

SUTTON

PROJECT TYPE HIGH STREET REGENERATION

DATES 2012 - 2014

CLIENT SUTTON COUNCIL

VALUE £250K

In September 2012 we teamed up with Project Centre to deliver Sutton Council's ambitious GLA-funded regeneration programme to the North Cheam and Worcester Park town centres. The project aimed to re-launch two Glorious Suburbs by improving the standing of local retailers and strengthening the town centres as the heart of the local community.

North Cheam and Worcester Park have a distinct suburban feel. Both town centres, formerly conceived as glorious suburbs with grand houses arranged off a vibrant high street, have experienced a significant economic decline in recent years. Several shop units were empty, a large office building was standing derelict, and businesses were clearly suffering from competition by shopping centres that have moved within minutes of everybody's doorstep. Furthermore, an ingrained car culture is allowing locals to venture further away for their shopping needs.



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In Worcester Park, works focussed on enhancing the southern gateway into the town centre. A comprehensive package of works to a curving Art Nouveau terrace was designed to strengthen both the nighttime and the daytime economy. Local people have re-named Worcester Park's southern gateway mini times square following completion of the works.

In North Cheam, large shop forecourts and a distinct Tudor-style terrace mark the town centre. Our proposals were designed to enliven the forecourts. Alongside a signage renewal programme, we provided traders with outdoor display furniture, market stalls, awnings, outside seating and parasols that form the backdrop to a lively and bustling street scene.

See also www.glorioussutton.co.uk for our project to advertise the high street.



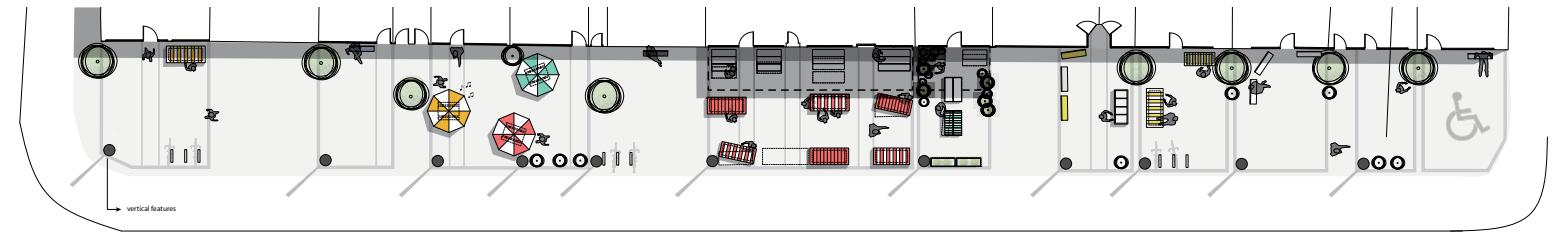
The top end of the high street is looking great. It looks like there is going to be some neons involved on most of the signage so I am hoping it is going to be like Little Times Square at Night.

PJ, The Worcester Park Blog, 2014



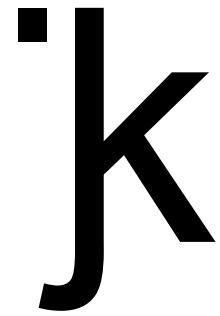
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top: strategic plan of forecourts & activities,
bottom left and right: mobile display units in use
at North Cheam.





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