

# STROUD CANALS VISION & STRATEGY: PILOTING THE STRATEGY IN THE WALLBRIDGE AREA

a **TOOLKIT**  
for **FUTURE**  
**PLACEMAKING**



for:




by:

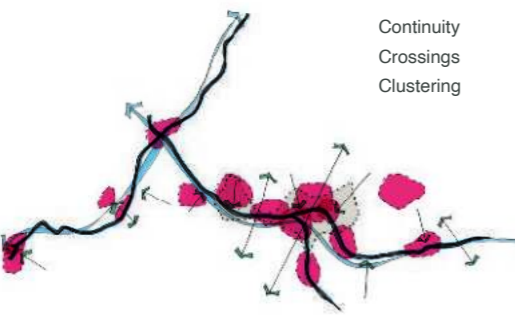
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DHUD

# THE STROUD CANALS VISION & STRATEGY AND THE PURPOSE OF THIS PILOT STUDY REPORT

a **TOOLKIT**  
for **FUTURE**  
**PLACEMAKING**





**1 Tool 1:  
Drivers for Change** 



Continuity  
Crossings  
Clustering


The Drivers for Change establish a thematic characterisation & build a vision of the future place. They ensure placemaking is implemented in a locally distinctive way.

**2 Tool 2:  
One Place, Many Parts** 



Define Strategy Areas    Area Profiles    Placemaking Frameworks


A tool for recognising the opportunity for contrasting areas of the corridor to play their individual role in the overall distinctiveness and performance of the corridor.

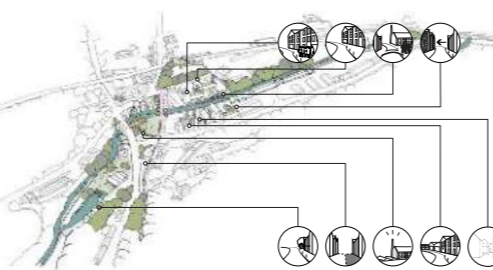
**3 Tool 3:  
Ingredients of the Future Place** 



Continuous Canopy    Natural Wayfinding    Future Building Typologies    Canal Gateways & Landmarks  
Multi-functional Public Realm    Pride in Public Transport    Connecting the Banks    Flanking the Canal  
Energy Generation    Distinct Identities    Floats my Boat    Diversifying Uses

A pick and mix of project typologies which enable the implementation of the Vision in each Strategy Area.

**4 Tool 4:  
Pilot Application** 



The use of the Canals Vision & Strategy has been piloted in the Wallbridge area in order to demonstrate its application. This exercise has fed back into the refinement of the Strategy and how it is applied.

## Stroud Canals: Future Place

The Stroud Canals Strategy has utilised the Future Place methodology to understand and inform the function and identity of the canals corridor throughout Stroud District. This methodology is developed from the Toolkit for Future Placemaking - part of the national Future Place programme (RIBA & partners) - a tried and tested method of visioning and strategic placemaking endorsed by RIBA, MHCLG, Homes England, Historic England, the RTPi and Local Partnerships.

This toolkit identifies the 'Drivers for Change', spring boarding the imagining of 'Future Districts' and provides the 'Ingredients of the Future Place'. Using these tools, the Canals Strategy identifies unique and locally distinctive drivers to define an overarching vision for the whole canal corridor; align a series of individual canal strategy areas with these drivers; and establish a catalogue of ingredients to enable Stroud District Council to implement this vision.

The resulting Canals Strategy is based on an assessment of the ways in which the canal areas can fulfil their potential (socially, economically and environmentally) and identifies each part and the corridor's relationship with its surroundings.

The piloting of the Canals Strategy in the Wallbridge area of Stroud rehearses how the Strategy can be applied to a specific area. In undertaking this pilot and reporting here on its process, this document describes fully how the Strategy has been applied and describes the process and the outputs. The Pilot exercise is intended to be a resource and guide to the use of the Strategy along the whole corridor. In this way the Pilot exercise itself serves as a tool in the implementation of the Canals Strategy across the whole corridor.

## The Toolkit for Future Placemaking

The Future Place methodology brings together a series of top down/bottom up tools into a Toolkit for Future Placemaking, satisfying the need for locally derived, future focussed design. Many visions, strategies, design guides and reports have at their heart an attempt to universally improve design. They bring much needed general awareness of design process and basic principles to be applied everywhere, but few are able to be employed systemically or are suitable for use in the early stages of placemaking and plan formation. Neither do they provide the procedural

means by which locally distinctive and place specific strategies can be achieved and remain intact from vision through to delivery.

The methodology used in developing the Stroud District Canals Strategy is built upon the following stages of the Future Place methodology which has tried and tested application in a variety of situations and scales:

### *Drivers of Change*

The Future Place methodology identifies a series of drivers of change unique to each place: a series of themes which frame the projection of a net zero carbon vision of the future place which is born out of its distinctive identity and function.

### *Canal Strategy Areas*

As places transition to a net-zero-carbon future, the neighbourhoods and districts which people identify with, and function within, will adapt as will the ecological systems around them. The Future Place methodology facilitates an understanding of how different areas of the canal corridor are influenced by the pressures exerted by this transitioning. The drivers of change provide a bench mark of the future place identity against which each area's role in this future can be established. Applying this methodology helps equip each component part to play its unique role in the overall function and identity of the corridor.

### *Ingredients of the Future Place*

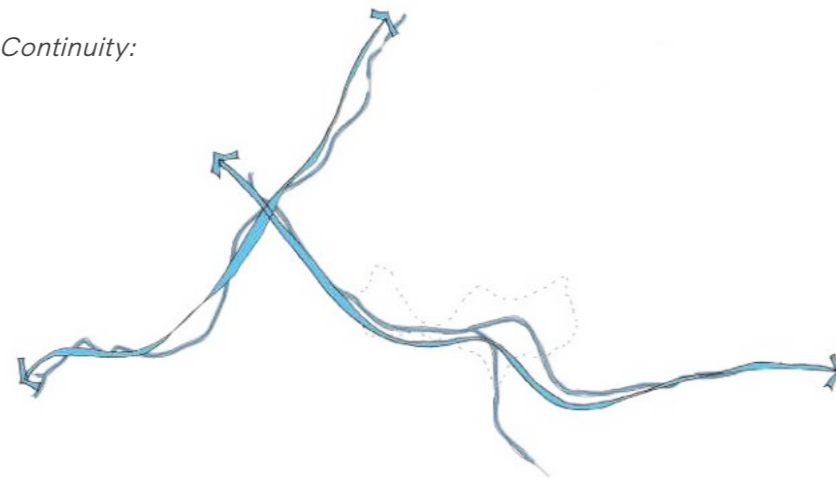
The Canals Strategy includes a catalogue of more specific ingredients of the future place which provide built form and public realm typologies for implementing the vision in each strategy area. These ingredients are proposed to be used in accordance with the drivers of change -their selection as design typologies for any given site is justified on the grounds of the contribution they make to realising the reframed vision of the Future Place. A series of Placemaking Frameworks assist in identifying the spatial priorities in each strategy area.

# THE STROUD CANALS VISION & STRATEGY

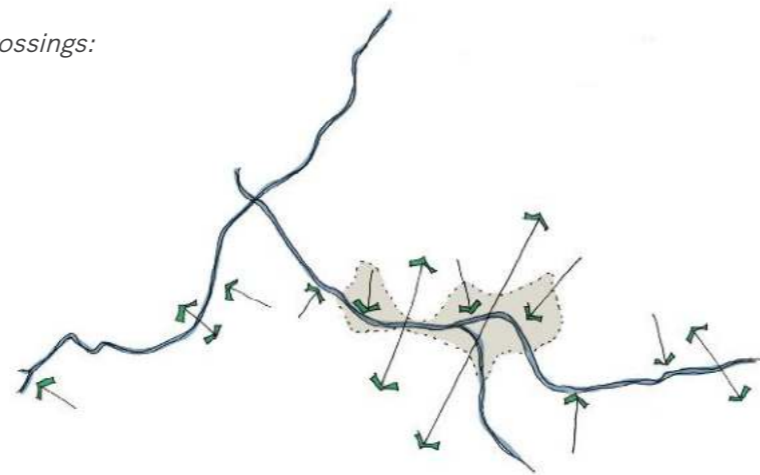
## FUTURE DRIVERS

3 Future Drivers:

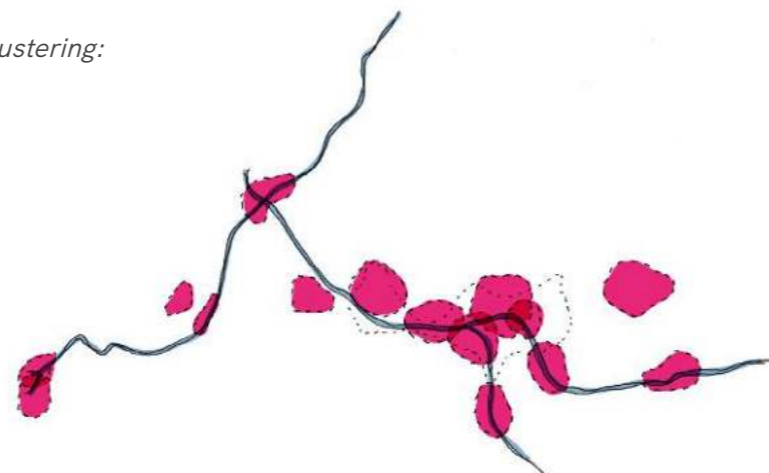
*Continuity:*



*Crossings:*



*Clustering:*



3 Future Drivers

The Canals Strategy identifies 3 overarching Drivers of Change:

**Continuity:**

Activity and movement across the district have been shaped by geology and natural systems resulting in the River Frome valley landscape which has influenced the form of settlements and the relationships between settlements.

From 1783 the vision to connect the Thames to the Severn with a canal looked to utilise the Frome Valley and establish a continuous and accessible route.

Before being identified as an attractive route for the Canal, this continuity through the landscape gave rise to the series of mills which utilised the continuity of the river and the road network along, and to and from, the valley.

Later, the railway also followed this route and the economy and population growth in Stroud has stretched along and out from the valley bottom.

From Sapperton to Saul and then connected to the north and south along the Gloucester & Sharpness Canal, the Stroud Canals provide the continuity required in a predominantly linear landscape form. By providing access in a variety of ways, the Canal can connect communities and create essential links between businesses, services and functions and continuous green infrastructure as a spine through the District.

**Crossings:**

Communities and economies grew up around the locations of the variety of Mills along the valley.

Activity in these locations has been funnelled and concentrated by the topography, influencing patterns of living.

The preference for settlement location and function was first stimulated by demand for resources and the means by which people could access these.

Initially the Canal was established as a piece of industrial infrastructure and stopping points, origins and destinations of goods largely hidden as mechanisms of the economy.

Now with the changing role of the Canal - People, Activities and Places can unite around the Canal as

a thoroughfare, an attraction, a centre of activity, a point for connectivity and a unique recreational space.

In this way the Canal can catalyse focussed activity as a new junction of trade and a centre for sociability and community.

**Clustering:**

Unlike the Roads, the River and the Railway, the Canal can become a public space, reuniting the district through access and around mixed utility and identity.

The roads, railways and river form barriers in ways that the Canal does not. In being one continuous body of water, the Canal joins activities along its banks and connects communities.

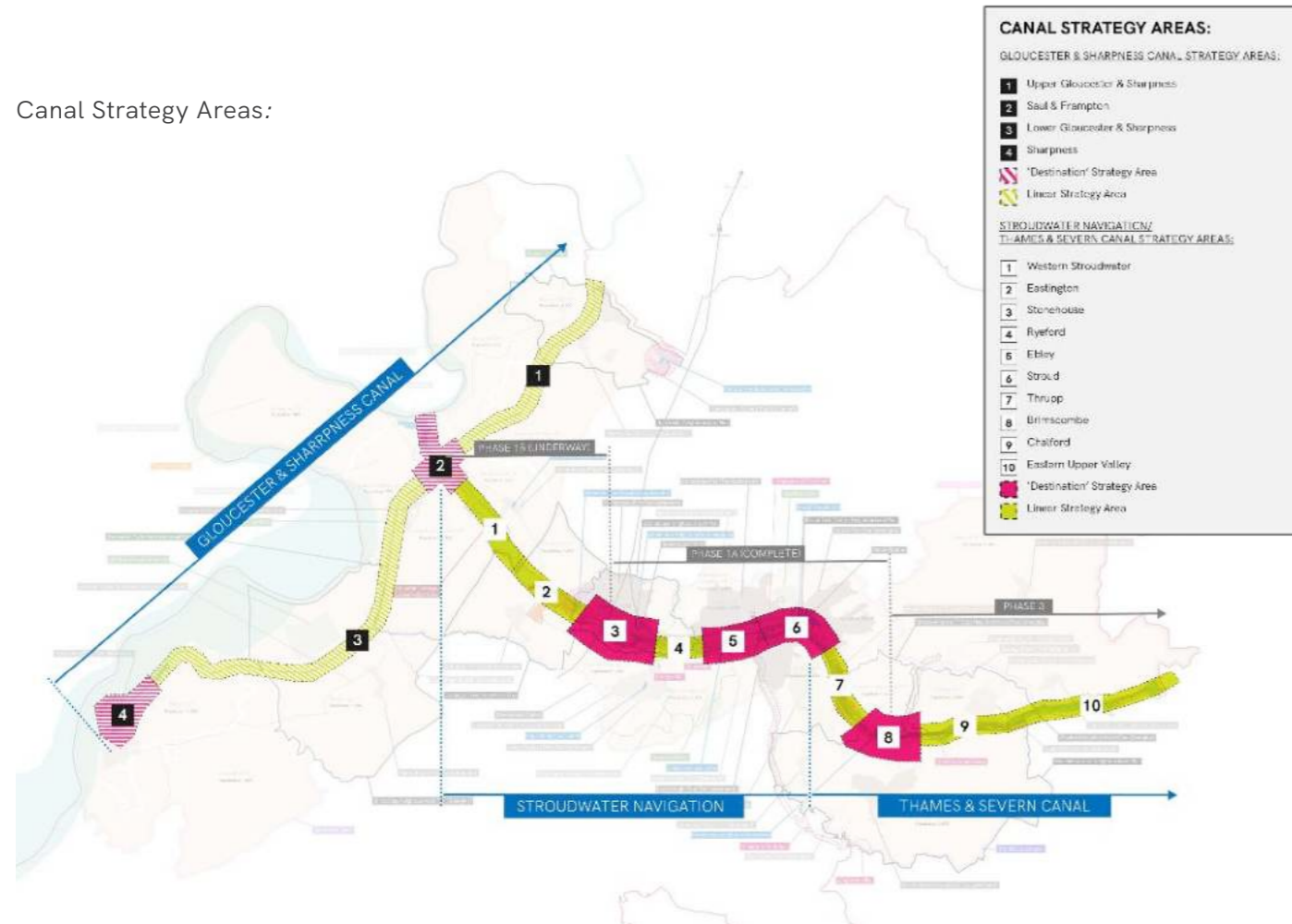
The canal is the crossing point between the north and south of the district.

By creating a variety of local crossings and connecting activity on the banks of the canal, more strategic connections and improved natural habitats can be formed at a district level. These enhancements will see people not only accessing the canal corridor but accessing a variety of district-wide opportunities and, in doing so, being enabled to cross socio-economic boundaries as well as physical ones.

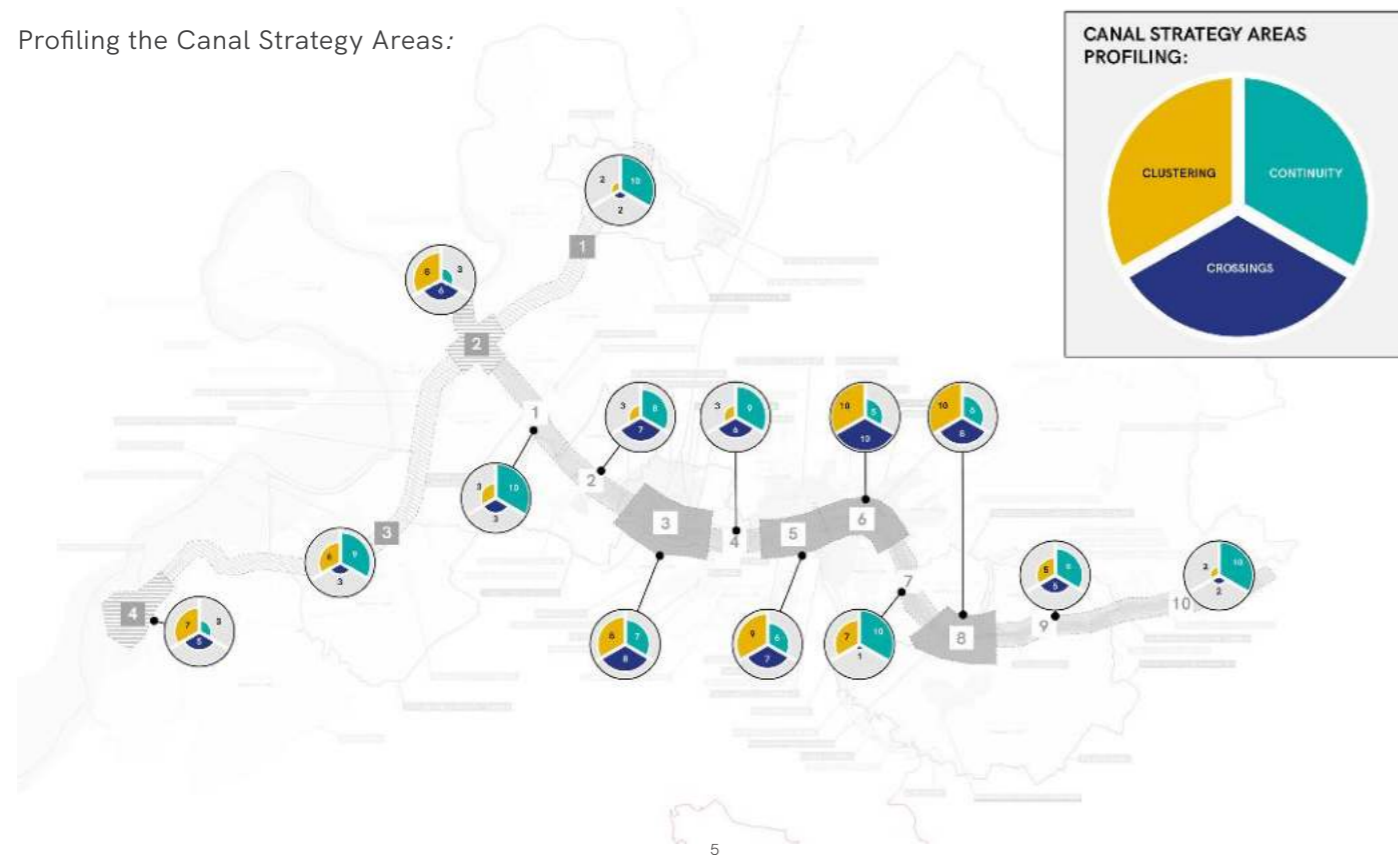
# THE STROUD CANALS VISION & STRATEGY

## CANAL STRATEGY AREAS

Canal Strategy Areas:



Profiling the Canal Strategy Areas:



### 14 Canal Strategy Areas

The Canals Strategy identifies 3 overarching Drivers of Change: Continuity, Crossings and Clustering:

The following layers contribute to the definition of the Canal Strategy Areas:

- Industrial Heritage Conservation Area Character Areas
- Conservation areas
- Stroud District Council Local Plan Parish Clusters
- Parish Areas
- Neighbourhood Plan areas: Hardwicke, Stroud, Stonehouse, Eastington, Slimbridge, Brimscombe & Thrupp, Chalford, Minchinhampton.
- Functional walking and cycling catchment analysis
- Accessible local centres
- Public transport hubs, buses and train stations
- Strategic local plan allocations and contribution to sense of place
- Spatial visions for Stroud district from Local Plan 2015 and review
- Settlement hierarchy and retail centres

### Profiling the Canal Strategy Areas

Criteria, Drivers descriptions.

