

Town Centre Regeneration Plan

- **Place**

What sort of character of place should the town be and therefore what would be the key features?

- **Housing**

The plan confirms the capacity for the concept of 'Town Centre' Living, but at what levels, location and degree of affordability?

- **Commercial Property**

Should we be encouraging office accommodation in the Town Centre and what sector should it be designed for?

- **Retail**

There is clear potential to expand Guildford's retail offer – how do we distinguish ourselves from competitors like Kingston and Woking?

- **Parking**

The redevelopment of town centre sites requires the redistribution of parking but what shapes this and how is it to be achieved?

- **Transport**

The 'drive to, not through' concept remains key to the Town Centre. This implies redistribution of parking, the use of shared surfaces and traffic management measures.

- **Public Realm**

How would we like the Riverside development opportunities to look and feel?
What quality and where are our key sites?

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- **Leisure & Entertainment –**

What kind of night-time economy does Guildford want and will the private sector deliver? Family orientated? How does that influence potential end users? What should be the scale of the sector locally?

- **Infrastructure**

How can we strategically influence utilities to focus and invest in Guildford? Can we work with providers and Regulators to understand their investment plans and to ensure timely delivery of improvements?

- **Delivery**

How does the public sector plan and organise the regeneration of the town to attract private sector investment to the scale and sophistication required?