

ABOUT YOUR ROMFORD



YOUR ROMFORD, YOUR SAY: HELP US TO REFRESH THE ROMFORD TOWN CENTRE MASTERPLAN.

After a pause, Havering Council now wants to restart the conversation with the community about refreshing the Masterplan and adopting it as a piece of formal planning guidance.

WHAT HAS BEEN HAPPENING?

From January to September 2019 Havering Council asked residents and businesses for their thoughts on how to improve Romford Town Centre and surrounding area. This feedback helped to shape a final draft Masterplan for the Town Centre.

This work was put on hold during the pandemic so we could focus on the more immediate challenges for our communities.

Following this there has been a change in administration for Havering Council (May 2022), including newly elected members, meaning that many different pieces of ongoing work were reviewed, including the Romford Town Centre Masterplan.

WHAT IS HAPPENING NOW?

Following this review a decision has been made to go ahead with the necessary steps, including public consultation, before the formal consultation process starts to finalise the Masterplan for Romford that will allow us to protect and strengthen our town centre.

WHAT'S NEW IN THE MASTERPLAN?

The main ideas of the Masterplan remain the same but we want to talk to our communities about refreshing parts of the Masterplan and adopting it as a piece of formal planning guidance.

The key projects are set out on our large table top map.

**TAKE A LOOK AROUND AND TELL
US WHAT YOU THINK**



THE JOURNEY AND WHERE WE ARE

YOUR ROMFORD MASTERPLANNING TIMELINE*

Gathering Insight — Winter to Spring 2019



From January 2019 - June 2019 over 1,000 people shared their priorities, ideas and aspirations for Romford Town Centre through our various engagement activities.

Pause

2020 to 2023



Work was paused on formalising the Masterplan due to:

- the pandemic
- a change in Havering Council administration
- a review of many of the Council's pieces of work
- Considering the Masterplan in the new national and global economic landscape

Preferred Option & Detailed Design

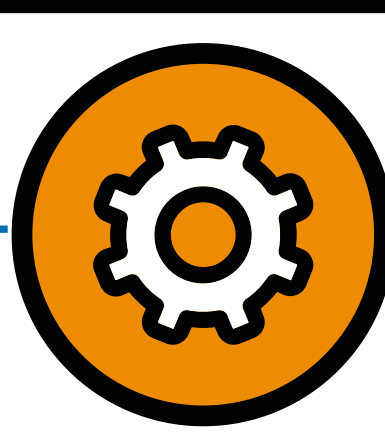
Sept 2019



Second public exhibition

The preferred option for Romford Town Centre Masterplan will be presented, and people will have a chance to give comments and feedback.

Summer 2019

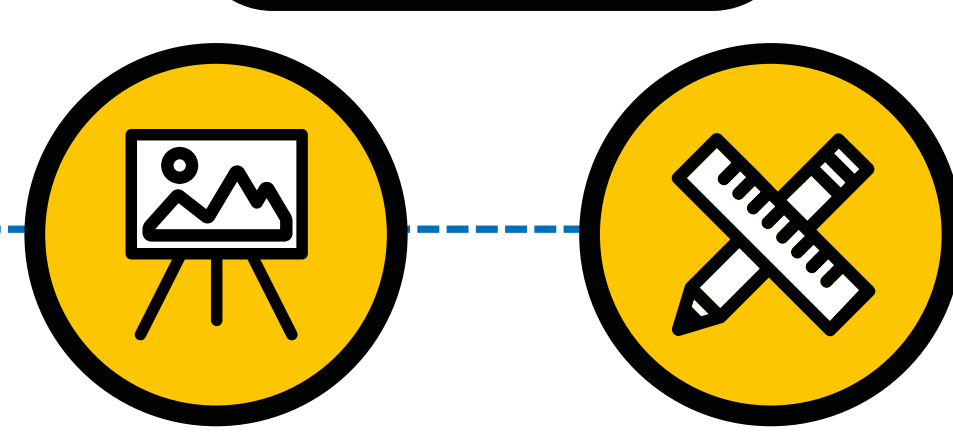


Processing & responding to feedback

All the feedback will be processed and we will share responses to show how feedback has been incorporated and where not, why not.

Initial proposals

May 2019



First public exhibitions Initial proposals

After processing all the feedback the design team will present their first ideas for Romford Town Centre Masterplan at a public exhibition. People will be invited to provide feedback.

We are here

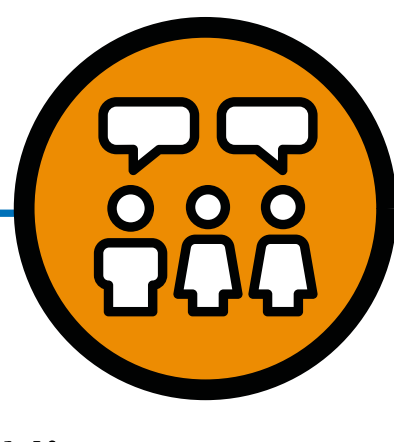
Refreshing the Masterplan

Early 2024



Following this review a decision has been made to go ahead with the necessary steps, including public consultation, before the formal consultation process starts.

April 2024



Public engagement on refreshed Romford Town Centre Masterplan.

Give us your feedback at one of our events, or online.

Late Spring 2024



Masterplan document is prepared

The Masterplan will be developed as planning guidance, which would help ensure that the ideas and priorities people have given us are followed through.

WHAT IS A MASTERPLAN?

A Masterplan is a long-term planning document that outlines a vision to guide growth and development of an area. It isn't a detailed design or planning application, but is:

- A document that sets out how a particular area should develop in the future
- A high-level plan that sets out objectives and strategies to manage development and change over time
- A process that defines what is important about a place and how its character and quality can be protected and improved

FUTURE USE OF THE MASTERPLAN



An adopted Masterplan will set an overarching vision for the place Romford should become. It will set out parameters for investment by the Council, the Mayor of London, landowners, developers and others and help set a framework for deciding planning applications.

Winter 2024



Adoption of planning document

Havering Cabinet will make a decision to adopt the planning document meaning that it will become a piece of formal planning guidance.

June to July 2024



Statutory consultation on Masterplan

Once a Masterplan document has been prepared, there will be a further opportunity for people to feedback. Havering Council will then prepare a summary of these comments, and how they have responded.



YOUR ROMFORD, YOUR SAY

OVER THE COURSE OF YOUR ROMFORD PUBLIC ENGAGEMENT ACTIVITIES BETWEEN JANUARY TO SEPTEMBER 2019, **1209** PEOPLE TOLD US THE FUTURE THEY WANT TO SEE FOR ROMFORD AT...



On-street pop-ups x5



Online at www.yourromford.co.uk



Community meetings & events



Business & market trader drop-ins



Workshops x4



Your Romford exhibitions x2

WE'D LIKE TO SAY A BIG THANK YOU TO EVERYONE WHO HAS TAKEN THE TIME TO SHARE THEIR VIEWS AND IDEAS TO DATE.

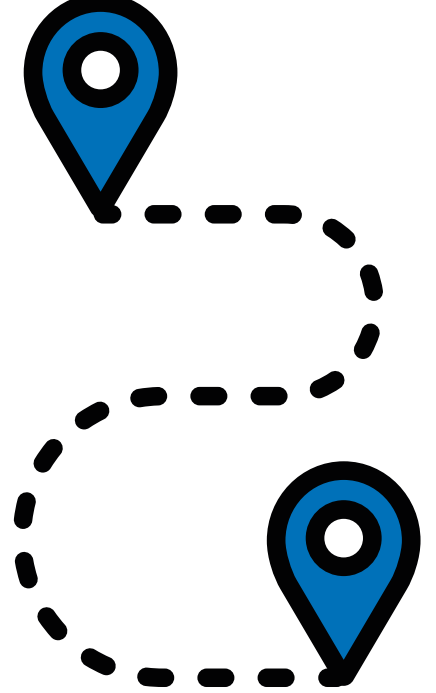


WHAT'S THE FUTURE PEOPLE WANT TO SEE FOR ROMFORD?



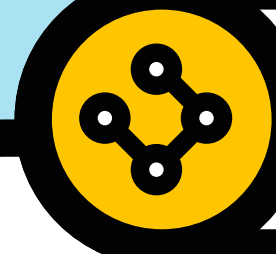
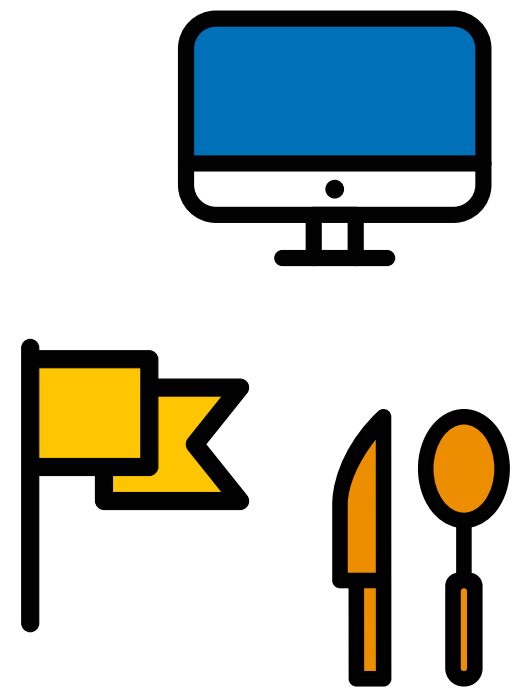
DESTINATION

ROMFORD NEEDS TO BE A DESTINATION FOR PEOPLE BOTH LOCALLY AND THE WIDER AREA, IN ORDER FOR IT TO THRIVE LONG INTO THE FUTURE. CREATE A LOOK AND FEEL THAT PEOPLE CAN BE PROUD OF.



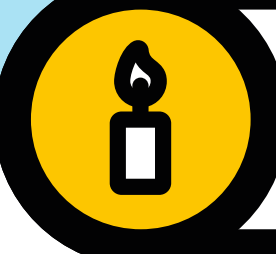
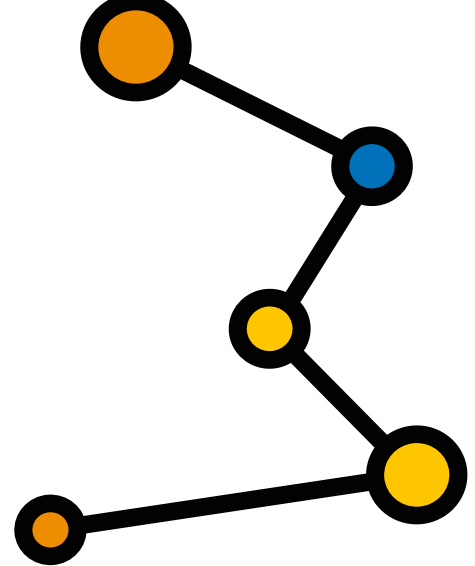
GROUND FLOOR USE

NEW USES AT GROUND FLOOR FROM OFFICES, EATERIES, INDEPENDENT BUSINESSES, COMMUNITY SPACES, ARTS AND CULTURE.



COHESIVE

THE TOWN CENTRE CURRENTLY DOESN'T FEEL LIKE ONE CONNECTED PLACE. ENCOURAGE PEOPLE TO MOVE BETWEEN DESTINATIONS TO EXPERIENCE THE WHOLE TOWN CENTRE.