The process of profiling the Canal Strategy Areas acknowledges that the vision for the canal to fulfil its full potential applies in different ways in different locations. Localising the vision by applying it in each Canal Strategy Area avoids the risk of an homogenised approach to the whole canal corridor.

The profile established for each of the Canal Strategy Areas represents the individual way in which each area is best able to contribute to the future vision for the canal corridor. Each area will contribute in a unique way to the overall function and identity of the whole canal corridor. The profile established for each area provides the basis for identifying the design priorities and placemaking objectives in each area.

## THE STROUD CANALS VISION & STRATEGY AND THE WALLBRIDGE AREA, STROUD

As a combination of tools, the Future Place methodology moves from a vocabulary of 'growth and quantity' to 'quality and thriving economies and communities'; from 'delivery and phasing' to 'transitioning to a net zero carbon existence'; from 'reactive and piece meal' to 'systematic and pro-active'; from 'site and policy areas' to 'regional, economic and landscape positioning'.

It looks past existing procedural constraints and systems to shape a vision of the future. In doing so it establishes tools which can be employed at a strategic level which help create much greater accountability between vision and delivery and create a foundation of local distinctiveness for both.

As a manifestation of the Toolkit for Future Placemaking, the Canals Strategy assembles the tools by which SDC and its partners can consider area and site masterplans and interventions in a strategic way, providing the ability to easily couple any proposal across the whole canal corridor to those characteristics which make it distinctive. But it also purposefully includes ingredients for the consideration of design in further detail. These are the innovations and typologies which will set apart any design as contributing to the future function and identity of the canal corridor.

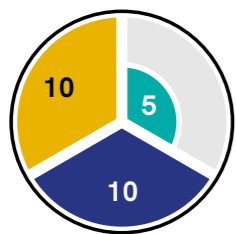
The Wallbridge area of Stroud has been chosen for piloting the use of the Canals Strategy due to the variety of opportunities in the area and the lack of any existing strategy to harness these opportunities.

Following a review of a comprehensive evidence base of local and regional documentation, together with interview clinics with technical specialists in Stroud District Council, the application of the Strategy in the Wallbridge area begins with the identification of the drivers relevant to the area.

The Wallbridge site area lies within the Stroud Canal Strategy Area. It is not a Canal Strategy Area in its own right. Using the Strategy Area Profiling and cross-referencing with the criteria established for each of the Drivers (see pages 9-10), the future potential of the Strategy Area can be identified.

The Wallbridge site area contributes to implementing this vision for the whole Canal Strategy Area and the design process for the site area involves identifying what contribution the site area can make to the overall Canal Strategy Area. The Stroud Canal Strategy Area Placemaking Framework also provides a spatial representation of the Drivers profile and can be used to help identify the design priorities for the Wallbridge site area.

This combined intelligence is then used to design, identify and apply a selection of ingredients that reveal how proposals can be made that are site specific and local as well as true to the identity of the region.

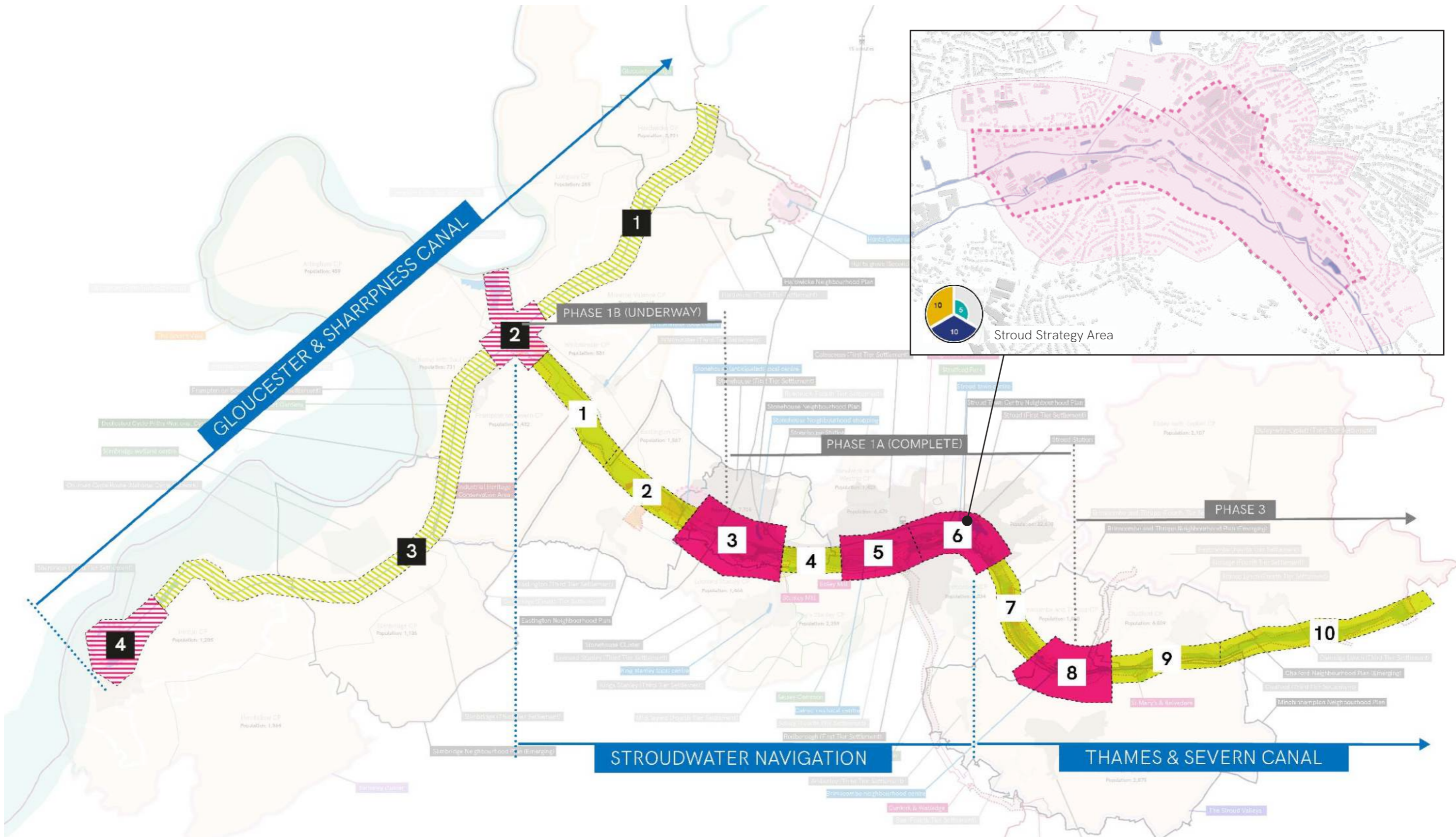


# DRIVERS OF FUTURE CHANGE

## DRIVERS CRITERIA AND STROUD AREA PROFILE

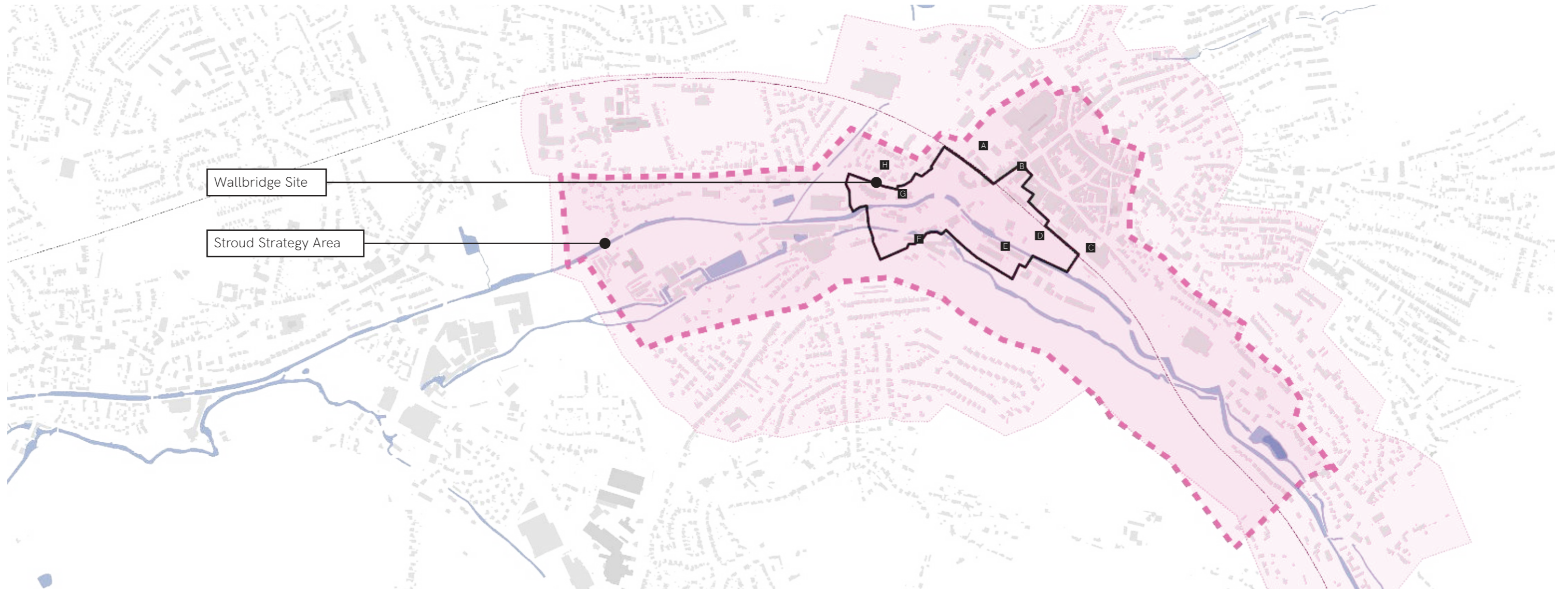
PROFILING CRITERIA	CONTINUITY	CROSSINGS	CLUSTERING
10	The canal is first choice for travel & recreation and a relied upon ecological and engineering resource. It comprises the highest quality, traffic free, designated routes, interlinked habitats and water and energy systems. Now a significant and attractive desire line, activity gravitates to locations within easy reach of the canal. These places are favoured for their connectedness and variety of function.	The canal corridor is accessible and used by people from across the district for a variety of reasons and provision of services. Communities and centres of activity are single entities which bridge the canal making connections physically, economically and socially. Unimpeded movement across and along the corridor have allowed the district as a whole to thrive, ecologically, economically and socially.	The canal is the heart of the place, stimulating a rich mix of uses and natural habitats, uniting employment and living space, creating walkable, vibrant neighbourhoods uniquely canal focussed as a resource for movement, recreation, community and nature. Buildings and spaces incorporate the canal within their typology embracing it as a catalyst for easily accessible diverse and thriving places. It's obvious when you have arrived and when you are leaving the place.
9	There is good opportunity for travel & recreation along the canal and it offers some ecological and engineering resource. It comprises good shared paths, unique habitats and coordinated historical storytelling. The canal is a significant desire line between locations which are within easy reach of the canal. These places and communities are thriving due to their connectedness and variety of function.	The canal corridor is accessible and has an influence beyond its immediate banks. By connecting activity across its banks with a combination of bridges and other crossings the canal has brought communities together. A network of connections to the canal corridor coupled with movement along the corridor have helped link locations across the district with activity within the corridor.	The canal is located at the heart of the place linking a variety of uses. Buildings and spaces incorporate the canal within their typology. It is obvious when you have arrived and when you are leaving the place. The recipe of the canal and the surrounding buildings and spaces create a distinctive sense of place which is easily accessed as a destination and a focal point for the community.
8	Signposting compliments the legibility of buildings/structures and spaces and serves various purposes including travel and recreation. There is localised use of the canal for ecological and engineering purposes. Certain key destinations and communities are connected by the canal and these locations have direct access to the canal. For other wider connections there is a reliance on other modes and routes.	A variety of vehicular, pedestrian and cycle, and green infrastructure crossings, are spread along the corridor, corresponding to activity located either side of the canal, the river and the railway. Use of, and activity along, the canal is encouraged by the regular use of crossings. Community's and business's sustainability and biodiversity and ecological networks are improved for being connected to the wider district.	The canal is an integrated part of the place and easily accessible. It is the reason for a lot of the activity that occurs here but this tends to be for a single specific reason (eg, tourism, recreation or housing). Planned for development is pro-active in integrating the canal for a variety of purposes and built form and open spaces respond positively to the canal.
7	Signposting and waymarking to and along the canal helps legibility, mainly serving travel and recreation. There is localised use of the canal for ecological and engineering purposes. Certain key destinations are connected by the canal and these locations have direct access to the canal. For other wider connections other modes and routes are more favourable.	Preferred vehicular, pedestrian and cycle crossings, are located at key settlement locations along the corridor and correspond to and join activity located either side of the canal, the river and the railway. More localised crossings are dedicated ecological and historic canal crossings. Both groups of crossings are limited in their ability to connect outlying areas of the district.	The canal contributes to the function of the place by linking uses locally. Some of the activity that occurs here is canal focussed but there is limited mix of uses. Planned for development utilises the canal primarily for recreation or movement. There are specific access points to the canal which have good landmarks.
6	Integrated recreational and ecological function provides a rich experience for users of the canal at key locations where the canal functions as a linear park. This multifaceted role facilitates social engagement between communities. There is some direct access to the canal within these areas and to individual destinations when accessed by water, but wider connections are mostly by other modes and routes.	A variety of canal crossings are mainly located at key settlement locations along the corridor. Although these major north-south thoroughfares bypass activity located at the canal, or within the corridor a series of more local crossings, some dedicated pedestrian and cycle crossings and including dedicated ecological and historic crossings provide alternative (but less legible) ways to link north-south.	Occasional pockets of localised activity have given rise to this location becoming a destination or a community focus. A single building, open space or engineering feature acts as a landmark along the the canal and within nearby areas. Although separate from other built form/settlement centres locally, this location serves a purpose through its links to the nearby settlement.
5	Various recreational and ecological functions provide individual experiences for users of the canal at key locations along the canal. There is some direct access to the canal within these areas and to individual destinations when accessed by water, but wider connections are mostly by other modes and routes. The use of the canal for travel conflicts in some cases with its other ecological and engineering functions.	A series of primarily vehicular canal crossings are located at key settlement locations along the corridor. These crossings correspond to major north-south thoroughfares and bypass activity located at the canal, or within the corridor. There are few crossings locally, apart from those located in the nearby settlements.	Few pockets of localised activity area the focus for the local community. A single building, open space or engineering feature acts as a landmark along the the canal and within nearby areas. This location serves a purpose on the canal but is remote from other built form/settlement centres locally.
4	Key destinations, pockets of activity and key access points to the canal have become connected by a variety of means (cycle and pedestrian routes/mixed recreation/programmes of activity) and function well together and enabling links between communities to develop. Wider connectivity other than by water for uses alongside the canal is not perceived as possible along the canal corridor.	In serving an isolated building/group of buildings, canal crossings catalyse movement to the canal corridor for the public and communities in the wider district. In bridging the canal the perception of the barrier that rail, river and topography cause is reduced.	The grouping of buildings and/or spaces at the canal gives rise to localised areas of single use. These can vary from employment clusters, concentrations of houses, to areas of particular natural interest. In some cases a focus of activity is due to features/engineering of the canal itself, such as a lock or mooring location.
3	Key destinations, pockets of activity and key access points to the canal have become connected and function well together and this compliments existing links between communities. The canal is not the means by which wider links and associations between places are established and in some cases it frustrates corridor continuity.	Canal crossings serve an isolated building/group of buildings. Most of these are not publicly accessible. In some situations crossings bridge activity either side of the canal but any wider north-south connections are prevented by rail and/or river and topographical constraints.	The grouping of buildings and/or spaces at the canal gives rise to localised areas of single use. These can vary from employment clusters, concentrations of houses, to areas of particular natural interest. In some cases a focus of activity is due to features/engineering of the canal itself, such as a lock or mooring location.
2	Use of the canal is localised and generally for single specific purposes (eg. recreation only). The canal allows for good ecological continuity but access for recreation or travel compromises this. Where the canal provides any greater ecological or engineering resource this interrupts the continuity for other purposes such as travel or recreation.	Stretches of canal extending further than walking distance (400m) have minimal crossings. The need to travel to nearby settlements to cross the canal means activity and communities either side are only linked indirectly. However, due to tree cover and the nature of the canal banks ecological links and green infrastructure north-south is in tact.	A mix of canal specific activity (eg. boating or wildlife interest) occur due to individual buildings or spaces and limited to single use/types of activity. These areas serve a local need but are passed by in favour of larger more attractive destinations. Separation of localised pockets of activity results in the need for longer journeys required between different uses (eg home/work or work/recreation) which the canal is less able to service.
1	Use of the canal is very localised and limited to single specific uses (eg. recreation only). The canal is not the most effective connection to adjacent areas and access to the wider corridor is not direct and requires the use of different modes and routes than just the canal. The canal does not contribute to biodiversity and/or water and energy management.	Stretches of canal extending further than walking or cycling distance (800m) are without any crossings. The lack of crossings and additional barriers like the river and railway mean activity and communities either side are divided and have economic and social function. The nature of the canal in this location also means that north-south ecological links and green infrastructure are interrupted.	A single canal specific activity occurs on or near the canal which primarily exists as a location en-route to larger more attractive destinations. Access to the canal at these localised pockets of activity is only for specific reasons.

