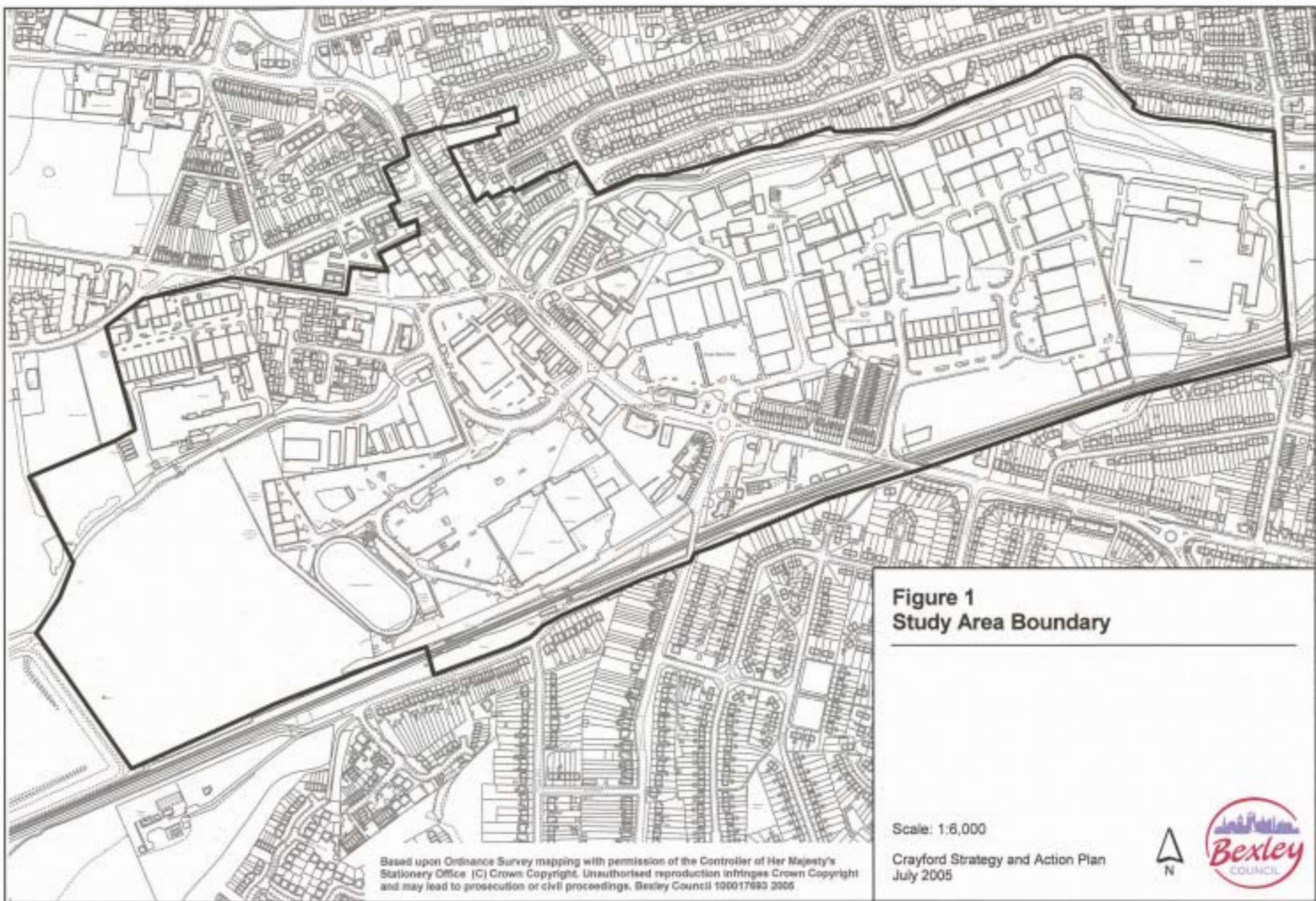


Figures

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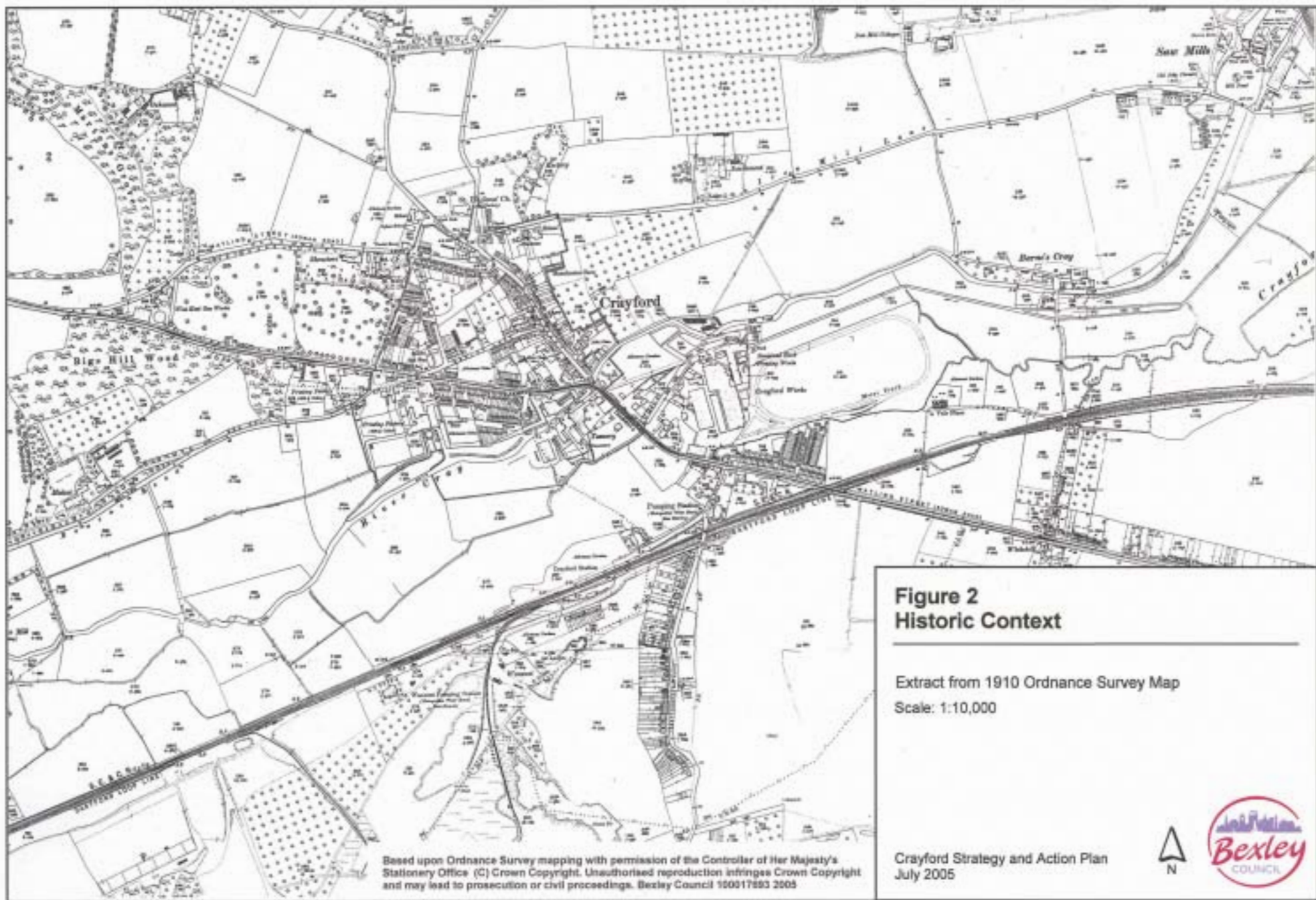


