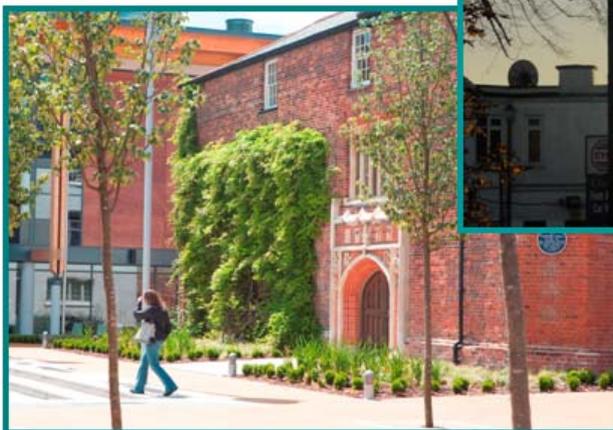


# Chipping Barnet Town Centre Strategy

June 2013





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# Preface

Chipping Barnet is a historic town centre with a distinct character. As well as being home to Barnet Market, the Spires Shopping Centre and Barnet and Southgate College there are also a number of independent shops as well as an array of restaurants, cafes and bars located on the High Street. These facilities give the town centre a character which marks it out from others and is worthy of protection.

We have developed this Strategy with the High Barnet Town Team and the Chipping Barnet Town Centre Strategy Board to help the Town Centre to survive the economic downturn, protecting what is best about Chipping Barnet as well as setting out the boundaries for what the town centre has to offer in terms of future expansion.

The Strategy will help to guide and manage future development and change, promote improvements to ensure the town centre's long term health and will help determine future planning applications within the town centre.

In advance of this Town Centre Strategy the Council in Spring 2012 asked for views on the Spires Planning Framework covering three major sites in Chipping Barnet (The Spires, Barnet Market and the Territorial Army Centre). The Spires Planning Framework was adopted in July 2012 and set out key development principles for these sites.

The Town Centre Strategy goes beyond the adopted Planning Framework in focusing on the wider issues facing the town centre including

- Improving the mix of land uses, primarily for shops (at ground floor level) but also residential, leisure, employment and community uses;
- Improving public transport and pedestrian and cycle connections;
- Improving quality of buildings and public spaces;
- promoting a safer and more secure environment;
- creating a clear role for the town centre in respect of planned growth elsewhere such as at Brent Cross.

The draft Town Centre Strategy for Chipping Barnet was subject to a 4 week period of consultation in February / March 2013.

# 1. Setting the context

## 1.1. Introduction

1.1.1. Situated on the edge of London, Chipping Barnet, also known as High Barnet, is a historic district centre with a distinct character. Its original name “Chipping Barnet”, referred to Barnet Market, which is still in existence today. As well as being home to The Spires Shopping Centre, which offers High Street names and a good sized supermarket, there are also a number of independent shops as well as an array of restaurants, cafes and bars located on the High Street. The Barnet and Southgate College Wood Street campus is located within the town centre bringing a significant student population to the town centre on week days; while Barnet Hospital is a short distance to the west of the town centre. These facilities give the town centre an important additional draw – as a destination, a location for key services and as a source of employment

1.1.2. This document sets out a Strategy for the future improvement and development of Chipping Barnet Town Centre.

*Our vision is of a town centre that is economically, commercially and environmentally viable and is a vibrant destination with quality shopping and leisure facilities, well designed housing and a high quality sustainable environment that serves the needs of the local community.*

1.1.3. The Strategy will provide a framework to protect what is best about Chipping Barnet and set parameters for high quality expansion of the town centre offer. It will help to guide and manage future development and change, promote improvements to ensure the town

centre's long term vitality and viability and will be a material planning consideration in the determination of future planning applications within the town centre.

## 1.2. Purpose of the Town Centre Strategy

1.2.1. The purpose of a town centre strategy is to set out the opportunities to create the right environment for a vibrant and viable town centre through:

- addressing the mixture of land uses, primarily for retail (at ground floor level) but also residential, leisure, employment and community uses;
- providing a framework for making decisions on current and future proposals, in a manner that facilitates the overall improvement of the area;
- promoting and maximising existing and future movement opportunities including public transport and pedestrian and cycle connections;
- encouraging high quality buildings and public spaces throughout the centre to help foster local distinctiveness;
- promoting a safer and more secure environment in which all sectors of the community can have a sense of ownership of and pride in the town centre;
- creating a clear role for the town centre in the context of the planned growth at Brent Cross and other centres identified for change in Barnet and adjacent areas;
- identifying and taking account of the opportunities and constraints for sustainable development.

1.2.2. The Chipping Barnet Town Centre Strategy is supported by Barnet's Local Plan which was adopted in September 2012 and consists of a suite of planning documents. The Core Strategy sits at the heart of the Local Plan and sets out where, when and how change will take place in Barnet up to 2026. All other planning documents need to accord with its strategic direction and planning policies. A key objective of the Core Strategy is to support the continued vitality and viability of Barnet's town centres, (Policy CS6 – Promoting Barnet's Town Centres) focusing commercial investment in priority centres such as Chipping Barnet.

1.2.3. The Development Management Policies Document sits beneath the Core Strategy. It sets out the borough-wide planning policies for implementing development. It forms the basis for decision making by planning committees and the Planning Service. Formal boundaries for Chipping Barnet Town Centre are set out in the Development Management Policies document.

### 1.3. How the Town Centre Strategy has been developed

1.3.1. In April 2008 the Council produced a Suburban Town Centres Strategy to enable and facilitate investment and growth in Barnet's town centres. This focused on eight objectives:

- Improving the appearance of Barnet's town centres;
- Ensuring the appearance of Barnet's town centres;
- Managing development opportunities and changes in planning use effectively;
- Effectively regulating the street trading environment;
- Maximising take up of trade waste contracts;
- Improving residents' feelings of safety and security;

- Improving access to information on town centres
- Ensuring consistency with other corporate programmes

1.3.2. The Suburban Town Centres Strategy identified centres where more detailed planning frameworks could support the potential for future growth and manage anticipated change. These were:

- Chipping Barnet
- Edgware
- North Finchley
- Finchley Church End

1.3.3. Work on developing a strategy for Chipping Barnet commenced in 2009 and was driven by the eight objectives outlined above as well as the need to address specific concerns raised by local resident and business groups about high business turnover and vacancy levels, car parking restrictions and high charges, traffic congestion, the poor appearance of shops, maintenance issues in the conservation areas and the future of Barnet Market.

1.3.4. Since early work on the Town Centre Strategy in 2009/10 the context has changed both at a national and local level. A deepening recession has led to increasing vacancy levels in town centres across the country. The Mary Portas Review of the High Street underlined the need for a coordinated approach to support town centres through the recession and in particular promoted the concept of Town Teams to bring town centre stakeholders and businesses together to establish a shared vision for an area. This approach is reinforced through the Localism Act which provides the legislative context for local communities to directly influence the way in which their local areas change through working with a wide group of stakeholders.

1.3.5. Within Chipping Barnet, establishment of the High Barnet Town Team in summer 2011 led to a successful bid for funding from the Mayor's Outer

London Fund (OLF) and investment during 2011/12 of £415k OLF and £95k from Barnet's Local Implementation Plan (LIP) fund. This has delivered a range of improvements including decluttering and new street furniture, tree planting and hanging baskets a complete re-landscaping of the St John the Baptist Church Gardens, a number of pilot shopfront improvements plus business engagement and support.

1.3.6. In late 2011 the owners of the Spires Shopping Centre acquired the Barnet Market site and a roundtable discussion on the future of the Market site with local stakeholders in spring 2012, led to apparent progress in ensuring a long term future for the Market. However, this was not followed by action and failure to implement short term remedial work on the Market site has allowed the Market to further decline. The local community wishes to see the re-establishment of a thriving Market at the earliest opportunity and considers this to be a key component of Chipping Barnet's future as a viable town centre. The owners of the Spires Shopping Centre also purchased a site adjacent to The Spires on Salisbury Road from the Council for proposed expansion of the shopping centre. A number of opportunities have been looked at to improve and expand the shopping centre, including a more open frontage to the High Street and creation of a number of larger units within the shopping centre to attract a wider range of high street retailers, including another anchor store. Such proposals should be brought forward by way of a comprehensive Masterplan for the shopping centre. Despite the recent acquisition of the shopping centre and Market site by William Pears Group, the need for a coordinated and planned approach will remain regardless of ownership.

1.3.7. In advance of the Town Centre Strategy a Planning Framework for three strategic sites in Chipping Barnet (The

Spires, Barnet Market and the Territorial Army Centre) was adopted in July 2012. The main purpose of the Planning Framework is to set out key development principles which support the potential for future growth while managing anticipated change. The sites represent a major development opportunity in the heart of the town centre which, through encouraging appropriate expansion, could enhance vitality and viability and act as a catalyst for the regeneration of the wider area.

1.3.8. Following on from the Planning Framework's focus on strategic sites the Chipping Barnet Town Centre Strategy supports the establishment of a clear vision and set of objectives for the town centre as a whole. The Strategy is the product of key stakeholders working together and goes beyond the adopted Planning Framework in focusing on the wider issues facing the town centre (as set out in Section 2). The Strategy also provides a link between the objectives for the development of key sites in Chipping Barnet and the emerging Site Allocations document which will form part of the statutory Local Plan.

1.3.9. From the outset, the development of the Strategy and its overarching vision has involved key stakeholders including residents, traders – from independents on the High Street to the Spires Shopping Centre (including Waitrose) - Barnet Market, Barnet and Southgate College, the Police and local community and arts groups. Many of these stakeholders are represented on both the High Barnet Town Team and the Chipping Barnet Town Centre Strategy Board which was created to guide the development of the Strategy.

1.3.10. Through this collaborative approach it is recognised that everyone has a role to play in the town centre's success and that no one action or organisation can develop or deliver a future vision alone. The Strategy therefore not only sets out a shared vision for the town centre but also actions that all stakeholders

have committed to delivering.

#### 1.4. Aims of the Chipping Barnet Town Centre Strategy

##### **The Chipping Barnet Town Centre Strategy:**

- Outlines the vision for the town centre;
- Identifies the strengths, weaknesses, opportunities and threats for the town centre and what makes it distinctive from other town centres in the area;
- Defines key objectives for improving the town centre;
- Identifies some short-term projects to improve the town centre, as well as proposals that will contribute to the town centre's longer term future development and regeneration;
- Will provide guidance for future and emerging development proposals in the town centre and surrounding areas;
- Can be used to attract funding, particularly from the private sector.