# DISTINGUISHING STRATEGIC AREA BOUNDARIES DEFINING THE STROUD CANAL STRATEGY AREA



# DEFINING THE SITE

## WALLBRIDGE



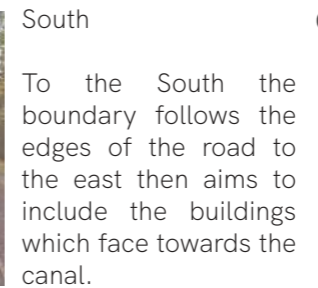
**North**  
Viewing the north boundary from left to right, the edge is drawn to exclude private houses while including the businesses that neighbour the canal.



**East**  
The East boundary begins by incorporating the train station and Cheapside car parks, drawing the boundary along their edges.



**South**  
To the South the boundary follows the edges of the road to the east then aims to include the buildings which face towards the canal.



**West**  
Looking West the boundary includes but is limited to the builders yard and sewage pumping station.



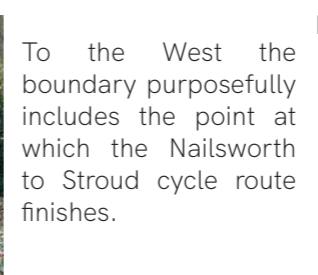
It then continues to following the desire lines of the railway, including the train line, underpasses and station with Stroud centre being excluded.



It then continues to include the Travis Perkins industrial site while excluding the businesses that follow along the canal edge.



To the West the boundary purposefully includes the point at which the Nailsworth to Stroud cycle route finishes.



Continuing then include the retirement homes and land situated to the left of the building but excluding the Homebase and car parking areas.

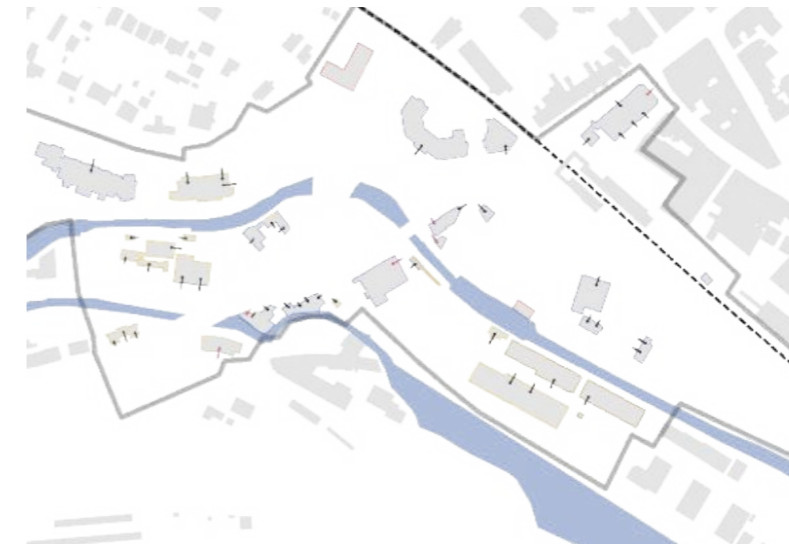




Profile:

Various recreational and ecological functions provide individual experiences for users of the canal at key locations along the canal. There is some direct access to the canal within these areas and to individual destinations when accessed by water, but wider connections are mostly by other modes and routes. The use of the canal for travel conflicts in some cases with its other ecological and engineering functions.

Building Access



The conditions along the canal edge vary according to: path provision, standard and width, and are in part, a result of access to and from, mix of uses and activity in the surrounding area.

There are very few buildings which are accessed from the or have frontage along the canal edge. As a result, the backs of buildings or blank facades line the canal through the area.

As a result there is limited activity and minimal overlooking of the towpath or spaces adjacent to the canal leading to the perception of the canal being an unsafe environment.

- Abandoned
- Blank interface
- Visual interface
- Active frontage
- ← Public Access Point
- ← Private Access Point

Opportunity Sites



The lack of direct access to the canal combined with several underdeveloped adjacent sites means there is limited activity near or alongside the canal. Legibility along the route of the canal is compromised by these vacant adjacent sites.

Natural green areas line the canal in some locations which have the potential for providing greening and biodiversity along the canal edge. However many of these are neglected causing the canal environment to appear uncared for and in turn encouraging anti-social behaviour and vandalism.

- Natural Areas
- Development Sites (Stroud Neighbourhood Plan)
- Opportunity Sites (Stroud Neighbourhood Plan)

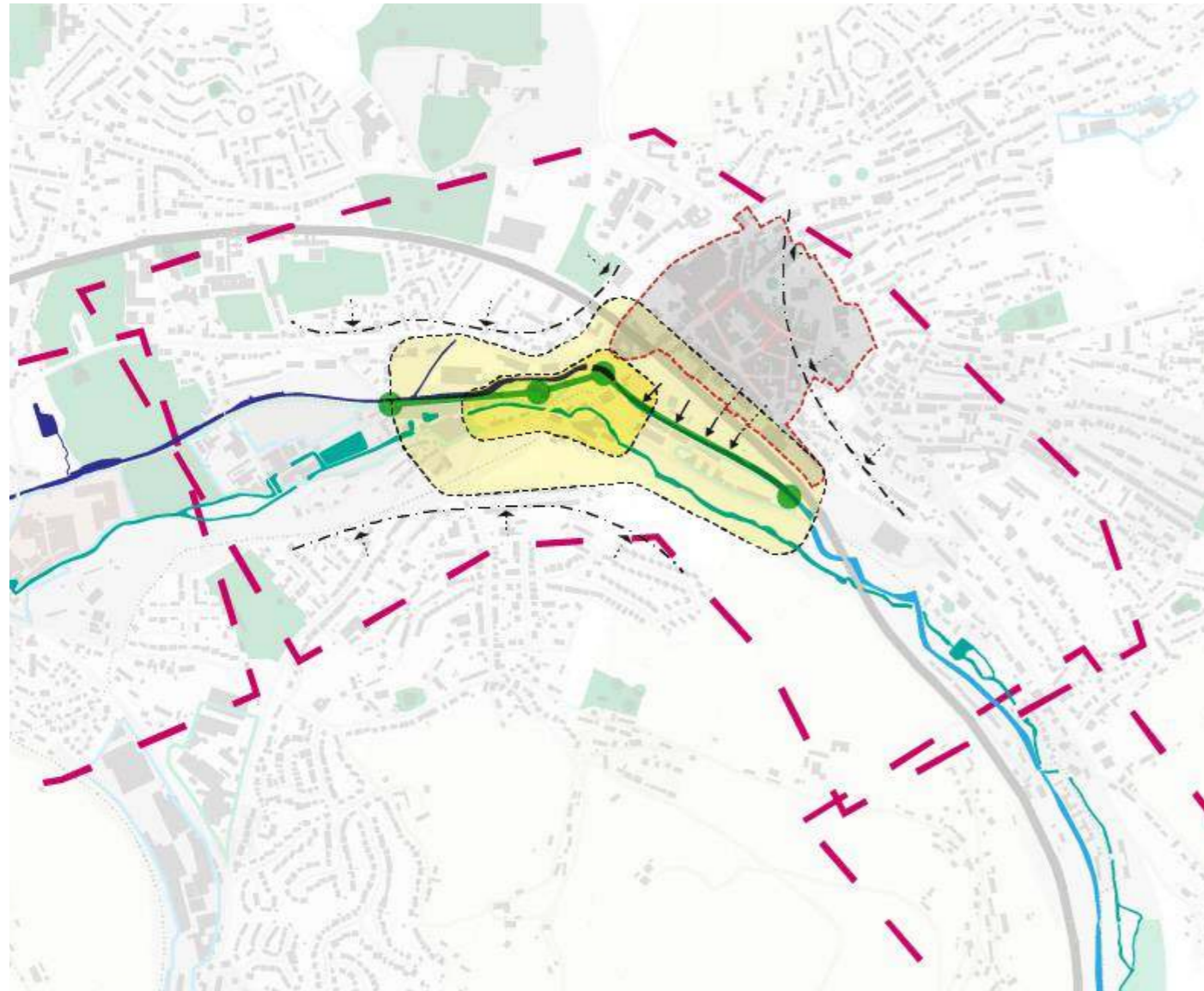
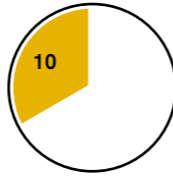
Conditions Along the Canal Edge



The towpath runs continuously east to west through the area providing uninterrupted walking connections with the provision of underpasses under major roads.

Although the towpath is continuous, minimal lighting in the two underpasses creates a dark and unsafe environment which combined with the lack of activity means the canal edge often attracts anti-social behaviour and drug use.

- ← Access Points to Canal
- Unaccessible Edge
- Canal Edge Pathway



Profile:

The canal is the heart of the place, stimulating a rich mix of uses, it unites employment and living space creating walkable, vibrant neighbourhoods uniquely canal focussed as a resource for movement, recreation, community activity and reconnecting with nature. Buildings and spaces incorporate the canal within their typology embracing it as a catalyst for easily accessible diverse and thriving places. It's obvious when you have arrived and when you are leaving the place.

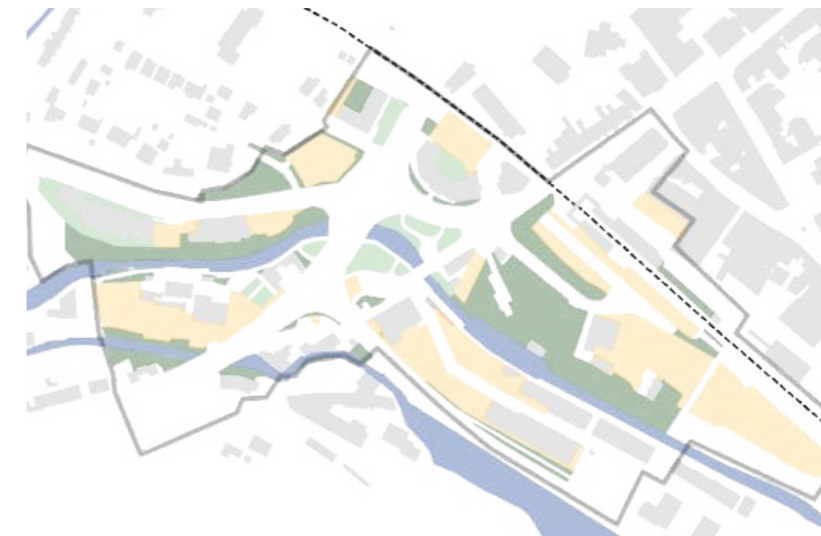
Area Types (According to Stroud Neighbourhood Plan)



The Stroud Neighbourhood Plan identifies several area types within the Wallbridge area: The Canal-Frome, including the river valley and the Fromside Industrial Estate; The Railway (Network Rail & Stroud District Council) and; The Hill comprising a mixed area of housing and commercial use.

The majority of land within the Wallbridge area lies within the Canal-Frome area type. Sandwiched between the river and the canal, land uses here are a legacy of a more industrial past and the canal and railway as primary modes of transportation.

Land Use



Many of the open spaces in the area are dedicated to car parking with the railway's lack of accessibility creating demand. Additional private land is given over to business's on-site parking.

There are some attractive, maintained green spaces, but these lack purpose meaning they are often underused and therefore unappreciated.

There is a large amount of natural unmaintained green space. These space are in need of management to fulfil their potential as part of a wider ecological network.

- Car Parking
- Natural unmaintained green area
- Maintained green area

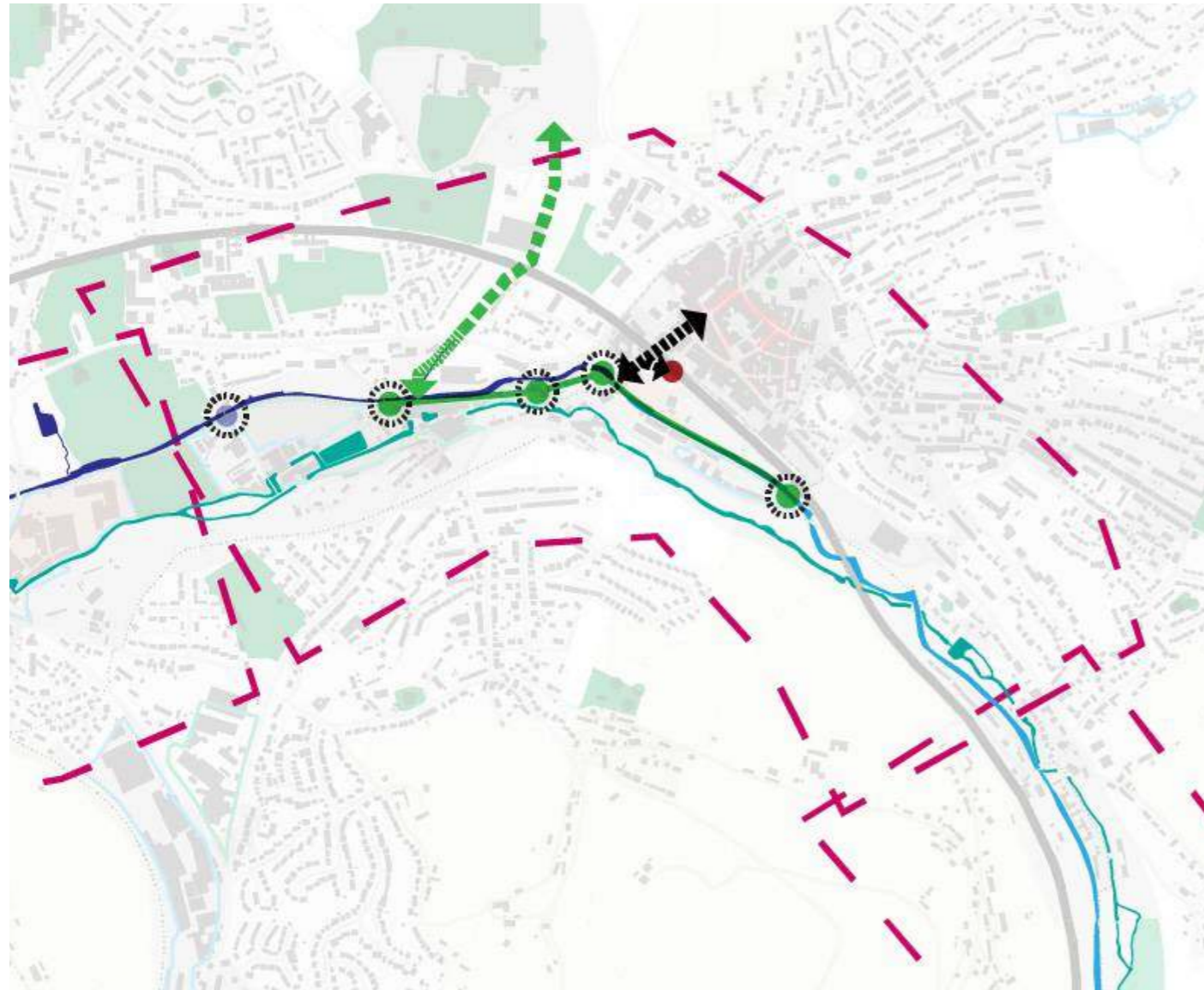
Building Use



Around the Wallbridge area there is a prevalence of previous industrial use. Residential and office uses have typically come later. Overall the area lacks active uses. The Lock Keepers Cafe and Cotswold Canal Trust Visitor Centre are an exception to this.

There is a distinct lack of provision in the area for young people with a lack of open space or uses directed towards their needs. This has the overall effect of attracting anti-social behaviour as adolescents don't have a constructive reason to visit the Wallbridge area.