**Figure 1
Study Area Boundary**

Scale: 1:6,000

Crayford Strategy and Action Plan
July 2005





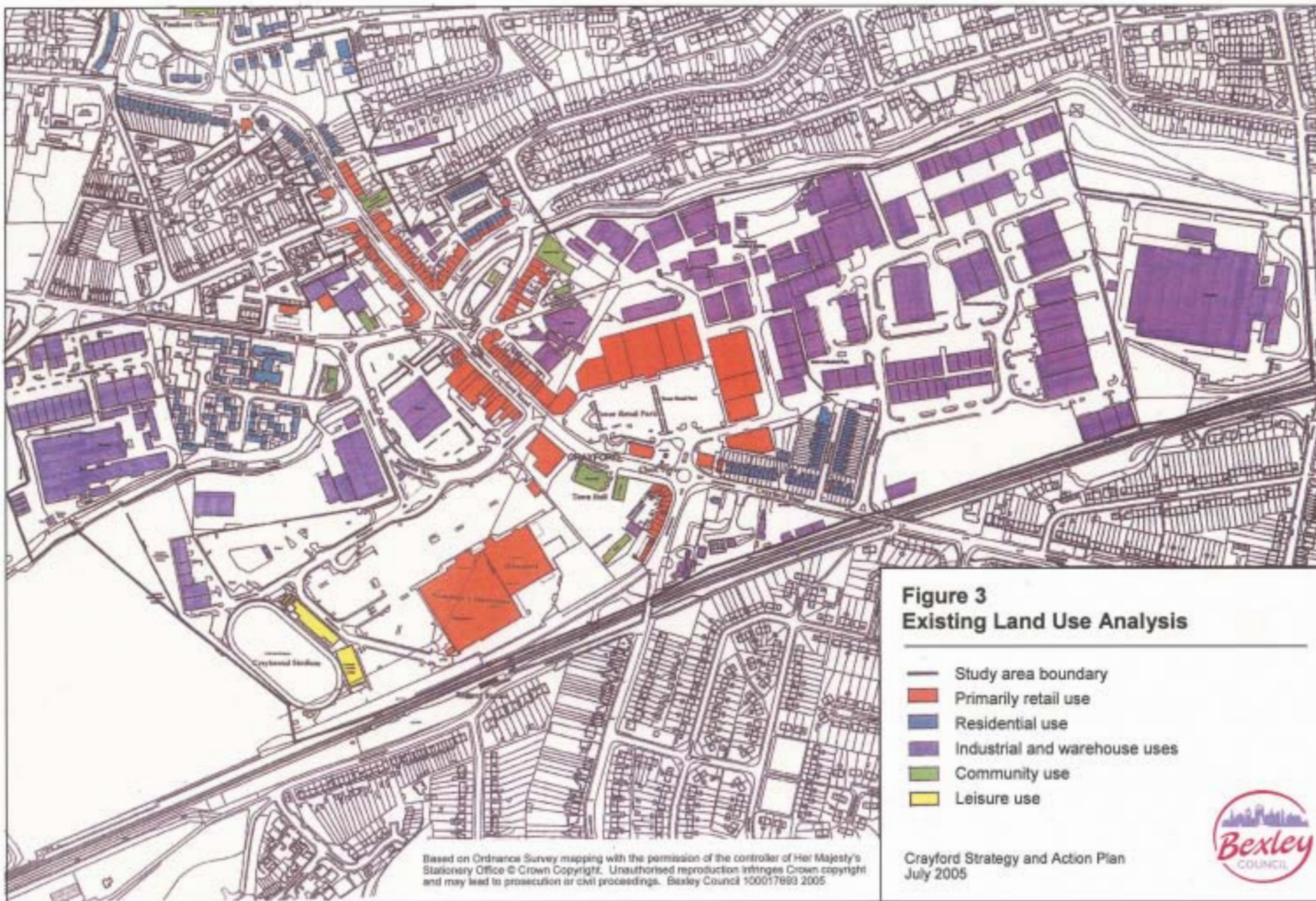
**Figure 2
Historic Context**

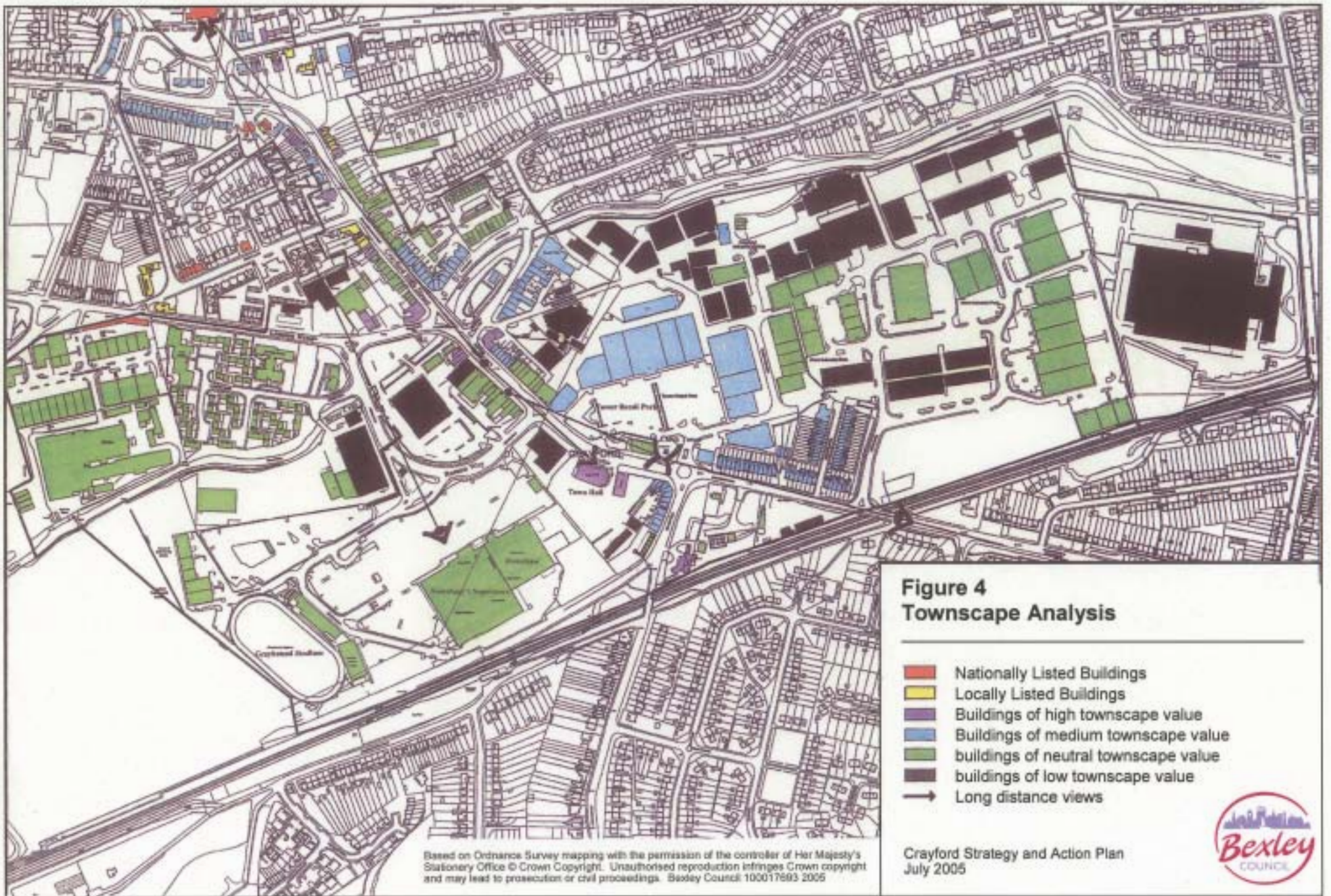
Extract from 1910 Ordnance Survey Map
Scale: 1:10,000

