

Opportunities

Guildford Street

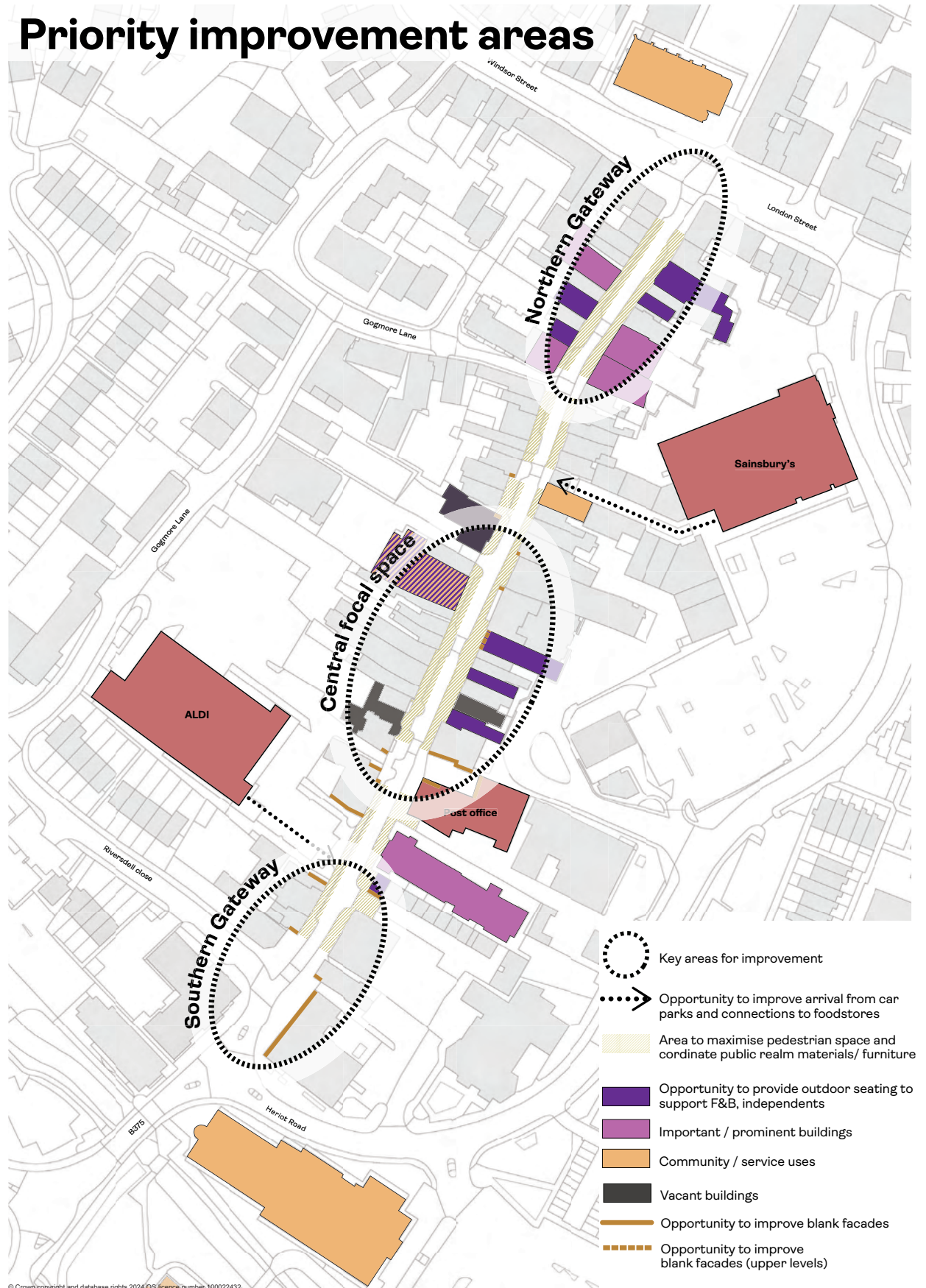
The public realm strategy for Guildford Street is based on the following key objectives:

- Support businesses by providing an improved public realm and increasing 'dwell time' in Guildford Street,
- Improve gateways and points of arrival for pedestrians to create a more welcoming environment and improve footfall,
- Improve the historic character of the street and individual buildings,
- Improve areas which can stimulate interest in vacant premises,
- Create focal points of interest along the street,
- Increase opportunities for socialising, with more seating and attractive places to spend time,
- Increase greenery in the street,
- Reduce the speed of traffic entering the street and travelling along it, to create a safer environment for shoppers and visitors.

In terms of value for money, a key objective of the public realm proposals should also be to maximise the number of businesses, and the length of the street, that benefits from the improvements. Investment is therefore proposed to be spread across a number of areas in Guildford Street.

Three broad areas have been identified for improvement. The Northern Gateway, Southern Gateway and a new Central Focal Space. Possible improvements to these areas are shown later in this exhibition.

Priority improvement areas



Area 1: Northern Gateway (see Board 5)



Area 2: Central Focal Space (see Board 6)



Area 3: Southern Gateway (see Board 7)



Do you agree with the three priority areas identified for improvement?

