## **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.



## **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

JAN KATTEIN
ARCHITECTS

In partnership with:



## 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.







### 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 queing 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. Station Road - raise the surface level at Following thorough traffic modelling, the changes proposed are: each junction, 20 mph speed limit, and a raised and re-aligned pelican crossing. High Street and Northcote Road - Junction North Street and Frindsbury Rd - Change narrowed to provide safer crossing points for of priority at junction to encourage pedestrians vehicles to use Frindsbury Road and not to congest High Street. High Street and Cuxton Road - Junction changed to allow two movements on Cuxton Road, enabling vehicles travelling east to west to avoid using the High Street. A proposed 'No right turn' from Cuxton Road to High Street to improve traffic flow and reduce queuing traffic on A2. High Street and Commercial Road - Junction improved to provide straight over crossing points for pedestrians Other Measures: Road condition - replace and renew surfacing / new street lights Road Safety – To improve the environment and increase safety within an area of high pedestrian movement it is proposed to reduce the speed limit to 20mph. This also allows us to remove the extensive guard railing within the high street area making it more pleasant for shopping. Cyclists - cycle parking / safer High Street Pedestrians – where possible to widen footways within the area by reducing the carriageway widths to 3.2 metres / raised Public realm enhancements: zebra crossings / raised Tolgate Lane Tolgate Lane and Car Park Commercial Road and Knight Road -Removal of signals to improve traffic flow Direction signing – for pedestrians from High Street and North Street from Knight Road and reduce queuing. Station to town centre destinations By removing the signals we can provide Buses – new stop on High Street Commercial Road and Station Road a dedicated left slip for vehicles entering from Knights Road, reducing traffic Strood train station and arrival queues. Additional raised surface to slow vehicles at the junction.

Priory Road and Cuxton Road - Junction

Cuxton Road.

improvements to allow two-way movements on

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

Highlight the bridges and viaducts through lighting

and sense of arrival and place to the town centre.

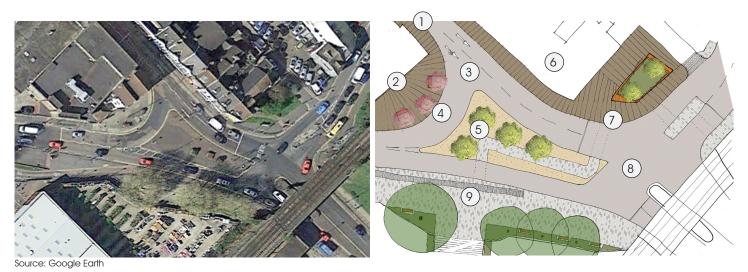
and artistic signage to give a unique character

## **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

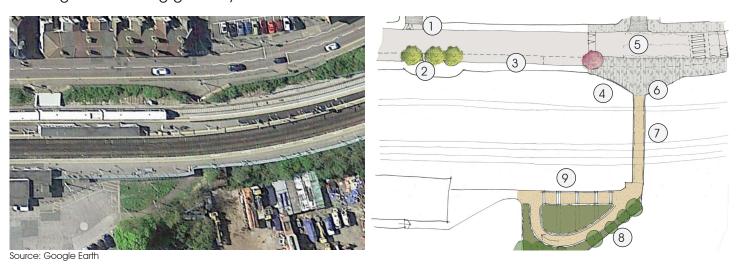
Vision: Through improved access and visual improvements, create a clear sense of arrival into the town centre from the south east.



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

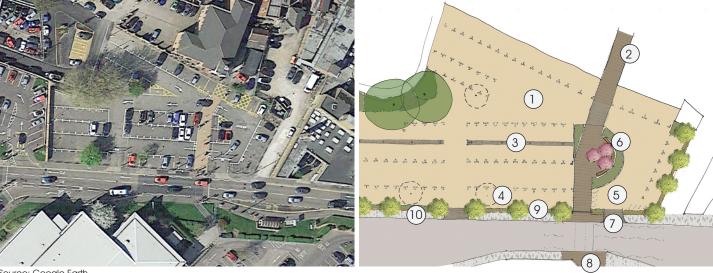


Actions: 1 Roads have side entry treatments to help prioritise pedestrian crossing. 2 Existing parking bay retained and interspersed with trees to break visual impact of parked cars. 3 Taxi and drop off bays. 4 Brick wingwalls cleaned and painted with artwork. 5 Road narrowed, junction raised, signalised 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.

# **PUBLIC REALM**

## Tolgate Lane and car park

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



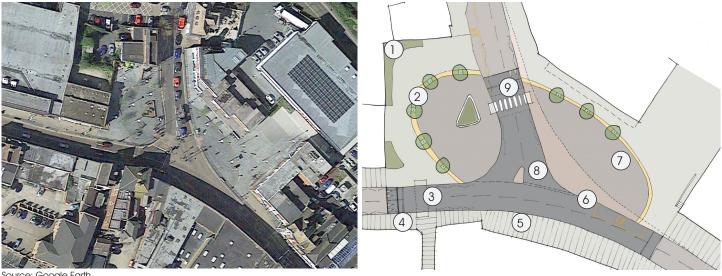
Source: Google Earth

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.



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.