

# Broadmead Retail Centre, Bristol.

Broadmead, the central shopping area of Bristol, has changed considerably over the centuries, from the medieval street plan that still existed in 1673, the large scale rebuilding of the 19th century, to the reconstruction after heavy bombing during the 2nd World War.

Broadmead has been redeveloped and improved over a number of years in a piecemeal fashion and is today facing the challenge of edge-of-town retail developments. To help improve the environment Bristol City Council asked us to review the retail centre in the context of their legible city initiative and to propose a strategy for regeneration of their masterplan.

Following extensive consultation and evaluation of existing and anticipated development proposals the masterplan was updated and in addition to proposals for the centralisation of ad-hoc sales stalls to create a market area and the provision of new Retail Kiosks a specific series of 'place reference elements' were designed to help the retail centre re-assert its identity as a unique area within Bristol.

The elements encompassed the full range of street furniture.

Client: Bristol City Council, Department of the Environment/  
Broadmead Management  
Project value: £30.0m



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