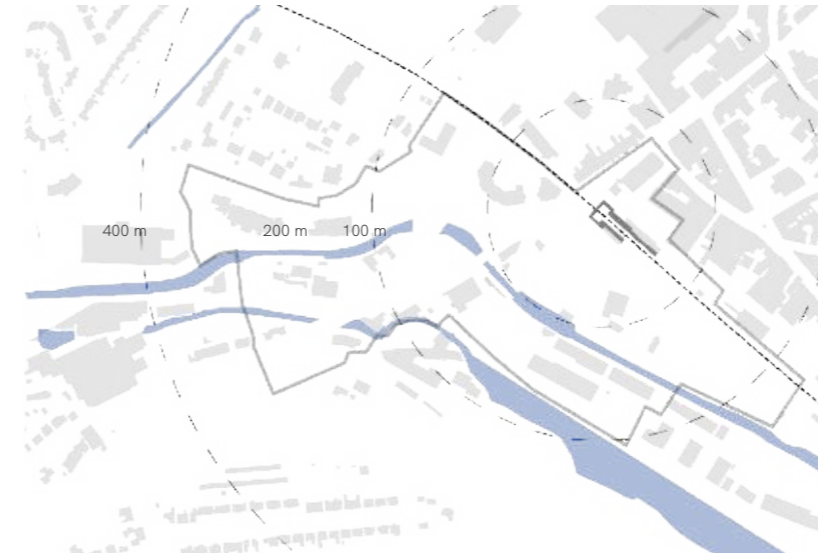
- Vacant
- Business and Office
- Industrial
- Residential
- Community
- Commercial
- Transport



The canal corridor is accessible and used by people from across the district for a variety of reasons and provision of services. Communities and centres of activity are single entities which bridge the canal physically, economically and socially. Unimpeded north-south movement coupled with movement along the corridor have allowed the district as a whole to thrive, ecologically, economically and socially.

## ANALYSIS OF WALLBRIDGE CROSSING CONSTRAINTS

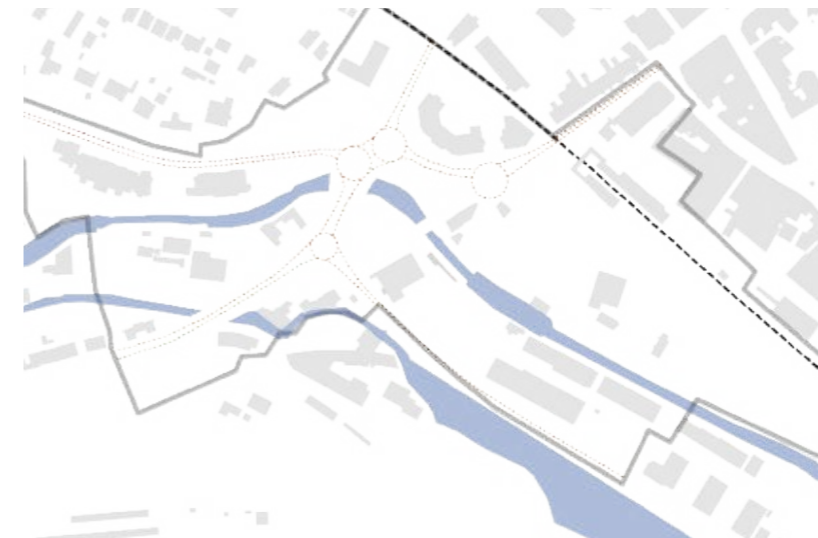
Stroud Train Station and Walking Distances



Wallbridge is a well-connected location, with two primary routes into Stroud Town Centre and the station, major road corridors and the route of the canal all offering significant means of entry to the area and providing a sense of arrival for visitors.

The station, while an important public transport asset to the town, is hidden and inaccessible despite being within 400m walking distance of Stroud town centre and whole of the Wallbridge area. The station could be better connected to its surroundings. Access arrangements are not easy for those with limited mobility. The accessibility, prominence of the station and the quality of the public realm are a barrier to sustainable travel.

Road Network Traffic



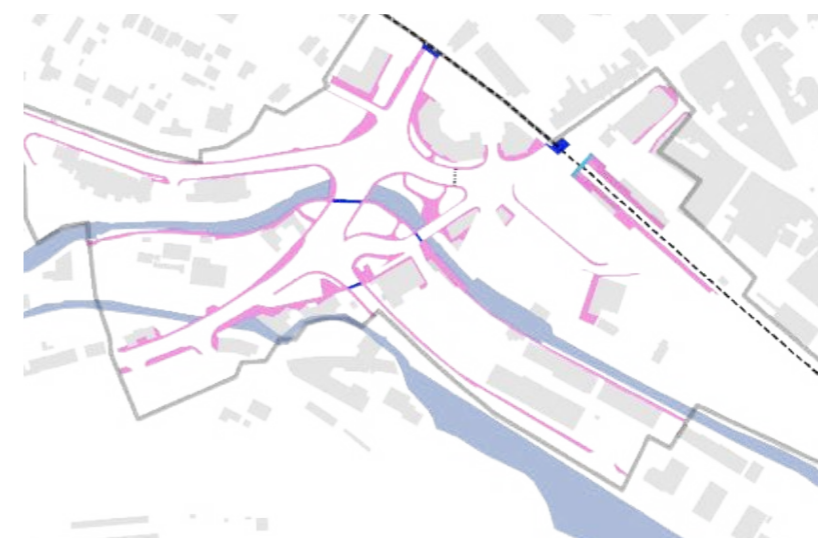
Wallbridge consists of several major road crossings which provide the primary connection between communities to the south of the canal, the town centre and areas to the north of the town.

A major route into Stroud from all directions, the A46 is a preferred route for accessing the centre by car. As a result the roundabout (B) is often congested and the area becomes dominated by vehicular movement.

Based on average traffic at 3:30pm on Mondays

- Fast Moving Traffic
- Steady Moving Traffic
- Slow Moving Traffic

Pedestrian Pathways



Although there are a large number of footpaths in the area, there is a lack of safe crossing points, only one zebra crossing, no traffic lights and several underpasses.

As such the high volume of cars combined with the lack of safe crossing creates an unattractive and unsafe environment for pedestrians. With no designated cycle paths and a lack of bicycle parking areas, it is an uninviting environment for cyclists as well.

Overall the Wallbridge area is a highways dominated discouraging more sustainable and active forms of travel and recreation.

- Underpasses
- Pathways
- Pedestrian Bridges
- Pedestrian Crossings

# STROUD PLACE MAKING STRATEGY

## FUTURE PLACE OPPORTUNITIES



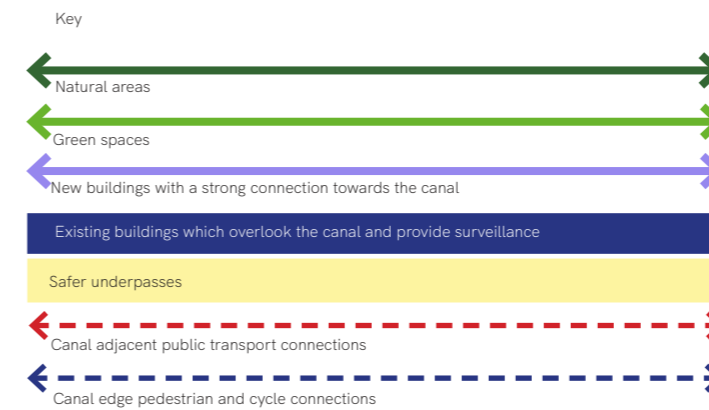
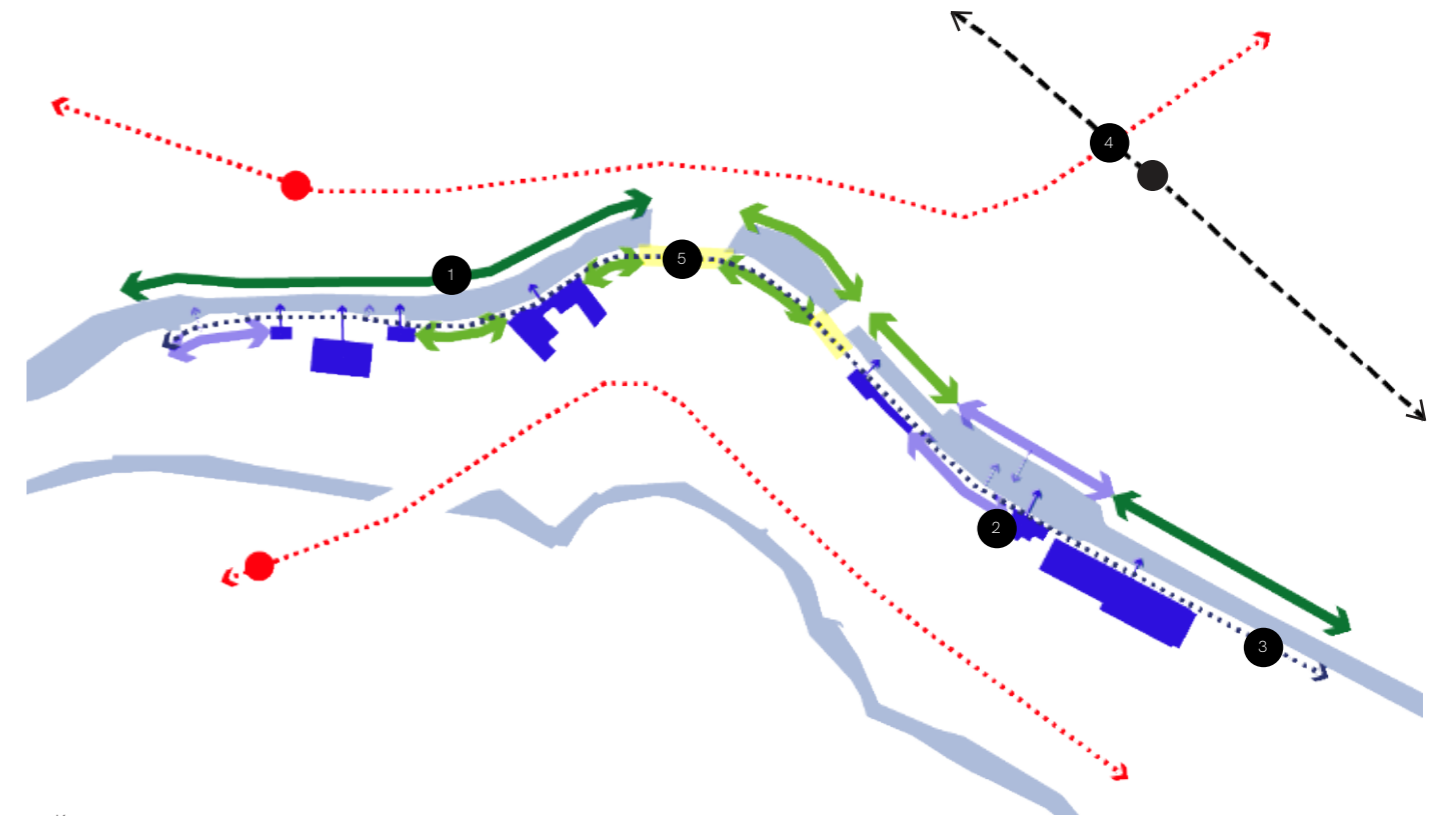
### Stroud Placemaking Framework:

1. Core area around the Wallbridge location which is the canal focus for Stroud.
2. Within this area new activity is encouraged through a new public realm destination where the roads currently cross the canal, and a new watered basin and moorings area at Foundry Lock.
3. Secondary focus area within which permeability is improved and routes are created which provide improved access to the canal.
4. Improved links and relationship is created with the town centre although the town centre and Wallbridge canal area remain very distinctive from one another.

5. Improved links to and from the station and a more prominent and high quality public realm make access to and movement between all areas much easier and enjoyable.
6. Lodgemore Mill and the areas lining the canal to the east of Wallbridge offer opportunities to create new relationships between buildings and the canal.
7. Enhanced arrival into the Stroud area is achieved by the creation of gateway improvement and potential new development to the west Lodgemore and to the east of the Jewsons site on Dr Newton's Way.
8. Beyond these focus areas the canal adopts a more linear function ensuring links along the corridor are intact and legible.

# CONTINUITY

## WALLBRIDGE VISION AND OPPORTUNITIES



### Specific Continuity Opportunities in Wallbridge

#### 1 Continuous Green and Natural Areas

A sequence of continuous green infrastructure lines the edges of the canal connecting people with nature. Where buildings interrupt this continuity, adaptations to structures provide valuable ways to maintain the continuity of the corridor as an ecological route.

#### 2 Turning Towards the Canal

Introducing new development along the canal which has a strong connection through access and overlooking regions will reduce the need for buildings which actively front the

edge. This will enable the area to retain its character as tranquil escape from the town or an industrial back-corridor while providing passive surveillance and activity along the edge.

#### 3 Active Travel Corridor

Active travel infrastructure creates a focus for movement along the corridor. This shifts activity from the roads to the canal edge creating opportunities for buildings and public spaces which benefit from the increase in flow. In addition this reduces the need for parking and reduced dependency on road infrastructure forming a more attractive canal environment.

#### 4 Reclaiming Roads

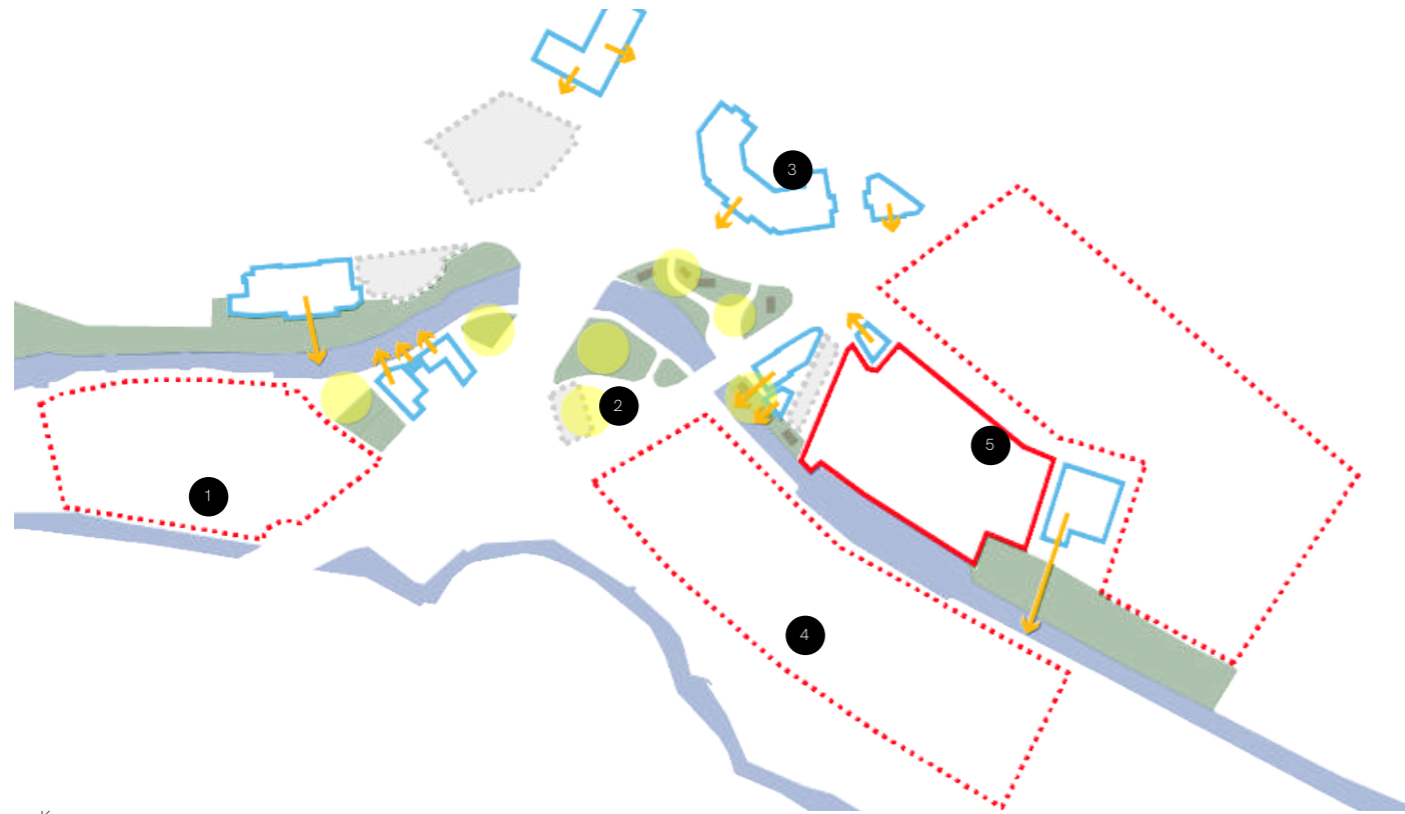
Road and public transport routes run parallel to the canal providing the opportunity for faster more direct sustainable movement along these routes alleviating pressure on the canal as a primary pedestrian and cycle route.

#### 5 Safe Underpasses

Innovative lighting solutions can be used to create well-lit underpasses which attract attention and are safe to use for everyone.

# CLUSTERING

## WALLBRIDGE VISION AND OPPORTUNITIES



Key

- Green and Natural areas
- Development areas identified in Stroud Neighbourhood Plan
- Car parking spaces that have the potential to be re purposed for activity
- Buildings which could benefit from an increased connection to public realm
- Active frontages to existing buildings
- Public realm enhancements

can initiate increased use and catalyse a shift in the use and role of the space.

### 3 Connecting Existing Functions

By establishing connections between existing buildings/uses and the public realm, these functions can make a better contribution to activity along the canal and help sustain a vibrant and thriving place.

### 4 Fromside Industrial Estate Opportunity Site (Policy ZP2c)

The Stroud Neighbourhood Plan identifies this town centre site as underutilised. As the canal corridor finds a new purpose there is the opportunity to make better use of land, to draw upon the corridor for movement and introduce a diversity of uses.

### 5 Cheapside Development Site (Policy ZP2a) and Railway Land (ZP3)

Cheapside land has been acquired for residential development. Through suitable densities and mix of uses these new residences could introduce a new function to the area contributing to a range of activities throughout the day.

