

# The opportunity

## KEY MESSAGES

The key messages that define the Framework and set its trajectory, responding to the analysis, but also the emerging town centre vision:

### WATFORD TOWN CENTRE WILL BE...

- At the centre of Watford's ambition to be the economic and cultural heart of the sub-region
- A place where there is something for everyone, truly accessible and inclusive to all, celebrating a diversity of uses and activities
- A leader in sustainable and high quality development that is green, clean and safe
- A place to live, work and invest in
- A desirable destination for visitors
- Have first-class active travel and low-carbon infrastructure

## GUIDING PRINCIPLES

Elaborating on the key messages, a series of guiding principles set out what the strategies within the framework will need to respond to:

### Future proofing the town centre

Future proofing the town centre: encouraging a balanced national and independent retail offer, and a mix of retail, commercial and leisure uses

### Boosting enterprise and innovation

Ensuring appropriate and affordable space is available for start-ups, small independents and creative businesses

### An interconnected town centre neighbourhood

Integrating the different character areas of the town centre with a range of uses and more opportunities for active travel

### Enabling multi-generational living

Harnessing the opportunities that a growing and ageing population provides and retaining a mixed community.

### Enhancing the user experience

Investing in an attractive, green, safe and welcoming public realm to encourage people to dwell and socialise in the town centre

### A town centre for all

Addressing the drivers of deprivation and increasing inclusion, wellbeing and social cohesion