

EXISTING

64 Plumbing Supplies	62 Central Locks	60 Vacant	56 + 58 AMS Opticians	54 Dawson Aerial Service	52 Chubby Kebabs	50 Vacant	48 Beds, Sofas & Furniture	46 Hotheads	44 Pop-Up Gallery	42 Bronze Studio	40 Internet Cafe	38 Launderette	36 Cut and Design
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36-64 Central Road is a long terrace south east of the centre of Worcester Park comprising 12 businesses and 2 vacant units. Focusing works on this terrace will see the **investment spread out thinly across a large number of individual vendors**. There is the opportunity to integrate shop front improvements here with the work of **Meanwhile Space** in the Pop-Up Gallery. One particular property of note is the Launderette at no. 38; a fantastic example of **minimal aluminium shop front design**.

PROPOSED



The existing terrace requires **de-cluttering and rationalising**. Our proposal will include repair and restoration works to the upper facades of the buildings; re-siting satellite dishes and alarm boxes, removing redundant wiring and timber battens, cleaning brickwork and repairing/repainting render. The stucco pilasters between each shop front are a key original feature, these should be restored, recast where necessary and painted bright white to **give proportion to the parade and distinguish between individual businesses**. The parade runs along a gentle incline, installing well proportioned timber signboard fascias will help to accentuate the typography, link the properties to the street and lend coherence to the shops as a collective of businesses. Because the architecture of the buildings is of mixed style and quality the **visual and economic uplift on the high street as a whole will be relatively low**.

198 Hair by Fiko 196 RAF Estates 194 Vacant 192 Vacant 190 Flowers

EXISTING



190-198 Station Terrace will see all the elements of the project come together, linking shop improvements with the pocket park and urban realm/lighting works to the railway bridge to create an **animated and active northern gateway to Sutton and to Worchester Park** which will help to **lift the appearance of the entire high street**. Works here have the potential to turn a tired-looking row of shops into a visually impressive and economically active gateway to the region that delivers an **instantly recognisable landmark** for Worchester Park. It is hard to conceive how a design strategy and landscaping for the pocket park could provide significant uplift without addressing the terrace of shops that border nearly the entire north west aspect of the park.

PROPOSED



The existing terrace has no discernible architectural style and is of a low build quality. It has a negative impact on the station entrance, will blight the new pocket park and is unattractive to prospective retailers. Our strategy proposes radically changing the visual appearance and functionality of the terrace. The existing structure will be retained and clad in plywood coated in a rubber-like waterproof membrane. Coupled with bold colouring and considered signage this cost effective transformation will **help to rebrand Worchester Park**. The units will generate power and **sell renewable energy back to the grid** from 2 wind turbines with custom graphics on the blades. This energy source will enable a dynamic lighting strategy for the railway bridge and shops to **improve appearance and security during the hours of dark**. The rear of the terrace will be opened up to the pocket park, creating dual aspect retail units allowing businesses to expand into **a newly activated public space**. By providing new opportunities for local businesses **tenancy can increase by 40%**.

STRATEGY 3

18-20
Dual
Tools

16
Ace
Accountants

14
Amor
Beauty

12
Deb'n'
Hair

10
COC
Cars

8
Ocean
Fish Bar

6
Bombay
Masala

4
GIS
Windows

2
Stitch
Right

EXISTING



2-20 Central Road has the potential to become a **landmark gateway** for Worcester Park. This showpiece entrance would not consist of a large sign or public sculpture as in so many town centres, but be formed from a parade of **economically vibrant businesses** topped by an **impressive frontage unique to Worcester Park**. Our improvements would build on the **existing architectural style**, making the most of **original features** and high quality shop fronts. None of the units are vacant but there is a perception that the far end of the high street has become forgotten, this proposal would readdress this balance.

PROPOSED



The proposal includes improvements to the upper facade as well as shop fronts. Working at two levels ensures that **maximum impact** is achieved when entering Worcester Park while also **enhancing the experience for residents and customers at street level**. The terrace contains many unique features including stucco banding, delicate steel frames for signage and a gentle curvature, all of which can be **accentuated with creative restoration**. The existing shop fronts are either painted timber or aluminium frames with generous glazing, 1 or 2 may need replacing but the majority would respond well to repainting, repair and renewal. Rationalising the signage, bespoke lighting, selective introduction of awnings, window graphics and furniture will all serve to unite the whole to create a **coherent and timeless shopping parade**.

EXPRESSIONS OF INTEREST

There have been **23 Expressions of Interest** for Worcester Park. We have the chance to allocate a pot of funding for shop window or small scale improvements to some of these properties. Sprinkling a series of interventions down the high street will enable the scheme to **engage with individual vendors to offer shop specific design improvements**. Simple measures, when creatively executed, can breathe new life into businesses and set a precedent for sustainable methods to **renew, rebrand and promote new trade**. This proposal will provide shop owners with design, planning and building expertise, vendors can **make the most of this opportunity by contributing financially to receive additional works**.



23 Broadway Bargains



A lick of paint, coloured vinyl, a pair of fluorescent tubes and a new window display can revitalise an established business and restore pride to a tired looking timber shop front.



83 Worcester Park Motor Spares



Some aluminium shop fronts have minimum mullions and generous window glazing. Creative presentation of goods can create an open threshold between shop floor and high street that attracts customers, creates a pleasant working environment, promotes security and advertises a business 24/7.



New awnings can include integrated signage and the colour pattern coordinates with the butcher's aprons.

Signboards can be designed and customised to suit whether painted timber or backpainted glass, illuminated and 3D lettering or detailed stencils and patterns.



133 Woodward Bros.



Murals and frescos can turn a dreary flank wall from a dirty side street into a high street landmark. Developing a design can be an opportunity to engage local residents and artists.



135+137 Sole II Sole



EXPRESSIONS OF INTEREST



175
Surrey Nefis
Kebab



Seating outside cafes and restaurants not only attracts customers but creates a lively street scene. Without goods for sale in the window there is also the opportunity to come up with more unusual and unique ways to advertise services.



66
Conor
Price



A well designed company logo, font and graphic style can provide the starting point for the transformation of an existing shop front. Bespoke graphics can be transformed into window vinyls, advertising posters, A-frames and labelling for goods in the window display.



159
R.Woodfall
Optometrists



Shop windows can be decorated with vinyl or back-painted by hand. This can help to tailor an otherwise generic shop front to suite the personality and style of individual owners and retailers.

External roller shutters close off the town centre at night, present an unwelcoming face to pedestrians and encourage anti-social behaviour. Relocating shutters internally will dramatically improve the night time appearance of the high street and provide 24hr advertising so people passing by on their way to and from work can come back and visit on the weekend.



184
Kingfish



Thornton Heath Library by FAT Architecture



by Laura May Lewis



Signage does not always need to take the form of a traditional fascia board. Text and lettering can be designed to make a more dramatic statement according to different building-types.