### Specific Clustering Opportunities in Wallbridge

#### 1 Canal Basin Opportunity Site (Policy ZP2b)

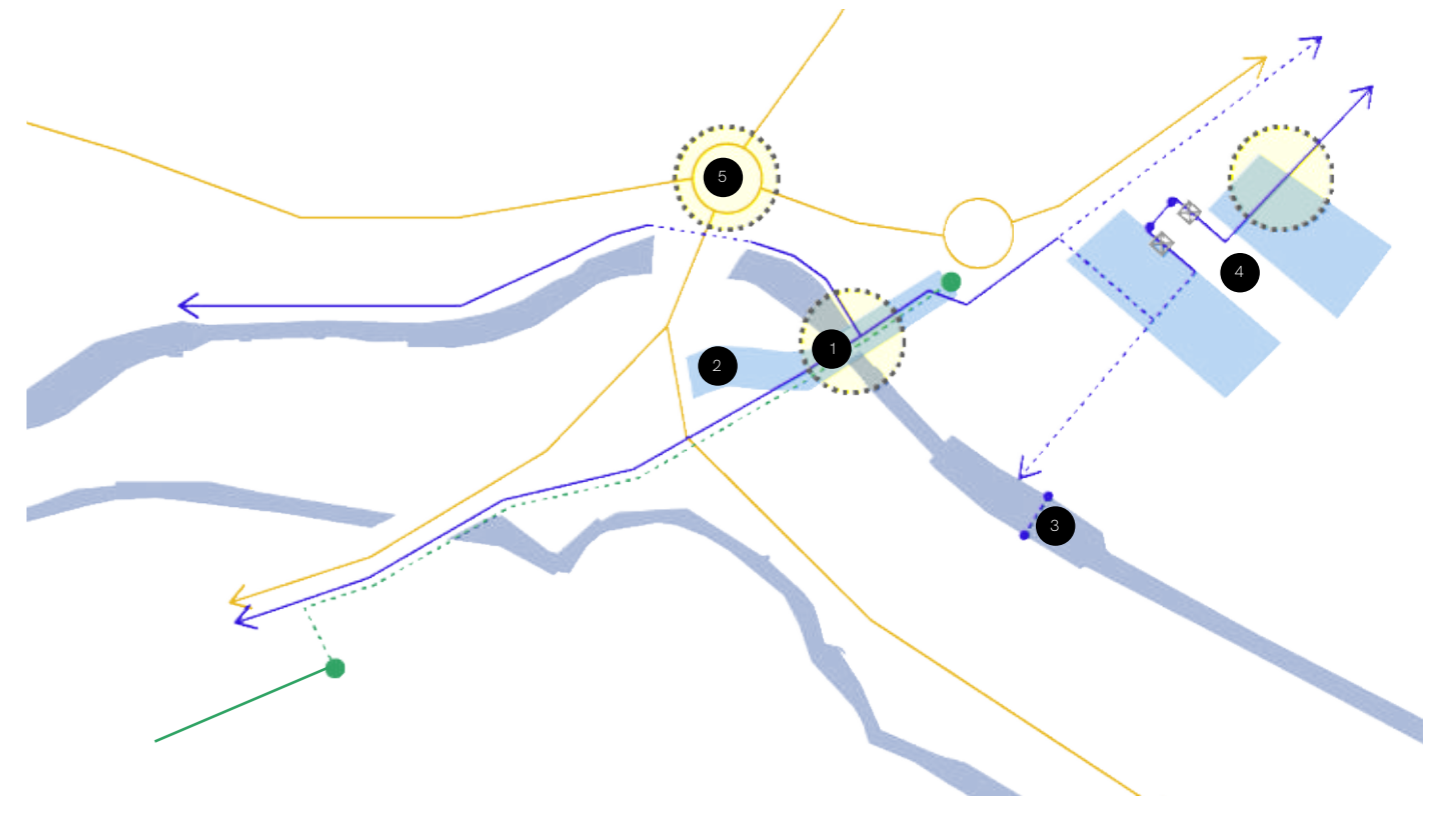
Currently occupied by builders yard and sewage pumping station, the area is selected in the Stroud Neighbourhood Plan as a potential space for daytime and overnight mooring for canal visitors. A focus on tourism and mixed use development could create a place for canal visitors as well as residents.

#### 2 Giving New Purpose to Inactive Spaces

The existing public spaces along the canal are in need of public realm enhancement and a distinct role. Temporary uses, seating and shelter, seasonal events and public art,

# CROSSING

## WALLBRIDGE VISION AND OPPORTUNITIES



Key

- Gateways into Stroud centre
- Improvement of existing vehicle routes
- Improvement of existing pedestrian routes
- Introduction of new pedestrian routes and bridges
- Improvement of existing Nailsworth cycle route
- Connect the Nailsworth cycle route with Stroud town centre

Introduction of lifts to improve access for all

### Specific crossing opportunities in Wallbridge

#### 1 Improved Canal Edge Cycle and Pedestrian Route

Pedestrian prioritised space near to the canal provides the opportunity for new public spaces, buildings and uses which are uninterrupted by cars and safe walking and cycling routes. This creates social and cultural interactions between people forming hubs of activity along the canal edge alongside movement routes.

#### 2 Reclaiming roads for people

The road is reclaimed and re-purposed as a destination public space and creating a new crossing and access points for pedestrians. Increased pedestrian activity contributes to the area being less vehicle dominated, safer and more sociable.

#### 3 New pedestrian crossings

Increasing connections and therefore permeability to the banks of the canal facilitate larger walkable areas and accessible links between the canal, local centres and neighbourhoods. On a larger scale these connections extend out to rural settlements and surroundings with various solutions to overcome topography and prioritise healthy travel.

#### 4 Accessible public transport

Creating direct, easy and safe routes from the train station to the town centre and the canal strengthens the train stations role as a key junction, intersection and gateway to the area. Increasing desire lines and access to the canal can help to reduce the dominance of traffic and promote more sustainable forms of travel in the area.

#### 5 Gateways to the town centre

The arrival into the area and to the town centre is blighted by traffic. As an important gateway into Stroud centre by car, highways infrastructure can be improved to manage traffic better at the same time of offering an attractive and high quality area of public realm at this important gateway to the town.

# IMPLEMENTING THE VISION

## MAPPING THE INGREDIENTS OF THE FUTURE PLACE

**INGREDIENTS SPECIFICATION:**

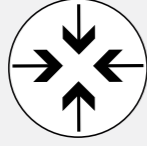
Project Description	Type
Natural Wayfinding	Green Infrastructure & Biodiversity
Signposting, Navigation & Trail finding	Movement
Lighting	Movement
Connections and Interchanges	Movement
Pride in Public Transport	Movement
Less Cars - More People	Movement
Accessible Townscape	Movement
Prioritise Active Travel	Movement
Park and Move	Movement
Reclaim Roads	Movement
Connecting the Banks	Movement
Walking on Water	Movement
Future Canal Building Interfaces	Urban Form
Future Canal Building Typologies	Urban Form
Canal Gateways & Landmarking	Urban Form
Flanking the Canal	Urban Form
Public Art	Uses & Activity
Distinct Identities	Urban Design
Canal Side Living	Uses & Activity
Canal Side Enterprise	Uses & Activity
Canal Hub: Cultural & Social	Uses & Activity
Diversify Activity	Uses & Activity
Floats my Boat	Uses & Activity
Continuous Canopy	Green Infrastructure & Biodiversity
Multi-functional, Canal Side Public Realm	Green Infrastructure & Biodiversity
Canal Hub: Connecting with Nature	Green Infrastructure & Biodiversity
Building for Nature Interventions	Green Infrastructure & Biodiversity
Carbon Sequestration	Infrastructure & Utilities
Energy Generation	Infrastructure & Utilities
Engineering Innovation	Infrastructure & Utilities
Water Management	Infrastructure & Utilities
The Seasonal Canal	Events, Programmes
Varied events on vacant sites/space	Events, Programmes
Our Canal	Events, Programmes
Social Prescribing	Events, Programmes
The Classroom Corridor	Events, Programmes
Canal Branding & Marketing	Events, Programmes
Residential Moorings	Uses & Activity
Canal Habitats & Species	Green Infrastructure & Biodiversity
Wild Banks	Green Infrastructure & Biodiversity



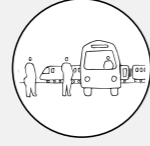
DRIVERS



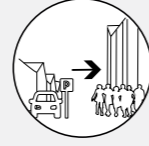
NATURAL WAYFINDING



CONNECTIONS AND INTERCHANGES



PRIDE IN PUBLIC TRANSPORT



LESS CARS - MORE PEOPLE



ACCESSIBLE TOWNSCAPE



PRIORITISE ACTIVE TRAVEL

CLUSTERING

New green spaces and parks alongside and around the canal create a new focus for community activity - drawing people to the canal.

Movement, activity and function overlap at Wallbridge creation a key intersection and junction on the canal. This activity frames the new and existing public realm alongside the canal.

Shifting the balance away from prioritisation of roads and cars allows for infill development and the creation of new public spaces for events and community activity.

CROSSINGS

The creation and enhancement of green routes to the canal serve as wayfinding devices connecting to and across the canal from nearby communities.

Wallbridge is an existing strategic crossing point on the canal. This junction will be enhanced through improved provision for pedestrian and cycle transport and improved public realm connecting across, as well as to, the canal.

The Wallbridge area is fairly unique in its strategic position - bringing a range of public transport opportunities close to the canal. Connections between a range of transport modes and the canal will be improved and emphasised.

Segregation of transport modes and more equal provision open up crossings for all users. Bridges can become inhabited spaces and structures which create public space in their own right and draw people to and across the canal.

Permeability to the canal is improved with new connections to Stroud town centre, the train station and other nearby points of interest.

Existing routes can be completed and connected through the Wallbridge area to encourage the use of alternative means of transport to cross the canal and connect up the wider district.

CONTINUITY

Routes along the canal are enhanced with planting and habitat creation. This improvement to the environment of these routes draws people along the canal and acts as a visual cue.

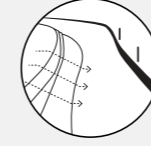
The shift in prioritisation away from such a domination of car travel allows Wallbridge to become a key interchange for the use of public transport and active travel along the canal.

Continuity along the canal is enhanced through greater provision for active travel routes along the canal and through Wallbridge. This is manifested through wider towpaths and routes on both sides of the canal.

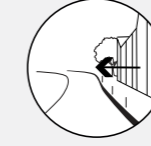
DEFINING THE FUTURE PLACE  
SELECTING INGREDIENTS FOR DESIGN



RECLAIM ROADS



WALKING ON WATER



FUTURE CANAL BUILDING INTERFACES



CANAL GATEWAYS & LANDMARKING



FLANKING THE CANAL



PUBLIC ART

Highway real estate in particular around the large Wallbridge road junction is reclaimed to create improved provision for alternative means of transport and new public spaces to accommodate community events and activities.

New interfaces between buildings and the canal help to activate and bring life to the public realm including at the Cheapside site and any future development of the builders merchant sites. This creates the environment for local communities to thrive.

The revitalised public realm at Wallbridge creates a new landmark for the canal reinforcing the identity of this asset. This draws people to access the canal and serves as a gateway for canal users.

New development facing the canal on sites including Cheapside and the builders merchant sites creates active frontages to frame the public space and create a safe environment on the canal side encouraging community use.

The new public realm at Wallbridge creates opportunities for new public art which can create community focus and reinforce local identity and character.

Accessibility to the water brings with it new opportunities to cross the canal and create new cross district connections.

Landmark development in the Wallbridge area and its improved function as a gateway to the canal draws people from across the district and further afield in turn enhancing the area's role as a key crossing point.

The presence of new public art creates a new attraction at the Wallbridge area drawing people from across the district to visit the area and improving awareness and legibility of the role of the area as a crossing point for the district.

Enhancements along the canal edge and towpath create greater continuity along the canal through the Wallbridge area.

The physical manifestation of new development flanking the canal and active frontages serves to reinforce the continuity of the canal corridor.

DRIVERS



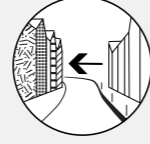
CANAL SIDE LIVING



CANAL SIDE ENTERPRISE



CANAL HUB: CULTURAL & SOCIAL



DIVERSIFY ACTIVITY



FLOATS MY BOAT



LINKING CANOPY

CLUSTERING

New opportunities for canal side living in the Wallbridge area bring activity to the canal and help to create a stronger sense of community with a strong relationship with the canal.

Mixed use buildings and new provision for business and service industries create a vibrant neighbourhood with a range of activities taking place throughout the day.

Wallbridge is one of few locations with canalside catering opportunities. This offering can be enhanced to create a genuine canal hub attracting visitors and providing a vibrant and diverse environment for the local community.

Moving away from single use zoning such as at the builders merchant sites will bring diversity to the area and create a more sustainable and integrated community centred around the canal.

Improved access to the water as part of the new public realm along with new provision and connections for visiting boats and canal users places the waterway at the heart of the communities lives.

CROSSINGS

Canal hubs rely on successful crossings to create a meeting point and to draw people together from different parts of the district. Enhancements and diversification of the use of the Wallbridge crossing will reinforce the area's role in this regard.

Wallbridge can provide an access point for other local communities to benefit from water based activities on the canal.

CONTINUITY

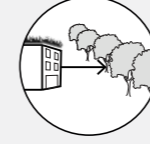
Increased provision for water users on the canal banks at Wallbridge encourages greater use of this facility and improved continuity along the canal corridor.

Tree planting along the canal banks will help to enhance biodiversity of the area. This opportunity becomes more prevalent away from the built up areas but the opportunity to create more planting opportunities within the townscape is hugely valuable.

DEFINING THE FUTURE PLACE  
SELECTING INGREDIENTS FOR DESIGN



MULTI-FUNCTIONAL CANAL SIDE PUBLIC REALM



BUILDING FOR NATURE INTERVENTIONS



VARIED EVENTS ON VACANT SITES/SPACES



OUR CANAL



THE CLASSROOM CORRIDOR



CANAL BRANDING & MARKETING

The new public realm along and around the canal at Wallbridge creates the opportunity for a range of functions. The provision of community buildings, appropriate 'street furniture' and shelter will be vital to realising this full potential.

A number of vacant and underused sites in the Wallbridge area can be used to host public events and activities to mobilise the community and develop a sense of ownership of the opportunities of future change in the area.

Events and projects in the Wallbridge area can promote public and community engagement.

The new public realm and improved relationship with the canal at Wallbridge brings the perfect opportunity for engagement and learning along the canal. These opportunities help to promote community cohesion and pride.

Branding and marketing of the new opportunities at Wallbridge will help to build local identity and community pride in the new public realm and other canalside development.

New buildings that incorporate an holistic approach to supporting wildlife and nature as well as interventions to existing buildings will help the natural resource of the canal to have a wider reaching impact on routes leading to and across the canal.

Wallbridge's strategic location as a crossing means that local events can attract visitors and residents from the wider district to build a broader sense of community.

Wayfinding and landmarking can be enhanced by successful branding and marketing creating improved legibility and synonymous association between Wallbridge and its function as a strategic crossing point.

New buildings alongside the canal will have measures for providing for wildlife and biodiversity seamlessly integrated into their design to maximise the effectiveness of the canal as a continuous wildlife corridor.

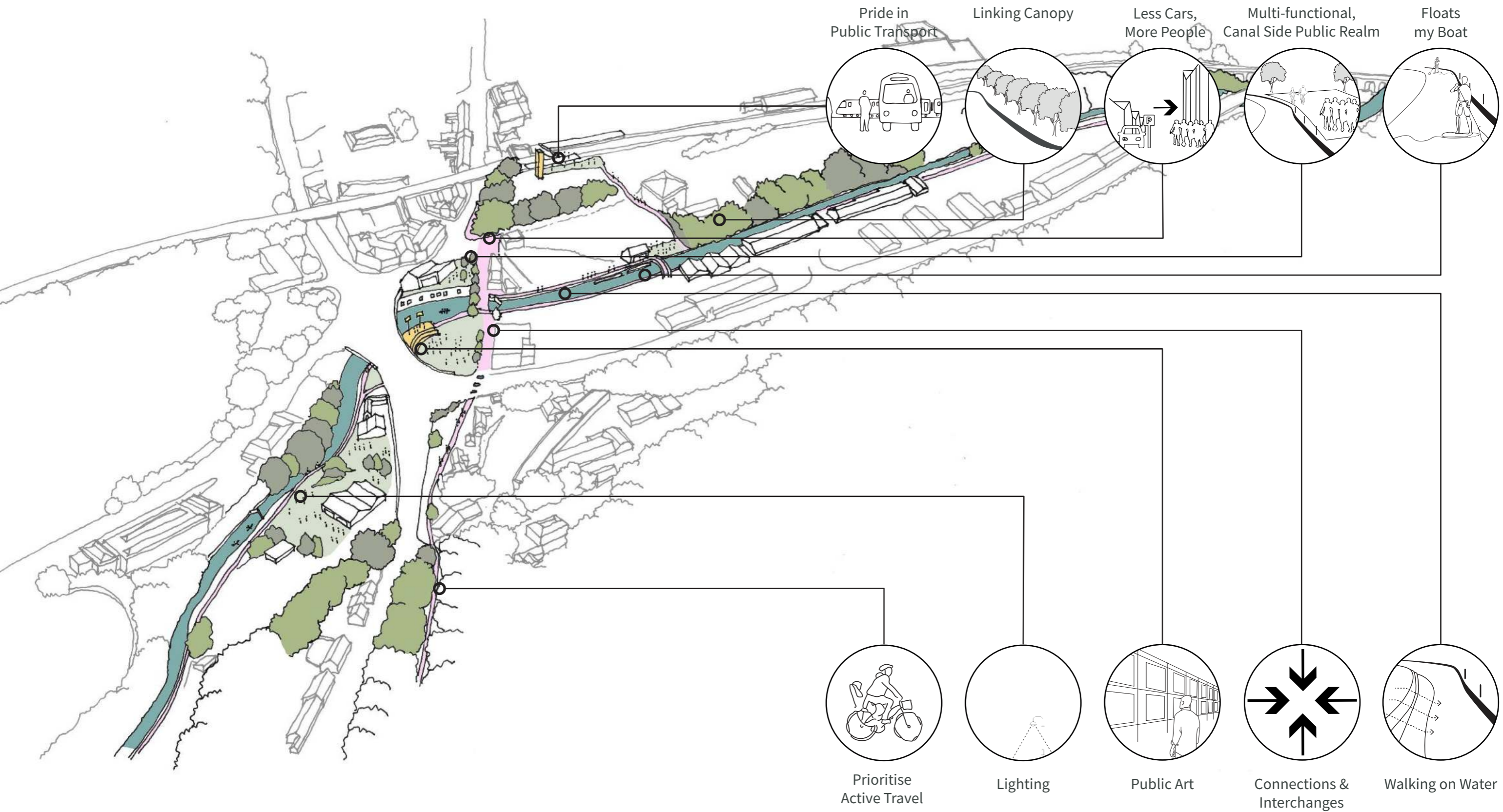
The new opportunity for canalside learning spaces can form part of a continuous network of such spaces where people can engage with the varied qualities of the canal.

