

Agenda item 5

For decision - Town Centre Style Guide

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Summary

This paper includes a style guide for the town centre, the guide includes options for planters and seating, together with other public realm furniture.

The guide is for use by town centre stakeholders to use when developing plans to improve various parts of the town centre.

The guide also includes details about the various consents that are needed and the relevant contacts and gives an indication of the costs where known.

Background

An update report from the Town Centre Working Group was presented to Council on 21 February 2024. The report covered various issues, including improving planting, places to sit and delivering essential repairs. Council also decided to produce a Style Guide for the town centre to set out broad principles for these types of improvements.

The aim of the guide is to support a cohesive look throughout the town centre, particularly in the Catherine Hill/Stony Street/ Catherine Street area. It is to provide guidance for those stakeholders who are looking to make changes but are unsure where to begin. However, it is not prescriptive, and we want to encourage the individuality that Frome shops are well known for.

[The guide is attached at Appendix 5.1 and can be viewed on the website here.](#)

Recommendations

1. Approved the style guide at [Appendix 5.1](#)
2. Delegate to the Planning & Development Manager to make any minor changes to the guide over time in consultation with Cllrs involved in the town centre group with major changes returning Council for approval.