

## Brief

BE Group was appointed to prepare an Urban Design Guide for the High Town area of Bridgnorth, Shropshire. The aim of the study was to protect the town's historic charm and address the barriers stopping it being a more pleasant place to live, shop and visit.

Key objectives were to produce:

- Planning and urban design vision for High Town
- Practical and achievable strategy supported by residents and businesses
- Review of redevelopment opportunities
- Urban design principles for inclusion in the local plan
- Action plan and implementation programme.



## Activities

The work involved assessing and examining the public realm; building uses, form and layout; street furniture and new developments.

- An overview of the strategic and planning context
- Assessment of historical development, existing land uses, urban form, accessibility and movement and its image
- Identification of townscape issues
- Overview of development opportunities for the future
- Public consultation to present ideas to local residents and businesses.

## Outcome

A Fully illustrated, desk top published document, including sketches, plans and diagrams demonstrating concepts and ideas for High Town.

The strategy will be put forward as supplementary planning guidance, with the recommendations adopted in the Local Plan.

