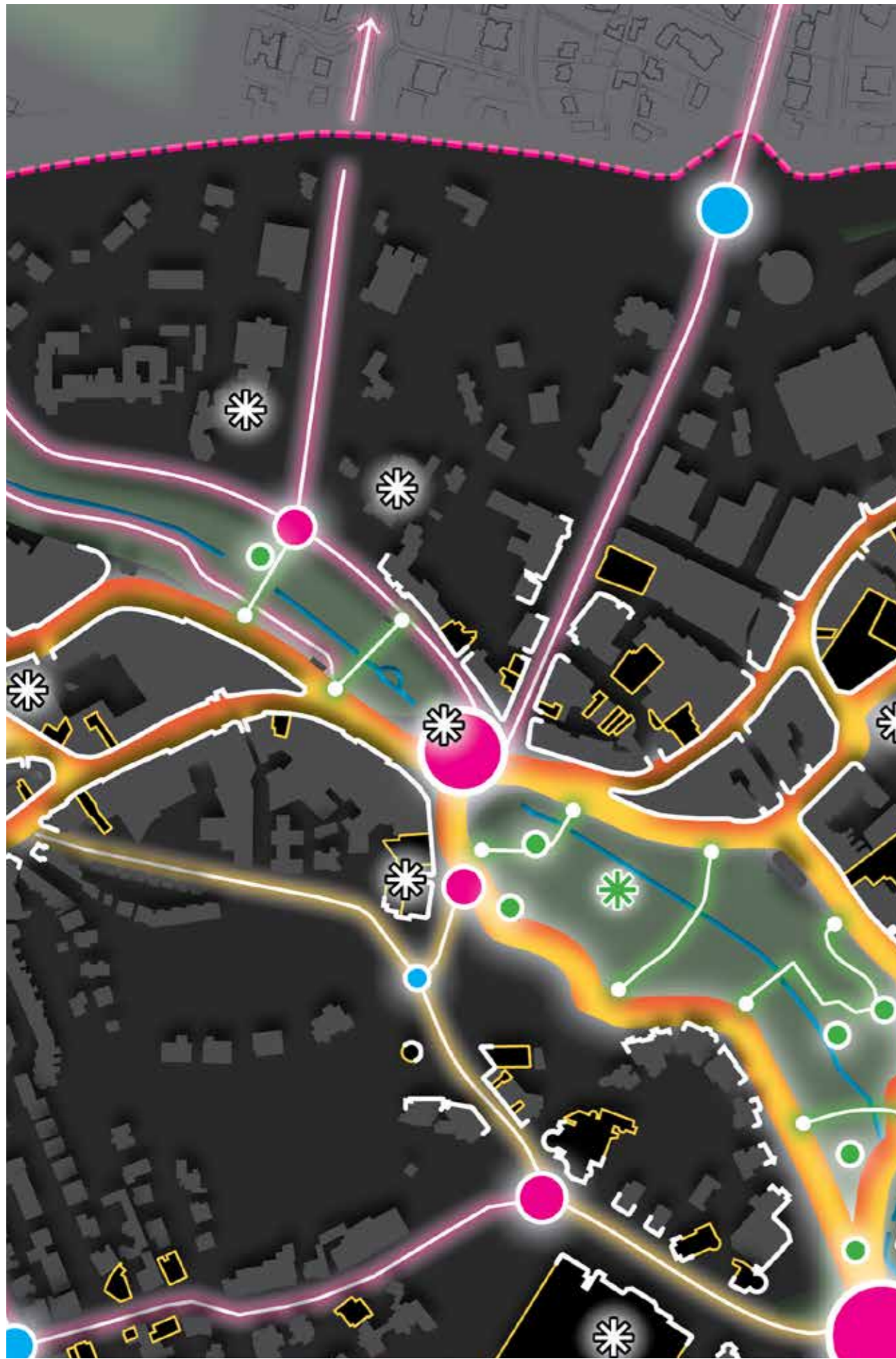


Practice Profile 2017

Feria Urbanism



feria
urbanism



About Us



PRESTON A residential renewal project, shortlisted in an RIBA architectural design competition.

Feria Urbanism is a design studio with specialisms in urban strategies, neighbourhood planning, civic design and public realm and design training.

This combination of expertise allows our team to address contemporary place-making challenges in positive and practical ways. The planning system today provides opportunities for local communities to directly shape and influence the places in which they live and work. We can provide the urban design and planning insight that communities need to make the most of these opportunities.