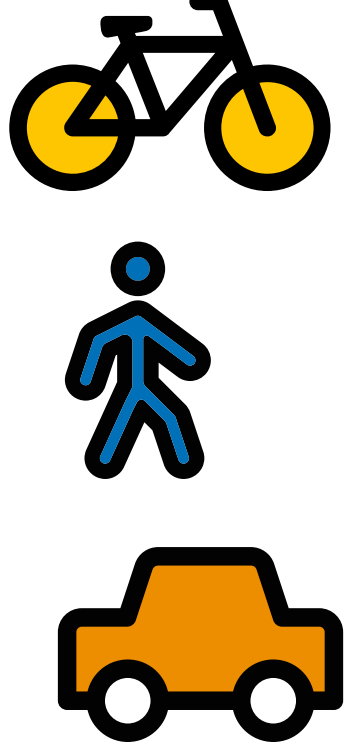
ATMOSPHERE

ENSURE THAT THE ATMOSPHERE AND OFFER FEELS INCLUSIVE AND WELCOMING. MORE EVENTS, ACTIVITIES, ARTS AND CULTURE TO RE-INJECT LIFE AND BUZZ INTO THE TOWN CENTRE.



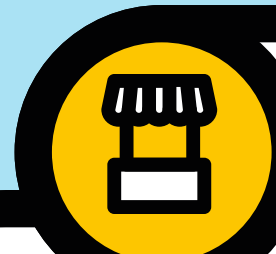
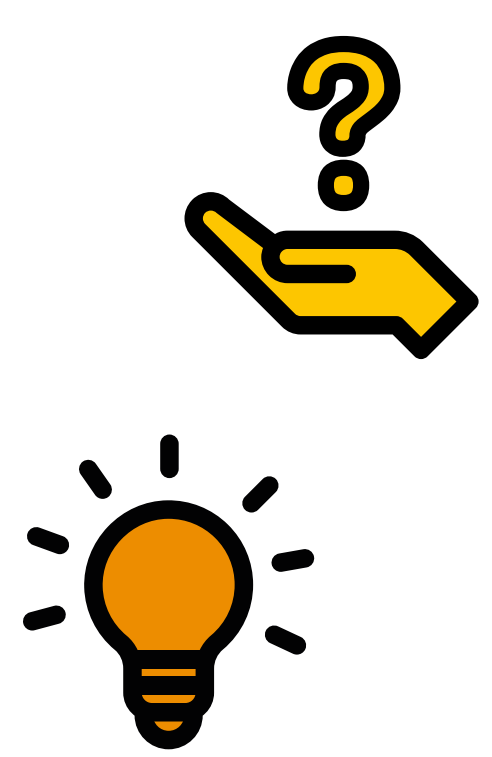
ACCESS

MAKE IT EASY TO GET TO AND MOVE AROUND THE TOWN CENTRE SEAMLESSLY ACROSS DIFFERENT MODES OF TRANSPORT (SUCH AS PUBLIC TRANSPORT, CARS, BIKES & WALKING) WHILE MAINTAINING PLEASANT ENVIRONMENTS WHICH ENCOURAGE PEOPLE TO WALK.



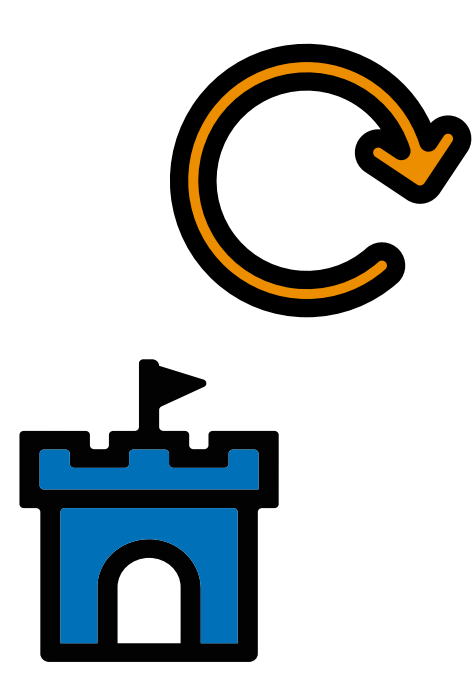
UNIQUE

ENCOURAGE AND SUPPORT INDEPENDENT BUSINESSES IN ROMFORD SUCH AS OFFERING OPPORTUNITIES TO TEST OUT IDEAS, SMALLER UNITS OR BUSINESS SUPPORT.



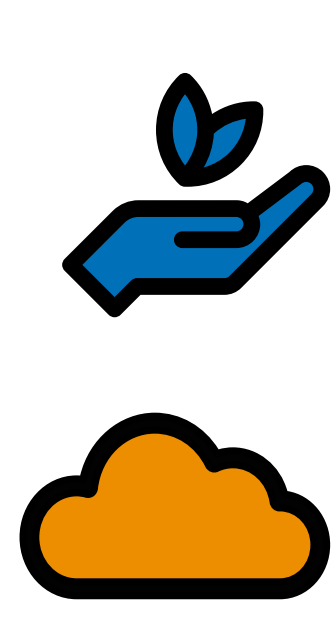
MARKET

THE MARKET IS AT THE HEART OF ROMFORD'S HERITAGE AND IDENTITY AND THEREFORE NEEDS TO BE REINVIGORATED AND REFRESHED.



HEALTH, WELLBEING & ENVIRONMENT

A TOWN CENTRE ENVIRONMENT THAT FEELS CLEANER, GREENER, MORE ACCESSIBLE FOR OLDER PEOPLE OR PEOPLE WITH DISABILITIES, SAFER AND MORE SECURE. TACKLE POLLUTION AND IMPROVE AIR QUALITY.



MASTERPLAN COMPONENTS

VISION & PRIORITIES

The feedback we've gathered from a wide range of stakeholders has helped to identify priorities for future growth and change in the area. As a high-level plan to set out objectives and strategies guiding future development in Romford Town Centre and the surrounding area, the Masterplan's vision includes a number of areas.

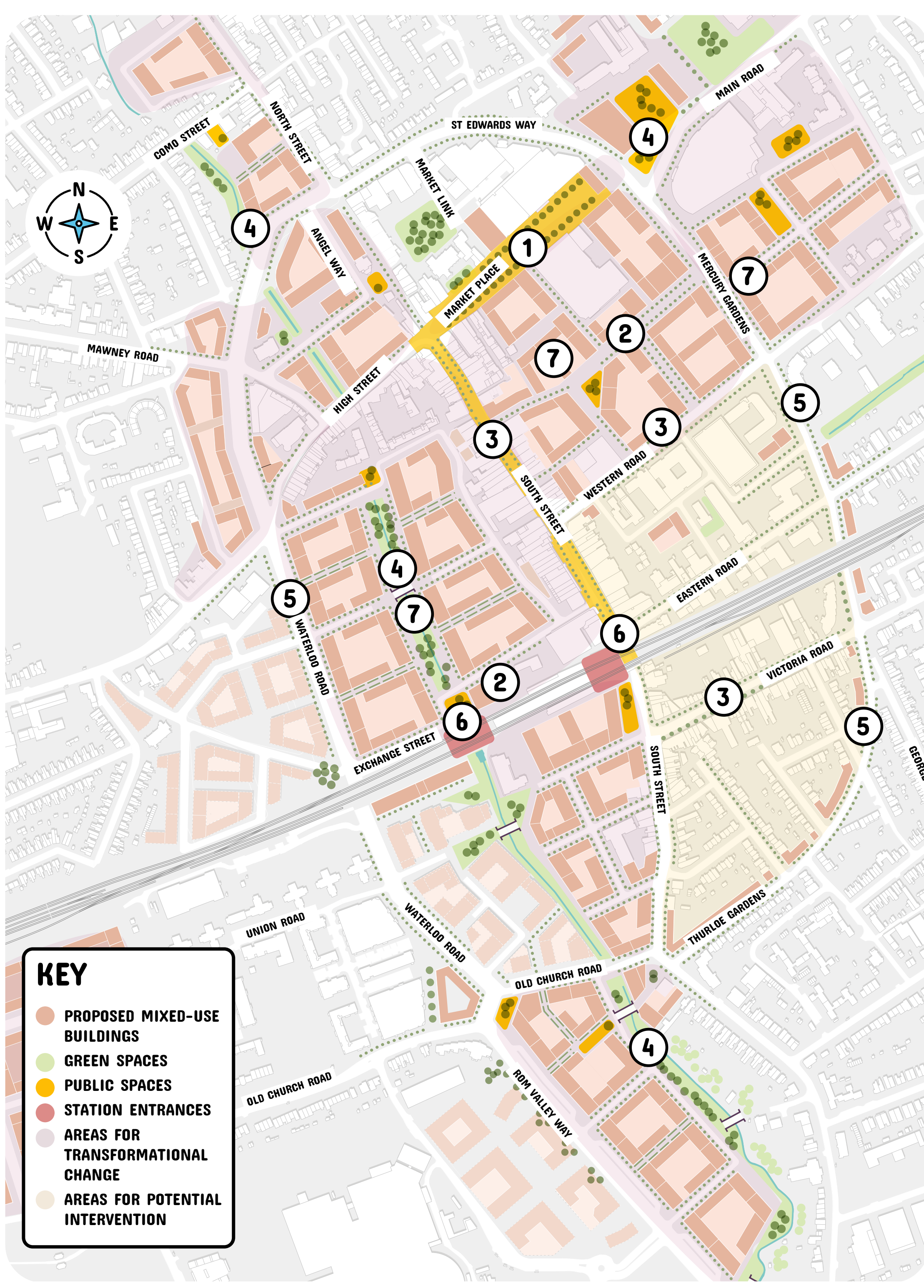
You will have the opportunity to review the full draft Masterplan document and submit a response to the formal consultation in the coming months. In the meantime, we are pleased to share some of the key components of the emerging Masterplan.



VISION & PRIORITIES

Long term strategic vision

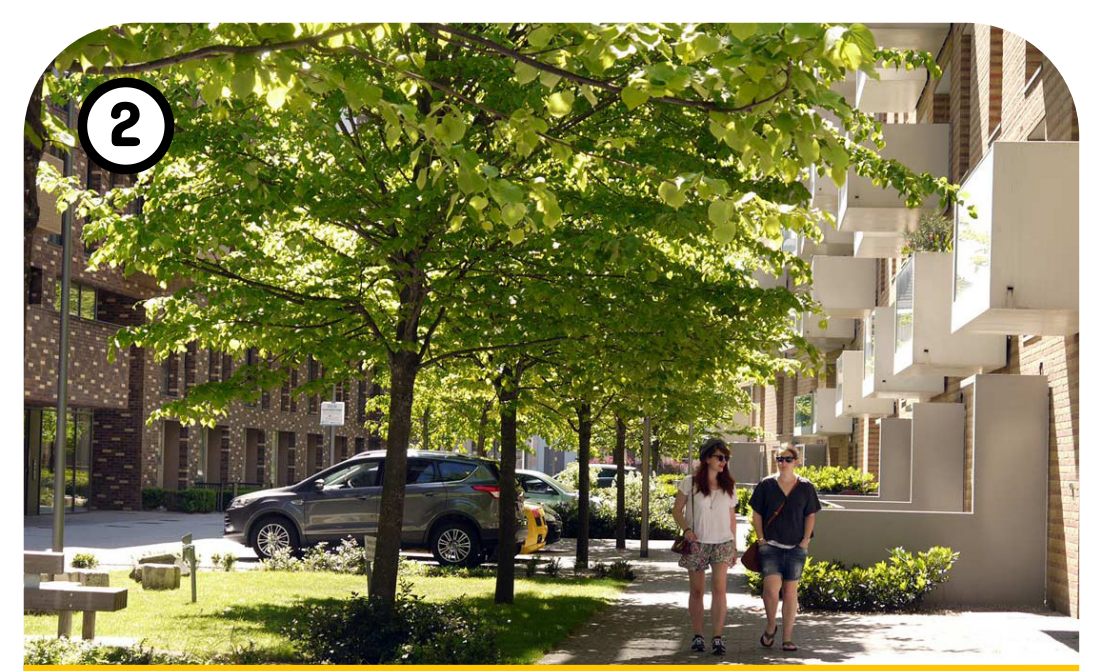
Building on its unique character and history, Romford will be a **mixed, vibrant and distinct regional Town Centre**. It will consist of a refined retail offer complemented by a rejuvenated market, with a focus on local goods and services, maintaining its role as a major leisure destination, with an enlarged employment offer, an early evening food and beverage offer and new residential community supported by additional health and school facilities.



