

An aerial architectural rendering of a city street regeneration project. The image shows a dense urban layout with a central street, likely High Street, running vertically. The street is flanked by rows of buildings, some of which are highlighted in a light blue color, indicating the regeneration area. The buildings are detailed with windows, doors, and roofs. The surrounding area includes other streets, green spaces, and trees. The overall style is a technical architectural drawing with a focus on urban planning and regeneration.

**Jan Kattein
Architects**

**High Street
Regeneration**

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Architects**

**High Street
Regeneration**



cars

020 8330 4040

500
pms





OPEN

fish bar

BOR





hair, beauty & cosmetics
0202 888 1099

GINA GINA

hair & beauty
0845 7699

GINA

OPEN
000
Ideal Beauty
0202 888 1099

SALE

Pound Plus Bargain

Only
All routes

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1 (previous) Illuminated shop signs in Worcester Park's regenerated town centre.

2 Completed shopfront improvements, London Road, Croydon.



3

3 K9 Pride and Groom and Motor Spares double shop in Nunhead (after works).

Project Details

Author	Jan Kattein
Title	High Street Regeneration
Output Type	Urban and architectural design
Function	Town centre regeneration
Projects	Nunhead (2012 to 2015) Sutton (2012 to 2015) London Road and Old Town, Croydon (2012 to 2016) Francis Road, Leyton (2013 to 2015) Finsbury Park (2016 to 2018) Morden (2016 to 2018) Peckham (2017, ongoing) Plumstead (2017)
Clients / Commissioning Bodies	London Borough of Waltham Forest, Croydon Council, Royal Borough of Greenwich, London Borough of Islington, Sutton Council, Southwark Council, Hackney, Haringey Council, Merton Council
Funding	Greater London Authority (GLA), local councils
Budgets	£4.7 million Croydon; £500,000 Finsbury Park; £400,000 Francis Road; £650,000 Morden; £390,000 Nunhead; £1.2 million Peckham; £4.3 million Plumstead; £1.7 million Sutton
Project Leads	Negin Ghorbani, Geraldine Holland, Gareth Marriott, Sinan Pirie, Diogo Real, Anthony Staples, Gabriel Warshafsky
Project Assistants	Madiha Ahmed, Heloise Desaissement, Rikard Kahn, Daniel Lee, Anna Mill, Harry Pizzey, Adam Shapland, Chrysanthé Staikopoulou, Corina Tuna, Etta Watkins
Consultants and Collaborators	Office S&M, Project Centre, Jampel Davison & Bell, GLA

Statement about the Research Content and Process

Description

Over the past nine years, Jan Kattein has completed regeneration projects across 20+ town centres in London and the south east. Through his practice, Jan Kattein Architects (JKA), he has used an innovative design process to enable high streets to transform and adapt to changing economic realities, renewing the viability of these vital civic spaces.

Questions

1. What role can the architectural profession play in working with communities to revitalise urban neighbourhoods?
2. Can environmental improvements reverse decline and increase economic opportunities for high street businesses?
3. How can high street regeneration augment the unique identity of a place and help respond to the shifting demands of the 'experience economy'?
4. In what ways can design serve as a catalyst to build community capacity and reconnect people with their local high street?

Methodology

1. Historical and theoretical research on the role of high streets in public culture;
2. Advocacy and campaigning as tools to secure stakeholder buy-in;
3. Development of an integrated working method to pool resources and maximise the transformative potential of work streams;
4. Use of exemplary demonstration projects to mobilise others to embrace design thinking;
5. Developing innovative policy guidance and interactive tools to help non-professionals with the planning process;
6. Design-led investment prioritisation, budgeting and procurement 'score' strategies;
7. Introduction of temporary and creative uses and users to attract new audiences to high streets;
8. Heritage preservation as a means to connect local people with their high street.

Dissemination

Jan Kattein's high street regeneration projects have featured in the national and international design press, including *The Sunday Times* (2015) and *The RIBA Journal* (2017, 2018). The projects have been the subject of over 20 invited talks in the UK and Europe.

Project Highlights

JKA's projects have set a significant precedent for high street regeneration, leading to the adoption of similar strategies in other areas of London and the UK. JKA have secured significant inward investment from public and private sectors. The Morden Town Centre project was unique in its development of an online interactive tool for shopkeepers to use for the design of their premises. This project was selected a McEwen Award finalist.

Statement of Inclusion of Earlier Work

This document includes case studies from four projects (Nunhead, Sutton, Croydon and Francis Road, Leyton) that began before this REF period and ended during it. They have been included because they were pivotal in informing the working method described throughout. It is inevitable that, due to the nature of capital construction projects, the duration of engagement processes and the length of public-sector procurement and construction contracts, many regeneration projects will take several years to complete.

Introduction

High streets are not just places to shop. They are places of social, cultural and political exchange, with a myriad of activities negotiating every square metre of public space. They are places where dreams and aspirations meet economic reality, where traditions are upheld but are also reinterpreted in response to changing needs and identities. It is this process of negotiation and accommodation that makes the high street such a potent manifestation of the founding principles of our civic society.

Publicly funded high street regeneration is not new or exclusive to London. Local economic development initiatives have delivered individual shopfront improvements across the UK for decades; historic townscape conservation projects have delivered heritage preservation initiatives; and highway engineering projects have altered the strategic connectivity of town centres. Local economic development has rarely, however, considered placemaking objectives, and conservation projects often fail to deliver the requirements of a contemporary retail environment.

High street regeneration has the potential to significantly enhance the consumer experience. It can act as a catalyst to forward the transformation of existing businesses, allowing them to harness opportunities, introduce new uses, engage audiences, repurpose public places and reoccupy underused space. Successful strategies that have emerged in recent years include co-working office space, open-access workshops, co-location multi-platform retailing, community supermarkets and temporary spaces. With the aid of a rigorous, sensitive and engaged design strategy, high streets can become catalysts for change – places of invention, ideas and innovation.

Communities often perceive regeneration as a divisive process with architects and urban designers considered co-offenders in a process leading to displacement, social cleansing and fragmentation. Conversely, Kattein's high street regeneration projects aim to introduce a different approach that combines urban and architectural design, conservation, placemaking and engagement processes. This integrated approach combines the needs of small businesses, local communities and public authorities in one single project. An open, inclusive and iterative design process unites stakeholders under a common vision. This way of working helps to build more connected, coherent and resilient communities.

To date, JKA have delivered 20+ physical improvement programmes and 16 strategic regeneration documents, and have secured more than £5 million of grants for local authorities in London and the south east. Each project has a different emphasis, straddling a range of sectors, including space for retail, markets, work, events, education, the public and communities. Many contemporary regeneration initiatives rely on the provision of new buildings and infrastructure to release additional economic value or address social deficiencies, which is often criticised for displacing communities and small businesses. JKA's approach invests in existing businesses, community organisations, buildings and spaces, providing design-led contextual upgrades and improvements that strengthen what's already there, rather than replacing it.



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4 Market Place,
Sutton High Street.

Aims and Objectives

Across all of JKA's high street regeneration projects, Kattein aims to:

1. Develop a deeper and historical understanding of the role of streets as contemporary public spaces that should continue to have social and cultural value;
2. Implement an integrated process of urban renewal that combines physical change with placemaking, and creates new economic and educational opportunities;
3. Reduce dependency on private funders and give greater control back to those with a direct interest in the high street;
4. Respond to constrained public finances and maximise the number of direct and indirect beneficiaries;
5. Carefully conceive and implement design interventions to act as a catalyst for a long-term, grassroots-driven programme of community transformation;
6. Use design processes to lead engagement and dialogue. Ensure that stakeholders share the benefits of physical improvements but understand and endorse the objectives behind them to secure the project's legacy;
7. Shift how communities perceive their neighbourhood by encouraging people to embrace their local high street as a place for social interaction, cultural expression and economic opportunity. Rather than superimposing generic strategies, the work seeks to celebrate the unusual and specific qualities of a place.