The branding and marketing at Wallbridge can fit into a wider strategy for the whole canal network creating continuity whilst promoting a sense of identity and ownership in the wider district.



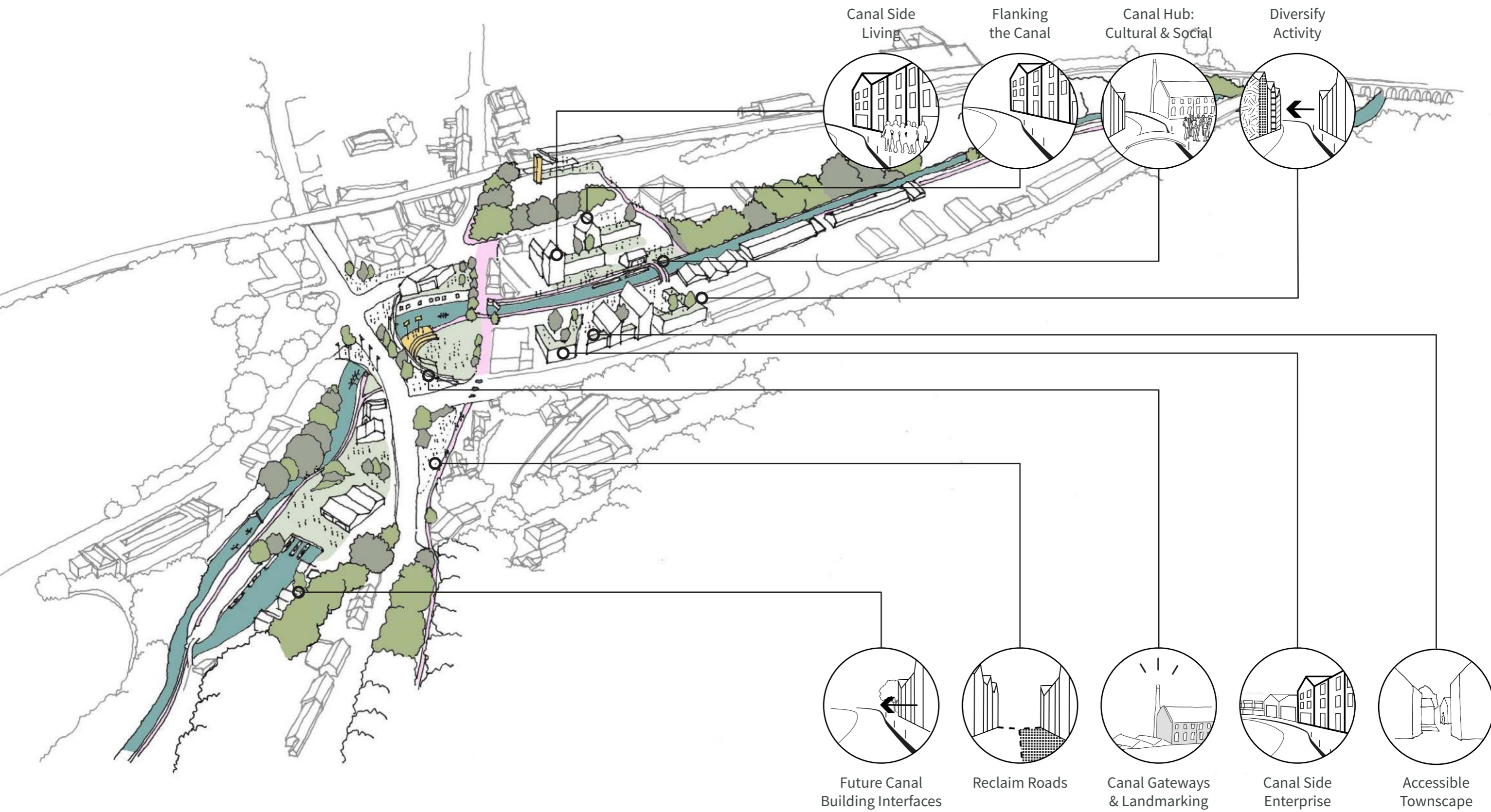
# APPLYING THE INGREDIENTS

## PHASED IMPLEMENTATION



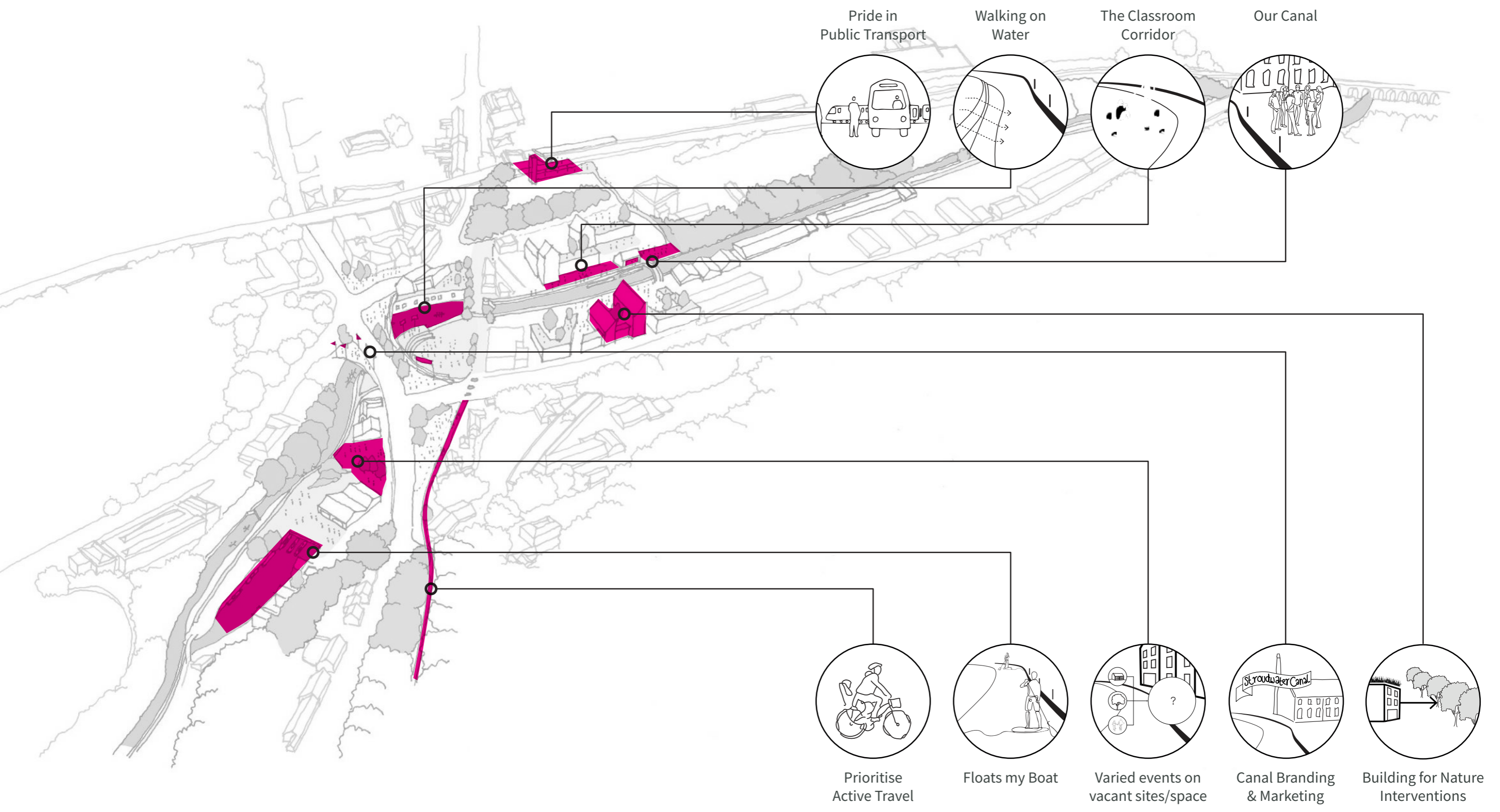
# APPLYING THE INGREDIENTS

## PHASED IMPLEMENTATION



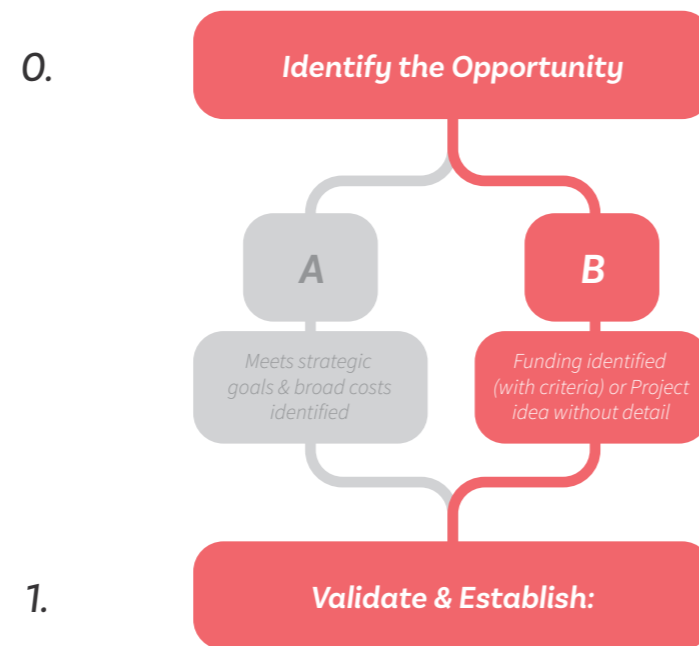
# MANAGING THE PLACE

## ON GOING COMMUNITY BUILDING AND SUSTAINABILITY



# IMPLEMENTING THE VISION

## PROJECT DELIVERY PROCESS (USING THE DRAFT ACTION PLAN)



1.

### Validate & Establish:

Validate the idea/potential within the Canal Strategy by using the Project Description (the ingredients) and Placemaking Framework (the Canal Strategy Areas).  
Also validate the project outcomes according to the Relative Grading tools (See Project Parameters tab in the accompanying spreadsheet) to identify strategic outcomes potential for Canal Strategy and key starting points (costs, project lead) for ongoing planning.

Establish the role of SDC as Encourager, Enabler or Leader in developing a project when a new opportunity comes to light or is identified, based on initial scoping and validation.

2.

### Collaborate:

Ascertain potential to identify a likely project lead and/or collaborative and partnership opportunities from throughout the Canal Strategy Area (or beyond) based on the potential of ideas to develop into viable projects.

Refer to Evidence Base Summary for stakeholder engagement and innovative opportunities.

3.

### Develop:

Develop and refine ideas into viable projects delivering Canal relevant outcomes.

Discuss any delivery opportunities and considerations whilst the project is in its infancy and make plans to review during the works.

4.

### Incorporate:

Outline any post-delivery opportunities and observations for inclusion in the Placemaking Framework and Canal Strategy literature

The Project Delivery Process Guide is intended to support SDC in the preparation of an Action Plan for the implementation of the Canals Strategy.

The Canals Strategy is a wide reaching piece of work, establishing a series of vision themes (Future Drivers -pages 10-11), identifying how this vision is articulated across the corridor in different ways (Canal Strategy Areas -pages 6-7 & Placemaking Frameworks -pages 16-25), and at its highest level of resolution, outlining the typologies in the built environment, public realm and landscape which enable the vision to be implemented in each location (The Catalogue of Ingredients of the Future Place - Full catalogue in Appendix 1; Wallbridge ingredient selection -pages 28-35).

The Canals Strategy is not a prescriptive masterplan for projects along the corridor.

Likewise the Action Plan cannot be expected to anticipate every individual project which may come forward and contribute to achieving the objectives of the Strategy.

This Project Delivery Process Guide therefore provides the procedural means by which projects and funding can be aligned to implement the vision for the whole canal corridor. It is a process that maybe revisited as new delivery opportunities arise, existing opportunities change, or further detail is explored.

The Action Plan will require updating periodically to reflect these changes and the steps (outlined left) guiding the project delivery process can be utilised repeatedly to inform action planning on an ongoing basis.

### Identifying the Opportunity

The Project Delivery Process guide identifies two ways in which delivery maybe initiated:

**A:** An opportunity arises, or may have been longstanding, which meets the strategic goals of the Canals Strategy and potentially meets the strategic goals of other plans and/or frameworks. Broad costs are identified. Funding and delivery mechanism must be sought and secured in order to bring these projects to fruition;

**B:** A funding source arises but is reliant upon certain criteria being met. Individual projects may not be wholly aligned to the criteria of the funding opportunity, or project ideas may only be partly formed. The cumulative performance of several projects together to meet criteria may need to be coordinated and/or individual project ideas may need further development in order to secure the identified funding.

The Canals Strategy supports either of these routes to delivery, in each case demonstrating the accountability of individual project opportunities to a broader vision and series of objectives, particular to the canal corridor, but also specific to different locations along the corridor.

The assessment of the Ingredients within the Canals Strategy provides broad parameters of each Ingredient and therefore the opportunity different projects (identified as manifestations of the ingredients) provide in areas such as timeframe to delivery, cost, carbon reduction opportunity, social outcome opportunity. High level reference to these parameters should used alongside this project delivery process guide to support the delivery of projects requiring funding (scenario A), or inform the case building for meeting funding requirements (scenario B).

# PHASED IMPLEMENTATION

## AN INDICATIVE PROJECT TIMELINE FOR WALLBRIDGE

### Wallbridge Actions:

### Canals Strategy Ref:

#### Identifying the Opportunity

**(Scenario B):**  
Lonstanding ambitions by SDC for regeneration of the Wallbridge Area although no particular policy exists.

Stroud Town Council's Neighbourhood Plan identifies various opportunities around the Wallbridge Area and the recent Street Spaces projects identifies short term public realm opportunities to begin a process of wider change.

2nd round of government Levelling Up Funding provides opportunity to package project ideas and jointly meet the funding criteria.

**Future Drivers:** establish a strategic case (from a canal perspective) for the regeneration of the Wallbridge area;

**Placemaking Framework** for the Stroud Canal Strategy Area: set the context for placemaking interventions at Wallbridge contributing to the future potential of the Stroud Canal Strategy Area as it in turn contributes to the function and identity of the whole canal corridor.

Utilise the **Evidence Base Summary Matrix** to trace how the Drivers and their application in the Stroud Canal Strategy Area cross references with other work.

#### Validate & Establish

The immediate opportunity (spring 2021) to bid for Levelling Up funding indicates the need for a series of 'shovel ready projects' establishing the priorities as public realm intervention on SDC owned land and highways improvements in collaboration with Glos County Council highways authority.

The specific public realm opportunity within the green space alongside the canal at Wallbridge offers the opportunity to interpret a variety of Ingredients primarily contributing to changes in movement and activity nearby the canal.

Longer term opportunities exist to create new developments alongside the canal which diversify uses and support community building in a variety of ways.

Piloting the use of the Canals Strategy at Wallbridge (this document) has provided the opportunity to identify the **Ingredients** relevant to the Wallbridge area (see pages 28-35).

The strategic outcomes of projects, identified for the purposes of meeting funding criteria can be cross referenced according to each ingredient (see **Project Parameters** tab in the accompanying spreadsheet tool for project delivery process.

The Canals Strategy provides a 'family tree' from detail to vision, identifying how the case for any individual project is parented by layers of the Strategy's hierarchy above: **Canals Strategy Areas and Future Drivers**.

#### Collaborate

Build on existing positive relationship between Stroud Town Council and Stroud District Council to determine the overall place objectives for the Wallbridge area.

Stroud District Council to lead the preparation of the LUF bid and act as Leader in respect of immediate public realm interventions upon land in their ownership.

Collaboration with Glos County Council in exploring highways design.

Engagement with surrounding landowners to promote ambition for wider change and regeneration.

The **Evidence Base Summary Matrix** identifies the process of engagement which has informed the Canals Strategy. Further collaboration can build on early participation by a variety of stakeholders.

The **online public survey** conducted to gain the public's feedback on their use of and relationship with the canals can inform further public consultation for the purposes of more specific input relating to the Wallbridge area.

#### Develop

Emergence of the need for a Wallbridge Masterplan to better identify short, medium and long term opportunities and coordination of delivery.

Masterplan will refine thinking in 3 areas:  
1. Consideration of specific public realm interventions (design to Riba stage 2);  
2. Consideration of highways re-design and reconfiguration;  
3. A story of a wider and longer term regeneration context which these public realm and highways interventions work to catalyse.

Masterplan to form the basis of a bid for Levelling Up funding.

