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PLANNING ADVICE

RESOLVE

PURLEY WAY MASTERPLAN  
ENGAGEMENT DOCUMENT

## **Add your voice to help shape the future of Purley Way**

**We invite your comments on two documents outlining a vision and masterplan to improve Purley Way.**

**These are:**

- 1) Purley Way Masterplan Engagement Document (this document) - a summary of the Purley Way Masterplan proposals**
- 2) Full Draft Masterplan - detailed proposals**

**Both documents can be downloaded here:**

**<http://purleywayfinders.com/consultation>**

**Add your comments using our survey form here:**

**<http://purleywayfinders.com/consultation>**

**About Purley Way Masterplan**

Croydon is reviewing its existing Local Plan to rise to the challenges facing the borough and its communities over the next 20 years and beyond, ensuring good sustainable growth is delivered. The Croydon Local Plan Review sets out how Croydon will contribute to meeting its increased housing needs, whilst tackling the causes and impacts of climate change; ensuring it is developing vibrant, resilient and sustainable places for people to live, work and visit. In the short term, parts of the Local Plan Review will also guide and support the recovery from the impacts of the COVID-19 pandemic.

The Purley Way is identified as one of the new areas of transformation in the Local Plan Review. It is an area that can provide both significant housing growth and the expansion of employment opportunities, supported by new infrastructure and facilities including new transport and social infrastructure, a generous and inclusive public realm with exemplary blue and green interventions, smart city infrastructure and more. To guide the transformation of Purley Way, Croydon Council was awarded a grant from the Mayor’s Homebuilding Capacity Fund to develop a comprehensive designed, delivery-focused masterplan and a dedicated Local Plan chapter.

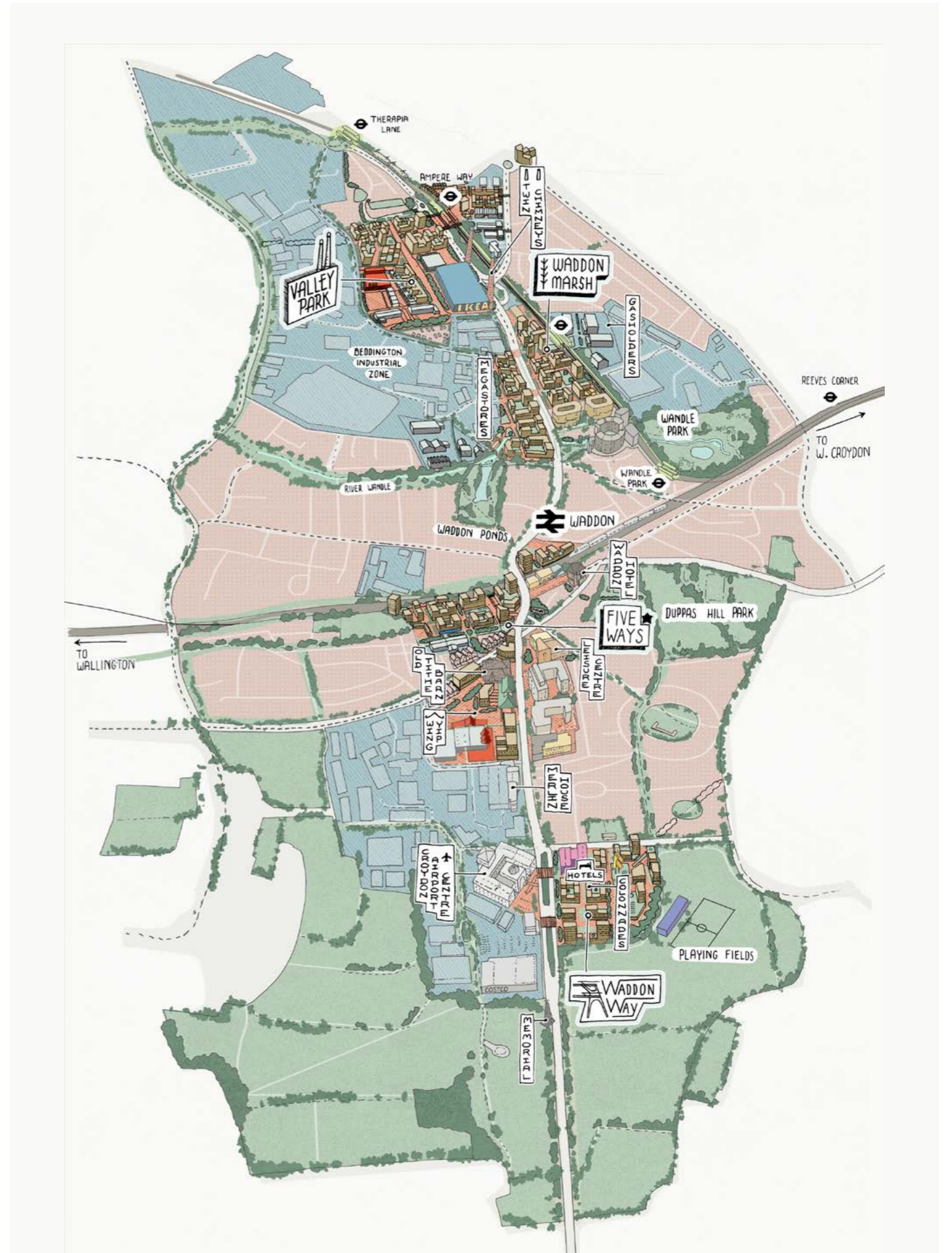
The Purley Way masterplan will be adopted as a Supplementary Planning Document alongside the Local Plan in 2022, and will provide detailed guidance to support the policies drafted within the Purley Way Local Plan chapter.

**Our Vision**

The Purley Way will be transformed from a hostile and divisive road in to a green city street. It will integrate new development with important retail and industrial areas and existing communities in Broad Green & Selhurst and Waddon. Transformation will be organised around a cluster of four, distinct new centres – each with a clear purpose and character which respond to and enhance positive elements of local character and the setting of heritage assets, and complement Croydon Metropolitan Centre, Purley Town Centre, the Beddington Lane industrial area and other places in Croydon and Sutton.

Enhanced public transport links and services, including an improved Waddon Station and enhanced tram services, and additional health, child care, education and other community facilities will support new homes in these centres. The important economic role of the area and its thriving business community will be further strengthened and celebrated as an integral part of these mixed-use neighbourhoods.

Fiveways junction must be improved as part of overhauling the road environment, which will be enhanced by providing welcoming, high-quality public spaces, stitched together by a network of green and blue walking and cycling routes and opened-up sections of the River Wandle. These will connect existing green spaces, central Croydon and the wider Wandle Valley. Together, these interventions will reinvent the area as a desirable, sustainable, healthy and attractive place to work, live and play and one which rises to the challenge of climate change by connecting with the Beddington Energy Recovery Facility and incorporating the highest environmental standards.



Illustrative master plan overview, Purley Way Masterplan

## Project summary

The purpose of this project is to develop a holistic design-led masterplan and delivery strategy for the Purley Way area for integration into the Local Plan. The project focuses on unlocking opportunities for increased housing delivery (including a significant proportion of affordable housing), industrial intensification in designated employment areas, and enhancement of physical, social and cultural infrastructure. The masterplan will co-ordinate these strands to create cohesive places that benefit both existing and new communities within the area. The project aims to deliver a comprehensive masterplan and planning framework, including parameters and guidance, that facilitate the redevelopment of Purley Way into a coherent place with a rich mix of uses, including new homes, commercial, social and leisure spaces. It should guide sustainable and deliverable development and build on the unique characteristics of the place.



**4  
new centres**

### **New centres**

The masterplan proposes the creation of four distinct Town and Neighbourhood Centres that will help provide a stronger structure and sense of place for the area. The design of the new centres respond to existing local character and activities. Retail and leisure uses could be consolidated in Valley Park, Waddon Marsh and Five Ways Town Centres, together with new convenience shopping, services and leisure spaces that are small in scale and which focus on supporting businesses, workers, and residents in the area. Waddon Way Neighbourhood Centre will allow new small-scale convenience shopping and community uses to support nearby business and residential communities.



**Enhanced transport  
infrastructure**

### **Transport and movement**

Major improvements to the area's walking and cycling, public transport, highway and parking infrastructure will ensure that Purley Way area has sufficient capacity to support the level of proposed growth and that it maximises the use of sustainable modes of transport. These upgrades include a network of attractive and safe walking and cycling routes, improvements to tram stops and Waddon Station, widenings of the carriageway and/or footway along the Purley Way corridor, new bus services and implementation of improvements to the Five Ways junction.



**+105,000 sqm  
of employment  
floorspace**

### **Industrial intensification opportunities**

The proposed developments will strengthen the important role that the Purley Way area plays in terms of business, enterprise and employment for residents in the area. It ensures no net loss of industrial and warehousing/distribution floorspace. The masterplan aims for intensification of industrial space and establishes the potential opportunity for expanded employment space across the Purley Way area. It provides a wide range of employment typologies and encourages stacking smaller activities above larger ones.



**+7,470  
new homes**

### **New homes**

The Purley Way forms a significant part of the strategy to meet the housing needs of the borough. The masterplan shows that there is potential to deliver up to 7,470 new homes across the 4 new centres. The masterplan proposals include well designed and vibrant mixed-use developments, ensuring that new housing is well located and does not compromise the integrity and effectiveness of industrial and waste uses.



**+40,500 sqm  
of new public open  
space**

### **Public realm and open space**

Purley Way will transform into a much greener, more attractive and better-connected place to support the expected levels of growth. A network of publicly accessible open spaces provides a valuable amenity for those living in, working in and visiting Purley Way. Some of the key improvements sought the de-culverting of the River Wandle and the integration of the open river with new development, enhancements around key stations and heritage assets as well as tree planting along Purley Way and other public highways.