Context

In the twentieth century, strategic concerns took precedent in the design of high streets, emphasising their function as vehicular movement corridors, often at the expense of the pedestrian experience. Steven Izenour, Denise Scott Brown and Robert Venturi's book *Learning from Las Vegas* (1972) identifies the Strip as an experience designed to be perceived from the driver's seat. Similarly, the essay 'Non-Plan: An Experiment in Freedom' by Reyner Banham, Paul Barker, Peter Hall and Cedric Price illustrates the implications that car-centric design has on the English suburban landscape. Our approach seeks to depart from this point of view, to rediscover the sensual and immersive experience of the city referred to by Walter Benjamin:

Not to find one's way around a city does not mean much. But to lose one's way in a city, as one loses one's way in a forest, requires some schooling. Street names must speak to the urban wanderer like the snapping of dry twigs, and little streets in the heart of the city must reflect the times of day, for him, as clearly as a mountain valley. (Benjamin 2006)

To give a neighbourhood meaning, JKA embeds its specific qualities, history, cultural context, unique quirks and idiosyncrasies into the core of their regeneration strategy, which fosters a diversity of uses. Their work is inspired by American urbanist Jane Jacobs who recognised that '[the] ubiquitous principle is the need of cities for a most intricate and close-grained diversity of uses that give each other constant mutual support, both economically and socially.' (Jacobs 1984) Reflecting this, JKA invest in local stakeholders to build more resilient businesses that can defy the risk of displacement and the ensuing

loss of the social and economic capital that they hold.

The deeply ingrained significance of the high street is often considered as a barometer of the economic health of the nation. Research by the GLA set out in the publication ‘Learning from London’s High Streets’ shows that 1.5 million people work on high streets across the capital and that more than half of all jobs in outer London are located on high streets. Two thirds of Londoners live within a five-minute walk from a high street, and its physical make-up and social disposition immutably affects their sense of belonging.

Radical changes in consumer behaviour are profoundly affecting how we use our high streets. The 2008 recession has had a significant impact on high street businesses nationwide, Brexit uncertainty continues to weigh on overall consumer spending and a gradual shift of retail trade to online platforms is negatively affecting sales. In September 2019, the Office for National Statistics observed that internet sales were at their highest, amounting to 18.1% of total retail sales.

In 2017, VISA UK described a double-digit increase in year-on-year spending on the ‘experience economy’. This term was first used in 1998 by B. Joseph Pine II and James H. Gilmore who described it as a significant shift in economic patterns, discovering that:

Economists have typically lumped experiences in with services, but experiences are a distinct economic offering, as different from services as services are from goods. Today [...] consumers unquestionably desire experiences, and more and more businesses are responding by explicitly designing and promoting them.
(Pine and Gilmore, 1998)

This shift brings additional challenges to already beleaguered high street retailers, but it also spells out opportunities that could give the future high street a competitive edge over online platforms. The influential report, ‘High Street Performance and Evolution’ by Neil Wrigley and Dionysia Lambiri recognises that the success of a high street relies on its experiential qualities and that performance cannot be determined using quantitative measures alone.

Since its formation in 2000, the GLA has been instrumental in laying the foundations for high street regeneration in London. The organisation Design for London (DfL), established by Mayor Ken Livingstone and architect Richard Rogers, set out an approach to urban planning based on the holistic and responsive principles of placemaking. Looking at examples from Europe, DfL escalated the quality of public space design to the top of the authority’s agenda. Crucially, the approach taken to realising the vision did not rely on large-scale strategic projects but on sharing knowledge and expertise, enabling local authorities to deliver exemplary small-scale projects which acted as catalysts for large-scale transformation.





5 Axonometric view of high street terraces on Francis Road.

Methodology

1. Historical and theoretical research on the role of high streets in public culture

The role and perception of high streets has shifted over time as a result of social, political, economic and technological evolution: during the Roman Empire the high street exerted cultural and military dominance; in the nineteenth century it was an important strategic connection for trade and industry; whilst in the early twentieth century it was discredited as a place of poverty and hardship. Today, in the digital age, the high street has been redefined as a social and cultural hub. Kattein's regeneration strategies rely on a thorough understanding of this cultural significance. Research in local history and image libraries, alongside stakeholder dialogue, lectures, workshops and charrettes, aids understanding, contextualising regeneration efforts along a broader historic baseline.

2. Advocacy and campaigning as tools to secure stakeholder buy-in

Many high street businesses focus their marketing strategy exclusively on attracting customers from further afield. The Transport for London's (TfL) *Town Centres Report* (2016) evidences that the greatest annual spend on the high street, by a significant margin, is made by individuals travelling on foot. High street businesses are economically bound to communities living or working within walking distance. How to engage potential local customers is therefore a recurring question in this research.

Understanding design as a dynamic process, rather than a closed, top-down endeavour, has been fundamental in

establishing buy-in from communities with often divergent views and interests. Campaigning is a significant component of this. A detailed consultation strategy is agreed with the client from the outset and engagement includes the production and distribution of leaflets, flyers and posters, telephone conversations, exhibitions, social media, pavement consultation events, group and one-to-one meetings, workshops and teaching events. The following example of Francis Road, Leyton, details how JKA engaged with the local community.

Francis Road, Leyton
(2013 to 2015)

In order to build a dialogue with the local community on Francis Road, JKA developed an educational programme focused on the economic, cultural and spatial context of the high street for students in year six from two local primary schools. The term-long project culminated in a week of design workshops where the children devised new identities for their local high street shops. A comprehensive building façade and shopfront restoration programme was then completed informed by their designs. The children also acted as ambassadors for JKA, via their own family networks. The project has helped to reconnect the high street with the community, raising awareness and prompting local people to embrace its value as a civic space (5-11).



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6 Primary school children visiting retailers on Francis Road as part of a workshop.

7 The children presenting their designs for shopfronts on Francis Road.

8 Visiting the shops on Francis Road.



9 Design for George's Den,
Francis Road, Leyton.



10

10 Design for S.K. Catering Suppliers, Francis Road.





11 Design for 177 to 193 Francis Road.

3. Development of an integrated working method to pool resources and maximise the transformative potential of work streams

London's high streets fall under the remit of a wide range of stakeholders, including councils, community organisations, TfL, private land owners and retailers. This makes them highly contested spaces where competing priorities often collide. Ordinarily, improvements are limited to the concerns of the stakeholders designing, planning and instructing the works. This type of sequestered approach has in the past led to over-engineered public spaces, unmaintained planting schemes and an environment that compromises people's wellbeing. Developing ways for pooling and integrating resources and coordinating proposals can amplify the impact of improvements. JKA's high street regeneration projects do not only introduce physical improvements, but also cooperative and sustainable working methods that help to secure their legacy, as seen in the examples of Nunhead and Finsbury Park.

4. Use of exemplary demonstration projects to mobilise others to embrace design thinking

Many high streets are too long for improvements to stretch their entire length. JKA's research focused on ways of enhancing key locations, thus setting a high-quality precedent for future investment and improvement. See Sutton case study overleaf.

Nunhead (2012 to 2015)

JKA delivered part of the Nunhead regeneration programme between 2012 and 2015. Its success was due to the coordination of a range of complementary and cross-disciplinary actions, including a film festival, food festival, new housing, public space and shopfront improvements, a pop-up shop, artwork commissions and a new community centre. These actions shifted the perception of the high street, presenting it as a malleable space for a range of community initiatives **(3, 12-3)**.

