

ABOUT THE PROJECT

In 2015, Medway Council successfully secured Local Growth Funding for Strood town centre. The draft action plan sets out proposals aimed at improving traffic flow, movement throughout the area, the public realm and selected buildings to create a sense of place within Strood.

STROOD,
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SAY

Objectives

In developing an improvement plan for Strood town centre our objectives are to:

- Improve journey times and reduce congestion;
- Deliver a safe and attractive environment for those that walk, cycle or use public transport;
- Renew and refresh the public spaces and the shopping environment; and
- Create a feeling of place and pride.

We believe that the above objectives will lead to the following outcomes:

- Local people and new residents will choose Strood town centre for shopping or leisure activities;
- Success will lead to economic growth, new jobs and increased land values;
- The town centre will be very well connected to new residential development areas; and
- Visitors and those passing through, will travel at a consistent speed and easily navigate through the area.

Retail proposals

A number of projects are proposed to improve the retail options and the attractiveness of the entry points to the town centre. These include shop front and upper floor improvements, an example of what could be delivered is illustrated below.



Leyton High Road, Leyton

Architect
J JAN KATTEIN
ARCHITECTS

In partnership with:

**PROJECT
CENTRE**

Lighting

The lighting strategy will highlight the unique character of Strood town centre by improving the lighting quality of the street, civic places and identifying key features.

Architectural lighting

There are three key focus areas to the architectural lighting strategy:

- Highlighting the bridges and viaducts to give a unique character to the town centre and act as gateways.
- Celebrate local distinctiveness by picking out key buildings for lighting.
- Highlight and enhance local gathering spaces.