## 2.0 UNDERSTANDING PURLEY WAY

The Purley Way (also known as the A23) cuts north to south across Waddon and Broad Green, to the west of Croydon centre. The Purley Way Masterplan area covers 378.3 ha of land across the Purley Way North and South areas, connected by the Fiveways Junction, the area surrounding which has the potential to accommodate an emerging local centre for the Waddon area and Purley Way.

Purley Way has a fragmented character which consists of retail estates including IKEA, business and leisure parks and designated industrial estates. These employment areas often border residential uses, as well as key local assets and green spaces. The masterplan boundary consists of a number of residential areas, characterised by 1920s and 30s semi-detached houses within a suburban street pattern ubiquitous across Croydon. The area has a distinct identity and is well known locally as a leisure destination, with the Colonnades, cinema and Purley Way Playing Fields. There is also a distinct retail offer with specialist supermarkets and cash & carries, as well as the IKEA with the Croydon B Power Station landmark towers. Heritage assets to the south of the masterplan area, including Airport House and preserved Art Deco buildings contribute to a unique character that should be celebrated in the rejuvenation of the area as a new leisure and cultural destination, as well as an important residential and employment location.

### Key findings

- 21,900 people currently live on the Purley Way - 6% of LB Croydon's population.
- There are 7,940 dwellings across the Purley Way. The area is dominated by terraced and pre war housing.
- Within residential areas, housing is mainly low-rise terraced or semi-detached housing with on-street or on-plot parking. The lack of integration with adjacent areas along the Purley Way, creates a fragmented townscape.

- Industrial heritage contributes to a unique local character, however many of the remaining heritage assets and landmarks are no longer industrial uses.
- Purley Way is a major part of LB Croydon's economy with 1,705 businesses trading on the PW, employing around 17,235 people.
- The area is dominated by micro-businesses, around 9 out of 10 businesses in the area employ less than 4 people.
- Operational yard spaces, including associated car parking occupy a significant footprint in the industrial areas and dominate land use.
- Abundance of car-centred megastores and retail parks with large car parks. Entrances are set back from the street with large distances between shops creating a negative impact on pedestrian experience and a lack of human scale.
- Pedestrian movement and cycling flow levels are below TFL targets.
- Traffic on Purley Way is abundant and fast-moving, with heavy vehicles a persistent presence. Noise and air pollution cause discomfort and congestion is regularly experienced at key junctions.
- Unattractive environment for pedestrians and cyclists along Purley Way with limited provision of street furniture, few street trees and little activation of external space.
- Long stretches of inactive frontage, defined by set back building lines or fences and walls segregate Purley Way from its immediate surroundings and reinforce the impermeability of the area whilst offering little animation to the streetscape.



Croydon B Power Station twin chimneys



Purley Way (looking south)



Harris Primary Academy, Purley Way



Sainsbury's megastore, Purley Way

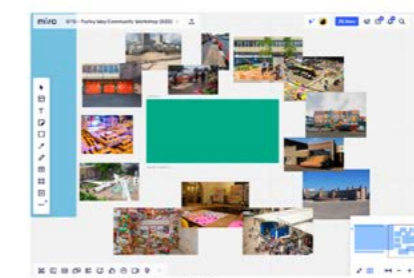
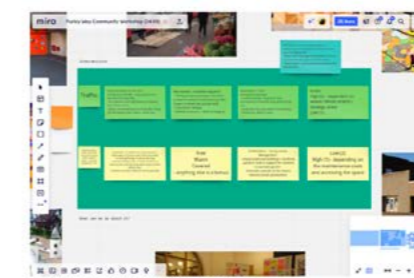
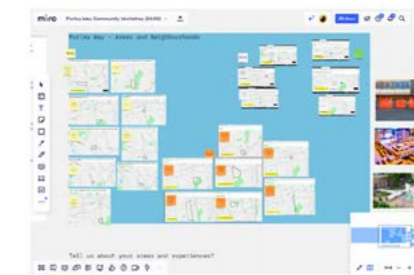
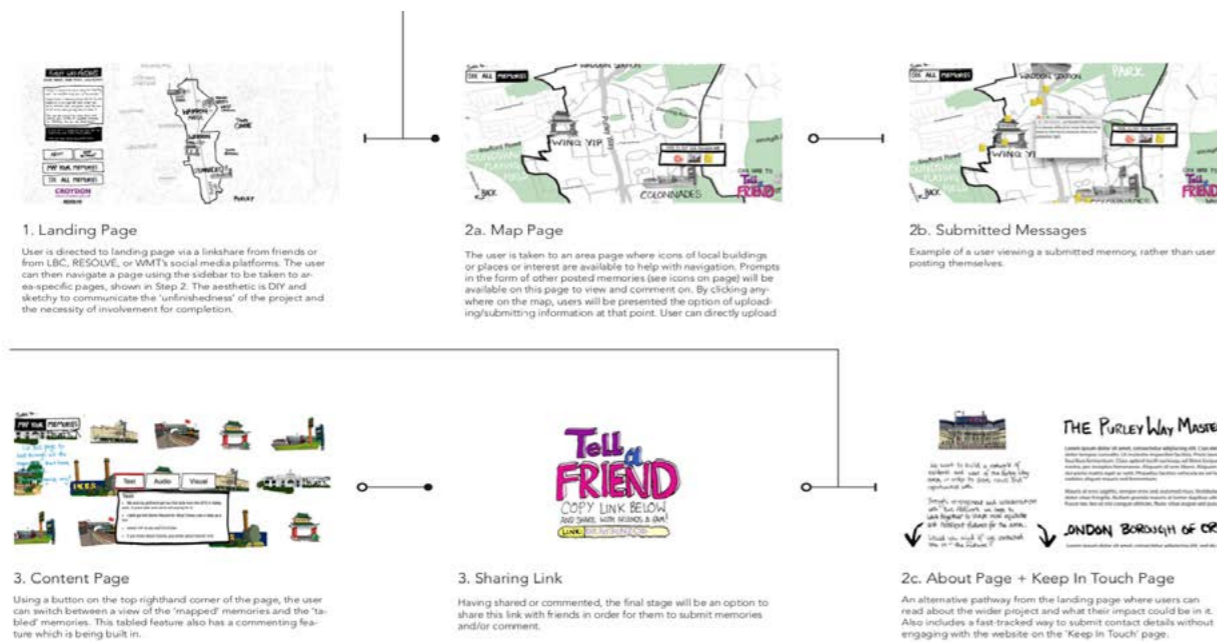


The Colonnades, Purley Way



Croydon Airport House, Purley Way

# 3.0 ENGAGEMENT TO DATE



## Purley Way Finders Website

Due to the sudden impact of COVID-19, all engagement activity was reviewed in March 2020 and as a result the programme was to be delivered online until further notice. This resulted in the Purley Wayfinders digital platform. The platform archives and exhibits local insights and stories as a means of engaging local people in the future development of the area. Over the course of 8 months, around 80 contributors took part in the online activity that gathered qualitative reflections of the Purley Way through the eyes of its users, residents and others. Its aims were to:

1. Collect, archive, and share local insights that will inform the strategic aspects of the masterplan. Its focus was on memories in order to build a clearer picture of the area's use under 'normal conditions'.
2. Investigate the nature and character of 'places' within the masterplan area, uncovering patterns, habits, and stories that inform these 'places'.
3. Take an inclusive and subtle approach, allowing people to contribute and participate without becoming overbearing, in a way that builds a thorough foundation for expected latter-stage physical engagement.

### Key findings:

- 'Play, Leisure, & Food' and 'Youth' are the most prevalent category of submission.
- There is a disparity between how positively social infrastructure in the area is perceived and how negatively transport infrastructure (namely the road) is perceived.
- Users are uniformly positive about local nature and existing green spaces.
- Built/architectural heritage (existing and non-extant) has a strong evocative importance to the area's residents and users.
- Roads, pollution, and pedestrian accessibility are large impedances for both residents and users
- Purley Way appears as a 'collection of locations'.

You can use the following link to access the website:  
<http://www.purleywayfinders.com>

Purley Way Finders site visitors (between May and Dec 2020) : **7,940**  
Purley Way Finders site contributors (Between May and Dec 2020): **80**  
Local Schools engagement/Google Class Room embeds: **8** (including 6 work experience students taken in for a week from Local Schools)

## Purley Way Co-design Online Workshops

The second phase of engagement sought to build on the information gathered from the Purley Way Finders website with key stakeholder groups, developing a deeper understanding of the areas and associated experiences. The workshops utilised an online white-board platform, and an extension of the Purley Way Finders website in order to deliver a collaborative emotional mapping exercise that led towards planning interventions with local stakeholders (i.e Purley Way Forum and others) who live and work in the Purley Way. The Purley Way Co-design Workshops were developed to continue on from the rich qualitative information gathered on the Purley Way Finders website and help those who live and work in the area contribute toward early ideas of precursor interventions in the Purley. The workshops were centred around investigation and participation and sought to achieve the following:

1. Provide an overview of the Purley Way Masterplan Development Strategies, Local Centres.
2. Use a mapping tool to identify and name places within the Purley Way as referred to by different people within the local community.
3. Understand and assess places identified within the Purley Way using the knowledge and experience

of people within the community.

4. From our assessments, plan possible interventions for the different areas named.

Despite the impact of COVID-19 on stakeholder organisations functions and ability to gather, the workshops were an opportunity to further build upon the narrative and identity of the area and test proposals that move toward collaborative interventions within the Purley Way as a means of prelude development.

### Key findings:

- Wayfinding - presented as a current challenge and future opportunity to increase visibility and celebrate Purley Way built heritage.
- Accessibility and Transport - encouraging diverse modes of transport in order to reframe the area, or diverse activities within familiar uses.
- Space to gather - creating spaces that can encourage people to gather and spend time in the Purley Way outside of the traditional visitor activities.