12 Mummy J's African Fashion in Nunhead (after works).

13 4 Suns, Nunhead Corner (after works).



12



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Sutton (2012 to 2015)

In September 2012, JKA teamed up with highway engineering consultancy, Project Centre, to deliver Sutton Council's GLA-funded regeneration programme to North Cheam and Worcester Park town centres. The project's aim was to relaunch two 'glorious suburbs' by improving the image of local retailers and strengthening their experiential appeal. The project transformed an art deco terrace in Worcester Park by adding illuminated shop signs, which bolstered the town centre's appearance at night. In North Cheam, car parking was removed from deep forecourts, making space for a promenade and external shop displays (1, 14-5).



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14 Display furniture forming part of forecourt improvements, North Cheam, Sutton.

15 Neon lighting and shopfront improvements, Worcester Park, Sutton.

Finsbury Park (2016 to 2018)

Finsbury Park has long been defined by its role as an intersection where key transport routes and boroughs converge, bisected by the major thoroughfare of Seven Sisters Road, along which a number of lively pockets of retail activity coexist. The overall character of the town centre, however, remains fragmented and confused. Working in close partnership with Islington, Hackney and Haringey councils, JKA researched and implemented a coordinated tri-borough shopfront improvement programme, realising work for 30 businesses across the area. Thanks to this cooperative approach, JKA were foremost able to consider the town centre as a social and spatial environment **(16–8)**.



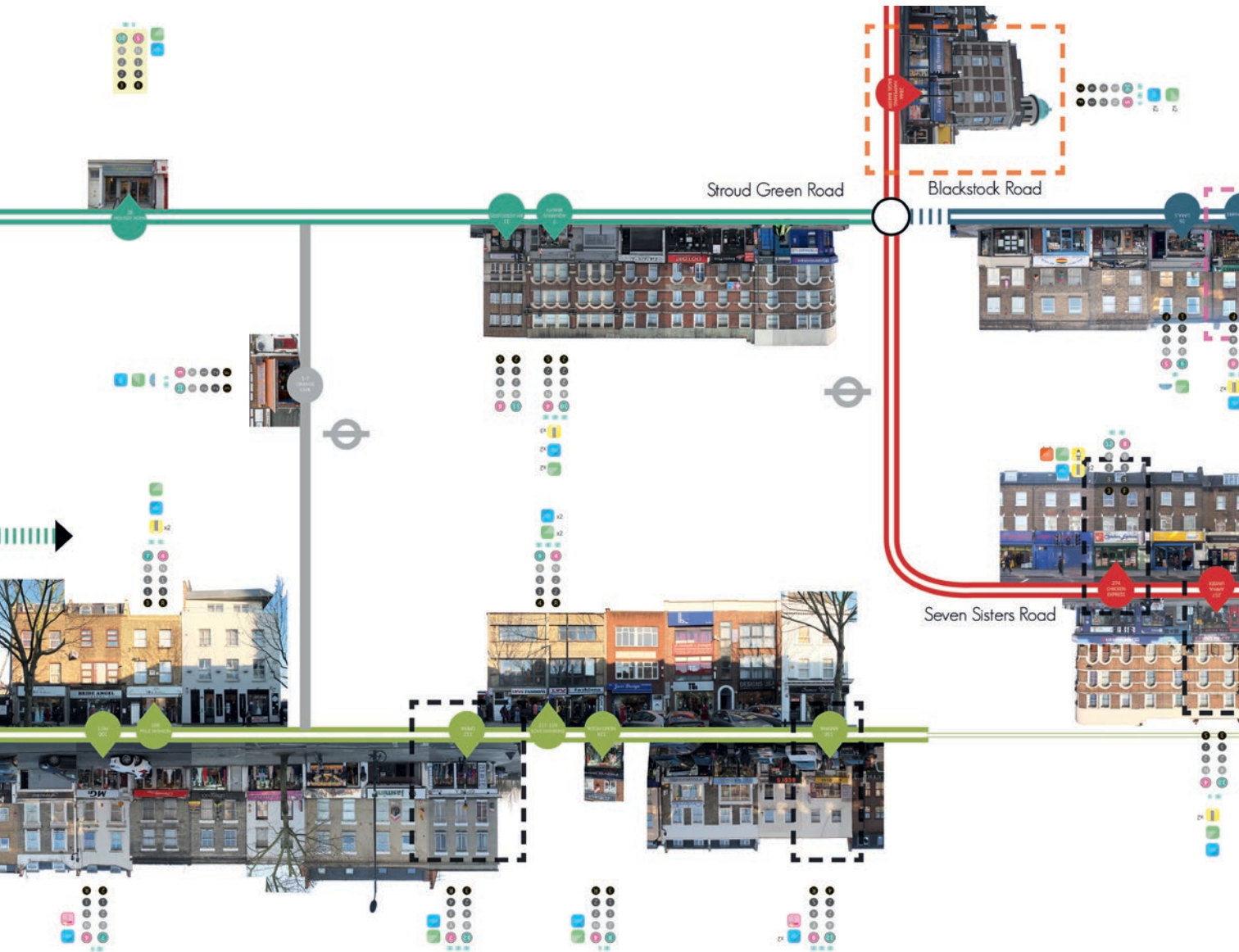
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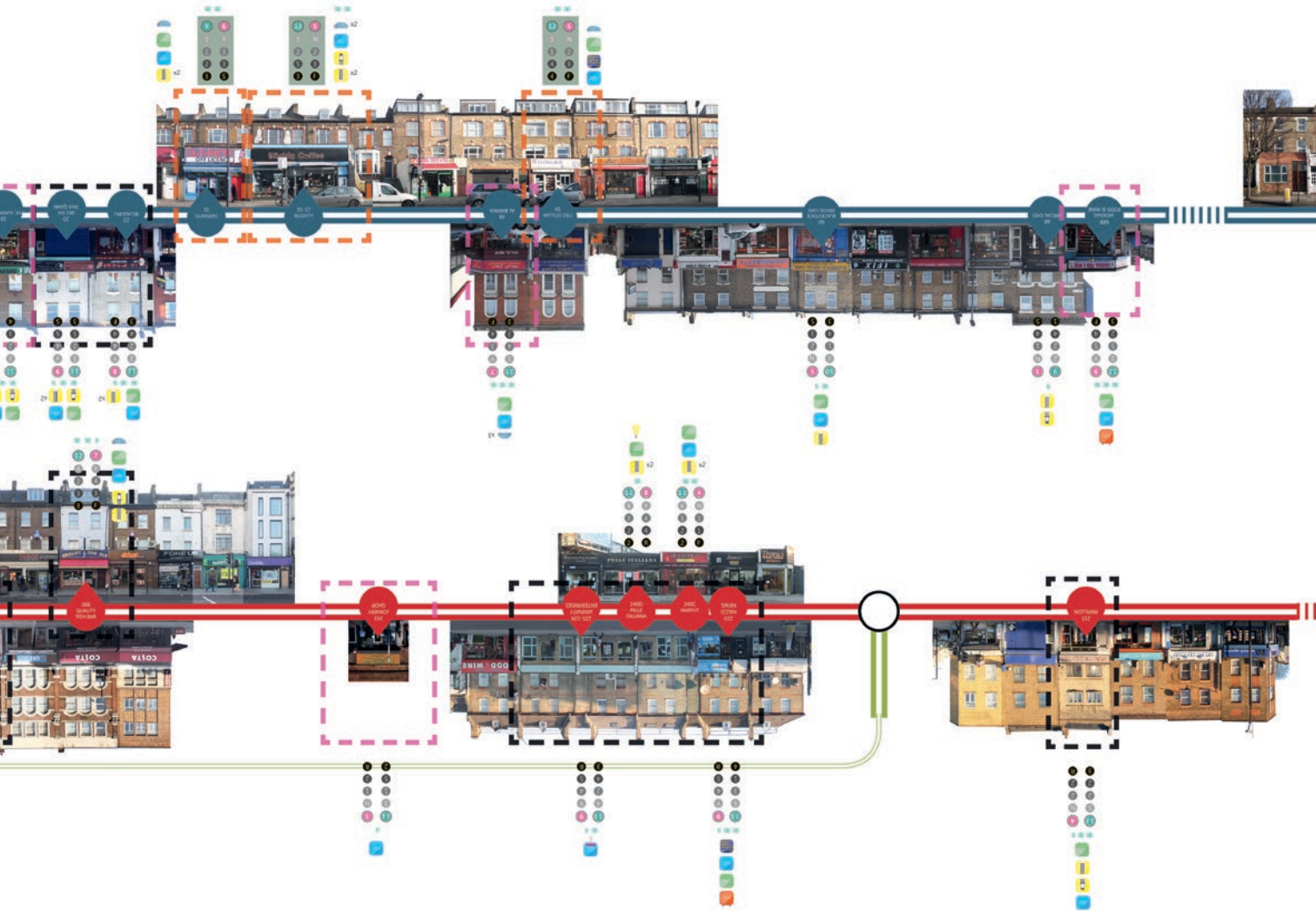