The insight we provide is appreciated by the organisations we work alongside, from large city authorities to small rural parishes; from major landowners to not-for-profit community organisations. We are also involved in design education and have strong links with our local university architecture department.

Established in 2007, we have since delivered many successful urban planning and urban design projects across the country. We have a wider team of up to five landscape designers, urban planners and graphic designers that we can draw upon to support larger and more complex projects but most of our work is delivered by our core team of Richard Eastham, Anna Freiesleben and Antonia Morgan.

Please get in touch. We will be delighted to hear from you.



Urban Strategies

LIVERPOOL

Our work in this city included a design report to guide new investment in the Stanley Street quarter of the city centre, home to many LGBT businesses.



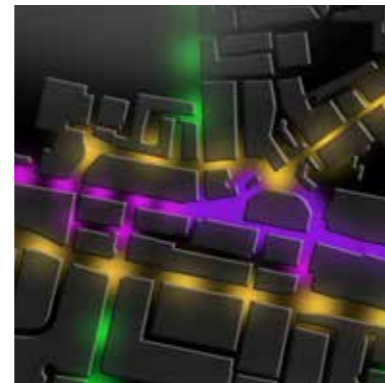
TWO WATERS HEMEL HEMPSTEAD

We have prepared a strategic design and planning framework to support new investment in this 124 hectare site, on the southern edge of the town centre.



WEYMOUTH

Working closely with residents, community groups and businesses, we have developed a master plan for this south coast town centre.



BEXLEYHEATH

Our work developing an after dark strategy helped secure a significant £4.13m public realm delivery fund from Transport for London.



Neighbourhood Planning

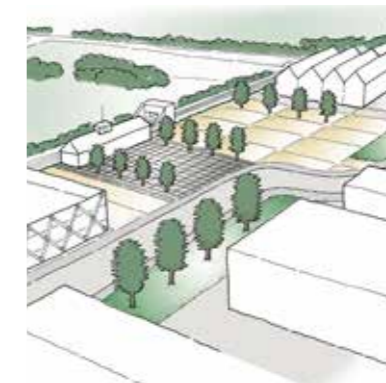
LEWES

We are working with the town council and the national park authority to develop a neighbourhood plan to shape the future of this Sussex county town.



BRISTOL

Working with the local community, we developed new public realm proposals for the Knowle West neighbourhood of this vibrant city.



STAPLEHURST

Our ideas for this Kent village include a new civic square outside the station to offer a better welcome to visitors. In November 2016, the final plan was supported at referendum.



PADDOCK WOOD

We are working with local interest groups and the town council to develop new ideas for this Kent town, one of several neighbourhood plan projects we will be working on during 2016.



Civic Design & Public Realm

OLD TOWN HEMEL HEMPSTEAD

Our ideas for an improved public realm in this important heritage and conservation area were widely welcomed and have since been implemented.



Training & Education

SCHOOLS PROJECTS

We have run several exciting and practical urban design education projects with schools and young people.



BOURNEMOUTH

Our after dark strategy for the town centre included improved public realm at key locations. Many of these ideas have since been delivered on site.



TOWER OF LONDON

We have advised on ways to improve the pedestrian experience in and around this UNESCO World Heritage Site.



BEXLEYHEATH

This innovative town-wide project is now complete and won the "Excellence in Walking and Public Realm" category at the 2014 London Transport Awards.



ARTS UNIVERSITY BOURNEMOUTH

We have close links with our local university where Richard is a visiting tutor on the architecture course.



LOCAL AUTHORITIES

We have organised and run several successful urban design training courses for local authority officers and elected members.



DESIGN REVIEW

Richard is a member of the South East Design Review Panel. He also chairs the Bournemouth Design Panel, advising on the design quality of development proposals across the town.

Anna Freiesleben

BSc (Hons) Architecture



Anna is a part one qualified architecture graduate with a particular interest in community relations and improving people's lives through insightful urban design.

During her degree, Anna focused her architecture projects on having inclusive and sustainable aims, always considering her building designs within a wider context. Studying in Belfast brought to her attention the socio-political divides which have either been heightened or relieved through urban design and urban planning. Before joining Feria Urbanism, Anna gained experience in a variety of other architectural practices, working on healthcare, education and residential projects.

Since joining our team, Anna has been involved in a variety of projects including the redevelopment of sports and community buildings at the Slades Farm Open Space in Bournemouth where she has provided a strong architectural insight to the overall site plan.

