

Oakengates town vision, Telford

Client: Telford & Wrekn Council

David Orr was commissioned by Telford and Wrekin Council to provide urban design services to help the Council develop their regeneration and public realm plans for this District Centre of Telford, a small historic town that has suffered from being on the margins of the main new town centre of Telford, now engulfed by the suburban development and isolated from main movement corridors by alterations to the road system over recent decades.

Helping the Council re-launch their regeneration initiatives in the town, and leading a series of Consultation and Design Workshops with members, residents, businesses and youth groups, David Orr facilitated the development of spatial ideas that would re-shape and re-form the town, dealing with the fragmentation and inertia that has been the story of recent decades. Drawing heavily on local knowledge and picking out emerging ideas from local businesses and residents, a series of design themes developed.

The strategic framework deals with these themes as Movement, Spaces and Blocks, Plots and Buildings. The need for a cohesive public space network with a renewed high quality Market Street is at the core of the framework. It also identifies a series of soft initiatives from management and governance to public relations and marketing that will help support and motivate the town and its users.

From the spatial plan a series of projects for the public realm, property and transport were developed that form the basis of a draft Area Action Plan and a continuing programme of projects managed by the new Town Partnership.

2010

Contact: David Orr

Hill House, Venslooe Hill, Liskeard, Cornwall, PL14 6BJ
m. 07792 945147
e. david@davidorrconsulting.net
www.davidorrconsulting.net



David Orr Consulting

Urban Design and Landscape Architecture