17

16 Chicken Express
in Finsbury Park
(after works).

17 House of Hodge
in Finsbury Park
(after works).





18 Shopfront prioritisation strategy drawing, Finsbury Park (detail).

5. Developing innovative policy guidance and interactive tools to help non-professionals with the planning process

The visual deterioration of high streets is due, in part, to a lack of maintenance and inconsistent physical changes to buildings that do not consider the wider urban context. The UK's planning process regulates changes to the external appearance of buildings. It is, however, often perceived as incomprehensible and unpredictable, and professional design advice is often disproportionately expensive in comparison to the actual value of the work.

JKA seeks to overcome this by:

1. Setting a precedent with realised projects that gives planning officers the opportunity to have a physical showpiece on site;
2. Contributing to planning-policy guidance produced by local authorities;
3. Preparing planning policy guidance on behalf of local authorities to promote bespoke, high-quality design solutions and a long-term strategic approach.

The following case study from Morden exemplifies JKA's development of policy guidance.

Morden
(2016 to 2018)

JKA's town centre regeneration project in Merton involved devising a borough-wide shopfront design guide (pp. 59–157); converting a disused bank into a creative exhibition, event and performance hub; and improvement works to nearly 40 retail premises. The practice's multilateral research focused on how to generate user-friendly design tools that can empower non-architects. Their shopfront guidance for Merton (now



19–20 Morden Court
Parade elevational
photographs before
and after works.

adopted and in use) is an online step-by-step guide for shop and property owners considering alterations to their premises. Combining policy guidance with helpful hints on materials, colours, security and maintenance procedures, it ultimately intends to create better inclusive design outcomes. This includes an interactive planning-application tool that helps to create compliant planning application drawings, which can be auto-generated without the need for a designer (19–21).



19



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21 (overleaf)
Morden Court Parade
at dusk.



COURT PARADE



6. Design-led investment prioritisation, budgeting and procurement 'score' strategies

Quantity surveyors determine and maintain budgets for most public-sector regeneration projects. This is not, however, necessarily suited to small, innovative and design-oriented projects. To address this, JKA examined how to reverse the sequence of tasks by analysing the urban context and preparing an 'investment-prioritisation strategy' before starting any design work. In order to prioritise investment, the practice developed a method of ascribing a qualitative score to each business in accordance with research questions, such as 'How significant is the building in its urban context?' and 'What is the architectural quality of the existing building?'. This method makes budgetary constraints a key design parameter from the outset, ensuring that investment is directed at locations where it has the greatest impact. Design work starts once a shortlist of investment priorities has been generated. In subsequent stages, new investment priorities are justified in the context of JKA's wider urban-design strategy. See Croydon case study opposite.

Croydon (2012 to 2016)

JKA were part of a multidisciplinary design team commissioned by Croydon Council to implement a comprehensive high street regeneration project between 2013 and 15. Improvements to businesses and building façades in Old Town and along London Road, combined with environmental and public space improvements, have transformed the two high streets. Communities in Croydon were traumatised by the London riots in 2011, and many buildings and businesses along the high streets are still affected. As a result, stakeholder expectations were high. With limited funding, JKA had to evidence that the funds available were allocated in accordance with a fair and transparent prioritisation strategy. Detailed analysis drawings were made and each investment site across both high streets was scored to achieve a series of predetermined design outcomes (**2, 22–30, 45**).

22–4 Completed
shopfront improvements,
London Road, Croydon.



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25-6 Completed
shopfront improvements,
London Road, Croydon.

CROYDON LONDON ROAD EAST ELEVATION

ISSUE: 16/04/2015
STATUS: STAGE C OLA REVIEW



KEY STRATEGIES:

1. URBAN REGENERATION

2. HIGH STREET REGENERATION

3. COMMUNITY REGENERATION

4. ENVIRONMENTAL REGENERATION

5. ECONOMIC REGENERATION

6. SOCIAL REGENERATION

7. CULTURAL REGENERATION

8. SPORTS REGENERATION

9. EDUCATION REGENERATION

10. HEALTH REGENERATION

11. HOUSING REGENERATION

12. COMMUNITY REGENERATION

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45. EDUCATION REGENERATION

46. HEALTH REGENERATION

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51. SOCIAL REGENERATION

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59. ECONOMIC REGENERATION

60. SOCIAL REGENERATION

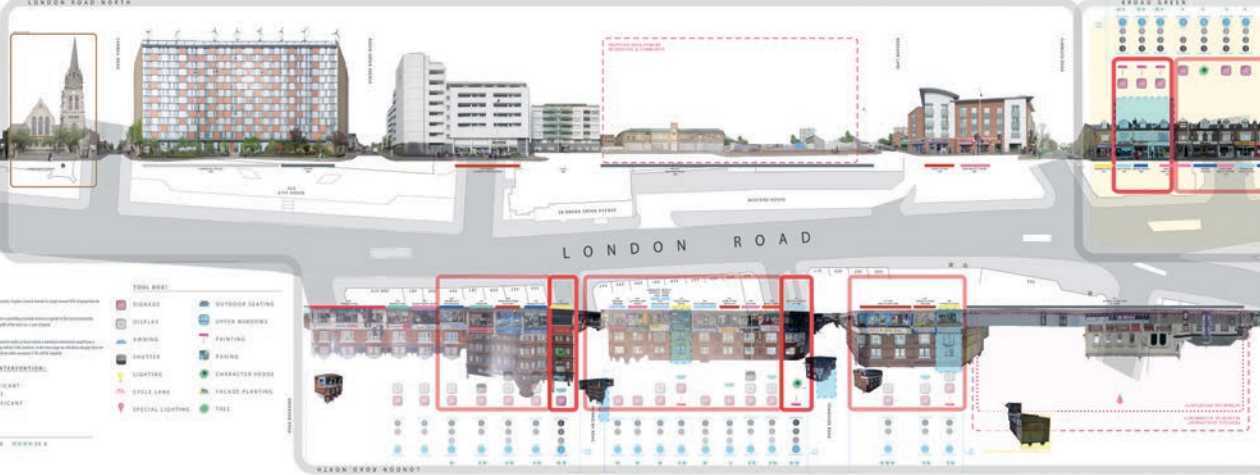
61. CULTURAL REGENERATION

62. SPORTS REGENERATION

63. EDUCATION REGENERATION

64. HEALTH REGENERATION

65. HOUSING REGENERATION



CROYDON LONDON ROAD WEST ELEVATION

ISSUE: 16/04/2015
STATUS: STAGE C OLA REVIEW

1. URBAN REGENERATION

2. HIGH STREET REGENERATION

3. COMMUNITY REGENERATION

4. ENVIRONMENTAL REGENERATION

5. ECONOMIC REGENERATION

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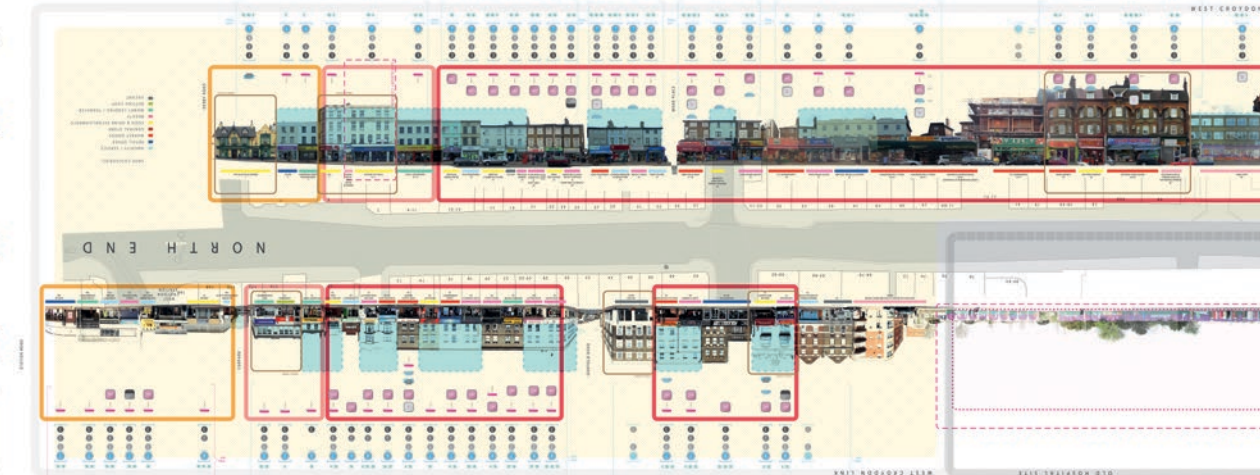
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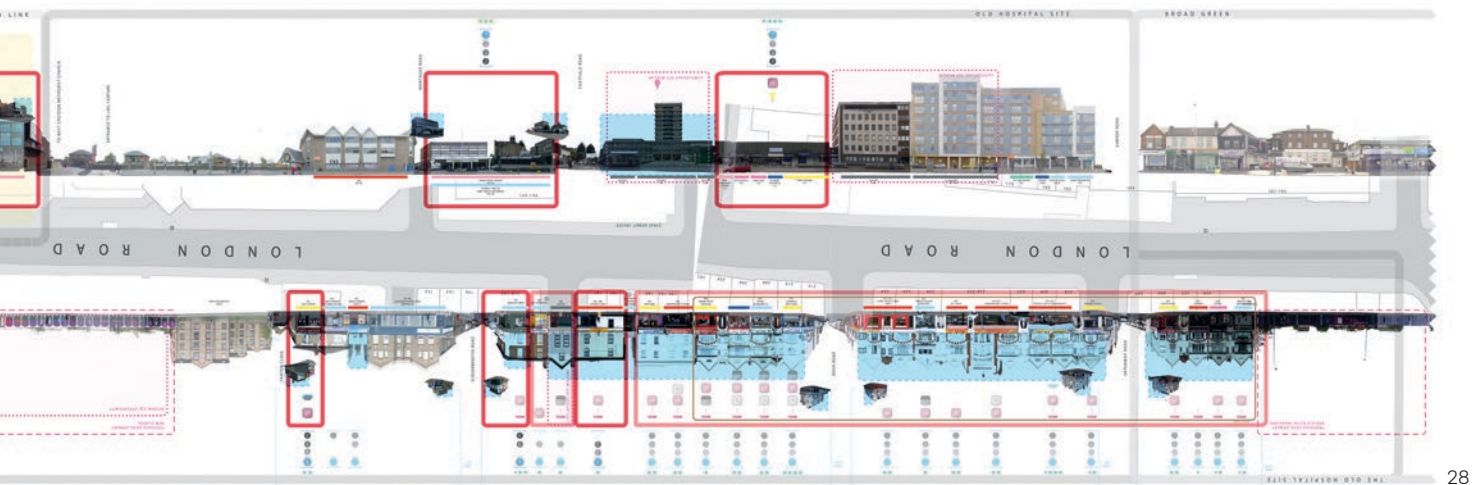
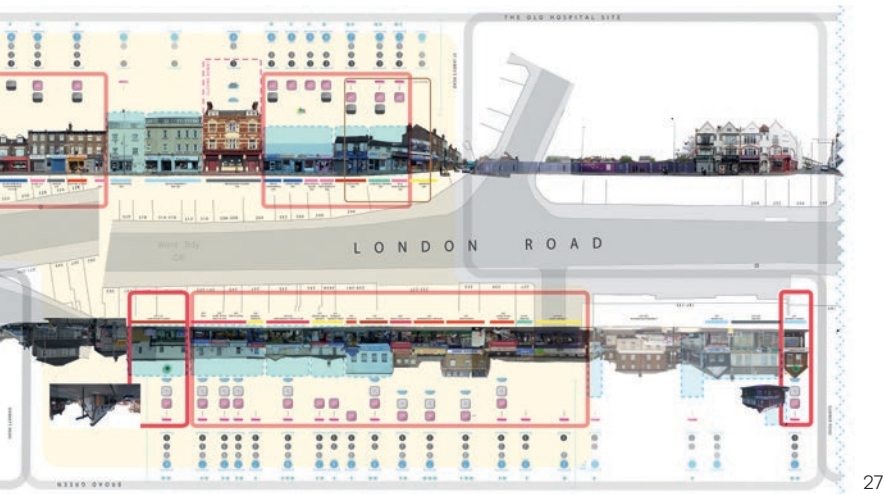
40. ENVIRONMENTAL REGENERATION

41. ECONOMIC REGENERATION

42. SOCIAL REGENERATION

43. CULTURAL REGENERATION





27-8 Prioritisation strategy for shopfront improvements, London Road, Croydon.



29

29 Perspective view of regeneration proposals for Surrey Street Market, Croydon.



30

30 Perspective view
of regeneration proposals
for Reeves Corner,
Croydon.

7. Introduction of temporary and creative uses and users to attract new audiences to high streets

High streets are not just subject to physical decline; as consumer behaviour changes, the demography of a local neighbourhood shifts, new competition emerges and as a result business plans become redundant. This shifting social and economic context provides manifold opportunities for those able to respond to change.

The shift towards the ‘experience economy’ calls for new business models, which traditional premises with long-term repairing and insuring leases are unable to accommodate. Kattein’s experimental practice has trialled three approaches for innovative temporary use:

1. Convert vacant premises, curating events and organising pop-up businesses, and subsequently market the space;
2. Work in partnership with local authorities or temporary/pop-up space organisers to convert vacant premises in accordance with their operational brief;
3. Set-up joint ventures with temporary workspace operators.

Offering low rent or rent-free space in return for a social or educational contribution to the local community entices businesses or individuals to take risks, allowing them to eliminate the usual consequences associated with business failure. The following three case-studies from Morden, Nunhead and Plumstead evidence how JKA attracted new audiences to the high street.