1.4.1. The Strategy is supported by an evidence base which sets out more detailed information on the town centre. Delivery of the Strategy will be underpinned by an Action Plan which will include a series of individual and joint actions including a number of short term actions that can be taken forward relatively quickly and with limited public sector investment.

#### 1.5. Defining the area covered by the town centre strategy

1.5.1. Map 1 defines the “fuzzy” boundary

around Chipping Barnet Town Centre that the strategy covers. This is a larger area than that formally set out (see Map 2) in the Development Management Policies document and is intended to include areas on the edge of the town centre which impact on or contribute to the vitality and viability of the area.

1.5.2. Key sites in the Town Centre Strategy area include:

- St John the Baptist Church, located at top of the hill and dominates the town centre
- The Barnet and Southgate College campus which sits to the south of the Church on the opposite side of the junction.
- The Bull Theatre, opposite the College campus.
- The Spires Shopping Centre with its main entrance from the High Street.
- Chipping Barnet Library at the rear of the Spires.
- The site of Barnet Market located just off St Alban's Road at the northern end of the High Street.
- The Territorial Army Centre at the northern edge of the town centre on St Albans Road

1.5.3. The Planning Framework provides a general analysis and summary of the problems and needs affecting the Spires, Market and Territorial Army sites.

1.5.4. Although outside the boundary of the town centre, other key sites and facilities, and how these change over time, will have both a direct and indirect impact on the town centre itself. These include Underhill Stadium, Dollis Valley Estate, Barnet Hospital, Hadley Manor Trading Estate, and nearby parks and open spaces such as the Old Courthouse Recreation Ground (see Map 3). Sites on the edge of the town centre that may come forward for development in the future will need to be carefully managed to ensure that they bring benefits to the town centre and its local community and any potential negative impacts are minimised.

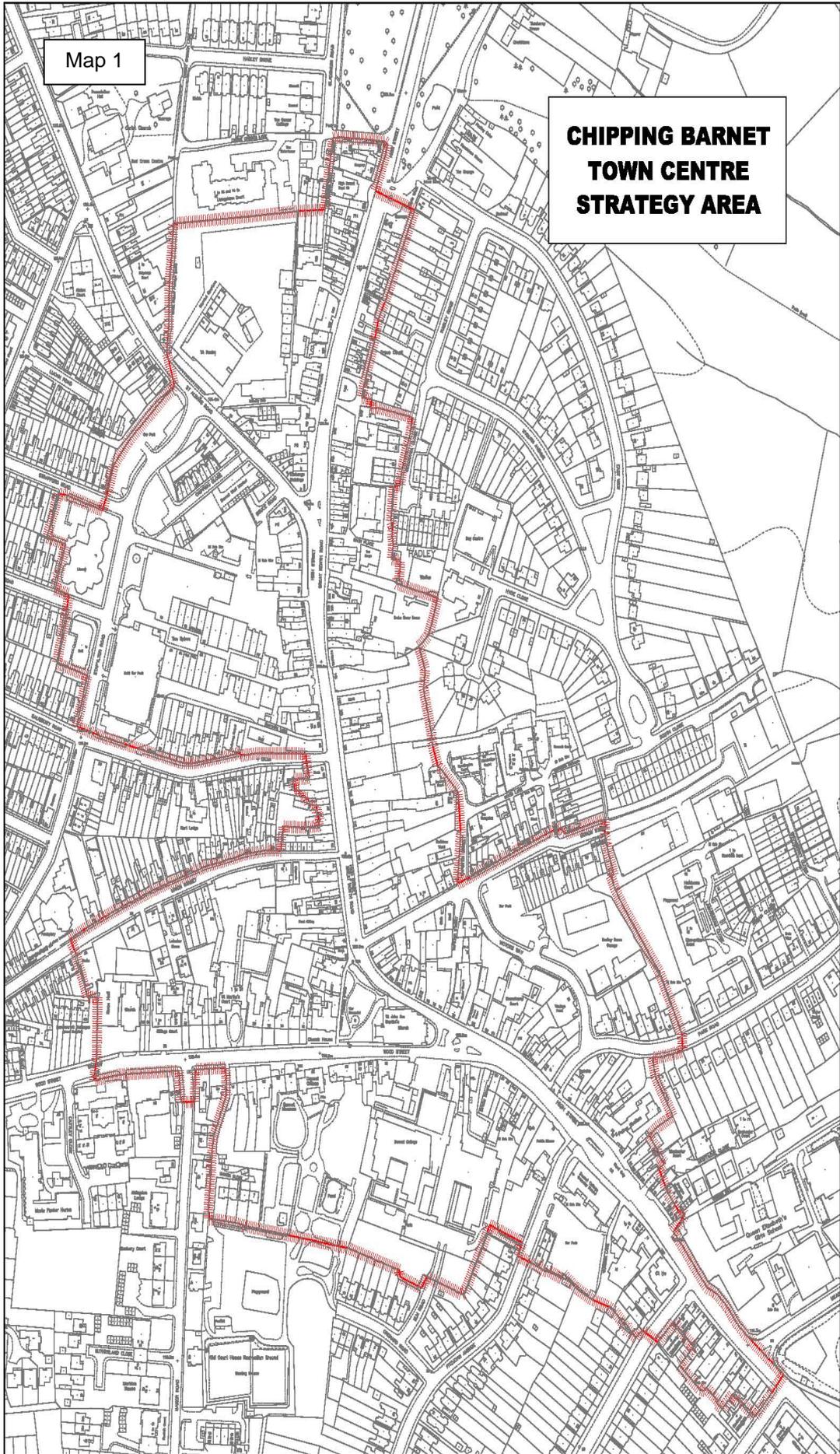
1.5.5. Proposals are emerging on a number of these sites as follows:

**Barnet Hospital:** Planning permission was granted in September 2012 for the enlargement of the facilities at Barnet

Hospital including extensions to the A&E Department, Paediatric Assessment Unit and Obstetrics and Midwifery-Led birthing units. Additional ambulance bays and staff and visitor parking are also to be provided in association with the new development thereby improving the facilities at the hospital.

**Dollis Valley Estate:** Countryside Properties were appointed in November 2011 as the Council's regeneration partner for the estate which lies to the south-west of the town centre. A comprehensive redevelopment of the estate to provide a new, mixed tenure development of over 600 new homes is anticipated to come forward shortly. A planning application was submitted in early 2013 with delivery of the new homes by 2020.