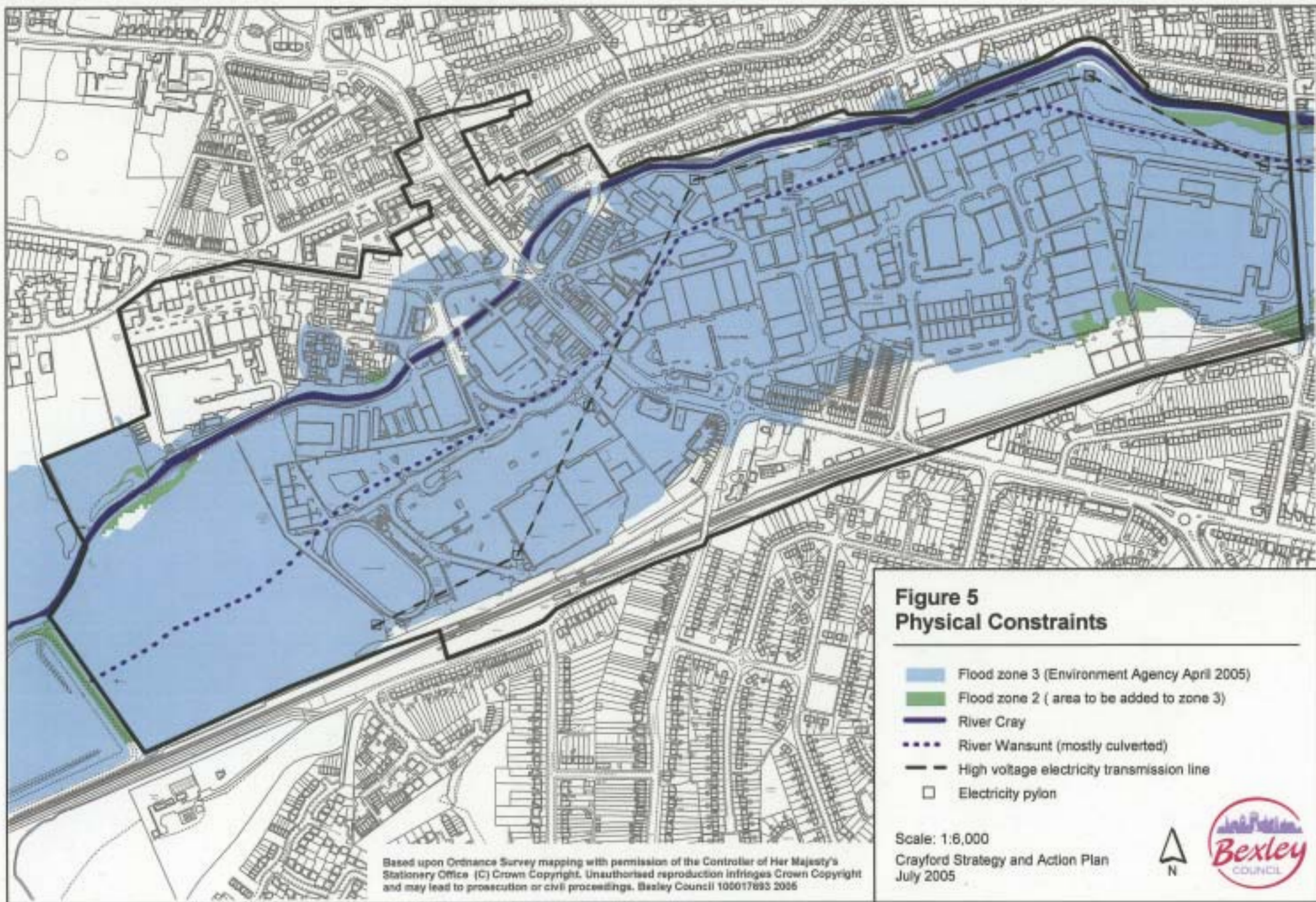
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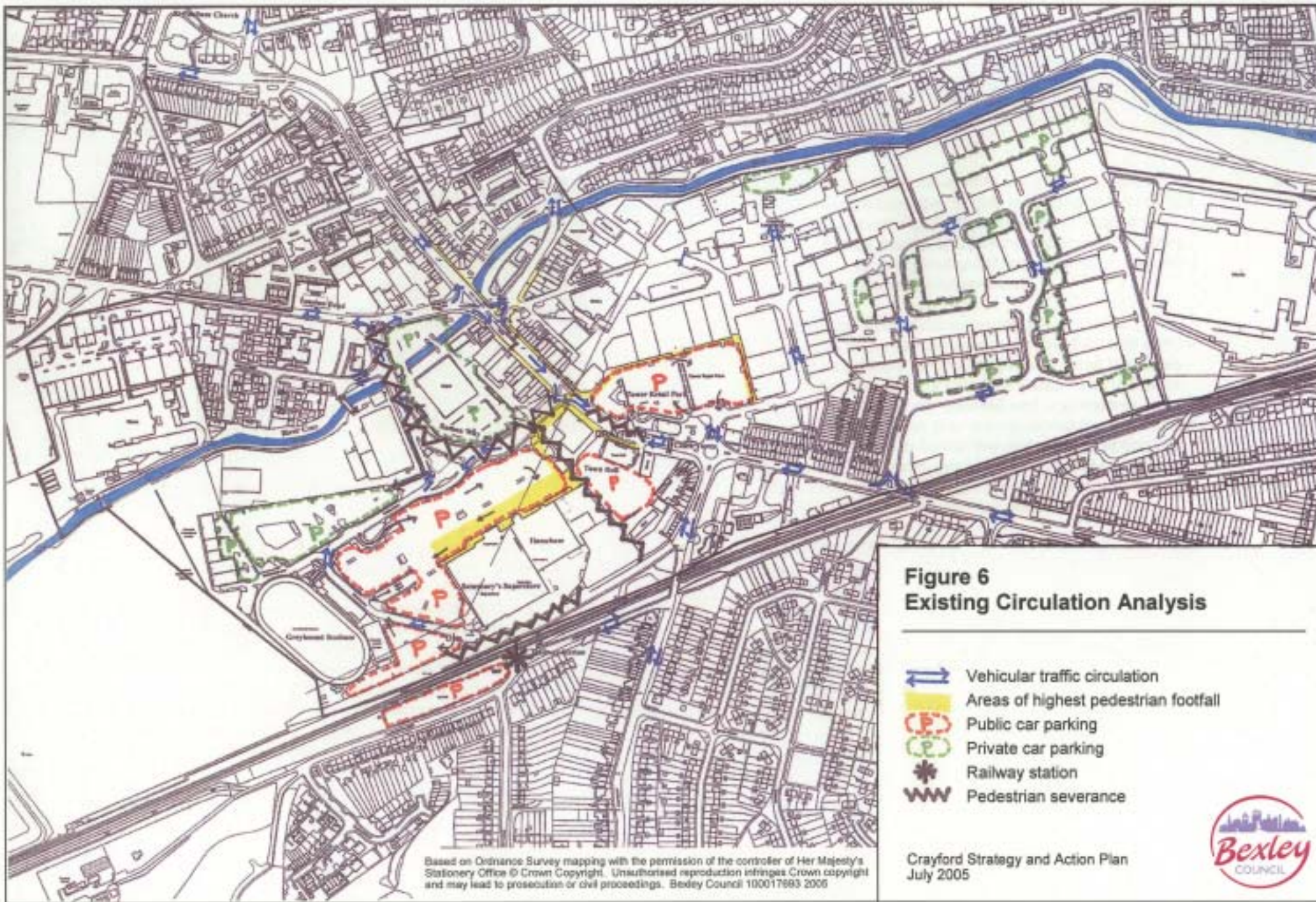
**Figure 5
Physical Constraints**