Crown House Creative Morden (2017)

Crown House Creative was Morden’s first open-access performance and exhibition space located in a former HSBC bank on London Road. The project was part of Merton Council’s wider efforts to regenerate Morden town centre. JKA’s research focused on informality, flexibility and open-plan design. It led to delivering a creative multi-use space with straw bale seating, suspended lights, cable-drum tables and mobile bookshelves, all in front of the backdrop of a 1960’s concrete-frame building. A range of creative organisations, individuals and entrepreneurs were recruited to run events in the space over a six-month period **(31-2)**.

31 Crown House Creative.

32 Crown House Creative launch event.



31



32

Nunhead Corner (2012 to 2015)

JKA researched and developed a way to transform Nunhead Corner, a council-owned vacant shop, into a space for pop-up businesses with a rolling tenancy. A competitive selection process prompted entrepreneurs to prepare a business plan that made a social or educational contribution to the local community. The space hosted a florist, workshops run by an artist collective, a record shop and a mid-century furniture shop **(33–5)**.



33



34



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33 Nunhead Corner hosting a florist.

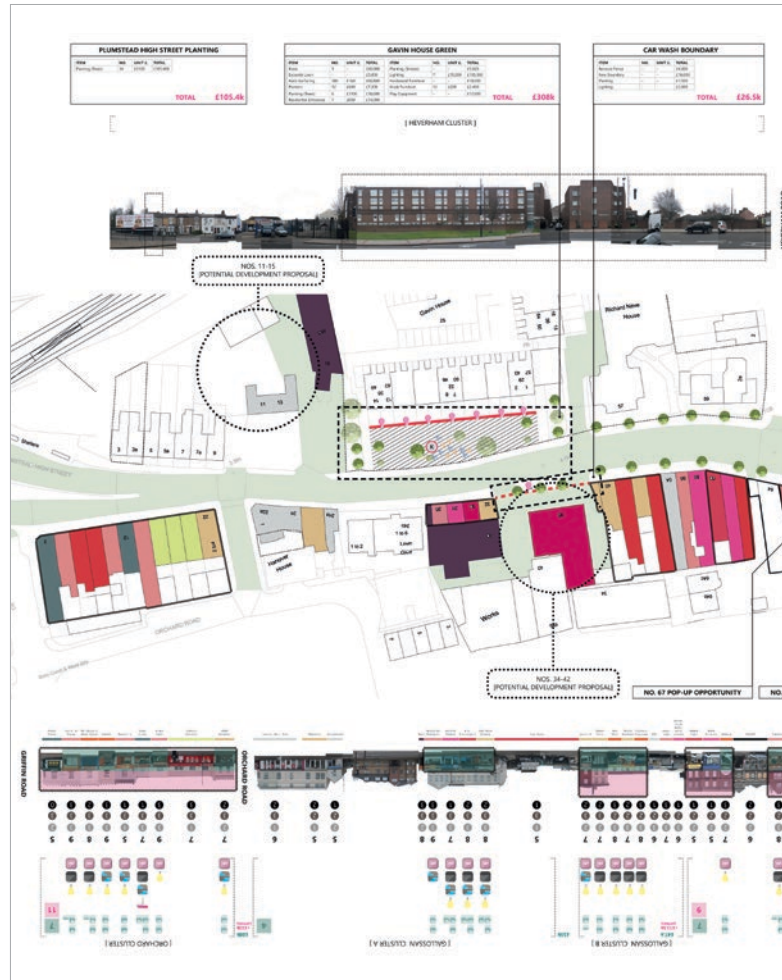
34 Interior of pop-up furniture shop in Nunhead.

35 Final iteration of Nunhead Corner with permanent business in occupation.

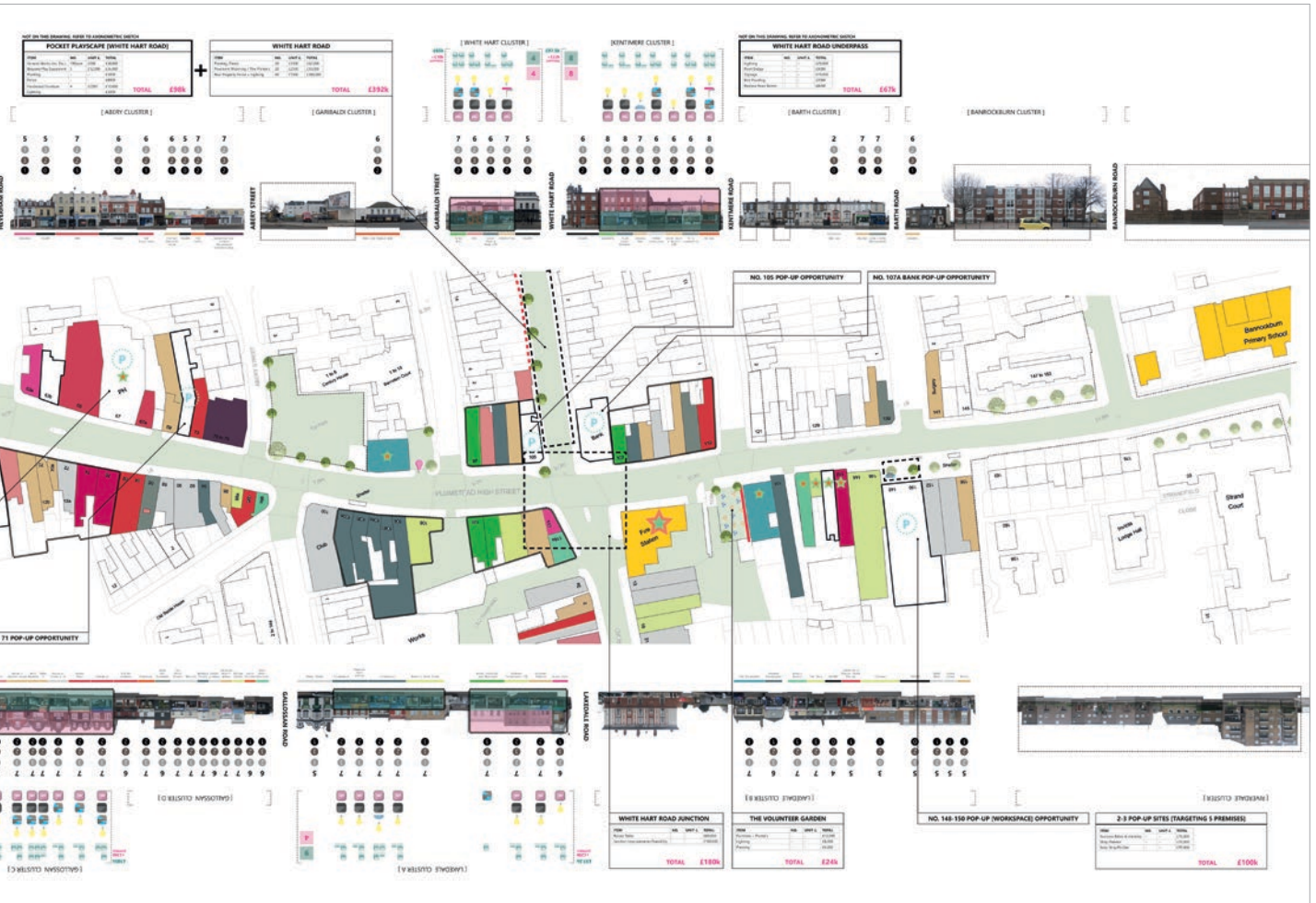
Plumstead (2017)