Digital Workshop contributors: **15**  
General online engagement reach (Non-Site): **40**  
(through instagram, twitter, emails, zoom calls etc.)

## 4.0

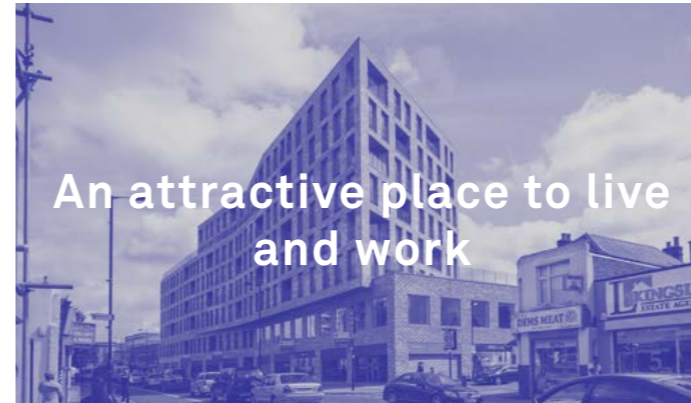
# GUIDING PRINCIPLES & OVERARCHING STRATEGIES

## 4.1 Guiding principles

A number of 'Guiding Principles' and 'Overarching Strategies' set out overarching objectives against which strategies and development proposals should be tested. Focused on the study area, these principles form the backbone of the Development Framework Principles for the Purley Way masterplan.



- Set a vision to guide longer term aspirations for the transformation area.
- Define parameters to encourage ambitious and exemplary developments.
- Create vibrant multi-use new neighbourhood.



- Deliver new residential neighbourhoods that coexist with and complement employment uses.
- Deliver high quality housing stock accommodating increased density.
- Provide a mix of housing types, sizes and tenures to meet current and future needs.
- Secure Purley Way's future as a significant employment location within the borough.
- Deliver new & intensified industrial development.
- Reveal and enhance the significance of local heritage, both designated and non-designated, and draw upon this to define the character of the new transformation areas.



- Create opportunities and amenity for local people.
- Deliver a retail offer that complements that of Croydon Opportunity Area.
- Create legible, accessible and inclusive new local centres within the transformation area.
- Ensure the delivery of necessary physical, social and cultural infrastructure that supports both residential and employment uses.
- Encourage creative activity in the Purley Way, both via businesses and community organisations moving in as well as opportunities to promote the arts.



- Create new and alternative walking and cycling links to local neighbourhoods.
- Address severance caused by road and rail infrastructure and increasing connectivity.
- Increase permeability across industrial areas.
- Strengthen green and blue grid routes.
- Deliver junction improvements to enhance business vehicular movement and support intensified industrial and employment uses.
- Improve capacity, reliability and quality of the public transport offer.



- Improve the environment along Purley Way for pedestrians and cyclists.
- Improve the quality of the streetscape and public realm.
- Embed active frontages.
- Improve the public transport offer to reduce car dominance.
- Improve air quality and supporting good growth.



- Encourage sustainable transport options.
- Incorporate Sustainable Drainage Systems and green infrastructure.
- Internet Of Things infrastructure to increase connectivity and efficiency.
- Embed social value outcomes into development ambitions to encourage inclusive growth, that benefits both existing and incoming communities.
- Target energy efficiency standards for new homes and workspaces.
- Incorporate new tree planting and greening to counter the urban heat island effect.



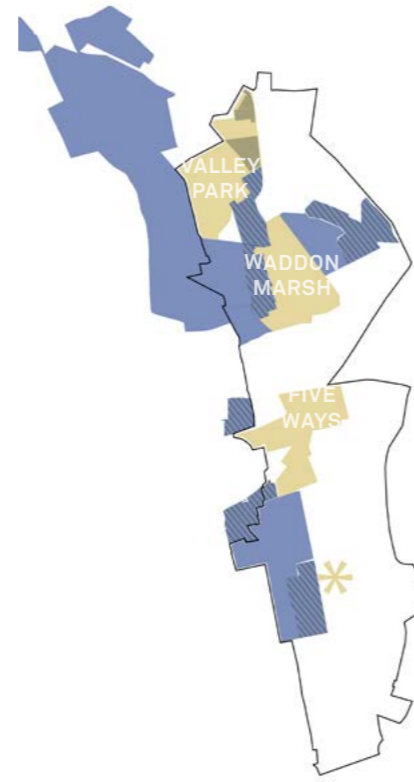
- Establish developable and deliverable models for new development.
- Define routes to delivery for small sites as well as larger assembled parcels.
- Provide new affordable workspace and housing.
- Utilise Community Infrastructure Levy to deliver physical & social infrastructure and amenities that support residential and employment populations.
- Provide incentive to encourage landowners to deliver ambitious mixed-use development and industrial intensification.

## 4.2 Overarching strategies



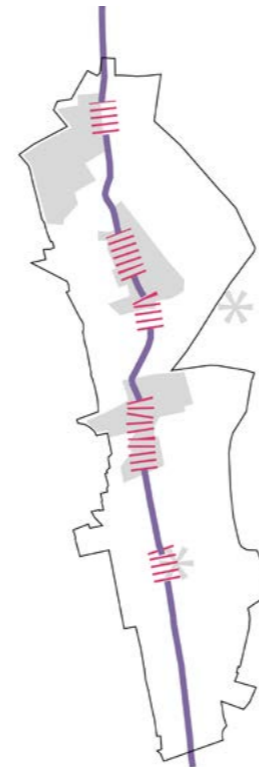
### 1. Character: A clear hierarchy of centres

- Create new Local Centres and a Neighbourhood Centre to define new 'places'.
- Define a distinctive hierarchy between the proposed Local and Neighbourhood Centres and the wider area.
- Embed new centres into existing communities.
- Ensure that the area is well connected with Croydon and Purley Town Centres and that new development supports them as 'higher order' centres.



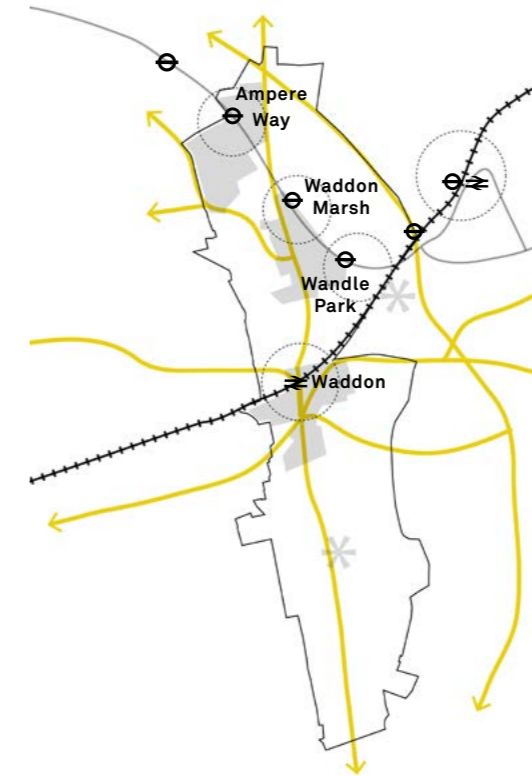
### 2. Use: Transitioning between uses

- Gradual transition between uses
- Introduce new mixed residential and employment buildings into the area.
- Use new mixed-use developments to ensure new residential communities can co-exist with existing industry and businesses.
- Introduce new social infrastructure to support the local areas.
- Improve the environment for all users by improving the Purley Way as it passes through the new centres.



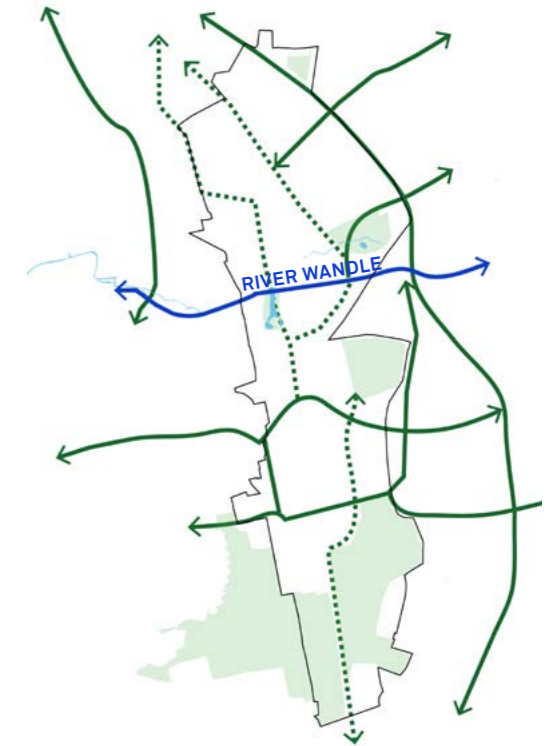
### 3. Form: Shaping the transformation area

- Subdivide the Purley Way into a series of segments, rather than one homogenous transport corridor.
- Distribute building heights avoiding canyon-like streetscape along the corridor.
- Cluster taller landmark buildings around the proposed centres to improve legibility.
- Lower buildings in sensitive locations, including existing residential areas, near heritage assets and protected views.
- Establish active frontages where buildings face streets and public spaces and help animate them.



### 4. Connectivity: A connective tissue

- Focus on public transport nodes.
- Connect east-west to reduce severance caused by the Purley Way.
- Provide alternative north-south routes running in parallel to Purley Way that create quietways, linking centres with existing neighbourhoods and green spaces.
- Reduce perceived and physical severance between industrial areas, existing neighbourhoods and centres.
- Link fragmented pedestrian and cycle routes to improve connectivity with surrounding areas.
- Improve and expand the existing pedestrian & cycling network.