Key moves



1 Reinforce Market Place with complementary activities, events & uses - Kingston Market



2 Create a finer urban grain with new streets and smaller blocks. Introduce trees and green links to the Town Centre - St Andrews, Bromley-by-Bow



3 Enhance key public realm spaces such as Market Place, South Street, Victoria Road and the Station entrance - Venn Street, Clapham



4 Introduce new public spaces across the Town Centre and along the Rom to support vitality and liveability - Riverside Lünen, Germany



7 Town centre mix: augmenting and evolving the town centre offer of retail, leisure, cafes and restaurants - 19th & Mercer, Seattle



5 Recharacterise the Ring Road as an urban street, creating a pleasant environment, activity and new crossings - Kensington High Street



6 Reinforce the station as a gateway, with an enhanced arrival space and a new entrance on the west side - Kraaiennest station, Amsterdam



AVOID HIGH DENSITY OR INSENSITIVE DEVELOPMENT. MAKE IT AN ENVIRONMENT PEOPLE FEEL PROUD OF

RECONNECT TO THE HISTORY OF THE TOWN & BRING ROMFORD'S ASSETS TO THE FORE, FOR EXAMPLE THE MARKET, BREWERY & RIVER ROM

CREATE A VIBRANT & UNIQUE OFFER FOR THE TOWN CENTRE THAT MAKES IT A HUB LONG INTO THE FUTURE

WHAT PEOPLE HAVE SAID ABOUT ROMFORD'S CHARACTER

MAKE ROMFORD SOMEWHERE PEOPLE WANT TO SPEND TIME, RATHER THAN JUST SLEEP & COMMUTE

BETTER CONNECTIONS BETWEEN DIFFERENT PARTS OF ROMFORD TOWN CENTRE TO ENCOURAGE VISITORS TO EXPERIENCE MORE OF THE AREA

CREATE A SAFER & MORE SECURE ATMOSPHERE THROUGHOUT ROMFORD

PREPARE FOR FUTURE GROWTH TO MAKE SURE THE TOWN IS ABLE TO RESPOND POSITIVELY TO THE NEW OPPORTUNITIES LIKE THE ELIZABETH LINE WILL BRING

CHARACTER

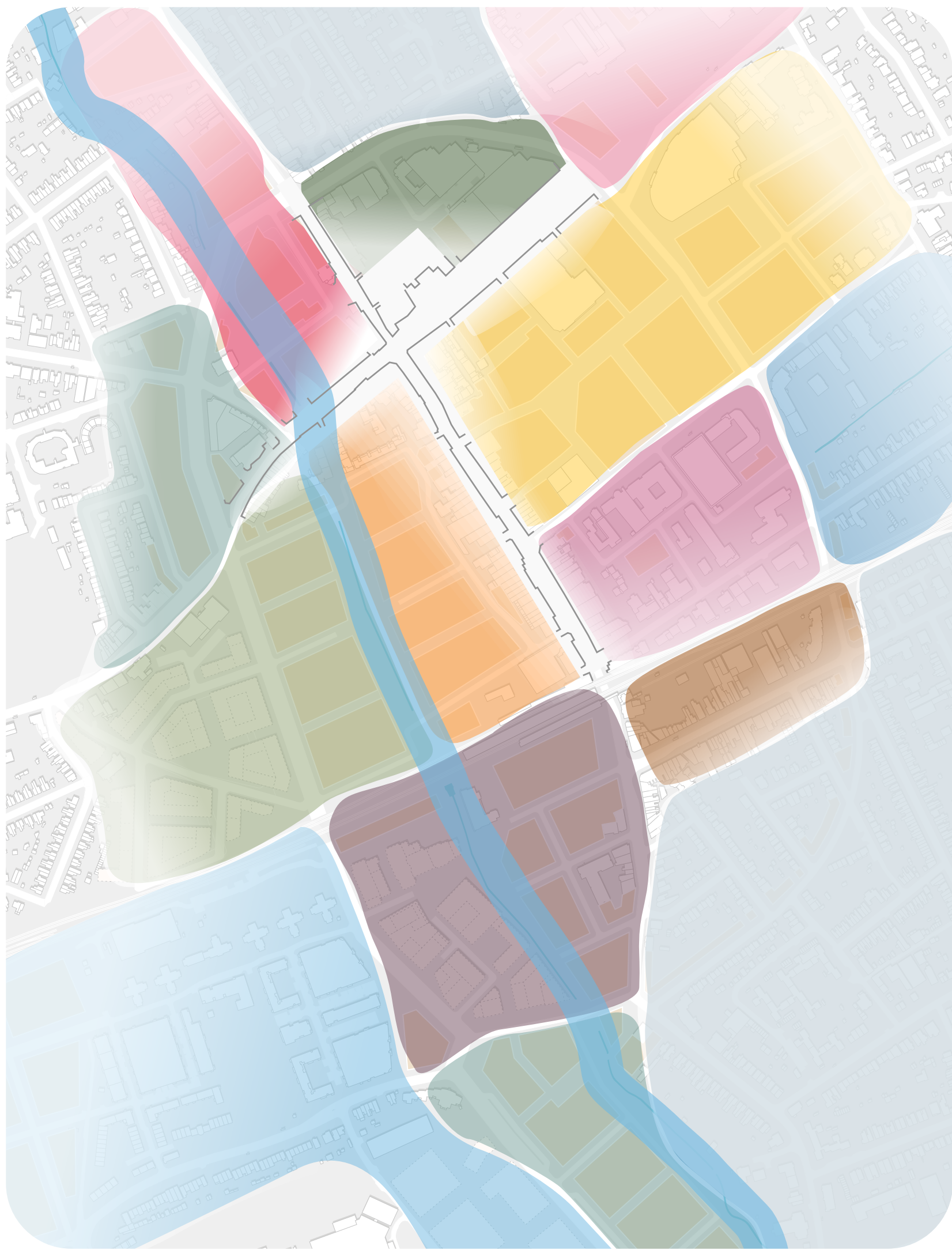
Preserving and enhancing local character

The Masterplan will provide guidance for character areas to inform a townscape strategy to help preserve and enhance Romford's historic places and buildings, including Romford Conservation Area, Listed Buildings and Locally Listed Buildings.

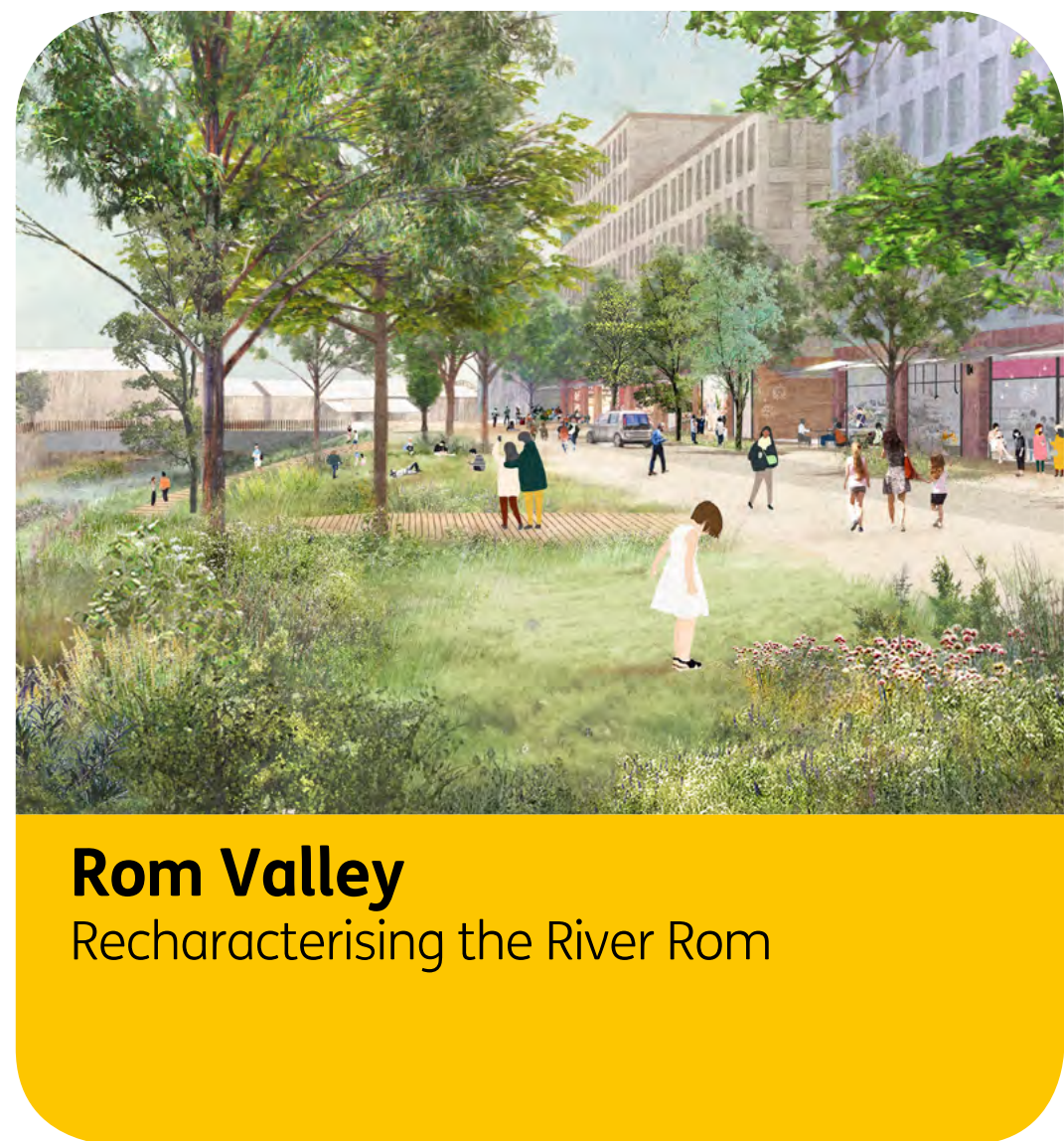
This will draw on the historic character around the Market Place, High Street and South Street, reinforcing this character, and promoting sympathetic building heights.

The character areas will bridge the ring road and help break down barriers, ensuring the town centre is not defined by infrastructure.

Key streets and spaces will form the points where character areas blend and meet.

