

## KEY INTERVENTIONS



### Analysis

Identifying key challenges such as lack of evening economy, poor connectivity, low footfall, high commercial vacancy rates and poor condition of building fabric, to build a strategy to revitalise Dartford town centre.



### Placemaking

Encouraging active movement through new pedestrian linkages. Creating new open spaces to improve the experiential quality for people to stay and enjoy the town centre



### Activation

Activating the town centre by diversifying and attracting new uses and improving public realm to support any spill over activities.



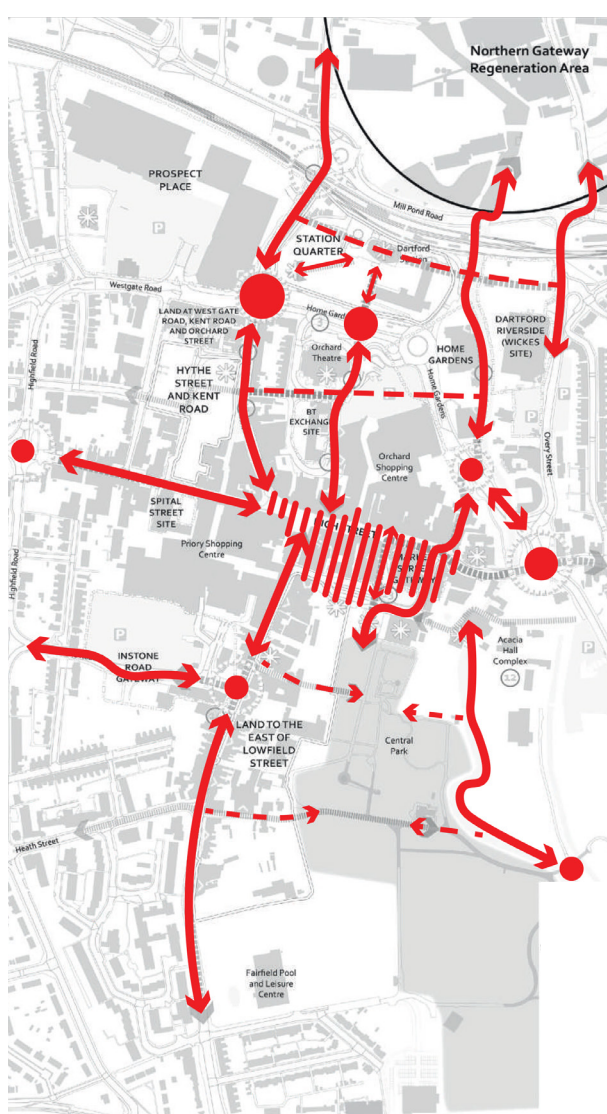
### Connectivity & Movement

Strengthening connectivity between the town centre, transport hubs and riverside, by enhancing legibility, visually and physically.



### Pedestrian Environment

Interconnected pedestrian links are created between bus stop area, public car open spaces, new public square.



# DARTFORD TOWN CENTRE



**Client:** Dartford Borough Council

**Location:** Kent

**PCL Services:** Masterplanning, Landscape Architecture, Transport Engineering, Highway Engineering, Lighting

**Project Type:** Public Park Design, Large scale infrastructure.

**Stages:** RIBA Stages 2-5

**Project Area:** 40 hectare

Project Centre are leading the design and delivery of a town centre public realm masterplan for Dartford. Dartford town centre has many buildings of cultural and architectural significance, however, much of the town centre does not have a public realm worthy of its heritage and status. Furthermore, many of the connections to and through the town centre are convoluted and prioritise vehicle movement.

Our objective, developed with the client, was to create a masterplan that is sympathetic to the town's heritage whilst providing a contemporary public realm that encourages people to stay and enjoy the town centre. The hallmark part of the project, now almost complete, is to pedestrianise a bus stop area and a public car park to create a new public square, doubling the public space in the town centre. This square directly links the High Street to Dartford Central Park, Memorial Gardens and Dartford Library.

With substantial development on both the northern and southern fringes of the town centre, the need for better connections to and through the town centre is crucial as the town's population grows over the next 20 years. Our masterplan proposes improving these routes for active transport by upgrading and aligning traffic junctions, improving pavements and accessibility and installing green infrastructure.