

APPENDIX 1:

Old Town Masterplan

(draft supplementary planning document)



THE DRAFT OLD TOWN MASTERPLAN

SUPPLEMENTARY PLANNING DOCUMENT

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ARUP
ADAMS AND SUTHERLAND
COLLIERS
GARDINER AND THEOBALD

03 NOVEMBER 2014

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Figure 1: Old Town Masterplan Study Area (Photograph taken in 2011)

1.0

FOREWORD



View looking along Church Street towards the Minster

1.1 FOREWORD

1.1.1 I am delighted to introduce the Old Town Masterplan, planning guidance that will help ensure there is a high quality built environment in Old Town to enrich quality of life and benefit the community and local economy for years to come. Prepared alongside the Conservation Area Appraisals and Management Plans for the three conservation areas in Old Town, this document helps give Old Town's heritage assets the recognition and protection they deserve.

1.1.2 The Old Town Masterplan is a different kind of masterplan to other masterplans produced by Croydon Council because the study area has key differences. Firstly, there is much less large-scale development potential because of the significant number of heritage assets in the Old Town area. Instead there are a significant number of infill development opportunities that if realised and designed to respect the historic character of Old Town will greatly assist in knitting the urban fabric of the area back together, improve its appearance and where appropriate, deliver new homes. Secondly, the Old Town area has a large existing residential and business community which has resulted in significantly more community engagement. This has ensured that the document has been informed by local knowledge and the strengths and issues of Old Town identified by its community have been understood and addressed in the document. I would like to thank the local community and the Old Town Masterplan Stakeholder Project Board for their active involvement

throughout the process and their valued contributions to the document.

1.1.3 In addition to the guidance for development, I am very supportive of the proposals to improve the public realm and walking and cycling provision. The attractiveness of our streets and public spaces is crucial to creating successful places and it is important that Old Town plays a complementary role to the redeveloped retail core and wider regeneration of Croydon Town Centre. Old Town provides an important opportunity to widen the offer and appeal of the Town Centre to residents and visitors. The Old Town masterplan also defines the role Old Town will play in the wider area of the Town Centre. As the population of the Town Centre grows the historic assets and public open spaces of Old Town will play an important amenity role for existing and future residents.

1.1.4 Work is already underway on several of the public realm projects outlined in the masterplan which are due to be implemented by 2015. I look forward to other components of the masterplan being delivered in the near future as more investors appreciate the historic charm and unique offer of Croydon's Old Town.

Councillor Alison Butler
Cabinet Member for Homes and
Regeneration





Flower stall at Surrey Street Market

2.0

SETTING THE SCENE

2.1 THE BIGGER PICTURE

2.1.1 Old Town lies within Croydon Metropolitan Centre; an area which is set for major transformation. Mayoral policy identifies Croydon Metropolitan Centre as a key place for delivering the potential growth of Outer London with Croydon Metropolitan Centre and its immediate surroundings designated as an Opportunity Area in the London Plan. The Croydon Opportunity Area Planning Framework (OAPF) was adopted as Supplementary Planning Guidance to the London Plan in January 2013 and adopted as a Supplementary Planning Document to the Croydon Local Plan: Strategic Policies in April 2013. It indicates that the Opportunity Area has the capacity for an additional 7,300 homes to be built to house 17,000 new residents (see map overleaf). Croydon Council has attracted significant private and public funding to help guide and deliver this change including £18m investment from the Mayor of London to upgrade the area's public realm as part of the Council's £50m Connected Croydon Programme.

2.1.2 The Croydon Local Plan: Strategic Policies (CLP1) Development Plan Document (DPD) was adopted in April 2013. It sets the vision for Croydon to be London's most enterprising borough and defines it as "a place of opportunity, a place to belong and a place with a sustainable future". CLP1 identifies Croydon Metropolitan Centre in particular as the place in the borough that provides the greatest opportunity for positive change to the built environment with the potential for thousands of new homes and the creation of thousands of new jobs.

2.1.3 CLP1 and the OAPF both recognise that for Croydon Metropolitan Centre to attract investment and new residents, the public realm – streets, green and other public spaces – require significant updating and upgrading; and that it needs to be easier and safer to move around by foot and bicycle. They also indicate the requirement to retain and enhance educational, cultural, retail, business, leisure and community facilities and amenities as well as provide infrastructure to mitigate the development planned for Croydon Metropolitan Centre. The Mayor of London's strategies and London Plan support Croydon's intentions for Croydon Metropolitan Centre to continue as the major retail, office and regional transport interchange centre in South London commensurate to its designation as an Opportunity Area.

2.1.4 Building on the themes set out in previous visionary work such as Vision 2020 and the Third City Vision, and responding to the opportunities and policies for growth set out in CLP1 and London Plan, a set of co-ordinated masterplans laying down guidance for the delivery in Croydon Metropolitan Centre have been developed. The masterplans are underpinned by a shared evidence base and founded on collaborative working between partners and stakeholders.

2.1.5 The East Croydon Masterplan and the West Croydon Masterplan, provide guidance for how a welcoming public realm should be created and potential development around Croydon's two major railway stations and transport interchanges. The

Mid Croydon and the Fair Field Masterplan indicate mixed uses to complement and enhance the Croydon Metropolitan Centre's cultural and learning offer.

2.1.6 The masterplans and other Croydon Council strategies have generated a suite of interconnected public realm projects being delivered by the Connected Croydon Programme. A number of Connected Croydon projects have already been completed, including Legible London signage, the Connect2 walking and cycling route, the new footbridge and entrance to East Croydon Station and the regeneration of Wandle Park – which included the deculverting of the River Wandle. Forthcoming projects due to be completed over the next few years include the civilising of Wellesley Road – the dual carriageway that separates the East of Croydon Metropolitan Centre from the rest of the area – the upgrading of Church Street, London Road and South End high streets and improvements to the St. John's Memorial Garden.



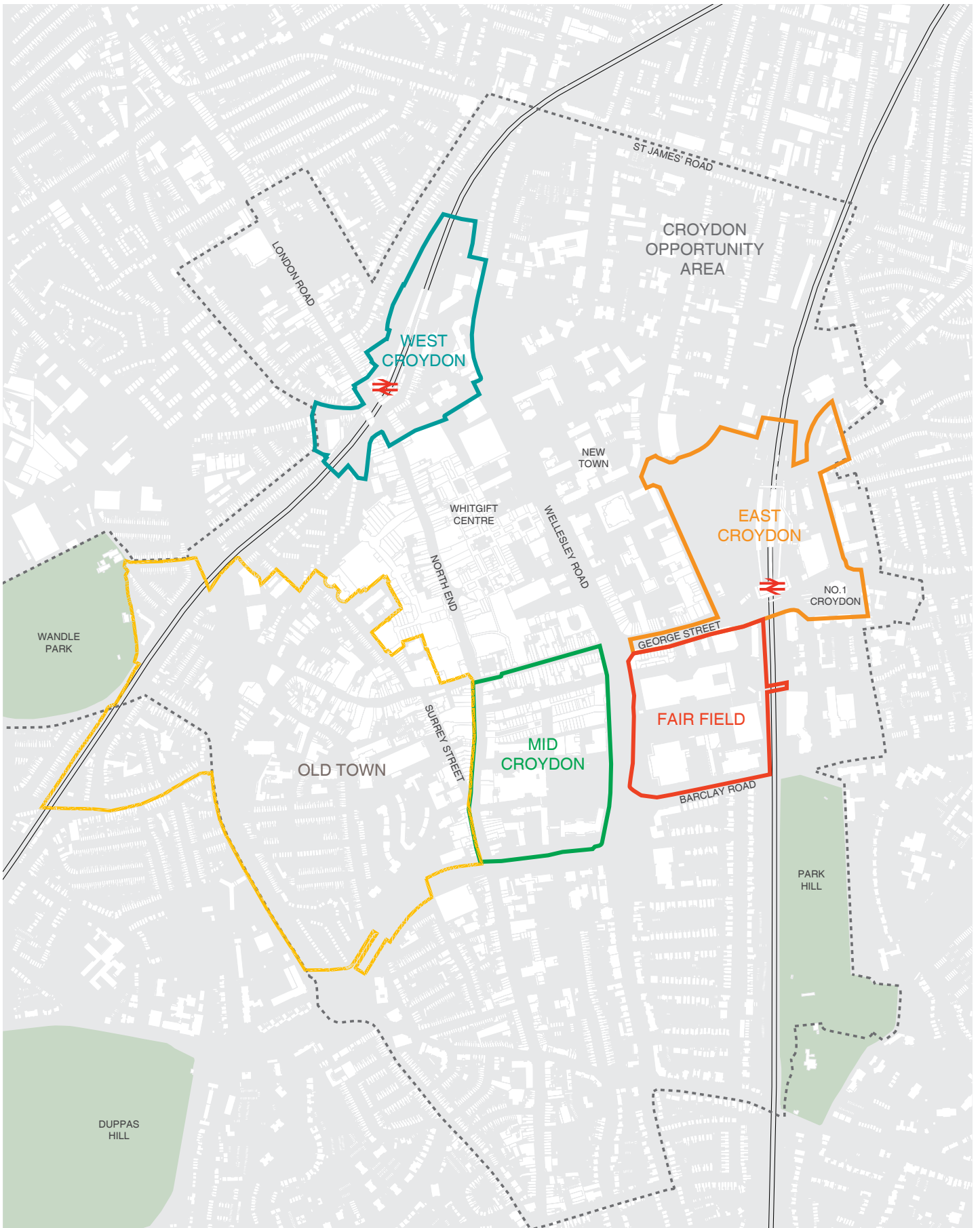


Figure 2: The Old Town Masterplan in the context of the other Croydon masterplans and Opportunity Area

2.2 ROLE OF THE MASTERPLAN

2.2.1 The Draft Old Town Masterplan Supplementary Planning Document guides how the built environment of Old Town could be improved for residents, workers, shoppers and visitors. It supplements the planning policy context of the Croydon Local Plan, London Plan and other relevant strategies.

2.2.2 The Old Town Masterplan promotes heritage-led regeneration to build on the area's existing strengths as a place- its heritage assets, public spaces and independent retail which include a street market. It suggests how the heritage assets of the area should be preserved, enhanced and celebrated to raise the profile of the area's heritage. This should strengthen the distinct identity of Old Town.

2.2.3 The heritage assets and public spaces of Old Town will play an increasingly important role over the forthcoming years for the whole of the Metropolitan Centre as more high-density developments are built to meet Croydon's housing need that will have minimal private amenity space. The residents of these area will benefit from the heritage assets and public spaces located within walking distance in Old Town.

2.2.4 There is some potential for residential development in Old Town, but not of the same scale as other areas within the opportunity area.

MASTERPLAN STUDY AREA

2.2.5 Old Town itself is not an administrative area and therefore does not have an official boundary. It is acknowledged that the area known as Old Town stretches further west

and south beyond the Old Town Masterplan study area. However, the study area has been selected because it is considered that this is where there is most need for supplementary planning guidance for the built environment and the most opportunity for improvement at present.

2.2.6 The Draft Old Town Masterplan indicates parameters for development of the buildings, streets and public spaces in Old Town and describes how movement in, out and around the area could be improved with a focus on upgrading pedestrian and cycling routes. Guidance is not prescriptive regarding specific building layouts, architecture styles or landscape designs. All visualisations are indicative and guide how development might look. The Croydon Opportunity Area Framework's technical evidence suggests that Old Town has the capacity to accommodate approximately 450 new homes and the Masterplan provides further guidance for the design of new residential accommodation in the area.

2.2.7 The Old Town Masterplan does not make proposals for changes to the management of the area for example parking charges, policing, public realm maintenance, street cleaning and waste collection.

2.2.8 There are three conservation areas within the Old Town Masterplan study area - Central Croydon, Church Street and Croydon Minster. A detailed and up-to-date understanding of the special character, current condition and future management requirements for these conservation areas has been essential to the preparation of the

Masterplan. Conservation Area Appraisals and Managements Plans (CAAMPs) Supplementary Planning Documents have been prepared for each of them alongside the Masterplan.

2.2.9 The process of preparing the Old Town Masterplan has been collaborative. It has been guided by Croydon Council and the Stakeholder Project Board which is comprised of a range of landowners, businesses, institutions and statutory organisations with an interest in the area. They are:

Croydon Council
BT
Church House Business Centre
Clowater
Croydon Minster
Croydon Old Town Business Association
Durkan
English Heritage
Greater London Authority (GLA)
House of Reeves
Q-Park
Rosepride
TfL
The Whitgift Foundation

2.2.10 The Old Town Masterplan Supplementary Planning Document has been produced in accordance with the Planning and Compulsory Purchase Act 2004 (as amended) and the Town and Country Planning (Local Planning) (England) Regulations 2012. Furthermore, the draft Old Town Masterplan Supplementary Planning Document has been produced in accordance with the Planning and Compulsory Purchase Act 2004 (as amended) and the Environmental Assessment of Plans and Programmes Regulations 2004 and European Directive 2001/42/EC.

2.3 THE VISION

Old Town will be Croydon's thriving historic heart, with a flourishing independent business community and attractive neighbourhoods. Its retail and food and drink offer will complement that of North End and South End.

Old Town will be a cultural destination for Croydon and beyond, with high profile and popular heritage assets used creatively to fulfil their full potential as catalysts for the area's success.

Old Town will be well integrated with the town centre and with surrounding neighbourhoods. It will be accessible, enjoyable and feel safer to walk and cycle to and around. It will also be accessible by public transport and private motor vehicles.

Old Town's public realm – its streets, squares green and open spaces – will be attractive places, befitting Croydon's historic heart and providing for visitors and residents alike. Old Town will be a place where people will enjoy spending time outside.

2.4 STRATEGIC OBJECTIVES

2.4.1 Five objectives have been identified by the Stakeholder Project Board and the masterplanning team to deliver the vision for Old Town, improve quality of life and support economic growth in Old Town and the surrounding area. The five objectives underpin all recommendations and guidance set out in this Draft Masterplan.

AN ATTRACTIVE PLACE TO LIVE

2.4.2 Provide new homes in Old Town, integrated sensitively in to existing neighbourhoods. Existing community amenities should be retained and enhanced. New facilities – indoors and outdoors - should be created which will have important community value for residents of Old Town, Croydon Metropolitan Centre and the surrounding area.



HIGH QUALITY PUBLIC REALM

2.4.3 The public realm in Old Town should be high quality, hard-wearing and attractive, to encourage community use, bring activity to streets and spaces and enhance the setting of Old Town's heritage assets. Existing green spaces should be retained and enhanced and access to them and nearby parks – especially Wandle Park - should be improved.



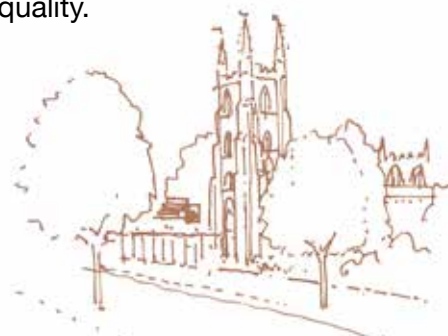
A PLACE FOR BUSINESS

2.4.4 Create an environment that nurtures and supports existing businesses with suitable spaces and venues for small start-ups and new businesses, complementing the wider commercial offer of Croydon Metropolitan Centre. Surrey Street Market should be at the heart of this, with a strategy for investment in and promotion of the market.



HERITAGE CHARACTER AND DESTINATIONS

2.4.5 Enhance Old Town's historic streets, spaces and buildings in order to maximise historic character. In particular, invest in the interpretation of Old Town's landmark buildings as destinations to encourage people to visit and enjoy them. Finding new uses for vacant historic buildings such as the Surrey Street Pumping Station is a priority. New development should respect and enhance Old Town's important heritage character and be of the highest quality.



BETTER CONNECTED

2.4.6 Overcome the sometimes fragmented, inaccessible and inhospitable nature of parts of Old Town by substantially improving pedestrian and cycle routes and environments, improving access to public transport and rationalising provision for private motor vehicles, including access to car parks. Reduce the barrier effect of Roman Way and the A232. Improve local accessibility by removing one way systems.



2.5 OLD TOWN TODAY

2.5.1 Croydon's Old Town is located to the south-west of Croydon Metropolitan Centre and is a distinctive part of the town centre. The Old Town Masterplan Study area is broadly located between High Street and Roman Way to the east and west, respectively, and Centrale shopping centre and the A232 flyover to the north and south, respectively. It also includes the residential areas to the west of Roman Way, which link Croydon Metropolitan Centre to green open space at Wandle Park.

2.5.2 'Old Town' is the historic but unofficial name given to this area in Croydon Metropolitan Centre which contains significant heritage assets including Croydon Minster (1867-1912, although medieval elements still exist), the Surrey Street Pumping Station (1851) and Old Palace School (originated 14th century) and the historically significant Surrey Street Market (first market listed 1276). These heritage assets provide character, distinctiveness and patina. The area is also characterised by the remnants of a small-scale medieval urban grain that has resulted in narrow plots, lanes and yards.

2.5.3 This historical significance is reflected in the three designated conservation areas (Croydon Minster, Church Street and Central Croydon) that cover a large part of Old Town, and over 80 statutorily listed or locally listed buildings in the area. Two of these, the Minster and Old Palace School, are Grade I listed (see figure 4 for a plan of these heritage assets in the Old Town area).

2.5.4 The Old Town study area (approximately 23 hectares) currently has a residential

population of approximately 3,000, accommodated mainly to the southern and eastern part of the Old Town Masterplan study area where a large amount of attractive Victorian terraced housing still remains. Other residential accommodation is provided in higher density newer development, generally towards the edges of the study area.

The population of Old Town has a young profile with a significant percentage of well-educated residents (NVQ Level 4+). This group of typically, recent graduates and young

professionals, generally have higher levels of disposable income that if offered the right mix of local bars, restaurant and cultural venues could provide a significant boost to business viability in Old Town. Similarly the large number of full-time students, whose income tends to be spent locally, suggests further opportunity to develop a service offer that appeals to these groups (see figure 3).

2.5.5 Old Town has a high proportion of retail and independent shops, focused along Church Street and Surrey



Old Palace school has fabric surviving from the 14th century onwards (Grade I listed)



Surrey Street market provides valuable activity and produce

OCCUPATIONS OF OLD TOWN RESIDENTS	%
Managerial, Admin & Professional Occupations	35%
Intermediate Occupations	14%
Small Employers and Own Account Workers	7%
Lower Supervisory and Technical Occupations	6%
Routine & Semi-Routine Occupations	20%
Never Worked and Long-Term Unemployed	9%
Full-Time Students	9%

Figure 3: Occupation of Old Town, source: Colliers Old town Property Analysis 2013



Croydon Minster is a key asset for Old Town set adjacent to St. John's Memorial Garden

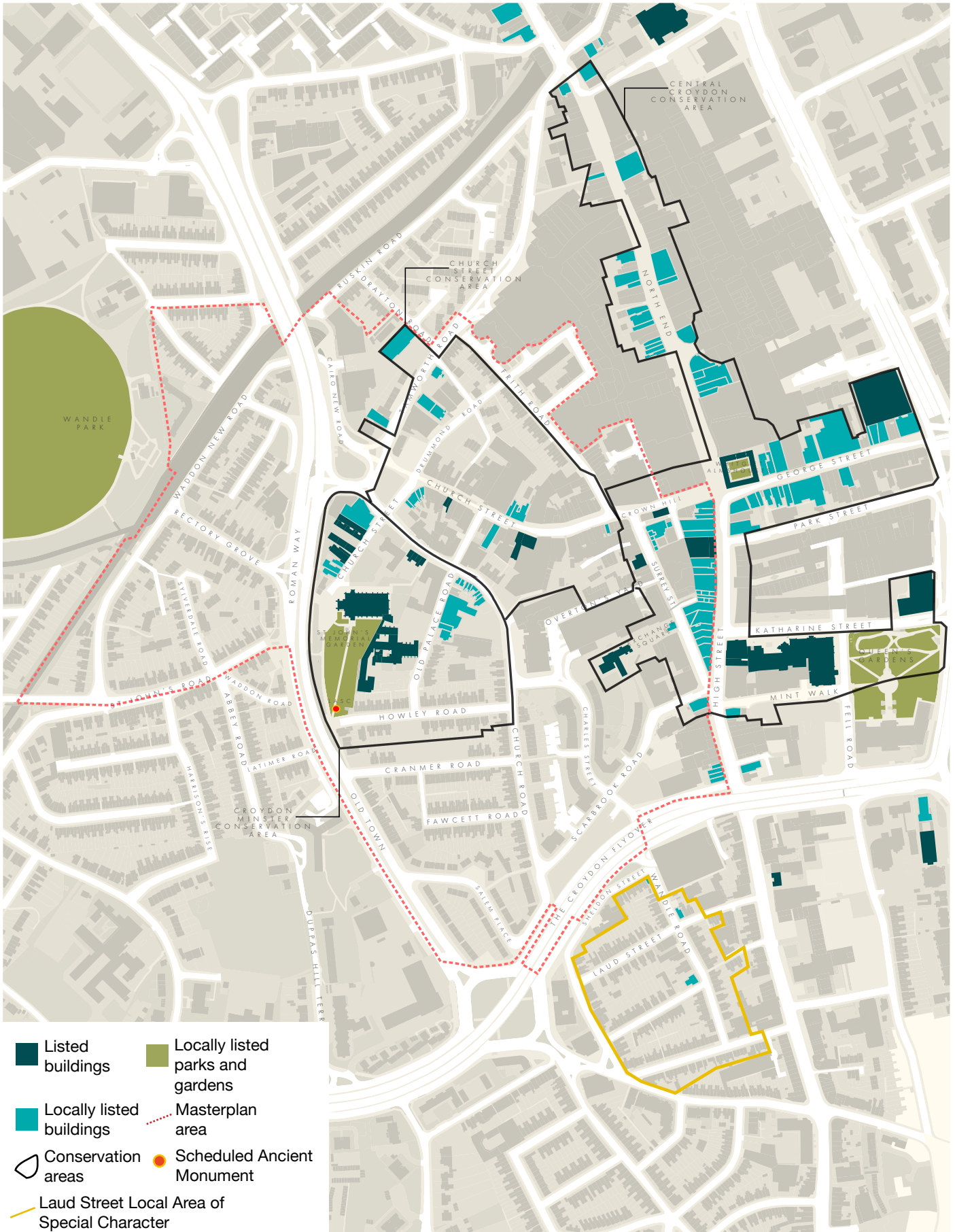


Figure 4: Conservation area boundaries, listed building and locally listed buildings in Old Town

Street. These shops serve the local residential population well, indicated by a high footfall level along the street. Around 50,000 people per week passing through Surrey Street and 22,800 walking through the junction of Church Street and Old Palace Road. The shops contribute variety and colour to the pedestrian experience. Surrey Street Market is also a key asset for this part of Croydon Metropolitan Centre, providing activity and animating Old Town. The market operates six days a week and offers a wide variety of fruit and vegetables, flowers, plants and household goods and some cooked food.



Independent shops on Church Street in attractive Victorian, Edwardian and Georgian buildings. Church Street Tram stop provides good accessibility to the area

2.5.6 Matthew's Yard is located in Exchange Square and provides a modern workspace, a café and bar and a cultural venue in Old Town. Matthews Yard plays an important role as an incubator for small businesses in the area and is an asset in this part of Old Town, drawing visitors throughout the day and during the evening. It is home to Croydon's growing Tech City organisation (www.croydontechnology.com) which specifically aims to make Croydon an accommodating home for early-stage digital and technical startups.



The former almshouses and the Rose and Crown Pub building at the end of Church Street



Grand locally listed historic facades on the High Street

2.5.7 Old Town's evening economy is focused on High Street, it

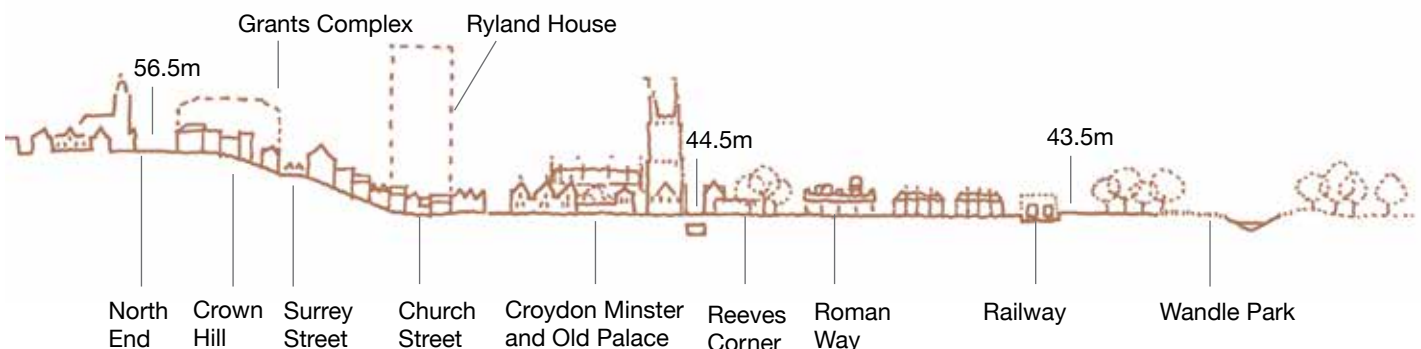


Figure 5: Sketch section drawing to show the change in topography and character between North End and Wandle Park

attracts many young people at the weekend and towards the end of the week. It brings life to the streets although sometimes this includes antisocial behaviour.

2.5.8 Old Town is within easy walking distance of both East Croydon and West Croydon stations and has very good public transport links. The Tramlink network runs through the area and it is served by a number of bus routes. The tram infrastructure in the area does, however, limit pedestrian movement and detract from the historic character to some extent. (See section 2.8 Movement Context for further information)

2.5.9 The character areas within Old Town are illustrated on the plan on figure 7 on the following page. They are generally defined by building use and building. It is acknowledged that these areas are blurred and overlap at their boundaries.

1. SURREY STREET

2.5.10 The Surrey Street character area is defined by the variety of historic buildings, narrow alleyways and industrial yards and the market activity. The market provides colour, variety and activity in this part of Old Town.

2.5.11 Exchange Square, with the Surrey Street Pumping Station at its centre, was created in 2009 with the development of the surrounding new flats, opening up an old yard to create an attractive hard landscaped open space.

2.5.12 Crown Hill, the main entry point to Old Town from North End, is characterised by its steep slope down Church Street. This part of Old Town marks a shift in character from Mid Croydon.

2. TAMWORTH ROAD

2.5.13 Tamworth Road character area forms the northern edge of Old Town and has a mixed and fragmented character with both residential streets, small business units and the rear of the Centrale shopping Centre. Tamworth Road itself is characterised by the group value of several attractive Victorian buildings including a former school, a former mission chapel, a public house and a Baptist Chapel.

2.5.14 Frith Road marks the shift in character from the retail core north east of Old Town. Frith Road and the Keeley Road shops are part of Old Town's independent shopping offer. The overscaled ramps and blank frontages of the Centrale shopping centre on the north side of the road harmful to for the domestic character of the south side of the street.

2.5.15 Drummond Road and Tamworth Place contain more modern developments that generally sit more awkwardly on their sites in relation to open car parking and service yards.

3. CHURCH STREET AND REEVES CORNER

2.5.16 Church Street provides a more independent and value oriented retail offer to that of the primary retail high street of North End. Its winding course has a continuous commercial frontage which is made up of a mixture of Georgian, Victorian and 20th century buildings.

2.5.17 Reeves Corner is a junction where several roads meet and where Church Street turns south towards the Minster. The site has been cleared following the civil disturbances in 2011 and has a

temporary greening scheme. It is a prominent site and a key entrance to Old Town and the wider Croydon Metropolitan Centre from Roman Way.

2.5.18 Church Road follows the course of one of the former Wandle streams and today has a mixed character of buildings of varied architectural styles.

4. THE MINSTER QUARTER

2.5.19 Croydon Minster is the most important landmark in Old Town because of its scale, historic and architectural significance and views of it. The Minster, the Old Palace School and the other historic buildings around Minster Green form a significant historic part of Old Town. The Minster lies adjacent to St John's Memorial Garden, the largest area of green space within Old Town.

2.5.20 Attractive Victorian houses form the southern boundary of the character area and part of the setting of the Minster.

5. EASTERN RESIDENTIAL

2.5.21 The eastern residential area of Old Town provides higher



Matthew's Yard in Exchange Square is a workspace, café and bar and a cultural venue in Old Town

KEY TO CHARACTER AREAS:

- 1. Surrey Street
- 2. Tamworth Road
- 3. Church Street and Reeves Corner
- 4. The Minster Quarter
- 5. Old Town Eastern Residential
- 6. Old Town Western Residential

density homes in larger and generally more modern blocks.

6. WESTERN RESIDENTIAL
 2.5.22 Croydon Old Town has an attractive stock of Victorian family housing and lower density family homes. This character area

spreads across Roman Way as the area between Roman Way and Wandle Park has a similar character to those homes south of the Minster.

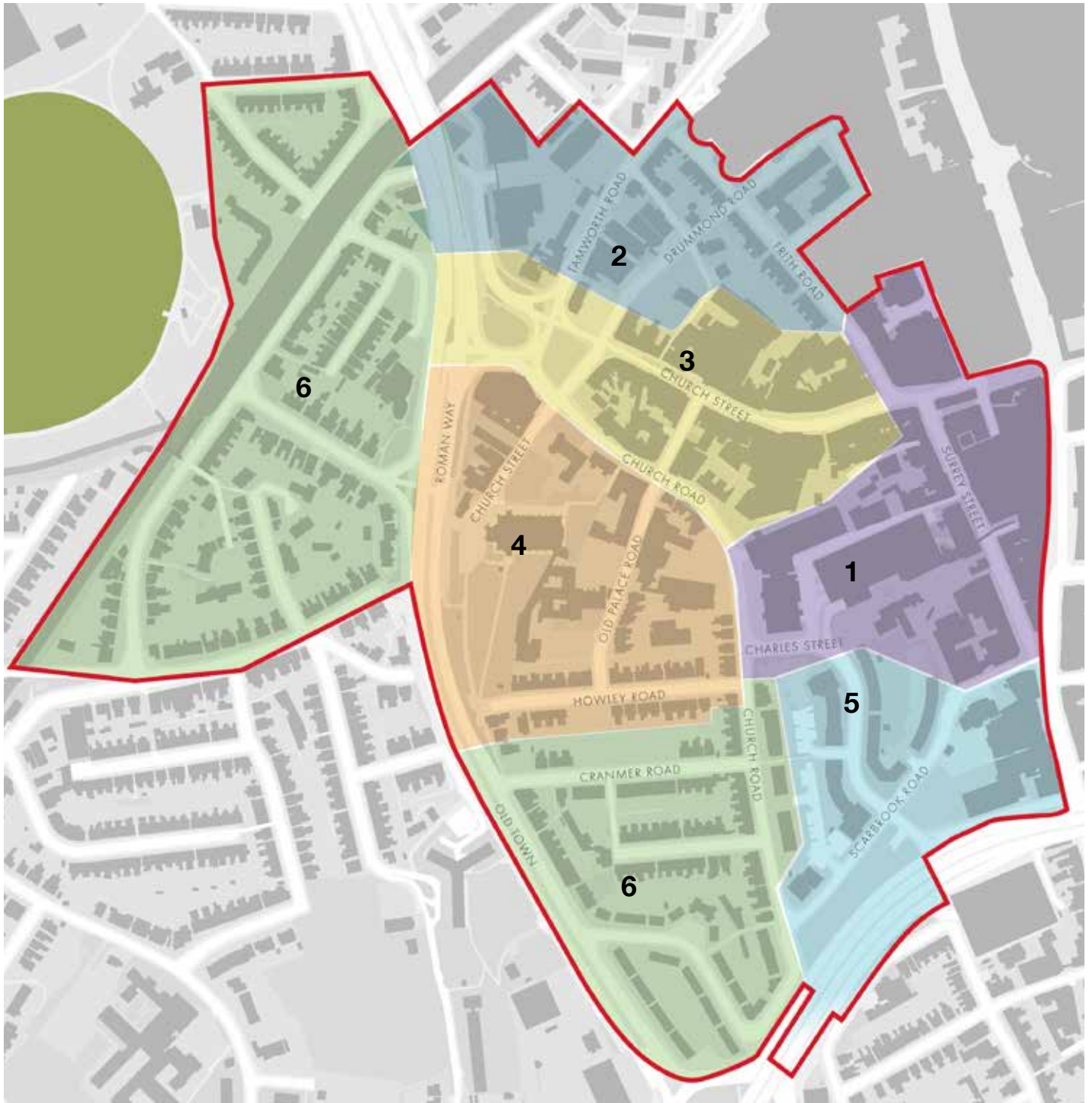


Figure 7: Character areas existing in Old Town



Figure 8: Sketch plan of the Old Town area now, with key landmarks drawn in three-dimensions

2.6 HISTORIC CONTEXT

2.6.1 Croydon has a long and rich past and Old Town is its historic heart. There are three conservation areas that lie within the study area; Croydon Minster, Church Street and Central Croydon. Draft Conservation Area Appraisals and Management Plans for these conservation areas provide a more detailed account of the historic development of Old Town

ORIGINS

2.6.2 Prehistoric remains have been found in the Old Town area and first habitation may have been a Roman staging post on the road between London and Brighton. To date there is no firm evidence of such a settlement or of the precise line of the Roman Road, but it is likely to have been on the higher ground at or close to the ridge of High Street and North End.

Tangible evidence of a settlement is present by the 9th century, by which date Croydon had become a Saxon stronghold and had associations with the early Christian church. The foundation of the early settlement is likely to be due to the presence of clear springs forming the source of the Wandle around St John's Church (the Minster). This low-lying area was also threaded by a number

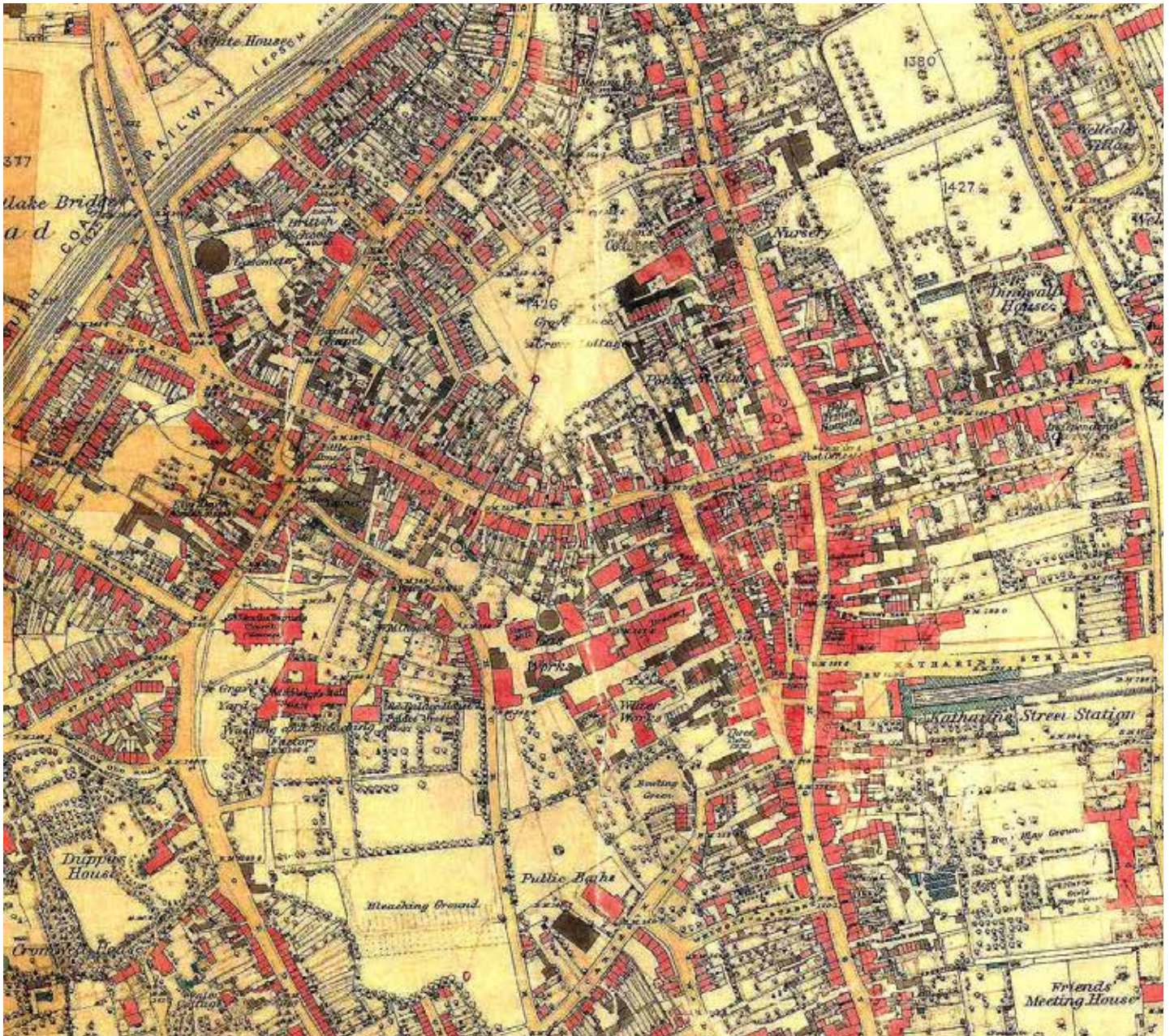


Figure 9 : 1868 First Series Ordnance Survey map of Old Town. Croydon was growing rapidly by this date with the first commuters using the new railway lines to London. The map shows Old Palace as a washing and bleaching factory. St John's Road and St John's Grove have been built with views of the Minster. Industries in Croydon town Centre - gas works, brewery and water works - are to the east of Church Road. The triangle between Surrey Street, Crown Hill and High Street is tightly packed with small buildings and narrow lanes.

of streams, one of which can still be traced in the winding course of Church Road.

2.6.3 Church Street may have originated as a footpath to open fields, or possibly as the curved remains of Saxon earthworks. More certain is that the line of the street formed the northern boundary to the Archbishop of Canterbury's residence, whose associations with Croydon date back to this period.

MEDIEVAL GROWTH

2.6.4 The Domesday survey of 1086 records a church at Croydon and a population of 365.

2.6.5 Church Street was the main route into the town from the north west, meeting up with Pound Street (present-day George Street) at the crossroads with North End and High Street.

2.6.6 The Manor, known as Croydon Palace from 1600, was the first of several Archbishop's dwellings on the route between Lambeth and Canterbury. The buildings housed the Archbishop's extensive retinue, but they also had an administrative function for the collection of rents and served as a civil and ecclesiastical court. The 15th century Great Hall is the most spectacular survival from this period, but the layout of the estate including the fishponds can still be traced in the present day street pattern.

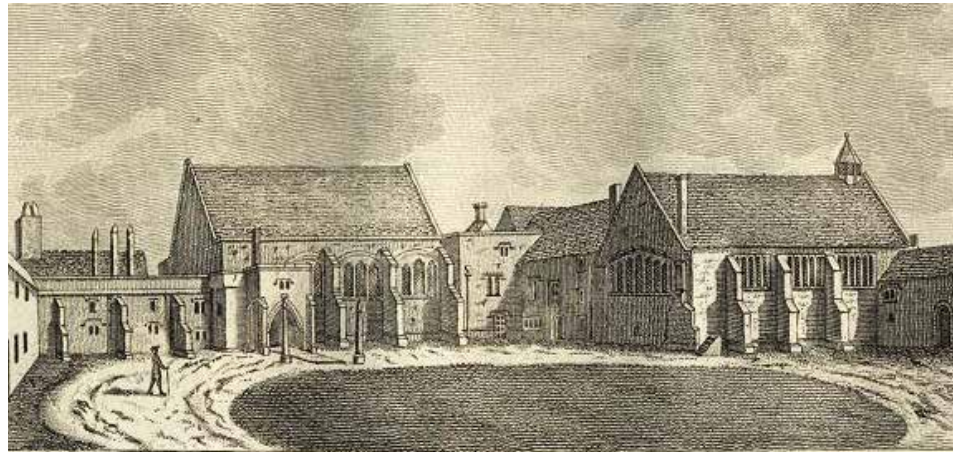
2.6.7 The small town flourished through its connections with the Archbishop, but its low-lying position made it prone to flooding and general dampness. In the early Middle Ages the centre of the small town shifted from the area around the church to higher and drier ground to the east.

2.6.8 Through a charter in 1275 Croydon's first market was established, within a triangle now formed by Surrey Street, the High Street and Crown Hill. After the medieval period the market place filled up with buildings, and a web of narrow alleys.

GEORGIAN CROYDON

2.6.9 By the 18th century there were renewed concerns about flooding, and sanitation prompting the Archbishop of the time to give up the Palace in 1780 and

move to Addington. The Palace was converted to industrial use before falling into ruin. The loss of the Archbishop's patronage could have been critical for the small town, but it coincided with the burgeoning of Brighton as a seaside resort and Croydon was well placed to offer refreshment and shelter for travellers. The High Street became a toll road with the turnpike positioned near the junction with Surrey Street.