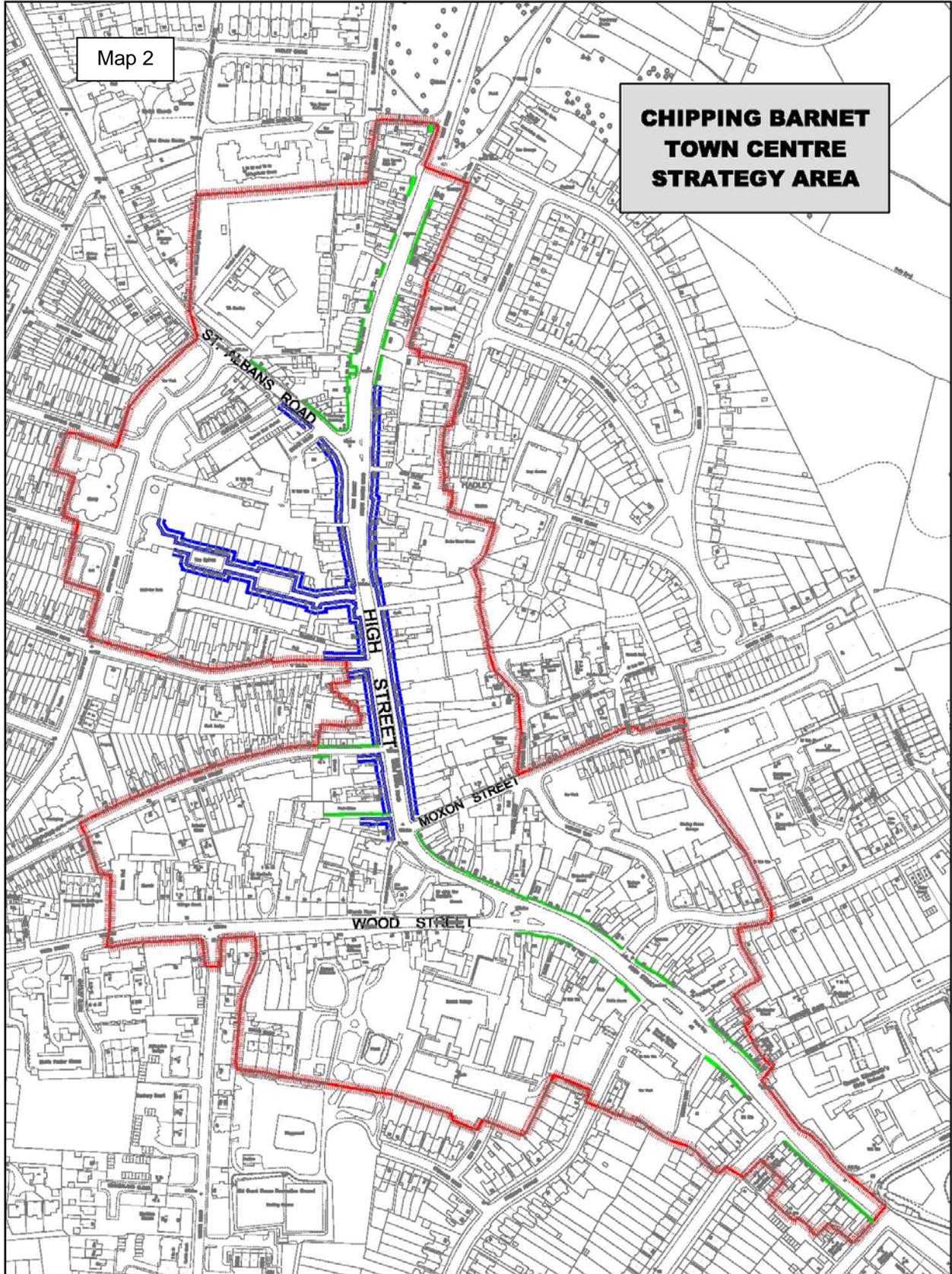
Map 1

**CHIPPING BARNET  
TOWN CENTRE  
STRATEGY AREA**

MAP SHOWING CHIPPING BARNET TOWN CENTRE BOUNDARY

Map 2

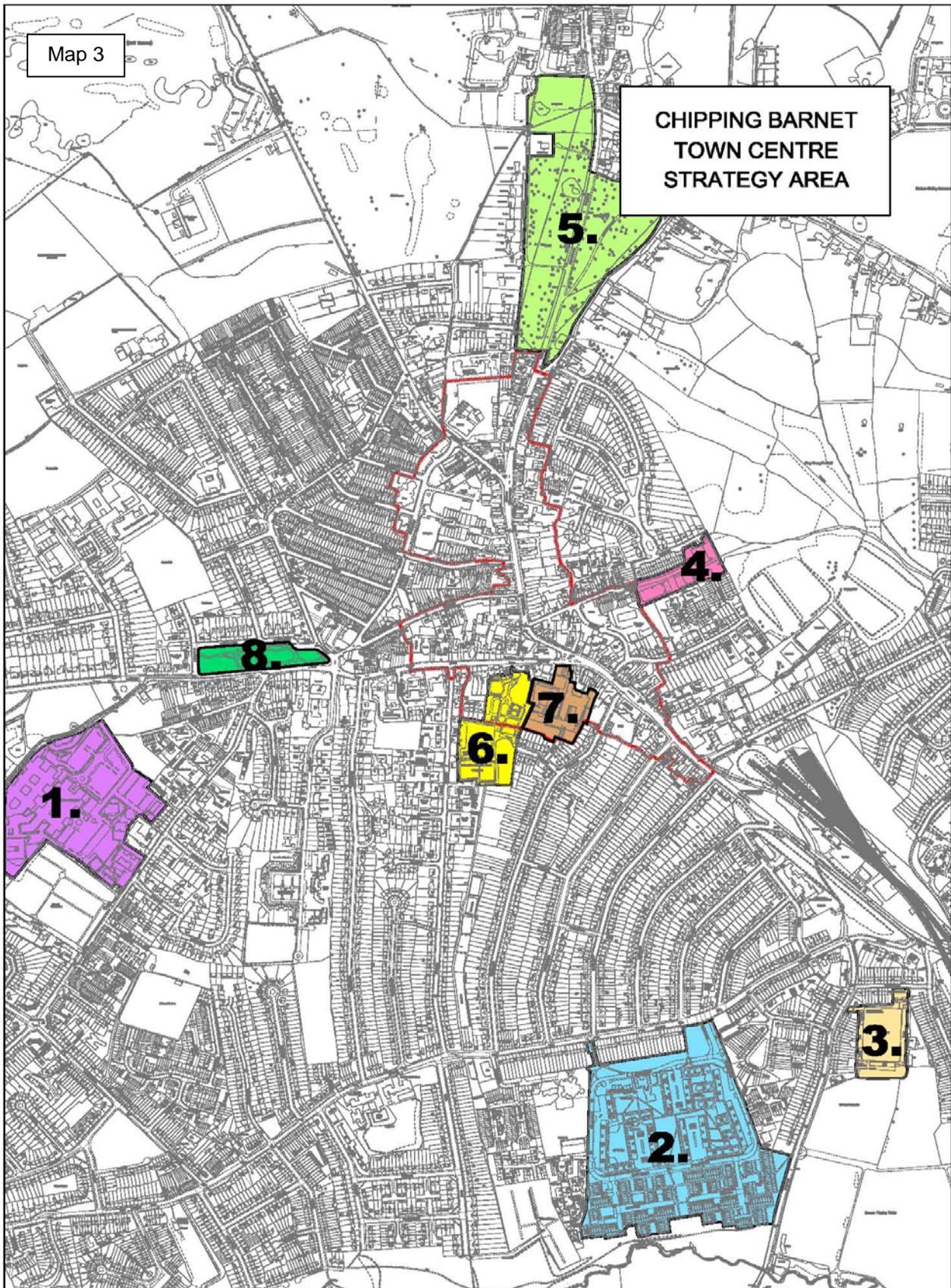
**CHIPPING BARNET  
TOWN CENTRE  
STRATEGY AREA**



MAP SHOWING CHIPPING BARNET PRIMARY AND SECONDARY TOWN CENTRE BOUNDARIES

-  Primary Shopping Frontage
-  Secondary Shopping Frontage

Map 3

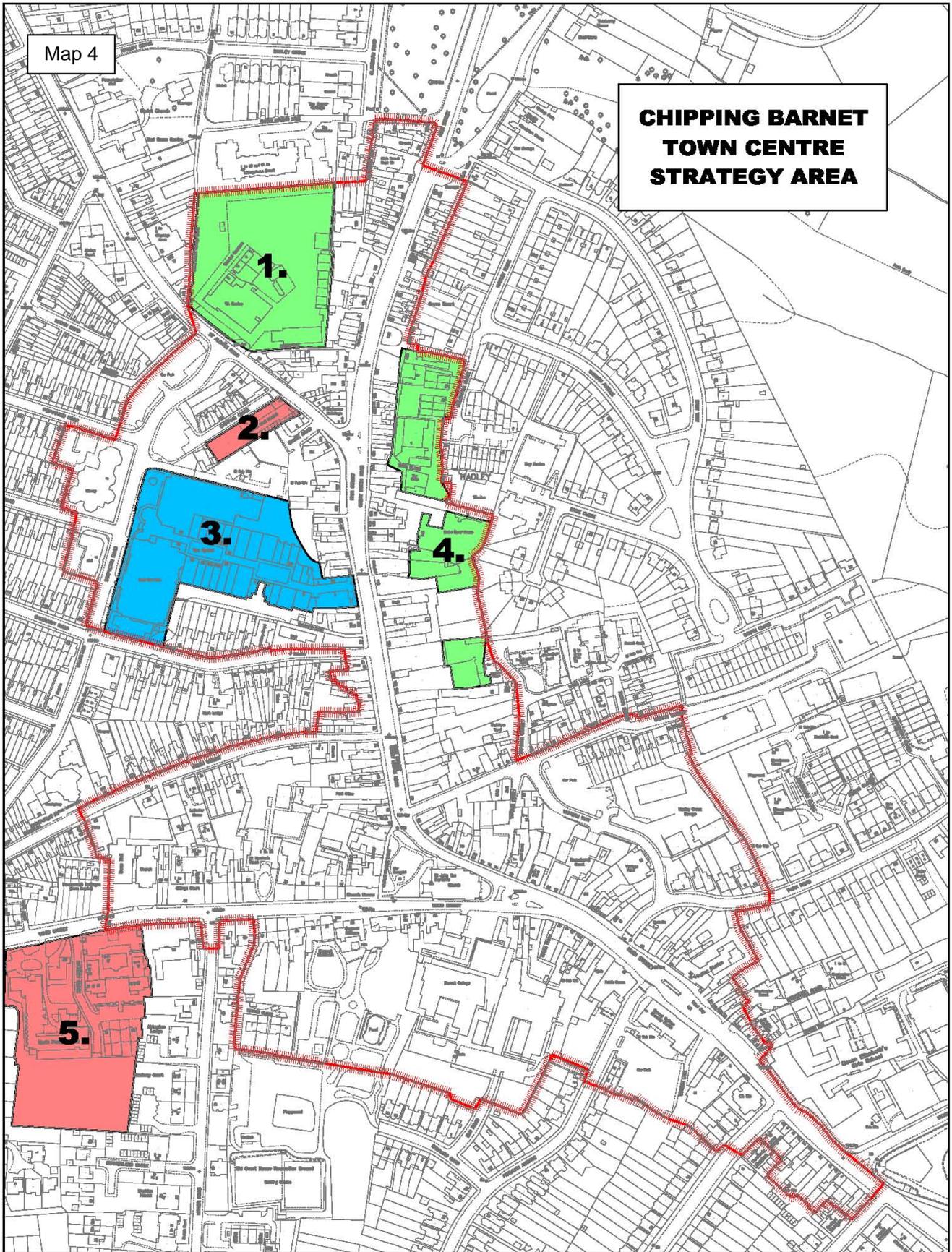


**WIDER AREA AND INFLUENCES**

- |                                |                                     |
|--------------------------------|-------------------------------------|
| 1. Barnet Hospital             | 5. Hadley Green                     |
| 2. Dollis Valley Estate        | 6. Old Courthouse Recreation Ground |
| 3. Barnet Football Club        | 7. Barnet College                   |
| 4. Hadley Manor Trading Estate | 8. Ravenscroft Park                 |

Map 4

**CHIPPING BARNET  
TOWN CENTRE  
STRATEGY AREA**



**OPPORTUNITY AREAS**

- 1. Territorial Army
- 2. Barnet Market
- 3. The Spires Shopping Centre
- 4. Land to the rear of 120-204 High Street
- 5. Marie Foster Site

# 2. Identification of the Issues

## 2.1 Introduction

2.1.1 Chipping Barnet has medieval origins. A market with a royal charter was first established in the 12<sup>th</sup> century and proved successful as the village became known as Chepyng Barnet (meaning of the market). By the 16<sup>th</sup> century the Barnet Market supplied nearly all of London's meat.

2.1.2 London's only battlefield site is located outside Chipping Barnet. The Battle of Barnet, a crucial encounter in the Wars of the Roses, took place at Hadley in 1471.

2.1.3 Chipping Barnet's location a day's ride out on the Great North Road allowed it to flourish as the first coaching stop out of London. Following the arrival of the railways in 1872 the medieval village core (around Wood Street and High Street) began to expand and large scale residential growth followed. Further details on the development of Chipping Barnet are set out in the Character Appraisals for the Monken Hadley and Wood Street Conservation Areas.

2.1.4 In 2009 Chipping Barnet was one of the joint leaders in Experian's league of the UK high streets most adversely affected by the economic downturn. While its vacancy rate of 13% was only a little above the national average, it was among the centres to have lost the most retailers to administration, the majority of these being small, independent retailers located around the southern end of the high street. The strengths, weaknesses, opportunities and threats analysis which was conducted in November 2009 identified issues facing Chipping Barnet Town Centre by analysing information from a range of different sources including academic studies

conducted for a University of London (UCL) research study, town centre health checks (carried out in December 2009 for the GLA) and statistics held by the Office of National Statistics (ONS). Information on community perceptions was also reviewed, including a residents' survey undertaken by the Barnet Residents Association and meetings with the Barnet Society as well as surveys with traders and residents commissioned by the Council.

2.1.5 Barnet's Town Centres Floorspace Needs Assessment (TCFNA) published in 2009 and updated in 2010 identified Chipping Barnet as a large centre which offers a good range of comparison, convenience and service goods provision from a mix of multiple and independent retailers. The focus of the town centre is the Spires Shopping Centre which provides a modern centre, largely occupied by multiple high street retailers and anchored by a 2,050m<sup>2</sup> Waitrose food store.