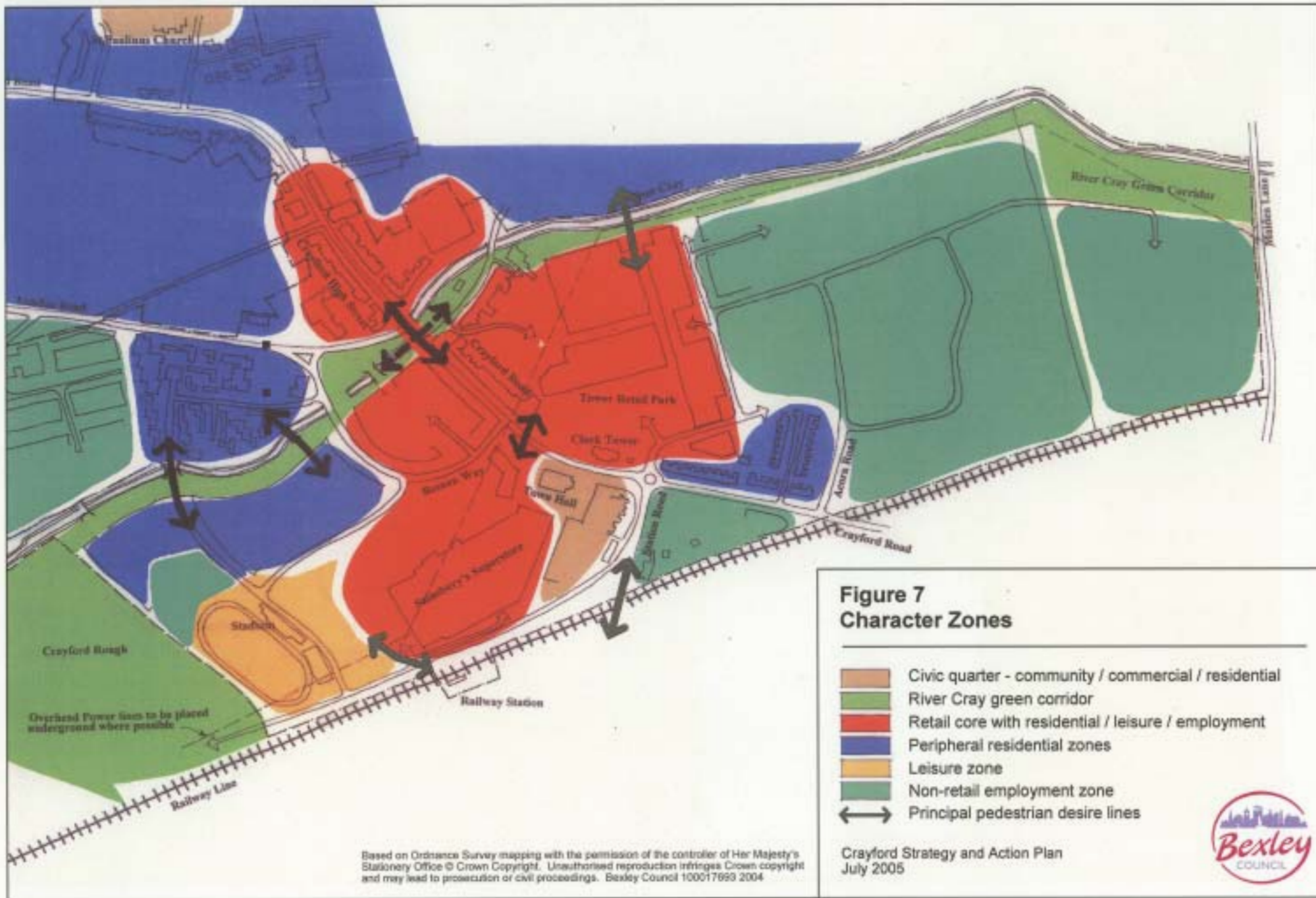
- Flood zone 3 (Environment Agency April 2005)
- Flood zone 2 (area to be added to zone 3)
- River Cray
- River Wansunt (mostly culverted)
- High voltage electricity transmission line
- Electricity pylon

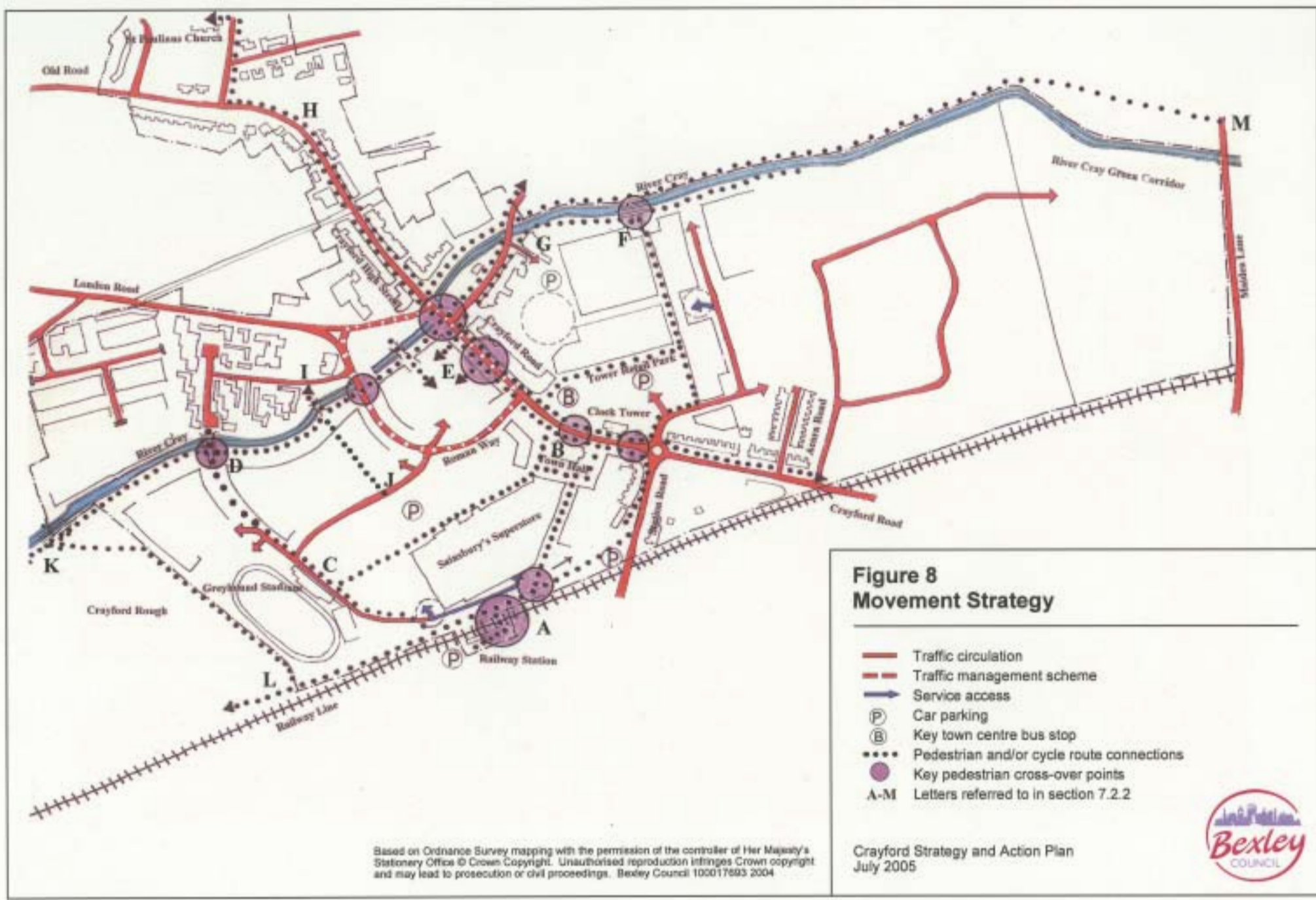
Scale: 1:6,000
Crayford Strategy and Action Plan
July 2005