Croydon Palace from the north c1785, (now Old Palace School) shortly after the Archbishop of Canterbury moved to Addington Place (source: Wikipedia commons image)



Church Street in the 19th century with development on the east side of the road. The Church Hall (built in 1960) is now on the site, with open space in front of the Minster

2.6.10 Modest industrial expansion followed with the horsedrawn Surrey Iron Railway (1803) and the Croydon Canal (1809). Both closed by the 1840s when new railways provided fast connections with central London and the commuting era began.

VICTORIAN CROYDON AND LATER

2.6.11 The area between Church Road and Surrey Street was a small hub of industry, including tanneries, a flour mill, dyeworks and a water works. Overton's Yard is likely to have medieval origins but its name comes from Page and Overton's brewery, which operated there until 1954. The Surrey Street Pumping Station is the principal survivor from this period and is significant to Croydon's growth because it provided clean water. As the town grew, so its streets changed; Tamworth Road was created in the 1840s and was fully developed by 1870.

2.6.12 The Old Town waterways had become heavily polluted by the mid 19th century and after outbreaks of cholera and typhoid they were filled in or culverted by Croydon's new Board of Health.

2.6.13 St John's Church (now the Minster), once the largest church in Surrey was gutted by fire in 1867. Its prompt rebuilding was followed by the rescue of the Old Palace, becoming the Girls' School that continues there today. The southern grounds of the Palace were sold for housing, with streets named after former Archbishops.

2.6.14 The Churchyard was extended in 1808 by purchasing



High Street 1890, before road widening in 1898. Surrey Street is on the left and the clock tower is that of the Old Town Hall. The Ship Public House is on the right and survives today



Church Street from Crown Hill about 1910. (source: Edwardian Croydon Illustrated, John Gent)



Figure 10: Plan for the major redevelopment of the Surrey Street and High Street, published in the Croydon Advertiser in 1889. The plan superimposes the realigned streets, with Bell Hill truncated and Market Street removed altogether. (Source: Croydon Old and New, John Gent)

parts of the Old Palace grounds. Burials ceased in 1861 and the old graveyard was laid out afresh in 1960 as a public park.

2.6.15 By the 1880s the overcrowded market was a cause of concern. In 1898 the High Street was widened with a new frontage on the west side and the Grants store taking pride of place (see figure 10 of the revision on the previous page). The older buildings on Crown Hill and Bell Hill were kept, along with a number of buildings at the north end of Surrey Street.



Corner of Church Street and Frith Road c.1900

2.6.16 Croydon as a town grew apace, increasing its population twentyfold over the course of the nineteenth century to reach more than 100,000 residents by 1901. By 1931 Croydon was the size of a city, with a population of 264,000.

POSTWAR DEVELOPMENT

2.6.17 After the Second World War Croydon was the subject of an ambitious growth programme, with office towers and suburban expansion. One consequence was that the town centre became choked with traffic, prompting plans for a ring road in the 1960s round its western and southern edge. Roman Way was overlaid in part on the existing streets, which truncated the southern part of Church Street and contributed to severing the Minster from Wandle Park and the homes to the west of the road from the town centre. A further substantial change came in the 1960s when Drummond Road, then a narrow street off Frith Road, was extended to provide car parking and servicing to shops on Church Street. Ryland House is a 15 storey concrete clad structure, built as the General Post Office switching station in



Reeves Corner, from the tower of the Minster, c.1910

the early 1970s at a time when there was less value placed on the historic environment in Croydon. The building replaced the maltings of Overton's brewery.

2.6.18 In 1999-2000 the tram was re-introduced to Croydon, running along Church Street. The elevation of the Parish Church to Minster status in 2011 is a reminder of Croydon's civic and historical significance.

2.7 PUBLIC REALM

WHAT IS PUBLIC REALM

2.7.1 In this document public realm is defined as it is in the Croydon Public Realm Design Guide (2012) as ‘incorporating all areas to which the public has open access such as streets, squares, pathways, right of ways, urban parks and open spaces’. Although private spaces and buildings are often not publicly accessible they make a significant visual contribution to the public realm they adjoin. The public realm forms a key part of the setting of Old Town’s heritage assets and has a significant impact on their visual appearance.

2.7.2 This section should be read in conjunction with sections 2.8 Movement Context and 3.4 Movement Parameters which provide more information on walking and cycling routes.

PUBLIC SPACES

GREEN SPACES IN THE OLD TOWN MASTERPLAN STUDY AREA

2.7.3 The Old Town Masterplan Study Area has limited green space which is clustered around Croydon Minster. St John’s Memorial Garden lies to the south of the Minster and the currently named St John’s Memorial Garden (North) lies to the north of it. Anecdotal evidence suggests both of these spaces are underused by local people and there are some concerns over safety. St John’s Memorial Garden, in particular, is not directly overlooked, has a low number of access points and suffers from being adjacent to a busy road – Roman Way. However, funding from the Mayor’s Pocket Park Scheme has been secured for St John’s Memorial Garden which will help to improve this asset for local people and visitors.

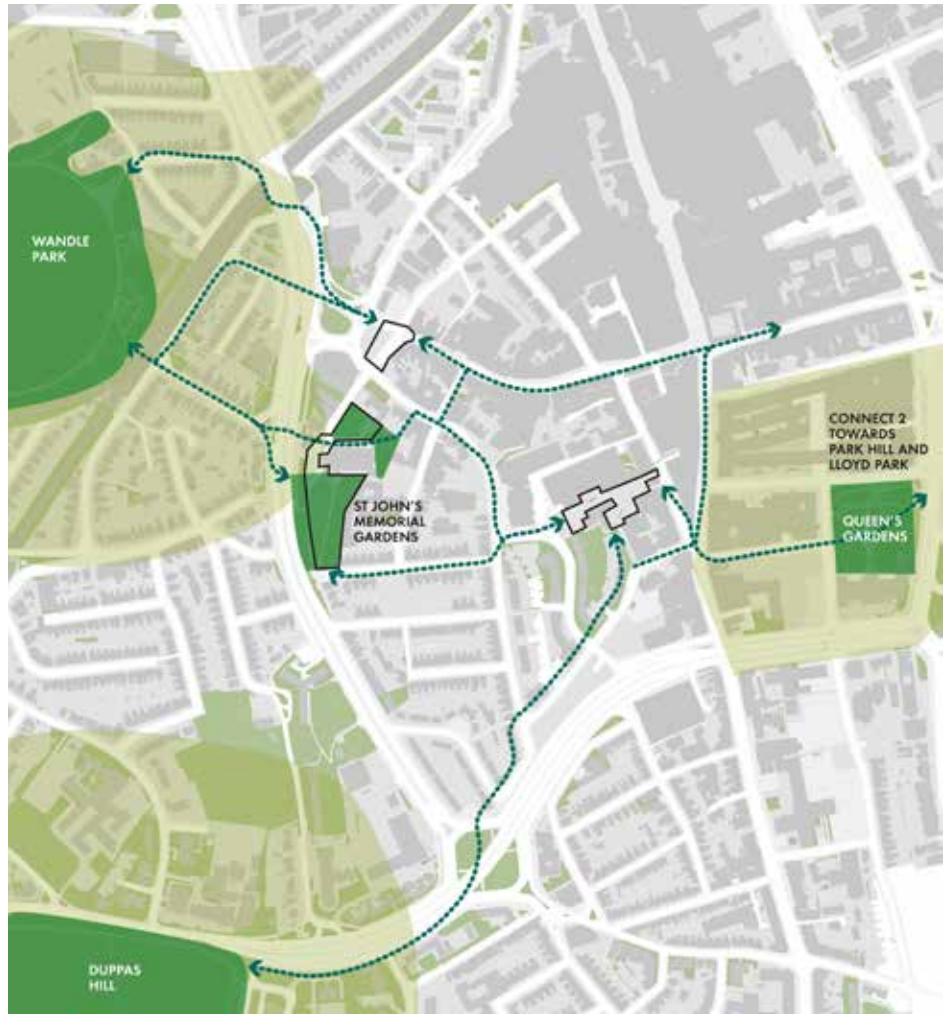


Figure 11: Areas of open space and access routes, with indicative 400m catchments



The newly refurbished Wandle Park. The River Wandle in the foreground has been restored.

The green spaces are not closed at night (see OT20).

GREEN SPACES SURROUNDING OLD TOWN

2.7.4 There are two large urban parks within a ten minute walk of Roman Way – Wandle Park and Duppas Hill. Wandle Park has been recently refurbished with a deculverted river, café, bandstand and other new facilities. Queens Gardens is another smaller sized green space within walking distance of Old Town which is located 3 minutes walk from Surrey Street to the East (see figure 11).

ACCESS TO GREEN SPACE OUTSIDE OF THE STUDY AREA

2.7.5 A large proportion of the Old Town Masterplan study area is further than 400m (walking distance) from a large green space (Croydon's Open Space Strategy, 2004) which is considered to represent poor accessibility to green space. This issue of poor accessibility is compounded by

Roman Way / Old Town (A236) and the roundabout at the junction between Roman Way and the slip road to the Croydon flyover. These roads have a high traffic volume and are physical barriers to movement in between Old Town and Wandle Park and Old Town and Duppas Hill (see figure 11). Access to Wandle Park has two other physical barriers to its access – the railway and the tramline that border the eastern edge of the park.

2.7.6 The issue of poor accessibility to green space from Croydon town centre was recognised in the 'Croydon Third City Vision' (2007) which set out the objective to connect central Croydon with surrounding green spaces through improving pedestrian and cycling connections. This idea has been incorporated into the All London Green Grid Area Frameworks 7 & 8, the Croydon Opportunity Area Planning Framework, and specific projects to achieve this are being delivered through the Connected

Croydon Programme. Two projects that have already been delivered are the 'Legible London' signage scheme and the improved pedestrian and cycling crossing on Roman Way opposite St Johns Road.

HARD LANDSCAPED SPACES

2.7.7 Exchange Square is the only hard landscaped public space in Old Town. It is privately owned but was made publicly accessible in 2008 as part of the neighbouring development of Bridge House on Surrey Street. The square forms the setting to the Surrey Street Pumping Station – a highly attractive Grade II Listed Building built in the gothic style - which is currently unoccupied and in need of restoration (see OT5 for further information). The square also offers pleasing views of the Surrey Street roofscape. Exchange Square has minimal seating, is under-used and poorly maintained. However, it is still a valued space, and has been used to accommodate a craft fair on



St John's Memorial Garden, next to the Minster



Duppas Hill is a large urban park, located within a ten minute walk of Roman Way. Ryland house is visible above the trees which marks the location of the Pumping Station.

several occasions along with other ad-hoc events such as bake-offs, a theatre performance and crazy golf. (See OT4 for further information.)

2.7.8 The only other hard landscaped space of a significant size is on the southern side of Crown Hill where the footway is very wide. This is currently only used as footway.

ANTICIPATED PRESSURE ON PUBLIC SPACES

2.7.9 The planned delivery of 7,300 new homes over the next 20 years in Croydon Metropolitan Centre, many of which will be flatted developments with compact amenity space, means that in the future existing and new public spaces will be shared between many more residents than today.

STREETS

2.7.10 The central area of the Old Town Masterplan study has a different character and quality of public realm to the rest of the Croydon Metropolitan Centre. The streets are generally narrower than those in the rest of Croydon Metropolitan Centre and the area has several yards and passageways.

2.7.11 Roman Way / Old Town is a dual carriageway north-south road that runs through Old Town. The design of the road has created severance effect between the East and West of Old Town (see OT21 for further information).

2.7.12 Please see Section 4.0 Components for more information about the context of specific streets.

Street Surface Material Palette

2.7.13 Street surfacing materials

vary within the area and sometimes within individual streets, which can contribute towards a cluttered appearance. There are some cracked paving stones which also have a detrimental visual impact.

Tram Infrastructure

2.7.14 The tram infrastructure clutters the streets on which it is located - Church Street, Reeves Corner, Cairo New Road and Tamworth Road - and has a detrimental visual impact. It also restricts the location of street trees on the streets on which it is located because for safety reasons trees cannot make contact with the tramlines (see 'street trees' below).

Street trees

2.7.15 Street trees can make a highly valuable contribution to the visual amenity of streets, urban cooling and biodiversity. However, several streets in Old Town have a low number of street trees namely Drummond Road, Tamworth Road,



Exchange Square could include features for formal or informal play for future developments



Cobbled street surface on Bell Hill, off Surrey Street

Cairo New Road, Howley Road, Old Palace Road and Church Street. (See tram infrastructure above).

Precedents

2.7.16 Charles Street is the one street in Old Town that has areas which are of high quality design. It has a consistent public realm, wide-footway for pedestrians and cyclists, attractive street trees, seating and public art. (See Public Art below).

2.7.17 Bell Hill is another attractive pedestrian only narrow street with an historic character and a cobbled street surface.

SEATING

2.7.18 There is a lack of public seating in Old Town which deters people from resting, consuming refreshments in the fresh air and appreciating the surrounding historic environment.

PUBLIC ART

2.7.19 There is one notable piece of public art in Old Town known as the 'Portrait Bench' on Charles Street. It is a metal sculpture of three famous people associated with Croydon – Peggy Ashcroft, Coleridge Taylor and Ronnie Corbett. It was installed in 2013 and funded by Sustrans.

PLAY SPACES

2.7.20 The provision of play spaces is important for the well-being of children and to encourage families to spend time in an area.

2.7.21 The Old Town Masterplan study area has a substantial, growing residential population and currently has an under provision of play spaces.

2.7.22 Old Town lacks both formally designated play spaces and play opportunities that are informally integrated in to the public realm¹. However, there are new high quality play facilities within the nearby Wandle Park.

2.7.23 The London Plan SPG (Providing for Children and Young People's Play and Informal Recreation, 2008) on providing play and informal recreation space recommends 10 sqm of play space per child. 350 new homes are planned for the Old Town and Southern Fringe area up until 2032, with an estimated 82 additional children, which equates to an additional 820 sqm of required play space.

2.7.24 The Opportunity Area Planning Framework identifies suitable sites for play facilities in Old Town (formal / informal) at the Minster, Exchange Square and at Surrey Street.

LIGHTING

2.7.25 There are some attractive historic lighting columns in Old Town in the area surrounding the Minster.

2.7.26 To view the objectives and proposals to improve the public realm in Old Town see Section 3.2 Public Realm Parameters.

¹ Informal play opportunities often serve more than one purpose such as public art that can be climbed on or seating that can be balanced on.

2.8 MOVEMENT CONTEXT

2.8.1 Old Town has strong public transport connections with Public Transport Accessibility Levels (PTALs) ranging from Level 4 (Good) to 6b (Excellent). It also has good strategic road connections to London and the south east. Vehicular and cycle movement within the Old Town Masterplan study area is constrained by several one-way streets, dual carriageways and tram infrastructure. The main constraint on pedestrian movement within Old Town is Roman Way.

2.8.2 The OAPF suggests that the majority of car journeys to the Croydon Opportunity Area (at least in the weekday interpeak 10:00-16:00) are less than 5km in length. The Council considers that, for journeys of this length, transport modes such as tram, bus, walking and cycling should be able to offer an attractive, sustainable alternative.

WALKING AND CYCLING

2.8.3 The population of the Croydon Opportunity Area is due to expand significantly over the next twenty years and the retail core is due to be redeveloped which would attract more visitors (see the OAPF). Within this context it will be important to invest in improving walking and cycling facilities for three key reasons:

- 1) There will be increased demand for cycling and walking facilities which will need to be accommodated in a safe, attractive and efficient manner.
- 2) To discourage people from driving into central Croydon from outside the area (especially those short journeys of less than 5km referred to above).
- 3) If people choose to walk and cycle rather than travel by

public transport this will help minimise pressure on capacity and associated investment required in additional road and public transport infrastructure, increase health and wellbeing and contribute towards minimising carbon emissions.

WALKING

2.8.4 The quality of the pedestrian environment in Old Town is mixed. (See Section 2.7 Public Realm Context for information about the condition of the streets and public spaces.

2.8.5 Roman Way and the rail/tram lines between West Croydon and Waddon station/Wandle Park tramstop are major physical barriers for pedestrians (and cyclists) between Old Town and Wandle Park.

2.8.6 The subways under the roundabout at the junction between the slip road to the Croydon Flyover and Old Town (located just outside the Old Town Masterplan study area) feel unsafe because they lack natural surveillance. They are a physical barrier to pedestrian access from the centre of Old Town to Duppas Hill.

CYCLING

2.8.7 There is currently a limited 'formal' cycle network within Old Town (see figure 12) although some improvements have been made to cycling facilities recently: In 2012 a high quality and safe cycling route was installed between Park Hill and Wandle Park. A shared-surface pedestrian/cycle route was installed along Roman Way / Old Town in 2014, although this requires cyclists to stop at junctions with adjoining streets.

2.8.8 On many of the predominantly residential streets in Old Town there is a relatively low volume of traffic which can make it feel safe to cycle in Old Town in comparison to the neighbouring major roads.

2.8.9 It is considered that the heavy traffic flows and relatively high vehicle speeds on the main dual carriageway roads surrounding Old Town (Roman Way/Old Town and the Croydon Flyover) tend to discourage their use by cyclists.

2.8.10 A key constraint on cycling in Old Town are the large number of one-way streets in the area (see figure 14) This means, for example, that it is not possible to cycle directly from Reeves Corner to North End.

2.8.11 Other constraints to cycling are some steep hills in the north-east of the study area, poor maintenance of the surface of Exchange Square, Surrey Street Market when it is operational and the tram-only section of Church Street.

2.8.12 Roman Way and the rail/tram lines between West Croydon and Waddon station/Wandle Park tramstop are major physical barriers for cyclists (and pedestrians) between Old Town and Wandle Park.



Cycling prohibited sign at the subway under the A236

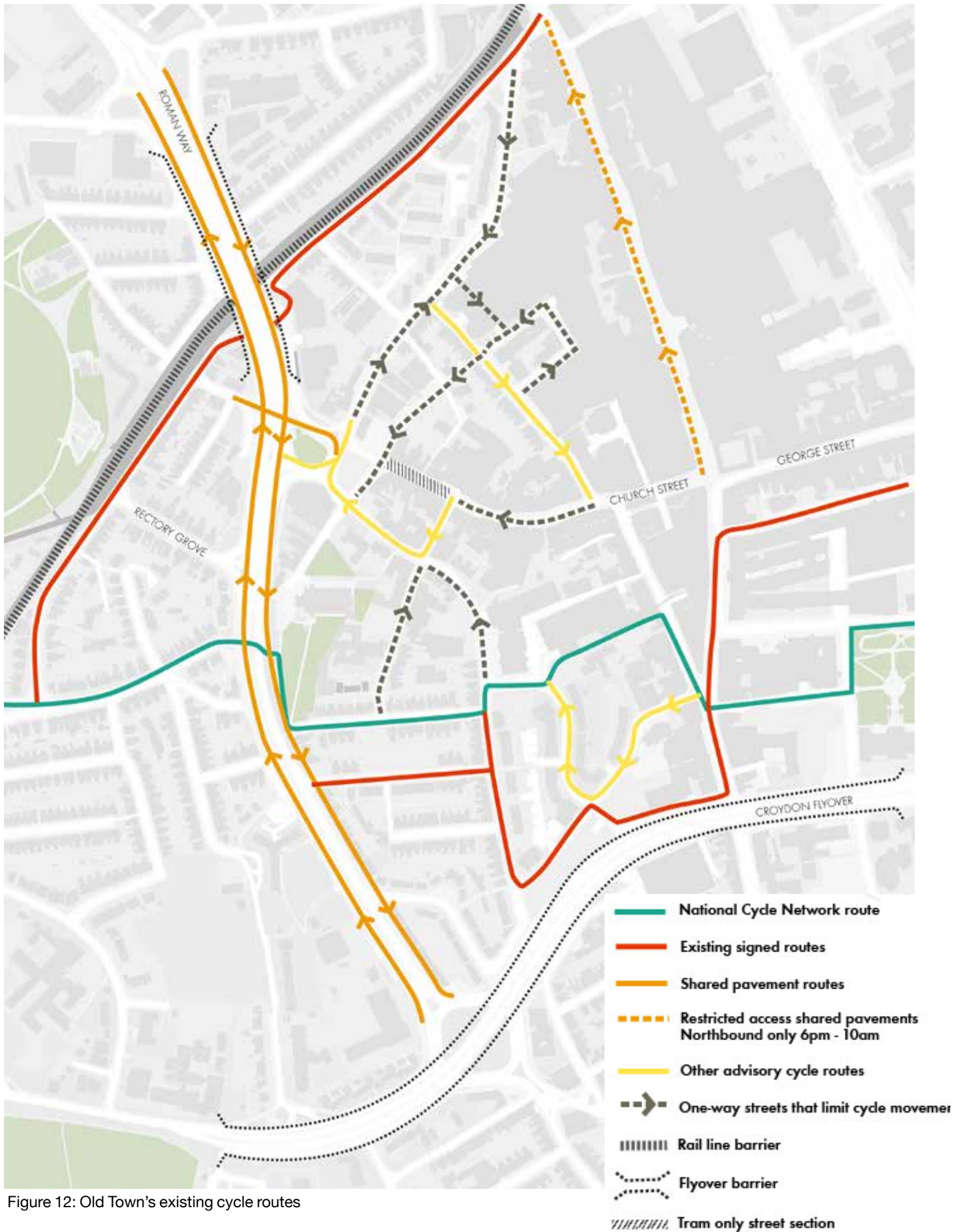


Figure 12: Old Town's existing cycle routes

2.8.13 It is considered that the heavy traffic flows and relatively high vehicle speed on the on the roundabout at the junction between Old Town and the slip road to the A232 tend to discourage their use by cyclists.

2.8.14 At present, there are only a limited number of cycle parking facilities in Old Town and it is considered there is scope for a significant number of additional parking stands for cyclists within the area.

2.8.15 The tram-only section of Church Street prevents cyclists from travelling directly from Church Street to Reeves Corner.

RAIL

2.8.16 It takes between 5-15 minutes to walk from the Old Town Masterplan study area to both West Croydon and East Croydon rail stations.

2.8.17 From East Croydon Station journeys to Victoria take less than 20 minutes and journeys to London Bridge takes less than 15 minutes. Other destinations with

direct trains from East Croydon are London Blackfriars, London St Pancras and Bedford, to the north; and Gatwick and Brighton to the south.

2.8.18 From West Croydon Station journeys to London Victoria take around 30 minutes and journeys to London Bridge take around 40 minutes. Other destinations with direct trains from West Croydon include Epsom Downs and Sutton to the south. West Croydon is also a London Overground Station. Destinations that can be reached directly via the London Overground include Whitechapel and Dalston Kingsland.

TRAM

2.8.19 The Tralink service runs through the centre of Old Town. Services to Therapia Lane and Wimbledon travel westwards along Church Street and into Cairo New Road. Services to West Croydon (and then to Beckenham Junction, Elmers End and New Addington) also travel westwards along Church Street and then eastwards along

Tamworth Road. All four tram routes serve Old Town with tram stops at Church Street, Reeves Corner and Centrale. These tram stops provide excellent public transport access to Old Town, although the Church Street stop can cause some overcrowding on the footway (see Section 4, OT1: Church Street and Crown Hill for more information).

2.8.20 Traffic signals (which fall under the control of TfL) are set to provide priority to approaching trams throughout central Croydon (including Old Town).

BUSES

2.8.21 There are several bus stops located within and immediately adjacent to Old Town: High Street to the east of Old Town (bus numbers 50, 197, 264, 60, 455, 468, 119, 412, N68, 60, 166, 312, 405, 407, 455, 466) and within Old Town Tamworth Road (bus numbers 264, 157, 407, 410, 455), Reeves Corner (bus number 264) and Drummond Road (bus numbers 157, 407, 410, 455).

ROAD

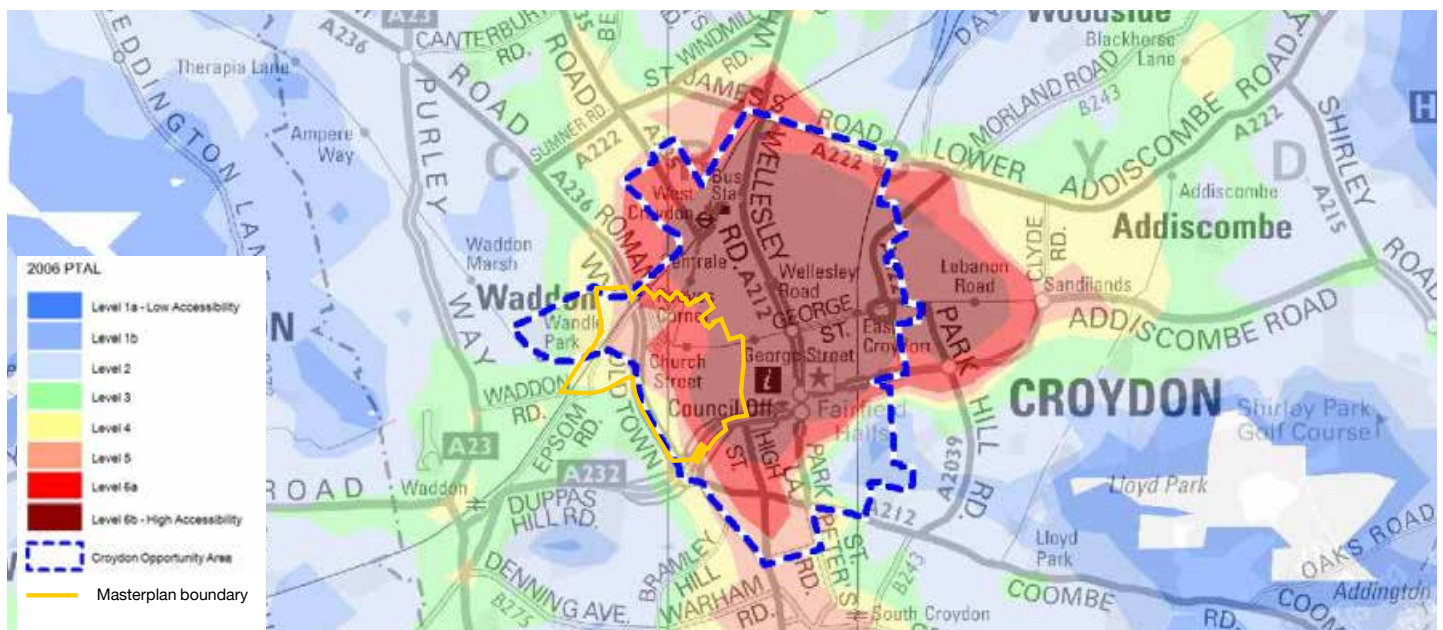


Figure 13: 2006 PTAL rating for the Croydon Opportunity Area of which Old Town is part of. A large part of the area has high accessibility, while all of Old Town has level 4 (good) or above level

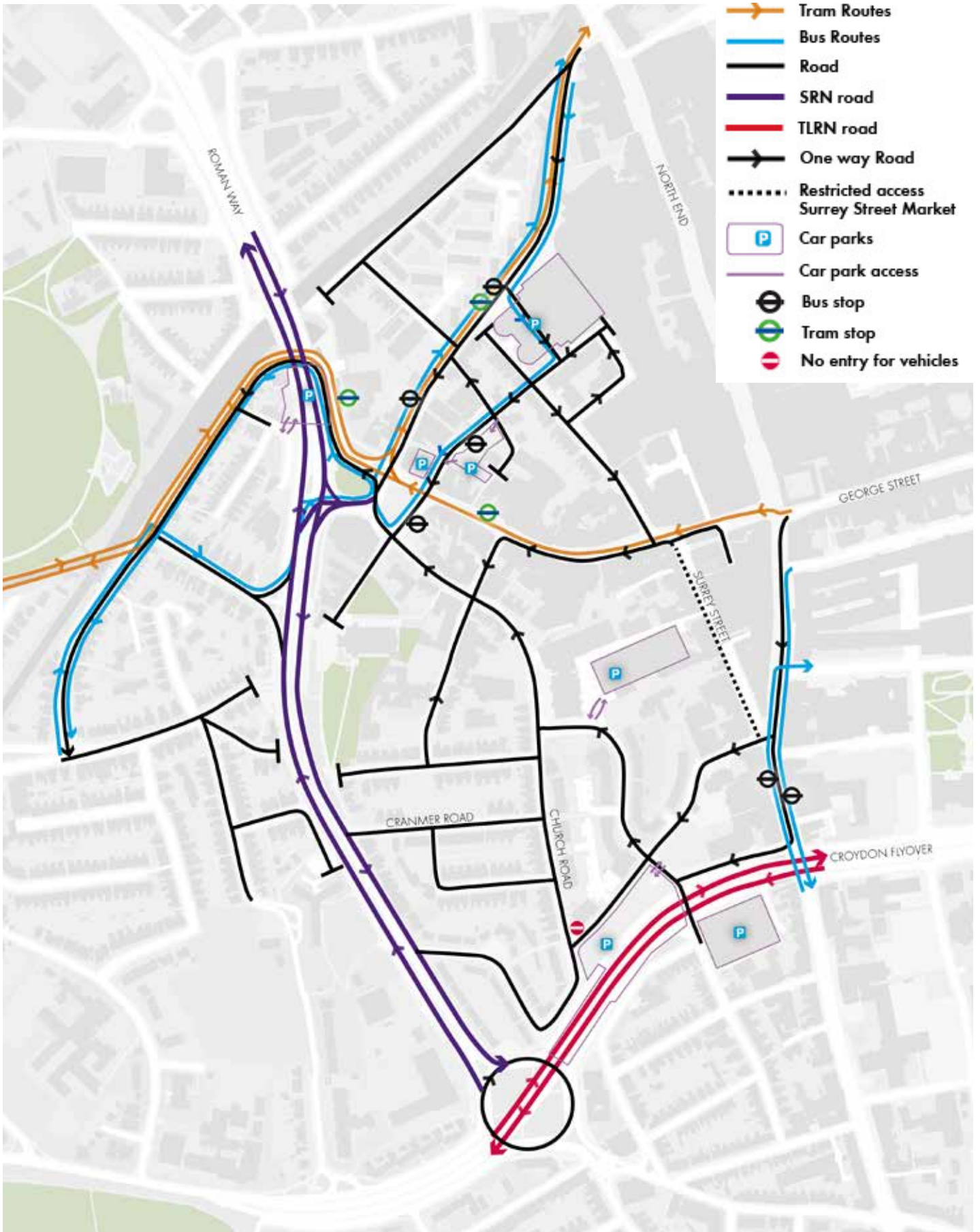


Figure 14: Old Town's existing vehicular movement network

2.8.22 Vehicular access in to the Old Town Masterplan study area is constrained by Roman Way (a dual carriageway) and within it by one-way routes (see figure 14). This makes it difficult to access key destinations in Old Town such as the Minster, Q-Park car park and Wandle Road car parks. For example, it is not presently possible to access the Q-Park car park by entering Old Town from Roman Way into Reeves Corner.

Reeves Corner and the Centrale Car Park

2.8.23 Reeves Corner is a key gateway into Old Town for vehicles, in particular to the Centrale car park. Traffic enters the Centrale car park via Tamworth Road and exits via Drummond Road. Both of these streets are one-way streets.

2.8.24 During busy shopping periods, there are sometimes lengthy traffic queues in Tamworth Road caused by vehicles waiting to enter the Centrale car park. This can cause delays to both tram and bus services in the area.

2.8.25 The current location of the vehicular entrances and exit ramps to the Centrale Car Park, together with the presence of tram services and a tramstop on Tamworth Road, preclude the conversion of Tamworth Road and Drummond Road from one-way to two-way operation at the present time.

Dual Carriageways

2.8.26 The A236 Roman Way / Old Town is part of London's Strategic Road Network (SRN) and provides direct connections to Mitcham and central London to the north. At its southern end, it links directly to the Croydon Flyover / A232

which is part of Transport for TfL's London's Road Network (TLRN) and which provides connections to Orpington, Sutton and the M25 (via the A23).

2.8.27 Roman Way is a dual-carriageway road with a 40mph speed limit. However, it is very wide in places, for example 5/6 lanes by Reeves Corner. Despite its 40mph speed limit, its elevated section, design and excessive width in places, tend to give it the feel of an "urban motorway". This has both a detrimental impact on the public realm (see OT21) and may also encourage drivers to exceed the speed limit.

PARKING

2.8.28 There are a number of off-street car parks located in Old Town as well as on-street parking on many roads in the area.

Off-Street Car Parks

2.8.29 The larger privately owned off-street car parks are at the Centrale shopping centre, Q-Park in Charles Street and the NCP car park on Wandle Road.

2.8.30 Croydon Council also operates a number of smaller off street car parks: Wandle Road surface car park (the Croydon Council staff car-park during week day working hours), Jubilee Bridge car park and Ann's Place car park which has two sites on Drummond Road referred to in this document as Ann's Place (West) and Ann's Place (East).

2.8.31 The Croydon Opportunity Area Planning Framework (OAPF) guidance identifies an over-provision of off-street parking within the Croydon Metropolitan Centre. It sets out a policy of ensuring that off-street car parking

spaces are in suitable locations, easy to access and of high quality, rather than seeking to increase parking levels. It also outlines options for the location of parking for two potential future scenarios: One scenario where the retail core of Croydon Metropolitan Centre is redeveloped and one where this does not occur. Please see the Croydon OAPF for further details.

2.8.32 Signage to these car park is presently poor – in particular to the Q-Park Car Park and the Wandle Road Car Park. This poor signage, combined with difficulties of access resulting from the existing one-way operation of many streets in Old Town, may be part of the reason why these car-parks currently have significant spare capacity at most times. (See information on access to the Centrale Car Park above).

On-Street Car Parking

2.8.33 The existing on-street parking in Old Town is generally well-used, with only limited spare capacity for much of the time.



Cycle route and Legible London signage by St John's Memorial Garden

2.9 PROPERTY MARKET CONTEXT

RESIDENTIAL MARKET

2.9.1 There are three predominant types of residential stock in Old Town.

- Rows of, predominantly small, terraced houses in the south-west western and north-east areas. There are about 325 of them and some are divided into apartments. There are about 50 of these terraced houses on and near Frith Road.
- A zone of apartment buildings on Scarbrook Road and Charles St, built in the 1990s.
- There is also some residential accommodation above the shops on Church Street, Surrey Street and Frith Road.
- Apartment buildings built post-2000. They are mainly also in the south of the area.

2.9.2 At the time of writing overall, 1 bed flats within purpose built blocks are reaching sale prices in the £150,000 - £180,000 range, depending on size and quality. £300 per square foot is the upper end. Larger flats including 2 bedroom units can reach between £190,000 and £280,000 again depending on size and quality. Prices are lower than the average for London (£271,000 for all apartments) but higher than for the UK (£134,000 for all apartments). Prices are currently rising in line with prices across London and the South East.

2.9.3 Stock is low, with limited amounts of property on the market. The available property in the area is advertised to investors, so there is evidence of development and investment opportunity in the area. Demand from private buyers is also strong, as is rental demand.

SECTORAL COMPOSITION OF BUSINESSES

There are over 200 registered businesses in Old Town supplemented by self-employed and free-lancers (such as market traders and sub tenants of workspace units), many of whom will not be VAT registered and therefore do not appear on Companies House data. Figure 15 illustrates the sectoral make up of Old Town businesses, indicating a preponderance of small independent businesses contrasting with the national multiple chains on and around North End.

OFFICE MARKET

2.9.4 A very small amount of Croydon's Office stock is in the Old Town area and at least 50% of it is vacant. Some of this existing stock could be converted to residential accommodation. The largest office building in Old Town is Ryland House which is occupied by BT. There are a couple of office buildings close to High Street, as well as the BT tower building, Ryland House. The main office buildings are:

- Green Dragon House, High Street
- Canius House, Scarbrook Road
- Surrey House, Surrey Street
- Albion House, Howard House and Metropolitan House (sandwiched between High Street and Surrey Street)
- Crown House, Crown Hill
- Ryland House, Church Road
- Church House Business Centre, Church Road.

RETAIL AND COMMERCIAL LEISURE MARKET

2.9.5 Croydon is the primary retail centre in the south of Greater London. Its popularity has been reducing as the offer has tired,

in particular, by comparison to the West End, which has had huge continuing investment, and Bluewater, the large out of town shopping centre near Dartford, that is a 40 minute drive from Croydon.

2.9.6 The main retail offer for Croydon is on North End and in the two shopping centres – the Whitgift Centre and Centrale – which flank it. It is on the edge of the Old Town, immediately to the north east and the occupiers are predominantly national multiples. They are, with the exception of some coffee shops and fast food restaurants, predominantly shops. It is a largely mono-use offer.

2.9.7 The Whitgift Centre was the first covered shopping mall in the country and has been in need



High quality housing stock on Howley Road



Church Road is the location of some of Old Town's office stock, Church House Business Centre (left side) and Ryland House in the distance

of a second substantial renewal for some time. The Croydon Partnership (a partnership between Hammerson and Westfield retail businesses) has been granted outline planning permission and Conservation Area Consent for the redevelopment of the Whitgift centre. If development goes ahead, this is likely to increase and revitalise the branded retail offer (especially in the fashion sector) and expand the town centre leisure offer.

2.9.8 In Croydon, as in all cities in Western Europe, there is a divide in the use of buildings between areas that are dominated by branded businesses and those that are dominated by independent businesses. The property in the areas dominated by branded businesses is invariably owned by large property companies and financial institutions. The shop units are typically larger. The property in areas dominated by independent businesses tends to be owned by individuals and smaller companies and the shop units tend to be smaller. Businesses of similar type also tend to cluster together – as can be seen in the Old Town with the group of pubs and clubs on High Street that are orientated towards young adults.

2.9.9 Croydon Council’s statistics suggest that there is about 24,000 m² (c.265,000 ft²) of retail space in the Old Town area. The amount of unoccupied space has increased substantially since 2009, mainly as a result of the inclusion of the units on Exchange Square which were partially completed in 2008 but need substantial further investment to make them ready for occupation.

2.9.10 The character of the retail in the Old Town area is, in summary:

- Church Street, Frith Road and Keeley Road, having a mix of reasonably large units and small units in close proximity to the town centre, and a mix of multiples and independents. The retail offer is a mix of comparison and convenience, with some fashion. It is predominantly value-orientated.
- The area of High Street within Old Town is dominated by bars and clubs orientated towards young adults.
- Surrey Street is dominated by the fruit and vegetable market and a mix of small independent shops and food & beverage businesses (which continue on Frith and Keeley Roads).
- About 9% of shop units, excluding those inside the Grants entertainment complex and around Exchange Square, are vacant. It would be only 6% if the four riot damaged units at Reeves Corner are excluded. There are four areas where there are clusters of vacant units, at Reeves Corner, Exchange Square, south east Surrey Street and in Grants.

2.9.11 All three of the retail areas have a clear niche within the retail hierarchy of Croydon. Their high footfall and low vacancy levels, suggest they are serving the community well. Despite the long term changes to shopping patterns that are resulting from the growth of internet shopping, and the impact that the expected new retail centre is likely to have, the ground floors of all three retail areas are likely to have a distinct role and should remain in retail and leisure use. Allowing units at

ground floor to change from a retail or leisure use or another customer facing use would be a risk to the integrity and, therefore, viability of the whole of the retail offer of Old Town.

