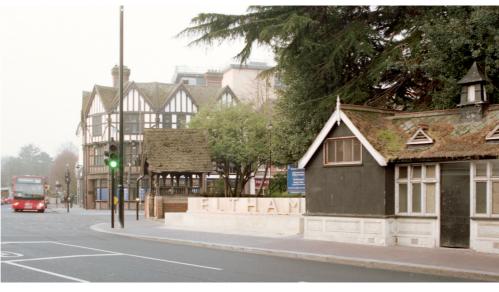
## ELTHAM HIGH STREET, LONDON





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.





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.







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.