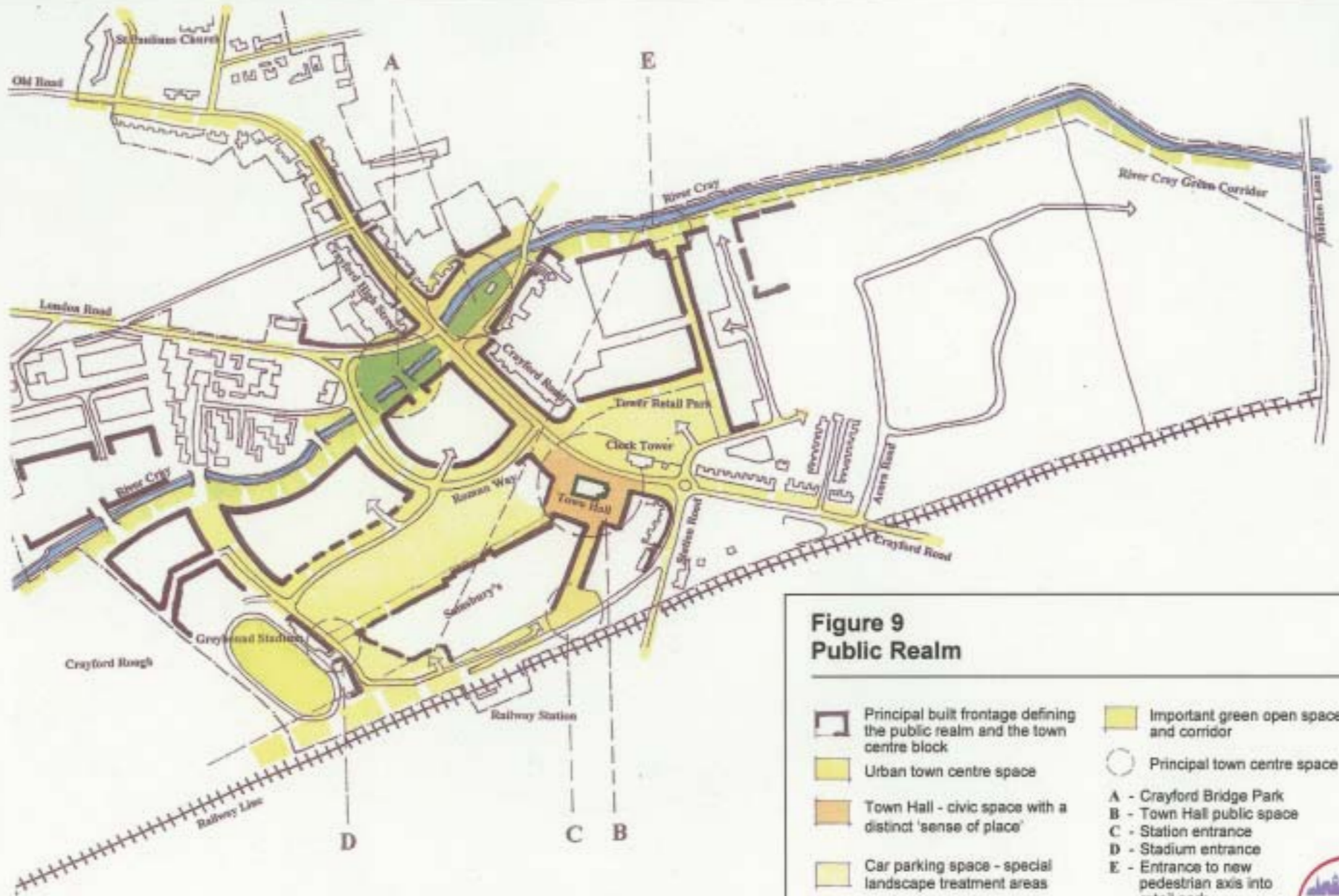


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











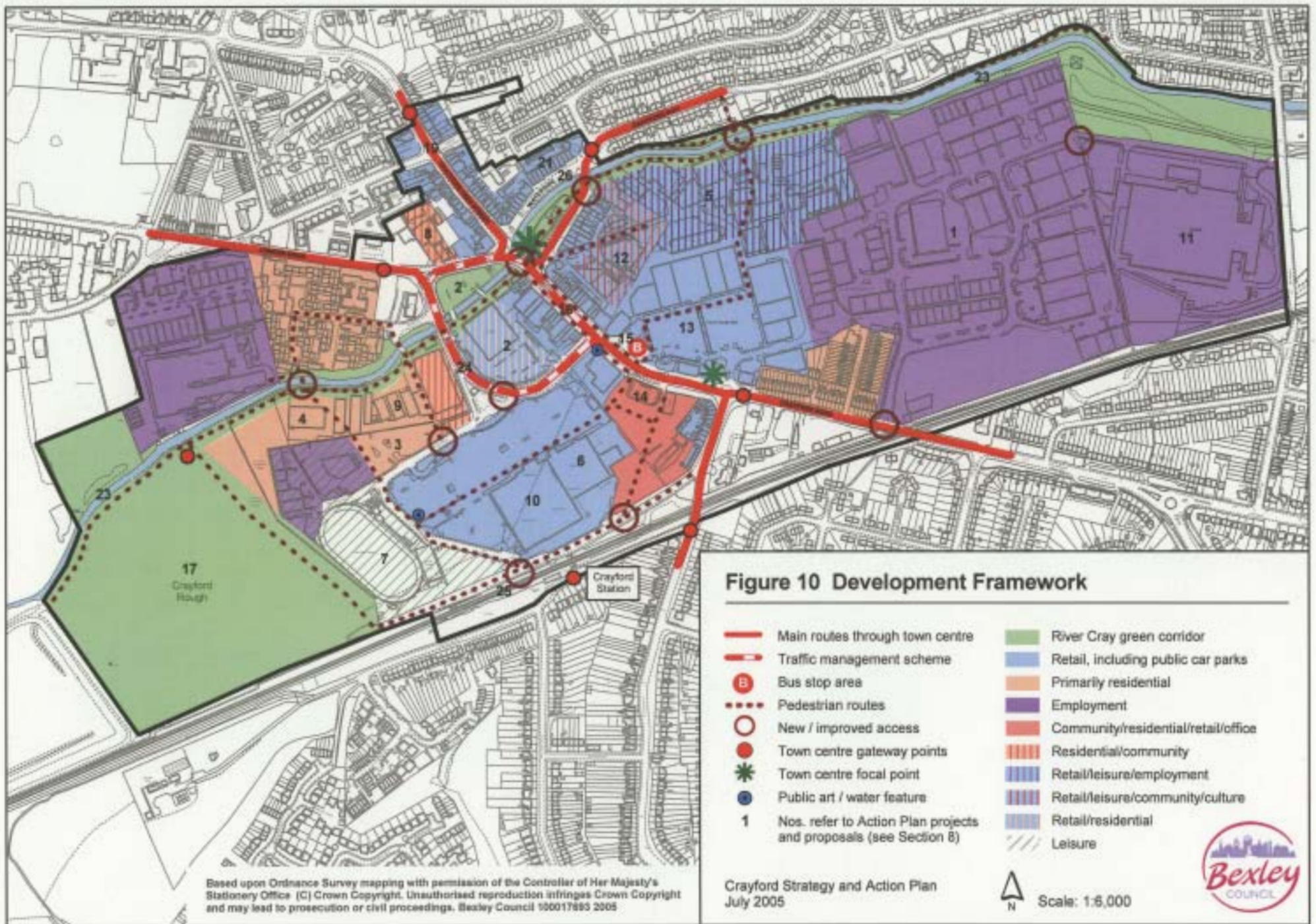


**Figure 9
Public Realm**

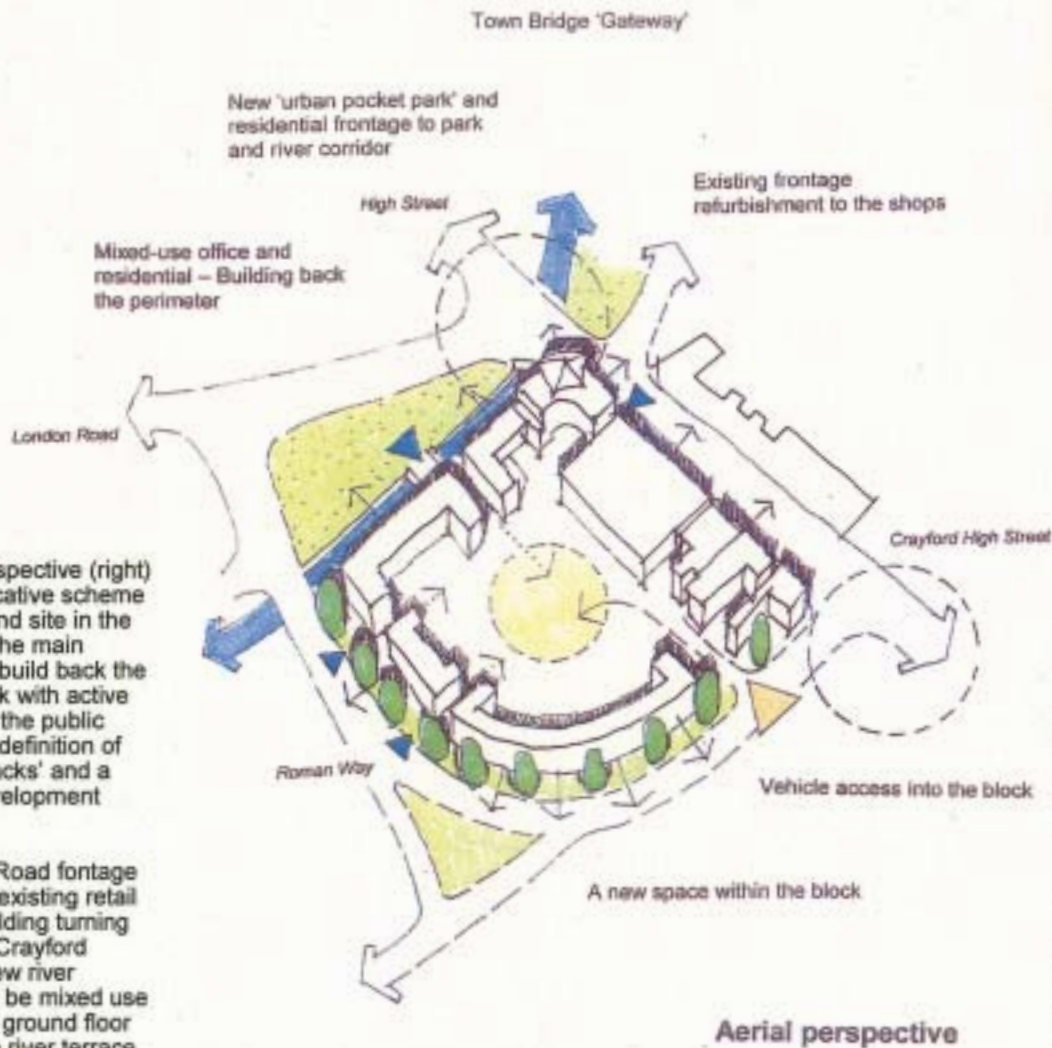
-  Principal built frontage defining the public realm and the town centre block
-  Urban town centre space
-  Town Hall - civic space with a distinct 'sense of place'
-  Car parking space - special landscape treatment areas
-  Important green open space and corridor
-  Principal town centre space
- A - Crayford Bridge Park
- B - Town Hall public space
- C - Station entrance
- D - Stadium entrance
- E - Entrance to new pedestrian axis into retail park

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BT Island



The aerial perspective (right) shows an indicative scheme for the BT Island site in the town centre. The main objective is to build back the perimeter block with active frontage on to the public realm, a clear definition of 'fronts' and 'backs' and a mixed use development package.

The Crayford Road frontage is refurbished existing retail with a new building turning the corner on Crayford Bridge. The new river frontage could be mixed use commercial at ground floor level along the river terrace with housing above. The Roman Way frontage could be housing.