SECTOR	%
Restaurants and Bars	13%
Community Activities	6%
Retail trade	19%
Professional Services (inc Real Estate)	6%
Legal, Financial, and Insurance Activities	4%
Public Administration & Education	4%
Entertainment	3%
Personal Services	2%
Office Administration & Support Activities	2%
Other / Unknown	39%
Total	

Figure 15: Sectoral composition of businesses in Old Town. The high proportion of other / unknown businesses is striking

2.10 PLANNING POLICY CONTEXT

2.10.1 There are a number of documents that provide the planning policy and guidance context for the Old Town Masterplan, as well as existing reports and documents that have been referred to in preparing the masterplan. These are as follows:

NATIONAL

- National Planning Policy Framework (2012) and the National Planning Practice Guidance.
- English Heritage and CABE - Guidance on tall buildings (2007)
- By Design: Urban Design in the Planning System - Towards Better Practice (2000)
- Urban Design Compendium 1, Llewelyn Davies Yeang in association with Alan Baxter and Associates (2000)
- Urban Design Compendium 2 (2007)
- Manual for Streets (2007)
- Department for Transport, Pedestrian Guardrailing, Local Transport Note 2/09, April 2009
- English Heritage - Streets for All (2004)
- English Heritage - Understanding Place: Conservation Area Designation, Appraisal and Management (2011)
- English Heritage - The Setting of Heritage Assets (2011)

LONDONWIDE

- The London Plan (2011)
- All London Green Grid SPG (2012)
- Accessible London: Achieving an Inclusive Environment SPG (2004)
- Shaping Neighbourhoods: Children and Young People's Play and Informal Recreation SPG (2012)
- Mayor's Economic

- Development Strategy (2010)
- Cultural Metropolis strategy (2010)
- London's Downlands Area Framework (2012)
- Mayor's Transport Strategy (2010)
- South London Sub-Regional Transport Strategy (2013), TfL
- Transport for London (TfL) Streetscape Guidance (2009)
- Transport for London (TfL) - Making London a Walkable City (2004)
- Housing Supplementary Planning Guidance (November 2011)

LOCAL

- Croydon Local Plan: Strategic Policies (2013)
- Croydon Replacement Unitary Development Plan: The Croydon Plan (2006). Saved policies 2013 only
- South London Waste Plan (2012)
- Croydon Local Plan Detailed Policies (Preferred and Alternative Options) 2013
- Croydon Opportunity Area Planning Framework SPD (2012) (see summary of the key information for Old Town in the OAPF, below)
- Conservation Area General Guidance SPD (2013)
- Draft Croydon Minster Conservation Area Appraisal and Management Plan SPD, Draft Church Street Conservation Area Appraisal and Management Plan, Draft Central Croydon Conservation Area Appraisal and Management Plan
- Croydon Public Realm Design Guide (2012)
- Croydon Economic Development Plan 2013-18 (2013)
- Planning Brief-Site: Reeves

- Corner - 104-12 (even) Church Street and 1-5 Reeves Corner, (5th November 2011)
- East Croydon Masterplan interim planning guidance(2011)
- Fair Field Masterplan interim planning guidance (2013)
- Mid Croydon Masterplan interim planning guidance (2012)
- West Croydon Masterplan interim planning guidance (2011)
- Shopfronts and Signs SPG and addendum, (1996) Croydon Council
- We are Croydon this is our vision (2010)
- London Borough of Croydon's Community Strategy 2010 - 2015
- London Borough of Croydon Infrastructure Delivery Plan (2013)
- Croydon Local Plan Evidence by Topic" available at: <http://www.croydon.gov.uk/planningandregeneration/framework/ipevidence/>

TECHNICAL APPENDIX FURTHER EVIDENCE AND JUSTIFICATION

- Croydon Town Centre Opportunity Area Planning Framework, Adopted 2013

2.11 THE CROYDON OPPORTUNITY AREA PLANNING FRAMEWORK

SUMMARY OF THE KEY INFORMATION FOR OLD TOWN

2.10.2 The Croydon OAPF

Supplementary Planning Document (SPD) demonstrates that Croydon Opportunity Area has the capacity for 7,300 homes and 17,000 new residents and sets a series of other spatial objectives, including the renewal of the Retail Core character area. It describes the improvements to the public realm, transport and infrastructure that need to take place to accommodate this growth and increase the attractiveness of Croydon Opportunity Area for people who live in, work in and visit the area. The OAPF also provides planning guidance regarding a series of defined character areas within Croydon Opportunity Area.

2.10.3 Key observations and guidance provided for Old Town are:

- Old Town is a characterful area that has many heritage assets and an existing pattern of well-defined streets and spaces of a human scale that should be preserved and respected by future infill development
- Improving the pedestrian and cycling route along Drummond Road which links Croydon Minster and North End is a priority to improve permeability and the attractiveness of the area.
- Mixed uses are encouraged to increase activity and natural surveillance during the evenings and thus increase safety and the perception of safety in the area.
- Old Town has the capacity to accommodate approximately 400 new homes in the long term. The Technical Appendix outlines potential sites for

new homes in Old Town and the probability of their development.

- Old Town is a suitable location for family housing and there is a broad requirement for 45% of new housing to have 3 or more bedrooms.
- Either conversion and/or redevelopment of surplus offices to other uses is supported because New Town is considered the most viable and appropriate location for good quality office space, mainly due to its proximity to East Croydon Station.
- There is over-capacity of off-street public car parking spaces in Old Town and thus the potential to reduce car parking provision.

2.10.4 It should be noted that this is summary information from the OAPF only and that for a full understanding of the guidance set out in the OAPF, including other guidance that relates to the Old Town area specifically, please refer to the OAPF itself, which should be understood in its entirety.

2.11 PUBLIC ENGAGEMENT

2.11.1 To provide a viable masterplan that reflects the aspirations of the local community it has been crucial for the masterplan to be informed by local people who know Old Town well and understand its characteristics and issues. The Draft Masterplan has therefore been developed through a detailed process of stakeholder and public engagement which is described below.

UNDERSTANDING OLD TOWN

2.11.2 In March 2012, preliminary engagement work was done to support the funding bid to the Greater London Authority (GLA) to produce a masterplan. An engagement exercise was conducted on the streets of Old Town over a period of four days. Local people were asked about their opinions of Old Town – what they value about it and what they would do to improve the area if they were The Mayor of Croydon? Over 100 people contributed their views.

PUBLIC MEETING

2.11.3 In October 2012 – after funding for the Old Town Masterplan had been granted from the Greater London Authority – a public meeting was held in the Minster church hall to introduce local people to the project. Letters were sent to every address in the Old Town Masterplan study area to inform residents about the meeting and the masterplan. The meeting was also promoted in the local press. 110 people attended the meeting and 120 people registered to be on a contact list to be notified about future events and the progress of the Old Town Masterplan



Workshop session with members of the public at Matthews Yard



Understanding Old Town event (March 2012) Ideas from the March 2013 workshop



Workshop sessions with members of the public at Matthews Yard (March 2013)

IDEAS WORKSHOP

2.11.4 An Ideas Workshop was held on the evening of 26 March 2013 at Matthews Yard in Exchange Square. The workshop was attended by around 55 people who live, work and/or shop in Old Town. The workshop was open to all and advertised by Croydon Council and via local social media.

2.11.5 The workshop was an opportunity for people to contribute to the Draft Masterplan as local experts at an early stage in the process. Useful information was collected about buildings, streets, public spaces and movement in Old Town. Priorities, issues and opportunities for the future were identified, and used to inform the emerging ideas for the Old Town Draft Masterplan.

THE KEY MESSAGES WERE:

- The Surrey Street Pumping Station in Exchange Square is the number one priority building to be brought back into use.
- A better entrance to Old Town is needed from Crown Hill.
- Surrey Street Market is a key asset that should be more of a draw for residents and visitors.
- Croydon Minster is a key asset though public safety issues need to be addressed in the surrounding area, the visual setting enhanced, access to the St John's Memorial Garden improved and facilities such as a cafe and children's play provided.
- Old Town needs a better connection to North End via Centrale and Drummond Road.
- Reeves Corner should be brought back to life by repairing the fire damaged shops on Church Street, creating an attractive space, and providing new buildings that could have a

community use.

- Roman Way acts as a barrier in the area for pedestrians and cyclists and a strategy to improve crossing facilities and change the character of this road would be welcomed.
- It is currently difficult to access Old Town by car from Roman Way, due to the confusing one-way system and this should be addressed.



Ideas from the Ideas Workshop

MEMORIES OF OLD TOWN

2.11.6 In March 2013 the masterplanning team met with residents of Elis David Almshouses, who had lived in Old Town for many years and witnessed many changes. Residents who participated



Stakeholder Project Board members



Figure 16: A 'wordle' produced to represent the comments made regarding aspirations for Old Town's character. The larger the word, the greater the number of times it was mentioned by groups at the workshop on their sheets.

ranged in age from 75 to 101 and discussed how the area had changed in the past 50 years.

2.11.7 The sessions were important in helping to understand how Old Town has changed, and in ensuring that the Draft Masterplan proposals for Old Town’s future are informed by its history.

KEY MESSAGES

- Participants remembered the ease with which they used to cycle around Croydon and further afield, with many cycling to work in other areas of south London.
- Participants remembered Surrey Street market during the inter-war period as a place to meet friends and for entertainment rather than to only buy groceries. Live music and performances took place, and a greater variety of produce was on offer.
- Participants remembered people visiting Old Town and the town centre in general because of the entertainment offer - many cinemas, theatres, dance halls and pubs.

MID-CROYDON CONSERVATION AREA ADVISORY PANEL

2.11.8 The masterplan project team met with the Mid-Croydon Conservation Area Advisory Panel during the research and analysis stage of the project, in order to draw on their understanding of the historic environment in the local area and their identified priorities for Old Town in the future.

The key messages that emerged from this meeting generally aligned with those from the wider public consultation exercises. They included;

- Promote the history of Old Town
- Concern about St John’s Memorial Garden and the setting of the Minster
- Improve the appearance of Exchange Square
- Night-time safety was a concern for many residents
- Opportunities for shared space and de-cluttering of streets
- A concern about the condition of upper floors of the buildings in Church Street

STAKEHOLDER PROJECT BOARD

2.11.9 An extended conversation with key stakeholders was also crucial in shaping the Old Town

Masterplan. The Masterplan is based on a brief that was written collaboratively with the Old Town Stakeholder Project Board made up of key partners and landowners, public sector organisations and private sector landowners that will play a critical role in delivery of the masterplan.

They are:

- Croydon Council
- BT
- Church House Business Centre
- Clowater
- Croydon Minster
- Croydon Old Town Business Association
- Durkan
- English Heritage
- Greater London Authority



The Old Town Masterplan Stakeholder Project Board



Elis David Almshouse residents

- The House of Reeves
- Q-Park
- Portas Town Team
- Rosepride
- TfL
- The Whitgift Foundation

2.11.10 The Stakeholder Project Board also reviewed, guided and signed-off the Draft Masterplan as it developed, ensuring the final masterplan is delivery focused and has their buy-in.

EMERGING IDEAS EXHIBITION

2.11.11 An Emerging Ideas Exhibition was held for two weeks from 20th June to 4th July at Matthews Yard in Exchange Square. The exhibition was staffed on the evening of the 20th and also during the day on Saturday 22nd June. During these times approximately 120 people visited the exhibition to review the proposals and provide feedback.

2.11.12 Feedback on the exhibition and the emerging masterplan was positive and useful both during the staffed sessions and in the detailed responses provided on the feedback questionnaires. 35 feedback forms were received.

2.11.13 Formal consultation on the Old Town Masterplan is took place during spring 2014 over a six week period in February and March in accordance with the Council's adopted Statement of Community Involvement and Town and Country Planning (Local Planning) (England) Regulations 2012.

Formal representations were received on the Draft Masterplan and some minor amendments have been made to the Masterplan as a result of the comments received .



Members of the public at the Emerging Ideas Exhibition, June 2013



Members of the public at the Emerging Ideas Exhibition, June 2013



Croydon Minster

3.0

THE MASTERPLAN

3.1 THE OLD TOWN MASTERPLAN

GENERAL

3.1.1 The historic environment of Old Town has many existing strengths which will be enhanced further through delivery of the masterplan. The realisation of the recommendations and proposals of the Old Town Masterplan will help transform Old Town from being a place that, despite its many qualities, is under-used, fragmented and car dominated; in to a distinct, attractive and legible destination for living, culture, leisure, shopping and relaxing. The setting of Old Town's historic buildings will be significantly enhanced by improving the public spaces, streets and buildings around them. All of Old town will become an area that is a pleasure to walk and cycle around. The Minster Quarter, Reeves Corner, Surrey Street Market and the Surrey Street Pumping Station will be heritage anchors for Old Town's success.

PUBLIC SPACES

3.1.2 The masterplan sees Old Town's three key public spaces - Minster Green, St John's Memorial Garden and Exchange Square become popular, safe, bespoke, attractive and robustly designed destinations; frequently visited by residents and visitors. Café facilities will be integrated in to all of these public spaces to increase their appeal. Minster Green will be reconfigured so that the green space in the area is consolidated and it is surrounded by active frontages and attractive development. These spaces will enhance the setting of adjacent historic buildings.

SURREY STREET PUMPING STATION

3.1.3 The impressive but currently unoccupied spaces of the

Surrey Street Pumping Station will be restored for cultural and leisure use and, along with the surrounding Exchange Square, it will be a prominent cultural destination in Croydon. Public access to the building will be maximized to enable as many people as possible to enjoy it.

REEVES CORNER

3.1.4 Reeves Corner – a key gateway in to Old Town - is a focus for regeneration. A new high quality development will be constructed on the site where buildings were previously located, which could accommodate retail and/or residential uses. The road layout will be reconfigured and a new pedestrianised area created on the section of Church Street in between the island site and 105 - 109 Church Street. This will enhance the setting of new development on Reeves Corner and improve pedestrian and cycling connections between Reeves Corner and the rest of Old Town and the wider Opportunity Area.

MINSTER QUARTER

3.1.5 The Minster and Old Palace will be given respect and prominence as important national heritage assets. A consistent public realm treatment will also be provided for the Minster Quarter, as a means of strengthening the identity of this area and highlighting the close relationship between The Minster and Old Palace School.

COMMERCIAL STREETS

3.1.6 The commercial streets of Old Town - Church Street, Surrey Street, Frith Road and Keeley Road - will be given an attractive public realm treatment to strengthen their collective identity

as commercial streets and their aesthetic appeal to shoppers. Building frontages and shopfronts will be improved. New seating in Surrey Street Market area will encourage the lunchtime offer to grow and Surrey Street's role as a heritage asset and catalyst for regeneration will be promoted.

ROMAN WAY

3.1.7 The masterplan sees the character of Roman Way transformed. It will be converted from an unattractive dual carriageway that encourages fast driving and is a physical barrier to pedestrian and cyclist movement; to an attractive street that is a pedestrian and cyclist friendly environment with new and upgraded crossing points. This will make it much easier and attractive to access Wandle Park from Croydon town centre and provide a fitting setting to the Minster.

STREETS

3.1.8 The masterplan sets out how to provide a high quality public realm treatment to the streets of Old Town that complements and strengthens the historic character of the area and helps unify the built environment. Additional tree planting and other greenery will be a simple way to soften the built environment and provide important visual amenity.

INFILL FOR RESIDENTIAL

3.1.9 The Old Town Masterplan highlights key infill sites for redevelopment that currently fragment the urban fabric. New development will knit back together the urban fabric of Old Town and complement the historic environment by providing more consistency of active frontages, scale, massing and building lines. Examples of such sites are the

Ann's Place car parks and Cairo New Road. Increasing the quantity of residential accommodation in the area will have the additional benefits of raising activity levels at all times of day which will help the area feel safer after the shops close; and increasing the market for retail, cultural and leisure facilities in the area.

HIGH QUALITY DESIGN

3.1.10 The Old Town Masterplan highlights that paying attention to small scale development as well as large scale development is important because cumulatively small scale developments in Old Town will have a substantial impact on its character and visual appearance. The provision in the masterplan of clear development parameters as guidance for all future development will ensure that all new architecture is of the highest quality and sympathetic to the historic context of Old Town.

MOVEMENT

3.1.11 Vehicular access in to the centre of Old Town from Roman Way will be improved to increase the legibility of the area for visitors. The inclusion of a number contra-flow cycle routes on one-way streets will greatly enhance access around Old Town for cyclists. Key contra-flow routes along Drummond Road and Frith Road will provide key west-east and south-north routes respectively that are currently lacking.

HOW TO READ SECTIONS 3-5

3.1.12 The remainder of section 3 provides general guidance for the design of the public realm, future development and enhancement to movement around Old Town which applies to all sites within the Old Town Masterplan

study area. It then provides an overview of the recommended phasing of improvements to Old Town. Section 4 contains more detailed guidance on a number of components that are individual sites within the Old Town Masterplan study area. It is important to note that not all opportunity sites within the Old Town Masterplan study area are included in Section 4. Section 5 looks at the Next Steps for delivery including projects that are already underway.



Croydon Minster

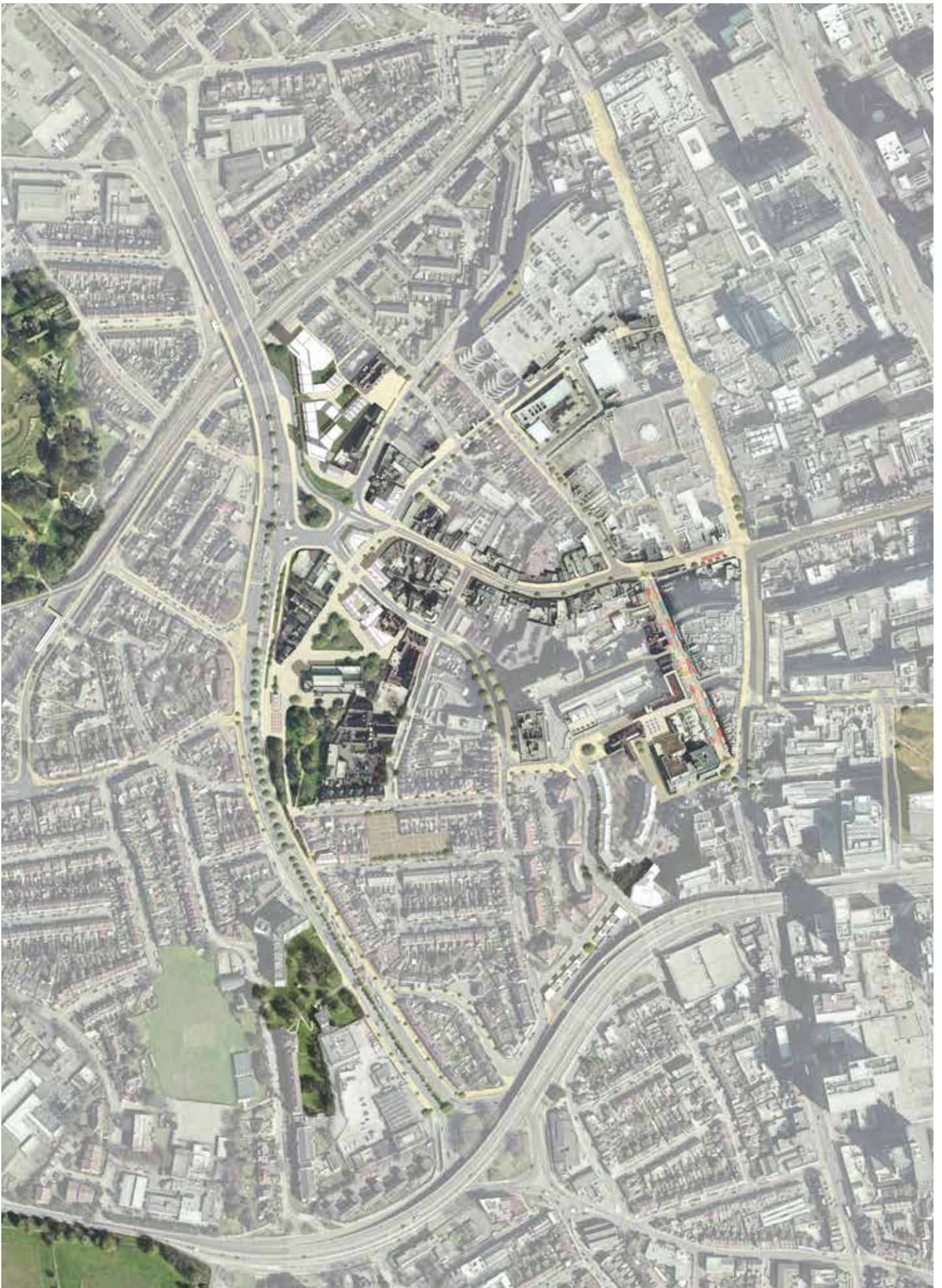


Figure 17: The Old Town illustrative and indicative Masterplan

3.2 PUBLIC REALM PARAMETERS

3.2.1 This guidance supplements the generic guidance for the design of the public realm in Croydon provided in the Croydon Public Realm Design Guide (2012), with specific public realm guidance for the Old Town Masterplan study area.

3.2.2 This guidance should also be read in conjunction with The Croydon Local Plan: Strategic Policies (2013) and the Croydon Opportunity Area Planning Framework.

3.2.3 The detail of most of the following public realm specific proposals is provided in the relevant Components in Section 4. (Please see 'OT' references within the text).

GENERAL

3.2.4 The public realm in Old Town should provide visual amenity that enhances the setting of its heritage assets and increases the attractiveness of the streets. This is likely to encourage more people to visit the area and walk and cycle around it.

3.2.5 All street furniture, play facilities and public art should be designed and located so as they sustain and enhance the public realm and heritage assets.

3.2.6 Local artists and craftspeople should be involved in the design development of the public realm where possible to help create a distinctive environment and celebrate local talent.

3.2.7 MATERIAL AND FURNITURE PALETTE

The material palette for the public realm should respond to and reinforce the historic environment in Old Town and help to create a 'sense of place'.

3.2.8 Public realm materials should be consistent across individual character areas (see section 2.5) and potentially wider areas to help unify the historic and contemporary urban fabric in Old Town and reduce a cluttered appearance.

PUBLIC SPACES AND STREETS

3.2.9 Below broad guidance is provided for a number of different typologies of public spaces and streets. Some streets or spaces may span more than one typology.

PUBLIC SPACES

3.2.10 As the population of the Croydon Opportunity Area grows there will be more need for high quality public spaces on Old Town's from visitors and residents, particularly those residents living in flatted accommodation with minimal private amenity space.

3.2.11 Additional seating should be supplied in all public spaces to encourage people to spend time in them (see Seating below).

Green spaces in the old town masterplan study area

3.2.12 Because Old Town has a deficiency of green space, existing green space should be retained and improved.

3.2.13 New publicly accessible green space should be considered as part of new developments.

3.2.14 The sense of enclosure of green spaces should be improved with landscaped boundary treatments or development with active frontages to help separate the green spaces from the hostile environment of the neighbouring Roman Way. Development facing green spaces should have active frontages facing on to the green

spaces to increase overlooking and safety.

3.2.15 The openness of existing green spaces should be retained so that they are flexible to accommodate different community activities.

3.2.16 Where pedestrian routes run through green spaces they should be well lit to increase visibility and safety.

3.2.17 Trees and bushes in the spaces should be carefully managed and trimmed, to ensure light, safe spaces in the area and a comfortable environment.

3.2.18 It is proposed that St John's Memorial Garden (North) is renamed Minster Green. See OT18 for further information.

Access to green space outside of the study area

3.2.19 Connections to the nearby green spaces of Wandle Park, Duppas Hill and Queen's Gardens should be improved. See Movement Parameters Section 3.4 for further information.

Hard landscaped spaces

3.2.20 The masterplan proposes enhancing existing hard landscaping at:

- Exchange Square, as the setting for the Surrey Street Pumping Station and the most sizable hard landscaped open space in Old Town (See OT4).
- The area around the Minster, as the setting for this high profile heritage asset (see OT18)
- Reeves Corner, where a new public space can be created by closing a small section of Church Street (OT10)
- Crown Hill, where the



Figure 18:
Old Town's Public Realm

- Residential Streets
- Commercial Streets
- Yards and Passages
- Underpasses
- Green Space
- Hard Landscaped Space
- Dual Carriageway
- Junctions where Improvements are Proposed

generous footway width on the southern side of the street provides space for tree planting, seating and/or public activities, to help signify the entrance to Old Town.

3.2.21 Spaces should retain their openness for flexible use.

3.2.22 Spaces should include tree planting, where suitable, to provide visual amenity and shading.

3.2.23 Robust and high quality materials should be used to reflect the importance of these spaces within Old Town for public activity.

3.2.24 Squares and other hard spaces should balance maintaining site lines and natural surveillance with creating a sense of enclosure to define the spaces. A sense of enclosure can be created by active ground floor frontages.

3.2.25 Spaces should be lit sufficiently to support evening activities.

3.2.26 Management and maintenance of hard landscaped spaces is considered a priority. It should be amalgamated into plans for improved spaces wherever possible.

STREETS

Street surfacing

3.2.27 On individual streets, street surfacing materials should be consistent where possible to help unify the historic and contemporary development in Old Town (see Material Palette below).

Dual carriageway

3.2.28 Dual carriageways should be

softened with tree planting and other soft landscaping.

3.2.29 There should be a greater number of pedestrian and cycling crossing points to improve pedestrian and cycle access across the streets.

3.2.30 Subways and guard railings should be removed wherever possible in line with Department of Transport guidance (see section 2.10 Policy Context).

3.2.31 In the longer term, if possible, dual carriageway roads should be narrowed to give greater space for pedestrians and cyclists. (See also Movement Parameters 3.4 and OT21: Roman Way).

Residential streets

3.2.32 Street trees should be included in all residential streets where possible because of their amenity value.

3.2.33 Where existing buildings do not have active frontages at a ground floor level, the street environment should be improved through soft landscaping. (See also Movement Context 2.8)

Commercial streets

3.2.34 Interventions should seek to rationalise street furniture along retail streets that is a barriers to pedestrian movement.

3.2.35 Surfacing and other materials should be consistent between commercial streets to help visually unify them and thereby improve the legibility of the area.

3.2.36 Footways should be widened where possible to accommodate pedestrians, taking account of loading bay requirements.

3.2.37 Materials should be robust to withstand high footfall levels. (See OT1, OT2 and OT3).

Junctions and Thresholds

3.2.38 Junctions should be designed to create a more legible, walkable and cycle-friendly environment.

3.2.39 'Threshold features' should be located at key entrance points to Old Town. They will help create an attractive and welcoming environment as well as landmarks to improve legibility.

3.2.40 A 'threshold feature' might be public art, lighting in trees, an archway, totem poles and/or a change of street-surfacing material to draw the attention of passers-by.

3.2.41 The key entrance points in to Old Town are:

- The junction between Reeves Corner and Roman Way (OT10 + OT14)
- The junction between the High Street and Crown Hill (OT1)
- The junction between North End and Drummond Road (OT12) (slightly outside the Old Town Masterplan study area)

3.2.42 Threshold features should also be located at both ends of Surrey Street to signal the entrances to Surrey Street Market (OT2).

3.2.43 Creative lighting should be introduced to mature trees at the green space to the west of Reeves Corner to mark the threshold in to Old Town and create a landmark. (See OT14).

Yards and passageways

3.2.44 Old Town includes several of historic yards and passageways

that contribute towards the character of Old Town. Their surfacing should be of the same high quality as other streets in Old Town and they should be well lit to increase safety.

3.2.45 Privately owned service yards where public access is not intended should be gated with attractive gates that respect the character of Old Town. An example of such a space is the market storage space between Fellmongers Yard and Overtons Yard (see OT8).

Subways and Underpasses

3.2.46 Old Town has several subways and underpasses underneath the A232 and A236. They are often dark, drab and uninviting environments that feel unsafe because they have poor natural surveillance. The other disadvantage of subways and underpasses is that they require intensive maintenance, including cleansing regimes and lighting replacements.

3.2.47 Creative lighting and painting should be used to improve the visual appearance of these subways and underpasses.

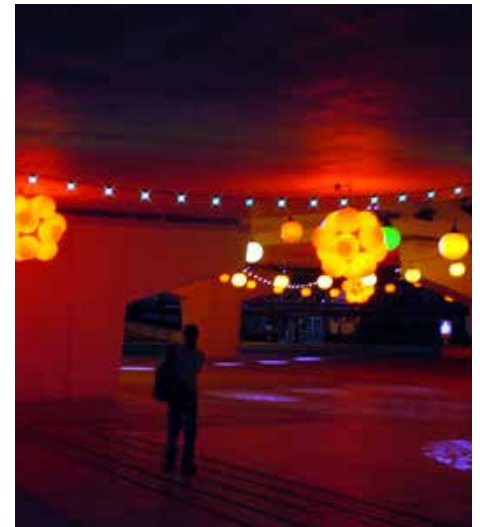
3.2.48 Subways under roads should be removed where possible and replaced with at grade crossings that have better natural surveillance, provide more direct routes across roads and are easier to maintain (see OT21).

SEATING

3.2.49 Additional seating should be provided on commercial streets and within public spaces to encourage people to consume refreshments outside, to provide resting points and to allow people



Creative lighting for pedestrian tunnels in Bankside



Lantern lighting at an underpass in Birmingham, UK



Figure 19:
Old Town's Public and Green Spaces

- New or improved green spaces
- Private existing green spaces
- Existing significant mature trees
- New trees
- Proposed new or improved hard landscaped spaces

to stop and appreciate the historic buildings in Old Town.

3.2.50 Seating is encouraged in particular close to Surrey Street Market to support the lunchtime food offer (see OT2).

3.2.51 The use of temporary seating in public spaces could be a way of testing the popularity of seating whilst maintaining flexibility of use of space for times when seating is not required.

SOFT LANDSCAPING AND BIODIVERSITY

3.2.52 Vegetation should be maximised throughout the Old Town area.

3.2.53 The protection and enhancement of biodiversity should be considered in the design of the public realm, development and temporary uses for sites.

STREET TREES

3.2.54 New street trees in Old Town are encouraged where there is the capacity for them.

3.2.56 The following streets have a low number of street trees and would benefit significantly from additional trees: Drummond Road, Tamworth Road, Cairo New Road, Howley Road, Old Palace Road and Church Street (see OT16, OT26, OT24 and OT1).

3.2.57 Trees must not make contact with the tramlines for safety. However, emphasis should be placed on identifying suitable locations for trees on streets upon which the trams run, at a reasonable distance from the tramlines. This will help ameliorate the detrimental visual impact of tram infrastructure.

PLAY SPACES

3.2.58 Old Town has limited opportunities for additional play space so provision would need to be made within the development sites as a priority.

3.2.59 Should this not be possible, the Croydon OAPF suggests that play space be pooled off-site in existing and new spaces. Within Old Town, the areas around the Minster and Exchange Square are identified for this purpose. A potential new public space at Reeves Corner could also provide informal play space in the area. Any play facilities at Exchange Square and Reeves Corner should be informal and avoid limiting the use of these public spaces.

3.2.60 Four spaces for incidental play spaces are suggested to help address this need and to help populate and animate Old Town's sometimes quiet streets.

These are located at:

- The renamed Minster Green
- St John's Memorial Garden

- Exchange Square
- A new space at Reeves Corner

3.2.61 At these points a range of modest or more significant play interventions can take place amongst existing and proposed landscaped spaces. These could include:

- Surface treatment: Addition of graphics, routes, hopscotch markings.
- Play and street furniture: Integration of play and street furniture or seating which also provide playful qualities, for example chess tables or table tennis.
- Open play space: Larger areas of play alongside pedestrian areas or within identified open spaces.

PUBLIC ART

3.2.62 Public art should be encouraged across Old Town and could reflect and celebrate the rich heritage of the area. One way of achieving this could be by representing the waterways of the River Wandle, which flowed through the area before they were culverted.



Uncluttered public realm, new street trees and portrait bench on Charles Street, Croydon

3.2.63 Artworks could be embedded into surface treatment, street furniture, play objects/equipment/ spaces.

3.2.64 High quality graphic design could be included as part of a public art strategy for creative route markings between key destinations to help promote the historic environment of Old Town.

STREET LIGHTING AND CREATIVE LIGHTING

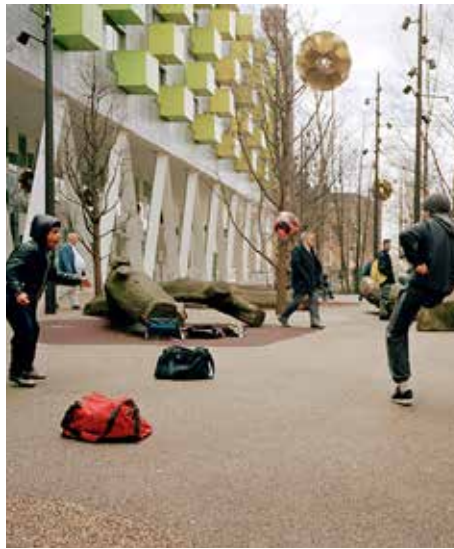
3.2.65 Lighting has been identified as being particularly important in pedestrian areas currently considered unappealing or unsafe to walk through and at the setting of important historic buildings. This includes the yards and passageways in Old Town and the area by the Minster and Drummond Road car park.

3.2.66 Creative lighting is proposed to enhance visual amenity at the following places:

- The Minster
- Surrey Street Pumping Station in Exchange Square
- The underpasses at Cairo New Road, Jubilee Bridge, Centrale and Wandle Road
- The group of trees between Reeves Corner and the Jubilee Bridge

3.2.67 Creative lighting that is located within or adjacent to sites of heritage assets should be robust, discrete and used to highlight architectural qualities.

3.2.68 More dramatic lighting could be used on a temporary basis to add dramatic focus as is illustrated in the photographs on this page. However, its permanent use is discouraged as this would alter the character of the heritage



Examples of informal play space in Barking town centre (Muf Architecture/Art)



Example of incidental play equipment at Kings Cross, London



Shouwburgplein (Theatre Square), Rotterdam, Holland. Seating plays an important role in public spaces



Black Maria gathering space at Central St Martin's College, Kings Cross



Performance space and creative lighting in an historic setting at Norwich

assets in the Old Town Masterplan study area.

3.2.69 Where historic light columns exist, these should be retained and refurbished where possible. (See also 'Safety and Security' below)

INTERPRETATION BOARDS

3.2.70 Interpretation boards which provide information about historic buildings and the historic environment could be placed in key historic locations such as at the top of Crown Hill and outside Croydon Minster. They should be sensitively designed and could form part of a 'heritage trail' publicised with a leaflet.

SAFETY AND SECURITY

3.2.71 Public realm designs and proposals should all contribute to safety and the perception of safety in Old Town.

3.2.72 Areas close to the nightlife cluster on the High Street should be particularly well lit to increase the safety of walking routes.

3.2.73 Creating well-lit streets and encouraging activity and natural surveillance is prioritised over the introduction of CCTV in the area because this will result in a more attractive environment.

3.2.74 Natural surveillance should be increased for currently poorly lit pedestrian passageways and underpasses with additional lighting. Surrounding areas should also be well lit (see OT8, OT12 and OT21).

3.2.75 Soft landscaping should be maintained and trimmed regularly to prevent dark areas which are not sufficiently overlooked.

EVENTS AND ACTIVITIES

3.2.76 Events and temporary activities have the potential to make a valuable contribution to Old Town street life. Meanwhile uses will be encouraged on sites awaiting development (see Section 3.6 for more information on Meanwhile and Temporary uses).

3.2.77 A range of interventions should be explored for the creation of flexible, temporary performance spaces in Old Town which should make use of the striking backdrops afforded by the Minster and Surrey Street Pumping Station.

3.2.78 Creative lighting strategies should be explored to support events.

3.2.79 Access to electricity will be required for most events which should be considered when landscaping works are undertaken in these areas.



Creative lighting to improve a sense of safety at an underpass in Birmingham, Alabama



Sensitive lighting celebrating Southwark Cathedral

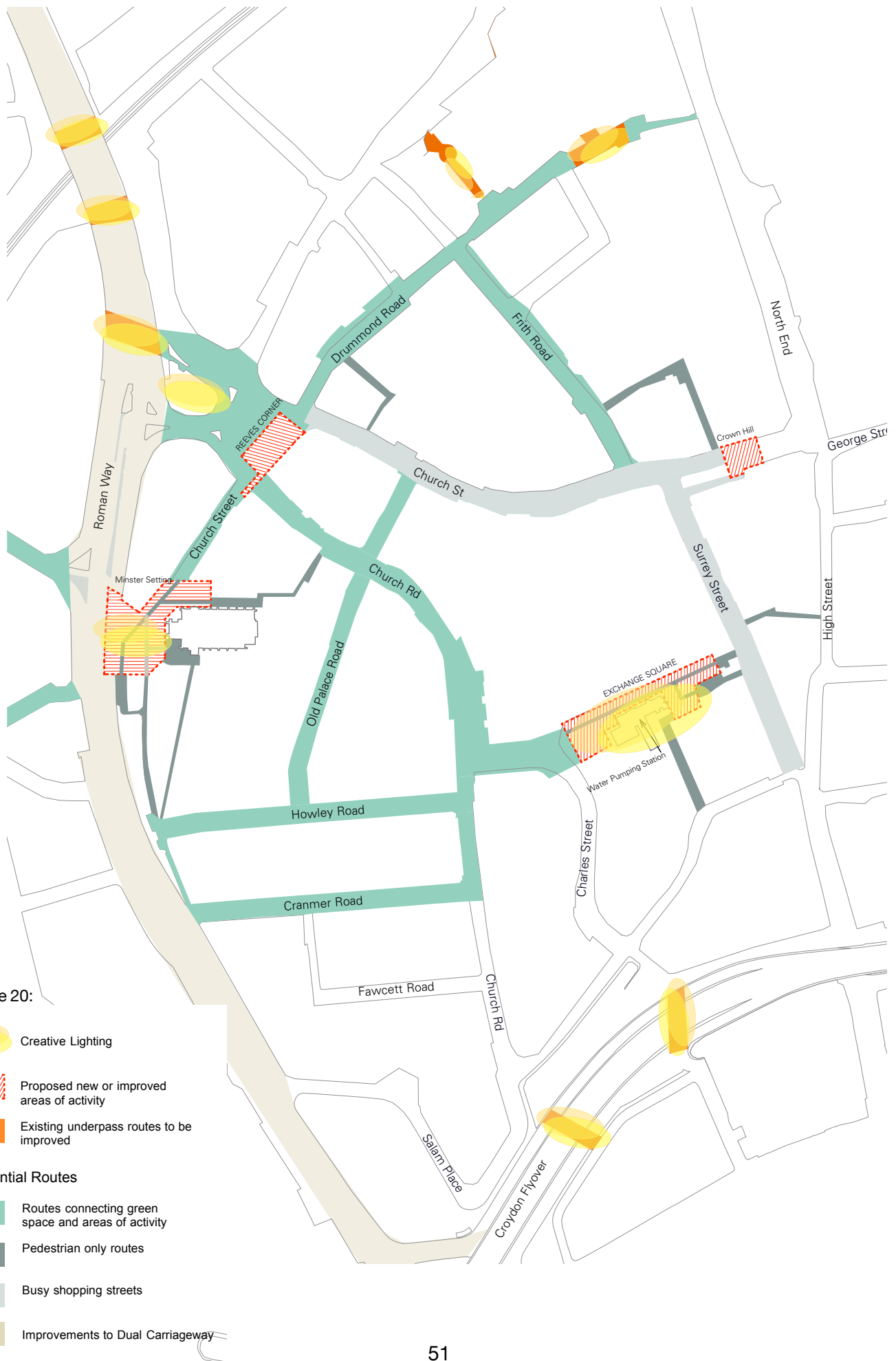


Figure 20:

-  Creative Lighting
 -  Proposed new or improved areas of activity
 -  Existing underpass routes to be improved
- Potential Routes
-  Routes connecting green space and areas of activity
 -  Pedestrian only routes
 -  Busy shopping streets
 -  Improvements to Dual Carriageway

3.3 DEVELOPMENT PARAMETERS

3.3.1 This section outlines guidance parameters for development in Old Town at two levels. Firstly, general parameters guidance relating to all development types. Secondly detailed parameters guidance related to the four key development typologies that will form the basis of potential development within Old Town – Infill, Flyover Edge, Refurbishment and Re-use, and Temporary Structures. The following development parameters apply to all future development opportunities within the Old Town Masterplan study area, not only the opportunities outlined in The Components (Section 4).

3.3.2 Old Town is both distinctive and sensitive to change due to its rich historic fabric. Any new development must enhance the appearance and setting of existing heritage assets, which includes individual buildings as well as the fine grain street patterns and building plots.

3.3.3 The Old Town Masterplan area includes the Croydon Minster, Church Street and Central Croydon Conservation Areas (see Figure 4). The Conservation Area Appraisals and Management Plan (CAAMPs) documents for all three conservation areas are scheduled to be adopted by Croydon Council as Supplementary Planning Documents and would have weight in the planning process as Material Considerations in addition to the development parameters guidance set out in this section. The CAAMPs define the principle qualities that constitute each area's special character and identify threats to this character. They also provide guidance on how to manage these threats and potential ideas for the areas enhancement. The development

parameters should also be read in conjunction with the Conservation Area General Guidance SPD (2013). Please see the CAAMPs and the CAGG for guidance on alterations to historic buildings – such as replacement windows and extensions.

3.3.4 The Old Town Masterplan conforms to and supplements the development policies set out in the London Plan, Croydon Local Plan and saved UDP policies (2013). These documents should also be read in conjunction with the Old Town Masterplan guidance.

3.3.5 Developments in Old Town will be subject to the planning process and will benefit from discussions with the planning service at pre-application and application stage.

PARAMETERS GUIDANCE FOR ALL DEVELOPMENTS

CHARACTER

3.3.6 All new development should contribute to, reinforce and repair the historic character of Old Town. The detailed analysis of the special character of the Conservation Areas that cover Old Town available in the draft CAAMP SPDs, includes identification of buildings which make a positive or neutral contribution to the area, and those which detract from the special character (see appendix). These assessments should be taken as guidance regarding the appropriateness of new building development alongside the building character parameters guidance below:

- New buildings should respect and reinforce the prevailing urban grain of Old Town in terms of the width of building frontages, orientation of building form, and alignment

of roof forms. The streets of Old Town are predominantly characterised by a fine grain with a variety of scale that enlivens the streetscape. Any new development should, therefore, seek to reflect the existing patterns of development through the use of narrow plot frontages and the continuation of established building lines. Modern buildings that have not recognised this grain have had a detrimental effect on the area, such as the bulky renovation at 14 High Street (Grants complex).

