

Shaping the heart of Stroud

Vision and Objectives

“Stroud town centre is a welcoming, healthy, thriving place”

The vision for Stroud town centre is that it should be “a welcoming, healthy, thriving place”. It should be attractive and make the most of its heritage and its diverse cultural character; it should be accessible to all and have a vibrant feel; and it should be an economically, socially and environmentally sustainable place which reflects its bohemian and ‘green’ personality.

The Objectives

1. To make the town centre accessible by all modes of transport, using safe, convenient and well designed routes.
2. To improve the links between the town centre and the canal and Stratford Park.
3. To diversify the economy of the town centre so that it is an active place throughout the week, at weekends and in the evening.
4. To welcome and support new and existing businesses and provide a good range of high quality accommodation for all kinds of businesses to establish and grow.
5. To protect and enhance important spaces including greenspaces.
6. To enhance biodiversity
7. To reduce the level of greenhouse gas emissions and air pollution.
8. To respect the setting of the town centre by protecting important views.
9. To enhance the historic fabric and appearance of the town centre.
10. To mark the main entry points to the town centre (gateways) and provide a sense of ‘arrival’.
11. To provide more high quality dwellings to increase the number of people who live in the town centre.
12. To make the town centre a welcoming place where people are encouraged to spend time.
13. To maximise opportunities to develop or redevelop land within the town centre to meet the needs of the town and make the most efficient use of land and buildings.