The piloting of the use of the Canals Strategy at Wallbridge (this document), demonstrates how, from a canals perspective, the placemaking objectives and selection of ingredients of the future place are accountable to a vision for the whole canal corridor.

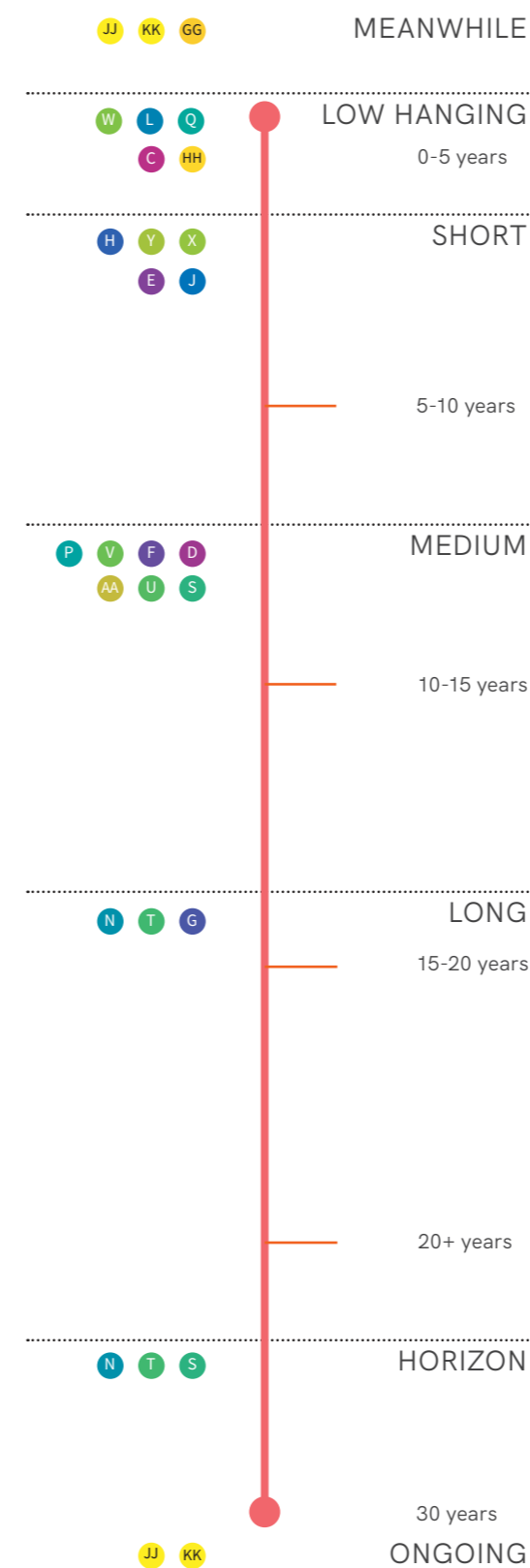
While only one perspective on how regeneration in the Wallbridge area maybe coordinated, interventions address a variety of issues, environmental, social and economic. The masterplan process can draw upon the strategic placemaking objectives of the Canals Strategy and balance these with other wider objectives and interests.

#### Incorporate

Early public realm interventions bring confidence in the Wallbridge area as a destination and begin a process of re-purposing the area as a gateway to the town. These efforts as well as initiating review and reconfiguration of highways space enable further stages of site masterplanning.

Return to Step 0 for each subsequent site opportunity, or when funding or delivery mechanism opportunities arise. Varied potential exists around the Wallbridge area for these including SDC and private sector owned land.

The Canals Strategy is a wide reaching piece of work with limited resolution at a site scale. The **Future Drivers**, which are an identification of the full potential of the canal in the future, and the application of these within each of the **14 Canal Strategy Areas**, have a perpetual relevance across continuing cycles of the project delivery process.



The Regeneration of the Wallbridge area is not just a matter of redeveloping vacant sites and completing a series of public realm projects.

Individual projects contribute in a phased way to the transformation of the place as barriers to community building, market confidence and behavioural change are gradually overcome.

In the short term renewing public awareness and trust in the area as a safe place to be can be gently encouraged through a series of easy to execute events and temporary changes. There is the opportunity for a series of quick interventions which build on the need to respond to the pandemic and offer people easy access to space and safe places to gather and reacquaint themselves with social life and trust in public life.

The masterplanning of a specific area of public realm, within the ownership of Stroud Districts Council provides the opportunity for short term quick wins, improving the quality of the environment and access to the water and raising awareness of the area by landmarking the space.

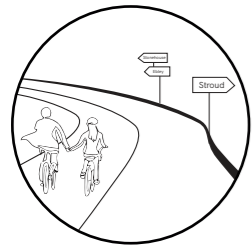
Beginning to address the long term transformation of the area, medium term consideration of the highway space, reconfiguration of junctions, introduction of better crossings and the space afforded to cyclists and pedestrians can influence how people arrive and leave the area. These local interventions (improvements to strategic cycle ways and access and legibility of the train station) can also affect upstream choices about sustainable travel.

With change underway in the areas easy to control and affect immediate change, longer term goals of diversifying uses, introducing new buildings, both residential and other mixes through the buy-in of other landowners and parties can build on a new market confidence in a place that has value and uniqueness in the town.

Ongoing programmes of social and economic activities which maintain a sustainable and healthy mix of people and activity ensure this is a place that continues to be distinctively Stroud and is home to a thriving community. The value gain through the long term regeneration is retained within the town and feeds back into the stewardship of the place and the provision of facilities and services to the community.

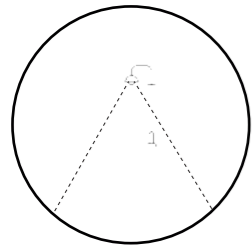
# INGREDIENTS OF THE FUTURE PLACE

## MOVEMENT



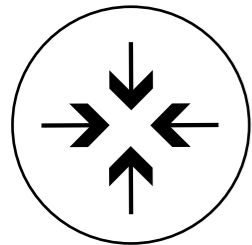
### 1 Signposting, Navigation & Trail finding

A coordinated series of measures which increase the choice and convenience of the canal as a destination, a resource and an active travel route. Some interventions may improve access to the canal from existing surrounding locations (train stations, town centres, residential areas), others integrate the canal into longer distance and multi-modal journeys (routing on long distance footpaths/cycleways, signage along other footpaths/cycleways, signage on public transport and at stops and stations). Interventions could include published and digital map(s) and coordinated access campaigns. Interventions need to avoid recreational disturbance to Habitats Sites and consider promoting Suitable Alternative Natural Greenspace on land adjacent to the canals.



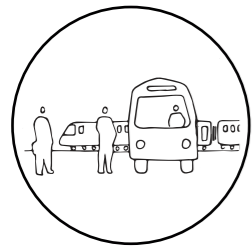
### 2 Lighting

A variety of lighting styles serve different purposes along the canal: from security and enabling ongoing seasonal use of the canal as a utility; to the celebration of features and buildings, and the use of lighting for public art and creating an attraction and event of visiting the canal for certain displays and/or times of the year and day. Considered in a coordinated way, individual lighting interventions should be careful to pay attention to impacts on wildlife continuity and the attraction in its own right of dark skies for recreational enjoyment.



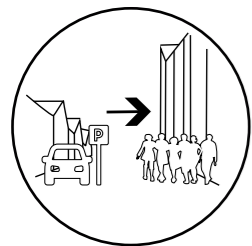
### 3 Connections and Interchanges

The overlapping and interconnectivity of movement, activity and functions is emphasised at key junctions, intersections and gateways along the canal. This improves access to the canal, gives priority to the canal corridor at these locations and frames the public realm, providing breathing space for the canal to flourish. This enables a variety of choices of sustainable means of travel at key interchanges.



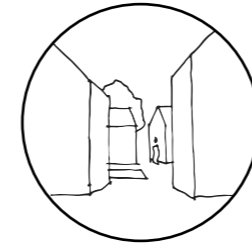
### 4 Pride in Public Transport

The provision and accessibility of public transport is front and centre along the canal corridor with ancillary facilities being designed to the highest quality and becoming landmarks themselves. As well as providing access to, and along, the corridor Public Transport creates a vibrancy through its communal use. This is emphasised through improved interconnectivity between transport modes.



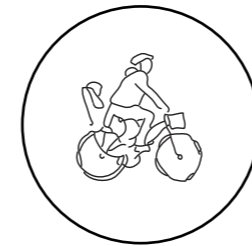
### 5 Less Cars - More People

An increased focus on the canal for movement and activity provides the support for reduced dependency upon the car. Less dependency on parking and road infrastructure enabled by the enhanced role of the canal allows for buildings to be placed closer together, better framing public spaces. The critical mass to support local centres is created by infill developments and an increase in building heights.



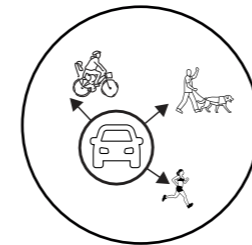
### 6 Accessible Townscape

Connections and permeability are maximised with barriers broken down to create larger and more direct walkable and accessible links to the canal corridor and other destinations nearby to the canal. These connections are continuous and legible across and between canal areas with direct and passive signposting.



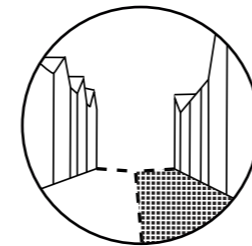
### 7 Prioritise Active Travel

Active travel infrastructure becomes much more prominent along the corridor with essential vehicular access becoming peripheral. Dedicated routes for pedestrians and bikes are provided and take the place of arterial routes in and out of the urban areas previously dominated by cars. By becoming active in day-to-day travel the population of the canal route is healthier, more socially and environmentally connected and local services and facilities are sustained. The canal network also offers the unique opportunity for active water based travel.



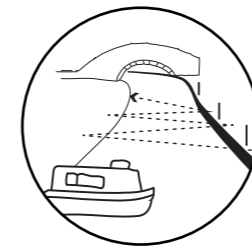
### 8 Park and Move

A series of strategically positioned transport hubs enable a transition from the reliance on the car. They provide an interchange from arrival by car to sustainable alternative transport along the corridor. The 'park and move' concept facilitates the interchanges between individual car, car share, bus and train to healthy travel and through short term measures aims to equip people to make long term choices affecting behaviour change for generations.



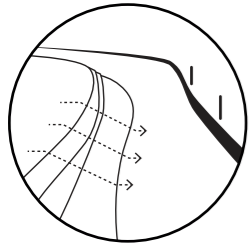
### 9 Reclaim Roads

A huge amount of 'highway real estate' is reclaimed and re-purposed as a result of the enhanced role of the canal corridor for sustainable travel. This space is used to create new public spaces, accommodate alternative means of transport and introduce new buildings and uses. Development exploits the opportunities provided by a car free future.



### 10 Connecting the Banks

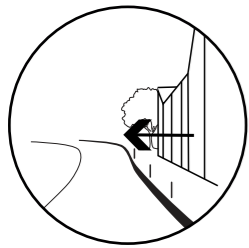
Increasing connections and permeability to the banks of the canal with often small interventions (gates, ramps, pathways, bridges, signposting) which affect more strategic accessibility for communities and visitors facilitating larger walkable areas and accessible links between the canal and local centres and neighbourhoods. These connections extend out to rural settlements and surroundings and employ various solutions to overcome topography and prioritise healthy travel.



**11** Walking on Water

A variety of measures enable accessibility to the water without the use of, or access to, a boat. Improved connections with the water are achieved through towpath expansion, boardwalks, pontoons and piers which must be integrated with opportunities for restoration of wildlife habitats and connections. Improved capacity for movement along the canal corridor is facilitated by innovative occupation of the water surface where the corridor is particularly constrained.

**URBAN FORM**



**12** Future Canal Building Interfaces

The enhanced role of the canal as a connected public realm and green infrastructure facility and a focus on this instead of the road routes which have dominated development patterns, creates opportunities for new interfaces between buildings and the canal. Buildings are designed to take advantage of these opportunities with active frontages and careful consideration to thresholds with public space and their integration with nature.



**13** Future Canal Building Typologies

The Future Drivers introduce the potential for new building typologies that are imaginatively designed taking maximum benefit of the opportunities their new context creates: mixed frontage ground floors reflecting increased pedestrian traffic; resilient ground floor design accounting for flood risk and habitat creation; waterside housing turning back to the canal; or mixed use development above and between existing single use buildings.



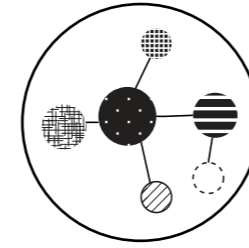
**14** Canal Gateways & Landmarking

Visual connections and landmarks are key characteristics of the Industrial Conservation Area. Views onto and along the corridor from the urban centres to the landscape around and from the outlying neighbourhoods to the canal and industrial heritage features and other notable landmarks all contribute to the visual queues which help with way finding, orientation and sense of place and identity.



**15** Flanking the Canal

Through careful design of the built environment, where development faces the canal this is active and safe. Buildings provide passive surveillance and frame the public realm and green infrastructure. Canal side public realm in these instances can provide opportunities for active water based activities and angling.



**16** Urban & Rural Identities & Transitions

The canal corridor is made up of many neighbouring communities. Within each future neighbourhood, development creates or reinforces the relationship with the canal and helps integrate historic characteristics to create distinct identities and the transition between these. The reinforcement of existing community identities complements place branding to strengthen the overall character of the canal corridor.

**USES & ACTIVITY**



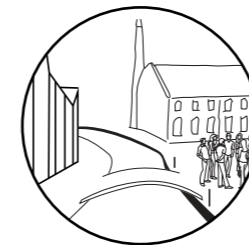
**17** Canal Side Living

The reuse of historic buildings, the attractive environment and vacant land along the corridor provides the opportunity to create new residential locations which are founded on sustainable behaviours. New housing forms and other opportunities afforded by a relationship with the canal can exploit a canal side location to overcome conventional constraints of housing delivery while taking into account the planning and flood risk management challenges of development on the floodplain.



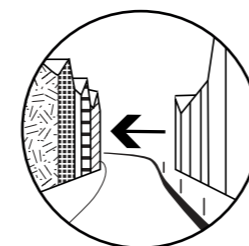
**18** Canal Side Enterprise

The connected corridor provides the canvas for new and varied enterprises to be established. As well as for use for recreation and ecological purposes the corridor can serve the needs of many new businesses and service providers, large and small, and in doing so create a mix of activity along the canal making it a vibrant and thriving place.



**19** Canal Hub: Cultural & Social

The many crossing and access points along the canal provide the opportunity for social and cultural interactions between people, the environment and the historic surroundings. These locations are hubs of activity drawing either passively or actively on their surroundings to equip new community activity, volunteer projects and visitor attractions.



**20** Diversify Activity

Many large functions and activities dominate the canal corridor as a legacy of its industrial past. As the canal corridor finds a new function in the future of the district there is the opportunity to diversify activity adjacent to the canal, drawing upon the corridor for movement and access and rediscovering the canal banks as primary routes and spaces. Mixed activity is mutually beneficial to the spaces and the buildings as people access an increased variety of facilities along the corridor directly from and along the canal. New uses must avoid increasing recreational disturbance to Habitats Sites and consider promoting Suitable Alternative Natural Greenspace on land adjacent to the canals.



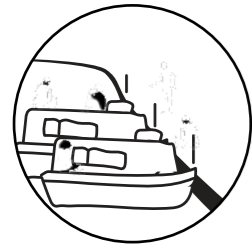
**21 Floats my Boat**

The navigable watercourse provides a unique and extremely valuable resource to Stroud District, bringing visitors to the area and enabling pride and variety in local community's lifestyles. The positioning of moorings and boating facilities & services can benefit the local community where this is accompanied by onward connections to visit and spend time in the local area. Access to the water can also be improved for local residents, businesses and services allowing people to access and occupy the water in new ways which underpin their ownership and enjoyment of the place they live and work.



**22 Public Art**

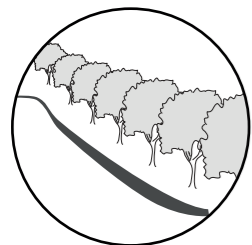
Public Art may serve a variety of functions in the delivery of other ingredients. Public Art in this way is a vehicle by which signposting, building legibility, open space or water access are made more accessible and enjoyable for a multitude of users. Public Art can be prominent and overt or may contribute in more subtle ways to the interpretation of the canal and its environment within building, public realm and landscape design - resulting in people having a much greater awareness, ownership and familiarity with the variety of roles of the canal.



**23 Residential Moorings**

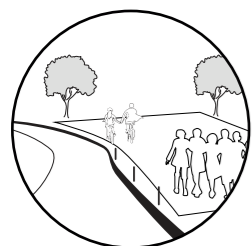
Future provision of physical and social programmes of integration to enhance inclusiveness and enable a more cohesive community which includes boat dwellers and local residents alike. This may include non-spatial interventions including regulation of residential provision and mediation where communities need help accommodating different needs. Additional physical improvements and provision of particular facilities, where appropriate in planning and flood risk terms, may also help alleviate pressure on local services and inconveniences to local communities. Education will enable the understanding and celebration of varied lifestyles and learning from different perspectives and experiences.

**GREEN INFRASTRUCTURE & BIODIVERSITY**



**24 Linking Canopy**

There is approximately 80km of canal bank extending through Stroud District representing a significant continuous ecological corridor. Planted in appropriate places (sensitive to landscape character and habitat sensitivity), tree planting for optimum habitat types along connected lengths of the corridor could provide a unique contribution to increasing biodiversity, carbon sequestration, improved air quality and localised environmental cooling. The connected ecosystem supported by more extensive continuous canopy, where appropriate for existing wildlife, could support extensive flora and fauna helping to define the canal's function and identity and forming part of an extended network including the greening of connecting routes and tree lined streets.