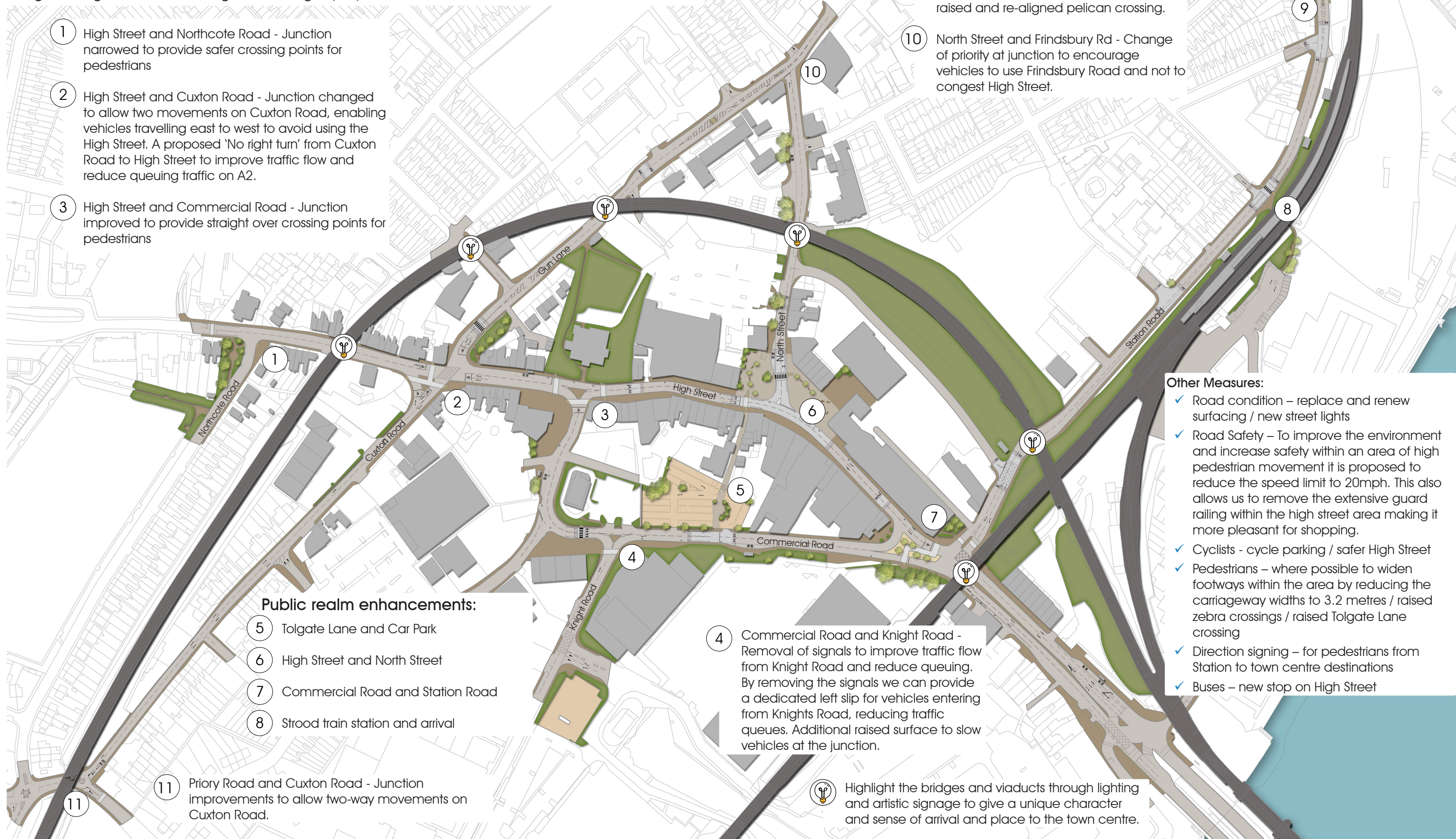


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MAP OF PROPOSALS

The key issues addressed by this project are to re-route through traffic from the centre of Strood, reduce traffic speeds, reduce queuing and improve pedestrian crossing opportunities. This approach will create a town centre feel for Strood and will provide more direct routes for those wishing to travel along the A2, M2 and Gravesend Road.

Following thorough traffic modelling, the changes proposed are:



To deliver a transformational change to Strood town centre
- PROJECT VISION STATEMENT

PUBLIC REALM

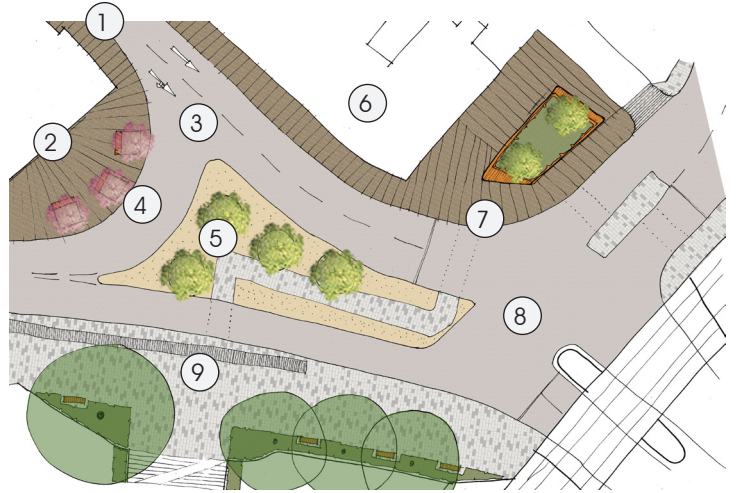
The proposed public realm improvements aim to improve access, pedestrian movement and the look and feel of the town centre. Four key sites have been identified for improvements such as landscaping, improved paving, removal of guard rails and installation of feature lighting.

Commercial Road and Station Road

Vision: Through improved access and visual improvements, create a clear sense of arrival into the town centre from the south east.



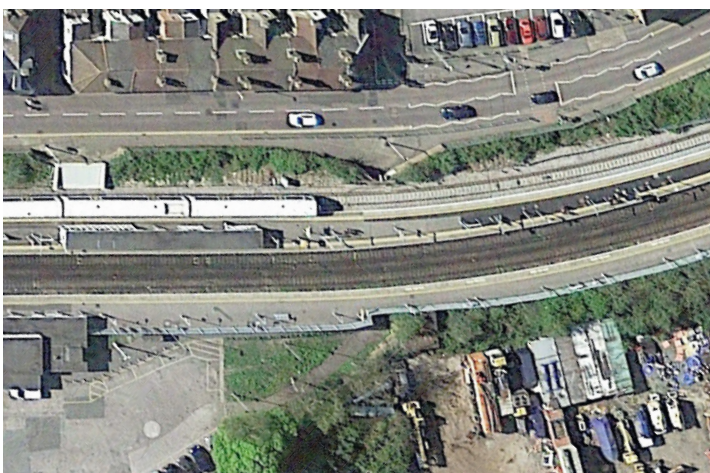
Source: Google Earth



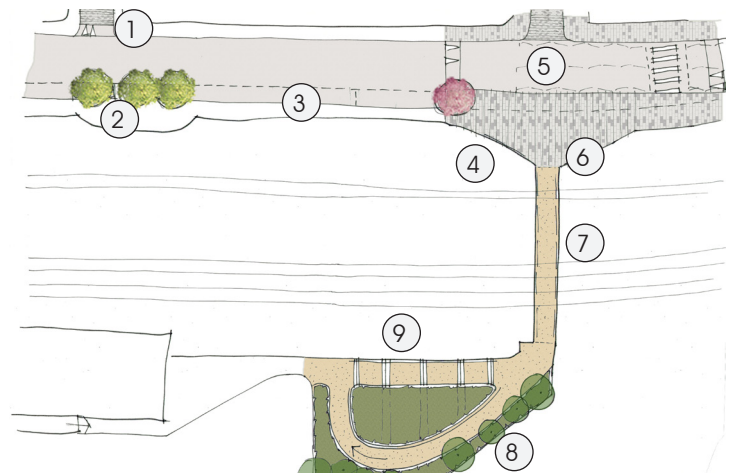
Actions: ① Removal of guard railing from the area. ② Artwork where possible on the side of buildings. ③ Road resurfaced. ④ Additional public realm space for planting and seating. ⑤ Additional mature trees. ⑥ Footway widened and resurfaced with high quality material. ⑦ Redesign with improved public realm area. ⑧ Relocated crossings and de-cluttered traffic islands cater for pedestrian movements. ⑨ High quality footway material.