- Pre-existing building plots should not be merged in new developments where this impacts on the scale and grain of buildings and their frontages.
- Buildings should not be set back from the established building line. Ramps or other access features should be fully integrated within the building envelope.
- Building layouts should reinforce the clear hierarchy between street fronts and the backs of blocks. Therefore, main entrances to buildings should be on the street front, at street level, supplemented by secondary back doors to parking or service areas if required.
- The prevailing range of building scale within Old Town is two-three stories. Some two-storey buildings also include roof accommodation. This provides a welcome 'human scale' to Old Town in contrast to much of central Croydon. There are a number of existing modern buildings within Old Town that exceed 5-storeys with larger floor plates. These



Threshold passageway treatments between courtyards and the street. St. Andrews Bow, London - Allies and Morrison



High quality facade detailing and materials. Greenery makes an important contribution towards the attractiveness of these spaces. Highbury Square, London - Allies and Morrison



Terrace level gardens within high density development at Accordia, Cambridge, Maccreevor Lavington



Car parking, bike parking and planting within developments, Arsenal, London - Allies and Morrison

generally produce forms of an inappropriate bulk within the Old Town context, such as 1 Charles Street (Ryland House) and 14 High Street (Grants complex) and have a detrimental impact on the character of the area. These buildings should not, therefore, be regarded as a precedent for future development.

- Projecting balconies are not considered part of the established Old Town character and the use of balconies should be limited to rear elevations and should not impact on locally important views towards the Minster. Recessed terraces and bays may be appropriate alternatives where required.

DESIGN QUALITY

3.3.7 The character of Old Town has suffered in the past from development that has not been sympathetic. Old Town is vulnerable to further erosion by future detrimental building developments that do not respect this character. Design quality (and its execution through construction) is one of the most important factors that will govern the successful intensification and consolidation of the Old Town character. Robust, high quality architecture that is built to last will hold its own amongst the historic buildings of Old Town, adding a new layer of history to the area. Increasing the stock of high quality architecture within Old Town will help to reinforce prospects of its long term success as a destination within Croydon.

SETTING OF HERITAGE ASSETS

3.3.8 English Heritage set out guidance in the document 'The Setting of Heritage Assets' (2011)

that should be referred to when planning new development in Old Town. The following specific parameters also apply to Old Town:

- The key views to Croydon Minster identified in the Croydon Minster CAAMP SPD should not be obstructed by new buildings in front of, or behind, the Minster. The potential impact of development on any local view of the Minster requires consideration and all proposed development that could affect views to the Minster must be accompanied by a full analysis of the impact of development on views agreed with Croydon Council.
- In addition to views of the Minster there are a number of important townscape focal points that should be considered in terms of the impact of new development on their context. These are typically located at key junctions, routes or to complete sight lines of historic streets. Buildings at these points are considered to be particularly important, and any new development here would require particular consideration in terms of contribution and impact to the townscape setting. Some of these sites are already contributing positively in townscape terms and should not be altered. These locations include:
 1. Reeves Corner
 2. Southern end of Church Street, adjacent to the Minster
 3. Corner of Church Street and Church Road
 4. Church Street at northern end of Old Palace Road
 5. Church Street at northern end of Surrey Street

6. The eastern point of Crown Hill
7. The corner of High Street and Surrey Street
8. The corner of High Street and Scarbrook Road
9. Entrance to Exchange Square from Surrey Street

DETAILING AND MATERIALS

- High quality natural, fair-faced finished materials such as brick, stone, slate, clay tile and timber should be used, in keeping with the character of the Old Town. Brick shall be the predominant external wall material.
- The articulation of openings, typically of a vertical proportion should establish relationships with neighbouring heritage assets. Reveal depths of openings should be generous, enhancing the solidity found in the historic buildings and the traditional masonry details.
- Glass should be of a clear type. Mirror or tinted glazing is not acceptable as it undermines continuity with the historic buildings and the relationship between buildings and street.
- Window frames and external metalwork should have a colour and finish that coordinates with the masonry colour and finish and be robustly, yet elegantly detailed. Grey/dark grey or bronze is an alternative to white.
- Roof forms and features should complement and extend the historic types established on each street.
- Shop fronts should be detailed to revive and reinterpret the scale and intimacy of the traditional shops, with appropriately scaled window panes and dividing piers, base

details, signage and awning components.

- Building mounted external lighting should be co-ordinated with the colour and materials of other street lighting in the vicinity.

SUSTAINABLE DEVELOPMENT

- Development should be low-carbon, use recyclable materials where possible and take in to account the embodied energy of materials. It should meet the energy efficiency standards required by the Croydon Local Plan and Building Regulations.
- Please see 'landscape within development' for guidance on mitigating flood risk.

ACTIVE FRONTAGES

- New development should complete existing building blocks by infilling gaps in the street frontage and providing active ground floor frontages where these have been lost.
- Development should reinforce the continuity of the commercial ground floor frontages along Church Street and Surrey Street in particular by the installation of shop-fronts where they are missing.
- Where civic or semi-public uses are located large format glazed openings, offering high levels of transparency to the interior should be established.

LANDSCAPE WITHIN DEVELOPMENT

- Where walled front gardens characterise the street, new building developments should continue this feature.
- Landscape finishes should be selected to form positive transitions to the public realm finishes.

- Hard landscape finishes should be of a high quality. Natural stone is preferred.
- Courtyard and communal gardens should be the subject of proposals by landscape architects. These will offer much needed visual and open space amenity.
- Landscape feature lighting should be integrated (see photo page 48).
- Perimeter drainage products and covers should be high quality and flush with adjacent surface finishes.
- Please also refer to the Croydon Public Realm Design Guide for further guidance.

Nearly half of Old Town has a medium risk of flooding from rivers and parts of Old Town have a high risk of flooding from surface water. Flood risk should not be increased by development. To contribute towards the sustainability of development the following measures are encouraged:

- The planting of trees as well as other greenery to aid cooling
- Sustainable Urban Drainage (SUDs) including green roofs, swales and open ditches where possible to mitigate flood risk
- Food growing and community gardens are encouraged to reduce food miles and improve visual amenity
- All of the above measures are also likely to have the benefit of improving visual amenity
- Retrofitting of existing properties with SUDs is encouraged

The above measures are dually beneficial in that they will improve visual amenity as well as sustainability. For further information please see

the Mayor's supplementary guidance of Sustainable Design and Construction, the London Borough of Croydon Surface Water Management Plan and the Level 1 and Level 2 Strategic Flood Risk Assessment for the London Borough of Croydon

SERVICING

- Service areas and parking should be integrated at the rear of buildings and screened by gates.
- All roller shutter or gate mechanisms should be concealed and fully integrated with the facade, not face fixed.

PLANT

- Roof top plant and roof access elements should be fully integrated within the main envelope of the building or contained within roof forms clad in materials of a quality equal to the main facades.
- Utility components should be out of sight or fully integrated with building facades.
- All telecoms antennae or dishes should be out of site from the adjacent public realm.

PROVISION OF FAMILY HOUSING

- Old Town is one of the most appropriate areas for family housing in the CMC. A proportion of 45% of 3+ bedroom homes in Old Town is proposed for new residential development, but exact levels of family housing will be determined on a case by case basis. (This guidance is consistent with the Croydon OAPF)
- The development typologies that follow in this section seek to place family housing in the 'optimal' typologies within the

sites available in Old Town. However an opportunistic approach to finding good locations for family housing should also be taken in order to maximise opportunities.

- Good family housing should have generous, safe, outdoor private amenity space, and easy access to communal or doorstep play space. It should have a simple preferably direct access system that does not involve many family units being accessed through one access core. These requirements mean that the majority of family units are placed at the top or bottom of apartment buildings where gardens or terraces are more feasible. Placing too many family units midway up a building makes the provision of sufficient outdoor amenity space difficult without adding a significant premium to development costs.

RESIDENTIAL EXTENSION PARAMETERS

General

- Residential extensions within the conservation areas should be clearly subservient to the original historic building, complementary in form and material and harmonious in terms of their contribution to the character of the streetscape and back garden areas.
- Extensions which do not respect the original scale and form of the house will not be accepted.
- Window and door openings in extensions should respect the alignment, scale and proportion of those of the original building (or those

typical to the historic street if the building has been altered).

- Window sub-division and glazing bar arrangement should follow those of the existing building (or those of the original windows, typical of the street if the building has been altered). Slender mullions are preferred, most closely matching the original timber windows, where timber replacements are not possible.
- Alteration of the original form of projecting bays, their arrangement of openings or style of fenestration will not be permitted.
- Chimneys should not be removed or extended.
- Existing timber garage doors should not be bricked up. Where extension of the accommodation into such areas is acceptable a sympathetic arrangement of timber panels and glazing may be inserted into the original opening.

Materials

- Bricks of a matching type and colour of the existing house should be used for extension walls. Where the house is rendered white or off white render may be used for extension walls. Plastic sheet cladding panels are not permitted.
- Roof materials should match the typical historic material for the existing street, eg. slate or clay pan tile.
- Natural finished sheet metal (eg. Lead, zinc) should be used for roofing and siding of roof features such as dormers and for small extensions. Treated, natural finish timber boarding may be used in conjunction for small areas of wall siding.

- Traditional painted timber panelled doors are preferred on building frontages.

Roof level extensions

- The angle of roof pitches should not be altered on houses (unless by returning a flat or misaligned roof to its original historic pitch and profile).
- The scale of dormers or roof lights on houses should be subservient to the overall scale of the roof surface in order that they are perceived as complementary features rather than the primary form of the roof.
- Top floor residential extensions above commercial property where acceptable should be set back in subservience to the primary frontage or integrated into a complimentary roof form that reinforces or reinstates the typical historic character of the street.

Front extensions

- Where a building has a single front elevation then the original building line should not be breached. At corners where a building has more than one front elevation then extensions that breach the building lines of either street should be avoided.
- New front door porches are not permitted

Side extensions

- Where side extensions are acceptable, they may not project forward of the main body of the building.
- Any proposal which does not complement the existing form and scale of the entire dwelling, including the roofscape, when viewed from

the public realm, will not be accepted.

Rear extensions

- Greater flexibility of materials and architectural features are permitted where not visible from the public realm, however the general guidelines above are the preferred starting point for the design of rear extensions.

FOUR KEY TYPOLOGIES FOR FUTURE DEVELOPMENT

INFILL

3.3.9 Buildings on infill sites should contribute to the completion of existing urban blocks by developing on open or under-utilized gap sites. They should provide continuity of street frontage and reinforce a sense of place in Old Town. Infill development will be highly contextually sensitive, stitching together the old with the new.

Layout

3.3.10 Infill development will be comprised of one or more of the following building types:

- Terraced houses
- Almshouses
- Small blocks of flats/maisonnettes
- Civic/educational buildings

3.3.11 The ground floor layout of public buildings should, wherever possible, include publicly accessible civic, commercial or semi-public facilities that will contribute positively to the public realm through introducing additional activity in the street.

3.3.12 The use of courtyard and garden spaces to provide focal points at the centre or rear of developments is encouraged.

The historic former almshouses at Church Street and North End provide a relevant local precedent for these spaces.

3.3.13 Small blocks of flats and mixed-use buildings will have the following key layout features: Front doors to busy thoroughfares in front of the building, well integrated with other ground floor uses.

- Access to residential units via small 'walk up' communal stairways with a small number of units around each core.
- Sufficient storage should be allowed for the residential use at ground floor for all flats in the building for outdoor equipment, bins and bicycles for example.
- Roof terraces to be provided for use by all units. These should be maximised at the rear of the building through the stepping or articulation of form to create multiple spaces and the use of roof space offered by deeper plan ground floor uses.
- Maisonnettes at the tops of buildings allow roof terraces to be formed by setting back the upper level, while the flat below has access to a ground floor garden or first floor roof terrace above commercial uses (see photo page 51).

Active frontages

To contribute towards the creation of a vibrant environment and deter anti-social behaviour and crime the provision of active frontages to buildings is encouraged to increase natural surveillance of streets and public spaces. Active frontages have doors and windows facing the street.



Infill development near Oxford Street. The new building to the left is of an equal quality to its historic neighbour



Infill development at Old Palace School in Old Town with scale and materiality that responds to the existing historic condition



Three small houses, infill development by Stephen Taylor, Chance Street, London

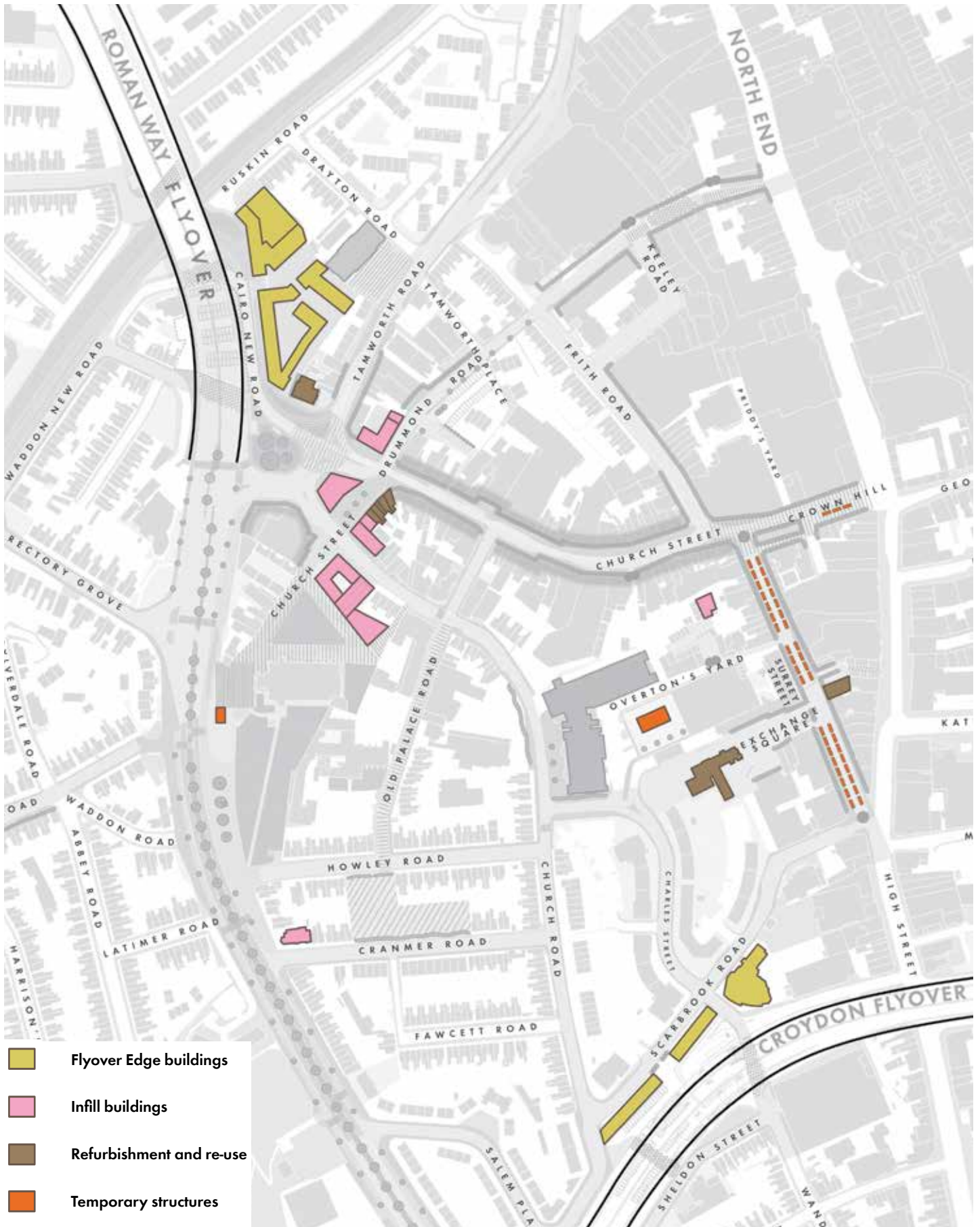


Figure 21: Examples of building typologies (Developments highlighted are examples of typologies only and are not exhaustive)

Height, scale and massing

3.3.14 The prevailing range of building scale within Old Town is two-three storeys. Some two-storey buildings also include roof accommodation. To respect the predominant scale of Old Town, infill building should follow the height, scale and massing guidance parameters below:

- Typical development height: 2-3 storeys, with potential to include roof accommodation.
- All infill proposals should follow the established building scale of the street on which it is located.
- Continue the eaves or parapet lines of adjacent historic buildings where possible.
- Positively contribute to the established character of the roof profile and roof features of the street.
- Buildings should be massed in response to the context of the front, rear and sides of the site, establishing an appropriate scale for adjacent pedestrian passages, rear mews, garden and yard spaces as well as neighbouring property.
- The primary mass of any building form shall be located on the main street frontage. Where a sloping site has frontages on more than one street building height should be modulated to step down in response to the topography and to the historically established development scale of the streets.
- Infill building frontage heights and parapet lines should mediate between the height of neighbouring buildings where these vary or step due to topography.

Architecture

3.3.15 Infill buildings contribute to the coherence of Old Town’s urban form by repairing gaps in street frontage and securing the corners of urban blocks. The architecture of infill buildings should therefore conform to the following architectural parameters:

- Brick shall be the predominant external wall material. (Stone and render details may be appropriate in conjunction, however render should not be the predominant facade material). Brick type and bond coursing should be selected to establish a strong positive relationship with adjacent historic buildings.
- Building corners at street junctions should be detailed and articulated to provide interest in the streetscape and contribute to a collective sense of place.
- All infill building facades should establish a pattern of fenestration and ground floor openings that respond to

and reinforce the historically established street character.

- Where architectural rhythms are established in the facades of adjacent historic buildings (structural bays, fenestration, bay windows, roof parapet/profile) infill buildings should respond to and extend these rhythms across the new facade, reinforcing the architectural character.
- Passages through infill buildings, providing access to rear yards or parking areas should be designed



Family homes and green space at Cambridge Accordia



The roof line and materials of the infill development at Woolton Quad, Brighton College are a sensitive reinterpretation of the historic setting

with reference to the historic precedents within Old Town in order to extend and enrich the scope of its distinctive character. Particular consideration should be given to the scale, proportion and formation of the opening, as well as the elevations and ceiling of the passageway. Integral, bespoke timber or metal gates should be provided. These elements should be of equal quality to the main facade and reinforce the character of Old Town through the quality of detail and use of materials.

- Historic features such as chimneys can be reinterpreted (for example as natural ventilation outlets) in new buildings in order to develop a stronger continuity between the profile of the new and historic roofscapes.

FLYOVER EDGE

3.3.16 The Flyover Edge development typology relates to sites on the incomplete edges of defined urban block structures or with significant re-development potential following a change of use. Elevated road infrastructure forms either the front or rear boundary of the sites which are typically large but face a number of development challenges, as well as opportunities, related to their proximity to the flyovers. There may be the opportunity for an increased scale of development at flyover edge sites than in other areas of Old Town, but these sites also form an important part of the setting of the conservation areas in Old Town and also the Laud Street Local Area of Special Character that lies to the South of the Croydon flyover.

Layout

3.3.17 Flyover edge development will be comprised of one or more of the following building types:

- Terraced houses
- Stacked maisonettes
- Blocks of flats

Combinations of these building types can be used to reinforce the local block structure and create strong street fronts as well as a diversity of accommodation.

3.3.18 Two, special 'thin' typologies are also recommended as potential alternatives in response to the harsh outlook at the flyover edge and the conflict between the orientation of frontages and the orientation of available sunlight to new homes. Single aspect homes are discouraged to increase active frontages, prevent undue noise disturbance to properties facing flyovers, allow cross ventilation and to maximise the quantity of natural light entering the properties at different times of day. The 'thin' typologies are categorised as follows:

- Thin stacked maisonettes over commercial – This type is sufficiently thin at the upper floor-plates for all the principle rooms and the private amenity space to face away from the flyover. Screened or enclosed gallery access is located on the flyover side, providing an environmental buffer. Commercial uses at ground floor address the most blighted areas of the facade and re-provide commercial use.
- Thin townhouses – These houses have relatively thin front to back floor-plate depth but wide frontages that comprise a house with a private garden to the side. Facades can be largely blank to the back and to



High quality facades and variations in scales of residential blocks, St. Andrews Block C, development at Bromley by Bow

the party wall. The primary rooms address the street and the side facing the private garden. This typology can include a commercial ground floor use with the residential configuration above.

3.3.19 The use of garden squares to create focal points at the centre or rear of developments is encouraged along with shared surfaces, courtyards and smaller mews streets to diversify the settings for housing within the language of the Old Town character.

3.3.20 Landscape design at the perimeter street edges can help provide a further buffer for ground floors. Front gardens or public terraces related to commercial or food and beverage units will have a positive effect on transforming the external environments of currently under-utilised edges. Relationships to the land beside or under the flyover should also be considered. For example at the Royal Standard pub on Sheldon Street the beer garden is located across the road, adjacent to the flyover and this helps to create a more positive setting both in terms of amenity and streetscape.

Density and mix

3.3.21 The Opportunity Area Planning Framework Technical Appendix sets out five building typologies for development sites in Croydon Town Centre and an appropriate density range for each. As a guide, given the sensitive historic character of Old Town, the appropriate density range for flyover edge sites is considered to be the upper end of the ‘historic infill sites’ typology range and the lower end of the ‘buildings adjacent infrastructure’

typology range, which is in the region of 80 to 120 dwellings per hectare. Further guidance is available in the OAPF and its technical appendix.

3.3.22 The capacity for Flyover Edge sites to provide residential development sits alongside significant challenges regarding the quality of the homes that can be provided by them. The ground floors of Flyover Edge developments are particularly challenging for residential use. Therefore ground floor commercial or civic uses should form part of the development mix where residential aspect is poor and where continuity can be established with the existing patterns of use.

3.3.23 Family housing should be placed in the optimal location within the development for its success. This is typically at the tops and ground floors of buildings, in townhouses and pairs of stacked maisonettes, rather than at the middle storeys of blocks of flats.

Height, scale and massing

- Typical development height: 3-10 storeys.

- The massing of buildings should establish a strong street edge at the perimeter streets. Where the street frontage faces neighbouring development the new buildings should create a balanced street enclosure in relation to the existing buildings. Where the street frontage faces the flyover taller building forms, offering views over the elevated structures, may be appropriate, provided that these are stepped down in scale where they connect to adjacent existing buildings.
- Larger plots may have capacity for taller building forms to be set back from the perimeter streets, achieving greater density whilst minimising the impact of the massing on views from the public realm.

Architecture

3.3.24 Flyover Edge sites form visual thresholds to Old Town from the main roads. They are also visible from a number of key local streets. As such they must form an integral part of the Old Town fabric despite their ‘edge’ location. The architecture of Flyover Edge buildings should therefore conform to the following architectural



Brick town houses with private gardens, Abode

guidance parameters:

- The architecture should be a continuation and evolution of the Old Town character, not contrast with it.
- Buildings should not seek to stand out as 'icons' in the streetscape as this will place them in conflict with Old Town's local landmark, Croydon Minster.
- The predominant external wall material on street frontages and upper parts visible from the surrounding public realm should be brick. Materials on internal facades and at lower levels can be more diverse. Brick type and bond coursing should be selected to establish a strong positive relationship with adjacent historic buildings.
- Projecting balconies of a simple design are appropriate on inward facing elevations.
- Top floor flats or maisonettes should provide generous private open spaces. These can take the form of terraces at upper level building set-backs or outdoor 'rooms' integrated with the building facades or set within the residential unit plan. The latter type in particular offers safe and well overlooked play space for children.

REFURBISHMENT AND RE-USE

3.3.25 The presumption will be towards retention and refurbishment of buildings within conservation areas, in line with the development guidelines in the Conservation Area General Guidance (2013). For demolition to be permitted, the Council must be satisfied that a building is beyond economic repair and all possible options for retention have been examined.

3.3.26 The refurbishment and re-use of existing buildings within the masterplan area is actively encouraged when in accordance with the Croydon Local Plan¹. This includes buildings which make a positive contribution to Old Town but require repair as well as buildings which do not currently make a positive contribution but could be improved through refurbishment. The following measures in particular are encouraged by the masterplan:

- The reinstatement of publicly accessible ground floor uses where these are currently vacant or have been occupied temporarily by other uses (see the Townscape focal points and key development frontages plan).
- The reinstatement of retail frontages (shop windows, demising piers, fascia signage, awnings etc.) that follow the established historic bay widths and high street character.
- The integration or refurbishment of entrance doors and access cores to bring upper storeys of existing

1 Currently, the Croydon Local Plan for Croydon comprises The London Plan (2011), The Croydon Local Plan: Strategic Policies (2013), the Croydon Unitary Development Plan: Saved Policies (2013) and the South London Waste Plan (2012). Proposals for development will be considered in accordance with the development plan, unless material considerations indicate otherwise.



A temporary restaurant structure at London Southbank using shipping containers

buildings into usable service. These can be designed to minimise the impact on existing ground floor uses.

- Removal of inappropriate cladding finishes and the restoration of historic brickwork and masonry details.

TEMPORARY STRUCTURES

3.3.27 There are a number of opportunities for temporary structures to enhance, improve and diversify Old Town for visitors and the local community. This typology also includes small pavilion buildings occupying sensitive positions within the public realm. The following parameters should be considered:

Layout

- Temporary structures should be strongly related to the public or semi-public spaces in which they are sited in order to unlock maximum potential from the usage of the outdoor space around them.
- Temporary or permanent landscape design should be integrated with the design of new structures to ensure an



A positive example of a sensitively refurbished historic building at St Pancras.

appropriate transition between old and new and demarcate zones of activity.

- Pedestrian orientation and movement should be improved by the temporary intervention, not hampered by its location or form.

Height, scale and massing

- A temporary structure, where it contains accommodation, will typically be one storey only and subservient in scale and bulk to the fixed structures that form its context.
- Unsightly plant, storage or service areas should be planned for, integrated and concealed within the building form.

Architecture

- The form and profile of temporary structures can be innovative where this does not produce a detrimental impact on the setting of heritage assets.
- To minimise the risk of damage by vandalism the architecture should be defensible. 'Open' and 'Closed' conditions should be considered in the design (through the use of hinged, folding or retractable shutters) and both should have a positive impact on the Old Town streetscape.
- Architectural lighting and signage should be integral and designed to project a positive image by day and night, also enhancing evening security.

3.4 MOVEMENT PARAMETERS

3.4.1 The movement parameters seek to address the movement issues for Old Town described in Section 2.8 Movement Context and protect positive aspects of movement in Old Town such as the Tramlink and bus routes running through the area.

3.4.2 Much of Old Town's transport provision forms part of a wider highway, bus and tram network and is due to have a major interface with the Whitgift Centre redevelopment and Connected Croydon projects supported by the Mayor of London. Proposals in the masterplan will be developed in harmony with these other projects, with amendments made where required to ensure system performance is maintained or improved. Schemes coming forward on the highway or Tramlink network will be subject to the usual Council and TfL development approvals to ensure high quality and safe interventions.

3.4.3 The movement parameters in the masterplan are strategic aspirations and support the objectives of the masterplan. They have not been designed in detail; however, sufficient work has been done to demonstrate that they would be deliverable.

3.4.4 The implementation of any of the proposed changes to the movement network in the masterplan would be subject to detailed design, which would include safety audits and traffic modelling where required and further public consultation. In addition, any adverse impacts identified through the detailed design process would need to be satisfactorily ameliorated.

3.4.5 Encouraging a reduction in car use will become an increasingly important objective for Old Town and the Croydon Opportunity Area more widely, as the density of central Croydon increases and the retail core is redeveloped as is anticipated in the OAPF. This intensification will increase trip numbers to, from and within the Old Town Masterplan study area.

3.4.6 To encourage a reduction in car use, improving facilities for cycling, walking and public transport will be encouraged. Improving pedestrian and cycling routes and facilities is given a high priority in the Old Town Masterplan as they are the healthiest forms of movement and they do not create pollution, carbon emissions or significant traffic congestion. They are also cost effective compared to other transport infrastructure and have regeneration benefits like increasing footfall along a retail street.

3.4.7 The detail of most of these movement proposals is provided in the relevant Components in Section 4. (Please see 'OT' references within the text).

PEDESTRIAN AND CYCLING ROUTES

3.4.8 The Old Town Masterplan seeks to improve the attractiveness and safety of all pedestrian and cycling routes within the Old Town Masterplan study area, and prioritises the improvement of routes between key destinations in and slightly beyond the masterplan study area. The key destinations identified are the two large green spaces located close to Old Town - Wandle Park and Duppas Hill; The Minster; North End; the commercial streets of Old Town (Church Street, Frith Road, Surrey

Street and Keeley Road), Old Palace School, East Croydon Station, West Croydon Station and South Croydon.

PEDESTRIAN ROUTES

3.4.9 The following inter-connected key routes should be prioritised for improvement in the ways described below:

The Minster to Wandle Park

3.4.10 A ramped footbridge over the railway (OT22) and improvements to the Rectory Grove pedestrian crossing on Roman Way (OT21 and OT23).

Reeves Corner to Wandle Park (South)

3.4.11 The design and lighting of the undercroft of Jubilee Bridge and a ramped footbridge over the railway (OT21).

Reeves Corner to Wandle Park (North)

3.4.12 Upgrading the public realm of Cairo New Road (OT16). A new staircase on to the Jubilee bridge, improving the visual appearance of Jubilee Bridge.

The Minster to North End

3.4.13 A new pedestrianised area at Reeves Corner (OT10), improved footway surfacing on Church Street (OT18), additional greenery and wider footways on Drummond Road (OT12); and improved lighting beneath the undercroft of the Centrale shopping centre.

3.4.14 It should be noted that if the Whitgift Centre is redeveloped as planned it will be possible to access East Croydon Station via a new east-west pedestrian route through the redeveloped shopping centre. Drummond Road would therefore provide the most direct route by walking

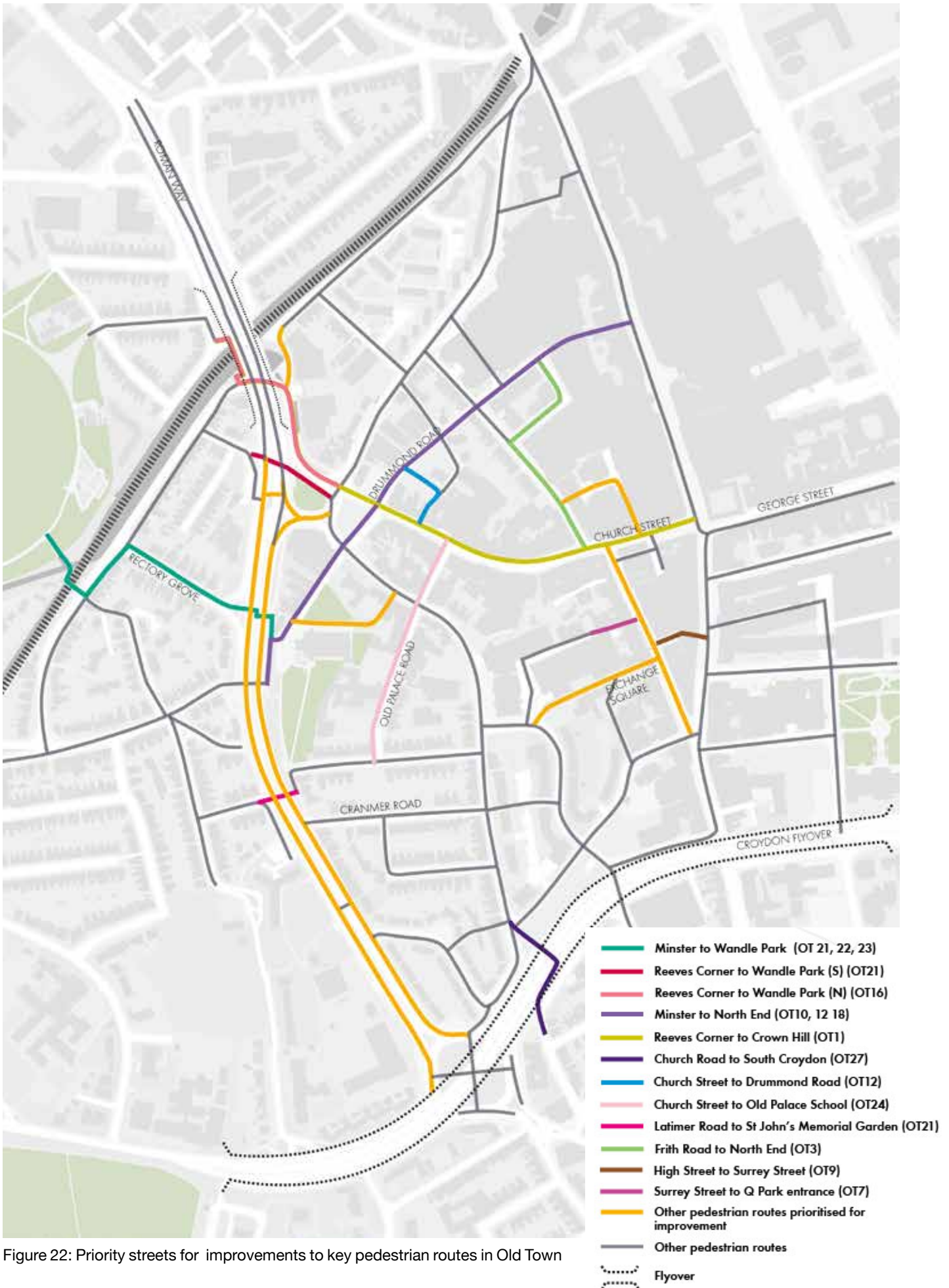


Figure 22: Priority streets for improvements to key pedestrian routes in Old Town

or cycling between the Minster and East Croydon Station. (See the Croydon Opportunity Area Planning Framework for further information).

Reeves Corner to Church Street and Crown Hill

3.4.15 Upgrading the footway surfacing, additional pedestrian space, street trees, public seating (OT1).

Church Road to South Croydon

3.4.16 A new pedestrian (and cycling) route from Salem Place under the flyover through the Wandle Road car park (OT27) to provide a link between Old Town and South Croydon.

Church Street tram stop to Drummond Road bus stop

3.4.17 Upgrading the public realm of part of Tamworth Place to include additional lighting (OT12).

Church Street tram stop to Old Palace School:

3.4.18 Improving the existing crossing over Church Road at the junction with Old Palace Road and installing a raised pedestrian crossing facility between Old Palace School's two sites (OT24).

Latimer Road to St John's Memorial Garden

3.4.19 A new at-grade pedestrian crossing on Roman Way (OT21)

Frith Road to North End via Keeley Road

3.4.20 Public realm improvements to enhance the setting of the shops (OT3)

High Street to Surrey Street

3.4.21 Public realm improvement to the Grants Arcade (OT9)

Surrey Street to Q-Park entrance

3.4.22 Lighting and surfacing improvements (OT7)

Old Town to Duppas Hill

3.4.23 Improve the pedestrian crossing experience at the roundabout and junction between Old Town (the road that adjoins Roman Way) and the slip road to the A232 which currently comprises of a network of subways under the roads (located just outside the masterplan study area). Any improvements at this location would be informed by the general guidance on improving the public realm of different types of street, as set out in Section 3.2 Public Realm Parameters."

Pedestrian Crossings on Roman Way

3.4.24 In addition to the new crossing opposite Latimer Road (see above), existing pedestrian crossings on Roman Way should be enhanced by increasing the width of the median strips to provide more space and shorter crossing distances for pedestrians (and cyclists) and help calm traffic. Guardrail should also be removed where it is safe to do so. (See reasoning below). (See also OT21).

Traffic Calming: Removing guardrail, Minimising Road Marking

3.4.25 Removing guardrails and minimising road markings where it is safe to do so is recommended in line with the Department for Transport guidance (see Policy Context 2.10). This will improve their visual appearance as well as potentially help calm traffic because drivers will be more aware that they are sharing the street with pedestrians.

3.4.26 See also Section 3.2 Public Realm Parameters for general guidance on improving the public realm of different types of streets.

CYCLING

3.4.27 Enhancing cycle routes from the north-west to the north-east of the study area (which are currently compromised by the one-way system and Surrey Street Market) is a priority of the Masterplan. Please see figure 23 Proposed new cycle routes:

Contra-flow

3.4.28 Contra-flow routes for cyclists should be introduced on one-way streets wherever possible to improve accessibility and permeability around Old Town for cyclists.

3.4.29 Contra-flow cycle lanes should be installed on the following one-way streets:

- Drummond Road to improve the West-East route from the Minster to North End (OT12) (high priority)
- Frith Road (OT3) (high priority)
- Church Road between Reeves Corner and Charles Street (OT25)
- Old Palace Road (OT24)
- High Street between Scarbrook Road and Church Street

3.4.30 The introduction of contra-flow cycle lanes may require some local revision to on-street car parking arrangements although it is not anticipated that this would lead to any overall loss of on-street car parking capacity. Where any on street car parking bays are removed, these should be replaced and relocated as close to the original bays as possible.

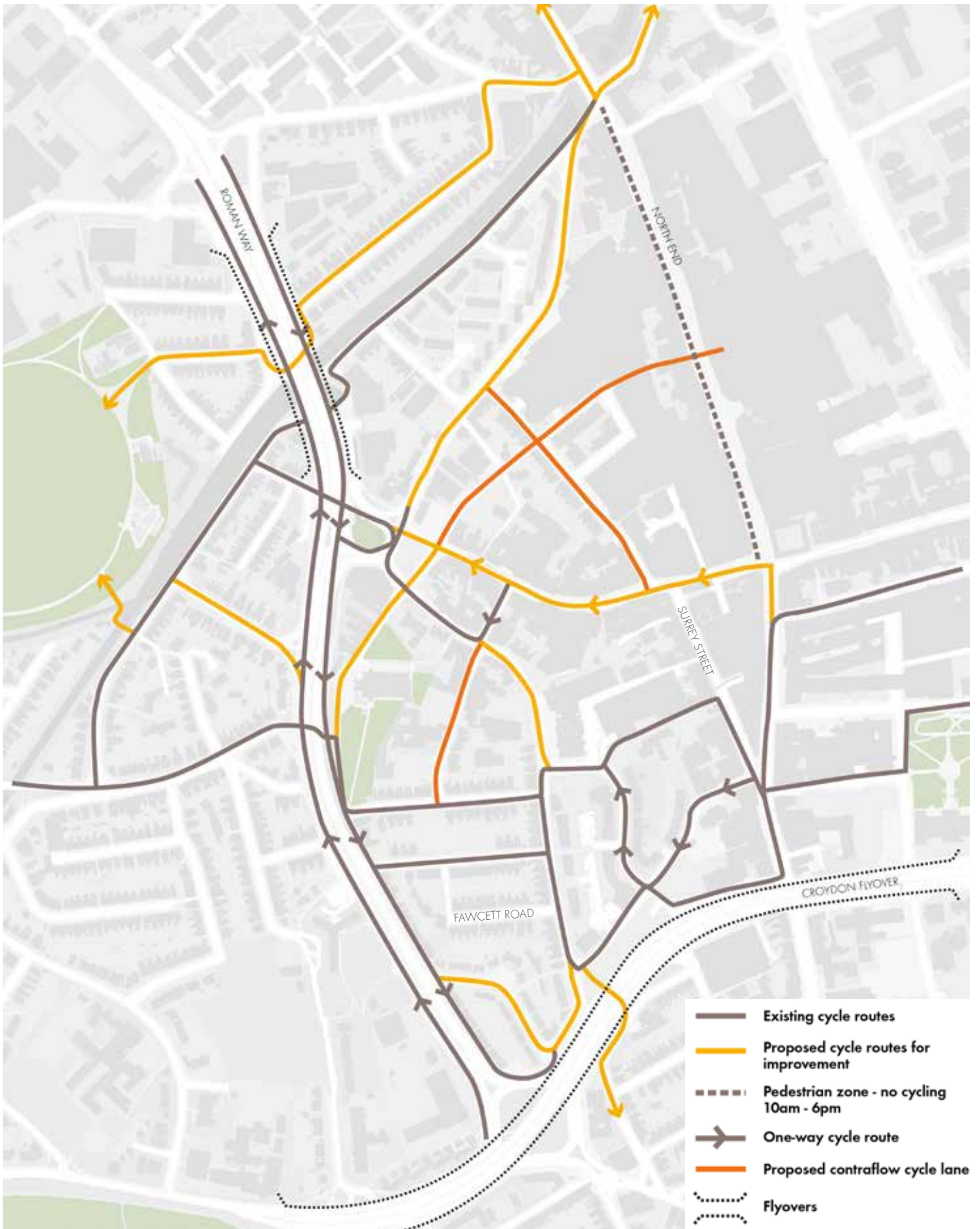


Figure 23: Proposed new cycle routes in Old Town

Other proposed new cycle routes

- Under the Croydon Flyover - A cycling (and pedestrian) route should be created through the Wandle Road car park and under the flyover to connect Old Town with South Croydon
- Tamworth Road (West to East) to improve access to West Croydon Station.
- Roman Way - As a long term aspiration cycle lanes should be included in both directions on Roman Way (OT21).

