



CITY CENTRE VISION

Delivering change of the scale proposed in the masterplan requires significant investment and partnership working aligned to a shared vision for the city centre. In the short-term (to 2030), the vision is focused on driving change through early implementation, quick wins and laying the foundation for longer-term projects. In the longer-term (by 2050), the vision is focused on wide-scale transformation and city centre identity.

SHORT-TERM VISION: TO 2030

- An aspiration for **750 new homes** on brownfield city centre sites
- An additional **1,800 people** living within the city centre
- Increased **city centre footfall**
- Implementation of a **successful delivery mechanism** for masterplan projects

LONG-TERM VISION: BY 2050

- A place where people want to **live, work, shop and spend time**
- A **distinctive** city centre that celebrates its **heritage** and **vibrant urban offer**
- A city centre that contributes significantly to **local housing need, supporting healthy lifestyles**
- A **forward-looking** and **connected** city centre which promotes **innovation and creativity**

DELIVERING THE VISION



DESIGN PRINCIPLES

- Heritage and Culture**
A creative city where heritage, arts, and culture animate public spaces and shape a unique identity that attracts visitors.
- Experience and Attraction**
A vibrant city centre with mixed-use developments, diverse amenities, and a safe, lively atmosphere for residents and visitors.
- Excellent Connectivity**
A people-first, sustainable transport network will prioritise active travel, reliable public transport, and future-ready solutions to improve access.
- Safer and Greener Spaces**
High quality green spaces, streets and routes which make the city centre more attractive, creating connections with parks and residential areas, and improving safety and experience.



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