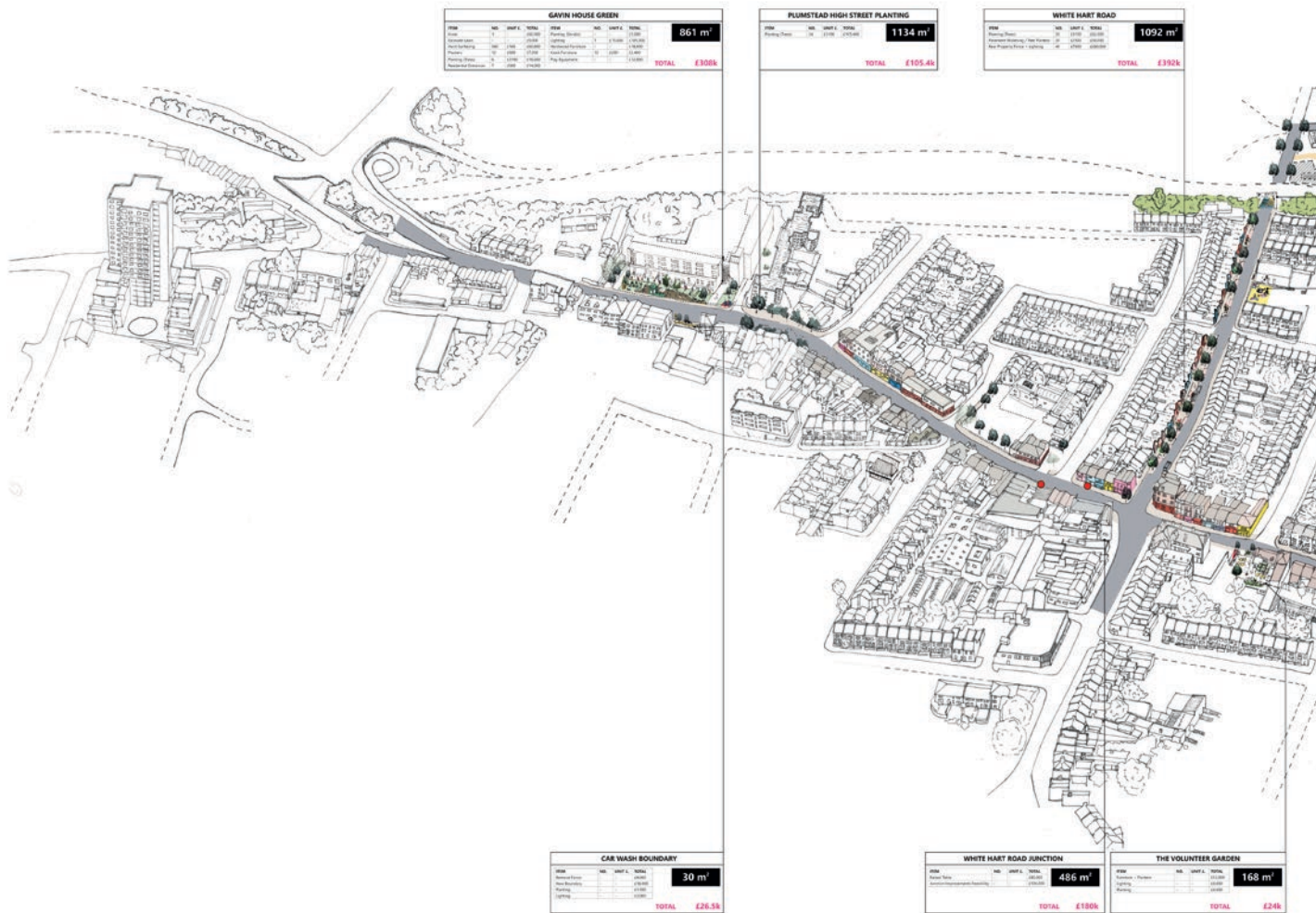
Despite its vibrancy and diversity, Plumstead is an area troubled by a range of physical and socioeconomic problems. In 2017, the Royal Borough of Greenwich commissioned JKA to prepare a bid for the GLA's Good Growth Fund for a family of projects to improve the economic standing and physical appeal of the town centre. Proposals included the transformation of a council-owned Victorian power station into a work, community and event space; public space improvements, including the creation of a number of squares, play spaces and small parks along the high street; and environmental improvements, such as planting trees and shopfront and façade works. JKA's research sought ways to maximise flexibility and affordability for local businesses and aimed to introduce a culture of entrepreneurship and creativity to complement existing high street uses. Their integrated methodologies merged cultural space with economic opportunity, and public space improvements with greening. The project was awarded £2.15 million from the GLA's Good Growth Fund in 2018, and has now progressed to implementation (36–40).