2.1.6 Key opportunities in Chipping Barnet for enhancement in the comparison retail offer were identified in the TCFNA. The 2010 update highlighted that there is a reasonable level of convenience capacity arising in Chipping Barnet despite new commitments in the town centre (Tesco Express and Sainsbury's Local). The update also highlighted that there is a modest capacity for comparison goods arising in Chipping Barnet.

2.1.7 Local evidence gathering also highlighted the potential development opportunities that exist around the Spires Shopping Centre/Barnet Market Site/Territorial Army (TA) Centre that if managed pro-actively could provide the potential to initiate and support the rejuvenation of the wider town centre. Map 4 shows the main development opportunities in Chipping Barnet. The

issues arising from this analysis are outlined below

## Town Centre Character

### Strengths

<b>Well Established Heritage</b>	Chipping Barnet is a historic town, dating back to at least the twelfth century. The old buildings along the High Street and its famous Market are testament to this history.
<b>St John The Baptist Church</b>	Views of the St John the Baptist Church dominate the surrounding area and create a sense of arrival. Gardens at the rear provide an important green space in the town centre.
<b>Conservation Areas</b>	The Wood Street and Monken Hadley conservation areas cover a substantial part of the town centre.
<b>The Green Belt</b>	Approximately three quarters of the town centre's perimeter is surrounded by Green Belt or Metropolitan Open Land.

### Issues

<b>A gap between the Conservation Areas</b>	The middle part of the High Street, where buildings are of less historic value, falls in-between the boundaries of the two Conservation Areas
<b>Shop frontages and signs</b>	Many of the shops on the High Street have poor quality shop fronts and signage
<b>Setting of St John the Baptist Church</b>	Street furniture, signage and road markings detract from the quality of the setting of the historic church and a detailed scheme to address this while improving pedestrian accessibility is required.
<b>Empty Buildings</b>	Former public buildings not in use such as the old Magistrates Court Building detract from the quality of the Town Centre

## Town Centre Economy

### Strengths

<b>Barnet Market</b>	Barnet Market is a historic and popular market and has a key role to play in the character and vitality of the town centre.
<b>Quality and Range of Shopping</b>	There are a range of shops with independents and national establishments all represented. Small, specialist destination shops at either end of the High Street support the main retail offer in the centre.
<b>Spires Shopping Centre</b>	The shopping centre comprises nearly 8,400m <sup>2</sup> of retail space and includes a car park and medium sized Waitrose foodstore. Plans for improvement and expansion of the centre, including the entrance from the High Street, are being developed by the current owners.

<b>Large daytime population</b>	The Barnet and Southgate College, Wood Street campus opened in September 2010 and has over 2,000 students and staff visiting on a daily basis which offers a significant opportunity to support the local economy. The development has also created a quality external space fronting Wood Street which has the potential to be used for a wide range of events
<b>Proximity of Barnet Hospital</b>	Although located outside the town centre, large numbers of patients and visitors to the hospital pass through the town centre every day. Better connections between the hospital and the town centre could greatly increase footfall in the latter and benefit users of the former.

## Issues

<b>Hidden 'High Street'</b>	The Spires Shopping Centre is hidden from view and its entrance is discreet, although works are anticipated which will start to address this and open up the entrance to the High Street.
<b>Future of Barnet Market</b>	Uncertainty about investment in the Market over the last few years has led to temporary surfaces and stalls which have contributed to a poor perception of the quality of the Market offer and a decline in the Market's success
<b>Lack of larger retail space to attract big names</b>	Many big name stores require larger retail units than those currently available in the Spires or on the High Street which limits the range and quality of retail provision within the town centre
<b>Retail Churn</b>	Since the economic downturn there have been an increasing number of non-permanent retailers in the town centre – particularly Charity Shops – and an absence of quality sustainable lets.
<b>Vacant units</b>	In addition to this retail churn the town centre has seen an increase in vacancy rates overall with these peaking at 13% in 2009. The bottom end of the High Street has been particularly vulnerable to the impacts of the recession.
<b>Competition</b>	There are a number of town centres and retail parks within easy driving distance or a short bus ride from Chipping Barnet which make the centre vulnerable to competition – particularly from Potters Bar, Watford, London Colney and other town centres in Barnet.
<b>Branding</b>	Despite its distinctive historic character Chipping Barnet does not currently have a strong brand which distinguishes it from surrounding town centres.

## Accessibility and Parking

### Strengths

<b>Accessibility</b>	The A1000 is the main arterial route running through the town centre, making it very accessible by car from both the north and south.
<b>Good Transport</b>	Thirteen bus routes link the centre with places such as St

<b>Links</b>	Albans, Brent Cross and Barnet Hospital; and the centre benefits from High Barnet station on the Northern Line.
<b>Parking Provision</b>	Within the town centre boundary there are four public car parks providing a total of 643 spaces, plus the station providing car parking for 127 cars. However, some of these car parks are more suited to commuter car parking than for use by shoppers.

## Issues

<b>Parking:</b>	
• <b>Availability</b>	Some of the parking in the town centre is taken up all day by commuters into Central London and into Chipping Barnet itself, reducing the amount available for shoppers and visitors to the town centre.
• <b>Charges</b>	Parking charges in the area and methods of payment are perceived by the community and local businesses to impact on trade.
<b>Lack of Loading Bays</b>	Traders along the High Street have expressed concerns that a lack of loading bays in the town centre is affecting trade by hampering their ability to unload deliveries.
<b>Narrow pavements and lack of crossing points</b>	Pedestrian movement around the town centre – particularly along the High Street – is restricted by narrow pavements and limited crossing points
<b>Distance of High Barnet Station</b>	Despite the advantage of having access to London's Underground network via High Barnet station its location requires a ten minute uphill walk to the heart of the town centre.
<b>Traffic Congestion</b>	The A1000 runs through the town centre and can cause high traffic volumes, particularly at peak times.

## Public Realm

### Strengths

<b>Proximity to green space</b>	The town centre is unique in its position. It is both close to the Green Belt and a number of managed parks and open spaces.
<b>Public Open Space</b>	The Barnet and Southgate College redevelopment provides a new open space fronting Wood Street. The Spires and St John the Baptist Church also have well-used public open spaces with the latter having been improved in Spring 2012 with funding from the Mayor's Outer London Fund (OLF) and now providing a high quality space at the heart of the town centre.

### Issues

<b>Street Clutter</b>	Although a de-cluttering programme in early 2012 removed unnecessary guard railing, bollards and signs, the traffic lights, traffic islands and road markings continue to combine to create
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<b>Approach from High Barnet Tube Station</b>	a cluttered appearance in some parts of the town centre – particularly at the High Street/Wood Sreett and High Street/St Albans Road junctions.
<b>Building maintenance</b>	Pedestrian accessibility from High Barnet station to the High Street is poor with narrow pavements in parts, a steep incline and a lack of pedestrian crossings.
<b>Signage</b>	A number of buildings and shop fronts are in need of maintenance which has a detrimental impact on the streetscene.
<b>Need for further tree planting</b>	Due to limited or poorly located signage many drivers and pedestrians may pass through Chipping Barnet without being aware of the town centre offer which includes a substantial shopping centre, a Market, several car parks and a number of places of historic interest.
	Although a significant number of trees were planted across the town centre in 2012 there is still a lack of trees – particularly in the busy High Street area

## Arts, Culture and Leisure

### Strengths

<b>A number of venues in and around the town centre for community, arts and cultural events</b>	There are a number of venues in the town centre which host arts, community and cultural events and activities. These include the Bull Theatre, which provides a performance venue and a full-time, educational theatre school, Barnet Museum, Wesley Hall, Ewen Hall, Christchurch and Church House. Just off the town centre is the Barnet Countryside Centre.
<b>Chipping Barnet Library</b>	The library, located opposite the entrance to the Spires Car park on Stapylton Road, is one of the borough’s leading libraries and also contains a large meeting space for community use.
<b>A number of facilities for sports and other leisure activities are within proximity of the town centre</b>	Barnet Football Club are due to start the 2013/14 season at new premises in Harrow. The future of their former ground (Underhill Stadium) remains uncertain. Next to the football ground are football pitches and a table tennis facility. There are several riding stables around the perimeter of the town centre, two golf courses and a rugby club at the end of Byng Road. Green Belt land to the north and west of the town centre provides opportunities for walking.
<b>An active local community hold regular events</b>	Chipping Barnet has a number of active resident and community groups, as well as a Traders Association, all of whom are keen to improve the town centre. The active community is evident in the number of events that are organised – including an annual Christmas Street Fair and a Chipping Barnet Summer Festival.

### Issues

**Evening offer**

Chipping Barnet is perceived as not competing well on its leisure and evening offer when compared with other town centres in Barnet. Although there are a number of restaurants, pubs and bars in the town centre there is a general perception that the evening offer is not of a high quality.

**Lack of communication around events**

Although there is a lot going on in the town centre, there is limited communication of what is on offer – both to the local community and more widely.

**Most Important Issues Overall**

During public consultation in September 2010 the community identified the following as the top issues that the Town Centre Strategy for Chipping Barnet should address:

1. Uncertainty around the future of Barnet Market
2. Number of vacant shops on the high street
3. Poor quality of many shop frontages and signs
4. Traffic congestion in and around the town centre
5. Parking charges

# 3. Objectives and Opportunities



From the analysis of strengths, weaknesses, opportunities and threats, five high level objectives for Chipping Barnet town centre have emerged. These objectives apply across the town centre and are underpinned by a range of actions, as set out below:

- To respect and celebrate the town centre's history and character;
- To improve the quality and range of the retail and leisure offer within the town centre with re-provision of the historic Barnet Market at its heart;
- To improve accessibility to the town centre and ensure better parking, cycling and traffic management;
- To provide a high quality public realm and improved appearance of the town centre;
- To enhance other opportunities unique to the town centre including promoting cultural, leisure and student activities.

### 3.1. To respect and celebrate the town centre's history and culture

3.1.1. Chipping Barnet town centre has a unique identity. Its history, setting, character, Market, large number of listed buildings and extensive conservation areas make the town centre different from nearby centres. We need to make more of this distinctive character by ensuring that buildings, particularly those of historic and cultural significance, are well maintained. We also need to ensure that the character and appearance of the conservation areas are enhanced by all forms of new development and that the conservation areas are well managed. There is also a need to ensure that the character and history of Chipping Barnet is used in a positive way to promote the town centre and differentiate it from neighbouring centres.

