

ELTHAM HIGH STREET, LONDON



Alongside new tree planting, a large timber sign naming Eltham that is visible from the road and footway aimed to create a special moment that evokes the character of the street changing from town to countryside.



Key high visibility moments within the High Street relate to the history and identity of the place. A new large striped crossing at Passey Place, connecting both sides of the street whilst slowing car speeds. The large Portland stone Eltham sign makes a public space between the 19th century lychgate and tramsheds.



Placemaking in detail: names of famous people local to Eltham are engraved on street benches; special terrazzo mat to the entrance of the 1930's Eltham Arcade; granite quadrants naming the unique alleyways perpendicular to the High Street.