36 Plumstead town centre
shopfront improvement
prioritisation strategy
drawing (detail).

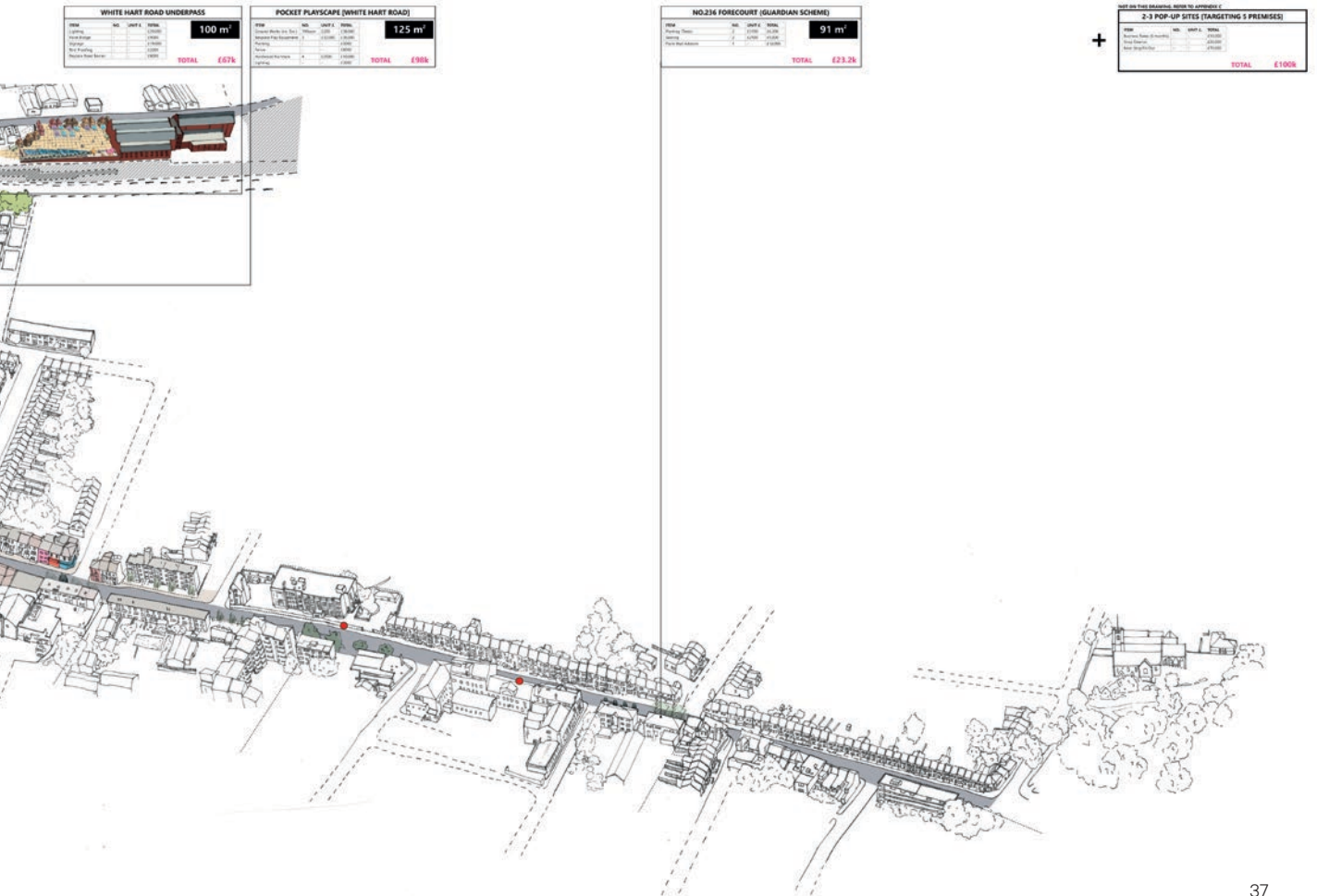


METHODOLOGY





METHODOLOGY



37

37 Plumstead town centre regeneration strategy.



38

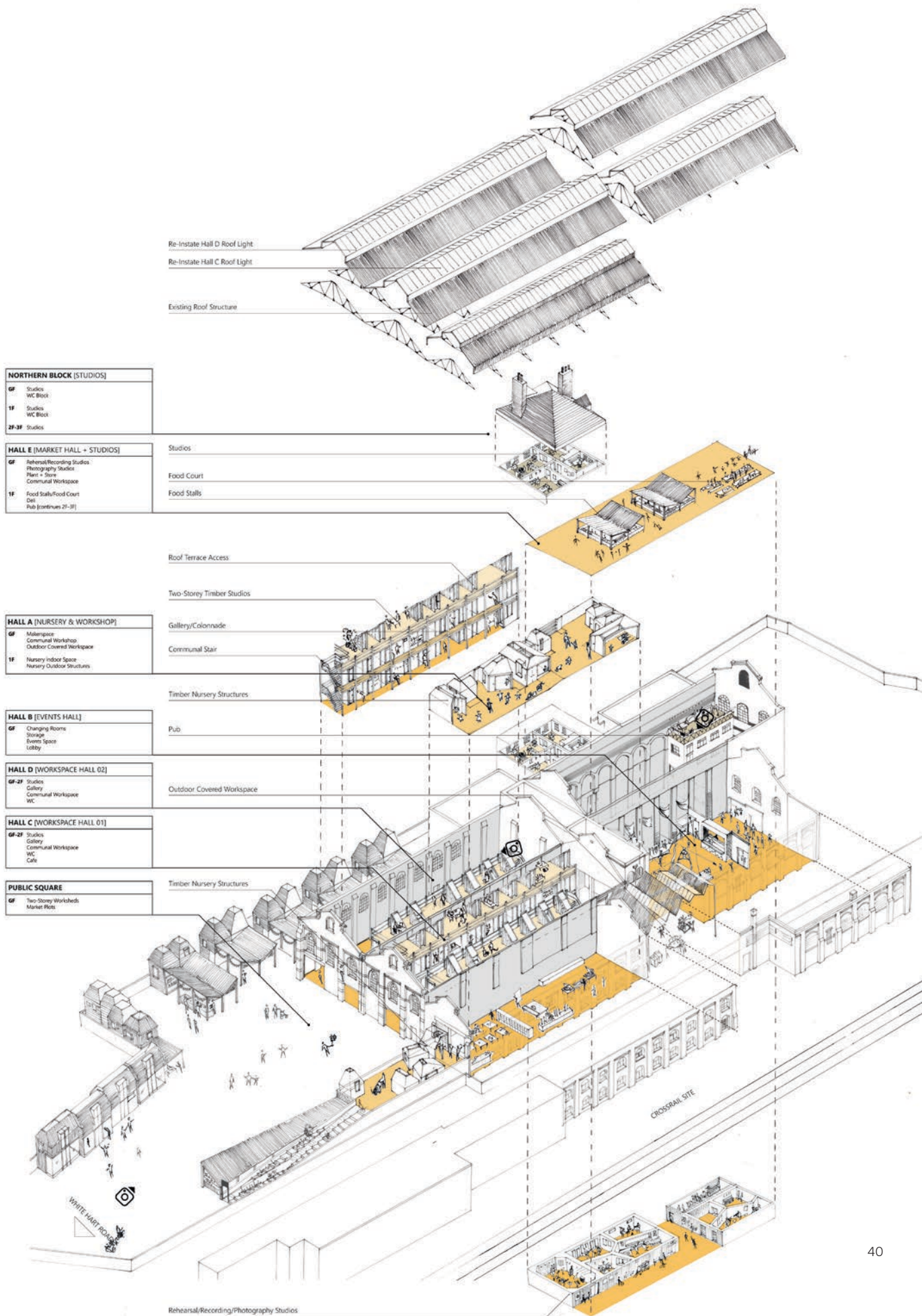


39

38 Perspective drawing of Plumstead Plant forecourt with retail pods.

39 Perspective drawing of Plumstead Plant workspaces.

40 Exploded axonometric of Plumstead Plant, detailing cultural, work and educational spaces.



8. Heritage preservation as a means to connect local people with their high street

The word 'heritage' is closely linked to cultural identity. It can be described as a physical or a cultural context that has established itself over a period of time and has become part of the identity of a place. Kattein's high street projects seek to strengthen the way that heritage finds an expression on the high street. This is done by facilitating cultural activities, introducing artistic interventions that engage with the social or physical site context, supporting longstanding businesses or through conservation works to historic buildings. The projects seek to strengthen the associative bonds that communities have with their environment. The challenge, however, lies in combining contemporary retail needs – lighting, security, advertisement and maintenance – with conservation priorities. See the Peckham Townscape Heritage Initiative opposite.

Peckham Townscape Heritage Initiative (2017, ongoing)

The Peckham Townscape Heritage Initiative seeks to contribute to the regeneration of one of Southwark's key town centres by restoring and repairing some of its oldest and finest buildings. In 2014, the Heritage Lottery Fund granted £1.675 million towards the project and Southwark Council have committed additional funding to make a common fund of £2.3 million. JKA were commissioned by Southwark Council to deliver the project. Phase One involved the repair of three properties on Peckham High Street and Peckham Hill Street. Now in Phase Two, five additional properties representing key heritage assets that significantly define the town centre are being repaired to set a precedent for future façade and shopfront improvements **(41–4)**.

41–2 Peckham
Townscape Heritage
Initiative (before works).

43–4 Peckham
Townscape Heritage
Initiative (after works).



41



43



42



44

Dissemination

Jan Kattein is a leading expert on high street regeneration and is regularly invited to speak on the subject. This has included:

- Open City, London (2014)
- Architecture Conference and Expo, Cluj-Napoca (2015)
- Cass, London (2017)
- Architecture Foundation, London (2018)
- Associazione Nazionale Comuni Italiani, various small towns in Italy (2019)
- Greater London Authority (2019)
- RIBA, London (2019)
- The London Society (2019)
- Theatrum Mundi, London (2019)

JKA's work on high street regeneration has been published and reviewed in the national and international press, including *Folio* (2014), *The Sunday Times* (2015), *Building Design* (2014) and *The RIBA Journal* (2017, 2018).

Project Highlights

JKA projects are cited as best-practice examples in supplementary planning guidance in Merton (see pp. 59–157), Waltham Forest (see pp. 172–208), Newham. They are also cited in the jurisdiction of the London Legacy Development Corporation (see pp. 209–13) and the GLA (see pp. 163–71). Kattein produced a digital toolkit for shop owners in Morden to use in the design of their premises. This is an innovative and unique way of creating inclusive design outcomes.

The Morden town centre regeneration project received the following two awards:

- Planning Awards, Award for Regeneration (2018)
- The MacEwen Award, Urban and Rural Revitalisation (2018)


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