To achieve this objective we will:

- More strictly enforce against unlawful and unsympathetic development in the conservation areas to ensure that buildings and shop-fronts enhance the character and appearance of the town centre.
- Seek to join up the conservation areas to assist in enhancing the character of the town centre.
- Promote shop-front guidance and advice to traders to help them understand the importance of shop fronts and signage in the town centre and the basic principles that should inform new designs and alterations.
- Promote guidance for the potential redevelopment of sites to ensure the town centre's character is maintained and good design is promoted as set out in the Planning Framework for the Spires, Market and Territorial Army Centre sites

- Ensure buildings and landmarks of cultural and historical significance in the town centre are recognised and promoted.
- Review opportunities to locally list specific buildings of value within the town centre
- Encourage new uses within empty buildings wherever possible.

3.1.2. The character of Chipping Barnet varies across the town centre with a mixture of traditional and modern shop fronts which lack a cohesive town brand. While the above actions will enhance its overall appearance, the distinctiveness of different parts of the town centre should be encouraged and nurtured to support a healthy and successful centre. The concept of Character Areas provides a useful way of considering, in broad terms, the way in which different parts of the town centre could be encouraged to change over time. There are four Character Areas across the town centre (as shown on Map 5) which can be differentiated as:

**The Cultural Quarter** – the cultural, arts and student quarter of Chipping Barnet from High Barnet Station to Barnet College.

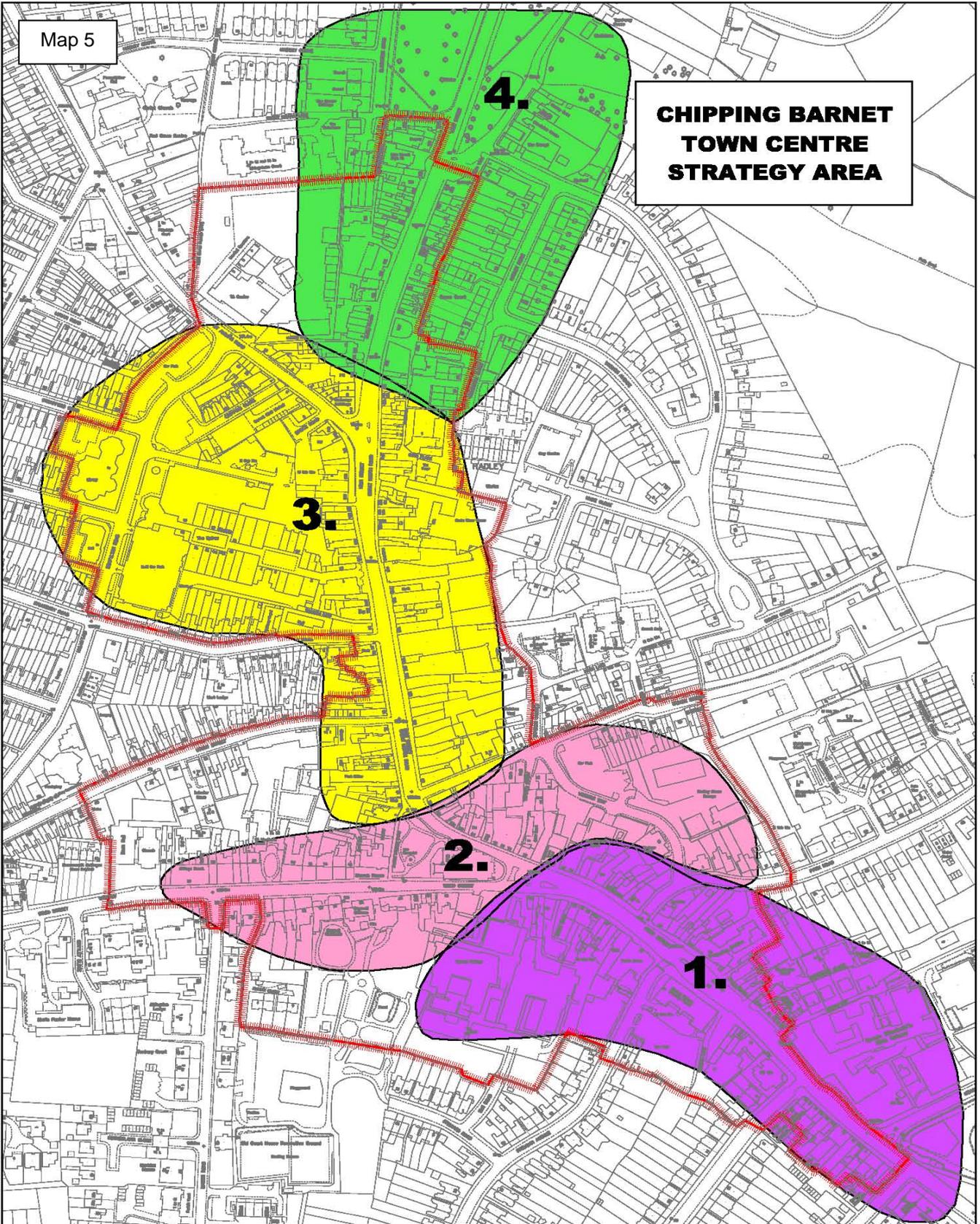
**The Historic Heart** – the most historic part of the town centre centred on St John the Baptist Church.

**The High Street** – the economic heart of Chipping Barnet from Moxon Street to St Albans Road.

**Hadley Edge** – the more “villagey” and less densely populated area of the town centre adjacent to the Green Belt from St Albans Road to Hadley Green.



**CHIPPING BARNET  
TOWN CENTRE  
STRATEGY AREA**



**FOUR CHARACTER AREAS**

-  1. The Cultural Quarter (QE Girls, Arts Dept, Cafes, Pubs, Students, The Bull, Young People.)
-  2. "Historic Heart" (Church, Museum, Moxon Street.)
-  3. "High Street" (The Spires to the Market - Principle Retail Area.)
-  4. "Hadley Edge" (Up towards St Albans Road, Hadley Green.)

3.1.3. An initial analysis of these four Character Areas, including opportunities for public realm enhancements and development opportunities, is set out in detail in Appendix One and is summarised below:

#### **Area One – The Cultural Quarter**

This Character Area includes the area from High Barnet Station to the top of Barnet Hill with the western end falling within the Wood Street Conservation Area. The overall character of the area is mixed, with the historic High Street on a steep (-ish) hill with some attractive buildings but with lower grade buildings bringing down quality in places. The whole area is dominated by St John the Baptist Church at the top of the hill. There are opportunities for public realm improvements, particularly at the southern end around the entrance to High Barnet Station and the frontage to QE Girls School.

#### **Area Two – The Historic Heart**

This Character Area includes the area from Park Road to Wood Street/Moxon Street, falls within the Wood Street Conservation Area and is dominated by the large scale of St John the Baptist Church. The area includes a number of high quality historic buildings including the Church, Tudor Hall and the Bull Theatre. The overall character is of a historic market town with quality public spaces fronting Barnet and Southgate College on the southern side of Wood Street and at the rear of the Church. The junction of Wood Street and the High Street needs improvement to improve the setting of the Church and facilities for pedestrians.

#### **Area Three – The High Street**

This Character Area includes the area from Moxon Street to the former Corn Exchange/St Albans Road with the

southern end falling within the Wood Street Conservation Area. The area includes the Barnet Market site at its northern end (which, following demolition of buildings and perimeter wall by previous owners, provides no proper enclosure, facilities or surface) and the Spires Shopping Centre which is hidden from view from the High Street. The overall character is of a mixed quality, small town high street. There are opportunities to improve the streetscape and in particular to consider opportunities to widen pavements where possible.

#### **Area Four – Hadley Edge**

This Character Area runs from the former Corn Exchange/St Albans Road to Hadley Green and falls within the Monken Hadley Conservation Area. This area is the northern 'Gateway' into Barnet and opens out to Hadley Green open space beyond. The overall character is of a traditional village/small town high street. The public realm is of a generally good quality, especially at Hadley Green and has benefitted from some recent tree planting. There is a significant development opportunity on the Territorial Army Site on the northern side of St Albans Road and an opportunity for improvements at the former garage site at the northern end of the High Street.

New development in any of the above Character Areas should aim to complement and enhance the best features of the existing character and promote the highest quality of design.

### **3.2. To improve the quality and range of the retail and leisure offer within the town centre with re-provision of the historic Barnet Market at its heart**

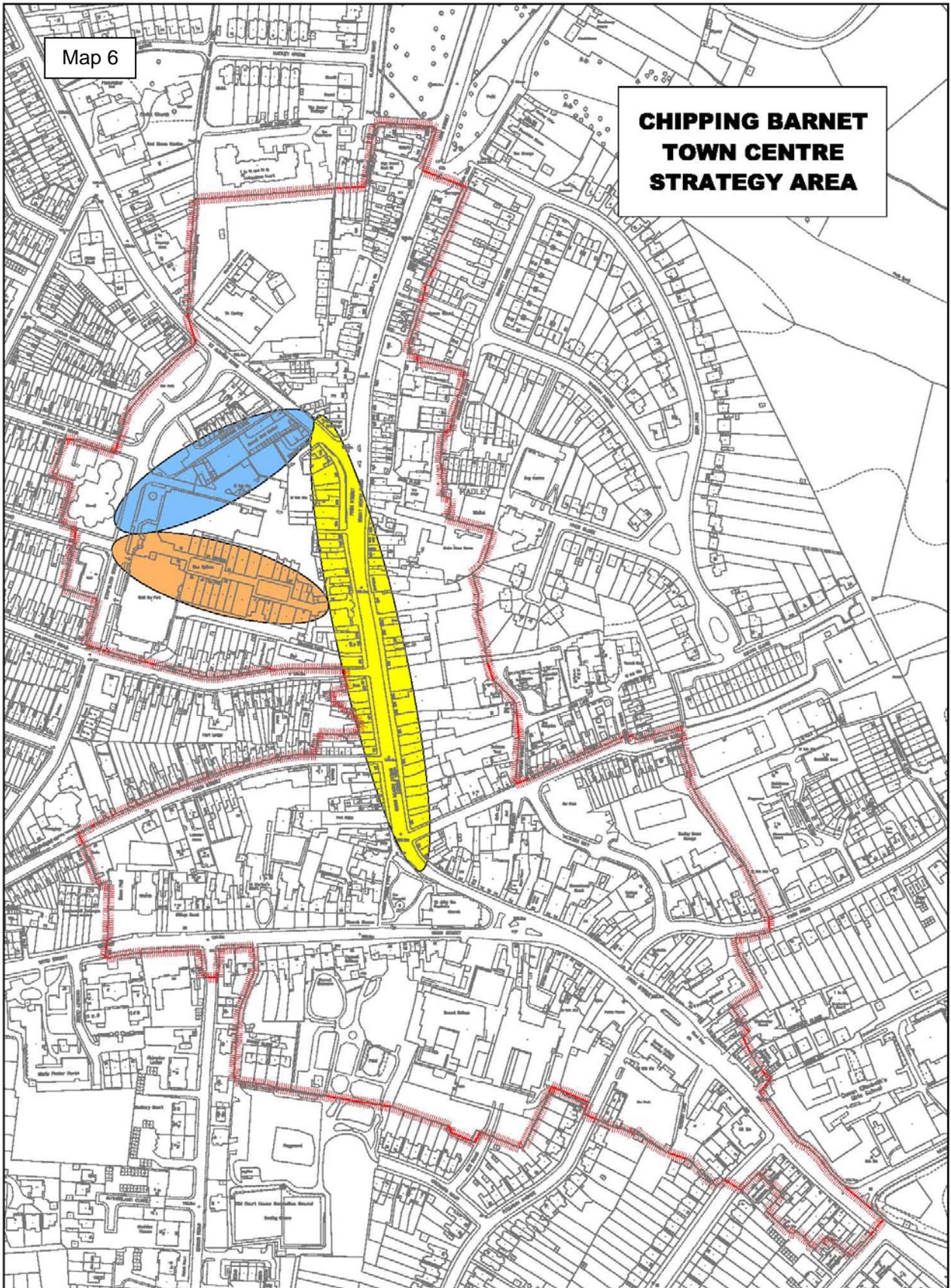
3.2.1. Chipping Barnet is an established town centre and benefits from a busy daytime economy. However, it is recognised that the development of extended retail provision in nearby town