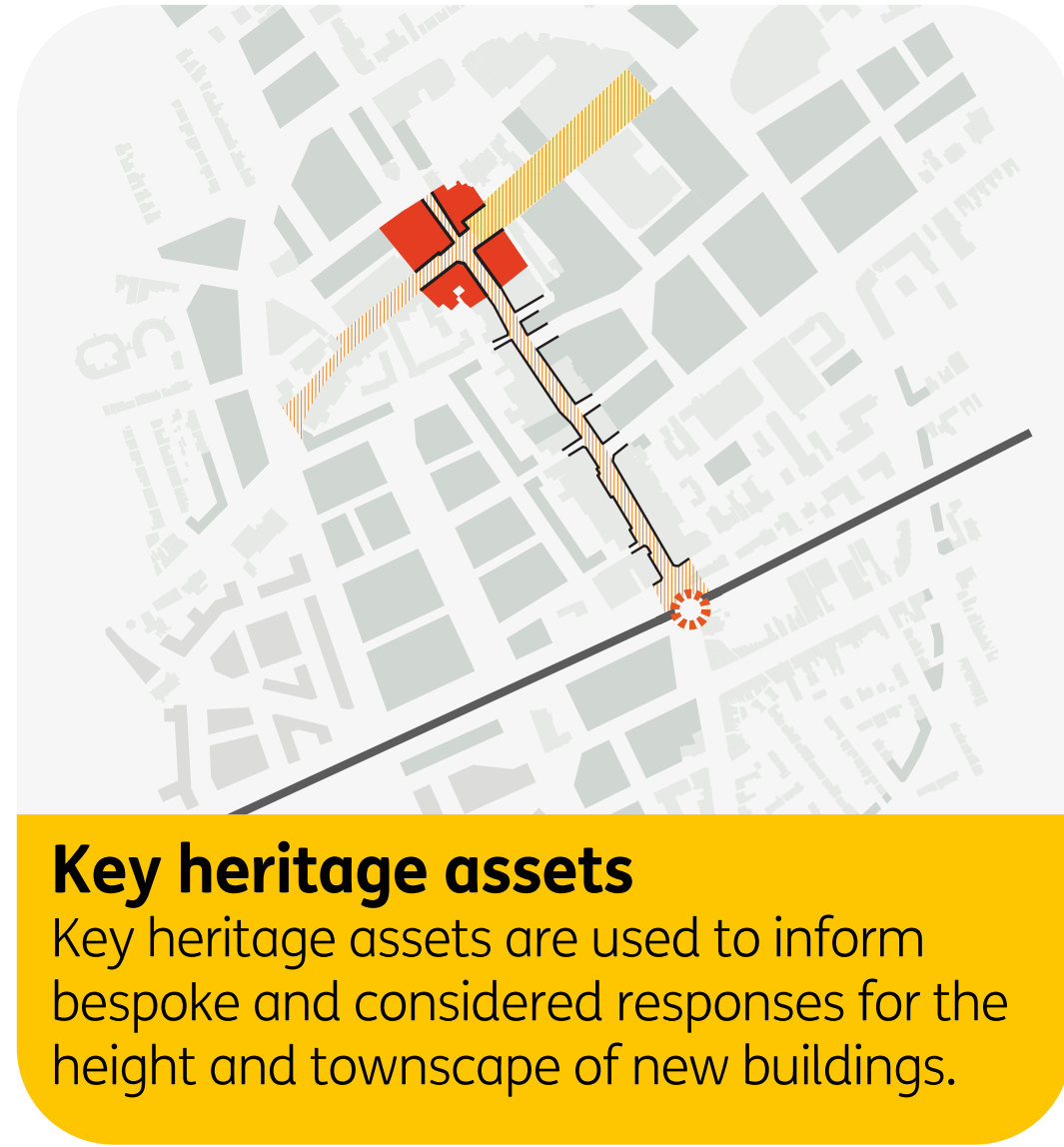


KEY	
● NORTH STREET / ANGEL WAY	● LIBERTY
● ST EDWARDS WAY NORTH	● MERCURY
● CIVIC CAMPUS	● OFFICE QUARTER
● MARKET PLACE NORTH	● BLACK'S BROOK
● ANGEL WAY WEST	● OLD CHURCH
● WATERLOO AND THE BREWERY	● ROM VALLEY / STATION GATEWAY
● THE BREWERY	● VICTORIA ROAD




Character & Heritage

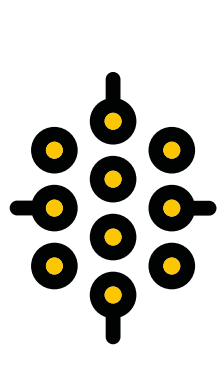
The Masterplan will outline key views within the Town Centre which form important components of the character of Romford. The Masterplan seeks to reinforce this and build on its character.



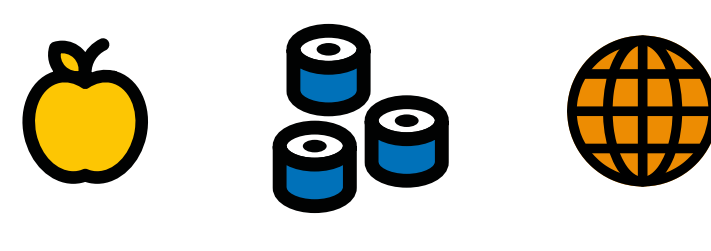
SUPPORT LOCAL INDEPENDENT BUSINESSES AND ATTRACT A WIDER RANGE OF INDUSTRIES TO THE TOWN CENTRE



FUTURE DEVELOPMENT TO BE ACCOMPANIED BY NECESSARY SUPPORTING INFRASTRUCTURE TO AVOID PUTTING STRAIN ON EXISTING SERVICES.



DIVERSIFY DINING OPTIONS E.G. POP-UP FOOD STALLS, INTERNATIONAL CUISINES, HEALTHIER OPTIONS




PRIORITISE IMPROVED HEALTH AND WELLBEING FOR RESIDENTS AND ENVIRONMENT ALIKE




WHAT PEOPLE HAVE SAID ABOUT LIVING, WORKING & SOCIALISING IN ROMFORD


MORE EVENING LEISURE OPTIONS WHICH ARE FAMILY-FRIENDLY




A WIDER RANGE OF LEISURE, ARTS, MUSIC AND CULTURAL EVENTS TO INJECT ENERGY TO THE TOWN CENTRE



ENSURE THERE IS A MIX OF HOUSING PROVISION (FOR EXAMPLE FLATS & FAMILY HOMES) & AFFORDABLE HOUSING FOR LOCAL PEOPLE



MIX OF USES NEEDS TO CHANGE AS THE DEMAND FOR RETAIL CHANGES - MORE OFFICES, EATERIES, INDEPENDENT BUSINESSES AND COMMUNITY SPACES

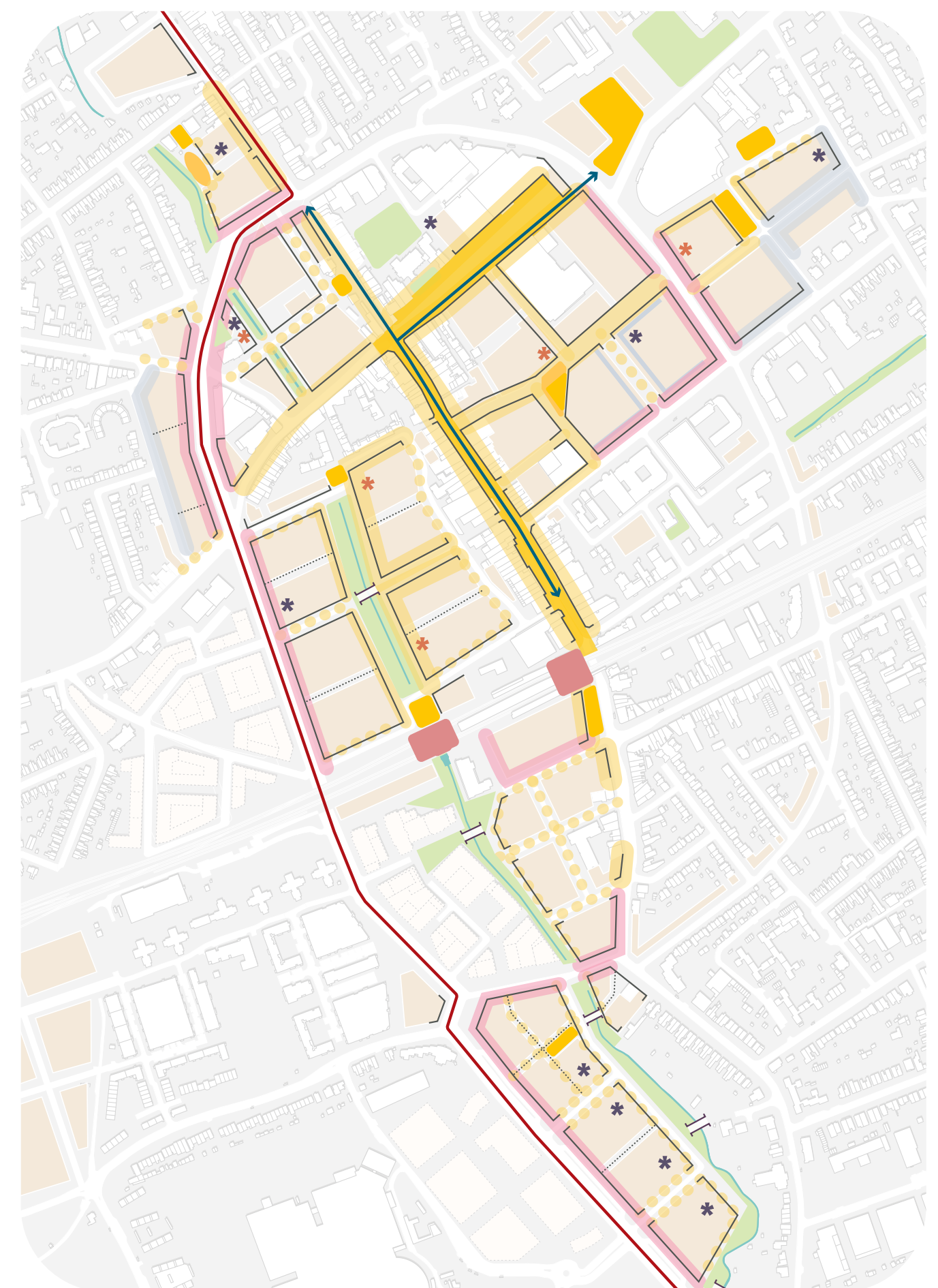


USES & RESOURCES

Town Centre ingredients

The Masterplan focuses a retail core of activity around the Market Place and South Street, with other locations working in harmony to support the central area. Acknowledging the changing nature of the retail, the Masterplan seeks to deliver smaller shops and a more varied food and drink offer, all working to support a unique and distinctive Romford.

A key target is to create a more varied offer, that promotes activity at different times of day. Employment and business space will be focused around the station, Waterloo Road and Rom Valley Way, and could be further supported by a potential tram route through the Town Centre. The Masterplan will encourage growing pockets of cultural activity alongside leisure uses, using anchors to catalyse activity and drive footfall. New residential development brings further opportunities, and the Masterplan will use these to support Town Centre activities for everyone and as a means to deliver new resources and infrastructure.




