

# Castleton and Lambeth

## Regenerating Streatham High Road



**The London Borough of Lambeth extends across some of the most vibrant and diverse areas of London. These include Brixton, Streatham, Clapham, Norwood and Waterloo.**

### **The Services**

Over the past 30 years, Castleton has worked closely with Lambeth on a number of signage programmes, both large and small. Projects have included construction site boards and lockable display cases, as well as wayfinding and DDA compliant Braille and tactile signage for entire colleges.

In 2002, facing issues of dereliction and decay, Streatham High Road was dubbed 'the worst high street in Britain'. The 2006 Streatham Shopfront Regeneration scheme aimed to revitalise the urban environment, promote economic growth and investment, while also instilling a sense of pride with local people and businesses.

Castleton was appointed sole signage contractor for the project. Working with the businesses designated for funding, our remit covered all stages, from consultation and design, to manufacture and installation. In total, we installed over 80 new shopfront signage schemes.

### **The Benefits**

As an approved signage supplier to Lambeth Council, we were able to provide extensive knowledge of the area and local planning implications.

To address the sometimes differing requirements of shop owners and the council, all signage was value-engineered to achieve the best possible solution. This resulted in signs being delivered and installed to the agreed specification and within budget.

Located in Streatham ourselves, we are proud of our involvement in the scheme and its aim to improve the attractiveness, vitality and viability of the area. We are also aware of the encouraging results achieved thus far in terms of local pride in the project and increased local business resulting from it.

### **The Products**

**Shopfront redecoration**  
**Fascias**  
**Window displays**  
**Projecting signs**  
**Construction site boards and hoardings**  
**Building identification**