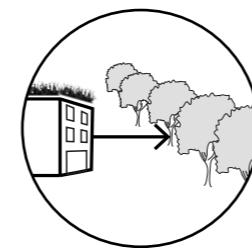
**25 Multi-functional, Canal Side Public Realm**

Public realm adjacent to and along the canal benefit from mixed activity and user groups. This variety is supported by the provision of shelter and furniture, ensuring the public realm is a welcoming and comfortable space to occupy and move through for all users and affording them ownership and a sense of belonging. Surrounding buildings offer a variety of stimuli leading to multi-purpose spaces which stay lively and safe throughout the day and calendar. New uses should avoid harm to existing wildlife and habitats and minimise the risk of recreational disturbance.



**26 Canal Hub: Connecting with Nature**

In fulfilling a role as a sequence of continuous green infrastructure, the canal corridor provides a rich resource in connecting people back to nature. The canal is a constant - extending through urban and rural areas. A series of strategically placed hubs positioned along the corridor provide the means by which people can access and interact with the corridor and where wider engagement with the natural environment can start. These hubs can be a focus of wildlife conservation initiatives and educational programmes.



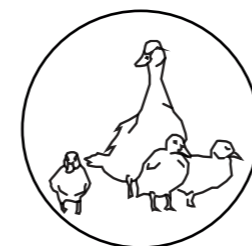
**27 Building for Nature Interventions**

Within urban and less green areas adaptations to buildings and structures provide valuable ways to maintain the connectivity and continuity of the corridor as an ecological route. New developments, building interventions and installation of structures provide biodiversity gains within the fabric of the built environment ensuring nature is at the forefront of all new development. New buildings and development must also take measures to address recreational and access impacts on nature.



**28 Natural Wayfinding**

Green space serves to landmark routes to and along the corridor, with the creation of new canalside parks and the integration of existing country and urban parks. Existing heritage, engineering and natural environment assets are revealed and able to perform a strategic function. Natural wayfinding will provide new access to new and existing recreation resources such as country parks while promoting Suitable Alternative Natural Greenspace on land adjacent to the canals.



**29 Canal Habitats & Species**

The canals of Stroud District are engineered waterways that flow through a river catchment basin comprising a diverse range of landscape characters. The watered canals, canal banks, rivers and adjacent landscapes are multi-layered habitats that contribute to widespread, biodiverse and interrelated territories sustaining fauna and flora. Recognising this aspect of the canal network is vital to sustaining, enhancing and supplementing different habitats throughout the District alongside their many people - and engineering - related functions. Canal restoration should avoid the loss of rich wildlife habitats and interest along disused sections of the canal and follow existing current guidance including that available from Gloucester Wildlife Trust.

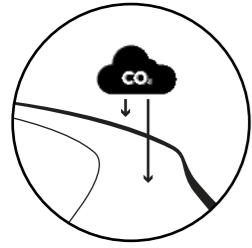


**30 Wild Banks**

Land and water areas in close proximity to the canals are multi-functional spaces for people, fauna and flora that require management, even if they appear "natural". With this in mind and while considering that some uses will be incompatible in some locations, interventions with innovative design can present numerous opportunities for an intentional 'hands-off' balance to land management to offer a blend of landscape functionality for human land-use and naturally 'wild' processes working in unison.

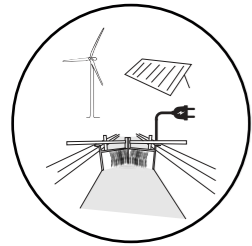


## INFRASTRUCTURE & UTILITIES



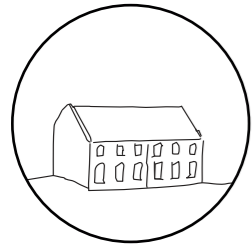
### 31 Carbon Sequestration

The canal corridor provides a resource for sequestering carbon as a water body and in its green infrastructure capacity through initiatives like re-forestation, habitat creation and varied vegetation, improved plant and soil management. Proposals should be suitable to support existing habitats and wildlife while taking into consideration existing guidance on carbon storage and sequestration for different habitats (including that produced by Natural England) in order to make the optimum gains appropriate for the existing conditions.



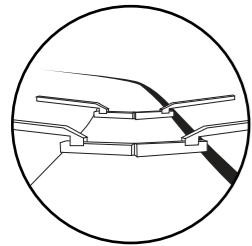
### 32 Energy Generation

From moving water and heads of water, to space available for renewable energy generation - canal side and roof top solar and wind farms, floating photovoltaics and water source district heating and cooling, the canal corridor is a net energy generator.



### 33 Pride in Innovation & Quality

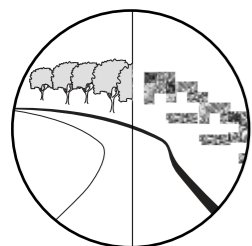
The Canal structure, associated structures, the industrial heritage and in part the wealth and infrastructure of the area are a legacy of innovation and pioneering in the past. As the Canal finds new roles in the 21st Century the pride and innovation with which Canal restoration, new building technologies and public transport innovation and integration should be manifested in the use of techniques, materials and the high performance of buildings and public realm such that there may be a similar legacy in years to come.



### 34 Water Management

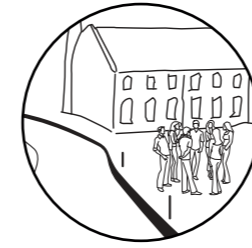
The canal, floodplains and other nearby waterways have a vital role to play in water management and preservation across the district. The quality and quantity of water in these assets has a role to play during times of water shortage and surplus as well as contributing to the health of ecosystems. Opportunities for interventions that can preserve or improve water quality should be maximised along with measures to contribute to a holistic district wide strategy for flood prevention and drought resilience in the ever changing climate.

## TEMPORAL INGREDIENTS, EVENTS & PROGRAMMES



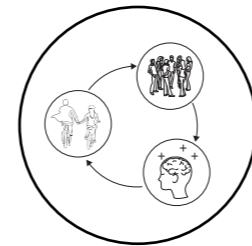
### 35 The Seasonal Canal

The character and function of the canal changes throughout the seasons from muddy towpaths to summer leaf cover, with varying temperature of the water and the perception of safety after dark. A programme of initiatives, events and interventions can respond to these seasonal variations and allow the canal to function year round in different ways.



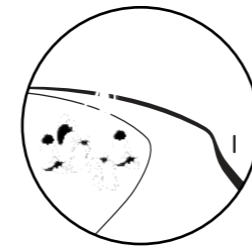
### 36 Our Canal

As well as a physical resource the canal and the projects implemented along it can perform as a foundation for strategic community building. Employing a number of projects can involve and engage the community together and affect community welfare cumulatively. Opportunities for volunteering with new and existing organisations can help to foster a sense of ownership of the canal.



### 37 Social Prescribing

A programme bringing awareness of the canal, its resource and programme of projects and initiatives to primary care providers introducing those patients with social, emotional or practical needs to a range of local, non-clinical services, often provided by the voluntary and community sector. This may include trained 'Community Connectors' to identify and coordinate patient needs and canal related prescriptions. The provision of the canal for these purposes is facilitated by many other ingredients which make accessibility easier and more inclusive.



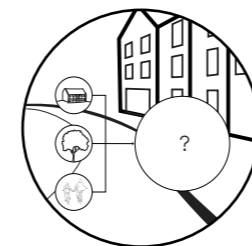
### 38 The Classroom Corridor

The canal provides a contrasting variety of natural habitats, recreational spaces and types of possible activities, a vast array of historical resources and a mix of communities with which to engage in different ways, close to large population centres. Working with education bodies and educational programme providers, public and private, the canal corridor can be utilised in creative ways as a resource for many curricula and extra curricula activities. These can be coordinated to form a canal corridor education programme.



### 39 Canal Branding & Marketing

The canal itself performs as an attractive destination for many local communities and visitors to the area. Non-spatial and digital opportunities supporting the signposting of canal related activities is a local, regional and national strategy. The canal also performs as a catalyst for further exploration of the Stroud area where promotion of connections and relationships are identified. Furthermore a wider strategy of longer term branding and marketing spearheads inward investment to the area, again catalysed by canal resources and activities in the first instance but growing in influence to bring wide spread benefits to communities and economy locally.

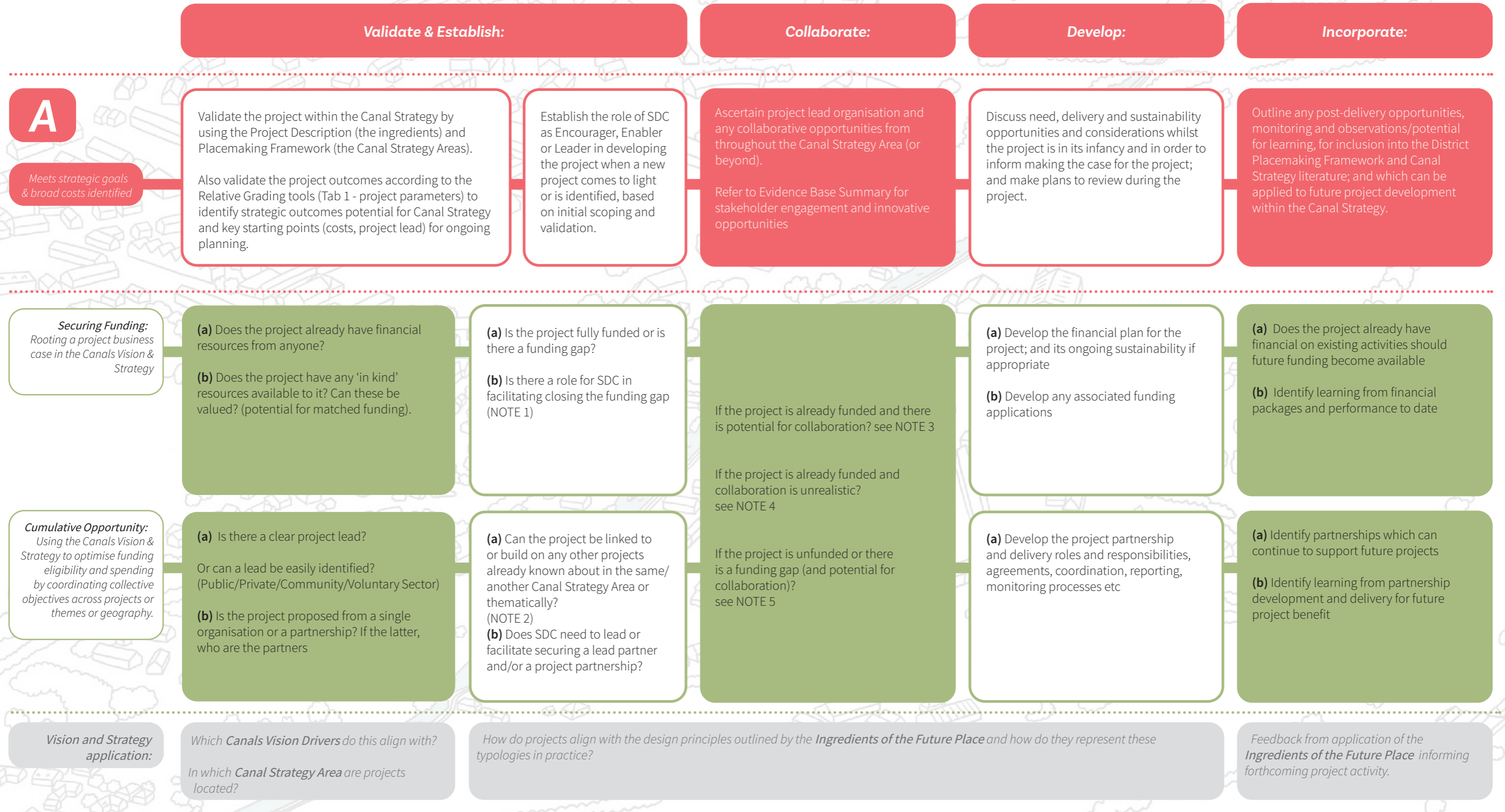


### 40 Varied events on vacant sites/space

In coordination with other programmes and longer term interventions, vacant sites and redundant spaces along the canal may be utilised as confidence-builders for users and visitors of the canal. A variety of events may serve different purposes from pop up community utility to an introduction to a longer term use which may come later. These events could also serve a longer term purpose in establishing a canal related cultural, educational or arts programme. These initiatives may utilise many other ingredients in a temporary way while sites offer a window of alternative use before a longer term use is established.

# PROJECT DELIVERY PROCESS GUIDE

This process guide provides the foundation of an Action Plan to guide the delivery of the Canals Vision and Strategy:



References (click to link):

Evidence Base Summary Matrix

Canal Corridor Vision Drivers

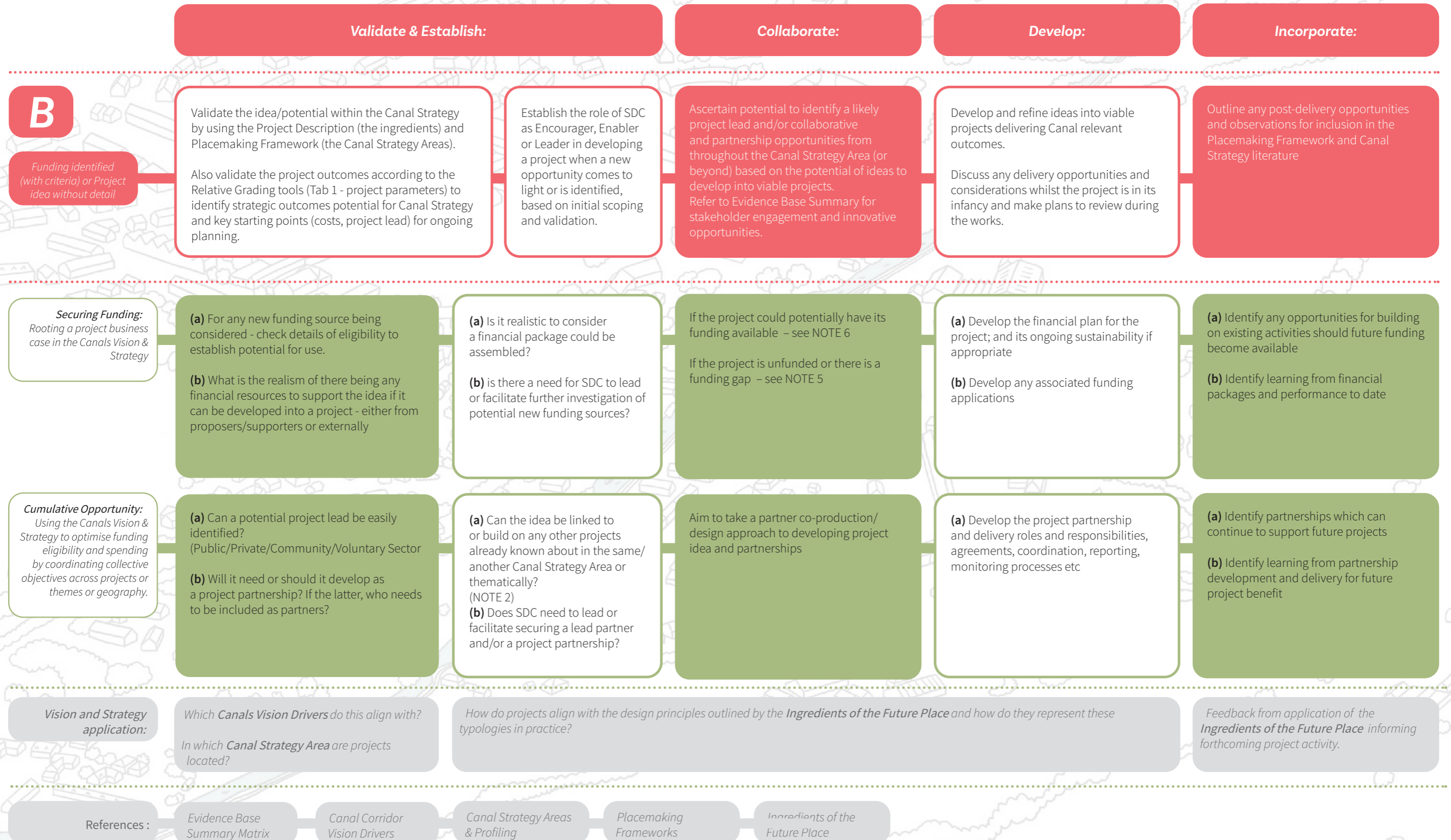
Canal Strategy Areas & Profiling

Placemaking Frameworks

Ingredients of the Future Place

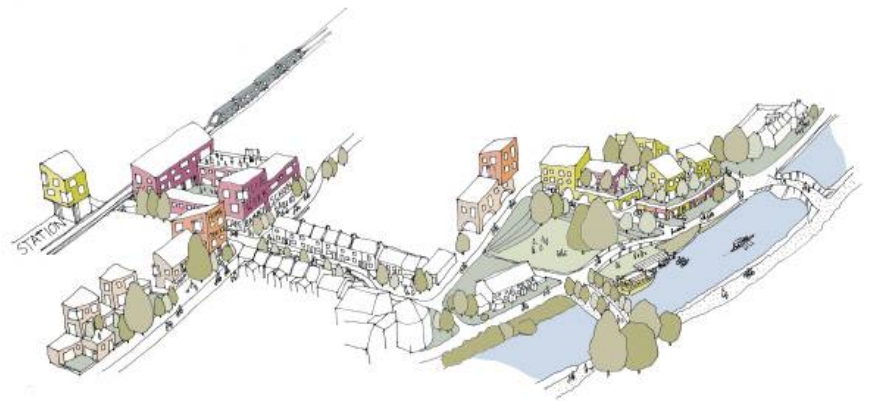
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# WALLBRIDGE, STROUD: CANALS VISION & STRATEGY PILOT APPLICATION

a **TOOLKIT**  
for **FUTURE**  
**PLACEMAKING**



for:



by:

Hilton Barnfield Architects  
DHUD