Employment
Encouraging a mix of employment uses: maker spaces, co-working spaces, offices, and studios
- Trinity Works, Colchester



Residential
Town centre apartments at an appropriate scale can be stacked above other uses
- Great Eastern Quays, London

- URBAN BLOCK
- BLOCK FRONTAGE
- POTENTIAL BREAK IN URBAN BLOCK
- MAIN PUBLIC SPACES
- STATION ENTRANCES
- GREEN SPACES
- POTENTIAL NORTH-SOUTH LINK ROUTE
- MAIN PEDESTRIAN LINK
- PEDESTRIAN CROSSINGS
- EAST-WEST GREEN LINK
- RIVER ROM
- PREDOMINANTLY EMPLOYMENT FOCUS
- FLEXIBLE TOWN CENTRE FRONTAGE
- PRIMARY RETAIL, CAFE AND RESTAURANTS FOCUS
- SECONDARY RETAIL, CAFE AND RESTAURANTS FOCUS
- ★ POTENTIAL CULTURE / LEISURE USE
- ★ POTENTIAL LOCATIONS FOR SOCIAL INFRASTRUCTURE



Health services
Placing health services alongside other town centre uses
- Kentish Town Integrated Care Centre



Primary schools
Schools integrated within the community
- Grange Primary School, Bermondsey



Retail
Positive ground floor engagement and high quality apartments
- 19th & Mercer, Seattle



Cultural
Temporary structures can trial different cultural uses and seed local enthusiasm
- The Playing Field, Southampton



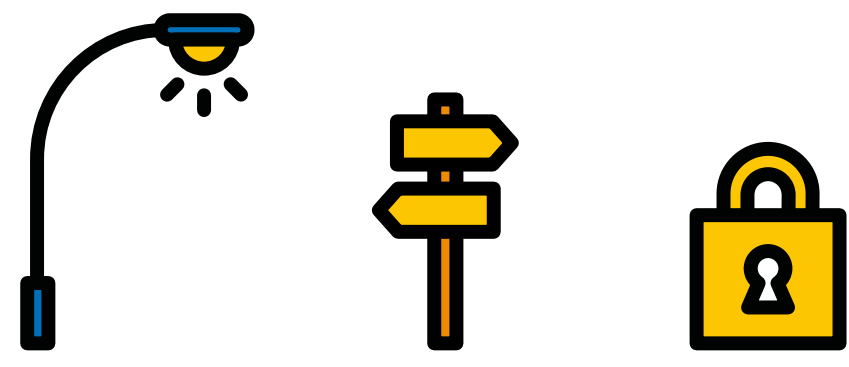
Leisure
Leisure is becoming an increasingly more popular part of the shopping experience
- Alley Oop, Vancouver



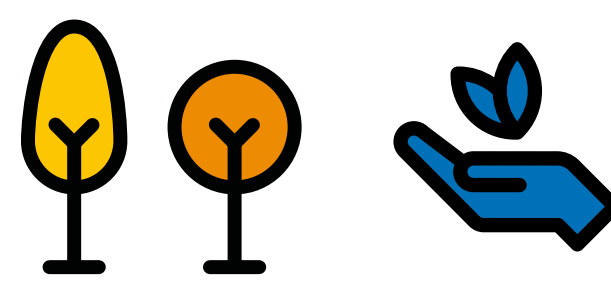
Cafés and restaurants
Creating spaces to eat and drink throughout the day
- New Road, Brighton



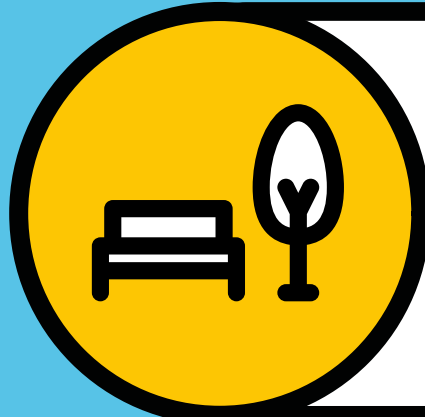
CREATE A SAFE AND SECURE ATMOSPHERE THROUGHOUT ROMFORD - BETTER LIGHTING, CLEAR WALKWAYS, SIGNAGE AND MORE FAMILY-FRIENDLY



MORE TREES, PLANTING AND A CLEANER AND HEALTHIER ENVIRONMENT. IMPROVE TOWN CENTRE BIODIVERSITY



ENHANCE PUBLIC SPACES SO THEY CAN BE USED FOR MORE STREET PERFORMANCES & EVENTS

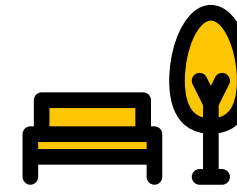


WHAT PEOPLE HAVE SAID ABOUT ROMFORD'S SPACE & LANDSCAPE

CREATE A MORE PROMINENT SETTING FOR CULTURAL BUILDINGS SUCH AS THE LIBRARY, THEATRE & MUSEUM



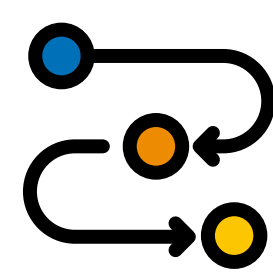
BRING SOFTER LANDSCAPING AND PLACES FOR PEOPLE TO STOP, WATCH THE WORLD AND MEET PEOPLE



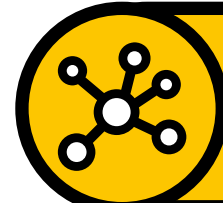
ADDRESS DERELICT, UNFINISHED AND ISOLATED PARTS OF THE TOWN CENTRE



ENCOURAGE PEOPLE TO MOVE BETWEEN DIFFERENT PARTS OF THE TOWN CENTRE



SPACE & LANDSCAPE



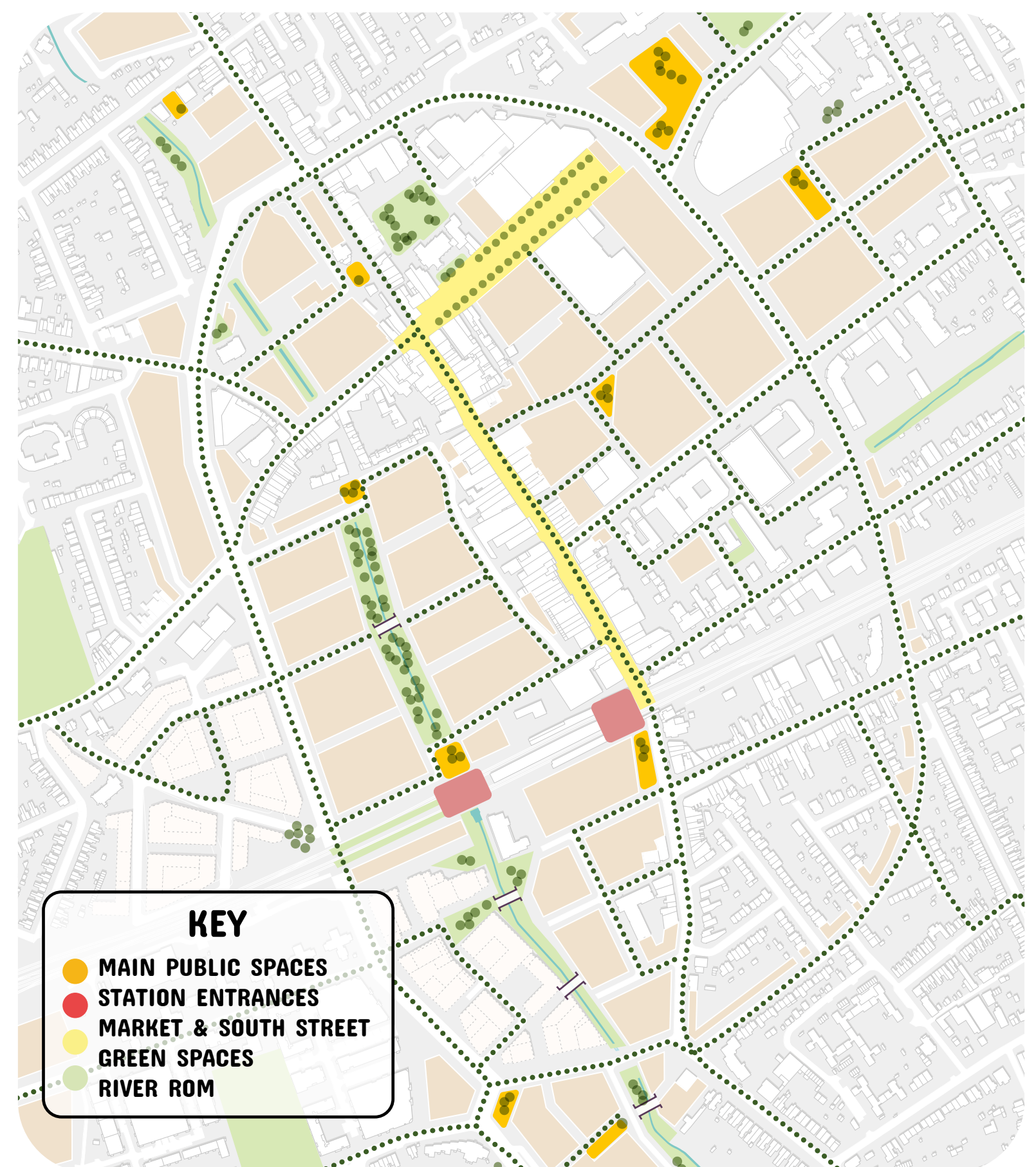
A network of spaces

The aim for space and landscape within Romford Town Centre is to embellish the built fabric, thereby encouraging visitors to linger for longer in the Town Centre and for residents to enjoy a high quality, liveable place.

In order to remain vibrant and successful the Town Centre will offer a wide range of public spaces including high quality streets, pocket parks, squares and roof gardens. The public realm of South Street has been updated in the recent past and offers a clue as to the potential type and quality of public space that can be achieved in the Town Centre. Wayfinding in the town also needs to be improved – particularly around the edges and across the ring road.

Blue (water) and green (ecological) networks through the Town Centre will be strengthened through the inclusion of water sensitive design, including Sustainable Urban Drainage (SUDS). The river Rom offers the opportunity to create a new linear river park through the Town Centre and highlight the river from which the place derives its name. New street tree planting and pocket parks will offer a necklace of green spaces connecting Cottons Park with Lodge Farm Park.

Future visitors to the town centre will be greeted by welcoming public spaces which balance the needs of visitors, residents and those who work in the town centre, creating a resilient and beautiful place that accommodates all transport modes.