centres is drawing customers and footfall away from the town centre and it will suffer unless it is able to compete effectively in the future. There is a need to ensure that the three core elements of the economic heart of the town – the High Street, Barnet Market and Spires Shopping Centre (the 'retail triangle' as shown in Map 6), are strengthened and made to work together effectively as future development comes forward.



Map 6

**CHIPPING BARNET  
TOWN CENTRE  
STRATEGY AREA**



**PROPOSED RETAIL TRIANGLE**

- The Spires 
- Barnet Market 
- High Street 

3.2.2. In the short term, this will rely on a coordinated approach between traders and landowners from the three areas to promote the town centre as a unified shopping destination. This is being led by the High Barnet Town team which is focussing on developing a marketing campaign for Chipping Barnet Town Centre which differentiates it from other areas. This includes promotion of a strong and consistent brand, late night openings to boost the evening economy, loyalty schemes and co-ordinated events.

3.2.3. In the longer-term there are a number of potential development sites in the area that present an opportunity to enhance the economic health of the Town Centre through an increase in retail and other town centre floorspace to make it a true destination, which will in turn allow it to compete more effectively. This includes the potential redevelopment and expansion of the Spires Shopping Centre which could create a real opportunity to open up the shopping centre to the High Street so that one flows into another. The current owners, have been developing plans including an improved frontage and entrance to the shopping centre from the High Street, larger units within the shopping centre and on the Salisbury Road site to attract more high street retailers and improvements to the Barnet Market which is also in their ownership.

3.2.4. Locating major attractions such as key retail units and the Market around the edges of the town centre can ensure even distribution of activity. Improving access across the town centre in particular between the High Street, Spires and Market, should create a 'retail triangle' bringing higher footfalls to business as well as more pedestrian movement around the Spires.

3.2.5. Any new development within the area of the 'retail triangle' should be

brought forward through an urban designed Masterplan which aims to open up and reinforce the connections between its three constituent parts.

3.2.6. The growth in the local retail and service economy also needs to result in a growth in jobs for local people and this will need to be a key success measure for this strategy.

To achieve this objective we will:

- Encourage reasonable expansion and improvement of the retail offer.
- Secure the future of Barnet Market so it is able to effectively contribute to the town centre economy.
- Identify development sites and encourage development on these to bring investment and new uses to the town centre.
- Develop planning briefs for key development sites which are consistent with the vision and objectives set out in this Strategy and the adopted Planning Framework for the Spires and adjacent sites.
- Work with the owners of the Spires Shopping Centre and Barnet Market site to develop a Masterplan which ensures future investment maximises potential for the retail triangle to be successful.
- Develop a community marketing scheme to promote Chipping Barnet as a destination town centre and link the different elements of the 'retail triangle'.
- Maximise the potential of Barnet College – in terms of both increasing student spend and pursuing opportunities to involve students in improving and enhancing the town centre.

### 3.3. To improve accessibility to the town centre and ensure better parking, cycling and traffic management

3.3.1. The accessibility of a town centre by different means of transport and by pedestrians is core to its success and economic viability. Chipping Barnet already performs well in this regard, with a variety of means of getting to and from the town centre and a significant residential population within walking distance. However, the ease to which this can be achieved varies depending on mode of transport and time of day.

3.3.2. Where possible people need to be encouraged and enabled to consider alternative forms of transport to the car. Access by car will continue to be favoured by many shoppers and that in this regard, Chipping Barnet needs to be able to compete effectively with other shopping areas. Getting the balance right will enable commercial and cultural activity to flourish and will contribute to environmental objectives on air quality, noise, safety and the general ambience of the town centre.

To achieve this objective we will:

- examine traffic movement in the town centre, particularly at the two major junctions, looking at options which will provide the best flow of traffic, safety and ease of movement for pedestrians, and improved environmental quality.
- improve the High Street, looking at opportunities to make crossing easier for pedestrians by reviewing the balance between pavement and road space— with pavement widening where possible.
- review current parking arrangements to consider how the needs of shoppers, residents and commuters can be better balanced.
- improve signage to car parks.

- review accessibility of public transport in the town centre.
- encourage TfL and other providers to explore the viability of a ‘hopper bus’ service linking High Barnet Station, Barnet College, the High Street, The Spires, the Library and Barnet Hospital.
- explore the viability of a ‘drop and shop home delivery scheme’ to encourage people to leave their car at home.
- review facilities to encourage more people to cycle to the town centre.

### 3.4. To provide a high quality public realm and improved appearance of the town centre

3.4.1. Chipping Barnet Town Centre has a generally attractive public realm with well maintained public spaces, parks and open spaces nearby and little sign of graffiti or litter. However, the environmental quality of the town centre is affected by the high volumes of vehicles passing through it.

3.4.2. The town centre has recently been improved through investment from the Mayors OLF. This has enabled opening up existing green space at St John the Baptist Church and provided additional colour and greenery through tree planting and hanging baskets, as well as removal of street furniture which has created a cluttered and untidy street environment.

3.4.3. One of the key remaining opportunities is to enhance the setting of St John the Baptist Church and its relationship to the new Barnet College building and public space fronting Wood Street. Some of the main objectives here will include carrying out improvements to the public realm involving reducing the clutter of traffic signage and traffic lights and providing better crossing points for

pedestrians.

To achieve this objective we will:

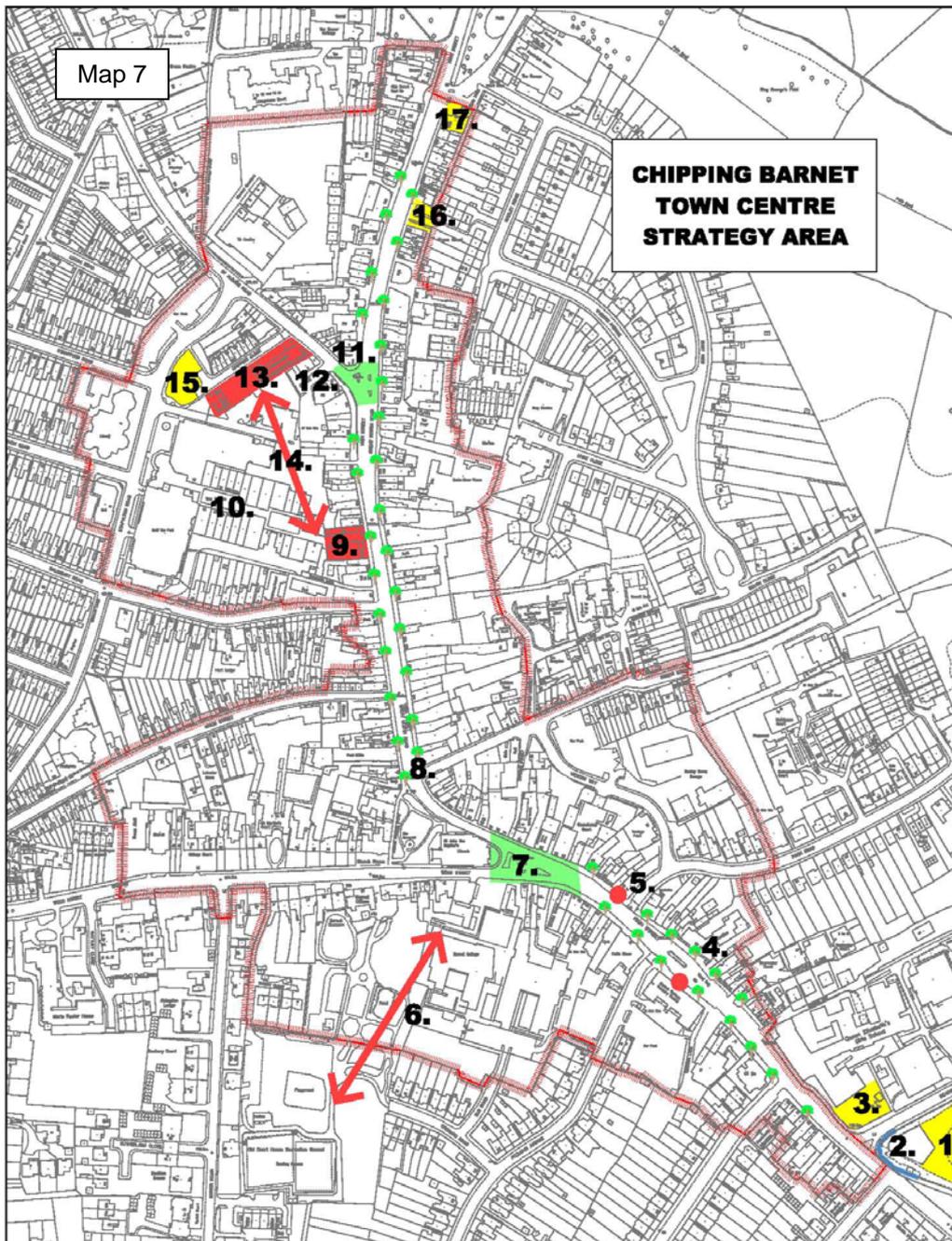
- Progress improvements to the Wood Street/High Street junction and the setting of St John the Baptist Church and its relationship with the new Barnet and Southgate College building and public space fronting Wood Street.
- Work with Council's Highways service and TfL to redefine the relationship between road and footway in main section of High Street, to give more emphasis to pedestrians and to encourage opportunities for tree planting whilst maintaining traffic flow.
- Look at opportunities for brightening up the town centre through the use

of flowers and more tree planting where possible.