### 5. Environment: Green & Blue grid

- Expand and improve the green and blue grid network and reinforce sustainable connections, linking key open spaces and centres.
- Increase biodiversity and create habitat corridors.
- Improve existing green spaces, increase green space provision and high quality public open spaces.
- Introduce planting and trees along streets and boundaries to industrial areas.



## 5.0 EMERGING KEY CENTRES

The Purley Way Masterplan aims to define a clear hierarchy between centres and places. Opportunities have been identified to create 3 new town centres and 1 neighbourhood centre within the masterplan area. Key considerations for centre identification include:

- public transport links
- convergent road links
- existing town centre traits or nearby amenity
- latent potential for town centre intensification

The character of these centres will help to create a distinctive hierarchy while redefining them as 'places':

- integrated with existing neighbourhoods
- linked to Croydon Metropolitan Centre and Purley & Wallington District centres.

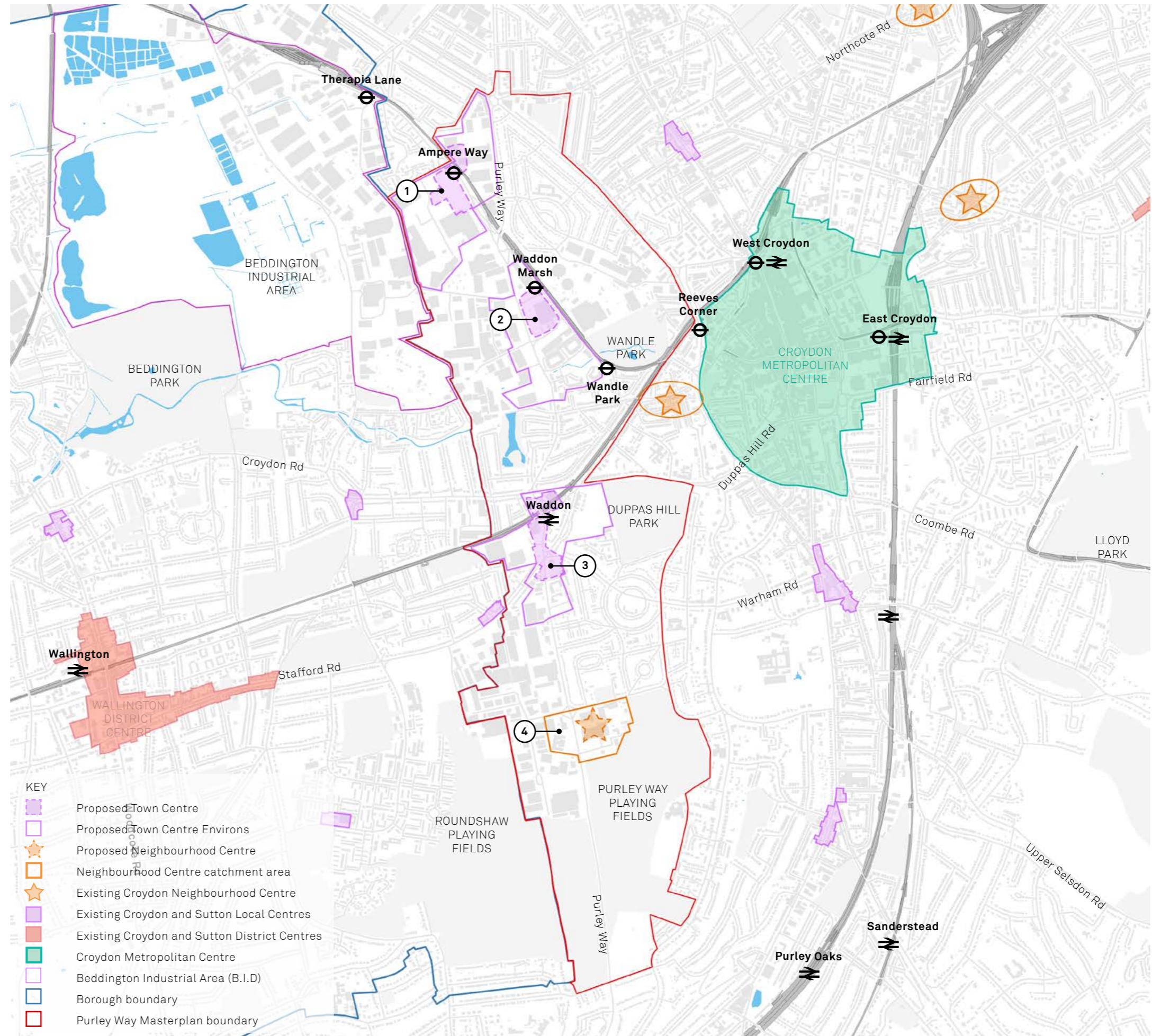
### Town centres

Will be places mostly accessible by walking & cycling, located in close proximity to rail or tram infrastructure, with a small cluster of shops & services as well as leisure, educational and healthcare facilities. Other uses like supermarkets, post-office, pharmacy, launderette and other local services may be located here. The proposed town centres will be:

- ① Valley Park Town Centre (no1)
- ② Waddon Marsh Town Centre (no2)
- ③ Five Ways Town Centre (no3)

### Neighbourhood centre

The masterplan proposes the creation of Waddon Way Neighbourhood Centre ④. This will be a place intended to serve the day to day needs of the local community, providing opportunities for modest growth. It could have a focus on family-sized homes, and other uses like small convenience stores, places of worship, playgrounds, school, public house and other community-focused facilities. The area should be largely accessible by walking and cycling. This centre is not intended to compete with District or Town Centres.

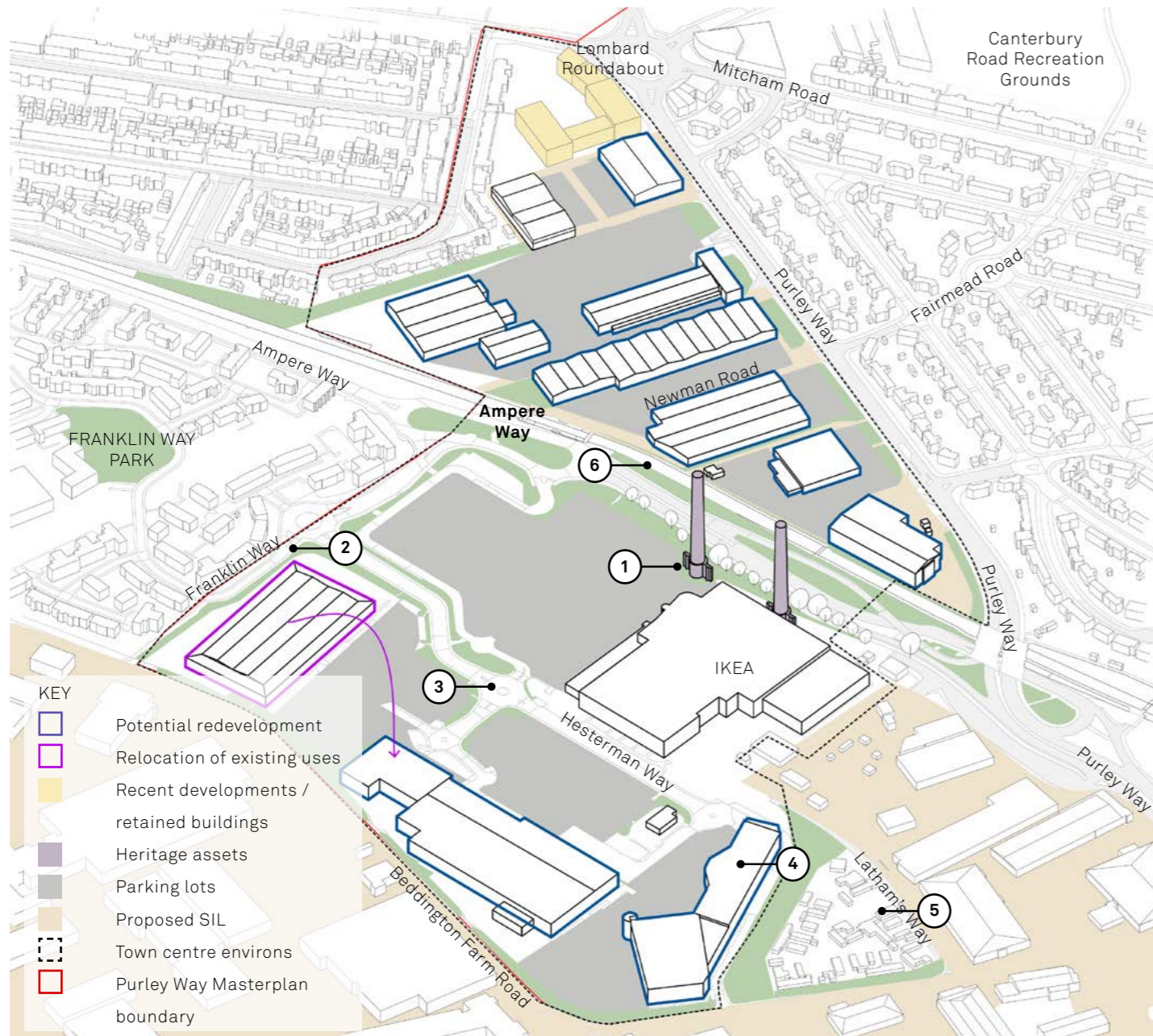


5.1

Valley Park Town Centre:  
existing character

Valley Park is a gateway into Beddington Industrial zone, and currently accommodates a hub for leisure and big box retail. There is potential to consolidate these uses and mitigate large areas of car parking which currently make this area less pedestrian and cycle friendly. The area benefits from existing connectivity with Croydon Town Centre via tram links and has capacity to accommodate a variety of innovative housing models, along with intensification of designated industrial sites. The western side of Purley Way is dominated by big-box retail and industrial uses, accompanied by large open car park.