Toucan crossings

3.4.31 Toucan crossings should be installed on the following junctions across Roman Way to the same quality as the existing crossing opposite St Johns Road:

Salem Place
Rectory Grove
Reeves Corner (OT21)

Step-free access

3.4.32 Wheeling channels should be installed on:

- The bridge over the railway to Wandle Park (OT22)
- The staircases on to Jubilee Bridge (OT21)

3.4.33 A longer-term aspiration is to install a ramp to the bridge over the railway to Wandle Park. (OT22)

Old Town Roundabout

3.4.34 The cycling experience at the Old Town roundabout- the junction between Old Town (the road that adjoins Roman Way), Lower Coombe Street and the slip-roads from the A232 Croydon Flyover – should be improved.

3.4.35 It should be noted that it is recognised that the tram-only section of Church Street prevents cyclists travelling Westward from Church Street to the north-west. However, it would only be possible

to allow cycling along this stretch of Church Street if a separate cycle lane was to be provided (for both cyclist safety and legal reasons). This would require moving the present tramstop and associated infrastructure such as the pylons, which is not considered to be feasible or deliverable within the next 20 years, and is the reason why this proposal is not included in the draft Old Town Masterplan.

3.4.36 See information on cycle parking below.

BUS PROVISION

3.4.37 Proposed changes to bus service provision are minimal and as follows:

Amalgamating the bus stop on Church Street with the bus stop on Drummond Road

3.4.38 To deliver OT14: Reeves Corner it will be necessary to relocate the bus stop for the 264 bus on Church Street to the existing stop on Drummond Road . This is only a short distance away and would not affect the bus route or bus journey times. The bus cage on Drummond Road would require extending to accommodate more buses.

Improving bus waiting facilities: Drummond Road

3.4.39 Additional seating is to be provided and the footway widened to allow more space for pedestrians and people waiting for the bus. These proposals require some reconfiguration of the Ann's Place (East) car park (See OT12).

Wandle Road bus standing facility.

3.4.540 The creation of a bus stand within the Wandle Road surface car park would provide welfare

facilities for drivers and an area for buses to park between journeys (OT27).

TRAM MOVEMENT

3.4.41 The Draft Masterplan proposals do not anticipate any changes to the routing of trams.

3.4.42 Trams will continue to have priority at traffic signal-controlled junctions in the area.

3.4.43 The proposals to reconfigure Reeves Corner would retain the 'tram-only' section of Church Street and the existing track alignment through Reeves Corner.

3.4.44 A new tram stop on the westbound Wimbledon line track could be considered opposite the existing Reeves Corner tram stop to support the new residential development (see OT16).

3.4.45 A turnback facility for trams could be introduced at Cairo New Road to enable a higher frequency of trams.

VEHICULAR ACCESS, ROUTE LEGIBILITY AND TRAFFIC CALMING

GENERAL

Reintroducing two-way traffic flows

3.4.46 Wherever possible, one-way streets should be removed



Tram stop on Church Street

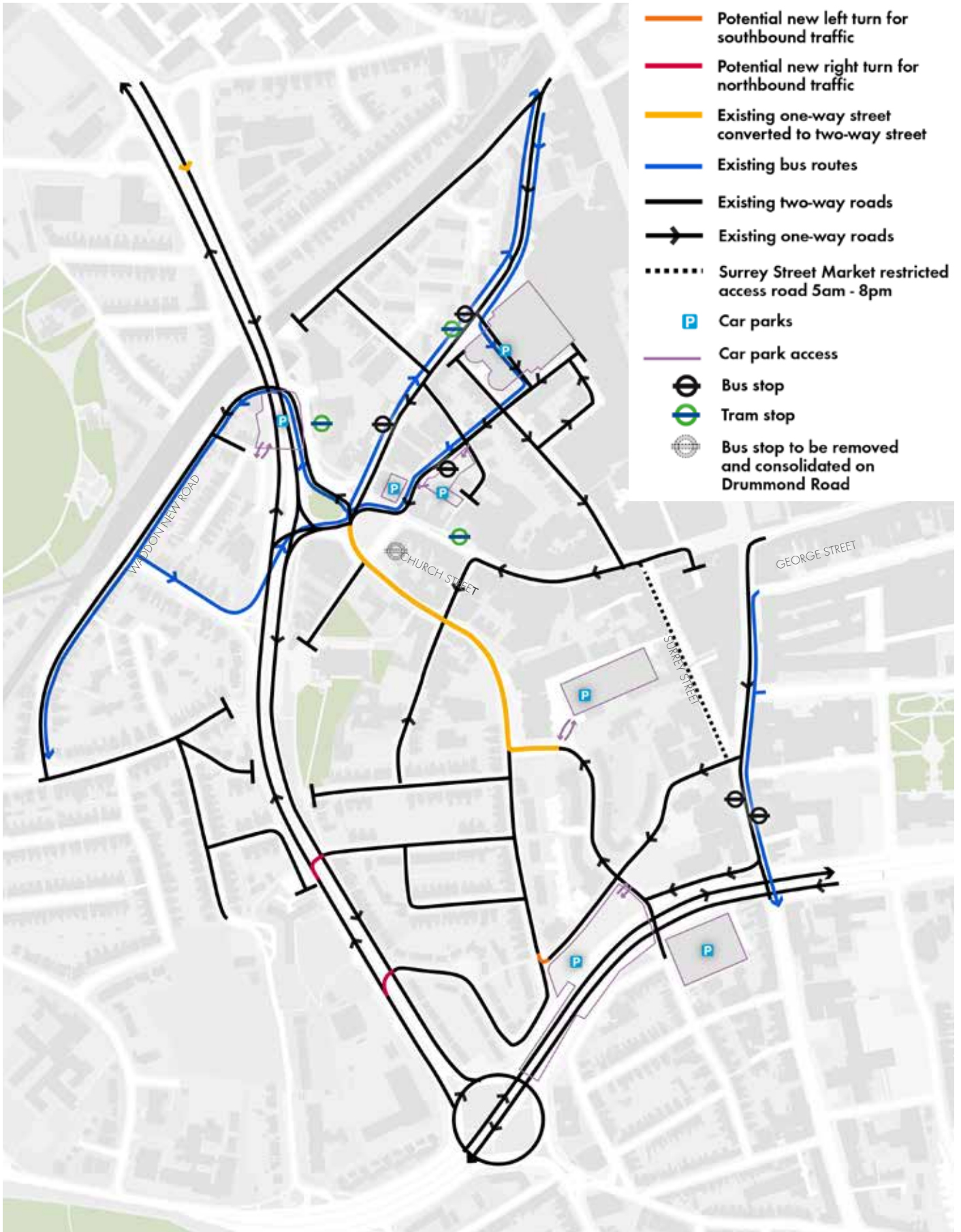


Figure 24: Proposed general vehicular access improvements

and two-way traffic movements reintroduced to improve accessibility for local residents and visitors to the area, improve legibility and potentially help reduce unnecessary traffic movements and calm traffic because drivers would be aware of oncoming traffic. Converting one-way streets to two-way would also contribute to improving the cyclist experience because additional routes would be available.

3.4.47 Reintroducing two-way traffic flows should not be undertaken if it would lead to the creation of new through-routes (“rat-runs”) through Old Town.

Improved Signage

3.4.48 Signage to the car parks should be improved as a short-term priority.

SPECIFIC RECOMMENDATIONS *Reconfiguring the existing Reeves Corner gyratory system to create a new pedestrianised space on Church Street (OT10).*

3.4.49 Revisions to the road and traffic signal arrangements would be made. The reconfiguration would maintain all existing vehicular traffic movements with the exception of the movement from Drummond Road into Tamworth Road (which currently has a very low traffic flow at all times).

Improving Access from Roman Way to Q-Park car park and the centre of Old Town

3.4.50 The following interventions would help improve access from Roman Way to the Q-Park car park and the centre of Old Town. Increasing the use of Q-Park car park is one of a range of measures that would be likely to increase footfall within Old Town and benefit the local economy.

Introducing two-way working in Church Road between Reeves Corner and Charles Street (OT25) and the section of Charles Street between Church Road and the Q-Park Car Park (OT7).

3.4.51 This would allow traffic travelling south on Drummond Road to access the Q-Park car park via Church Road. Some revisions to on-street parking on Church Road would be required but are not expected to lead to a change in the overall number of on street parking spaces.

3.4.52 Converting the section of Charles Street from one-way to two-way would require widening the road and reducing the width of the footway on the southern side of the road which currently is a shared-surface pedestrian and cycle route with high quality public realm. If Charles Street is widened, the public realm treatment and pedestrian and cycling provision of the remodelled footway should be of the same high quality as the existing public realm.

Allowing access to Scarbrook Road from Church Road

3.4.53 As an alternative to enabling two-way traffic on Charles Street, vehicular access could be reintroduced from Church Road to Scarbrook Road. This is largely irrelevant – it’s already two-way for most of its length and capacity is not an issue. In this case, a banned right-turn would need to be introduced at the junction with Wandle Road to prevent the creation of a through-route.

A new right turn in to the centre of Old Town on Roman Way for northbound traffic

3.4.54 A new right turn could be created from Roman Way into

either Salem Place or Cranmer Road to improve access in to the centre of Old Town and Q-Park car park from Roman Way. Salem Place is the preferred option for the right turn because it would have less impact on residential properties. Salem Place is wider than Cranmer Road and the properties on Salem Place are more set back from the street than those on Cranmer Road. (OT21).

3.4.55 It should be noted that with current traffic volumes and also the proposed reconfiguration of the gyratory system as set out above, it would not be possible to allow vehicles entering Reeves Corner from Roman Way to travel past the existing House of Reeves retail premises and then turn right into Church Road. However, the principle of enabling traffic travelling from Roman Way to access Church Road directly from Reeves Corner is supported and potential for this should again be tested in the future, if traffic levels change.

3.4.56 None of the above traffic management proposals would lead to a significant increase in vehicular traffic in Old Town, as no new through routes would be created. Also, there is no major development proposed in the area and no additional on- or off-street car parking is being proposed. In addition, vehicles travelling to and from the Q-Park car park would have three routes to choose from and there are several other car parks in Old Town that a proportion of visitors will be likely to use instead of Q-Park. However, if proposals are progressed to a detailed design stage their delivery will be subject to the following: Traffic modelling to demonstrate that vehicular traffic flows can

be accommodated satisfactorily, without unacceptable congestion and delay; a road safety audit to demonstrate that there would not be an adverse impact on safety and further public consultation.

Access to Centrale Park

3.4.57 If the Centrale shopping centre is redeveloped, then altering the design of the access to the car park would be encouraged to minimise vehicle queues in Tamworth Road and the detrimental impact of vehicular traffic on nearby residents.

Speed limits

3.4.58 As a traffic calming measure, on all streets except dual carriageways the speed limit of Old Town should be reduced to 20 mph to improve safety and reduce the noise impact of traffic.

3.4.59 The speed limit of Roman Way should be reduced from 40 mph to 30 mph.

Roman Way: Reducing Roman Way to one lane in each direction

3.4.60 As a longer-term aspiration, the Masterplan includes the possible reduction of Roman Way to one lane in each direction between Rectory Grove and Salem Place. This would, however, be subject to a continuing reduction in the level of traffic using Roman Way in the future. Figures from the Department for Transport indicate that traffic flows on this road have decreased by almost 17% between 2001 and 2011. Access to side streets and to the fire station would be maintained. (See OT21).

PARKING

Car Park Access

3.4.61 Proposals to improve access to Q-Park car park are described above.

3.4.62 Access to the Wandle Road surface car park could be improved by the creation of an additional entrance at its western end, on Salem Place (OT27). This would require relocation of three or four on-street parking spaces, which could be accommodated elsewhere on Salem Place. This is a longer term aspiration which will also be dependent on the introduction of a right-turn facility from Roman Way into Salem Place already described above.

Rationalising off-street car parking

3.4.63 The following measures are proposed to rationalise off-street car parking spaces and enable enhancement to the built environment. These include:

- Ann's Place (East) could be redeveloped as housing (OT11).
- Ann's Place (West) could be redeveloped as housing (OT12).
- Repositioning car-parking away from the setting of Croydon Minster to improve the visual appearance of the Grade I listed building (OT18).

On-Street car parking

3.4.64 When planning the provision of on-street parking and who should be eligible to use it, the needs of residents to be able to park close to their homes should be balanced against the needs of visitors to the area to have access to an appropriate level of car parking provision.

Cycle and Motorcycle Parking

3.4.65 There should be an aim to significantly increase the amount of cycle parking provision within Old Town, which is sufficient to both meet demand and encourage an increase in cycling to the

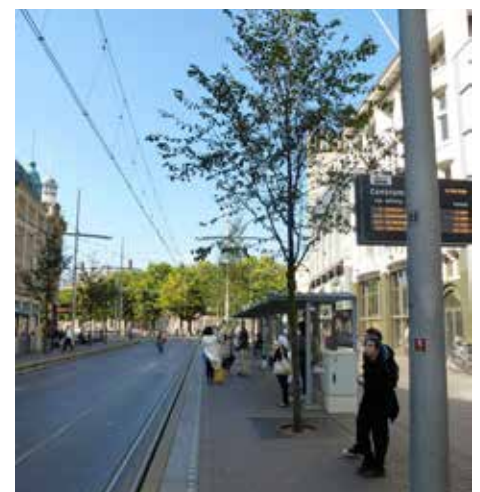
area. Cycle parking should be high quality, safe and secure and located as close as possible to the key destinations within Old Town, such as the retail and commercial areas, the Minster, community facilities, etc.

3.4.66 Additional safe and secure motorcycle parking should be provided to encourage motorcycle use. Encouraging motorcycle use is likely to help reduce car use, as motorcycles take up less roadspace and generate fewer carbon emissions than most cars.

3.4.67 CCTV could be considered to increase security for parked bikes and motorcycles in appropriate locations.



Cycling provision in Rotterdam



Attractive tram stop with space for pedestrians and tree planting in The Hague

3.5 A SERIES OF COMPONENTS

3.5.1 Site specific guidance is provided for twenty-seven components (sites) within The Old Town Masterplan study area. Components comprise of development, public realm and/or movement opportunities.

3.5.2 It is important to note that the components do not constitute all development opportunities. There will be many other development opportunities within the Old Town area that have not been specifically covered. Any development that comes forward that is not explicitly covered by a component should follow the parameters set out in this document alongside other planning policy and guidance.

3.5.3 The components do not represent site allocations nor should they be considered such.

3.5.4 Each component has been numbered and is prefixed by 'OT' which stands for Old Town.

The components are:

- OT1 Church Street and Crown Hill
- OT2 Surrey Street Market
- OT3 Frith Road, Keeley Road and Priddy's Yard
- OT4 Exchange Square
- OT5 Surrey Street Pumping Station
- OT6 Ryland House
- OT7 Q-Park Car Park
- OT8 Yards
- OT9 The Arcade
- OT10 Reeves Corner
- OT11 Ann's Place Car Park (West)
- OT12 Drummond Road
- OT13 Number 1 Church Road
- OT14 Reeves Corner Tree Group
- OT15 Former Mission Chapel
- OT16 Cairo New Road
- OT17 Former School on Tamworth Road
- OT18 Minster Green
- OT19 Church Hall Site
- OT20 St John's Memorial Garden
- OT21 Roman Way
- OT22 Bridge into Wandle Park
- OT23 St John's Road, Waddon Road and Rectory Grove
- OT24 Old Palace Road
- OT25 Church Road
- OT26 Howley Road Sports Pitch
- OT27 Wandle Road Car-Park, Bus Stand and Flyover Undercroft

Please see section 4 for more detail on the components.

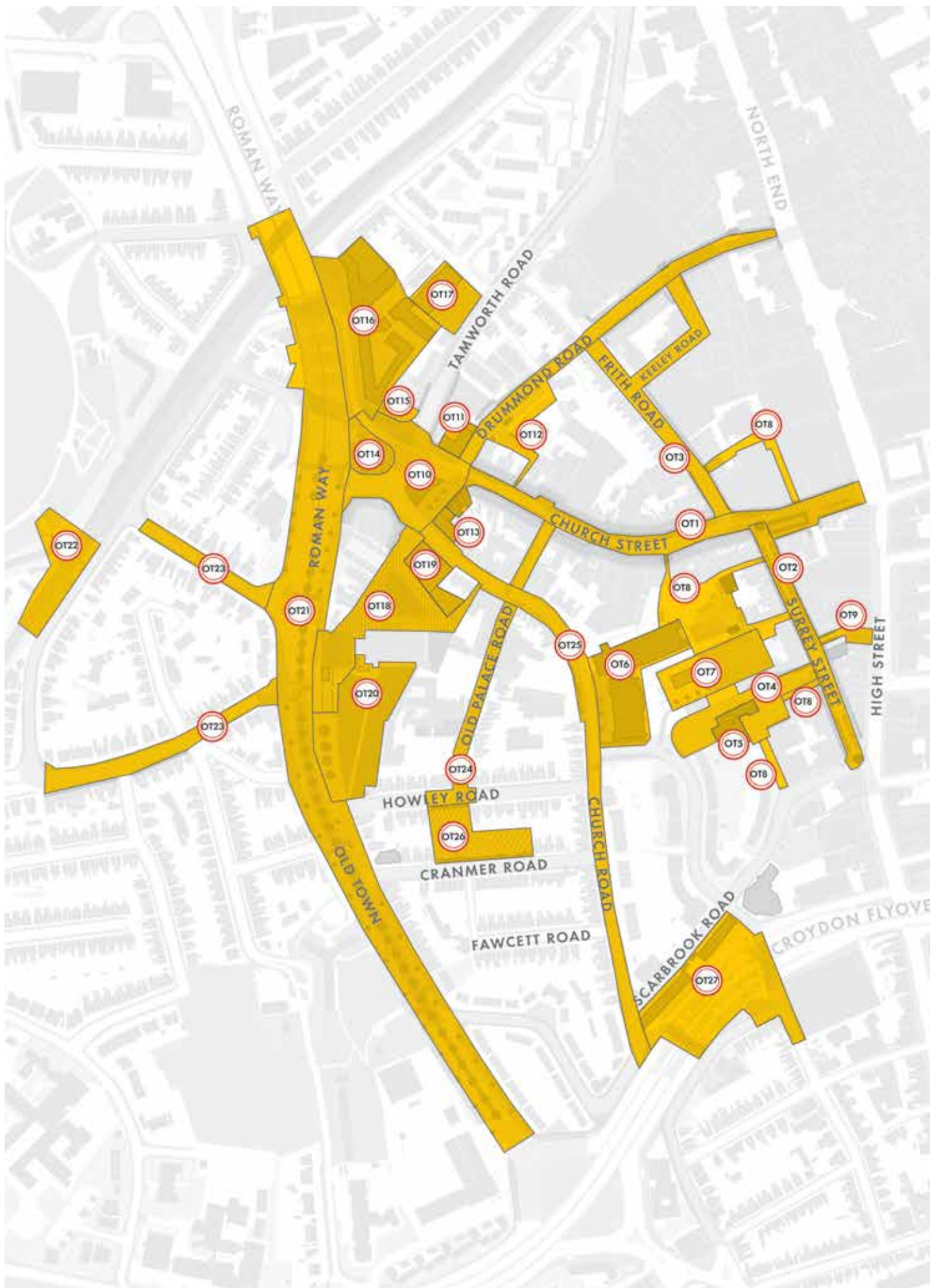


Figure 25: Old Town Masterplan with labelled components

3.6 PHASED DELIVERY

3.6.1. The Old Town Masterplan components do not cover all development opportunities within the area and other will no doubt come forward.

3.6.2 The masterplan describes a preferred scenario where sets of components come forward in a co-ordinated order. The phasing of components is influenced by their priority and anticipated feasibility. The Old Town Masterplan does not cover all sites and eventualities within the study area and some sites not included in the masterplan may come forward in the future.

MEANWHILE USES

3.6.3 'Meanwhile uses' are temporary uses of sites that are awaiting permanent development. A meanwhile use might be a temporary restaurant or a temporary garden for instance. Meanwhile uses can have a number of benefits for both developers, landowners and the local community. For developers and landowners they can be a

way of testing the viability of potential future permanent uses, improving the visual appearance of sites, animating and changing perceptions of sites and building market momentum. For the community they can provide temporary leisure facilities, opportunities for social enterprises and create training and temporary job opportunities.

TEMPORARY USES AND EVENTS

3.6.4 Temporary uses and events are encouraged in public spaces to animate the environment and provide diverse leisure opportunities and cultural stimulation in Old Town.

3.6.5 Meanwhile uses and Temporary Uses will be supported at all times throughout the life of the masterplan where they are appropriate and meet masterplan objectives.



Temporary Cinema screen and deck chairs in Southwark (pop-up during summer months) A temporary cinema could be appropriate for sites awaiting development in Old Town



Temporary skip gardens during construction at Kings Cross. This project is ongoing and now has a pop-up cafe

3.7 PHASING: NOW

3.7.1 'Now' components are defined as being likely to be delivered within the next 3 years. 'Now' components are either public realm enhancement projects that have funds allocated to them and can be implemented immediately or projects where the landowners are keen to commence delivery. Please see section 4 for more detail about each component.

OT1 CHURCH STREET

3.7.2 The public realm is upgraded. Shop front improvements are delivered.

OT2 SURREY STREET MARKET

3.7.3 The profile of Surrey Street Market is raised within the wider metropolitan town centre in coordination with development at Exchange Square and the Surrey Street Pumping Station. The market storage is improved to support Surrey Street Market.

OT3 FRITH ROAD, KEELEY ROAD AND PRIDY'S YARD

3.7.4 Frith Road is part of the independent retail offer of Old Town and the southern section of the street closest to Church Street has a high quality public realm with improved shop fronts.

OT4 EXCHANGE SQUARE

3.7.5 Exchange Square has tables and chairs to give people somewhere to sit and eat their lunch the street food from Surrey Street Market. These chairs and tables are movable so they can occupy different parts of the square. Incidental play space within the square helps to increase footfall.

OT5 THE SURREY STREET PUMPING STATION

3.7.6 A new use occupies Surrey Street Pumping Station that

complements Exchange Square and creates activity in this part of Old Town.

OT7 Q-PARK CAR PARK

3.7.7 Parking and market storage facilities are retained and access is improved to the car park by foot. A temporary use gives life to the car park roof from which there are stunning views. This could be a temporary bar or film screenings.

OT10 REEVES CORNER

3.7.8 Reeves Corner provides a key opportunity to deliver a programme of meanwhile uses while permanent plans for the site are being developed. Possible future temporary uses could include a pop-up cinema, or a nursery for plants and trees. Beyond this the site will be redeveloped.

OT13 NUMBER 1 CHURCH ROAD

3.7.9 A meanwhile community garden is installed.

OT20 ST JOHN'S MEMORIAL GARDEN

3.7.10 The Memorial Garden adjacent to Croydon Minster has improved pedestrian connections and activity.

OT21 ROMAN WAY

3.7.11 Landscape enhancements to improve the environment for pedestrians and cyclists. Signage is improved to the Old Town car parks.

OT22 BRIDGE INTO WANDLE PARK

3.7.12 An improved crossing point of the tram and rail infrastructure creates a new cycle, pushchair, wheelchair and pedestrian connection to Wandle Park with a new wheeling channel.

OT25 CHURCH ROAD

3.7.13 The public realm of Church Road is improved through boundary treatment at Old Palace School and improving the public realm adjacent to Ryland House.

OT27 WANDLE ROAD CAR-PARK, BUS STAND AND FLYOVER UNDERCROFT

3.7.14 A bus standing facility, as identified in the Mid-Croydon Masterplan is located on part of the Wandle Road Car Park and a new pedestrian link across the car park is installed.



Temporary tree nursery at Reeves Corner



Figure 26: Illustrative phasing plan - 'Now'

3.8 PHASING: SOON

3.8.1 Components in the phase 'Soon' are likely to be delivered within the next 3-6 years. The components within this phase are:

OT1 CHURCH STREET AND CROWN HILL

3.8.2 An area of attractive public space and a gateway feature at the entrance to Old Town is created at Crown Hill.

OT3 FRITH ROAD, KEELEY ROAD AND PRIDDY'S YARD

3.8.3 Frith Road and Keeley Road are part of the independent retail offer of Old Town and have a high quality public realm to unify them with the other commercial streets in Old Town. Cycling provision is improved.

OT8 YARDS

3.8.4 The surface materials of the yards are enhanced.

OT9 THE ARCADE

3.8.5 New creative signage and streetscape improvements help to direct people through this pedestrian link to and from Surrey Street.

OT11 ANN'S PLACE CAR PARK (WEST)

3.8.6 A high quality new building on the car park helps to define the northern frontage to Reeves Corner and the Western frontage of Drummond Road.

OT12 DRUMMOND ROAD

3.8.7 This pedestrian east-west link through to North End is significantly strengthened by creating an attractive and user friendly pedestrian environment. The pedestrian route from Church Street to the Drummond Road bus stop and Ann's Place (North) car park is improved and investment

is made in enhancing the bus waiting facilities.

OT13 NUMBER 1 CHURCH ROAD

3.8.8 An attractive corner building addresses both Reeves Corner and Church Road.

OT14 REEVES CORNER TREE GROUP AND GREEN SPACE

3.8.9 An attractive green space which provides the setting of the tree group.

OT15 FORMER MISSION CHAPEL

3.8.10 The attractive former chapel building is restored and has an improved fore court facing the street.

OT16 CAIRO NEW ROAD

3.8.11 The site presents a significant opportunity to deliver new homes within Old Town while re-providing space for the existing permanent church use. Public realm and tram facilities are improved.

OT17 FORMER SCHOOL ON TAMWORTH ROAD

3.9.3 The existing building is refurbished with improved landscaping of the fore court.

OT18 MINSTER GREEN

3.8.12 Green space to the north of the Minster and around the church hall is consolidated into one attractive central space.

OT19 CHURCH HALL SITE

3.8.13 Extensively used community facilities with a new building that provides active frontages to Minster Green, Church Street, Church Road and Reeves Corner.

OT20 ST JOHN'S MEMORIAL GARDEN

3.7.10 The Memorial Garden adjacent to Croydon Minster a

café and visitor facilities for the Minster. The path and grass verge that is located between Roman Way and Memorial Garden is upgraded.

OT21 ROMAN WAY

3.8.14 Roman Way is further civilised. This include landscape changes and new road layouts for Roman Way. The subway at the Minster is removed.

OT22 BRIDGE INTO WANDLE PARK

3.7.12 An improved crossing point of the tram and rail infrastructure creates a new cycle, pushchair, wheelchair and pedestrian connection to Wandle Park with a new ramped bridge.

OT23 ST JOHN'S ROAD, WADDON ROAD AND RECTORY GROVE

3.8.15 The street environment and frontage is improved.

OT24 OLD PALACE ROAD

3.8.16 A new street surface treatment indicates this road as part of the Minster Quarter and encourages traffic calming.

OT26 HOWLEY ROAD SPORTS PITCH

3.8.17 A new boundary treatment helps unify the Old Palace School to the Old Palace School sports pitches.

OT27 WANDLE ROAD CAR PARK, BUS STAND AND FLYOVER

3.9.6 Improvements to the undercroft of the flyover are made.

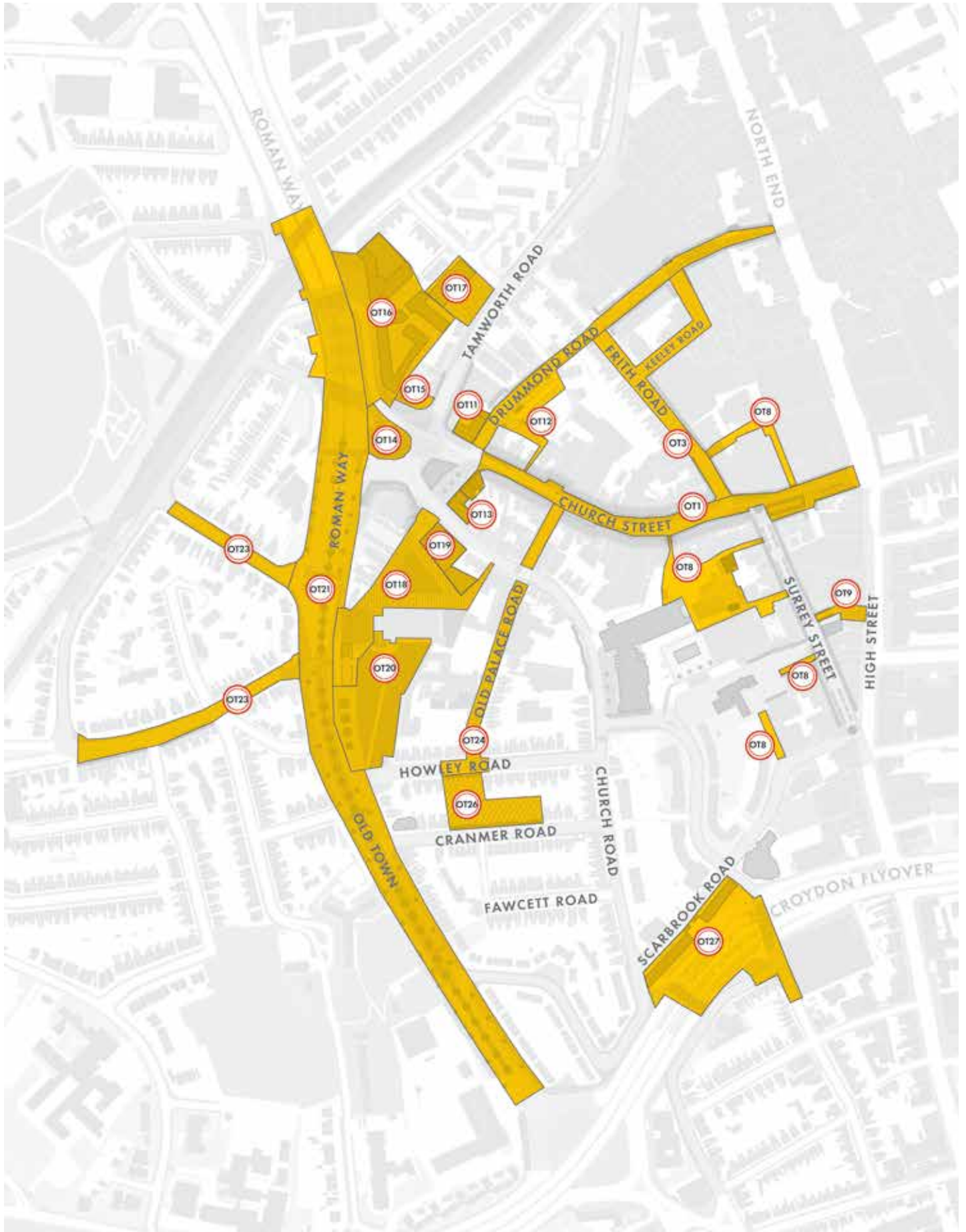


Figure 27: Illustrative phasing plan - Soon

3.9

PHASING: LATER

3.9.1 'Later' components are likely to be delivered after 7 years. The components within this phase are:

OT6 RYLAND HOUSE

3.9.2 The external treatment of Ryland House is substantially improved and new uses for the building are considered.

OT21 ROMAN WAY

3.9.3 Plans are developed in conjunction with TfL for landscape enhancements and a new road layout to improve pedestrian and cycle facilities.

OT27 WANDLE ROAD CAR PARK, BUS STAND AND FLYOVER

3.9.4 Potential residential development along the edge of Scarbrook Road and a new energy centre is potentially incorporated.

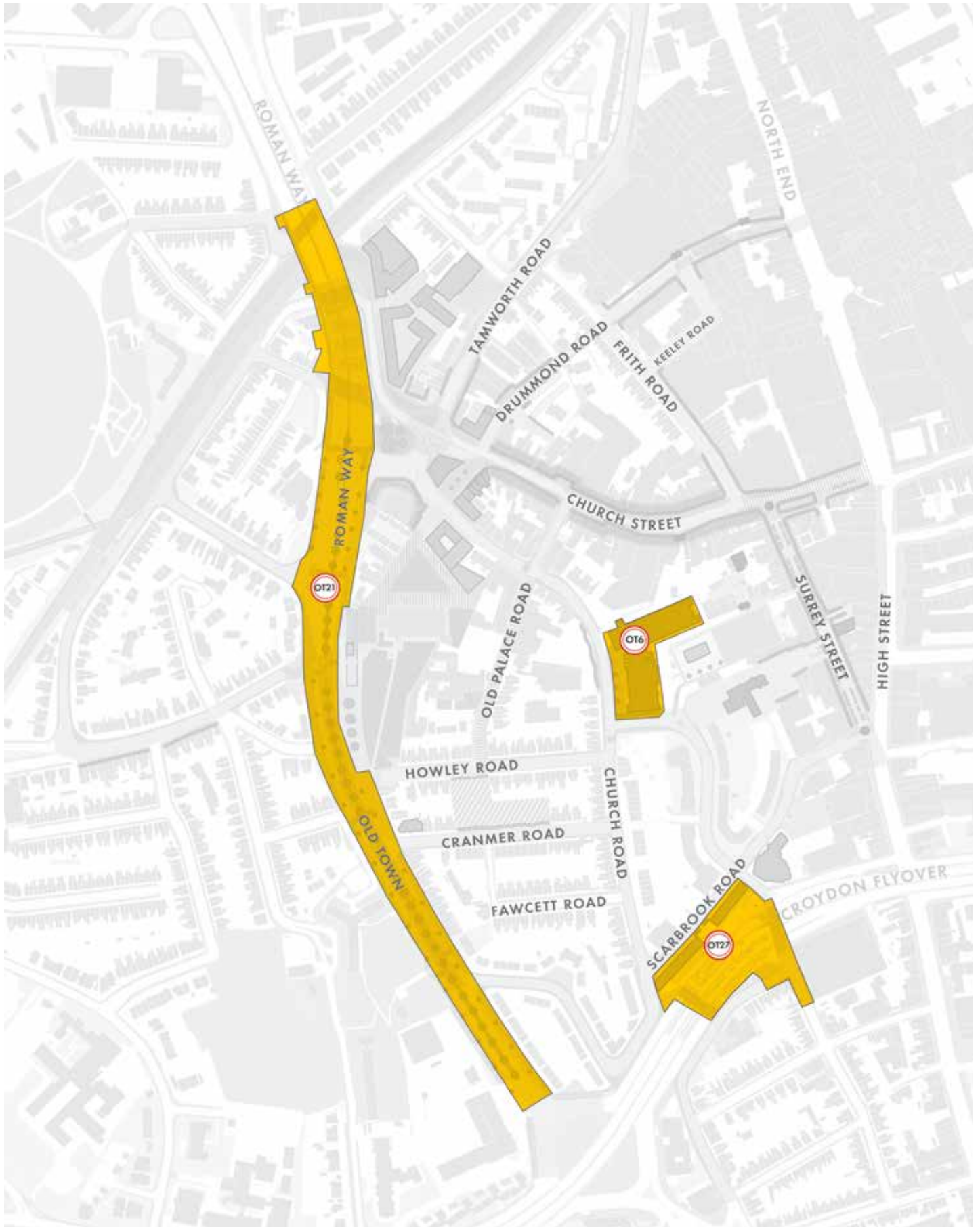


Figure 28: Illustrative phasing plan - Later



The former Rose and Crown Public House and the Ramsey Court Almshouses on Church Street

4.0

THE COMPONENTS

4.1 THE COMPONENTS

4.1.1 Site specific guidance is provided for twenty-seven components (sites) within the Old Town Masterplan study area. Components comprise of development, public realm and movement opportunities. The components provide guidance to inform all development opportunities within the component boundaries to be read alongside the Development Plan, national, London and local planning policy. 3.6-3.9 describes how these components can be delivered in a phased approach.

4.1.2 The Old Town Masterplan does not cover all potential opportunity sites and eventualities within the study area and some sites and project not included in the masterplan may come forward in the future. The components do not represent site allocations nor should they be considered such.

4.1.3 If sites and projects come forward in the future that are not included in the components section then their design and development should comply with the Development Plan (as well as national, London and local planning policy), development, public realm and movement parameters set out in 3.2-3.4.

4.1.4 The designs and precedents included within each component are indicative to provide guidance for future detailed design. Please refer to the key on page 138 for the thumbnail plans within each component.

The components in the Old Town Draft Masterplan are:

- OT1 Church Street
- OT2 Surrey Street Market
- OT3 Frith Road, Keeley Road and Priddy's Yard

- OT4 Exchange Square
- OT5 Surrey Street Pumping Station
- OT6 Ryland House
- OT7 Q-Park Car Park
- OT8 Yards
- OT9 The Arcade
- OT10 Reeves Corner
- OT11 Ann's Place car park (west)
- OT12 Drummond Road
- OT13 Number 1 Church Road
- OT14 Reeves Corner Tree Group
- OT15 Former Mission Chapel
- OT16 Cairo New Road
- OT17 Former School on Tamworth Road
- OT18 Minster Green
- OT19 Church Hall site
- OT20 St John's Memorial Garden
- OT21 Roman Way
- OT22 Bridge into Wandle Park
- OT23 St John's Road, Waddon Road and Rectory Grove
- OT24 Old Palace Road
- OT25 Church Road
- OT26 Howley Road Sports Pitch
- OT27 Wandle Road Car-Park, Bus Stand and Flyover Undercroft

4.1.3 Each component is described under the following headings:

PHASE

Indicative phasing: Now, Soon or Later (See 3.7 to 3.9)

PRIORITY:

High, Medium or low priority.

This will be based upon the level of regeneration benefit that the component will have on the surrounding area in the context of other components coming forward. The sites current condition will also have an impact on its priority for development.

TYPE

Type of development; infrastructure edge, street infill, refurbishment, temporary structures (see section 3.3) public realm, movement.

CONTEXT:

The existing situation

OBJECTIVES

Objectives for the project

DESCRIPTION

A description of the specific proposals

PARAMETERS

There will cover:

- Parameters for development typologies (see section 3.3)
- Public realm (see section 3.2)
- Movement (see section 3.4)
- Flexibility of options
- Footprints
- Range of heights
- Character and materiality
- Typical use
- Sustainability

RELATED COMPONENTS

'Related components' are a list of other components which will have an impact on the component being set out.

STAKEHOLDERS

Interested parties or groups to be consulted or seek approval from (this list is not exhaustive).

LEAD

Organisation leading on delivery

FUNDING

Identified or potential funding sources. Where Croydon Council is indicated this may include other sources of public funding and planning obligations (this list is not exhaustive).

MANAGEMENT

Organisation responsible for the management and maintenance of the component following its completion (this list is not exhaustive).

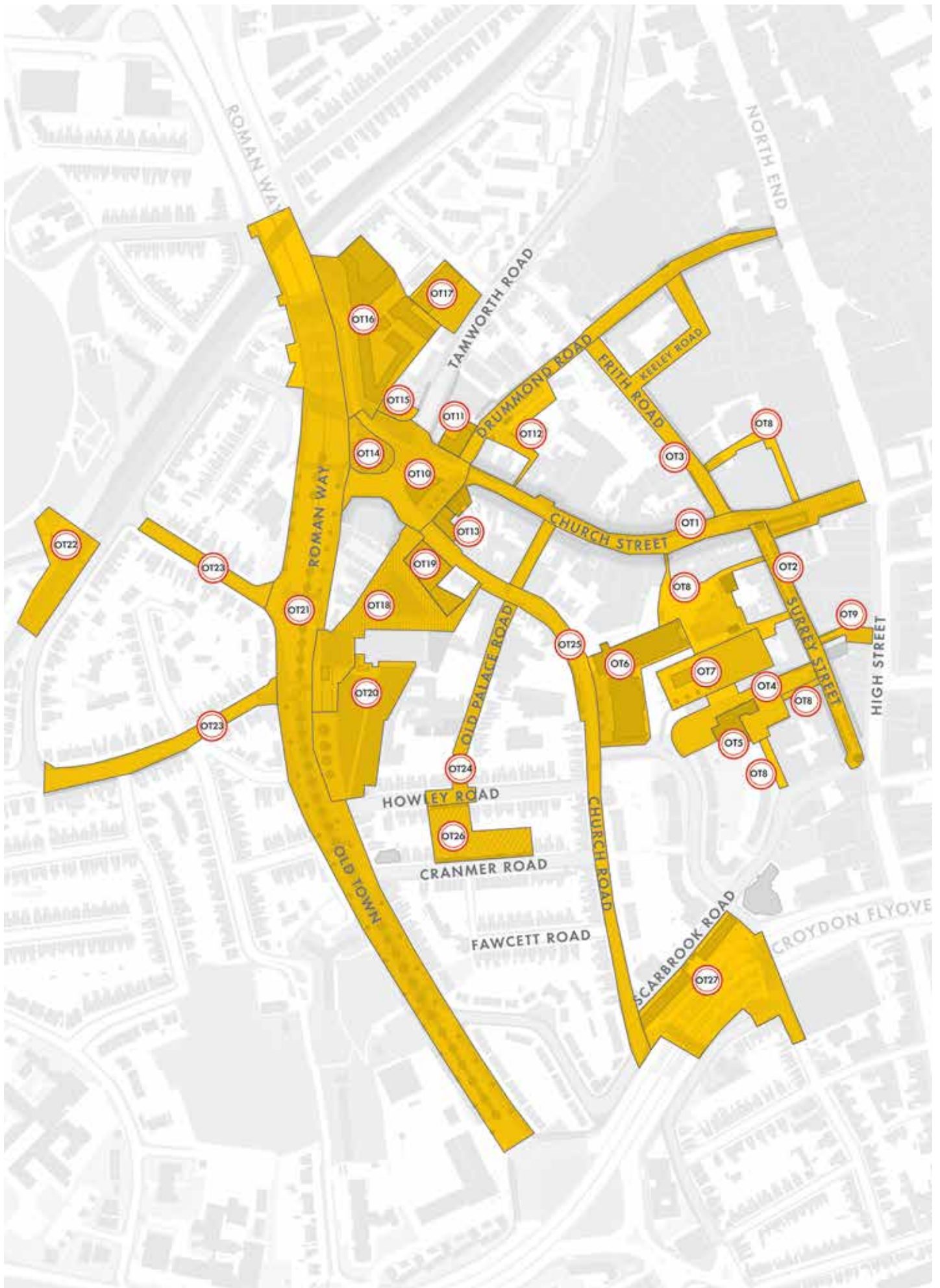


Figure 29: Old Town Masterplan with labelled components

OT1

Church Street and Crown Hill

PHASE
Now and Soon

PRIORITY
High

TYPE
Public realm, movement, building refurbishment.

