

*Retail Development and Economic Regeneration
in Historic City Centres*

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The HTF View: *Focus on Retail*

Key Principles

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The Challenge

'The financial imperatives driving competition help to make retailing one of the most dynamic sectors of the economy.'

Focus on Retail 2008



Principles - General

- Successful retailing is vital to viability and vitality
- Town centres should be places for all people
- Each centre to establish its uniqueness and position in the retail hierarchy
- Invest in renewal to meet changing needs and demands
- Retail strategies accompanied by complementary action, e.g. Public realm



Principles – The Market

- Retail developments based on commercial realism
- Successful retail schemes take time
- Retail planning and development requires cooperation and partnership



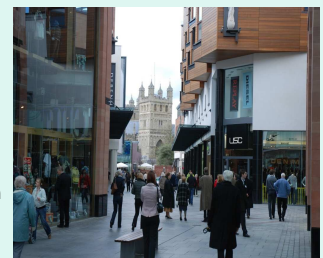
Principles - Uses

- Sustainable retail development includes mixed uses and a mix of sizes
- Aim to meet local needs and provide opportunities for independent retailers



Principles - Planning

- Planning policies should provide certainty and confidence
- Strategic planning complemented by masterplanning and transport/access planning
- Accessibility for customers and operators planned from the start
- Retail development must contribute towards place making
- Focus for retail on existing centres



Principles – Design

- Highest quality - respect and add to the existing environment
- Design of retail schemes embraces new buildings and the spaces around them
- Design and construction to ensure that retail development is sustainable, e.g. energy and waste



Shopping Places

'Place-making must be an overarching objective, involving identity and community building through the creation of vital and highly differentiated spaces.'



British Council of Shopping Centres