The River Front Side Of The Block As It Could Be



The images (above and below) show a suggested treatment to the river frontage of this block. The scale and form that the river frontage to this block could take is shown (below)

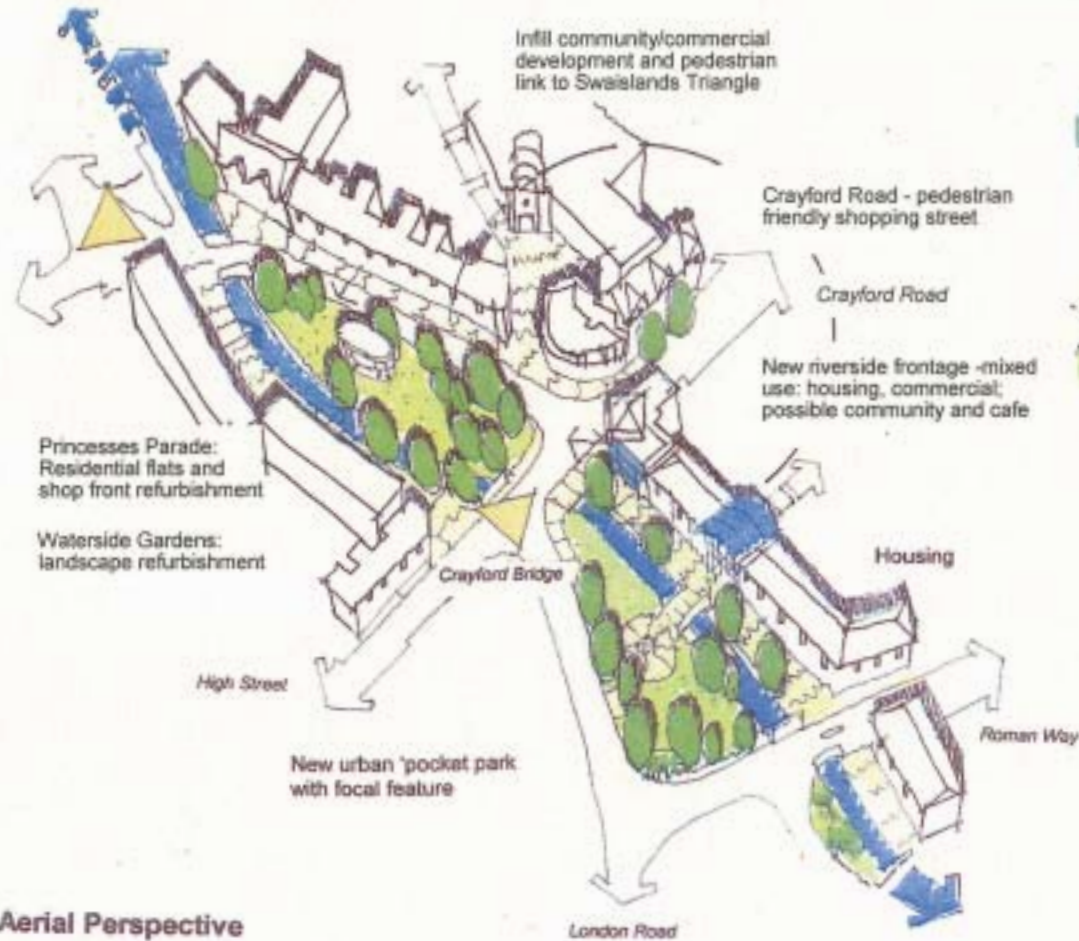
The access to and type of park treatment to the riverside space is shown (above).



Figure 11
BT Island

Crayford Bridge

The River Cray corridor is one of Crayford's principal assets and its water front offers exciting opportunities. The aerial perspective (below) illustrates the proposed Crayford Bridge Park and associated new development facing onto the river corridor.



Aerial Perspective

Improved Town Bridge with pedestrian access to the waterfront

New corner development and café terrace with commercial frontage below

New pocket park



Waterfront riverside pedestrian link and terrace

A New Town Centre Water Front

The perspective (above) is an impression showing the principles of a riverside terrace development with public access along the corridor. The viewpoint is looking towards Crayford Bridge.

**Figure 12
Crayford Bridge**

Shopping Opportunities

Improving the Crayford retail experience is a key objective.