CONTEXT
This component includes the section of Church Street which runs from east to west and not the section of the road south of Reeves Corner.

Church Street is Old Town's main retail street with views of the Minster and an attractive gentle curve. It is located within the Church Street Conservation Area and is characterised by a range of historic and modern buildings with predominantly narrow plots that have ground floor shop units. There is a mix of independent, value orientated shops and national multiples. Many of the shop fronts have lost their original features and have features that fail to respect the historic character of the shops such as large fascia boards, box signs and modern windows, as well as external roller shutters and internally lit signage.

The public realm along Church Street is cluttered with A-board signs, tram infrastructure and the pavements are narrow in some places, contributing to some pedestrian congestion. Vehicular flows on Church Street are low because it is a one way street and not a through route into town and there is no pressure on loading bays. The street has a high level of footfall and the tram runs along the centre of the road. The Church Street tram stop narrows the pavements.

Crown Hill is a key threshold between Old Town and the retail core at North End at the eastern end of Church Street and visa versa. The hill is steep and the southern footway is quite wide. The slope is pedestrianised apart from tram access and the tram passes through on its way to Church Street. The street has a deficiency of greenery and street trees mainly because street trees cannot be located near the tram lines for safety reasons.

OBJECTIVES

1. Draw people down Church Street from the busy shopping street of North End and give greater prominence to Surrey Street Market.
2. To restore and reinstate the historic character of Church Street and Crown Hill.
3. To enhance and support the independent retail offer of Church Street.
4. To enhance the public space at Crown Hill to provide seating and improve visual amenity.
5. To improve pedestrian and cycle movement through the area.
6. Increase greenery, in particular street trees where possible.



Component location: OT1



Existing view of Crown Hill and Church Street



Existing view of Crown Hill looking towards North End



Signs, columns and tram clutter make it hard to appreciate the architecture of Church Street

DESCRIPTION

The transformation of Church Street with a unified public realm treatment to enhance the historic character and appearance of the independent shops, removal of barriers to pedestrian flow, pavement widening where possible and historic shop front restoration and building frontage. The first phase of the Church Street improvements are being delivered as part of the Mayors Regeneration Fund improvements in 2015

A high quality and attractive area of public space and a threshold feature on Crown Hill to mark the entrance to Old Town. Creative and sensitive interventions at Crown Hill to welcome people to Old Town such as the use of painted or applied signage on flank elevations, totems or columns.

PARAMETERS

- Existing signage and street furniture should be consolidated where possible. Columns should be shared by street lights, traffic signs and security cameras wherever possible. Street clutter including A-boards and private waste bins belonging to the retail units should be removed from the street through better management.
- In the longer term, tram related infrastructure should be reviewed, and attractive infrastructure replace the existing infrastructure where it is not possible to remove or rationalise it.
- Original granite kerbs should be maintained. Road and footway surfaces should also be improved through a consistent public realm treatment.

- Loading bays should be rationalised to provide more space for pedestrians where possible.
- Provide an on-street westbound cycle route along Crown Hill and Church Street up to Old Palace Road.
- Improvements to historic shop fronts should seek to restore original features. Sensitive repairs should include: the removal of modern signs and fascias to reveal and restore original features, re-painting or the removal of paint, render or cladding that does not respect the special character of the Church Street Conservation Area, and the removal of solid or perforated roller shutters. The upper floors of shops should be included in this restoration.
- At Crown Hill there could be level platforms to accommodate a maximum of six market stalls of 9ft by 6ft.
- Level platforms could include steps up to platforms to create benches to provide seating. The design will need to be DDA compliant.
- All proposals must take account of the tram route and the safety of pedestrians.
- The design of the space on Crown Hill should not obstruct access to the shops on Crown Hill.
- The Church Street tram stop should be renamed 'Old Town tram stop' to help reinforce the identity of the area.
- Materials should be hard-wearing to cope with the heavy footfall and tram infrastructure.
- Greenery and tree planting should be implemented where possible and trees considered should be of seasonal interest and colour.



Before (top) and After (bottom) Leyton Shop fronts improvements and public realm scheme (Daily Mail)

- Trees cannot be planted close to the tramlines for safety reasons.
- Signage on the flank elevation of KFC should respect the character of the host building, be of bespoke design and not result in any damage to the building's fabric. Any illumination should comply with the Shopfronts and Signs SPG (see 2.10).
- The Draft Croydon Local Plan: Detailed Policies and Proposals proposes changing Church Street from being partly designated as a Main Retail frontage to all being designated as a Secondary Retail. This might encourage more cafes and restaurants to locate there which will enhance the evening economy.
- Old Town might aim to be awarded with a Purple Flag.

RELATED COMPONENTS

OT2, OT3, OT10

STAKEHOLDERS

Shop owners / landlords
Croydon Council
GLA
TfL
COBA
Portas Town Team
Surrey Street Market traders

LEAD

Croydon Council

FUNDING

GLA
Property owners
Croydon Council

MANAGEMENT

Shop owners / landlords
Croydon Council



Easier pedestrian movement due to the removal of unnecessary street clutter and the creation of raised side street crossings at Walworth Road (CABE)



High quality street furniture and tree planting in the widened footways, Walworth Road (CABE). Elements of this scheme are useful precedents for Church Street



Croydon Pop-Up Emporium, Church Street



Figure 30: Illustration of the proposed public realm changes on Church Street (Studio Weave)



Figure 31: Plan illustrating Church Street proposals (Studio Weave)



Figure 32: Indicative artist's impression of the view along Church Street with market stalls on Crown Hill (see page 21 for historic photos illustrating the use of signs in Old Town in the early 1900s)

OT2 Surrey Street Market

PHASE
Now

PRIORITY:
High

TYPE
Public realm, movement, infill development

CONTEXT
Surrey Street is an attractive historic retail street that slopes downwards from the High Street to Crown Hill. Bell Hill and Middle Street are narrow streets leading off Surrey Street that are attractive, historic retail streets that form a key part of the remnants of the historic street patterns in Old Town. Before Grants was redeveloped in the 1990s Middle Street used to connect to Surrey Street. The large service access to Middle Street has a detrimental visual impact on the street.

Surrey Street Market currently provides everyday staple products for local people including a large number of fruit and vegetable stalls, clothes, plants, household goods and street food. The market is open from Monday to Saturday from 10am until around 5pm. On busy market days there is high footfall which brings activity and vibrancy to the street. There are around 80 market pitches on Surrey Street. Around a third of the stalls are vacant, particularly towards the southern end of the street. There is also limited signage directing shoppers to the market from North End.

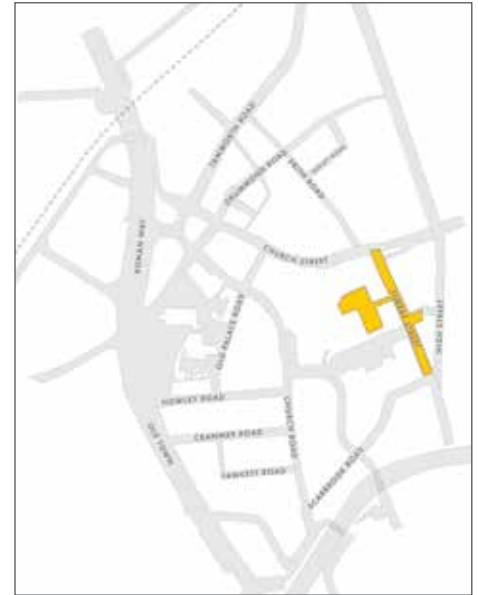
The street itself has many attractive listed, locally listed and positive un-listed buildings which contribute to the character of Old Town. However, some parts of the

Surrey Street building frontages are in poor condition including 46 Surrey Street (the former Croydon Advertiser office building). The road surface and footways are worn and have been damaged in some places due to heavy use by the market traders.

Overton's Yard and Fellmonger's Yard adjoin Surrey Street and provide storage facilities for Surrey Street Market. They are currently subject to development pressure for housing. The basement of Q-Park car park is also used by stall holders for storage.

OBJECTIVES

1. Raise the profile of Surrey Street market in Old Town and attract more shoppers from the wider metropolitan centre and beyond.
2. Restore and reinforce the



Component location: OT2



The traditional offer of Surrey Street Market is predominantly fruit and vegetables

historic character of Surrey Street.

3. Create a robust and flexible public realm which allows different scenarios to be tested for the market layout but improve the attractiveness of the public realm.
4. Improve facilities for provision and consumption of street food.
5. Restore and activate building frontages where necessary.
6. Improve pedestrian access to the shops and movement across the street.
7. Safeguard storage and other facilities for the efficient functioning of Surrey Street Market.
8. Increase activity and natural surveillance on the street in the evenings.

DESCRIPTION

Attractive and robust street surfacing, new lighting and waste containers for the street and, as funding permits, restored historic shop fronts. Public art or bespoke signposts at each end of Surrey Street to raise the profile of the market in the wider metropolitan area. Careful rationalisation of the market stalls to allow people to walk easily down the middle of the road but also along the pavements to access shops. This includes adjusting the location of the stalls slightly towards the road centre and the introduction of one or two breaks in the line of stalls, to allow access to the shops at these points.

Establishment of a hot food area, including the existing hot food stalls, with movable tables and seating and canopies. In management terms, a broader range of high quality food stalls that complement and support the existing traditional fruit and



The existing market is busy at the Church Street end of Surrey Street



The service yard on Middle Street has a detrimental impact on the public realm



Figure 33: Plan of current Surrey Street Market stalls illustrating the offer of the stalls along the street. The plan demonstrates the higher vacancy level of the stalls towards the south of the street

vegetable offer and help to create a food destination in Croydon should be encouraged.

Retention of market storage space between Overton's Yard and Fellmonger's Yard to support the market, with an attractive gate to tidy the area and improve security.

Retention of existing and greater use of historic carts to maintain the historic feel of the market. Improvements to the service yard (Middle Street) adjacent to number 46 with robust new paving and lighting and better facilities for traders, such as toilets, electricity and water supplies.

PARAMETERS

- Signage to the market at each end of Surrey Street should not impact on pedestrian or vehicular movement flows.
- It is important for the layout of the market to balance the requirements for pedestrian movement between stalls and for access to shops on Surrey Street.
- The location of stalls should not altered significantly on a regular basis so that shoppers can easily find stalls they have visited previously.
- The lunch time street food offer should be focused at the southern end of Surrey Street where the market is currently less busy.
- Road surfacing should be robust enough to withstand heavy use and flexible to allow different layout scenarios for the market to be tested.
- Power and water supplies, refuse storage, toilets and servicing for the market should be considered in a detailed study.
- Encourage residential



Figure 34: Proposed plan of Surrey Street illustrating the importance of active retail frontage along the edge of the street (red line) and a proposal for signage or public art at either end (pink dot) (see page 41 for full key)

- accommodation on the upper floors of buildings.
- Any new development in the Overton's Yard and Fellmonger's Yard area should provide replacement market stall storage within the scheme.
- Resurfacing and lighting in Fellmonger's and Overton's Yard should be used to create more attractive and safe pedestrian routes.
- Market storage should not be visible on the street.
- Storage and parking spaces for traders in Q-Park should be retained, as far as possible to assist the viability of the market.
- Shop front improvement should follow the guidance in the Conservation Area General Guidance.



Borough Market, Southwark, has an offer of both independent food shops and stalls which all contribute to the area's reputation for good food



Re-branding strategy for Wood Street Market, Walthamstow helped to strengthen the areas identity



Traditional signage marking the entrance to East Street Market on Walworth Road, Southwark

- Improve the visual appearance of the boundary treatment for service access to the Grants building on Middle Street.
- It may be possible in the future to reconnect Middle Street to Surrey Street for pedestrians.

RELATED COMPONENTS
OT9, OT4, OT1

STAKEHOLDERS

Surrey Street building owners
Surrey Street businesses and market traders
Croydon Old Town Business Association
Croydon Council
Portas Town Team
Croydon Conference Centre
Q-Park

LEAD

Croydon Council
Building and business owners
Private sector

FUNDING

Croydon Council
Building and business owners
Other public funding

MANAGEMENT

Building and business owners
Croydon Council



Temporary food hub on Surrey Street. For further information see page 141



Whitecross Street Market, Islington is a popular street food destination and serves hot food on Thursdays and Fridays



Maltby Street Market near London Bridge serves hot food on Saturday and Sunday



Inexpensive temporary kiosk frontage could be used to help improve the quality of vacant frontages to some parts of Surrey Street in the short term

OT3

Frith Road, Keeley Road and Priddy's Yard

PHASE

Now and Soon

PRIORITY:

Medium

TYPE

Public realm, movement

CONTEXT

Frith Road and Keeley roads are partly commercial streets with independent retail and community facilities; and partly residential streets. At the time of production of this masterplan they include a music shop (which is an important addition to the cultural offer of the area), a pie and eel shop, a snooker hall, two children's nurseries and a gym. The residential accommodation on Frith Road is predominantly terraced Victorian housing.

The streets have a lower footfall than the other commercial streets in Old Town – Church Street and Surrey Street. This is perhaps because they have a lower retail offer than these streets, with much of the Western side of Frith Road being predominantly residential accommodation. It is also possibly due to the poor quality of the public realm of the streets and some unattractive frontages and lack of quality connections through the Centrale urban block from North End. The Eastern edge of much of Frith Road and the southern edge of Keeley Road is fronted by the rear of the Centrale Shopping Centre which presents an inactive and blank frontage. The large service yard openings of the Centrale Shopping Centre also have a detrimental visual impact on the area as well as a detrimental noise impact created by their vents. There are several trees on Frith Road that partially ameliorate the impact of the blank frontage of Centrale.

Keeley Road has a pedestrian entrance to the Centrale Shopping Centre which appears to be well-used. Another entrance in to the Centrale shopping centre on Frith Road is currently closed and used to provide a link through to North End.

Frith Road and Keeley Road are one-way streets.

Priddy's Yard is a narrow street with a similar character to the other Yards in Old Town (see OT8). The Holiday Inn Express Hotel is located in the centre of Priddy's Yard. The public realm along Priddy's Yard is of poor quality, in particular the area that is South of the hotel which is used for refuse storage by the adjoining retail premises fronting North End.

OBJECTIVES

1. Increase footfall.
2. Unify Church Street, Frith Road and Keeley Road.
3. Activate blank frontages.
4. Restore historic shop fronts where necessary.
5. Improve pedestrian connections to the area to increase the level of passing trade, particularly from North End.
6. Improve north-south cycle movement through the area.

DESCRIPTION

Match the public realm treatment of Frith Road and Keeley Road with that of Church Street. This will help unify these commercial streets and signify to shoppers on Church Street that the retail continues along Frith Road and Keeley Road. Introduce a contraflow cycle south-north cycle lane on Frith Road.



Component location: OT3



The rear of the Centrale car park on Frith Road



Existing view along Keeley Road, towards the Centrale Centre

PARAMETERS

- Public realm upgrades should include footway widening in front of shops where the street width allows and de-cluttering to give more space to pedestrians.
- Accommodate a contraflow cycle lane on Frith Road as an alternative to North End along which cycling is not permitted between 10am and 6pm (see Movement Context 2.8).
- Use planting and/or public art to increase activity and interest along the blank wall of the Centrale Shopping Centre. In the longer term ensure any redevelopment of the Centrale Shopping Centre has active frontages facing on to Frith Road.
- The currently closed pedestrian link should be reopened and signposted through the Centrale Shopping Centre to North End during retail opening hours.
- The public realm of Priddy's Yard should be improved with

high quality and consistent street surfacing and brighter lighting.

- Historic shopfronts should be improved as funding becomes available.

RELATED COMPONENTS

OT1, OT2

STAKEHOLDERS

Frith Road building and business owners

GLA

COBA

Portas Pilot team

TfL

LEAD

Croydon Council

Building and business owners

FUNDING

Croydon Council

GLA

Building and business owners

MANAGEMENT

Croydon Council

Building and business owners



Shops along Frith Road



Priddy's Yard links Frith Road with Crown Hill



Figure 35: Illustrative sketch illustrating proposals at Frith Road (Studio Weave)

OT4 Exchange Square

PHASE
Now

PRIORITY:
High

TYPE
Public realm, retail

CONTEXT

Exchange Square is a privately owned public space, created in 2008 with the redevelopment of the area which included a new pedestrian link through the square between Surrey Street and Charles Street. The square has two main areas of hard landscaping either side of Surrey Street Pumping Station. The square slopes upwards towards Surrey Street.

Exchange Square has medium footfall, probably due to the Surrey Street Pumping Station (OT6, Grade II listed), and the surrounding shop units lying vacant. The shop units have not been fitted out and this would require significant investment. There is a low amount of seating and poor maintenance of the square. The eastern side of Exchange Square, the rear extensions of the locally listed numbers 10 and 11 Surrey Street, also create an inactive edge to the square. The forms and roofs of the original buildings are attractive and contribute positively to the character of Old Town.

There is an non-operational Thames Water switching hut on Exchange Square which is poorly sited and has a detrimental impact on the square and the setting of the pumping station (see photo top right). Matthews Yard Cafe is the sole occupant of the units surrounding the Square - a cafe, workspace and a hub for Croydon

Tech City, gallery and performance space. Matthews Yard is very popular which is an indication of the potential of the area for activity (see page 11 for further information).

OBJECTIVES

1. To create a lively and active public space in the centre of Croydon Metropolitan Centre with new seating and play opportunities.
2. To provide an attractive and historically sensitive setting for the Grade II listed Surrey Street Pumping Station (See OT5).
3. To improve the pedestrian route from Old Town's residential areas to Surrey Street and North End through the square.
4. For the newly refurbished locally listed 10-11 Surrey Street provide an active edge for Exchange Square.
5. To occupy empty units with shops, cafes and potentially other uses that could spill out into Exchange Square.

DESCRIPTION

An active use provided in the historic Surrey Street Pumping Station which provides a highly attractive physical environment with potential to become a destination in Croydon for cultural, retail and restaurant activity. The removal of the Thames Water switching hut helps to enhance the square.

Restaurant and cafe seating will spill out into the square and shop window displays will help to add interest. Public realm in Exchange Square remains uncluttered and flexible to allow the space to be used for different events and activity.



Component location: OT4



Existing public realm at Exchange Square with the Pumping Station to the left (see OT5 for more information). The green box is the non-operational Thames Water switching house. The retail units are unoccupied



View in the square looking east - existing public realm at Exchange Square includes some planting in the form of a green wall which creates a barrier in the square. There is a change in level, rising towards Surrey Street

PARAMETERS

- The empty shop units in the square should be fitted out, ready for letting.
- A new use for the Surrey Street Pumping Station should be identified (See OT5 for more detail).
- Ensure the setting of the Grade II listed pumping station is improved.
- 10-11 Surrey Street should provide activity in Exchange Square, perhaps with tables and chairs at the rear of the cafe. There may be scope for a small extension to help this to be achieved.
- Public realm design should include incidental integrated play opportunities that respect the setting of the listed Surrey Street Pumping Station and do not clutter the public realm (see 2.7 for further details).
- There should be additional movable and fixed seating areas in the square.
- Specialist and cultural arts based uses are encouraged for the buildings surrounding the square to enhance the visual appearance of Exchange Square and range of activities in Old Town.
- Any performance space should be temporary so as to maintain the flexibility of the space to accommodate other activities.
- Additional planting should be explored. However, the existing green wall within the square should be removed where the planting currently exists because this reduces the sense of openness in the square and is a barrier to movement.
- The redundant Thames Water switching hut should be removed.

- Any new seating or play facilities should not be located on walking and cycle route through the square (see sections 2.8 and 3.4 on cycle routes and facilities). A new smooth surfaced route should be considered for bikes on the western side of the square where the existing surfacing is uneven.

RELATED COMPONENTS OT5, OT2

STAKEHOLDERS

National Asset Management Agency (Ireland)
Wandle Holdings / Clowater
Portas town team and Croydon
Old Town Business Association
Croydon Council
Thames Water (freeholder)
Matthews Yard
Retail unit owners

LEAD

Landowner and retail unit owners

FUNDING

Croydon Council and other public sector funding
Private sector/ Landowner
Retail unit owners

MANAGEMENT

Landowner and retail unit owners



A busy square in the Hague with tables and chairs



Putt Putt - Temporary crazy golf held in Exchange Square 2013, Turf Projects (copyright Jim Stephenson)



Restaurant and cafe seating should bring activity to the square, as in the public space off Canvey Street, Southwark



The design of the public realm should include integrated play opportunities

OT5

Surrey Street Pumping Station

PHASE
Now

PRIORITY:
High

TYPE
Retail / education / community / leisure / culture use (depending on final user(s)). Refurbishment

CONTEXT
The existing building is a large attractive gothic revival style Grade II listed former pumping station, currently on the National Heritage at Risk Register published by English Heritage. The building was built in four stages starting with the engine house in 1851 and although the building is structurally sound and has a roof, internally it is in poor condition and will require substantial investment to restore it for use. The building has been vacant since the 1980s. (see also OT4).

- OBJECTIVES
1. Repair and restore the building, removing it from the Heritage at Risk Register.
 2. Provide a new use, or a range of uses, for the building which are sustainable and complimentary to its architectural merit. Transform the building in to a destination and anchor for the regeneration of Old Town.
 3. Maximise public access to the building to enable it to be enjoyed by the community.

DESCRIPTION
Surrey Street Pumping Station is restored and a new use or uses found for the building unlock the potential of Exchange Square and improve access and activity in this part of Old Town. Food and drink related uses which

combine on-site production with consumption are currently popular, such as an artisan bakery, micro-brewery or coffee roastery, and could be suitable uses. The Pumping Station becomes a destination and anchor for Croydon's regeneration.

PARAMETERS
The Draft Masterplan does not make a single recommendation for the use of the building but has suggested a set of principles to guide the identification of a new use and:

- Surrey Street Pumping Station provides a publicly accessible use, or range of uses, which provide a desirable destination and actively contribute to the amenity of Exchange Square.



Component location: OT5



Surrey Street Pumping Station, Exchange Square

- The use should be sensitive to the character of the listed building and complement its sensitive restoration.
- Any changes to the building should be considered to sustain or enhance the significance of the Pumping Station whilst securing a sustainable and appropriate future for the building that meets the needs of the local community.
- The building should have a complementary relationship with Exchange Square that enlivens the appearance and experience of the square.
- The use in the building should not duplicate an offer that is already available on or near Surrey Street, but support the area.
- Uses could potentially be bought forward in phases.



Surrey Street Pumping Station in Exchange Square



The rear of Surrey Street Pumping Station, from Charles Street

RELATED COMPONENTS OT4

STAKEHOLDERS

Clowater
Croydon Council
Portas Pilot Town team and
Croydon Old Town Business
Association
Thames Water
National Asset Management
Agency (Ireland)
KPMG

LEAD

Owner / Leaseholder

FUNDING

The Heritage Enterprise Fund
Owner / Leaseholder
Architectural Heritage Fund
Social Investment Business
Other public funding

MANAGEMENT

Owner / Leaseholder
Eventual operator of use within the
building



Castle Climbing Centre, Hackney, is a new use in a converted pumping station that provide visitors to the building.

OT6 Ryland House

PHASE
Now and Later

PRIORITY:
Low

TYPE
Refurbishment / new homes or other potential uses, Public realm

CONTEXT
Ryland House is a 13 storey tall and wide office tower built in the early 1970s as the General Post Office switching centre in a modernist style. It was built before the designation of its neighbouring conservation areas in Old Town and its large scale means it has a detrimental visual impact of an within Old Town and dominates views. This impact is compounded by its inactive frontage, noisy vents, wide vehicular access point with a poor quality boundary treatment and surrounding poor quality public realm which includes cracked paving. The public realm does include a few attractive trees which go a little way to ameliorating the detrimental impact of the building. The building is currently used by BT.

- OBJECTIVES**
1. If the site is redeveloped then Ryland House should be replaced with a building of a significantly smaller scale that would be more respectful of the scale and special character of the surrounding conservation areas and Old Town.
 2. Improve the immediate setting of the building by upgrading the public realm including soft landscaping.
 3. Activate and add design interest to the ground floor of the building.

4. In the longer term convert the building to residential or other potential uses, or redevelop the site.

DESCRIPTION
The visual appearance of the ground floor of Ryland House is enhanced through additional soft landscaping and/or public art. Existing bollards are removed where possible. Where they are required for security, they are replaced with more attractive models. In the longer term, Ryland House could be retrofitted and converted to residential or office use with new openings on the ground floor to create active frontages to the building. Another long term option is the demolition of Ryland House which would completely remove its imposing visual impact on Old Town.

- PARAMETERS**
- Any public realm improvement should to protect space for pedestrians.
 - Planting should be low maintenance.
 - Interventions should not obstruct the building ventilation grills.

RELATED COMPONENTS
OT25, OT7

STAKEHOLDERS
Croydon Council
BT

LEAD
Building owner

FUNDING
Building owner

MANAGEMENT
Building owner



Component location: OT6



The imposing scale of Ryland House



Unattractive vehicular access point and public realm



Existing public realm adjacent to Ryland House



A green wall in Borough helps to enhance an unattractive corner

OT7

Q-Park Car Park

PHASE

Now

PRIORITY:

Low

TYPE

Car parking, Retail / Bar

CONTEXT

The five storey car park is currently under-used, it is never more than 60% full. The car park entrance on Charles Street is difficult to access for vehicles due to the one way streets in Old Town. The street surfacing along the pedestrian route to the car park from Surrey Street (Overton's Yard) is tired (see also OT8). Q-Park is an important car park for Old Town, located close to Surrey Street, Church Street, Exchange Square and the Surrey Street Pumping Station. There is market storage in the ground floor of the car park

OBJECTIVES

1. Create temporary leisure uses.
2. Deliver a more direct vehicle routes to the car park.
3. Improve pedestrian access.
4. In the longer term redevelopment as residential accommodation could be considered as indicated in the Croydon OAPF.
5. Continue to provide / upgrade market storage

DESCRIPTION

The car park continues to function as one of Old Town's key car parks. A destination is created through temporary uses on the car park roof such as a pop-up bar or restaurant. The pedestrian route from Surrey Street to the car park is improved with resurfacing, lighting and signage. Vehicle access to the car park is improved through two way traffic flows on Church Road and at the north end of Charles Street (See 3.4

Movement Parameters). There is a longer term aspiration for a direct pedestrian access point to the car park from Exchange Square.

PARAMETERS

- Temporary uses should be located at the western end of the roof to take advantage of the best views.
- The height of the currently low wall on the car park roof would probably need to be raised for safety.
- A pedestrian route through the car park to the roof should be identified.
- Improve public realm of Overton's Yard.
- Introducing two-way traffic on Charles Street would require widening Charles Street. If widening occurs the high quality of the existing public realm on Charles Street should be retained.

RELATED COMPONENTS

OT4

STAKEHOLDERS

Q-Park
Portas Town Team and Croydon
Old Town Business Association

LEAD

Q-Park

FUNDING

Q-Park
Private sector

MANAGEMENT

Q-Park
Private sector



Component location: OT7

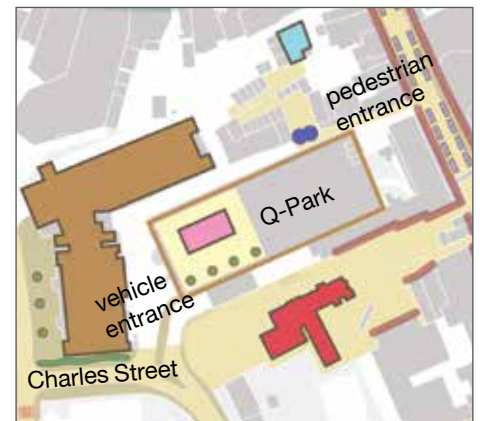


Figure 36: The masterplan proposes the use of the western end of Q-Park's rooftop (see page 41 for full key)



Existing car park and vehicular entrance



Franks Bar, Peckham is located on top of a multi-storey car park and is open during the summer months. Facilities are basic and it is a cost effective way of introducing positive activity

OT8 Yards

PHASE
Soon

PRIORITY:
High

TYPE
Infrastructure

CONTEXT
The area of Old Town around Surrey Street is characterised by intimate alleyways and yards, which are part of its historic layout pre-dating 1800. The yards are the narrowest streets in Croydon Town Centre at around 2m wide and they make a significant contribute to the distinctiveness and character of Old Town. However Overton's, Fellmonger's and Priddy's Yard have a worn public realm and are sometimes used for refuse storage and are perceived to be unsafe after dark. Other Yards include Waterworks Yard and Matthews Yard off Exchange Square. Overton's and Fellmonger's Yard are used by Surrey Street traders to access storage.

- OBJECTIVES**
1. Improve the public realm of the yards.
 2. Improve safety and the perception of safety in the yards.
 3. Increase activity and natural surveillance.

DESCRIPTION
A coordinated design approach to historic yards and alleyways to distinguish between public space and service yards. Encourage small scale business activity and production in these yards. Encourage landowners to establish clear boundary treatment to private land. Improve lighting levels in the yards.

- PARAMETERS**
- Private land and market

- and refuse storage only should be made secure with attractive gates and boundary treatments to provide managed access. It should not clutter the public highway.
- Alleyways that are public rights of way should not be gated.
 - Any gate design should be decorative and incorporate local character in design and have gaps to see through to avoid dead frontages.
 - The yards should receive the following treatment:
 - Overton's Yard: Gate market storage area within the yard.
 - Fellmonger's Yard: Gate market storage within the yard.
 - Priddy's Yard: Don't gate.
 - Waterworks Yard and Matthews Yard at Exchange Square: Don't gate.
 - Private alleyways off Church Street: Gate.

RELATED COMPONENTS
OT2, OT1

STAKEHOLDERS
Croydon Council
Surrey Street Market Traders
Property owners

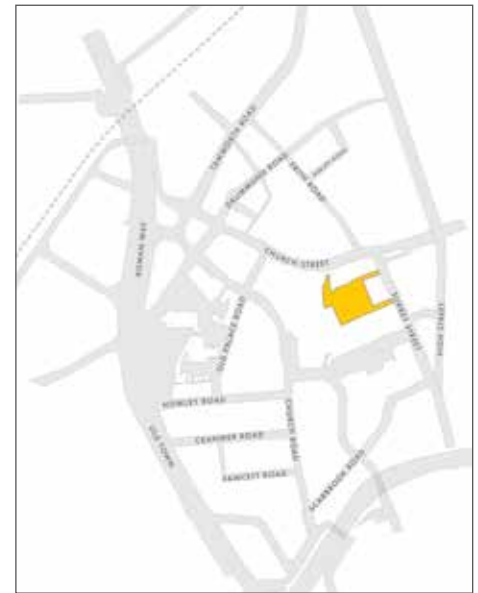
LEAD
Croydon Council and landowners

FUNDING
Croydon Council and landowners

MANAGEMENT
Croydon Council and landowners



The entrance to Fellmongers Yard is used for temporary market storage which has a harmful visual impact



Component location: OT8



Figure 37: Blue dots on the plan indicate where boundary treatment should be considered for alleyways. Gates should be considered at entrances to private land (see page 41 for full key)



An example of attractive gates at Shawbury Gates, Southwark, by Lordship Lane for use on private yards

OT9

Link Through Arcade

PHASE
Soon

PRIORITY
Medium

TYPE
Public realm

CONTEXT
The Arcade is a Victorian internal link through the Grants leisure complex which adjoins steps into Surrey Street. It is a direct route from the main shopping areas of Croydon Metropolitan Centre to Surrey Street, Exchange Square and beyond. The arcade is poorly lit, especially when the shops are closed. There is a Legible London signpost on the High Street adjacent to the route.

OBJECTIVES

1. Maintain the link between High Street and Surrey Street.
2. Improve the environment to encourage people to use this link.
3. Raise the profile of Surrey Street.

DESCRIPTION

Bespoke signage for Surrey Street Market at the arcade entrance on the High Street. Creative lighting within the Arcade will help to improve the pedestrian experience and entice people to use the arcade.

PARAMETERS

- Lighting should be bright but energy efficient and low maintenance.
- Flooring should be sensitive to the historic setting.
- Signage should be bespoke and not detract from the historic frontages on the High Street.

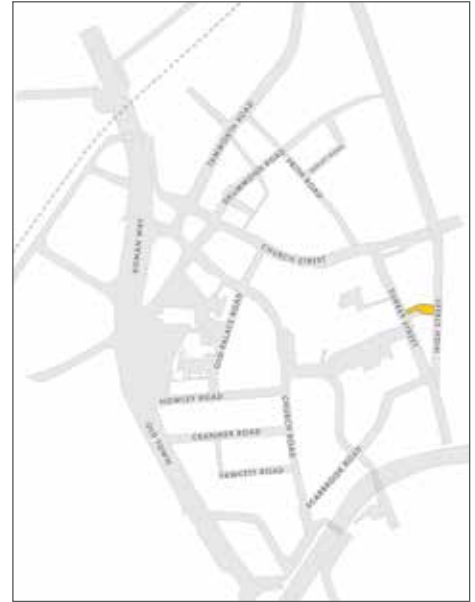
RELATED COMPONENTS
OT2

STAKEHOLDERS
Arcade landowner / Grants
Shops in Arcade
Surrey Street Market Traders
Croydon Council

LEAD
Arcade Landowner / Grants

FUNDING
Arcade Landowner / Grants

MANAGEMENT
Arcade Landowner / Grants



Component location: OT9



An interesting way to mark hidden entrances to a shopping street (St Christopher's Place, London)



Figure 38: Improved link through the arcade (see page 41 for full key)



Attractive and creative lighting and paving at Barking Town Square



The Victorian Arcade (top) and steps down to Surrey Street (bottom) and the entrance to Q-Park

OT10 Reeves Corner

PHASE
Now

PRIORITY:
High

TYPE
Public realm, road layout redesign,
residential, community.

CONTEXT
Reeves Corner is effectively an island site, surrounded on all sides by traffic travelling one way. The site was cleared following severe fire damage caused to the building that previously stood on the site during the civil disturbances of August 2011. In August 2013 temporary landscaping was implemented. The site at Reeves Corner currently sits empty of buildings and it provides the opportunity for reorganisation of site boundaries and highway realignment.

Reeves Corner is a key gateway into Old Town and a junction where eight roads join. Traffic congestion occurs on Reeves Corner during busy shopping times when many vehicles are queuing up to access the Centrale Car Park on Tamworth Road. Traffic also backs up on the nearby Church Road when Old Palace School children are being dropped off and collected. The quality of the public realm

and pedestrian experience is generally poor with some narrow pavements, wide roads and poor quality signage. The area feels unsafe in the evening because of low levels of activity. The site is directly opposite a group of attractive locally listed Victorian terraced commercial buildings which were also fire damaged in 2011 and the locally listed existing House of Reeves shop. These are located within the Church Street Conservation Area. Reeves Corner is part of the setting of the Croydon Minster Conservation Area and listed buildings such as the Minster (Grade I listed), the Rose and Crown Pub and the former almshouses at Ramsey Court and part of the House of Reeves shop (all Grade II listed).



Component location: OT10



Reeves Corner from the junction with Roman Way



Figure 39: Temporary uses at Reeves Corner could include uses such as a 5-a-side football pitch with roof net (shown to scale here)



The temporary area of landscaping in place at Reeves Corner

OBJECTIVES

1. Deliver a programme of pop-up or meanwhile uses at Reeves Corner in addition to the existing temporary landscaping in advance of development.
2. Make the area more pedestrian friendly and provide a new public space (see 3.4 movement parameters).
3. Improve the setting and visual amenity of the Reeves Corner site and develop a building that is sensitive to its historic setting.
4. Improve the pedestrian and cycle route between the Minster and North End.
5. Reintegrate Reeves Corner with Church Street. Knit back together the urban fabric by rationalising the road layouts.

DESCRIPTION

Reeves Corner can be developed to provide an attractive new building and a pedestrianised street at the western entrance to Old Town, while simultaneously maintaining traffic flows and improving cycle routes.

A building would provide activity to the pedestrianised street and continue the built frontage of Church Street to link with the House of Reeves furniture store. The high quality public space, set between the new building and the existing buildings at Church Street will be sheltered from Roman Way.

In the immediate future the site should be used for a programme of meanwhile uses to provide animation in this area of Old Town and act as a positive precursor to redevelopment at the western end of Church Street. Meanwhile use activities would be subject to agreement with the landowners, funding and traffic safety audits.

PARAMETERS

- The site lies outside of the Primary Shopping Area and therefore would not normally be considered suitable for a new retail development. However, given the long history of retail use on this site,



Pop up pavilion and temporary event at the London Festival of Architecture. Such an activity could be a meanwhile use that helps bring life to Reeves Corner and provide temporary amenity space



Low and small trees show how greening of Reeves Corner could be designed to maintain views to House of Reeves. Precedent from City of London



Figure 40: An artists impression of the pedestrianised street and building at Reeves Corner (indicative)

would be permitted subject to the Development Plan (See Planning Brief Site: Reeves Corner, 104-12(even) Church Street and 1-5 Reeves Corner, 5th November 2011).

- The height of any new building should not exceed 3 storeys to fit comfortably within the surrounding historic context.
- The upper floors should provide residential accommodation, perhaps retirement accommodation in conjunction with the local Elis David Almshouses.
- Any new building should reflect the surrounding fine grain massing and scale.
- Maintain views of the Reeves shop from the end of Church Street.
- The building will be visible from all sides and therefore all frontage must be of high quality designs. In this context servicing of the building will need to be carefully considered.
- Several smaller buildings built up against each other on the site would be acceptable (as previously existed on the site).
- The location of services on the western edge of the site means that it would be expensive to build in that area of the site.
- The design should consider the use of materials in keeping with the conservation area, predominantly brick with timber framed windows, natural slate roof etc.
- A new building should maintain views to the Minster from the north.
- Lane widths of vehicular routes should be narrowed and pavements widened where possible to reduce the dominance of traffic

OPTIONS FOR REEVES CORNER:



Figure 41: Indicative design for 'Peninsularising' Reeves Corner. This would create an open space enclosed by buildings, and improve the quality of the direct pedestrian link between North End and Minster Quarter. The building on the 'peninsularised' site would be more accessible and traffic flows would be rationalised.



Figure 42: Indicative diagram showing possible improvements to the Reeves Island site without changing traffic flows. New homes with active ground floor uses on the western side would create usable public space or gardens on a widened pavement (see page 41 for key).

- and improve pedestrian permeability.
- Reconfiguring the traffic routes to form a peninsula at the end of Church Street and Church Road is recommended, knitting the site into Old Town and reducing the island nature of the site.
- The junction should be designed to improve the public realm and pedestrian movement in addition to maintaining vehicular movement (see figure 41). Modelling work carried out to date indicates that existing traffic flows could be accommodated satisfactorily with minimal changes in journey times/delay.
- The tramlink network will need to be taken into account within the wider movement network and must not be disrupted.
- By reconfiguring the space in this way it is possible to create a significant area of public space and also provide a building or buildings.
- The public space should be of high quality with seating and planting, encouraging activity from the building either side to spill into the space.
- The pedestrianised street should retain existing service access for properties on the East side of Church Street
- The realigned street layout should maintain delivery access on Church Street to the House of Reeves shop.
- Adequate loading bay provision for the use of the site should be provided.
- The bus stop must be relocated from Reeves Corner to Drummond Road to allow for pedestrianisation of a section of Church Street.
- Detailed modelling of the road

re-alignment and two-way working should be undertaken before changes are made.