The area's industrial heritage, including the Croydon B Power Station chimneys, are key contributors to its sense of place. The twin smokestacks on the Ikea site were built in 1896 as part of a since-demolished electrical station. They serve as treasured local landmarks and way-finding features, having been Croydon's second tallest structure for decades. The Vue cinema complex at Valley Park, built in 1996, has a distinctive art deco style. There is also an authorised Travellers Site at Latham's Way whose privacy should be preserved.



1. Croydon B Power Station twin chimneys, c. 1957



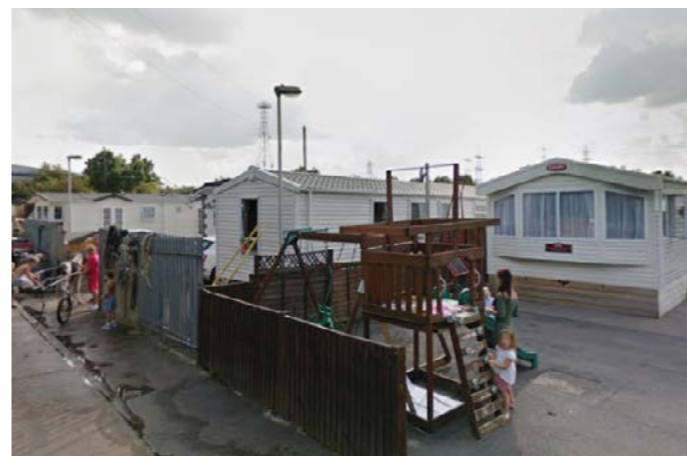
2. Franklin Way, interface between neighbourhood and Valley Park



3. Big box retail with large car park frontage.



4. Vue cinema / Valley Park Leisure Centre in distinctive art deco style.



5. Travellers site at Latham's Way.



6. Croydon Parks Link near Ampere Way tram stop.

# Valley Park Town Centre: proposed character

Valley Park Centre will consolidate and enhance existing retail and leisure uses with additional housing. The wider environs provide scope for and intensification of industrial, warehousing and distribution uses within designated industrial areas. By re-balancing larger leisure uses towards Croydon Metropolitan Town Centre, it will create opportunities to deliver a boldly mixed neighbourhood with a dynamic - even gritty - character of mixed industrial and residential uses.

Located east and west of Ampere Way tram station, Valley Park will promote high quality public realm

interventions that provide green amenity and celebrate the local industrial heritage of the Croydon B Power Station chimneys. These, as important markers of character for the borough, must be retained and celebrated to enhance the identity of the place. It will be a cohesive area well integrated into the existing residential neighbourhoods surrounding it, providing services for existing and new residents. Towards the south of this area, larger sites offer the opportunity to accommodate industrial employment uses adjacent to the Beddington Industrial Area.



1. Celebrate Croydon's iconic twin chimneys with a key open space around it.



2. Improve the Croydon Parks Link ensuring their landscaped quality and continuity through the neighbourhood.



3. Low to medium density residential types, ensuring the provision of a wide range of residential types.



4. Mixed use residential neighbourhoods, with quality play spaces and public realm.



5. Medium to large sized warehouses with positive frontages along the edges.



6. Urban integration of tram line into a safer environment, allowing multiple-informal crossings.

## Valley Park Town Centre: Mix of uses and public open space

Valley Park Town Centre will be a focus for 'main town centre uses' such as retail, community leisure and employment, consolidating and focusing high-quality mixed-use development that ensures that it is a vibrant and attractive hub for people to shop, socialise, work, live, go to school and access services. The masterplan proposes a variety of uses and scales of units, intensification of employment floor space as well as enhancements around Croydon B Power Station chimneys and Ampere Way tram stop. The images below illustrate best practice case studies as well as illustrative views of the proposed character.



1. View looking along Purley Way (facing north).



2. View looking along the enhanced Ampere Way tram stop.



## 5.2

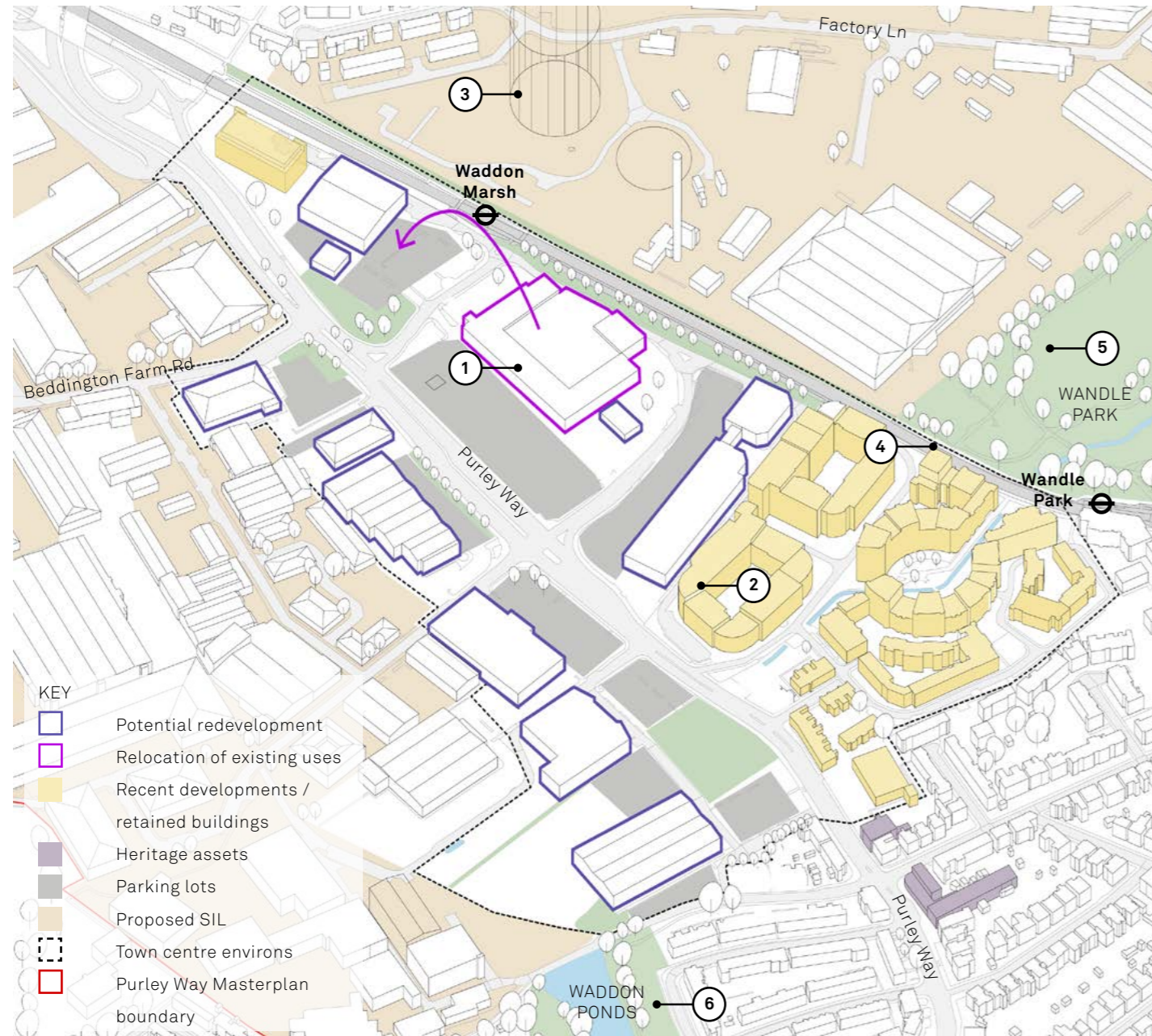
### Waddon Marsh Town Centre: existing character

Waddon Marsh is primarily characterised by big-box retail plots with large car parks which flank both sides of the Purley Way. The area benefits from existing connectivity with Croydon Town Centre via tram links as well as proximity to two historically rich and high quality green spaces – Wandle Park and Waddon Ponds.

There is opportunity to strengthen the retail and employment offer by consolidating into a town centre which replaces car parking with active frontages, and accommodates new community uses, high quality public realm, and a variety of innovative

housing models, co-located with retail, leisure and industrial uses.

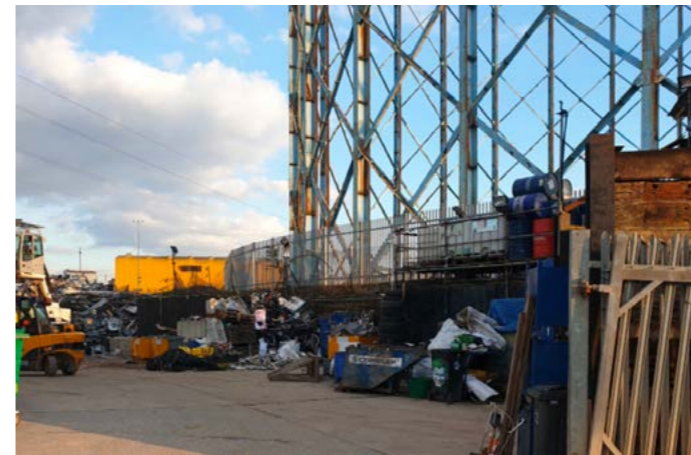
The tramway causes a severance from the eastern industrial zone despite its proximity. Wandle Park and Waddon Ponds are historically-rich and high quality green spaces with the culverted Wandle River running beneath. There are zones of low to mid-rise residential to the south, within the New South Quarter development, however new and upcoming residential builds of 6-8 storeys hint at a trend towards higher residential demand in the area.