The perspective (right) shows an impression of a new retail mall link, looking from the riverfront to wards Tower Retail Park.

Retail activity in the street

Additional retail activity, spilling over into the street can help liven the retail experience of a town centre. A specialist street market could also enliven and compliment the main retail offer. The use of wider pavements for shops and cafes to 'spill over' into the public realm adds to the commercial variety and activity.



High Street streetcape improvement

Residential and improved uses at upper floor level



Shop front improvement programme

Shop front design

The quality of shop front design, fascia detailing and lettering, paint schemes, shutter and roller blind integration would be addressed as part of a shop front improvement programme. This will follow from the image and identity study.

Figure 13
Shopping Opportunities

Stadium Link

Crayford Stadium is an important South London and sub-regional attraction. Situated at the edges of the town, a link to the town centre is required and should be along a dominant and attractive route.

There is an opportunity to create a direct pedestrian axis between the stadium and the Town Hall lands.

The aerial perspective (right) illustrates a tree lined pedestrian boulevard and frontage to the adjacent retail units. Water features could be included as part of the design of this town centre sequence, including using water as a linear feature to help define and form the route.



Water Features

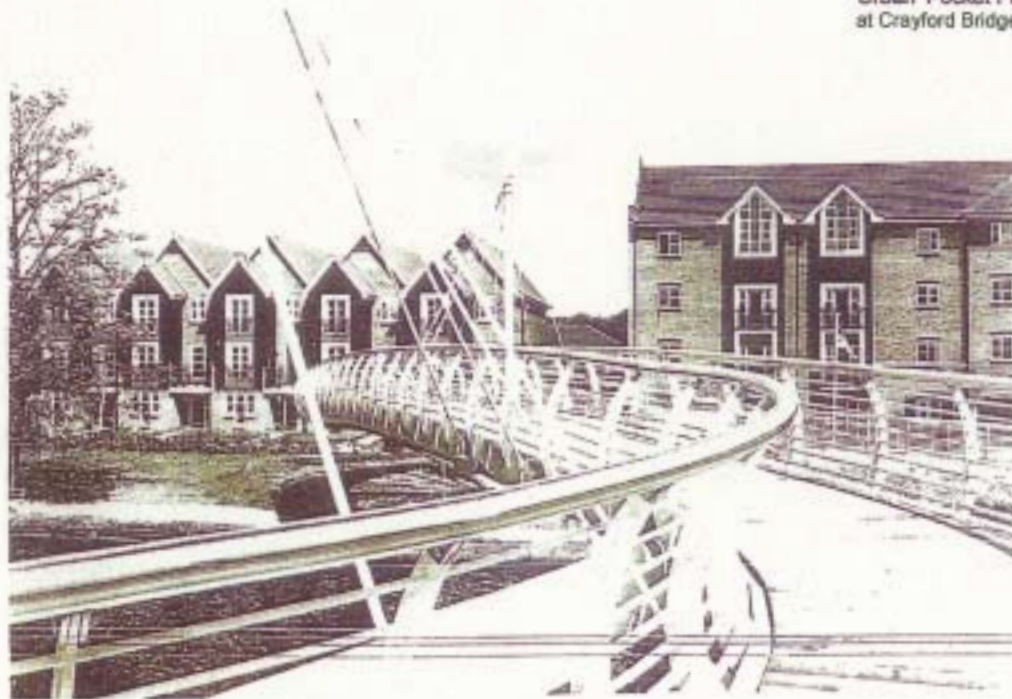
The (above) examples show the type of water feature that could be considered along this axis.

Figure 14
Stadium Link

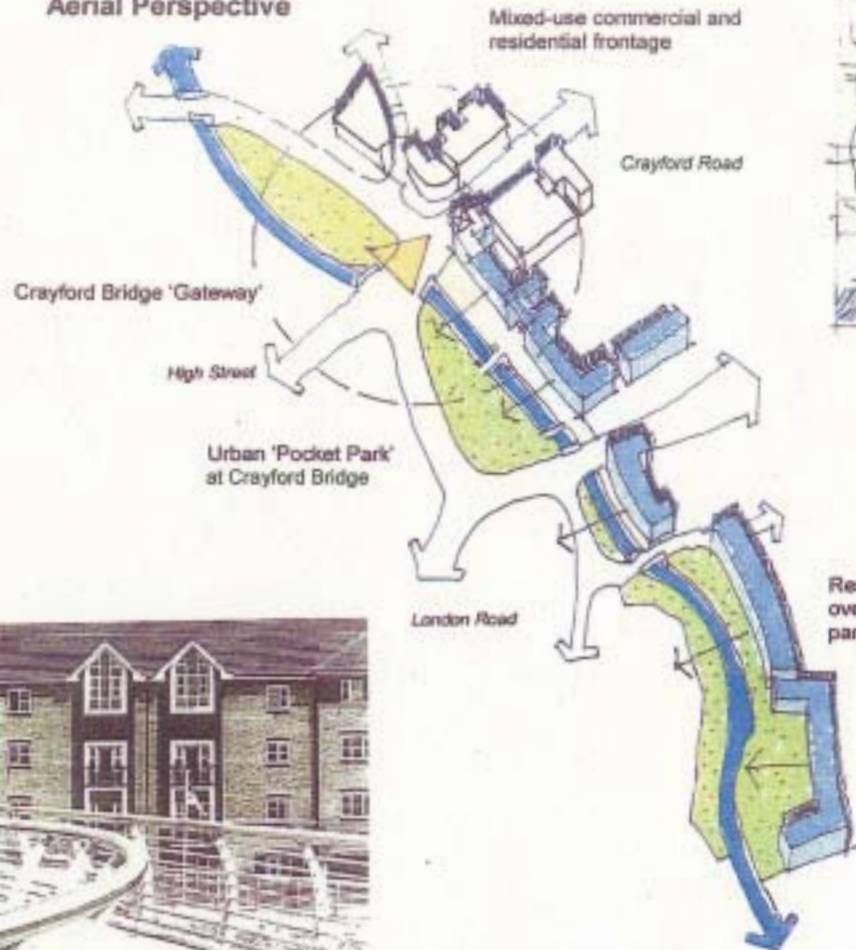
Riverside Housing Opportunities

The principle of opening up the riverside for housing exploits an unexplored townscape.

The illustration (below) shows an example of high-density riverside housing that could be suited to the River Cray corridor, near to and through the centre of Crayford.



Aerial Perspective



(Above)
Waterside flats and shops – A refurbishment priority with improved frontage space overlooking the river.