- Use signage including walking distances and information boards to promote more effectively what the town centre has to offer
- Work with TfL to secure funding to improve access to High Barnet station and develop options for enhancing legibility, access and approach to the station

3.4.4. Map 7 sets out opportunities for a coordinated approach to public realm enhancement throughout the town centre. Not all of these ideas will be achievable but we are committed to exploring the viability of these proposals





**Public realm improvements**

1. New public pedestrian space in front of tube station with steps up to Barnet Hill and direct access to bus stops (possible kiosks etc.). This will provide a much better welcome to Barnet.
2. Replace fencing with railings.
3. New public open space with public art, seating, high quality paving and retaining trees.
4. More street trees
5. Issue of turning of 34 bus addressed.
6. Pedestrian link to Barnet Park
7. New junction improvements to provide safe crossing for students and enhance setting of the church.
8. Treat as one public open space with road/pavement treatments
9. Open up The Spires Shopping Centre to High Street.
10. Redeveloped Spires site with enhanced public spaces.
11. Junction improvements.
12. Demolish and open up market.
13. Open Barnet Market to Bruce Road.
14. New Pedestrian Link
15. Open space improvements.
16. Improve open space in front of LBB Housing
17. Utilise space for cafes etc.

### 3.5. To enhance other opportunities unique to the town centre including promoting cultural, leisure and student activities

3.5.1. Chipping Barnet already has the basis for a strong arts, cultural and leisure offer with parks and open spaces, the Bull Theatre, Chipping Barnet Library and a number of other venues all within walking distance of the town centre. The annual Christmas Street Fair has been successfully running for many years and a new Chipping Barnet Summer Festival has been established since 2010.

3.5.2. There is potential for enhancing and better promoting this offer. This can be done through holding more public events during the year, bringing public and street art to the town centre and looking at opportunities to maximise the use of all existing cultural and community facilities. This will raise the profile of Chipping Barnet and in turn attract more visitors.

To achieve this objective we will:

- continue to improve and promote the annual Christmas Street Fair, the Chipping Barnet Summer Festival and other local festivals.
- host arts projects in vacant units/public spaces and bring public art to the town centre.
- explore ways to secure future of the Bull Theatre as a town centre venue.
- improve communication of cultural activities on offer and examine ways of celebrating Chipping Barnet's history through walks, leaflets and boards in the town centre and promotion of the Barnet Museum
- explore ways of working with Barnet and Southgate College to utilise campus facilities for an increased range of cultural, leisure and student activities



# 4. Delivering the objectives

## 4.1 An Action Plan for Chipping Barnet

4.1.1 The focus of the Chipping Barnet Town Centre Strategy is about collective action with everyone having a stake in the town centre's success. It is not just about the long-term parameters for development in the town centre; we need to consider what we can do now, in the short-term, to make a difference. The Action Plan sets out a series of short, medium and long term actions to deliver the objectives of the Strategy. The Action Plan identifies who will lead and the timescales for delivery. The Action Plan is attached at Appendix Two. Some short term goals already have timescales, others are longer term, sometimes dependant on acquisition of funds, and timescales for these will be worked up by the Chipping Barnet Town Centre Strategy Board as the strategy is implemented and monitored. Other actions are not one off activities but an ongoing change of approach.

4.1.2 Delivery of the Action Plan will be monitored by the Chipping Barnet Town Centre Strategy Board. Over time new initiatives and projects will be added to ensure the Action Plan remains up to date and that continuous improvement is promoted.

## 4.2 Monitoring Delivery

4.2.1 The overall success of the Strategy will be monitored by focusing on a range of indicators that will measure the health of the town centre over time. Specific indicators to measure the health of all town centres in Barnet are set out in the Local Plan Core Strategy and Development Management Policies documents. These indicators apply to Chipping Barnet and focus on:

- Total amount of new floorspace for main town centre uses (retail, leisure, offices, hotels, arts and culture)
- Net additional dwellings in town centres
- Town centre trends – maintaining proportion of retail units (Class A1 uses) in primary town centre frontages ie the concentration of most popular, central shops. Baseline for Chipping Barnet in 2012 is 73% of primary town centre frontage is A1 use

4.2.2 In addition to the monitoring of Chipping Barnet through the Local Plan more specific indicators to measure the success of the Strategy against a 2012 baseline include:

- Reduction in vacancy levels. Baseline for Chipping Barnet in 2012 is 8.7 % of units in primary and secondary frontages.
- Achieving a diverse range of destination and comparison shops with a healthy balance between the number of independents and multiples.
- Avoiding over domination of any one sector by charity shops, betting shops, convenience stores or other. See Table 1 for Baseline in 2012
- Increased footfall and spending in the town centre (to be quantified) Baseline of £83m turnover for comparison goods in 2008 in London Town Centre Health Checks
- Increased resident and trader satisfaction with the town centre (to be surveyed)

**Table 1: Diversity of Retail in Chipping Barnet Town Centre in 2012**

Type of shop	Units in Chipping Barnet	Town centre with most units
Convenience store	2	Finchley
Grocer	0	Temple Fortune
Betting Office	2	Finchley
Estate Agent	16	Chipping Barnet
Beauty Salon	7	Finchley
Hairdresser	14	Chipping Barnet
Ladies clothes	14	Edgware & Temple Fortune
Shoes	4	Chipping Barnet
Cafes	4	Brent Street
Coffee Shop	4	Edgware, North Finchley, Finchley & Temple Fortune
Take aways	10	Cricklewood Chipping Barnet and Brent Street
Restaurants	13	Edgware
Charity Shops	8	Chipping Barnet

### 4.3 Use of S106 and CIL

4.3.1 Progress against these indicators will be set out in the Authorities Monitoring Report.

4.3.2 Barnet has developed a strategic approach to the implementation of the Community Infrastructure Levy (CIL). Through CIL local authorities are able to

set a standard charge for development to contribute towards the costs arising from new development. CIL becomes operational on May 1<sup>st</sup> 2013. Any new development in Chipping Barnet will contribute appropriately through CIL to meeting infrastructure requirements and will complement the Council's approach to securing S106 contributions.

4.3.3 CIL implementation will help secure wider transport / public realm improvements to Chipping Barnet. Planning obligations through Section 106 Agreements will remain appropriate for improvements relating directly to specific development proposals and their associated impacts.

4.3.4 The priorities for planning obligations for development on sites within the Strategy area are to :

- Improve pedestrian routes in key locations through measures such as the widening of pavements and reducing width of crossings
- Provide additional tree planting in the High Street, particularly the treeless central section, utilising widened pavements and in front of St John the Baptist Church
- Improve appearance of key junctions by simplifying layouts and signage, reducing road markings and planting trees
- Improve the appearance of 'gateways' into the town centre with creation of more high quality public realm
- Improve sense of arrival and of place at the main pedestrian entrance to High Barnet station, creating a new public piazza and improving visual connectivity

# Appendix 1

## Detailed analysis of the Town Centre Character Areas

### Area One – The Cultural Quarter

From High Barnet Station to the top of Barnet Hill

Western end falls within Wood Street Conservation Area (CA)

Height & Massing	Considerable variety, but mostly 2 & 3 stories, some 4 storey. Majority of buildings have pitched roofs, some behind parapets. Some roofs have dormers
Enclosure & layout	Southern 'Gateway' into Barnet. To east is open space of Barnet Hill and land around tube station. Strong sense of enclosure along older frontages, disrupted by newer buildings such as Met Police Station. Pavements wide in places (particularly on south side in front of Graseby House) and raised (2-3 steps). Series of carriageways through to yards behind still evident in places. Curve in road towards western end. Road is wide, particularly at western end in front of church (site of former market place).
Materials	Brick, stucco, slate roofs (some clay tiles), mix of shopfronts, metal/upvc windows to some buildings, timber sash windows
Function	Mix of school/college/former court house with shops/business at ground floor some with residential above
Age	17 <sup>th</sup> - 20 <sup>th</sup> century
Principal & Listed Buildings	The Old Court House, 31 High Street (The Old Red Lion PH), 40-42 High Street (former bank, The Honey Bee-Domino's Pizza), 47 High Street (former PH, now Less Tax to Pay), 56-66 High Street (George's Café-Tesco).
Public Realm	Generally medium to poor. Improved by some recent tree-planting (OLF funded) but needs more.
Opportunity Sites	For public realm improvements: corner of Meadway at QE Girls School; opposite corner and footpath to tube station
Overall Character	Mixed: historic High Street on steep (-ish) hill with some very good buildings but with low grade buildings bringing down quality in places; whole dominated by St John the Baptist Church at top of hill.