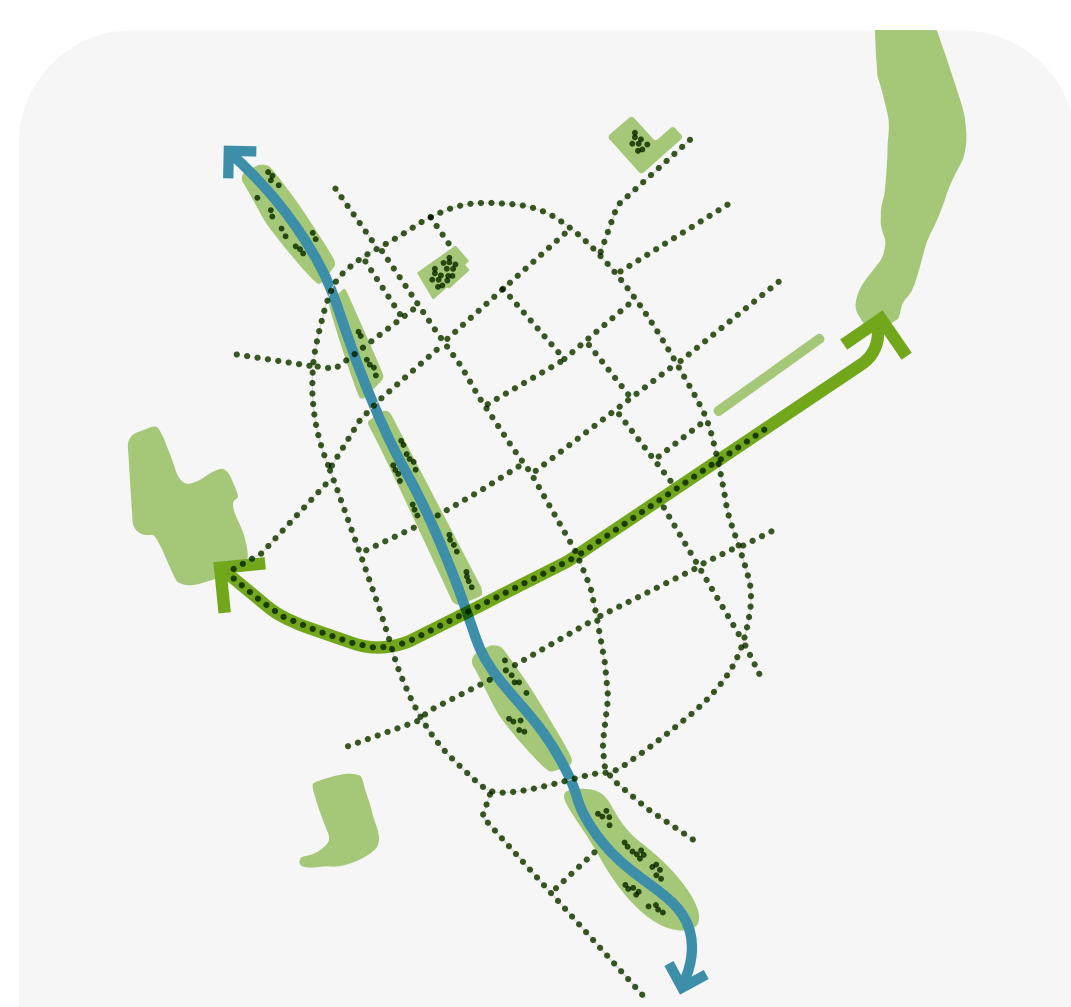
Attractive social spaces ○
Attractive spaces to encourage activity
– Bonn Square, Oxford



Enhancing the townscape ○
Celebrating heritage with an improved setting
– Grand Central, Chelmsford



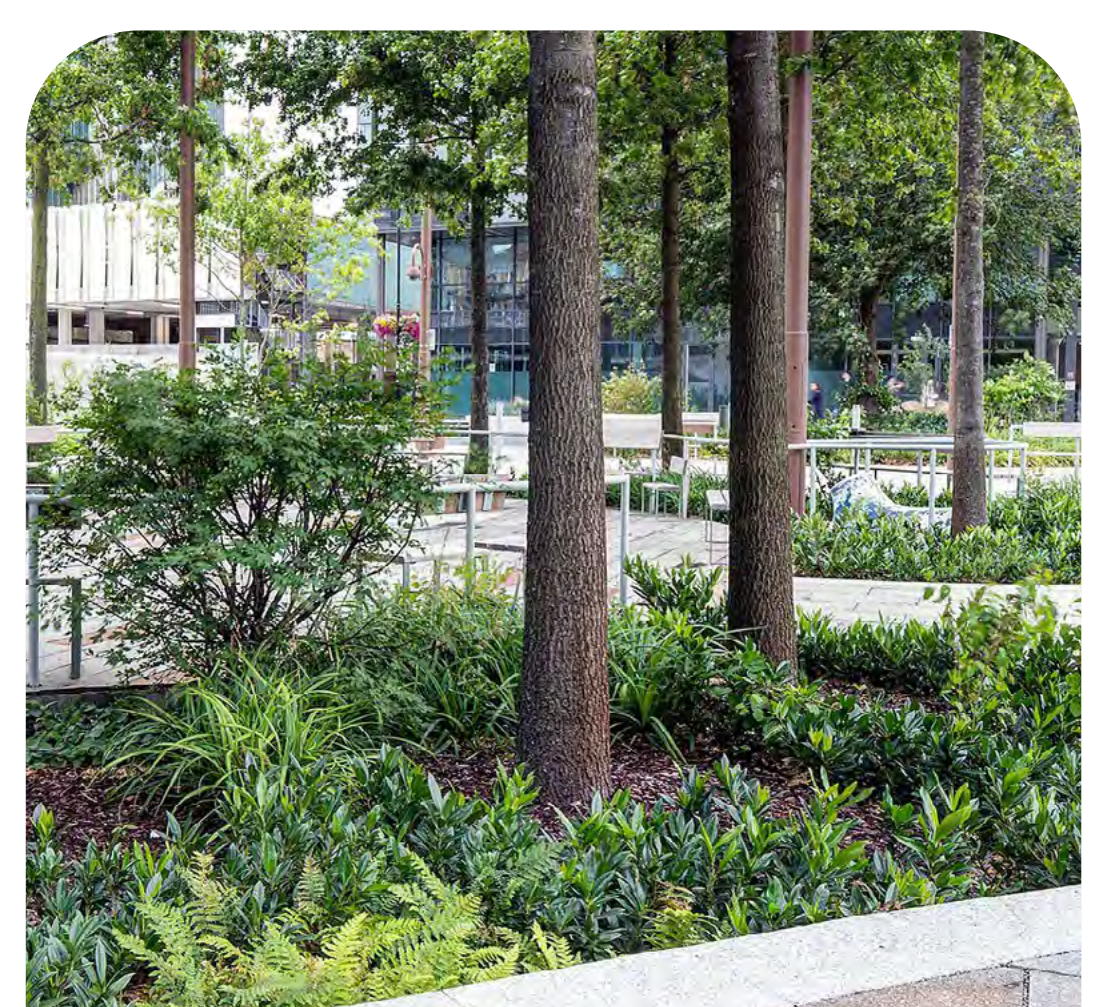
Celebrating assets ●
Creating better links with existing green spaces
– Raphael Park, Romford



Creating an ecological network
Introducing green connections across Romford to connect nearby parks & spaces such as Harrow Lodge Park & Cottons Park



Connecting nearby green parks ●
Celebrating the local parks and spaces
– Harrow Lodge Park, Hornchurch



Green links and biodiversity ●
Trees, planting and green spaces across the town centre such as along the ring road
– Ruskin Square, East Croydon



MAKE IT EASIER TO GET IN AND AROUND THE TOWN CENTRE ACROSS ALL MODES OF TRANSPORT

REDUCE CONGESTION AND IMPROVE AIR QUALITY IN THE TOWN CENTRE

MAKE THE RING ROAD FEEL LIKE LESS OF A BARRIER TO THE TOWN CENTRE AND IMPROVE THE CONDITION OF UNDERPASSES

WHAT PEOPLE HAVE SAID ABOUT GETTING IN & AROUND ROMFORD

IMPROVE ROMFORD'S CONNECTIVITY WITH OTHER PARTS OF THE BOROUGH AND NEIGHBOURING COUNTIES

MAKE THE TOWN MORE PLEASANT AND SAFER FOR PEDESTRIANS AND CYCLISTS

CREATE A BETTER FIRST IMPRESSION WHEN PEOPLE ARRIVE IN THE TOWN CENTRE, FOR EXAMPLE IMPROVE THE AREA AROUND THE TRAIN STATION

MOVEMENT & CONNECTIVITY

A network of equitable streets

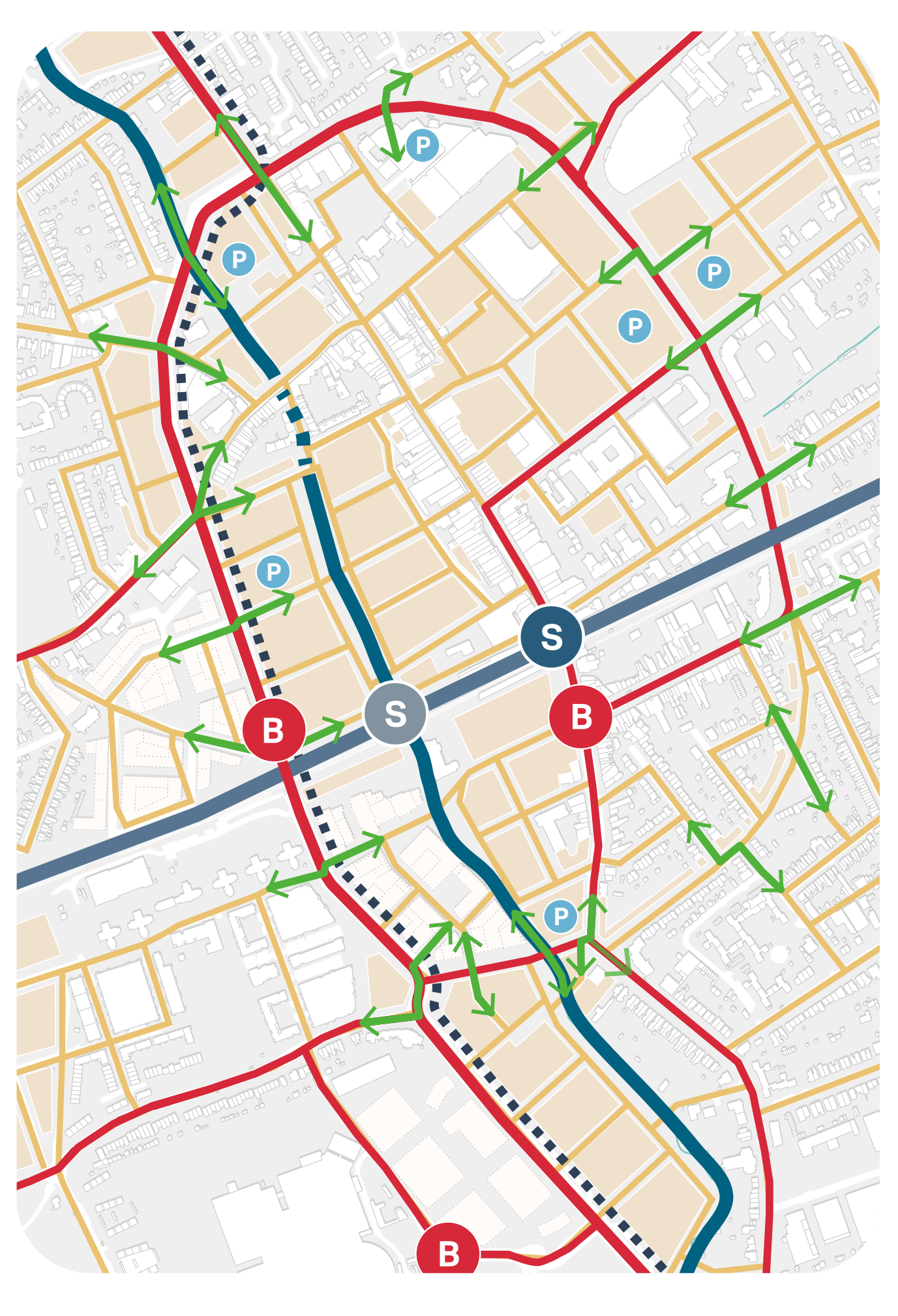
The Masterplan actively seeks to enhance the quality of access to Romford by making walking and cycling more attractive. This is achieved by creating a balanced network of urban streets, offering a choice of ways to get around and prioritising active travel as well as public transport. The introduction of more green spaces, trees, and sustainable urban drainage (SuDS) to the streets will create bespoke and resilient environments.