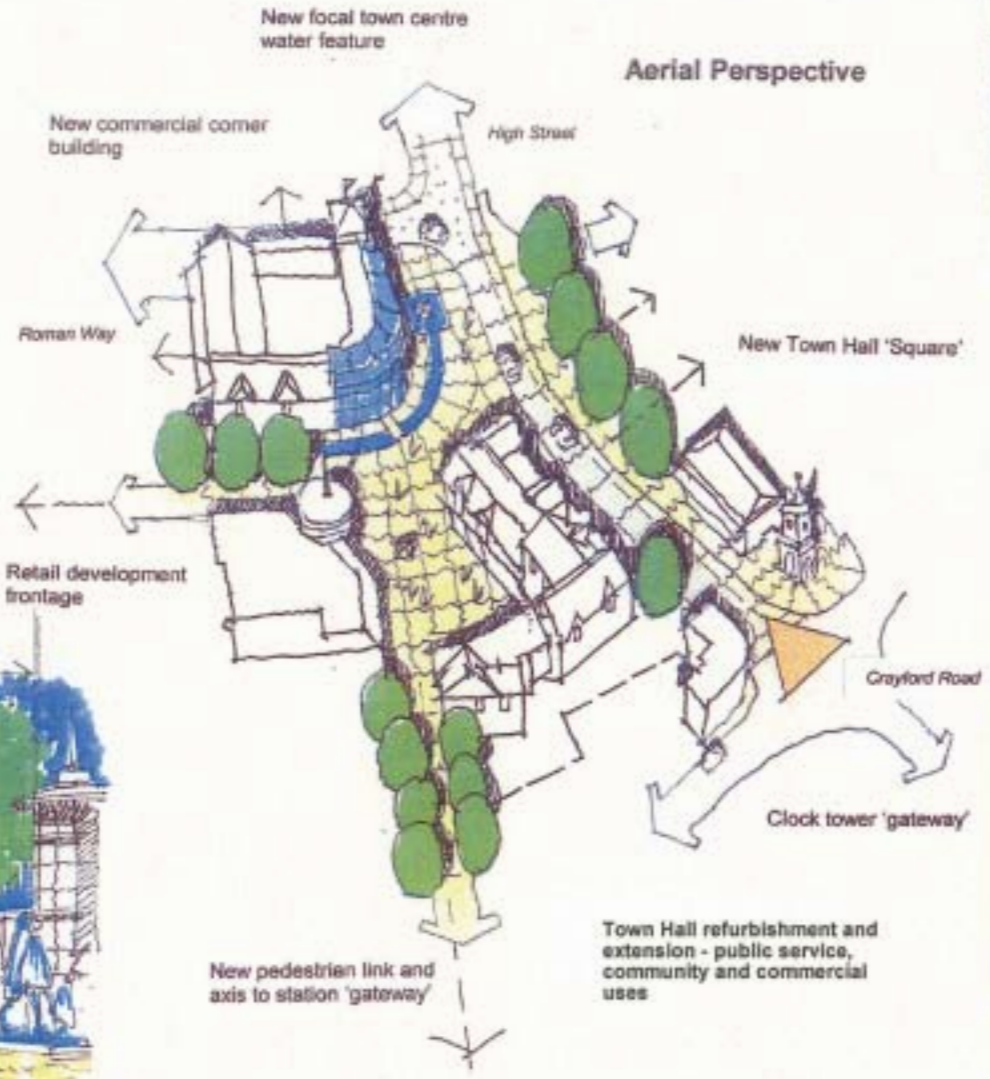
Aerial Perspective

The 3D plan (left) shows the principle of new housing overlooking the river corridor and the creation of linear 'green open space'. Fluctuating the building line along the river could create an interesting frontage.

Figure 15
Riverside Housing Opportunities

Town Hall Lands

The aerial view (right) clearly shows a new civic space, a pivot for pedestrian access links to the station and the stadium.



Town Hall 'Square' - As it Could Be

The perspective (left) shows a view looking towards the Town Hall and a new 'square' looking from Crayford High Street



Public Art

Public art is an important element of town centre identity and can be different and fun

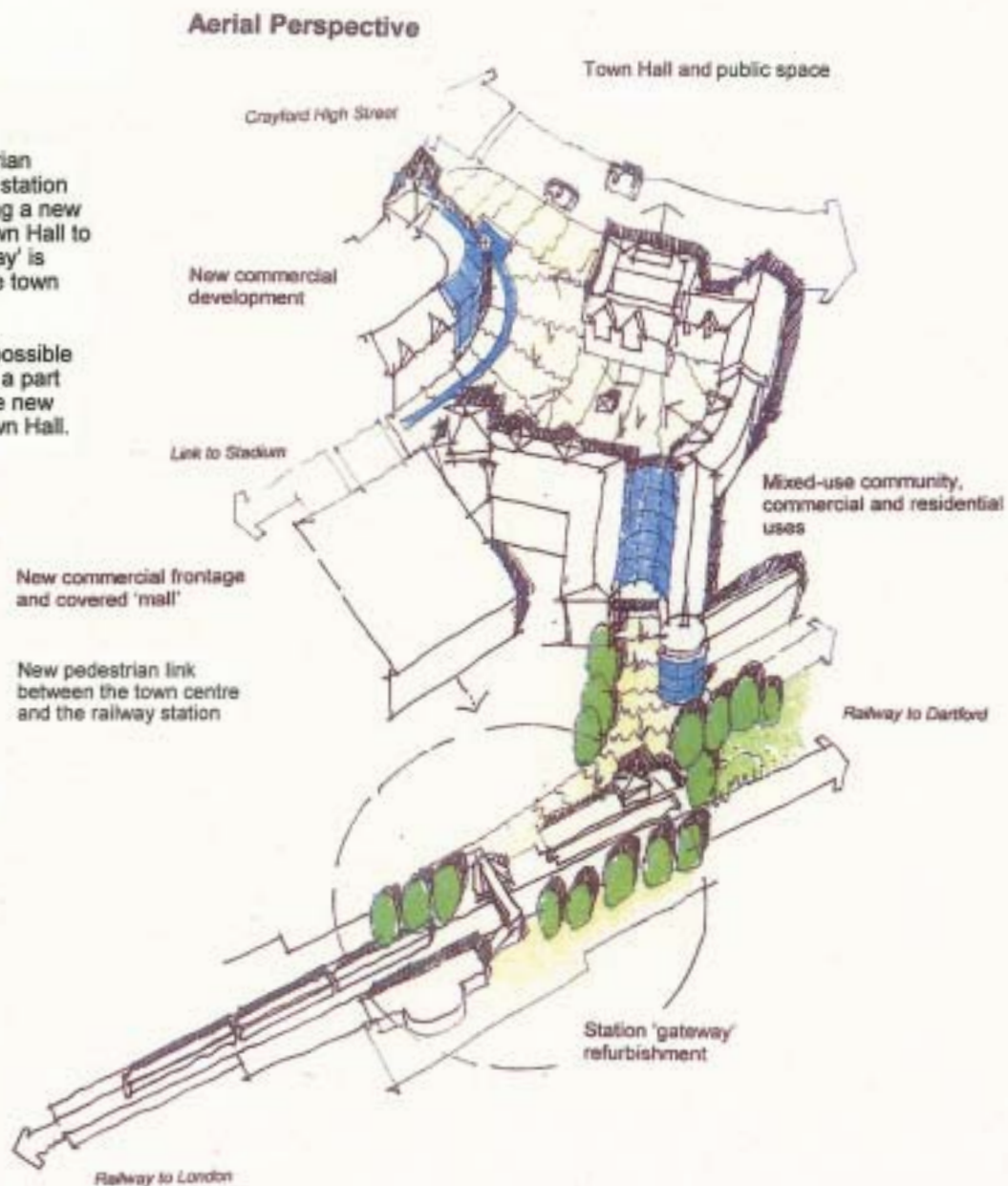


Figure 16
Town Hall Lands

Station Link

There must be good pedestrian linkage between the railway station and the town centre. Creating a new pedestrian axis from the Town Hall to a refurbished station 'gateway' is integral to consolidating the town centre.

The aerial view shows one possible pedestrian link - in this case a part covered mall, linking with the new public space around the Town Hall.



Integrated Transport Access

Improving access and circulation within the town centre by both public and private transport and getting the right balance of pedestrian movement and access will be a crucial element in the successful functioning of the town centre. Providing a safe pedestrian environment, linking the town's facilities, attractions, station and bus stop area is a principal objective when considering any improvements.



Figure 17
Station Link

Crayford Road

Crayford Road - as could be



Crayford Road is the heart of the town centre and should be a place for people and activity. This worksheet outlines some of the key elements that contribute to a successful primary town centre 'high street'.

A safe public realm (from both crime and traffic), quality design of materials, surface treatment street furniture, lighting etc are important. The street furniture example (right) shows that simplicity of design is often the key to success

The inset perspective (below) shows improved surface treatment and traffic calming to Crayford Road integrating the clock Tower space as part of the town centre sequence.



Frontage improvements and redevelopment

Shop front improvements



Reduce carriageway width

Widened and improved pedestrian zone – surface treatment – 'hard' and 'soft' landscape opportunity

The illustration (above) is an impression looking from Crayford Bridge into the centre. This shows redressing the balance in favour of the pedestrian in the heart of Crayford



Figure 18
Crayford Road