Places
- » Positive intent – common commitment to achieve