1. Sainsbury's megastore, a de facto local centre.



2. Woodall Court, residential co-location with B8 uses. New-build residential development at Whitestone Way.



3. Turners Way gasholder, a towering visual landmark.



4. Tram lines severance, Wandle Park stop.



5. Wandle Park, one of the oldest public open spaces in Croydon.



6. Waddon Ponds.

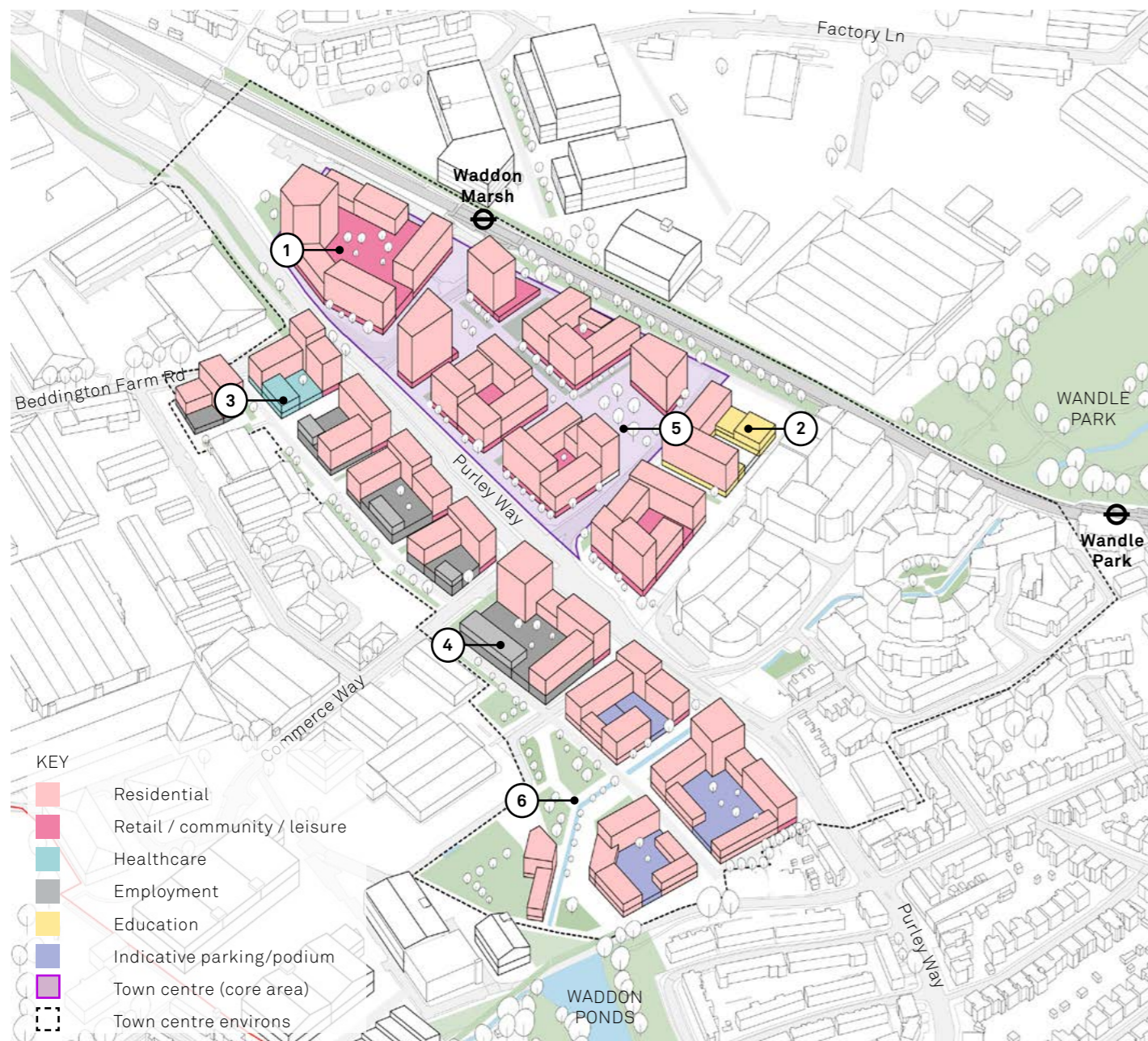
# Waddon Marsh Town Centre: proposed character

A new town centre around Waddon Marsh tram stop, with high quality public realm interventions, will create an attractive locality in which to live, work and shop. This opportunity arises from excellent transit connectivity, emerging town centre characteristics surrounding the Sainsbury's store, and proximity to amenity and industry.

It will be effectively an extension of the Metropolitan Centre that brings Croydon to the other side of Wandle Park, development here will offer an 'edge of central' location and build on the success of nearby newly-delivered creative studios.

The new centre should consolidate and enhance existing retail uses and include new housing, social infrastructure and green open space. High-quality employment zones (on the west side of Purley Way) with well-utilised land and sensible servicing routes are envisioned to strengthen the area as an attractive destination for businesses to locate.

Green spaces are to be enhanced through interventions such as the deculverting of Wandle River and the creation of new links that connect adjacent green assets and residential neighbourhoods with the new town centre.



Tower, Nine Elms, Wandsworth

1.Reprovision of Sainsbury's co-located with residential uses at Decathlon site.



Tiger Way, Hackney

2.Mixed-use residential with education at Superstores site.



Orpington Health and Wellbeing Centre, Bromley

3. Civic square and co-location of residential with health centre.



Bow Enterprise Park, Hackney

4.Co-location of residential and light industrial units on the lower floors.



Cheney Row Park, London

5. Local parks offering green space amenity serving neighbouring residential uses.

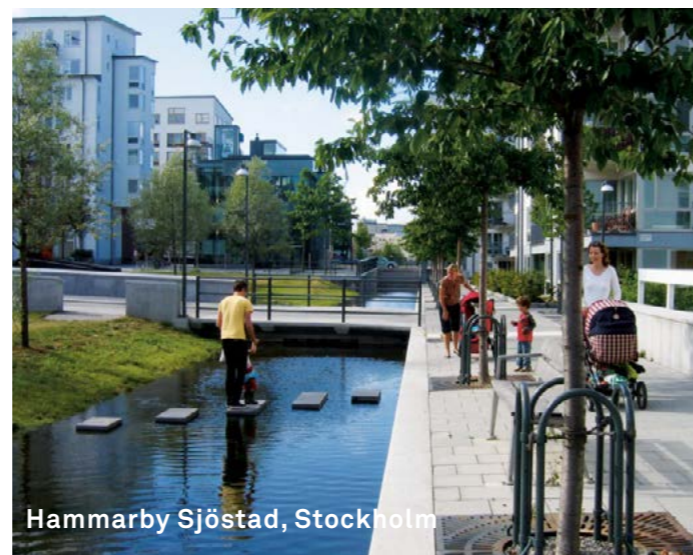


Bishan-Ang Mo Kio Park, Singapore

6. Wandle River: an opportunity to recreate natural waterside environs to the north of Waddon Ponds.

Waddon Marsh Town Centre:  
Mix of uses and public  
open space

Waddon Marsh will be a focus for 'main town centre uses' such as retail, community, leisure and employment, consolidating and focusing high-quality mixed-use development that ensures that it is a vibrant and attractive hub for people to shop, socialise, work, live, go to school and access services. The masterplan proposes a variety of uses and scales of units, healthcare and education facilities as well as enhancements around Waddon Marsh stop and the de-culverted River Wandle. The images below illustrate best practice case studies as well as illustrative views of the proposed character.



1. View looking along Purley Way (facing north).



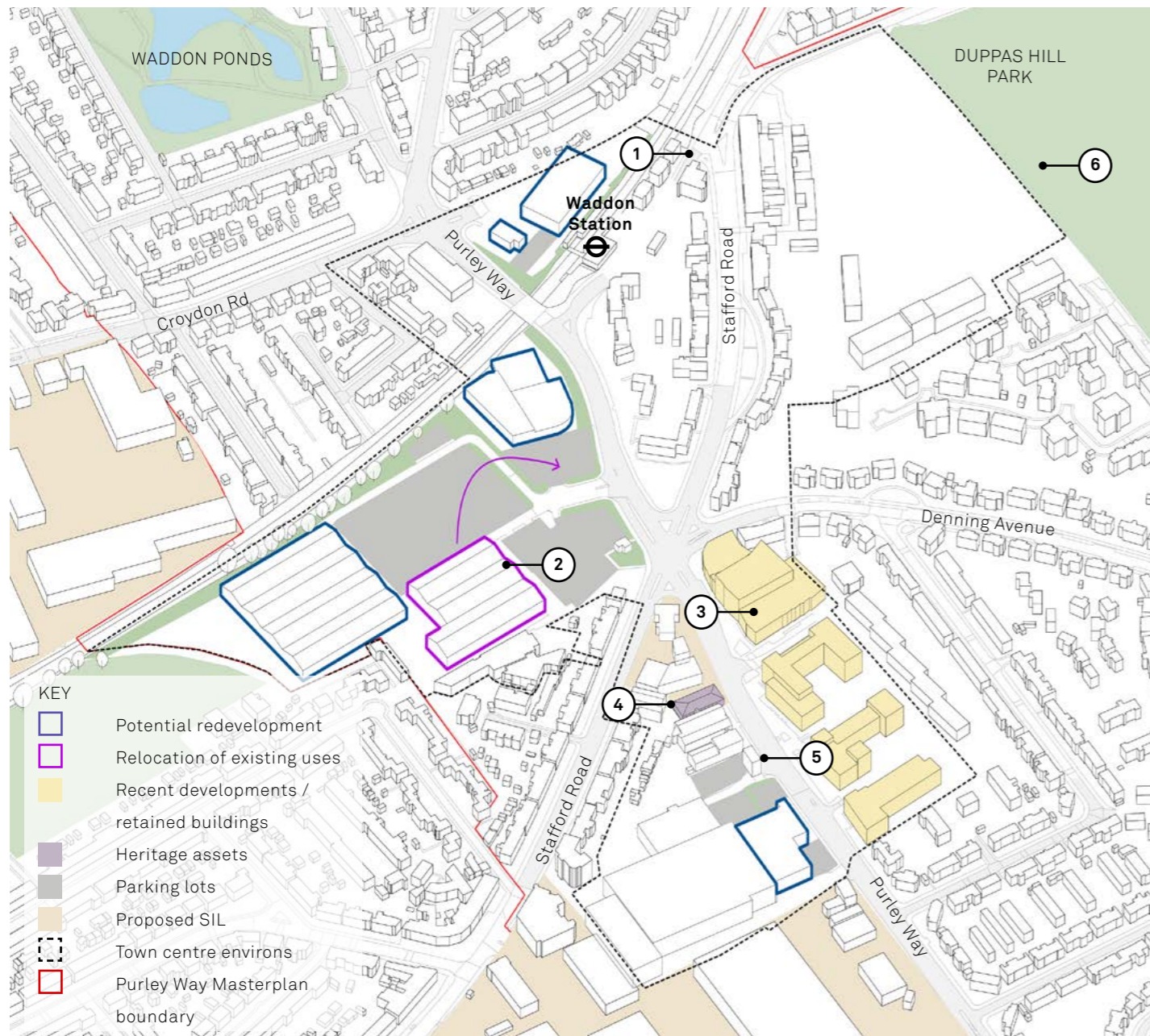
2. View looking along the proposed River Walk.

