

High Street Fund

The following images are examples of creative place-making and public realm interventions.

Bridge welcome signage and mural

A welcoming message into the town centre displayed on the bridge with a mural on the wall below it.



Murals

Colourful murals produced by commissioned artist. All potential sites in the area have been identified and the selected walls will be based on reaching agreements with the freeholders. Selected sites will have three design options produced, informed by the principles collated within this round of consultation. A further round of consultation will take place for the community to vote for their preferred design.



Lamp Columns

As part of providing an identity, painting the lamp columns can assist to create vibrancy and compliment the other interventions. It also allows the whole stretch of the High Road to be targeted in a cost-effective manner.



Lighting Scheme

Feature and festive lighting of potential lamp columns, trees or buildings can bring a real wow factor to an area, offering a unique and exciting experience.



Gateway Feature

As part of providing a unique identity, a bespoke marker at key entry points in the area or celebrating areas where there is high visual impact or footfall.



Infographics along cycle routes

Infographics/artwork applied near key junctions of the cycle lanes, which together with complementary infographics along pavements/footway and colourful crossings will create imaginative visual identities to each area.



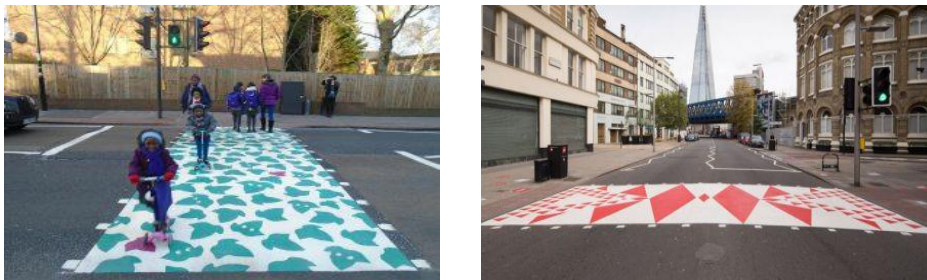
Infographics along pavements

Infographics/artwork applied at key areas on the footway to complement the cycle routes and colourful crossings.



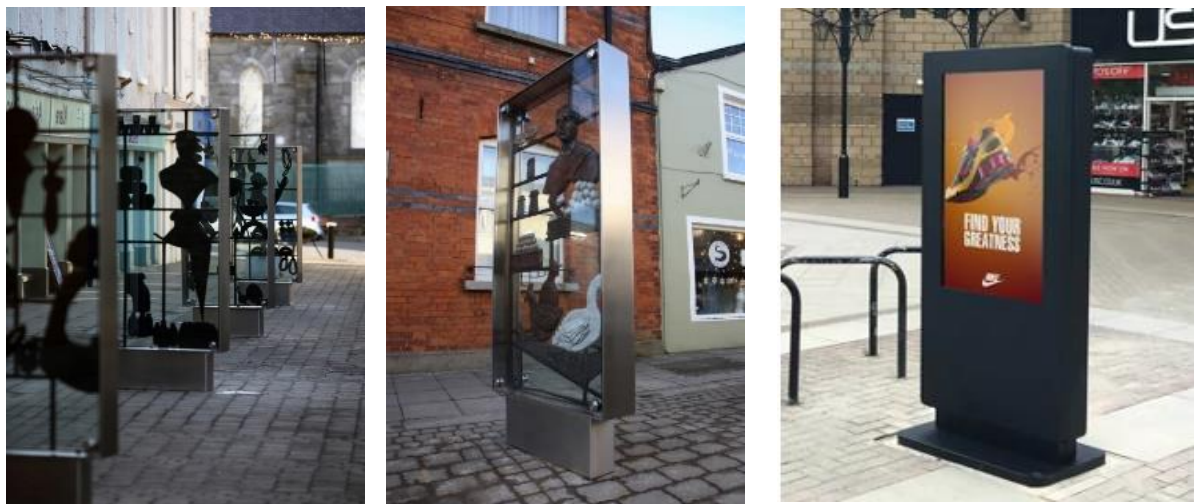
Colourful Crossings

At key signalised crossings, an artistic touch helps to sway power to pedestrians and complementing infographics on the cycle routes and footway.



Art Display

To compliment the static nature of the murals, these display units will allow for changing artwork to be featured by the community, artists, schools, colleges, and university. With all 4 areas targeted as part of the project, the borough can start to create an 'Arts Trail' building on its creative and cultural offer.



Copenhagen Crossings

Copenhagen style crossings blend the pavement into the road, and in doing so signal to drivers they are entering a pedestrian area. They give greater priority to pedestrians and cyclists when crossing side roads within the high street. This makes it safer for people to cross the road in a busy pedestrian environment. These types of crossings typically benefit more vulnerable road users such as school children, elderly people and disabled people.