Anna is also supporting Richard on our range of neighbourhood planning projects, including key projects in Ticehurst, East Sussex and Paddock Wood, Kent where she will be helping to create strategic diagrams and detailed drawings as well as helping to run a series of community consultation events.

Anna grew up on the south coast of England and is an architecture graduate from Queen's University in Belfast.

Richard Eastham

BSc (Hons) MA (Urban Design)

DipUP (Dist) MRTPI AoU



Richard is an urban designer and urban planner with nearly 20 years' experience in the preparation of design strategies and development frameworks. He has particular expertise in engaging with stakeholders and local communities to help shape and influence emerging spatial strategies.

Richard is a member of two design review panels, a recognition of his design skills and wide experience. He uses this experience in his role as visiting tutor on the architecture course at Arts University Bournemouth.

In 2015, he was nominated as one of the four most inspiring people in the planning and urban design profession by the Royal Town Planning Institute's Young Planner Survey.

He has prepared urban framework plans for Liverpool, Hemel Hempstead, Preston, Weymouth and Bexleyheath; neighbourhood plans for several community groups in Kent, Lewes and Bristol and has recently completed a place-identity and urban-branding strategy for Bournemouth town centre.

Richard is currently providing design advice on a £1bn regeneration scheme in Hampshire that will deliver 3,350 new homes, over 5,000 new jobs, a new town centre, new schools and the protection and enhancement of 150 hectares of natural environment over the next 20 years.

He was born in Preston, Lancashire and trained at the University of Sheffield, at the University of Manchester and at Oxford Brookes University.

Antonia Morgan

BA (Hons) Architecture



Antonia is a part one qualified architecture graduate with a keen interest in public engagement with the planning process and how urban design and heritage can combine to create distinct community identities.

Antonia has worked with Feria Urbanism since 2013. She has a particular interest in heritage preservation and sustainability and has good knowledge of the design and construction process. She provides regular advice to developers on the sustainability of new buildings and conversions to help guide projects through the environmental requirements of the planning system.

Antonia has been a key part of the team in Lewes, Staplehurst and Two Waters in Hemel Hempstead. She is currently working with Richard on a variety of neighbourhood planning projects, working with many different stakeholder groups. In several of these projects, she is using her architectural expertise to provide advice on how heritage buildings can be retained and restored to create new focal points for rural communities.

She has also provided research for projects to enliven new public spaces and was a key part of the team on our widely acclaimed Bournemouth By Night project.

Antonia is originally from Stoke-on-Trent and is an architecture graduate from the Arts University Bournemouth.

What They Say

“What a fantastic team you are! Thank you all so much for your hard work. It must have been a gruelling few days. Your guidance was fantastic and you were all so brilliant at making people feel welcome and at home with the team and helping us to contribute to the process. We can’t imagine we could have had a better group to help us!”

Joy & Chris Austen, Hawkhurst
Neighbourhood Plan Steering Group

“The town council has asked me to thank you on its behalf for your hard work and professionalism. We were impressed with your measured and forensic approach to the all the challenges.”

Jackie Westlake, Faversham Town Council

“We would like to say thank you for all of the help you provided. We especially appreciated the patience and good humour you all brought and the ability to challenge and bring a fresh perspective.”

Len Wyatt, Knowle West Area
Neighbourhood Forum, Bristol

“I want to compliment you and your team for the two workshops in Bournemouth. I have been to quite a few consultation events but none have been so well-organised, presented and well-run as yours.”

Alan Tulla, Urban Lighting Designer

“The three day design forum has been an overwhelming success and only positive feedback had been received all round. The process facilitated by Feria Urbanism allowed individuals to look at the parish in a different light. Genuine new ideas and approaches were brought to the fore.”

The Staplehurst Rural Settlement Group

“Richard was an engaging and creative lead facilitator for the recent schools project. His expert knowledge in the field of urban design and town planning professionalised the project for the students and inspired them to think critically and be creative. Richard had an excellent manner with the students, who responded well to him and as a result, produced a very high standard of work.”

Kristina Broughton, Dorset History Centre

“The Feria Urbanism team quickly grasped our needs and the team members worked with us to produce the template for a master plan within a very tight time frame. Their commitment to the project was unequivocal and they demonstrated a level of research into the locality that opened the directors’ eyes to the long term potential of our site.”

Louise Studd, Halesworth Campus Ltd,
Director & Chief Executive

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