### 5.3

## Five Ways Town Centre: existing character

Fiveways is currently dominated by a convergence of main vehicle routes which has resulted in insensitive transitions between character areas, and a lack of sense of place. The area does benefit from its proximity to Waddon Station which gives opportunity for increased density, as part of an improved town centre for both existing and new residential communities. Waddon Station provides direct rail links to Croydon and central London. The immediate network of roads is well-served by buses. Improvements to road infrastructure and a shift away from car-centric development would create a more walking- and cycle-friendly neighbourhood.

The centre could establish an improved sense of place by including the co-location of a variety of innovative housing models with re-provided retail, community and leisure uses, whilst celebrating the Waddon Hotel and Old Tithe Barn heritage assets. Retail in the area takes the form of big-box stores, including Morrisons, WIng Yip and congregation of pet services north of Waddon Station. Green amenity spaces include Duppas Hill Recreational Ground, Waddon Ponds and the former Heath Clark school site.



1. Waddon Hotel, local pub established c.1890. Formerly served as gathering place for anarchists and Tolstoyan thinkers.



2. Morrison's mega-store.



3. Waddon leisure centre



4. Old Tithe Barn. First recorded as a barn in 1799.



5. Wing Yip supermarket, wholesaler and distribution centre.



6. Duppas Hill Park.



# Five Ways Town Centre: proposed character

Five Ways will be established as its own, independent centre - drawing together existing, disparate high street uses. Connections to existing heritage and surrounding communities will support a new 'centre of gravity' in the south of the masterplan area.

The new centre will be focused around the Five Ways junction and will include the existing Waddon Leisure Centre and Waddon Station. Given the high transport connectivity, there is latent potential to increase density of development, specifically by co-locating mid- to high-rise residential uses with reprovided

retail, community and leisure functions.

New development must be stitched in with the public realm and existing green amenity, with attention to fostering community, forming a network of active and green spaces surrounding Five Ways. Opportunity for a mixed-use development co-locating residential with educational uses (secondary school provision) as defined at Heath Clark. Area around the Grade II listed Old Tithe Barn should be enhanced by delivering high quality development and public realm interventions adjacent to it.



1. Junction improvements at "Five Ways" junction are crucial to characterise the local centre



2. Station and arrival space improvements around Waddon Station. Proposed new access through Waddon Goods Yard site



3. Civic square and co-location of residential with health centre



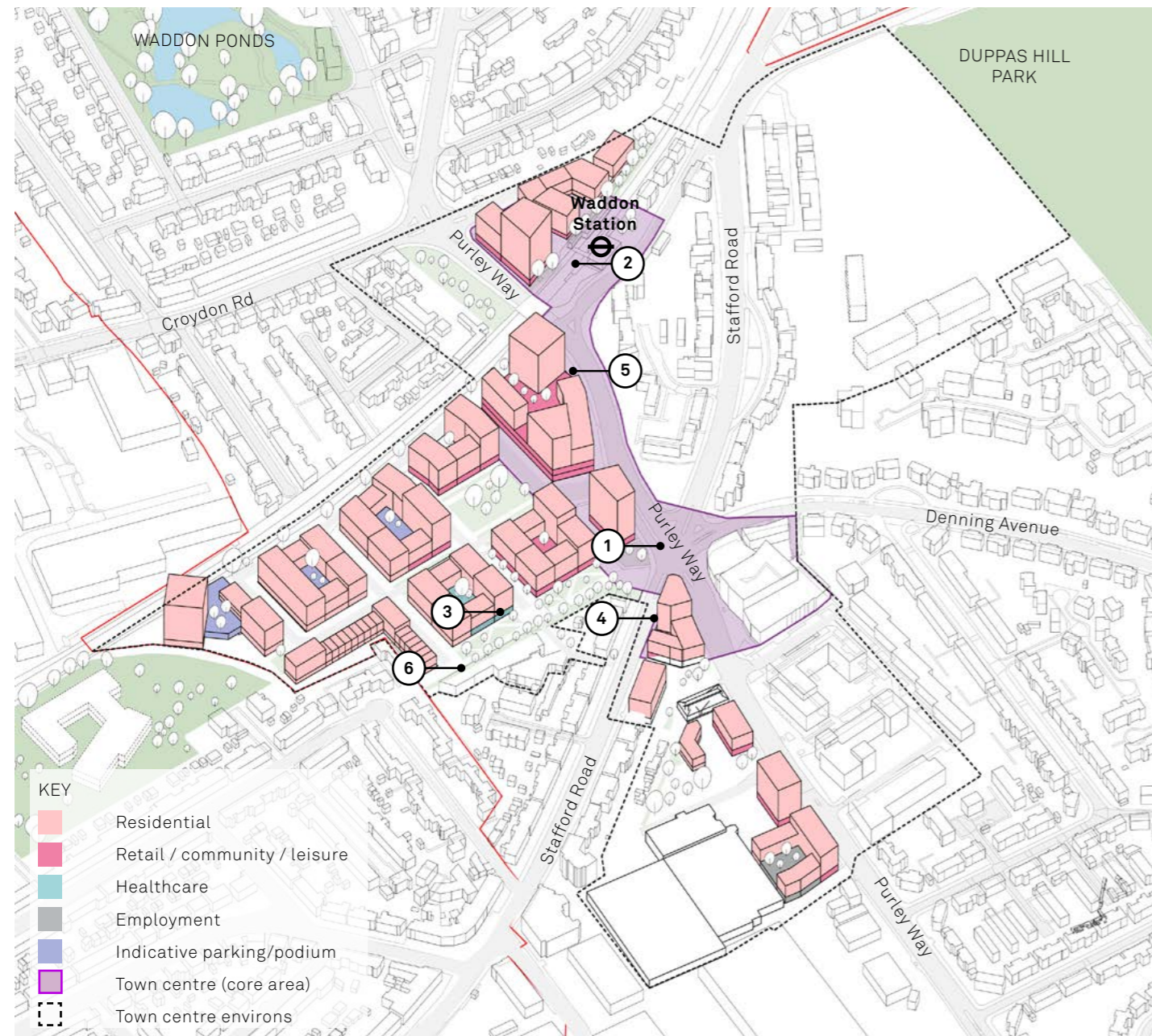
4. Residential and small-retail mixed use



5. Co-location of residential and big box retail uses. Relocation of Morrisons.

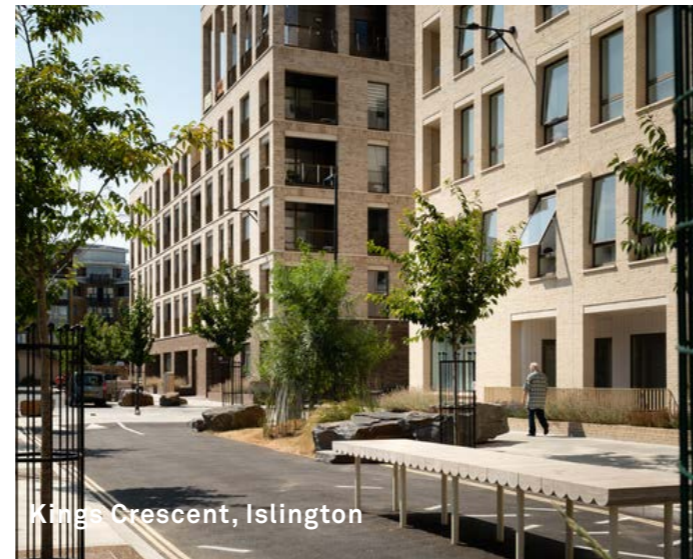


6. Green space, park improvements and play areas



## Five Ways Town Centre: Mix of uses and public open space

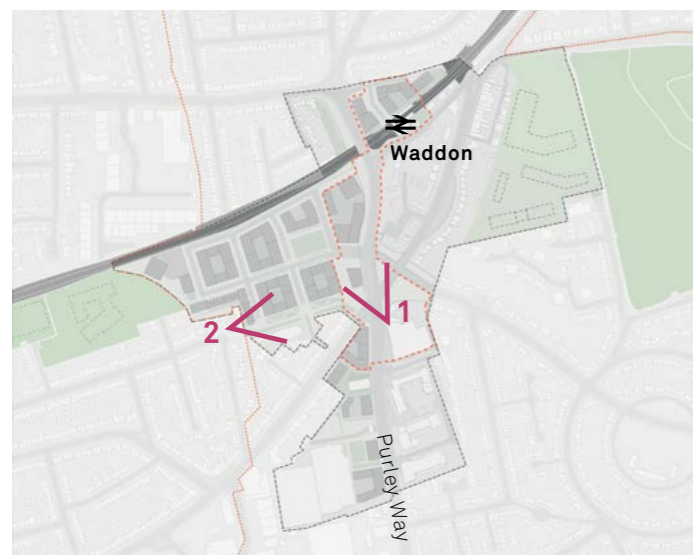
Five Ways will continue to be an important hub for the area, with better connections to Waddon Station, a reprovided superstore and smaller scale retail and leisure opportunities. The masterplan proposes a variety of uses and scales of units, healthcare facilities as well as enhancements around Waddon station, Old Tithe Barn and Five Ways junction. The images below illustrate best practice case studies as well as illustrative views of the proposed character.



