



Public Realm Strategy

Stroud

Project details

Overview

Preparation of a public realm strategy for Stroud town centre, a market town in Gloucestershire with a population of approximately 26,000.

Client

Stroud Concordat (Stroud District Council, Gloucestershire County Council, Stroud Town Council and Project Stroud).

Team

NEW Masterplanning (lead consultant) and Hamilton-Baillie Associates.

Date

November 2007 to January 2009

Contact

Rachel Small
Regeneration Manager
Stroud District Council

Overview

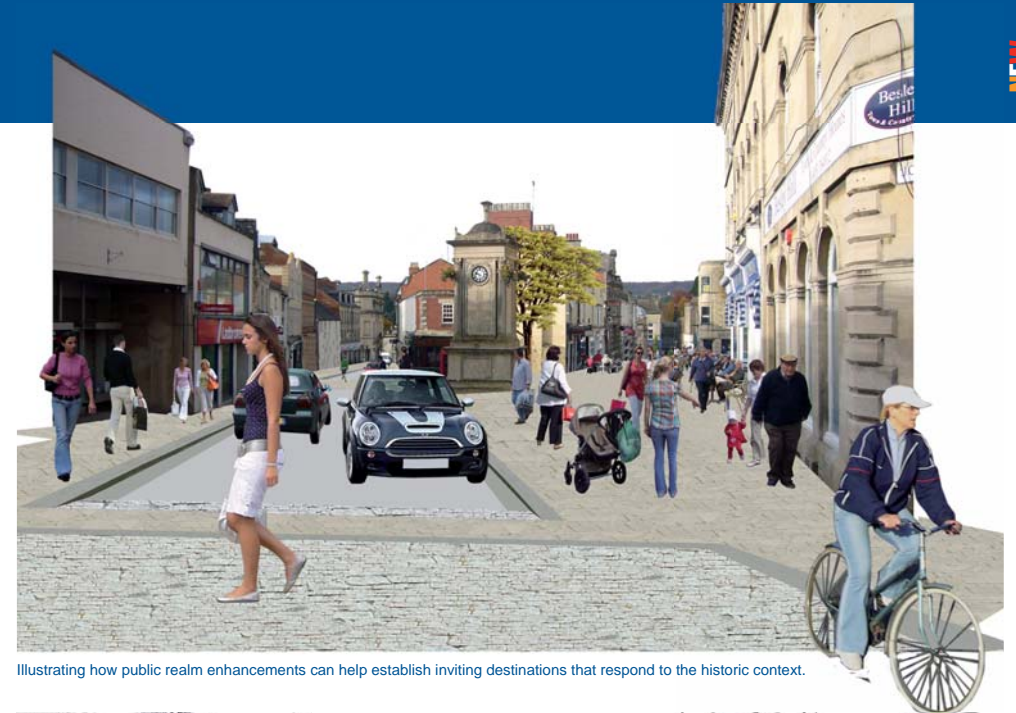
The project produced a regeneration strategy, masterplan, movement strategy and detailed public realm strategy for the town centre. It tackled sensitive issues of parking, traffic movement and the improvement of high profile public spaces and shopping areas. It provided detailed improvement schemes in the context of a comprehensive town centre strategy, and advised on how the distinctive historic environment could enhance the competitive position of Stroud as a retail and leisure destination. The strategy also advised on delivery and implementation with a timetable and action plan for priority projects.

As a team we worked closely with Hamilton-Baillie Associates to integrate movement, urban design and landscape architecture into the strategy recommendations and the design guidance for streets and spaces.

The process brought together a range of public sector bodies and agencies, and local businesses, through the Concordat. Our vision and strategy created a consensus between the Concordat and the local community on the priorities for improvement in the town centre. NEW Masterplanning led workshops with local businesses and residents, and a formal public consultation exercise was undertaken by the Council at the end of 2008. The document is in the process of being adopted by the Concordat partners.

Key outputs

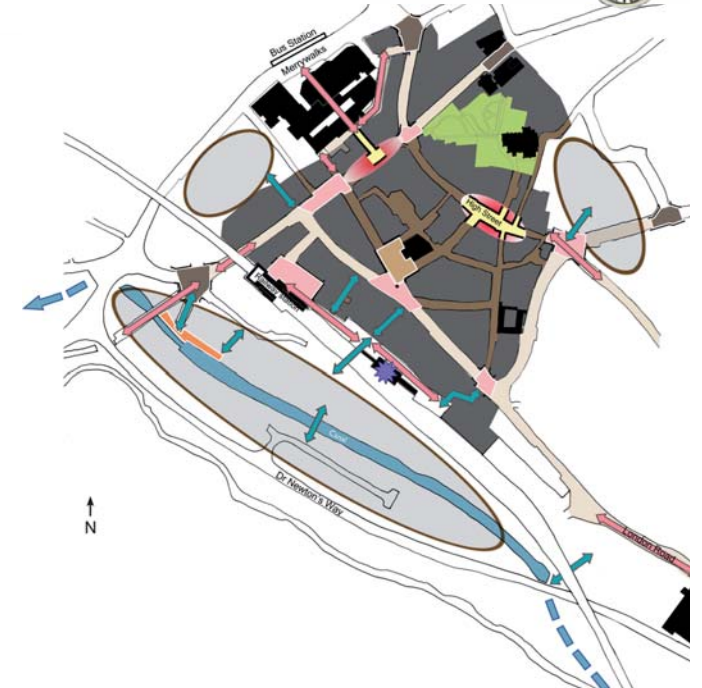
- Masterplan
- Design codes for public sector clients
- Public realm design
- Movement strategies
- Public consultation



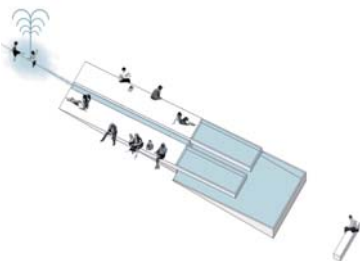
Illustrating how public realm enhancements can help establish inviting destinations that respond to the historic context.



Design guides demonstrate the implementation of strategy principles.



The strategy emphasises the importance of the historic centre, prioritises destination spaces, strengthens key routes and identifies and integrates potential growth areas.



Illustrative water feature for High Street