RELATED COMPONENTS

OT1, OT2, OT13, OT18

STAKEHOLDERS

The Reeves family
The Whitgift Foundation
TfL
Croydon Council

LEAD

The Reeves family (landowner)
The Whitgift Foundation (landowner)
TfL
Croydon Council (landowner)

FUNDING

The Reeves family
The Whitgift Foundation
Croydon Council
TfL
GLA

MANAGEMENT

The Reeves family
The Whitgift Foundation
Croydon Council

OT11

Ann's Place Car Park (West)

PHASE
Soon

PRIORITY
Medium

TYPE
Residential

CONTEXT
The site is currently a car park on the corner of Drummond Road and Church Street. The adjacent building on Reeves Corner is the former Eagle Public House (currently a community centre) which has attractive tiled detailing and successfully defines the corner to Tamworth Road. There is additional capacity for car parking nearby under Jubilee Bridge at the Jubilee Bridge Car Park. This component comprises of the west side of Ann's Place Car Park. Please see OT12 for detail about Ann's Place Car Park (East).

- OBJECTIVES**
1. To create a building that marks the corner and addresses Reeves Corner and Drummond Road.
 2. To provide housing.

DESCRIPTION
Attractive development at the corner of Drummond Road and Reeves Corner Investment in Jubilee Bridge car park to ensure parking demand can be met (See OT21).



The existing Ann's Place car park and Eagle Pub

- PARAMETERS**
- Building should have doors and ground-floor windows that open onto both streets to create active frontage.
 - New development should be set back to allow for generous pavement widths on Reeves Corner and continue the building line on Church Street.
 - A maximum height of four storeys would be in keeping with the context of neighbouring development.
 - Residential accommodation is encouraged to be provided on this site to help meet housing need. There may be potential for other uses, such as retail, on the ground floor.
 - If on-site car parking is provided as part of the development it should be located to the rear of the site to avoid it having an adverse visual impact.

RELATED COMPONENTS
OT10, OT12

STAKEHOLDERS
Neighbouring landowners
Croydon Council (Landowner)

LEAD
Landowner

FUNDING
Landowner

MANAGEMENT
Landowner

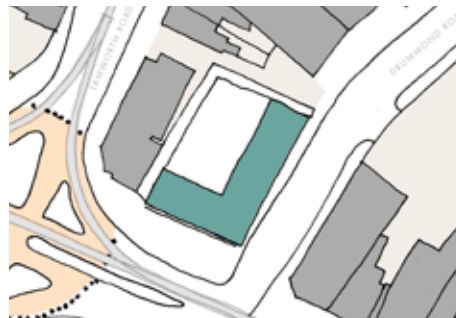


Figure 43: Sketch of the new building on Drummond Road turning the corner to Reeves Corner.



Component location: OT11



Ann Mews, (MaccreanorLavington). Attractive family homes with doors to the street



Residential apartments giving definition to the corner in Philadelphia, QB Design

OT12 Drummond Road

PHASE

Soon

PRIORITY

High

TYPE

Public realm, movement, infill

CONTEXT

The existing, poorly signposted pedestrian link between North End and Old Town is along Drummond Road and through an underpass beneath the Centrale shopping centre. It is poorly lit and signed and uninviting for pedestrians. In the longer term this route will be an important connection to East Croydon Station through the redeveloped Whitgift Shopping Centre on North End and is an objective of the Croydon Opportunity Area Planning Framework (see figure 45). Drummond Road provides vehicular access from the Centrale shopping centre car park and service area.

Drummond Road generally has poor quality public realm, a deficit in soft landscaping and lacks active frontage. The unscreened service yards underneath the Centrale Centre have a negative impact as do the Ann's Place Car Parks. The road is one-way and traffic speeds to meet the lights at Reeves Corner.

Currently bus stops are located on Drummond Road and at Reeves Corner. The pedestrian routes along Tamworth Place help unify the Minster and Reeves Corner with North End from Church Street to the Ann's Place (East) Car Park. The bus stop has low quality public realm and is poorly lit at night. Along Drummond Road, from Reeves Corner the pavement is narrow adjacent to the bus stop.

OBJECTIVES

1. Enhance the east-west connection through the Centrale Centre from North End for pedestrians and cyclists.
2. Improve the route from Church Street to the bus stop and Ann's Place car park (east) for pedestrians.
3. Improve waiting facilities at the well used bus stop on Drummond Road.
4. Improve the design and landscaping of the Ann's Place car park(s)
5. Increase tree planting and greenery along Drummond Road.
6. Consider development opportunity at the car park site (Ann's Place Car Park)
7. Encourage activation of street frontages along Drummond Road.
8. Traffic calming.
9. Move bus stop from Reeves Corner to allow for pedestrianisation of land between Reeves Corner and Church Street (see OT10).

DESCRIPTION

Improved public realm measures to create a more calm environment, attractive lighting, soft and hard landscaping, boundary treatments to service yards, lighting the soffit of the bridge and where possible widening the pavements. Forecourts of private buildings should also include soft landscaping as should the boundary treatments to car parks.

New Legible London signage to Old Town and the Minster at the point on North End where Drummond Road meets the street. A threshold feature could also be established at the North End



Component location: OT12



Figure 44: Active frontage along the parts of Drummond Road which are not residential as well as the treatment to the route through Centrale will help in improving this route (see page 41 for full key)



Existing route under the Centrale shopping centre

entrance to Drummond Road. New active edges should be encouraged.

Consolidate the bus waiting areas in this part of Old Town. Provide a more comfortable waiting area with seating, a bus shelter and additional lighting. Widen the footway along the south side of Drummond Road to improve access and bus waiting space. The pedestrian route to Church Street from the bus stop and car park is improved through lighting and resurfacing and better boundary treatments.

A new northbound contra-flow cycle lane in the area of road where the bus cage is located (See 3.4 movement parameters). This may require the purchase of some land on the western side of the road near the bus cages to allow enough width for the safety of cyclists when a bus overtakes a parked bus.

PARAMETERS

- A shared surface treatment between North End and Keeley Road only to allow service vehicle access.
- At Drummond Road bus stop, road should be wide enough to accommodate one bus overtaking a parked bus and contra-flow cycle lane.
- Active frontage promoted along Drummond Road where ever possible.
- The layout of the car park will need to be revised in order to improve the bus waiting facility and provide greater space for pedestrians and a possible bike lane with approximately 8 spaces removed.
- The car park should have improved landscaping, particularly along the Drummond Road edge.

- The bus cage should be extended to allow three buses to stop here. Accommodate the 264 route moved from Reeves Corner (see figure 46).
- Vehicular access from the Centrale shopping centre should be maintained.
- There may be an opportunity for residential development at this site Parameters should include:
- A development of approximately 2 and a half storeys, with the half storey accommodated in the roof.
- The block must provide active frontage if the site is redeveloped to both Drummond Road and Tamworth Place with doors and windows.
- New development should be set back to allow for generous pavements and the bus stop waiting area (see figure 47).

RELATED COMPONENTS

OT3, OT11, OT10

STAKEHOLDERS

Centrale landowners
Croydon Council
TfL
Property owners



The existing Ann's Place Car Park (east) (image 2013 Bluesky)



The existing Drummond Road Car Park and the pedestrian route to Church Street



Drummond Road Car Park to the right, inactive frontage to the right on Drummond Road and the Central Centrale in the distance

LEAD
Croydon Council

FUNDING
Croydon Council
TfL
Property owners

MANAGEMENT
Croydon Council
Property owners

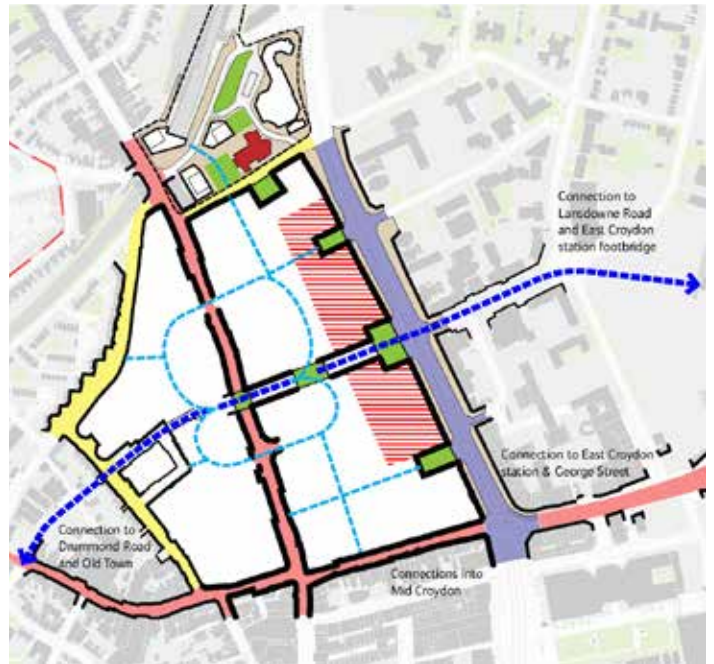


Figure 45: The Croydon Opportunity Area Planning Framework highlights the importance of the east west route across Croydon Metropolitan Centre from Addiscombe to the Minster via Drummond Road

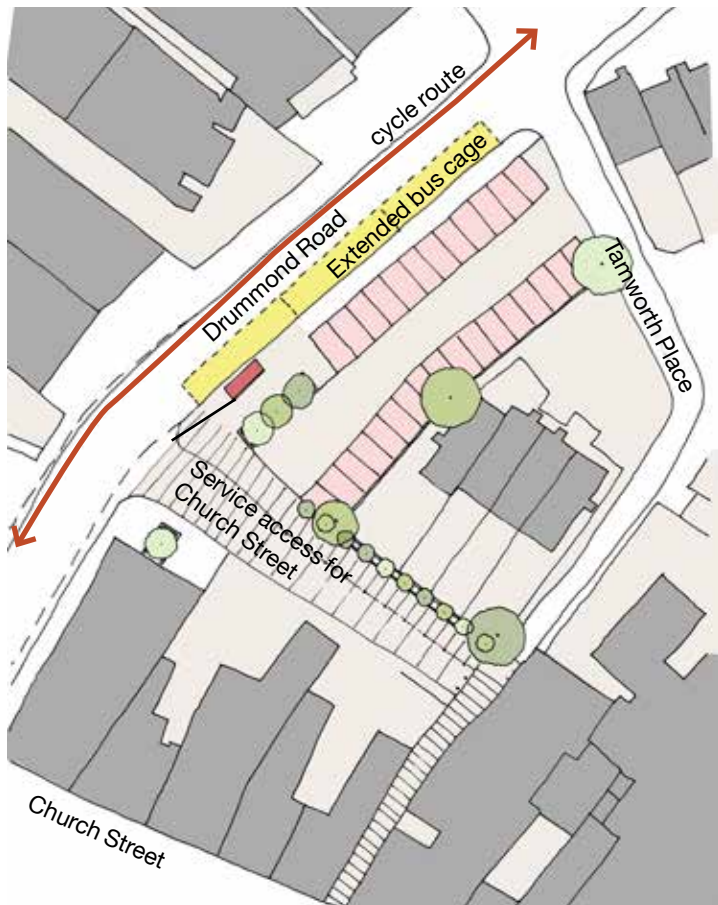


Figure 46: Plan of Ann's Place Car Park (East) consolidated car park and improved route to Church Street

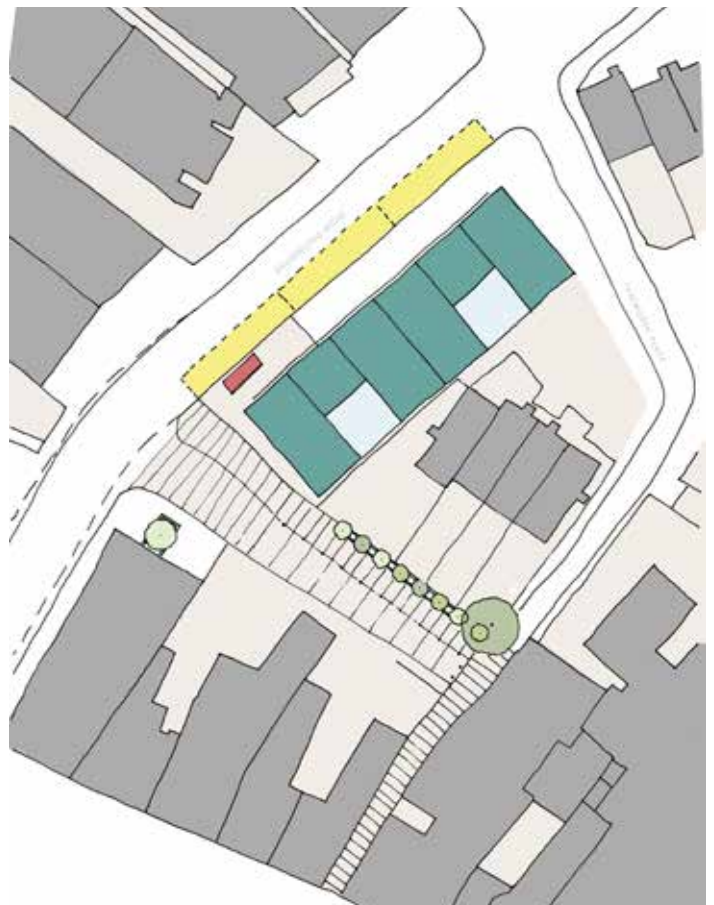


Figure 47: Illustrative plans indicating development options for Ann's Place Car Park (East) with new bus stop and the existing housing adjacent to the car park maintained

OT13

Number 1 Church Road

PHASE
Now and Soon

PRIORITY
High

TYPE
Residential

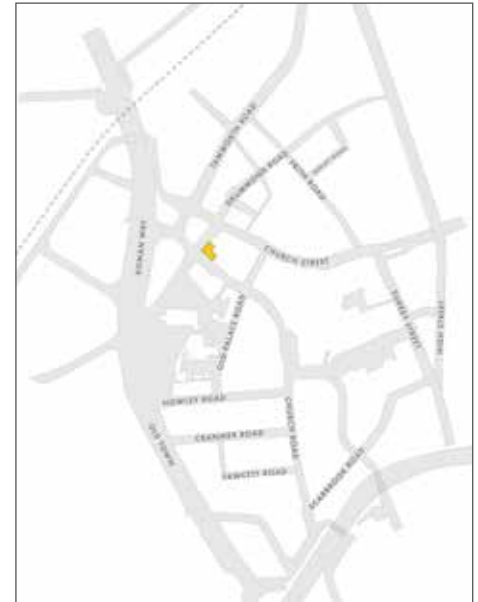
CONTEXT
The site is currently undeveloped land at the junction of Church Road and Reeves Corner. The site has a pair of mature trees on its south eastern half and lies adjacent to an electricity substation that is accessed via Church Street. The public realm is in a poor condition with cracked and mis-matched paving.

Church House Business Centre, the office building adjoining the south east side of the site has a number of windows in its western elevation. The site is in the Church Street Conservation Area and is part of the setting of Croydon Minster Conservation Area. New homes in this area of Croydon are important to bring activity and people to the area.

- OBJECTIVES**
1. To create a building that turns the corner and addresses both Reeves Corner and Church Road and completes the urban block.
 2. To help frame the view of the Minster (Grade I listed) from Drummond Road.

DESCRIPTION
Development at the corner of Church Road will be a residential building of high quality design that helps define Church Road, Church Street and Reeves Corner. In the short-term the site should be used for meanwhile activity, such as a community garden (see figure 49 on following page).

- PARAMETERS**
- Proposed development should have doors and ground floor windows onto both Church Road and Church Street to activate frontages.
 - Proposed development should not exceed three storeys so it is in keeping with surrounding buildings.



Component location: OT13



Existing public realm on Church Street and the electricity substation



Existing public realm on Church Street

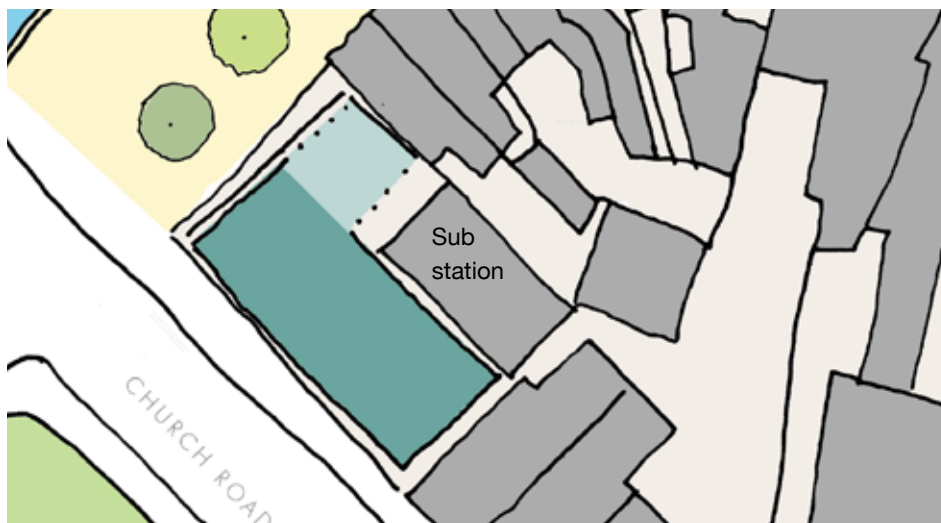


Figure 48: A sketch showing a plan for a new building on the corner of Church Road, wrapping around the existing substation and addressing both Church Road and the new public space on Church Street. The darker blue indicates the location of the new building and the lighter blue shows the location of the arch and access to the sub station at ground floor, which the building will extend above.

- Residential accommodation could be provided on this site to bring more activity to this part of Old Town and meet housing need.
- The new building should consider the historic setting and refer to the Church Street and Croydon Minster Conservation Area Appraisal and Management Plans for further guidance.
- Access to the electricity substation should remain, via an arch in the building frontage to Church Street.
- The existing trees should be replaced with semi mature trees in a close by location. Any planning application should be assessed by Croydon Council's tree officer, and mitigating measures agreed. The trees do not have Tree Preservation Orders.
- Any new development should take place in consultation with the owners of the neighbouring office building, and any design should have regard to the impact on the provision of natural light for this building.

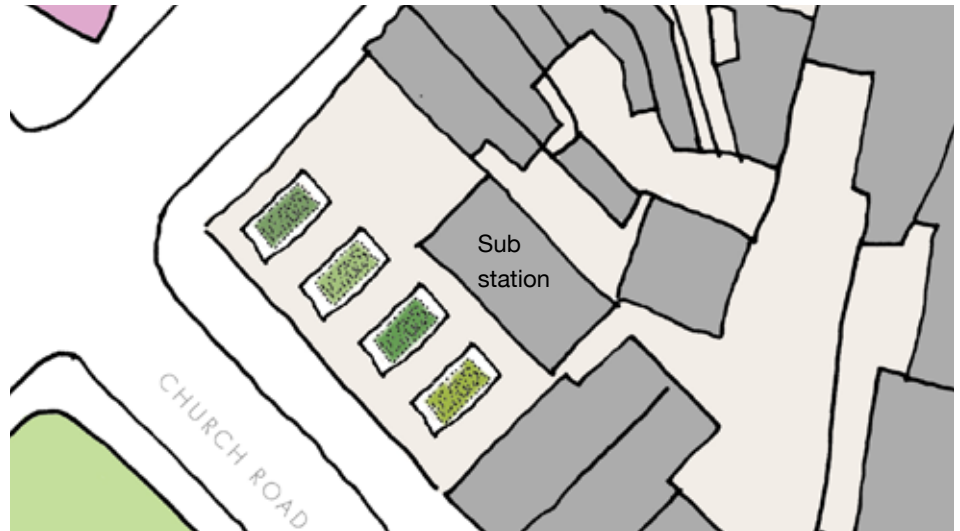


Figure 49: A sketch showing a plan for a temporary community garden at the corner of Church Road



PARK(ing) pop up and movable park in San Francisco, located here in an empty car parking space. PARK(ing) pop-ups contain planting, benches, bike seating and tables and could also contain play equipment. The precedent is useful because it demonstrates how seating and planting can be implemented in a temporary way, and moved around a town to test locations for new public spaces, while adding to the existing provision.

RELATED COMPONENTS OT10, OT18

STAKEHOLDERS

Croydon Council (landowner)
Church House Business Centre
National Grid
Portas Town Team

LEAD

Landowner

FUNDING

Landowner

MANAGEMENT

Landowner



Houses in Molenplein, Tony Fretton Architects (dezeen magazine) with door and windows activating the street at the corner of the block

OT14 Reeves Corner Tree Group and Green Space

PHASE
Soon

PRIORITY:
Medium

TYPE
Public realm

CONTEXT
The group of mature trees at the junction of Reeves Corner and Roman Way is an important green visual amenity and green infrastructure resource that helps screen the Roman Way flyover from Old Town. The trees are healthy and attractive but the green space could be smartened to improve this entrance into Old Town. There is limited seating with one bench facing towards Cairo New Road. Fast moving traffic on Roman Way and at Reeves Corner has a detrimental visual and noise impact on this site.

- OBJECTIVES**
1. Create an improved green space.
 2. Reinforce the role of the trees as a local landmark.

DESCRIPTION
New paths with seating to help people to enjoy the space and provide a resting point. Creative lighting in the trees helps improve

the setting at Reeves Corner. Lighting for trees should be sensitively designed to respect the historic environment. Community gardening at this location to increase activity and a sense of ownership and care for the area.

- PARAMETERS**
- Trees should be managed and thinned as necessary to ensure appropriate canopy for the space.
 - Street furniture should not obstruct the pedestrian and cycle route.

RELATED COMPONENTS
OT10, OT21

STAKEHOLDERS
Local community gardeners
Croydon Council

LEAD
Croydon Council

FUNDING
Croydon Council

MANAGEMENT
Croydon Council
Local community gardeners
Portas Town Team



Component location: OT14

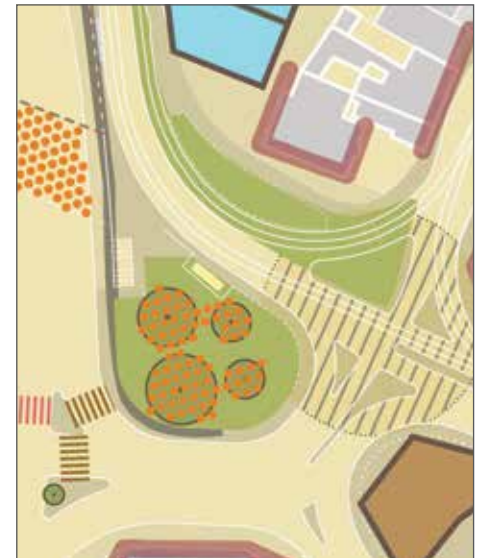


Figure 50: Plan showing location of trees (see page 41 for full key)



Small lights in trees in Farnham Place, Southwark



Interesting street lighting at night among smaller trees in Liverpool



Existing green space and trees at Reeves Corner which illustrates the screening benefit of the trees

OT15

Former Mission Chapel

PHASE
Soon

PRIORITY:
Medium

TYPE
Public realm, retail, cafe

CONTEXT
The former mission chapel is a valued locally listed building that makes a positive contribution to the Church Street Conservation Area (see the Church Street Conservation Area Appraisal and Management Plans for a more detailed description of the building). It was the first Salvation Army Chapel outside of London's East End. However the building is currently in a poor condition and include signage that fails to respect its historic character. It is set back from the street with a poorly maintained yard which is often used for car parking. It is currently being used by the Vine Branch Church.

OBJECTIVES
1. Preserve the historic former Mission Chapel and improve its condition and setting and relationship with the street.

DESCRIPTION
Restoring the condition of the former mission chapel and its forecourt to improve its relationship with the street through soft landscaping.

PARAMETERS

- The former Mission Chapel should be retained.
- Restoration works should include redefinition of the damaged doorway and right window and the removal of vegetation to the parapet and the shutter.

- Alterations could explore ways to increase the level of activity to the frontage while retaining the building's historic character, for example through the restoration of front windows.
- Landscaping to the front of the building should be improved, through reduction of some of the car parking, and the inclusion of more planting and boundary definition.

RELATED COMPONENTS
OT10, OT16

STAKEHOLDERS
Landowner
Rosepride
Croydon Council

LEAD
Landowner

FUNDING
Private

MANAGEMENT
Landowner



Component location: OT15



Figure 51: The former mission chapel sits in the space on the corner of Cairo New Road and Tamworth Road (see key on page 138)



The Chapel is an attractive building but is in need of repair

OT16

Cairo New Road

PHASE
Soon

PRIORITY:
Medium

TYPE
Residential, community, public realm, tramways

CONTEXT
The site is comprised of two plots. Each plot includes a simple warehouse building which has offices attached. These buildings were constructed as premises for small businesses and are currently occupied by two churches – The New Life Christian Centre and the Mountain Of Fire and Miracles Ministries Church who occupy Arcadia House. (In the case of Arcadia House, the church use has temporary planning consent). The site also contains a car park and is located on the edge of the Church Street Conservation Area.

The surrounding public realm is cluttered and of mixed quality. The Tramway infrastructure along the road and the adjacent jubilee bridge flyover creates large areas of hard-surfacing which creates a rather harsh public realm.

OBJECTIVES

1. Deliver new family homes and smaller homes.
2. Re-provide community facilities.
3. Create a high quality public realm that contributes to Cairo New Road and the setting of the new development.

DESCRIPTION

There is an opportunity to meet some of Croydon’s housing needs in Old Town on this site with a high quality development providing both family homes and smaller

apartments set within high quality public realm with soft landscaping and play facilities. This is a large site on the edge of the area and is prominent from the flyover.

There is a major opportunity in Croydon to enable the tram infrastructure to become part of the green infrastructure by planting grass in between the tracks near Cairo New Road. There is also an opportunity to improve the tram infrastructure and upgrade the public realm.

PARAMETERS

- The Croydon Metropolitan Centre Opportunity Area Planning Framework identifies appropriate housing density at infrastructure edge sites of 110-170 dwellings per hectare, and historic infill sites of 65-100 dwellings per hectare. As a guide, new development at Cairo New Road should be between these two subject to assessment of impact of any proposed development.
- A significant proportion of the housing should be for families. The OAPF identifies a housing mix which includes 45% family housing (a size of



Component location: OT16



Existing site with locally listed former school in background



Existing site with tramways in the foreground



Existing tramways and the jubilee flyover



The existing Cairo New Road site (image 2013 Bluesky)

three bedrooms or more). The precise level of family housing will be determined through the planning process.

- Each plot could be developed individually. If this occurs, then the design of each individual plot should not unduly compromise the future redevelopment of the adjoining plot.
- The development must preserve or enhance the setting of nearby heritage assets - the setting of the Church Street Conservation Area and listed buildings.
- The site could have one, or a maximum of two tall elements. These buildings could be up to 10 storeys to avoid the building having an imposing impact on the Church Street Conservation Area. Any tall elements should be carefully designed so that they avoid a negative impact on views to the Minster.
- The design of the development must include varied scale and massing.
- Development will require full townscape and environmental assessments.
- Any taller elements of the scheme should be located adjacent to the flyover and centrally within the site so that the edges of the development relate to the character of its immediate surroundings and mediate the transition of scale.
- The remaining buildings should be in line with surrounding heights of approximately three storeys. The bulk of the development on this site will impact on the surrounding conservation area and the massing should be broken up.
- Existing community uses (floorspace) that have

permanent planning permission must be incorporated in to future redevelopment of the site or reprovided elsewhere.

- Proposals for a change of use would be considered as part of a pre-application in accordance with the Development Plan and alongside other material considerations.
- Tram movement should not be restricted by vehicular movement including cars slowing to enter the Old Town/ Jubilee Bridge Car Park.

The public realm should be of high quality within the scheme and:

- Should deliver an area of publicly accessible community green space within the development. It is expected that play facilities will be included in the development. For further guidance on play facility requirements see the OAPF.
- If the Cairo New Road site is expanded to include sites on

Tamworth Road, a pedestrian route between Cairo New Road and Tamworth Road should be considered to increase permeability.

- Clear boundary treatment should be established between public and private space within the development.
- The gable end of the locally listed former Edwardian school building is attractive and should be considered in the scheme's layout.
- Views to the former school should not be blocked. The gable end of the new development could help to frame a public green space within the development.
- Improve the quality of the frontage to Cairo New Road and Reeves Corner.
- Improve the surrounding public realm by introducing grass to the centre of the tram tracks to help soften the urban environment, improve sustainable urban drainage and provide wildlife corridors. This will not be possible in

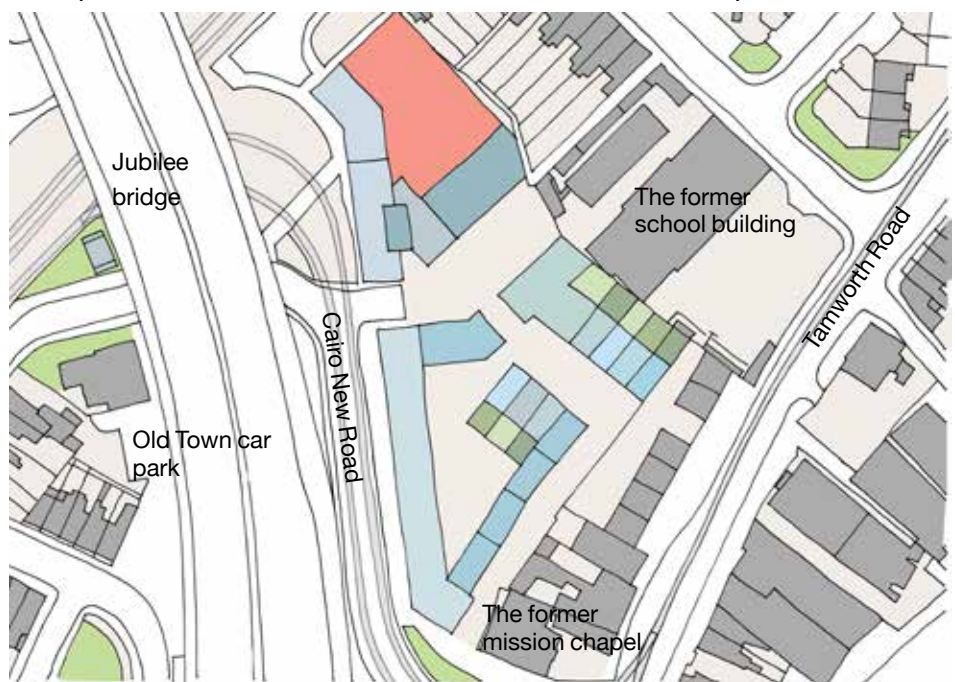


Figure 52: Indicative sketch of Cairo New Road. The red on the plan indicates a possible location for the existing church on the site and the blue highlights new residential development. The green represents green space. All other buildings are existing.

all locations where the tram runs, for example, where other vehicles share the track space.

- A new tram stop on the westbound Wimbledon line track should be considered opposite the existing Reeves Corner tram stop (and the balance of costs and benefits assessed) to support the new residential development.
- A turn back facility for trams here to enable a higher frequency of trams in the town centre should also be considered.



Facade detailing and height variation at Great Suffolk street, Southwark (background 12 storeys, foreground building 6 storeys)

RELATED COMPONENTS

OT15, OT12

STAKEHOLDERS

Adjacent landowners
TfL
Croydon Council

LEAD

Landowners
TfL /Tramlink

FUNDING

Private sector
TfL /Tramlink

MANAGEMENT

Landowner
TfL /Tramlink



Barrier Park East, high density family homes in four, six and eight storey blocks. The balconies help to break up the massing



Tramway greening in Mulhouse, France



Accordia, Cambridge. An example of medium density family homes and green spaces

OT17

Former School on Tamworth Road

PHASE
Soon

PRIORITY:
Low

TYPE
Refurbishment and re-use

CONTEXT
The former school on Tamworth Road is a locally listed building within the Church Street Conservation Area. It is an Edwardian building (built 1915) in the Queen Ann style. It is a three storey building set back deeply in its plot with a car park, once the school yard, in front of the building on Tamworth Road. The building is defined for community use by the Development Plan and is currently being used by the NHS as a Resource Centre.

- OBJECTIVES**
1. Preserve the historic former school and improve the quality of its setting.
 2. In the longer term the building could help to meet the area's need for a new primary school.

DESCRIPTION
Extensions would be made to the rear to help the building meet present day needs of a school.



Sensitive historic refurbishment at an old college building on Prince of Wales Road, London

The setting of the school would be improved with soft landscaping. The building could also be used for other community uses.

- PARAMETERS**
- Development would not be appropriate to the front of the building in the existing car park because it would harm views of the locally listed building. Development with an adjoining atrium to the rear could be appropriate.
 - The existing car park could be used as a playground and improved with soft landscaping.
 - The building should retain an active frontage to Tamworth Road.

RELATED COMPONENTS
OT16

STAKEHOLDERS
Landowner
Croydon Council

LEAD
Croydon Council / occupier

FUNDING
Croydon Council / occupier

MANAGEMENT
Croydon Council / occupier



New Horizon Youth Centre, Somers Town, North London with copper extension (Adam Khan Architects)



Component location: OT17



The former school has a car park in front, on Tamworth Road



A new extension and new buildings at a Victorian School building for the Aylesbury Academy, London

OT18 Minster Green

PHASE
Soon

PRIORITY:
High

TYPE
Public realm, retail/cafe, car parking

CONTEXT
Croydon Minster is Croydon's Largest Grade I listed building but it currently sits in an area of poor quality public realm which harms its visual appearance. Some of the footway and hard landscaped surfaces are un-coordinated and are cracked. The existing green space is an area of grass with some attractive trees. The green space to the north of the Minster is designated as Local Open Space and the draft Croydon Local Plan: Detailed Policies and Proposals Document proposes it is designated as Local Green Space. The Council as landowner of approximately two-thirds of Minster Green wishes to see the space remain as green public space especially given the fact that there is a deficit of green space in Old Town. There is an under-used car park to the rear of the Church Hall.

Roman Way and the car park and subway located at the front of

the Minster all have a detrimental impact on the visual amenity of Minster Green as they create a harsh neighbouring environment to the public space. In addition the design of Roman Way encourages fast driving which has a detrimental acoustic impact. A pathway leads from Minster Green to Church Road which is safe to use in the day time and used by many people.

OBJECTIVES

1. This space currently does not have an official name and it should be named 'Minster Green' in order to formalise and strengthen its identity.
2. Improve the quality of the public realm setting for surrounding heritage assets to reinforce the historic character of this area (including the Minster and Old Palace School, Grade I listed).
3. Provide better amenity space and cafe facilities.
4. Improve heritage interpretation of the Minster and the surrounding area.
5. Preserve and enhance the existing green space that will become increasingly in demand as the population of Croydon town centre grows
6. Rationalise parking from in front of the minster.
7. Improve play provision.



Component location: OT18



The existing public realm in front of the Minster and at Minster Green illustrate that the setting of the Minster is currently very compromised



The existing public realm and green space on Minster Green



Minster green, looking towards Church Street and the church hall



Roman Way and the subway compromise the setting of the Minster

DESCRIPTION

Define and formalise a Minster Green. With the redevelopment of the Church Hall site Minster Green will be defined on each of its three sides that will contribute towards the amenity value of the space. The historic architecture of the Minster and the listed buildings on Church Street would define two sides of the green and the high quality architecture of the redeveloped Church Hall would define the third side (see the Church Street Conservation Area Appraisal and Management Plans for a more detailed description of these buildings).

Preserve and enhance the green space on Minster Green by rationalising car parking, providing new seating and incidental play opportunities to animate the space. The entrance to the Minster will be framed with high quality surfacing, sympathetic to the historic building. A new pavillion for a possible cafe and visitor centre at the entrance to Memorial Garden could be located in the south-east of the site.

Improve the quality of the public realm on the section of Church Street between Reeves Corner and the Minster to signal that it is part of Croydon's historic Minster Quarter, indicating to drivers using the road that pedestrians have priority.

PARAMETERS

- Public realm treatment should be unified at the front of the Minster, around the Minster Green and along Church Street to Reeves Corner to help improve the pedestrian experience and unify the buildings.
- The ground floor of the existing listed Rose and Crown Public

House should be returned to active retail or business use such as a cafe.

- Public realm treatment should respect the sensitive context of surrounding heritage assets to reinforce historic character.
- The Green should be retained and improved with seating, incidental play equipment and planting.
- The amount of car parking directly in front of the Minster should be reduced and replaced with some car park spaces around the green. It could also be relocated to other nearby car parks.
- The public realm adjacent to the church hall should provide spill out space for a possible cafe in the Church Hall, or to enable events in the Hall to easily use the Green.
- Consider how the changes in level within the site could be reduced to increase step-free access around The Minster and ease of pedestrian movement.
- Prune and manage existing soft landscaping to enable it to make a positive contribution towards the visual amenity

of the area and not unduly reduce natural light entering the Minster.

- The existing trees that make a positive contribution towards the public realm (including yew trees commonly located on church sites and pre-Christian sacred sites) should be retained and enhanced particularly as there is a shortage of greenery in Old Town.
- When designing the public realm carefully consider the need to provide interesting soft landscaping to improve visual amenity and biodiversity whilst at the same time maintaining good visibility and site lines to achieve natural surveillance.
- Any changes should maintain delivery access on Church Street to House of Reeves shop.
- The subway should be removed including its wall at the edge of Roman Way. Traffic calming measures on Roman Way should mitigate the noise impact (see OT21).
- The café on Roman Way is a long term aspiration that would only become an attractive option if Roman Way is made

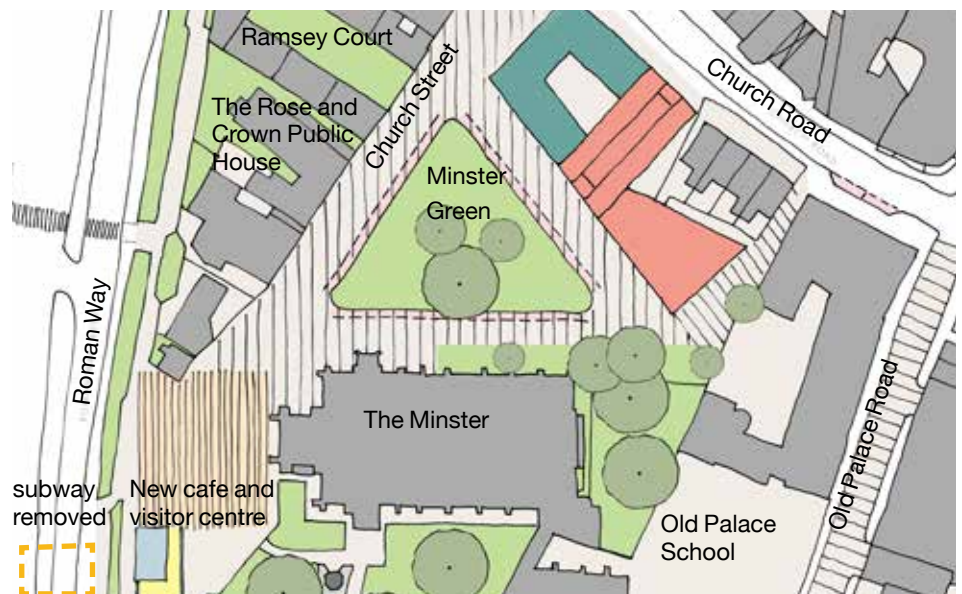


Figure 53: A sketch of the Minster Precinct with a new cafe and high quality public space. Car parking could be located around the edges of Minster Green. The area to the west of the Minster has a high quality area of public realm, signifying the entrance to the Minster

more civilized.

- Development should minimise disturbance to tombstones to the north of the Minster.

RELATED COMPONENTS
OT19, OT20, OT21.

STAKEHOLDERS

The Minster
Croydon Council
Old Palace School
The Whitgift Foundation

LEAD

Croydon Council

FUNDING

Croydon Council
The Whitgift Foundation
Other public funding

MANAGEMENT

Croydon Council
The Minster



The lawns at Winchester Cathedral are well used and carefully landscaped and maintained



Public realm sympathetic to its historic context with new seating and lighting. Derry Guildhall Square (BDP).



Figure 54: An artists impression of Minster Green with high quality public realm treatment, sympathetic to the historic setting. The newly developed Church Hall is visible in the distance (indicative)

OT19 Church Hall Site

PHASE
Soon

PRIORITY:
High

TYPE
Residential, community, education

CONTEXT
The existing Church Hall is of simple design and constructed from good quality materials. However, its location and surrounding landscape have a detrimental impact on it. The hardscaped fore court and the grassed area to the north of the hall lack design interest, they are in a poor condition and under used. The significant set-back of the building from the street prevents it positively addressing Church Street and Church Road.

The building is currently heavily used by the community including a children's nursery, however, it is subject to maintenance issues. The hall is located in the Croydon Minster Conservation Area and is part of the setting for the Minster.

OBJECTIVES

1. To improve a valued and well used community facility through the construction of a new Church Hall to replace the existing building or refurbishment.
2. Improve the relationship between the church hall and Minster Green.
3. Consolidate green space to increase the area of open space.

DESCRIPTION

A new Church Hall that will help define Minster Green, improve the setting of the Minster and other heritage assets and provide an

active frontage to the surrounding streets. Potential for enabling residential development also exists as part of the project.