Strood train station and arrival

Vision: Enhance this key arrival point, improving safety, destination finding and accessibility as well as creating a welcoming gateway into Strood



Source: Google Earth



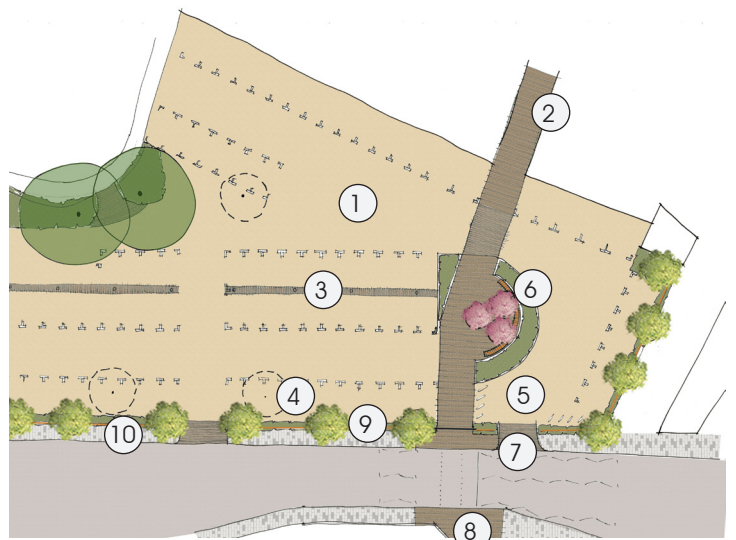
Actions: ① Roads have side entry treatments to help prioritise pedestrian crossing. ② Existing parking bay retained and interspersed with trees to break visual impact of parked cars. ③ Taxi and drop off bays. ④ Brick wingwalls cleaned and painted with artwork. ⑤ Road narrowed, junction raised, signalised crossing changed to zebra and guard rail removed. ⑥ High quality concrete paving identifies this space as special. ⑦ Walls of tunnel cleaned and improved lighting installed. ⑧ Build DDA compliant ramp and hand rails as well as improved lighting and anti-slip surface. ⑨ Existing steep footpath graded out with intermittent steps.

Tolgate Lane and car park

Vision: Establish the car park as a multi-functional space for markets, activities and events.



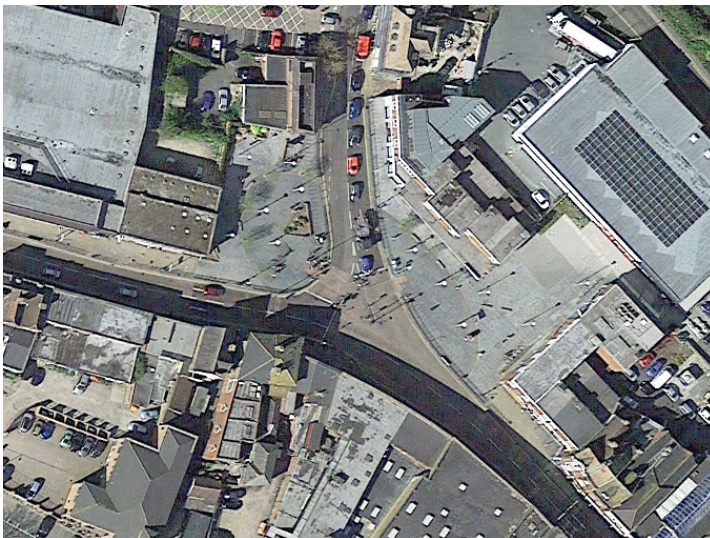
Source: Google Earth



Actions: ① Car park surface to be covered with small-size gravel or chippings. ② Lane to be paved in high quality natural stone and alignment straightened. ③ Existing lighting retained and pop up electrical feeds for market stalls. ④ Trees removed and additional trees planted elsewhere within the scheme. ⑤ Cycle stands provided. ⑥ Create public space with benches and planting provided. ⑦ Artistic gateway. ⑧ Paving reflected on other side of Commercial Road to create a visual link. ⑨ Soft landscape frontage with timber kneerail. Stormwater is collected by planting. ⑩ High quality concrete paving along Commercial Road.

High Street and North Street

Vision: To recreate a low-speed shopping street, where users can move freely across the road without barriers.



Source: Google Earth



Actions: ① Community planting scheme. ② Existing trees retained. ③ New crossing outside Tolgate Lane. ④ Wider footways and removal of guard railing. ⑤ High quality granite paving extended throughout High Street. ⑥ Guard rail removed from all sides of street. ⑦ Angel Corner and eastern space - existing natural stone paving retained, with local repairs. ⑧ Removal of traffic signals and replacement with simple priority junction. ⑨ New zebra crossing to allow safer pedestrian movements and raised area to slow traffic within 20 mph zone.