## Area Two: The Historic Heart

From Park Road to Wood Street/Moxon Street

Falls within Wood Street CA

Height & Massing	2 - 4 stories; dominated by large scale of St John the Baptist Church. Majority of buildings have pitched roofs, some behind parapets. Barnet and Southgate College has flat roofs
Enclosure & layout	High Street widens as it reaches top of hill. Sense of enclosure opens out with public spaces in front of Barnet College and Tudor Hall; churchyard garden. 15-27 Wood Street lie at back of pavement but beyond, buildings are set back. Houses on Wood Street have front gardens.
Materials	Brick, stucco, slate roofs (some clay tiles), timber sash windows. Use of timber at Barnet and Southgate College
Function	Shops/restaurants/businesses at ground floor with residential above; residential; church; education; community
Age	16 <sup>th</sup> – 21 <sup>st</sup> century
Principal & Listed Buildings	St John the Baptist Church, Church House, The Hyde Institute, Tudor Hall, Barnet and Southgate College, nos 10-20 and 15-41 Wood Street, the Post Office, The Mitre PH, The Bull Theatre
Public Realm	High quality: public space in front of Barnet College and recently-opened up churchyard garden; however road junction at fork with High Street and space in front of St John the Baptist needs improvement
Opportunity Sites	Improvements to the setting of Tudor Hall through removing or better masking the car park area to its front
Overall Character	Historic market town

### Area Three: The High Street

From Moxon Street to the Corn Exchange/St Albans Road

South end falls within Wood Street CA

Height & Massing	Mostly 2 & 3 stories. Majority of buildings have pitched roofs, some behind parapets
Enclosure & layout	Consistently back of pavement, few gaps linking to series of alleys running behind. At northern end, buildings set back with wide pavement. Barnet Market site (which, following demolition of buildings and perimeter wall by previous owners, provides no proper enclosure, facilities or surface) , open space. Spires shopping centre hidden from view
Materials	Brick, stucco, slate/clay roofs, timber sash windows, metal windows & shopfronts, panels, dormers and gables
Function	Mostly shops at ground floor with business above; Barnet Market; shopping centre; empty shops
Age	Mix of early-late Victorian, early-late 20 <sup>th</sup> century
Principal & Listed Buildings	101-105 (former Burtons), 140 High Street (HSBC bank), former spires of Methodist Church, 85-97 High Street (Specs Direct – Barclays Bank).
Public Realm	Generally poor; generally streetscape would benefit from tree planting and wider pavements
Opportunity Sites	Barnet Market; The Spires
Overall Character	Mixed quality, small town high street

## Area Four: Hadley Edge

From the former Corn Exchange/St Albans Road to Hadley Green

Falls within Monken Hadley CA

Height & Massing	Mostly 2 & 3 stories, some single storey. Majority of buildings have pitched roofs, some behind parapets
Enclosure & layout	Northern 'Gateway' into Barnet; opens out to Hadley Green open space beyond. Mostly back of pavement, few gaps. At southern end, buildings set back with wide pavement. Series of alleys running behind
Materials	Brick, stucco, slate roofs (some clay tiles), timber sash windows
Function	Mostly shops/business at ground floor with residential above; car showrooms; some residential at ground floor; church
Age	Principally early–late Victorian; some 20 <sup>th</sup> century
Principal & Listed Buildings	The former Corn Exchange, 151 High Street and Hadley Cote – The Grange on Hadley Green Road
Public Realm	Generally good, especially at Hadley Green; recent tree planting at southern end; opportunity for improvements at former garage site at northern end of the High Street and at entry to Grove Court; generally streetscape would benefit from more tree planting
Opportunity Sites	Territorial Army Centre
Overall Character	Traditional; village/small town high street

# Appendix 2

## CHIPPING BARNET TOWN CENTRE STRATEGY: ACTION PLAN WINTER 2012/13

REF	ACTION	LEAD/S	TIMESCALE
<b>Objective 1: Respect for and celebration of the town's history and character</b>			
1	<b>Enforce against unlawful and unsympathetic development on the conservation area</b>		
	Use existing powers to ensure better enforcement where changes are made to buildings and shop-fronts which detract from the character or appearance of the area.	London Borough of Barnet	Ongoing
	Consider the area of the High Street in-between the conservation areas. Either add to one of the existing conservation areas or develop specific guidance for a "High Street " conservation area.	London Borough of Barnet with Town Team	tbc
2	<b>Promote design quality</b>		
	Promote shop front guidance and advice so that traders understand the importance of good shopfront design and the impact that poorly conceived schemes can have on the appearance of the town centre and on the shopping experience.	London Borough of Barnet/ Town Team	Ongoing
3	<b>Ensure buildings and landmarks of cultural and historical significance in the town centre are recognised and promoted</b>		
	Propose buildings for statutory and local listing where appropriate	Resident Groups	Ongoing
	Identify empty buildings to be brought back into use and develop a strategy for implementing this	Town Team	Ongoing

REF	ACTION	LEAD/S	TIMESCALE
	Support applications for blue plaques	Resident Groups	Ongoing
	Develop a collection of essays/promotional material to publicise buildings of interest	Barnet Local History Society / Resident Groups	tbc by leads
	Develop a leaflet on Chipping Barnet walks which identifies key buildings and landmarks along the way (NB this will build on the conservation area character appraisals)	Local schools / Resident Groups / Traders	tbc by leads
	Provide town maps at the entrances to the town and in car parks	London Borough of Barnet / Resident Groups to explore potential funding streams	tbc
<b>Objective 2: Enlargement in the quality and range of shopping with the historic Barnet Market at its heart</b>			
4	<b>Promote Chipping Barnet as a destination town centre and link the different aspects of the 'retail triangle'</b>		
	Raise the profile of the wide range of shops and businesses in the area by pooling resources, developing a brand and marketing campaign, developing incentives to encourage people to shop there, and identifying particular target groups/ markets	Town Team working with the community (e.g. Barnet College, Barnet Market, local schools, residents etc).	Ongoing?
	Promote the town centre and its unique selling points through: <ul style="list-style-type: none"> <li>Developing a website which pulls together information on the town centre – its shops, pubs, restaurants and other facilities, places of interest/things to do and events taking place</li> <li>Developing a magazine for the local area, with publicity and advertising supporting its design and production.</li> </ul>	Town Team working with the community (e.g. Barnet College, Barnet Market, local schools, residents etc).	Ongoing?

REF	ACTION	LEAD/S	TIMESCALE
	Explore opportunities for a town centre resource to support and promote the town centre eg a Business Improvement District (BID) or a Town Centre Manager		
	<b>Secure the future of Barnet Market so it is able to effectively contribute to the town centre economy</b>		
	Work with William Pears Group (owners of the Market) and their advisors to develop ideas for and deliver improvements to the Market	Friends of Barnet Market (with support from the London Borough of Barnet) William Pears Group	Planning application for improvements
	Develop Barnet Market: <ul style="list-style-type: none"> <li>Explore partnerships to encourage more food focussed events</li> <li>Investigate the opportunity to use the market space for other markets/events during the week.</li> </ul>	Friends of Barnet Market/ William Pears Group	tbc
5	<b>Develop planning briefs for key development sites which are consistent with the vision and objectives set out in this strategy and other planning documents</b>		
	Develop planning briefs for potential development sites in Chipping Barnet town centre to manage future proposals for development	London Borough of Barnet	??
6	<b>Maximise the potential of Barnet and Southgate College – in terms of both increasing the student spend and pursuing opportunities to involve students in improving and enhancing the town centre</b>		
	Promote the shops and facilities in the town centre to students at Barnet and Southgate College through events such as the Freshers Ball and Fashion shows.	Town Team	Ongoing
	Develop special projects with Barnet and Southgate College students on relevant courses	Barnet and Southgate College, Friends of Barnet Market and Town Team	Ongoing
<b>Objective 3: Improved accessibility to the town centre and better parking and traffic management.</b>			
7	<b>Review accessibility of public transport in the town centre and develop plans to improve it</b>		

REF	ACTION	LEAD/S	TIMESCALE
	Explore the viability of a Hopper Bus service <a href="#">to be funded by the private sector/TfL</a> to link the station, different parts of the High Street and the Market and Hospital.	Resident Groups, Barnet Traders Association, TfL. LB Barnet	tbc
	Consider with TfL how the turning of the 34 bus on the High Street can be addressed and seek to achieve termination of the 34 bus at Barnet Hospital	London Borough of Barnet, TfL	??
8	<b>Explore the viability of a drop and shop scheme</b>		
	Explore the viability of a drop and shop scheme in the High Street to encourage people to do large shops in the town centre but not necessarily come by car.	Town Team	tbc
9	<b>Review current parking arrangements to consider how the needs of shoppers, residents and commuters can be better balanced</b>		
	Undertake a parking review in the town centre to ensure arrangements are fit for purpose.	London Borough of Barnet	Winter 2012
10	<b>Encourage cycling in and to the town centre</b>		
	Encourage cycling in and to the town centre through: <ul style="list-style-type: none"> <li>• publicity leaflets in public buildings</li> <li>• events at Barnet and Southgate College</li> </ul>	Barnet and Southgate College,	Ongoing
11	<b>Improve signage on car parking</b>		
	Explore opportunities for improving signage on the location of car parking in the town centre and the number of parking spaces available.	London Borough of Barnet	tbc
12	<b>Review traffic movement and the balance between pedestrian and road space</b>		
	<a href="#">Explore opportunities for pavement widening along the High Street.</a>	LB Barnet	tbc

REF	ACTION	LEAD/S	TIMESCALE
<b>Objective 4: Provision of high quality public realm and improved appearance of the town centre</b>			
13	<b>Enhance the Wood Street/High Street junction and the setting of St John the Baptist Church</b>		
	Enhance the Wood Street/High Street junction and the setting of St John the Baptist Church and its relationship to the new Barnet and Southgate College building.	London Borough of Barnet, TfL in consultation with the community	??
14	<b>Develop plans to enhance public spaces</b>		
	<ul style="list-style-type: none"> <li>• Clean Buildings</li> <li>• Enhance lighting</li> </ul>		
15	<b>Explore opportunities to continue to improve the public realm</b>		
	Explore longer-term opportunities for improvements should funding become available, including: <ul style="list-style-type: none"> <li>• pavement widening</li> <li>• further de-cluttering of the High Street</li> <li>• pedestrian improvements</li> <li>• street lighting (design, appearance and positions)</li> <li>• street furniture (colour coding).</li> </ul>	London Borough of Barnet	??
16	<b>Look at additional opportunities for brightening up the town centre through the use of flowers and greenery</b>		
	Identify funding sources to enable hanging baskets to continue to be provided in the town centre and opportunities for seasonal displays	Town Team	??
	Explore opportunities for additional tree planting in the town centre – particularly as part of any pavement build outs on the High Street	LB Barnet	??
17	<b>Use signage and information boards to promote more effectively what the town centre has to offer</b>		

REF	ACTION	LEAD/S	TIMESCALE
	Identify what signage/information boards are needed to promote the town centre, where these are best placed and explore funding streams to support these.	Resident Groups Town Team	tbc
18	<b>Seek funding to develop options for enhancing the tube station in association with TfL</b>		
	Improvements to the pedestrian environment and access to the station	London Borough of Barnet /Town Team	tbc
<b>Objective 5: Enhancement of cultural, leisure and student activities across the town centre</b>			
19	<b>Continue to improve the annual Christmas Fair and promote the Chipping Barnet Summer Festival</b>		
	Detail to be added by residents groups etc	Resident Groups Barnet and Southgate College, Bull Theatre	tbc
20	<b>Explore ways to secure the future of the Bull Theatre as a performance venue for the town centre</b>		
	Reach agreement on the current lease for the Bull Theatre.	London Borough of Barnet	tbc
21	<b>Communicate the many cultural activities on offer and look at ways of celebrating the town's history through walks, leaflets and boards in the town centre.</b>		
	<ul style="list-style-type: none"> <li>• Develop and sustain a cohesive marketing approach</li> <li>• Promote cultural and local events through various mediums</li> </ul>		

For more information:

Contact

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