The quality of the main North-South and East-West connections will be enhanced through the transformation of roundabouts into junctions, the introduction of street-level crossings and fronting with active uses. The character of the southeast section of the ring road will evolve from a dual carriageway to an urban street. Small sites around the ring road are infilled with new buildings to aid its evolution and deliver positive activity.

New streets will accommodate electric car infrastructure.

A new station entrance on Exchange Street is proposed to improve access to the west of the town centre. Incorporating an interchange with a potential tram line and an improved bus network will help alleviate congestion and activate key sites here. A Town Centre wide servicing strategy is proposed to control when and where deliveries happen.

The Council is actively considering opportunities to introduce a park and ride scheme to further improve access to the Town Centre.



KEY

- NETWORK OF STREETS
- CROSSING THE RING ROAD
- ROUTE ALONG THE RIVER TON
- BUS ROUTES AND BUS STOPS
- POTENTIAL NORTH - SOUTH RAPID TRANSIT LINK
- NEW STATION ENTRANCE
- IMPROVED STATION ENTRANCE
- P BUILT CAR PARKING WITHIN URBAN BLOCKS

Waterloo Road

Space for buses, trams, bikes, pedestrians, and cars
- Blackfriars, London

Thurloe Gardens

A quieter street with space for buses and bikes
- Park Lane, Poynton

Pedestrian priority street

Calm town centre streets that have space for everyone
- Academy Street, London

Internal street

Mixed use streets for bikes, pedestrians & cars
- Stamford New Road, Altrincham

Key strategies

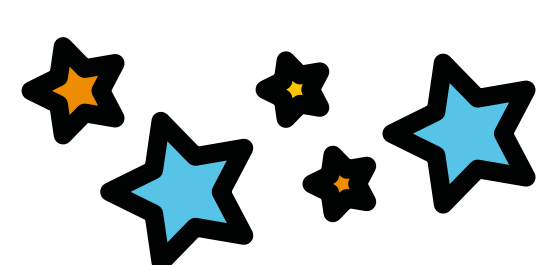
Active travel
Creating attractive routes to walk and cycle that can encourage active travel
- Trinity Street, Cambridge

Public transport
Opportunity for improved bus routes and a tram through the town centre
- Fletcher Gate, Nottingham

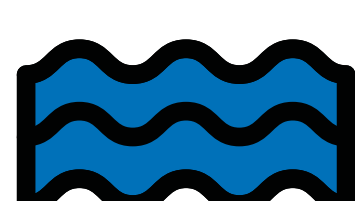
Integrated car parking
High quality, safe car parking in built structures, and formalised on-street parking
- Q Park, Liverpool & Altrincham

DELIVERING DISTINCTIVENESS: THE RIVER ROM

“THE RIVER ROM SHOULD BE MADE MORE OF A FEATURE”



“WHERE IS THE RIVER?
COULD WE HAVE AN AREA
WHERE WE COULD
ACTUALLY SEE IT?”



“THE OPENING UP &
GREENING OF THE RIVER
ROM WOULD BE GOOD FOR
THE TOWN”



“CLEAN UP THE
RIVER ROM THAT
LENDERS OUR TOWN
ITS NAME”



“PLEASE LOOK AT OUR MAIN RIVER,
IT'S DEVOID OF PLANT LIFE & FISH”



RIVER ROM



Enhancing existing character



River Rom

Creating pleasant spaces along the Rom that encourage people to stop, sit, and enjoy. The Rom can also become part of a wider cycling and walking network through and across the town centre



A new station entrance

Creating a new entrance on Exchange Street to link the west of the town centre and relieve pressure on the existing entrance



Creating new connections along the River Rom

Creating pleasant cycling and walking routes along the Rom
- East Bay Lane, Hackney Wick



Creating new public spaces along the River Rom

Creating pleasant spaces along the River Rom that allow people to sit, stop, eat, drink and enjoy the town centre
- Riverside Aarhus, Denmark



Improving green and public spaces

Creating green spaces and quiet places along the River Rom
- Riverside Lünen, Germany



Creating new frontage along the River Rom

Activating spaces along the river with new uses such as cafes and restaurants
- Canada Water, London



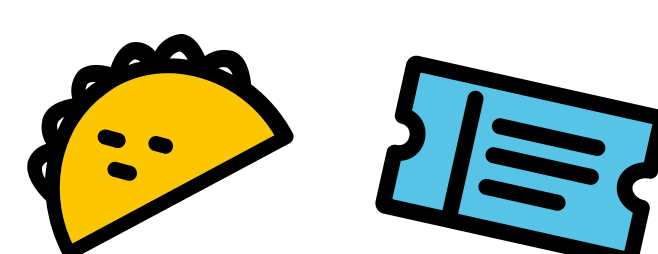
DELIVERING DISTINCTIVENESS: ROMFORD MARKET

“MAKE THE MARKET THRIVE AGAIN, IT USED TO BE A BIG DRAW FOR LOCALS & VISITORS ALIKE”



“ENCOURAGE GREATER DIVERSITY OF STALLS & MIX TRADITIONAL WITH NEWER IDEAS, LIKE VISITING OR POP-UP MARKETS”

“INTERNATIONAL FOOD STALLS, LIVE ENTERTAINMENT, PLACES FOR FOLKS TO SIT & ENJOY COMMUNITY SPIRIT”



“THE MARKET IS THE HEART OF THE TOWN. NEED TO OFFER ARTISAN STALLS, LOCALLY PRODUCED GOODS - ECLECTIC”



“MORE STALLS, IMPROVE LAYOUT - MAYBE UNDERCOVER?”



ROMFORD MARKET



Enhancing heritage and culture

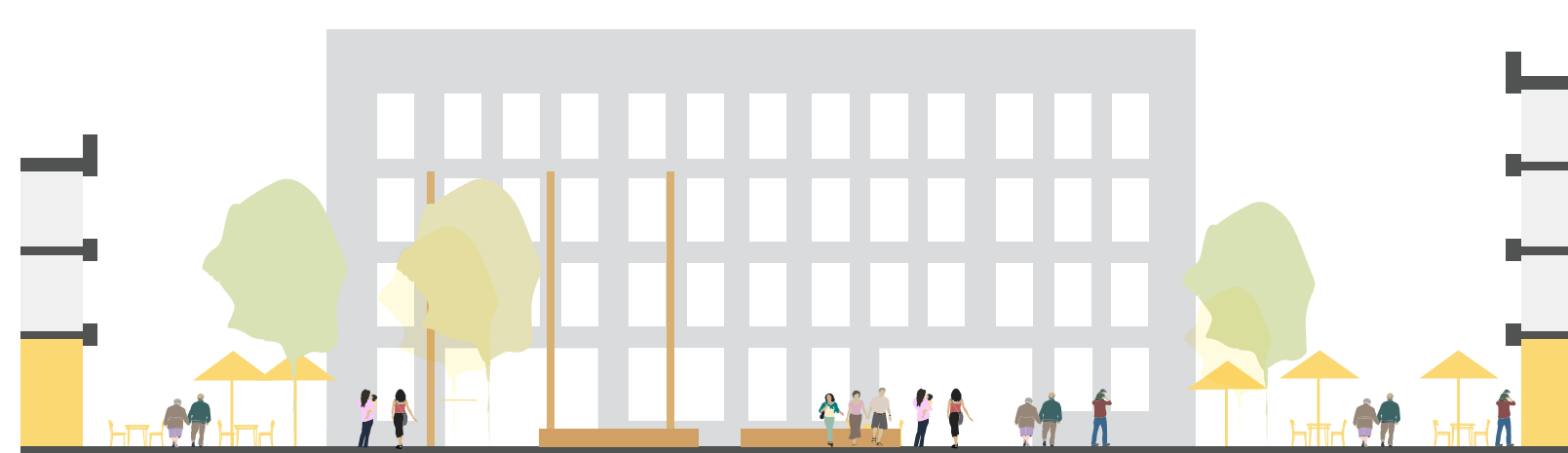


Market Place

Enhancing Market Place accommodating a rejuvenated market within a consolidated and focussed area, defined by new seating set within a strengthened grouping of trees, and an events space designed to accommodate differing activities throughout the year



- PAVEMENT
- HARD SURFACE
- SUDS
- SHARED SURFACE
- RESIDENTIAL
- RETAIL



Cultural event space

The scale and massing of new buildings will be carefully considered and responds to the unique setting, defined by active uses that are complimentary to the rejuvenated market



A varied and diverse offer

Give a facelift for the market and extend its opening days throughout the week
- Norwich Market



Made in Romford

Encouraging local produce by local people, for everyone
- Slow Food & Living Market, Camden



DELIVERING DISTINCTIVENESS: SOCIAL SPACES

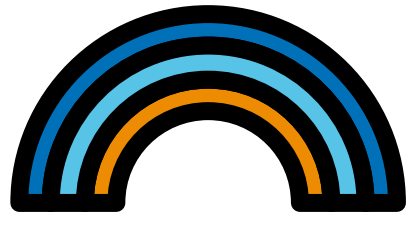
"I WOULD LIKE TO SEE A TOWN CENTRE THAT IS BEAUTIFUL, GREEN, WELCOMING AND CULTURAL"

"AN ORDERLY RELATIONSHIP BETWEEN BUILDINGS AND PUBLIC SPACES, AND BETWEEN NEW-BUILDS AND THE HISTORIC ENVIRONMENT OF THE TOWN"

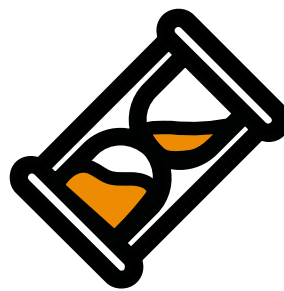
"MORE PLACES TO SIT, ENGAGE, TALK & SOCIALISE & HAVE FUN"



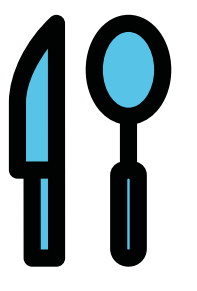
"BRIGHTEN IT UP - COLOUR AND ARTS CHEERS PEOPLE UP"



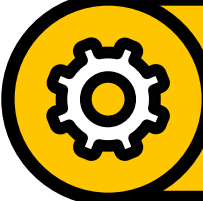
"ENCOURAGE USE OF EMPTY SPACES"



"PERHAPS ROMFORD NEEDS TO HAVE A MORE OF AN OUTDOOR CAFE/ RESTAURANT AREA"



