

Shaping the Heart of Stroud

Vision Statements

The following vision statements were tested at a public consultation event held on 15th November 2015 and approved by a majority of those who completed a questionnaire.

Movement

People are able to move easily around the town centre on foot, by bicycle, by mobility vehicle, by public transport, and by private car.
Pedestrian and cycle routes into the town centre are safe, convenient and well designed for all users, including those with mobility needs.
There are clear attractive links to enable easy movement from the canal through to the town centre.
People are encouraged to stay in the town centre to shop etc.
Public transport is welcoming, well designed and well connected to the places people need to access.

Economy

The economic potential of the regenerated canal and upgraded railway has been capitalised upon to create an economically successful town centre.
The economy of the town centre has been diversified so that it is a vibrant and active place throughout the week at weekends and in the evening
The town centre provides a good range of high quality accommodation for all kinds of businesses to establish and grow.
New and existing businesses are welcomed in the town centre and supported by modern infrastructure such as high quality communications.
Stroud is known as a place where local businesses and independent operators, including markets are welcomed.

Environment

The town centre is attractive to wildlife with green links, arteries and pathways linking through to the river/canal corridor and open countryside.
All new buildings are constructed to be wildlife friendly.
All new buildings are designed to be energy efficient and energy efficiency of existing buildings has been improved.

Aesthetics/quality

The setting of the town centre has been respected and enhanced with important views protected.
The historic fabric of the town centre has been enhanced by a series of inviting, interconnected and imaginative public spaces.
All new buildings are of a high standard of sustainable design using materials which are sympathetic to the style and design of the building and its surroundings.
The main entry points to the town centre are clearly marked and provide a sense of 'arrival'

Social

More people of all ages live in the town centre in an increased amount and range of housing, including flats over shops and new housing developments

Existing living space within the town centre has been improved and there are high levels of occupancy.

The town centre is a welcoming place where people are encouraged to use well signposted existing and enhanced cultural and leisure facilities

Facilities for children and young people have been improved.

Sites

Opportunities to develop or redevelop land within the town centre are maximised to meet the needs of the town and make the most efficient use of land and buildings while protecting and enhancing greenspaces.

These vision statements form the basis on which the options are to be developed for the NDP.