PARAMETERS

- The new Church Hall should include a single large hall and could also include series of smaller meeting and practice rooms.
- Replacement development on the site should positively address Church Street, Minster Green and Church Road with active frontages and high quality soft and hard landscaping.
- The set-back of the building could be reduced to minimise under used surrounding soft landscaping, subject to the applicant demonstrating that the replacement development would not have an imposing impact on neighbouring properties.
- Residential accommodation could be included on the site provided sufficient provision of community facilities are delivered.
- New development should be no higher than the existing church hall, equivalent to two storeys with roof accommodation, stepping down towards the rear of the Grade II listed Gothic Villas on Church Road.
- New development should sustain and enhance the significance of the Minster and its setting. It should also respect the setting of the other neighbouring listed buildings on Church Street.
- New development should positively address the Church Street and Church Road and the Minster Green, providing activity through doorways and windows and possibly a café at



Component location: OT19



The existing public realm in front of the church hall is poor quality



The existing church hall set back from Church Street and not facing Minster Green

ground floor level.

- The material palette should respect the surrounding historic context.
- It is acceptable to develop on the land currently occupied by the church car park.
- Public realm should be sympathetic to its historic setting. The public realm around the Church Hall will be designed in conjunction with Minster Green.
- The public realm adjacent to the church hall should provide spill out space for a possible cafe in the Church Hall, or to enable events in the hall to easily use the Green. There should be no net-loss of green space at Minster Green.
- Any changes should maintain delivery access on Church Street to the House of Reeves shop.
- If it does not prove possible to redevelop the church hall then the building could be adapted and extended.

RELATED COMPONENTS OT18

STAKEHOLDERS

The Minster
The Whitgift Foundation
Croydon Council

LEAD

The Minster (landowner of Hall)
Croydon Council (landowner of surrounding public realm)

FUNDING

The Minster
The Whitgift Foundation

MANAGEMENT

The Minster
The Whitgift Foundation
Croydon Council



Figure 55: Sketch demonstrating the new relationship between the Church Hall and Minster Green



Woolton Quad, Brighton College; sensitive new building in a historic context



Brentwood School extension, Cottrell and Vermeulen Architects

OT20

St John's Memorial Garden

PHASE

Soon

PRIORITY:

High

TYPE

Public realm

CONTEXT

St John's Memorial Garden is located immediately to the south of the Minster, alongside Roman Way. The park itself is locally listed and the Tudor Arch gate in the southern corner is a Scheduled Ancient Monument. The condition of the arch has deteriorated in recent years. There are tombstones located in the hardscaped area of the garden near the Minster. Prior to 1960 the gardens were used as a burial ground.

The gardens are currently under used, particularly in the context of the limited amount of green space in Old Town. There are concerns over safety in the park. Old Palace School is the only overlooking building. There are only two access points. A lack of play facilities has been identified in the area and demand will increase with a rising population. Roman Way creates a hostile environment for the park along its western edge.

OBJECTIVES

1. Create an area of high quality, safe and usable green amenity space to serve the local community.
2. Improve the setting of the Minster and Old Palace School.
3. Improve the interpretation of Croydon's heritage.
4. Introduce incidental play.

DESCRIPTION

The transformation of St John's Memorial Garden into a well-used public space. The garden will have new play facilities, improved hard and soft landscaping and new entrances. Tree canopies will be trimmed to provide a lighter space.

PARAMETERS

- Informal play spaces should be incorporated.
- The quality of the hard surface treatment and planting should enhance the setting of the Minster.
- There may be opportunities for community gardening.
- Access from Roman Way should be improved by increasing entrance points in to the park.
- An area of the garden for quiet contemplation should be retained.
- The Tudor Arch should be maintained and incorporated as part of proposals for the park to improve its setting.
- All of the garden is consecrated ground and plans will require approval from the Diocese.
- Trees should be pruned to allow more light in to the



Component location: OT20



The Tudor Arch at the southern edge of St John's Memorial Garden is an existing gateway to the proposed Minster Quarter (see additional photo on page 139)



St John's Memorial Garden is currently quiet and under-used

garden and to improve sight lines.

- In the longer term the path and grass verge that is located between Roman Way and Memorial Garden should be upgraded to help integrate it into St John's Memorial Garden.

RELATED COMPONENTS
OT18

STAKEHOLDERS
The Minster and Diocese
Croydon Council
Local community gardeners
Old Palace School
Portas Town Team

LEAD
Croydon Council (maintains land)
Minster (owns land)

FUNDING
Croydon Council
GLA

MANAGEMENT
Croydon Council
Local community gardeners
Minster
Old Palace School



Figure 56: Plan (The Project Centre) of the planned first phase improvement project for St John's Memorial Garden



Figure 57: Illustration (Studio Weave) of a potential installation of play facilities for St John's Memorial Garden

OT21

Roman Way

PHASE
Now, Soon, Later

PRIORITY
High

TYPE
Public realm, infrastructure

CONTEXT
This component covers the roads named Roman Way and Old Town (A236 - see map top right). The road is a key north / south route for vehicles and has the character of an urban motorway with a dual carriageway, guard rails and subways. The road is three lanes at the roundabout but narrows to one lane south of this. The road has a 40mph speed limit and traffic travels up onto a 4 lane section to the north of the Jubilee Bridge Flyover, increasing noise in the area and reducing safety for cyclists. Roman Way acts as a barrier to pedestrian movement in Old Town, splitting in two Old Town's residential neighbourhoods.

The underpass beneath Roman Way nearest to Reeves Corner is currently uninviting for pedestrian users. However, a new mural and some lighting has helped to improve the attractiveness of the route. The Jubilee Car Park is located under the Roman Way

flyover. Despite having pedestrian access points to Old Town it only has one vehicular access point from Booth Road, on the opposite side of Roman Way. The car park has a low profile, is generally poorly lit and has a low ceiling which results in an oppressive feel and consequent low levels of usage. It feels unsafe and insecure due to the low footfall.

Roman Way carries vehicular traffic and pedestrians over the railway line northwards and towards Wandle Park. Whilst there are stairs for pedestrians from the flyover on to Factory Lane, immediately to the north of the rail line, there are currently no stairs to the south of it which hinders pedestrian movement. There are shared-surface cycle routes along the footways on both sides of the road.



Component location: OT21



Roman Way at the junction with Rectory Grove. Cyclists currently use Roman Way



Guardrail, landscaping in poor condition and patched footways do not create an attractive pedestrian environment along Roman Way



Roman Way at the bridge over the railway and tram line



There are some existing homes which provide frontage to Roman Way



The existing subway does not create a pedestrian friendly public realm along Roman Way

OBJECTIVES

1. re-connect Old Town's residential neighbourhoods to the east and west of Roman Way.
2. Improve the pedestrian and cycle routes along the road and crossing the road.
3. Reduce the perception of Roman Way as an 'urban motorway' by civilising the road through encouraging traffic calming, increasing opportunities for pedestrians to cross the road and softening and improving its visual appearance.
4. Improve the setting of important heritage assets such as the Minster and Old Palace School through public realm improvements.
5. Improve vehicular access to Q-Park car park and reduce congestion at Reeves Corner that occurs during busy shopping times.
6. Improve vehicular access to the Jubilee Car park and the environment of the car park for pedestrians.
7. Improve the pedestrian experience in the underpass by Reeves Corner.
8. Improve pedestrian and cycle access to Wandle Park and the north of the rail line.
9. Improve legibility of routes for drivers in to central Old Town and its car parks.

DESCRIPTION

A set of traffic calming methods, public realm improvements and new pedestrian crossings to reduce the impact of Roman Way. The creation of a more friendly pedestrian environment at the underpass nearest to Reeves Corner and new stairs to Jubilee bridge from Cairo New Road to

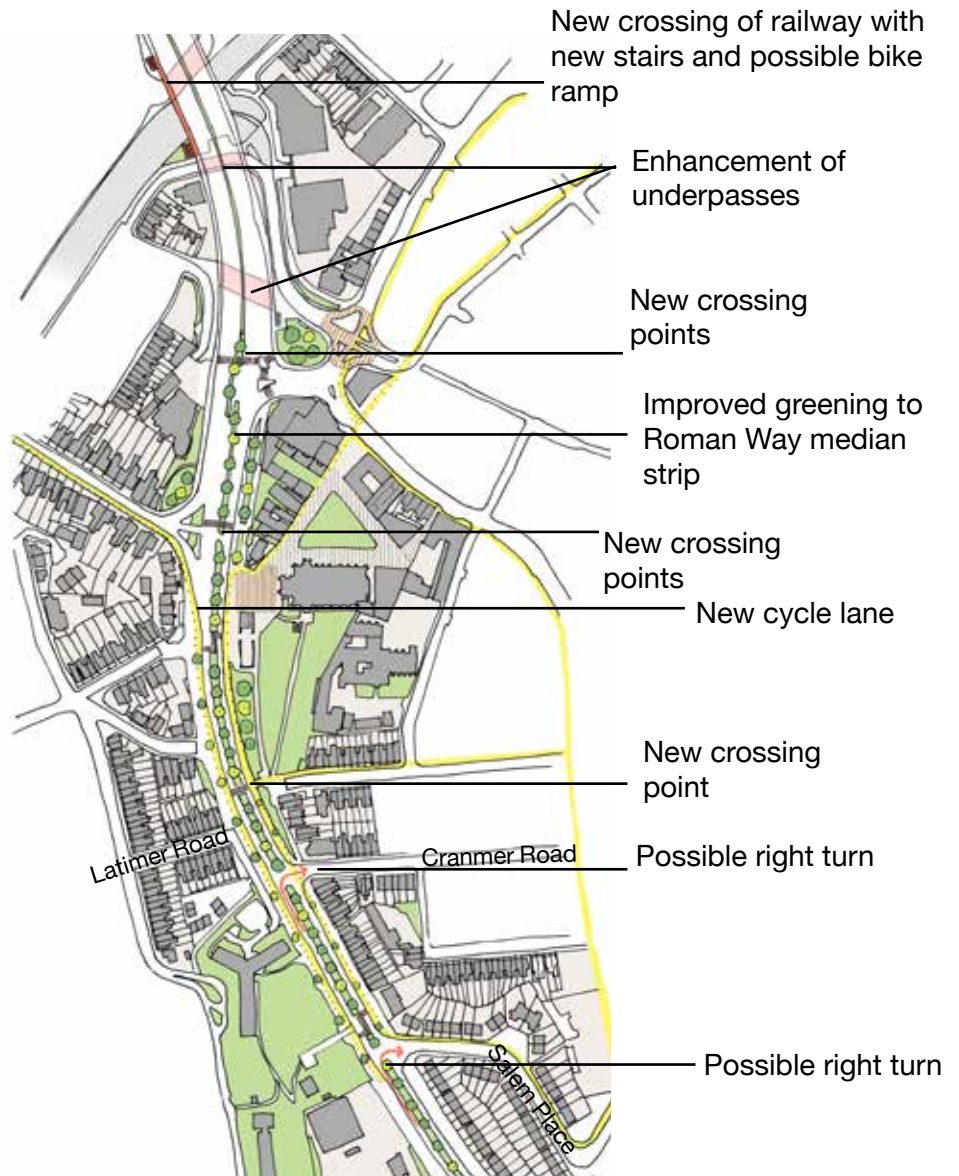


Figure 58: Indicative sketch of potential Roman Way remodelling. The yellow illustrates cycle lanes (See section 3.4) The pink on the plan show where underpasses should be improved.



Heart of Slough project, creating a pedestrian friendly public realm at the side of a busy route (Spacehub)



Shared surface treatment of the town's southern ring road. Space has been given back to pedestrians and used to plant street trees, Ashford.

link to Wandle Park. Improvements to Jubilee Bridge Car Park and a new eastern entrance to make it more accessible and attractive to use for those vehicles visiting Old Town.

PARAMETERS

- There should be a new pedestrian crossing at Reeves Corner and Latimer Road.
- The public realm fronting the Minster should be improved by removing the subway at St John’s Memorial Garden and the subway. This would create a significant amount of additional public realm.
- The existing crossing at Rectory Grove should be improved.
- The existing cycle routes on the pavements should be improved.
- Tree planting and other greening along the road should be increased. Tree planting should not unduly disrupt

views of Croydon Minster from St Johns Road and Rectory Grove.

- Guard rails should be removed in line with TfL guidance.
- The scope for traffic lane width reduction to help reduce the width of the tarmaced area for traffic should be investigated.
- The possibility of reducing the three lane section of the road on Jubilee Bridge to two lanes should be investigated. If feasible, this lane could be replaced with greenery and the pavements widened to calm traffic.
- There should be a new right turn into Old Town from Roman Way to improve vehicular access in to Old Town. The preference for this route is Salem Place because this will have less impact on residents as properties on Salem Place are set back from the Street. Cranmer Road is a



Creative lighting helps to make an underpass more inviting for pedestrians, Southwark Street



Creative lighting under Brooklyn Bridge, New York

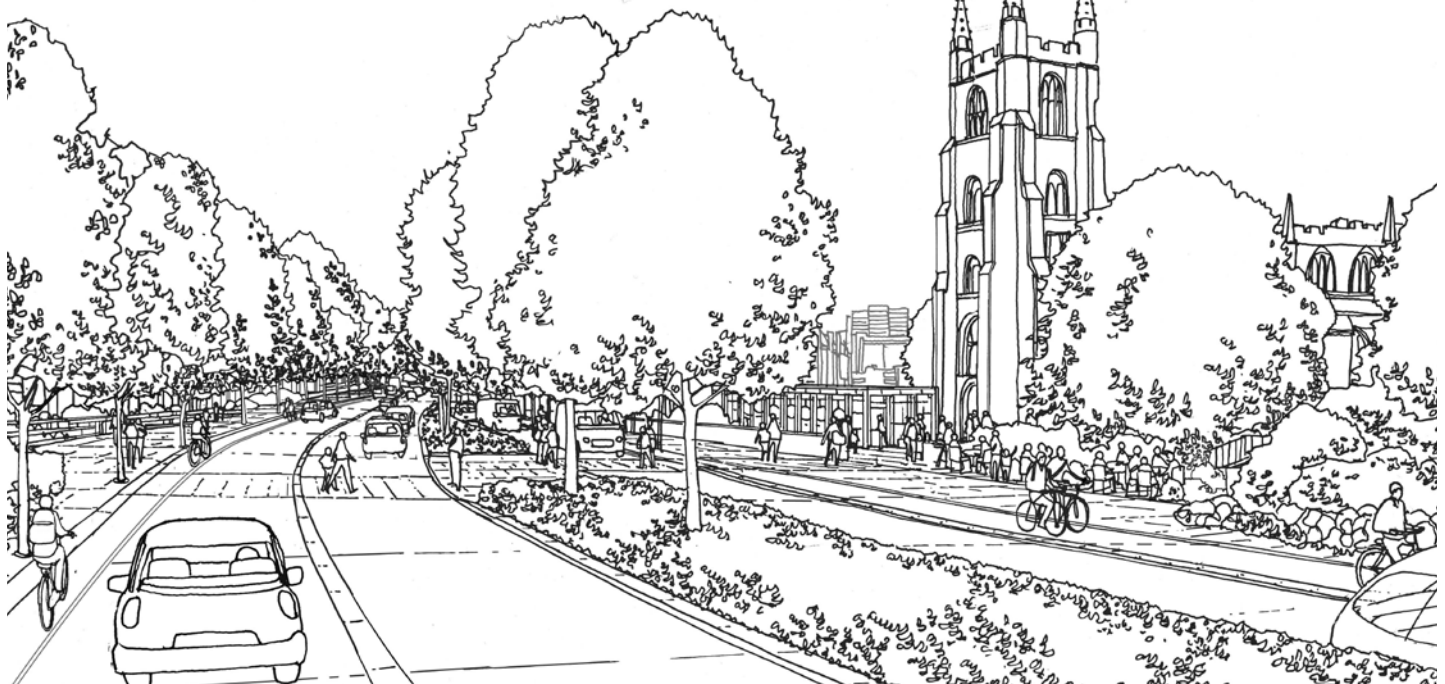


Figure 59: An artists visualisation illustrating long term aspirations for Roman Way looking north east towards the Minster (indicative)

secondary option.

- Utilities will need to be considered in any detailed redesign.
- The speed limit should be limited to 30mph.
- There is a longer term aspiration to reduce the width of Roman Way by one lane of traffic in each direction, subject to the impact on congestion and emergency services. This would only be possible if traffic flows continue to reduce.
- Jubilee Bridge Car Park should be renamed the Old Town Car Park to strengthen the identity of the area.
- A creative lighting strategy and pavement improvements in the underpass should be developed.
- The new entrance to Jubilee

Car Park should not hinder tram movement.

- Lighting, painting and surfacing should be improved in the Jubilee Bridge / Old Town car park.
- Better signage to central Old Town and its car parks on Roman Way.
- A new pedestrian staircase should be located between Cairo New Road and the tram line which should be well lit and signed.
- The staircase should include a wheeling channel to the steps to allow bikes and pushchairs to be wheeled over (see picture in OT30).

RELATED COMPONENTS
OT21, OT20, OT18

STAKEHOLDERS

Croydon Council
TfL
Car park landowner

LEAD

Croydon Council

FUNDING

Croydon Council
TfL

MANAGEMENT

Croydon Council



Photo of Old Town with Roman Way in the foreground taken in May 1929 © English Heritage (Aerofilms Collection)

OT22

Bridge into Wandle Park

PHASE
Now, Soon

steps without having to carry their bicycles.

PRIORITY
Low

RELATED COMPONENTS
OT23

TYPE
Movement

STAKEHOLDERS
TfL
Croydon Council
Network Rail

CONTEXT
Cyclists currently have either to carry their bicycles up and down steps at the existing pedestrian footbridge on Waddon New Road, use a circuitous route via Jubilee Bridge or Waddon road, use Roman Way or the bridge on Waddon Road to cross the rail line and access the park.

LEAD
Croydon Council

FUNDING
TfL
Croydon Council

MANAGEMENT
TfL
Croydon Council

OBJECTIVES

- Create a step free access link to Wandle Park on Waddon New Road at the existing footbridge.

DESCRIPTION

Step free access via a ramped bridge closer to the town centre for cyclists, pushchair and wheelchairs users. This should help to overcome the barrier to movement that is created by the rail line.

PARAMETERS

- A new step free bridge with ramps could be constructed over the rail line close to the existing pedestrian bridge on Waddon New Road.
- This would be required to double back on itself in order to achieve the height needed to clear the rail and tram infrastructure at this point at an appropriate gradient.
- Alternatively, a cheaper option for bikes and buggies or more short term solution would be to add a wheeling channels to the existing pedestrian bridge to help cyclists negotiate the



Component location: OT22



The existing bridge into Wandle Park



Wheeling channels, Ottawa



Wheeling channels, Old Barn Lane, Croydon



Bromley By Bow cycle ramps (Adams and Sutherland)

OT23

St John's Road, Waddon Road and Rectory Grove

PHASE

Later

PRIORITY:

Low

TYPE

Public realm

CONTEXT

Rectory Grove and St John's Road / Waddon Road are primarily residential streets, with a small number of businesses on Waddon Road. The public realm is varied. Some sections suffer from being unattractive due to street clutter and poor quality street surfaces. Some of the shops along the St John's Road are vacant. One of the area's key assets is its uninterrupted view of Croydon Minster to the east from both streets.

OBJECTIVES

1. Protect and enhance existing views towards the Minster
2. Improve the street environment
3. Improve cycling
4. Help to benefit businesses and shops on Waddon Road, which are an asset for Old Town's residential community.

DESCRIPTION

Public realm improvements including reducing street clutter and improving road and footway surfacing.

PARAMETERS

- Any street clutter should be removed and existing signage and street furniture should be consolidated.
- Street furniture should be consistent across the area.
- The cycle route along Rectory Grove from the bridge on Wandle Road to the crossing at Roman Way should be

improved.

- Consider re opening St John's Road to Roman Way to improve vehicular permeability and ease pressure on Waddon New Road.
- To improve the visual appearance of the street, historic shop fronts should be restored.
- Shops that lie outside the designated shopping parade where there is no demand for retail could be converted to residential.

RELATED COMPONENTS

OT21

STAKEHOLDERS

Croydon Council
Local Businesses
Residents
The Minster

LEAD

Croydon Council
Building owners

FUNDING

Croydon Council
Building owners

MANAGEMENT

Croydon Council
Building owners



Component location: OT23



Figure 60: Proposed areas of change (see page 41 for full key)



The view to the Minster along Rectory Grove should be protected and enhanced

OT24

Old Palace Road

PHASE
Soon

PRIORITY
Medium

TYPE
Public realm, movement

CONTEXT
Old Palace Road is part of the setting of some of Old Town's key heritage assets including Old Palace School and the Minster. The southern part of the road is within the Croydon Minster Conservation Area and the northern part of the road, north of Church Road is within the Church Street Conservation Area. Old Palace school is split between two sites on either side of Old Palace Road. The public realm is worn and cracked in some places. Old Palace Road is a one-way northbound street with no provision for cyclists.

OBJECTIVES

1. Deliver an improved public realm along the length of Old Palace Road unifying the urban fabric with historic Old Town.
2. Improve the pedestrian crossing at Church Road (see map on page 40 for the location of the crossing).
3. Improve the connection between the two school sites.
4. Improve cycling provision.
5. Traffic calming.

DESCRIPTION

An improved and historically sensitive public realm treatment to help incorporate Old Palace Road in the historic core around the Minster and Old Palace School. A raised table crossing point helps to link the separate school sites and improve safety at Church Road. Street surfacing treatment

from Old Palace Road extended across Howley Road to the sports pitches to define a route from the school.

PARAMETERS

- Remove street clutter and apply a consistent public realm treatment.
- On Old Palace Road a raised crossings should be introduced to connect the Old Palace School's two sites.
- There could be a raised crossing over Church Road to create a route from Old Palace School to Church Street. Further traffic calming measures to slow traffic should be incorporated.
- A southbound contraflow cycle lane should be considered, with parking spaces retained.

RELATED COMPONENTS

OT19, OT25

STAKEHOLDERS
Old Palace School
Croydon Council

LEAD
Croydon Council

FUNDING
Old Palace School
Croydon Council

MANAGEMENT
Old Palace School
Croydon Council



Raised tables and high quality public realm treatment, Cardiff



Component location: OT24



Existing crossing point at Old Palace Road, across Church Road



Existing Old Palace Road public realm and boundary treatment to the school

OT25 Church Road

PHASE

Soon

PRIORITY

Medium

TYPE

Public realm

CONTEXT

Church Road is a predominantly residential street. It has some attractive Victorian frontages but the streetscape also suffers from service yards and some dead frontages. Church Road is currently one-way between Charles Street and Reeves Corner which, along with the one-way section of Charles Street, prevents traffic accessing the Q-Park car park from Reeves Corner. The boundary treatment of the rear of Old Palace school (a Grade I listed building) in Church Road is comprised of an unattractive high wall with a fence above. Car parking spaces are also provided on the footway outside of the school which reduces space for pedestrians.

OBJECTIVES

1. Create an attractive boundary treatment for Old Palace School.
2. Retain security for Old Palace School.
3. Improve vehicular access to Q-Park from Reeves Corner.
4. Improve the setting of the Old Palace.
5. Improve the pedestrian route between Reeves Corner and Exchange Square.
6. Improve safety for school children and other pedestrians.
7. Improve Ryland House frontage (see related component)

DESCRIPTION

The existing boundary treatment of the rear of the Old Palace School is replaced with greening or attractive iron railings which enhance the setting of the Listed Building. More space is provided for pedestrians on Church Road adjacent to Old Palace School. Two-way access for vehicles is introduced. The pedestrian crossing on Church Road adjacent to Old Palace Road could be enhanced. Ryland House frontage is improved

PARAMETERS

- Existing on-street parking that requires removal to allow for the introduction of two-way traffic should be replaced close to its original location.

RELATED COMPONENTS

OT24, OT6, OT7

STAKEHOLDERS

Old Palace School
Croydon Council
BT - Building owners

LEAD

Croydon Council
Old Palace School

FUNDING

Old Palace School
Croydon Council

MANAGEMENT

Old Palace School
Croydon Council



Component location: OT25



The existing public realm is of mixed quality along Church Road



Figure 61: Plan indicating new greening of the edge of Church Road (see page 41 for full key)

OT26

Howley Road Sports Pitch

PHASE
Soon

PRIORITY
Medium

TYPE
Public realm

CONTEXT
The site comprises of an all-weather sports pitches for Old Palace School with a chain link fence of around 2.5m in height. It is in the middle of terraces of housing on Howley Road and Cranmer Road on a site which was bombed during World War II which now creates a gap in the terraced housing which was redeveloped as sports pitches. While the site serves a valuable purpose for the school, it currently contributes little to the public realm.

- OBJECTIVES**
- Improve the boundary treatment to the Old Palace School sports pitches.
 - Define a legible route from the school to the sports pitches.
 - Improve the public realm of residential Old Town.
 - Make better community use of the space.

DESCRIPTION
The greening of the boundary edge of the sports courts between Howley Road and Cranmer Road to make this edge more attractive.

- PARAMETERS**
- The road surface treatment of Old Palace Road (see OT24) should be extended across Howley Road to the school's all-weather pitches.
 - Opening the sports pitches at the weekend to the general public should be explored.
 - Should the sports pitches be opened outside of school

hours steps must be taken to protect the neighbouring properties from loss of amenity. The boundaries to the pitches would require improvement to contain balls hitting neighbouring properties. In addition, the pitches would require good management and opening hours which take account of the fact that the pitches are located in a residential area.

- Additional trees could help reduce noise disturbance through absorbing noise.
- Tree and shrub planting should be established along the building line to provide greater visual amenity.
- New trees should be well managed regularly pruned to avoid restricting daylight from properties on Howley Road.

RELATED COMPONENTS
OT24

STAKEHOLDERS
Old Palace School
Croydon Council

LEAD
Old Palace School

FUNDING
Old Palace School

MANAGEMENT
Old Palace School



Component location: OT26



Figure 62: Proposed greening along fence line (see page 41 for full key)



Pleached trees can create an attractive boundary treatment



Existing fence on Howley Road of the Old Palace School Pitches

OT27 Wandle Road Car-Park, Bus Standing and Flyover Undercroft

PHASE

Now, soon and Later

PRIORITY:

Medium

TYPE

Public realm, movement, infrastructure edge development

CONTEXT

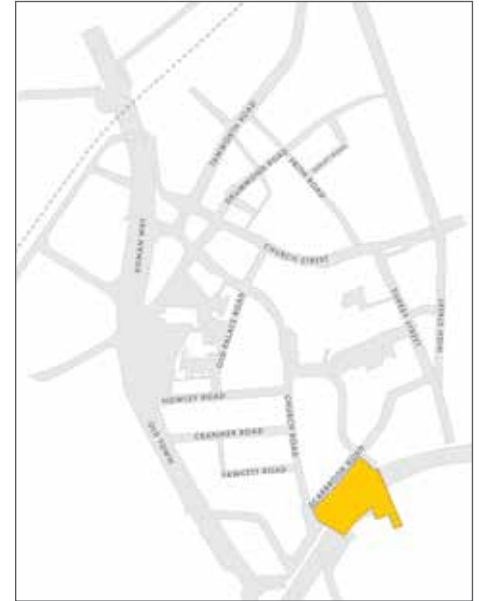
The site is currently a large council staff car park that extends beneath the Croydon Flyover (A232). There is additional council staff car parking at Bernard Weatherill House and the car park is not at capacity when it is used by the public outside of Council working hours.

There is a low amount of greenery within and surrounding the car park and there are no trees. The boundary treatment of the car park is of poor quality and the section of Wandle Road that is located beneath the Croydon Flyover is currently uninviting for pedestrians because the flyover darkens the space. During the evening there is a low amount of activity in the car park and it feels unsafe. This is compounded by it only having a single entrance and exit point. The Royal Standard Public House on the corner of Wandle Road and Sheldon Street is an attractive Victorian building with a beer garden adjoining the car park that includes trees and other soft landscaping. Thus it improves visual amenity, brings human activity to the area and increases natural surveillance.

The Mid Croydon Masterplan identified the Wandle Road council staff car park as a suitable location for a bus standing to replace various on-street stands in Mid-Croydon.

OBJECTIVES

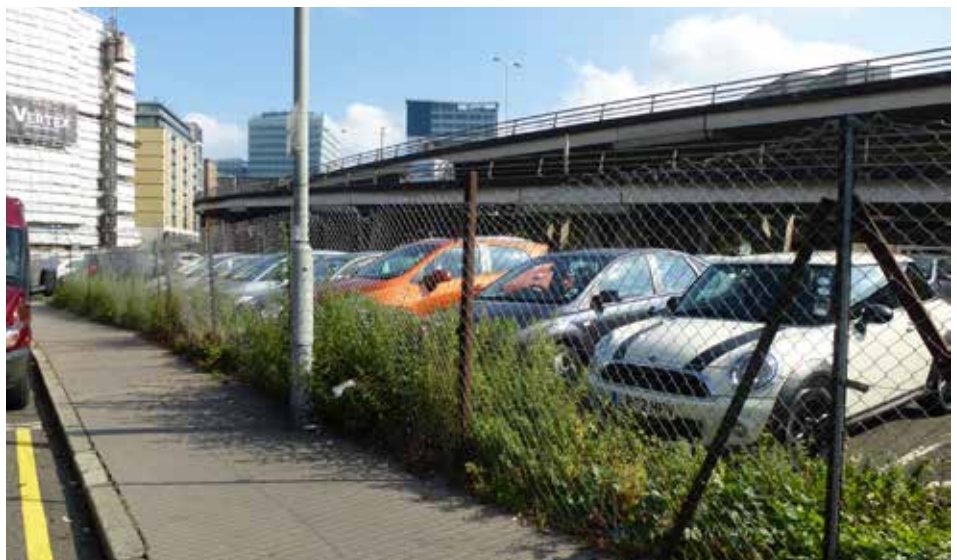
1. Provide a new bus standing to meet the needs of the Croydon Opportunity Area.
2. Retain car parking spaces.
3. Increase pedestrian safety in the car park.
4. Improve pedestrian and cycle links under the flyover.
5. Provide new homes and/or workspace where possible.
6. If no other suitable location is identified the site could provide a district energy centre to serve the Croydon Opportunity Area.
7. Enhance the existing visual amenity within the area.



Component location: OT27



Existing Croydon Flyover undercroft with the beer garden of the Royal Standard



The existing edge of the car park on Scarbrook Road creates an unattractive frontage for the properties opposite

DESCRIPTION

The site is redeveloped to accommodate other development in addition to car parking which could be a combination of all or some of the following uses - residential, commercial, district energy and/or a bus standing. The visual appearance of the boundary of the site is significantly improved. A new connection for pedestrians and cyclists between Old Town and the area south of the Croydon Flyover through the existing car park site is installed. Creative lighting is installed under the flyover on Wandle Road and within the ground to improve the attractiveness of the pedestrian and cycling routes. The beer garden to the Royal Standard Pub is retained.

PARAMETERS

- Any development should be street facing and have active frontages to improve the streetscapes of Scarbrook Road, Wandle Road and Sheldon Street.
- If new homes and/or workspaces are included in the site they should be located along the north western edge of the site fronting Scarbrook Road for two reasons: Firstly, to screen existing residents on Scarbrook Road from the site and secondly to locate new property as far from the flyover as possible to minimise the detrimental visual and noise impact that the flyover could have on it.
- The scale and massing of any new development should not be substantially greater than that of the existing surrounding development to avoid it having a harmful impact on the historic environment. Although the site of OT27 fits in to the

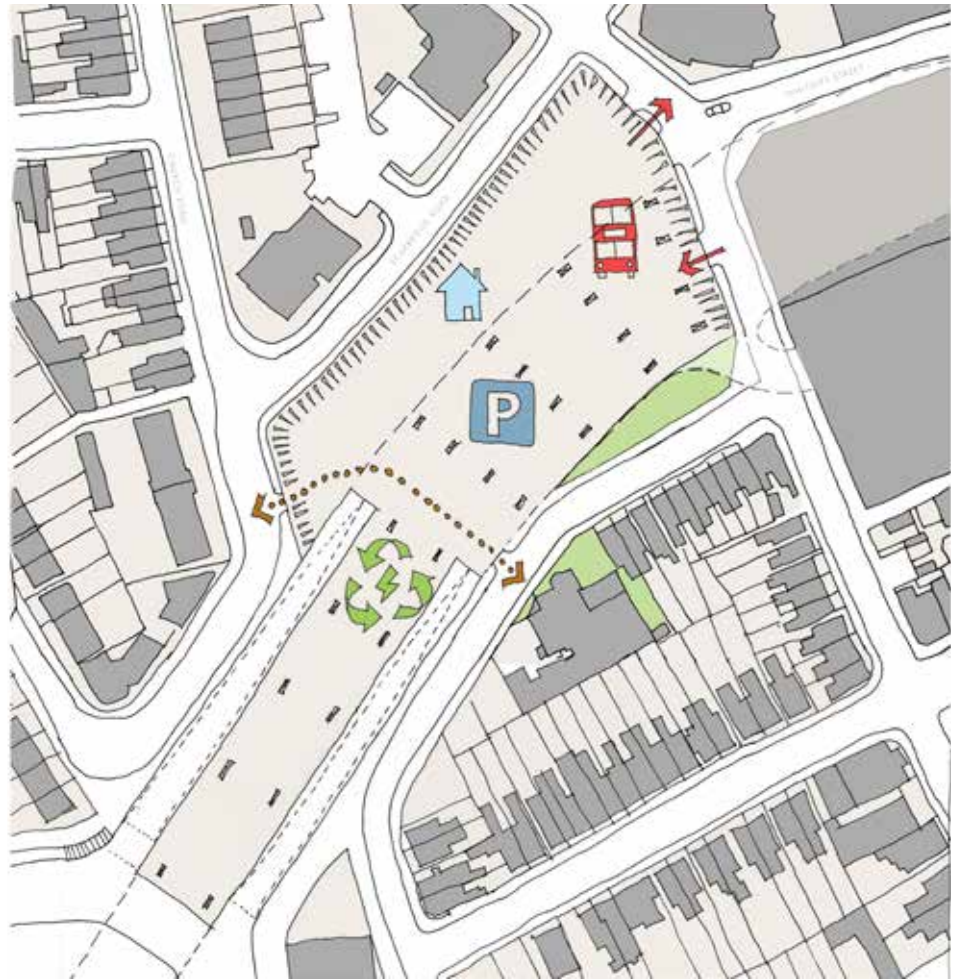
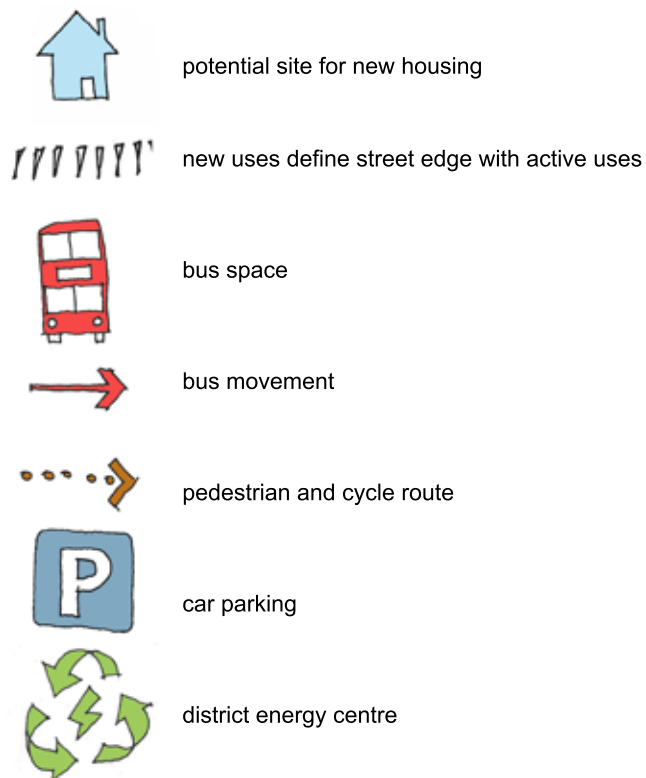


Figure 63: Indicative plan of Wandle Car Park



flyover edge typology (see Development Parameters 3.3) it is also located adjacent to the Laud Street Local Area of Special Character to the south that includes two storey terraces and other surrounding properties that are between two and four storeys in height (see Figure 6 within Old Town Today).

- Boundary treatments to the site should include tree planting and other greenery.
- If a bus standing is constructed on the site it should be large enough to accommodate a minimum of 7 buses and include a small building providing welfare facilities for bus drivers.
- The new pedestrian and cycle link through the car park should be well lit to help with wayfinding and to create a safe route.
- If a district energy centre is installed it should be sensitively designed to avoid it having a detrimental visual and noise impact on the site and surrounding area.

RELATED COMPONENTS
OT25

STAKEHOLDERS

Croydon Council
NCP car park
The Royal Standard (Fuller PH)
TfL

LEAD

Croydon Council
TfL

FUNDING

Croydon Council (landowner)
TfL

MANAGEMENT

Croydon Council
TfL



The existing Wandle Road car park



Issigonis and Morris House, Acton - live/work units which provide activity to the street



Cycle path lighting in Cambridge



Lighting improvements to a bridge in Southwark which could be applied to the underpasses either side of Wandle Car Park

Figure 64: The Old Town Masterplan Diagram Key:

-  consented and potential housing
-  potential community use
-  potential retail/business use
-  potential community/retail/business/cultu
-  potential culture/leisure use
-  potential mixed use
-  potential long term mixed use
-  market stalls
-  improved green space
-  new pedestrian crossings
-  improved pedestrian crossings
-  clear private land boundary
-  Surrey Street market gateway
-  important threshold to Old Town
-  focused hard landscaping improvements
-  new or retained trees
-  improved or creative lighting
-  facade improvements to commercial frontage
-  potential conversion to housing at first floor
-  green boundary treatment
-  new cycle ramp
-  proposed car park improvements
-  general area of projects for the masterplan
-  weekend access to play space



Tudor Arch at the southern end of St John's Memorial Garden (Scheduled Ancient Monument)

5.0

NEXT STEPS

5.1 PROJECTS UNDERWAY

5.1.1 The Draft Masterplan projects will be delivered in phases over a long time period, but the implementation of early wins has already begun. These include:

TEMPORARY USES AT REEVES CORNER

5.1.2 Reeves Corner is identified as a development site with potential for a new public space in the longer term. However, scope exists in the shorter term to introduce temporary uses that can activate the space, bring community benefit and help to move on from the civil disturbances of August 2011. The site is currently being used as a temporary tree nursery, the first in a series of pop-up activities that are planned.

CONNECTED CROYDON

5.1.3 Connected Croydon is a programme of public works to improve Croydon's streets, squares and open spaces. Projects that have been and are in the process of being delivered within the masterplan area include High Streets Improvement Project, a new walking and cycling route and the St John's Memorial Garden Pocket Park. The link to the Connected Croydon Tumblr page is: <http://connectedcroydon.tumblr.com/tagged/Old-Town>.

THE RETAIL SUPPORT PROJECT

5.1.4 Croydon by supporting pop-up shops that can access short leases at the Council's project shop on Church Street.

5.1.5 Croydon Council is working with the Portas Town Team to develop a "food hub" to be located in one of the vacant shop premises on Surrey Street.

THE CROYDON PORTAS TOWN TEAM

5.1.5 The Croydon Portas Town Team was one of 12 successful teams in England to be awarded a grant from Central government to help existing and new retail businesses in Old Town. As well as working on the Surrey Street Food Hub (see above), the Croydon Portas Town Team seeks to introduce high speed wireless internet access in Old Town and upgrade Surrey Street market. The link to the Portas Pilot website is: <http://www.oldtowncroydon.org.uk/>

19 SCARBROOK ROAD

5.1.6 A residential development is currently under construction on this site, by Durkan.

THE SURREY STREATERY

The Surrey StrEatery is a temporary project to support the street food offer in Surrey Street and strengthen its role as a social destination focussed on good food in Croydon; a place to socialise and relax. A previously vacant retail unit has been transformed into a home for seven street food producers each selling produce which can be consumed on site in a canteen-style seating area. There will also be cooking demonstrations and hands-on workshops making use of produce from the street market.

POCKET PLACES PROJECT

Croydon Council is working with Sustrans and the local community on a project to test some of the improvements to the public spaces around Reeves Corner set out in the masterplan, to help gather further evidence to inform permanent changes to the area.



A busy Exchange Square for the Sustrans event in June



The entrance of the Surrey StEatery



Community gardening, led by Sustrans

5.2 DELIVERY STRATEGY

5.2.1 Delivery of the Draft Old Town Masterplan is already underway. The following points set out the key commitments required for the continuing implementation of the masterplan following public consultation and adoption by Croydon Council:

- The Old Town Stakeholder Project Board continues to meet on a quarterly basis, or as and when necessary, as the Old Town Masterplan Implementation Group to coordinate funding bids, secure funding, guide and ensure coordinated delivery of the masterplan.
- Croydon Council to coordinate the Masterplan within the Local Development Plan including the Infrastructure Delivery Plan.
- Croydon Council to negotiate with developers through Development Management to secure and deliver development and associated projects.
- Croydon Council will continue to deliver the Connected Croydon Programme for public realm improvements, including seeking funding for further phases.



Temporary tree nursery at Reeves Corner (copyright Jim Stephenson)

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