SOCIAL SPACES

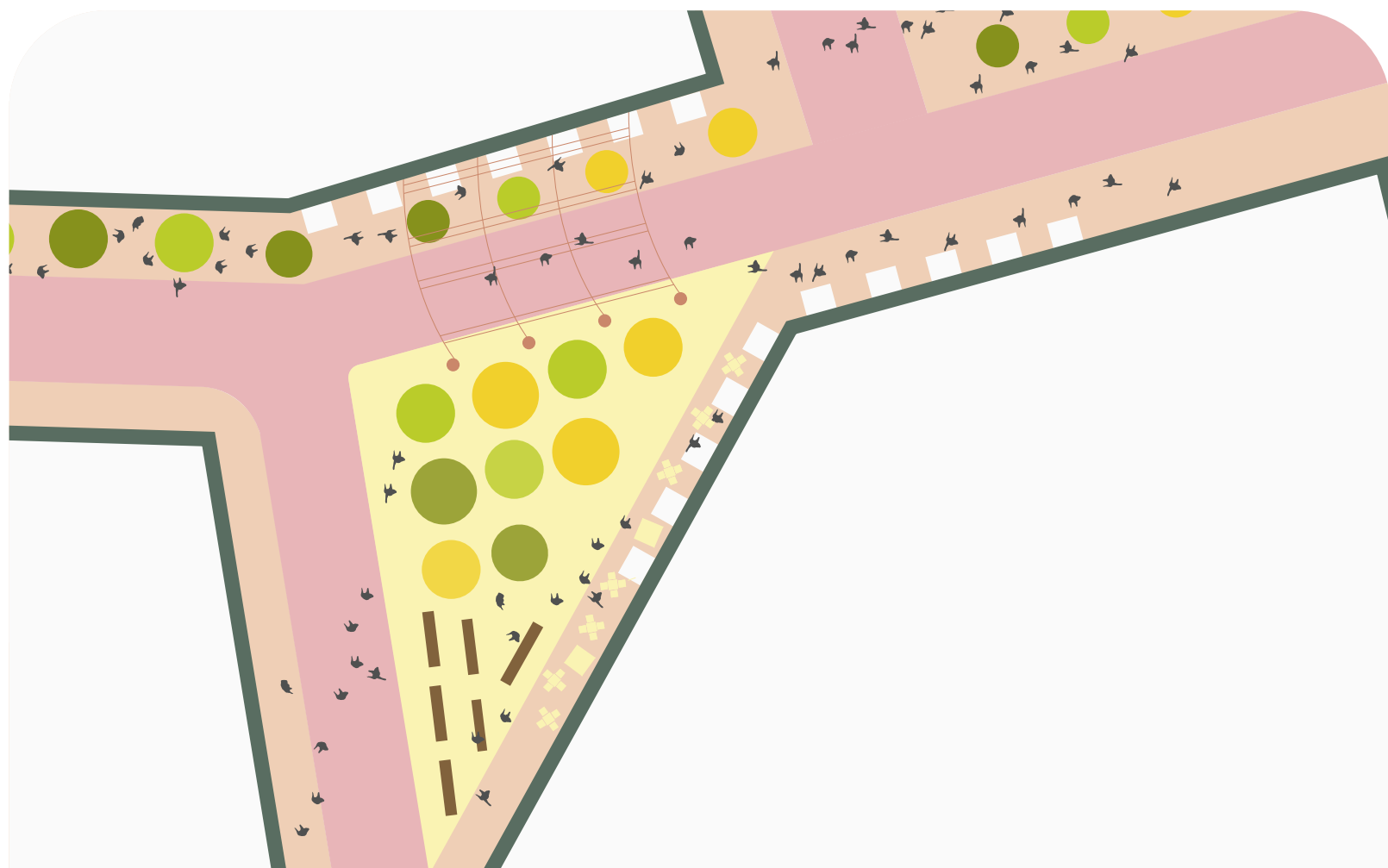


Changing dynamics



Town centre public spaces

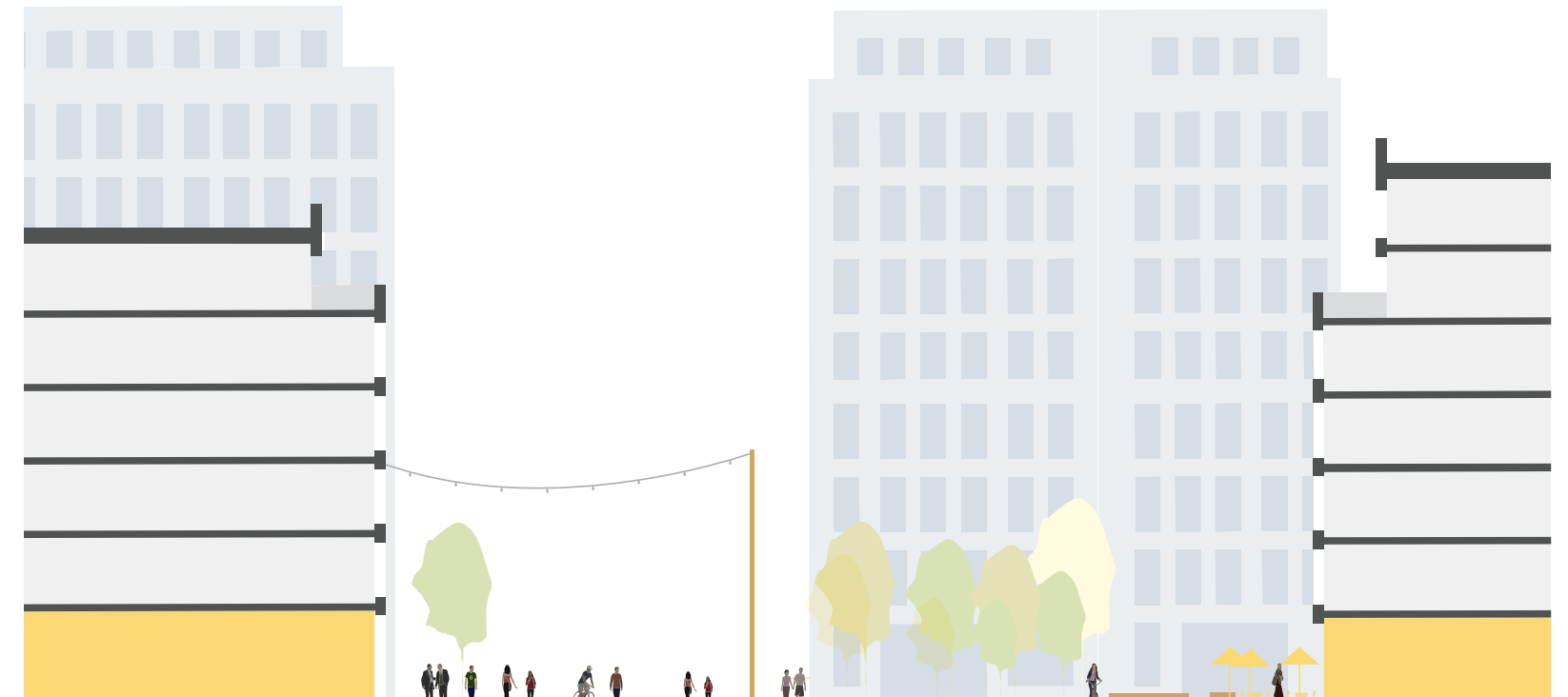
The Masterplan will create new public spaces within the town centre to create attractive places to sit and enjoy the town centre, and will give a facelift to existing spaces, such as along South Street, to encourage outside activity and interaction



Introducing plants and greenery

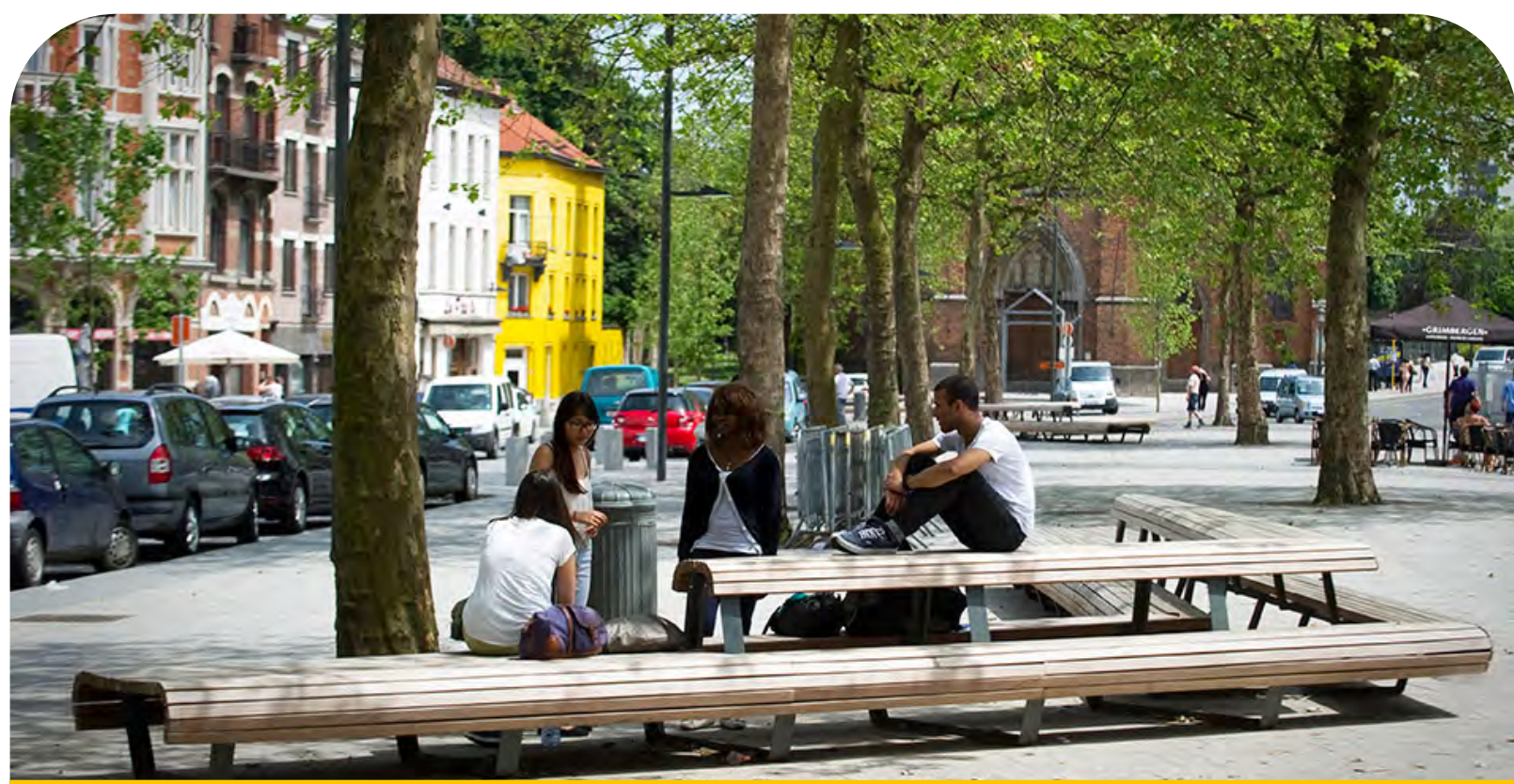
New trees and plants in the town centre to create an attractive collection of spaces and streets that can support more biodiversity and improve sustainability

- PAVEMENT
- HARD SURFACE
- SUDS
- SHARED SURFACE
- RESIDENTIAL
- RETAIL
- RESTAURANTS & CAFÉS



Town centre activity

Public spaces fronted by retail, cafés, restaurants and leisure uses to activate the spaces, and ensure Romford is a bustling town centre



Improving public spaces

Places to sit and dwell, places to socialise and places to be more active
- Kardinaal Mercier Square, Jette, Belgium



Attractive social spaces

Attractive spaces to encourage activity throughout the day
- Bonn Square, Oxford

