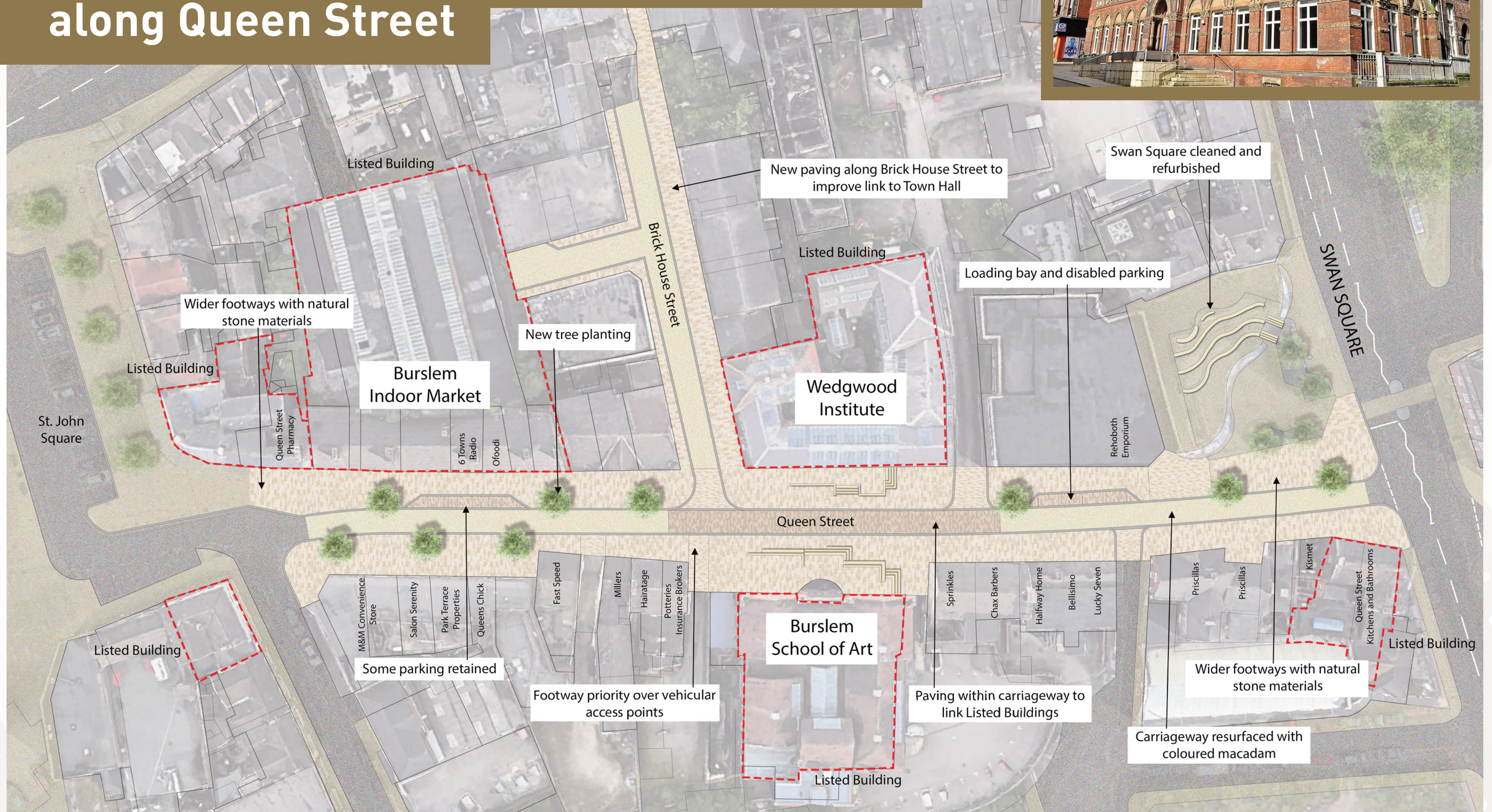


# Burslem Public Realm Scheme

Burslem has been allocated £1.25M from the Levelling Up Programme for improvements to Public Realm. The proposed improvements will be carried out along Queen Street which is home to a number of Listed Buildings of significant cultural heritage value to Burslem. The aims of the scheme are as follows:

- To provide a more attractive environment and encourage more people into Burslem town centre.
- To support existing businesses and improve business confidence and investment in the town centre.
- To Improve civic pride and the setting of existing the Listed Buildings such as the Wedgwood Institute and Burslem School of Art.
- To improve pedestrian routes into the town centre from new housing developments to the south and east.

## Layout Plan of proposed improvements along Queen Street



The Wedgwood Institute



The scheme Layout Plan above illustrates the improvements which will include:

- Wider pavements and narrower road to improve the pedestrian environment and provide opportunities for street cafes and activities.
- New tree planting to provide seasonal interest and improve biodiversity.
- Natural stone materials to improve the setting of Listed Buildings and the historic town centre Conservation Area.
- Maintenance of access for deliveries to businesses but with a more attractive carriageway in keeping with the Conservation Area

Burslem Market Hall



The Public Realm scheme will support other work in the Town Centre including work to improve the condition of Burslem Market Hall and the Wedgwood Institute to ensure no further decline of the buildings whilst future uses are being investigated.





# Burslem Public Realm Scheme

Artists impressions of improvements in Queen Street

Existing view of Queen Street



Proposed view of Queen Street

- Footways increased and carriageways reduced in width to improve pedestrian amenity.
- New high quality natural stone paving and kerbs to improve the setting of Listed Buildings and create an attractive environment to encourage more people to use the town centre.
- Wider pavements will provide opportunities for street activity such as pavement cafes and a more attractive environment with more people will encourage business confidence and investment.
- New tree planting along the street to improve the environment and create year round interest.



Existing view of Queen Street looking towards the Wedgwood Institute



Proposed view of Queen Street

- The use of natural stone paving across the street on footways and carriageways improves the setting of the Listed Buildings and provides a high quality centre piece for the town.
- Warm, natural stone colours complement the colours of the Listed Buildings.
- New steps and retaining walls to improve access to the buildings.
- A pedestrian priority space is established which reduces vehicle speeds and provides an attractive environment to encourage more people into the town centre.