1. View looking at Five Ways junction (facing north).



2. View looking along the linear park and the extension of Godalming Avenue.



5.4

Waddon Way Neighbourhood Centre: existing character

Waddon Way is the southern gateway into Purley Way which accommodates a range of industrial, residential, leisure and recreational uses. The Colonnades, along with the Croydon Airport Visitor Centre, are key attractions in the area. The Purley Way Playing Fields are also a key leisure and sports destination and a vital green open space asset within the area.

The convergence of multiple uses within the area presents a prime opportunity to provide a retail/leisure destination, co-located with family housing. The existing historical landmarks in this area should

be celebrated and enhanced. The area formerly hosted the, now demolished, Purley Way Lido - the surviving diving platform has been retained in the Wyevale Garden Centre site.

The SIL area in the west of Purley Way is characterised by light-industrial estates and standalone warehouses. There is however a higher proportion of multi-occupancy buildings in this SIL than in the area as a whole, which correlates with the strong presence of the creative industry and other independent businesses. Together this mix of uses contributes to a distinctive buzz in the area as a vibrant employment and hospitality location.



1. The Colonnades.



2. Listed diving board from former Lido, now in Garden Centre site.



3. Former Croydon Airport & elevated airplane on Purley Way.



4. The art deco Merlin House on Purley Way.



5. Purley Way Playing Fields



6. Battle of Britain memorial in Purley Way Playing Fields.

# Waddon Way Neighbourhood Centre: proposed character

Waddon Way area presents a ripe opportunity to provide a congregation of live, play and work functions on both sides of the Purley Way, with a substantial user catchment at all times of the day. It will be a smaller scale mixed-use neighbourhood surrounded by parks and green space - a 21st century update to Croydon's post-war suburbs with an emphasis on contemporary leisure and well-being.

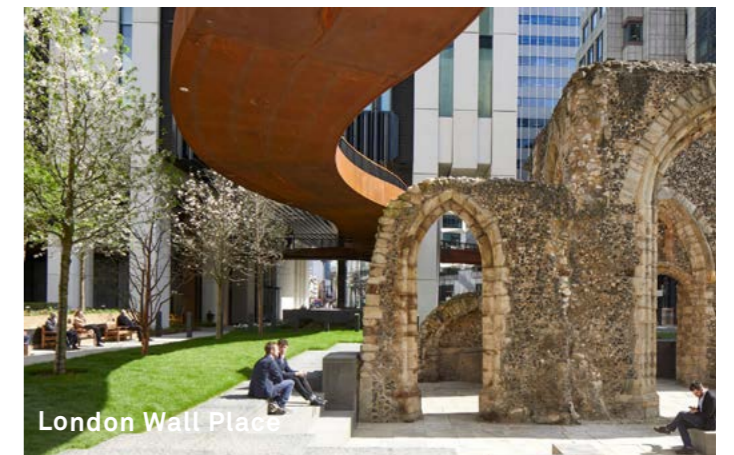
The new centre will consolidate and enhance existing retail and leisure uses, with particular emphasis on serving the business community, and include new

housing and green open space. The concentration of historical landmarks in the area including Croydon Airport significantly contributes to its character. Therefore it is vital that high quality development and public realm interventions celebrate and enhance these local heritage assets.

Public transport improvements and increasing density are expected to be mutually supportive moving forward, freeing up car parking space and consolidation of retail and leisure uses, enabling increased density.



1. Residential with small scale shops as well as community and leisure uses.



2. Celebrate Purley Way's history by restoring the lido's spirit. A gathering place for leisure.



3. Small to medium-scale residential neighbourhood at core area and along Waddon Way.



4. Intensification opportunities on SIL sites west of Purley Way.



5. Improvements to Purley Way playing fields & provision of new multi-use facilities.



6. Public space improvements and new pedestrian connections along Purley Way.

## Waddon Way Neighbourhood Centre: Mix of uses and public open space

The new Neighbourhood Centre at Waddon Way will provide small-scale day-to-day shopping and services for the localised business and residential communities. Adjacent SIL and the new Neighbourhood Centre will be well connected to support industrial intensification and ensure that people working in and visiting the area for business purposes have sufficient access to cafes, restaurants and other day-to-day services. The masterplan proposes a variety of uses and scales of units to support the new Neighbourhood Centre public space improvements around lido's diving board, as well as a proposed superstop along Purley Way. The images below illustrate best practice case studies as well as illustrative views of the proposed character.



1. View looking along Purley Way (facing north).



2. View looking at new open space around lido's diving board.



## 6.0 RE-IMAGINING PURLEY WAY CORRIDOR

There is a great opportunity to transform the Purley Way into a green, pleasant city street and sustainable transport corridor. The street should mark a positive relationship with the Town and Neighbourhood Centres that it passes through, making sure it is fronted by high-quality buildings, spaces and trees which create attractive places and help improve air quality. New pedestrian connections and public space improvements will reduce the severance between both sides of the Purley Way.

The new city street will accommodate enhanced bus services, pedestrian and cycle routes and potentially a future tram route, all of which will encourage the use of more sustainable modes of transport and alleviate pressure from the road network. The retention of Purley Way as a strategic transport and servicing route is vital for serving the many industrial, warehousing and distribution and retail businesses in the area.

The Full Draft Masterplan explores potential improvements across 6 identified pinch points, proposing a different streetscape character related to frontage zones, pedestrian footpaths, tree/furniture zones and stepped cycle tracks. Refer to the Full Draft Masterplan for more detail.

The existing harsh and unattractive road corridor will be transformed by:

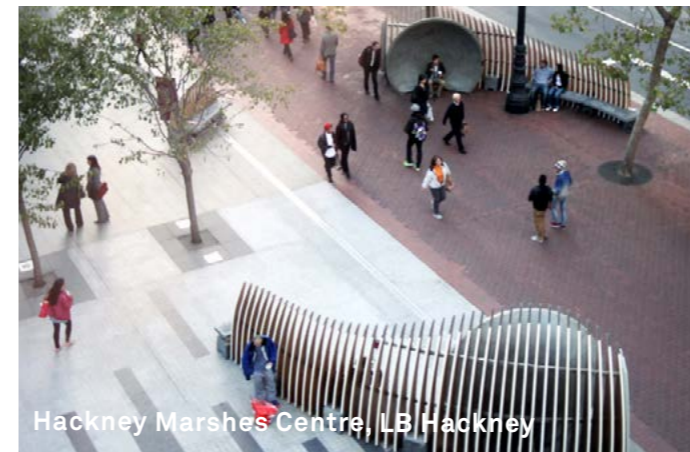
- Taking opportunities to **remove pinch points** to provide space for sustainable modes of travel – walking, cycling, buses and a possible tram.
- Incorporating **high-quality pedestrian and cycle crossing points** at key locations to reduce severance and increase connectivity.
- Locating and designing buildings and spaces in ways which **provide active frontages to the street.**
- Locating and **designing buildings and spaces which do not worsen air quality.**
- **Building heights** along the corridor should be varied. These should be 3 to 8-storeys.



1. A road with high movement function and high-quality pedestrian & cycle crossing points to increase connectivity.



2. Key opportunity to enhance the public realm or place function along the proposed new centres providing cycling infrastructure where possible.



3. An urban-scale street, with a mix of uses, providing a pedestrian friendly environment whilst ensuring connections with the wider transport network.



4. Opportunity to enhance existing central reservations/islands with key pedestrian crossings and places to rest.

## 7.0 OPPORTUNITIES TO EXPAND EMPLOYMENT SPACE

### Purley Way business audit

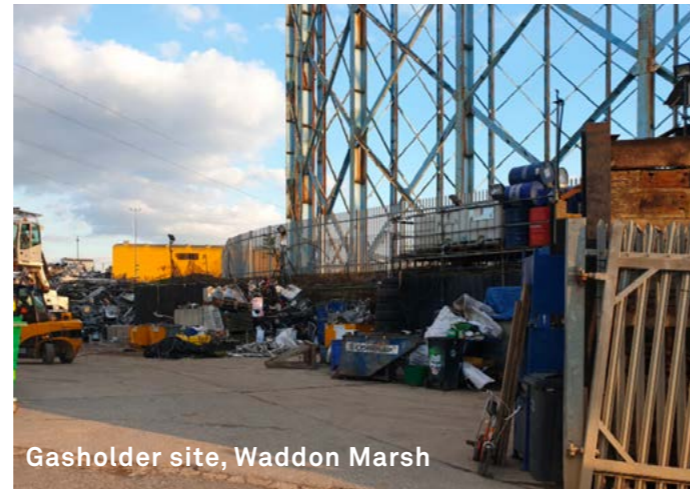
The Purley Way Masterplan has been informed by a comprehensive business audit which provided detailed and up-to-date quantitative and qualitative information on the local economy, its business base and physical make-up.

The business audit was focused on the Strategic Industrial Land along Purley Way. Within this area 609 businesses have been identified as part of the employment study, together accounting for more than 10,000 jobs. The majority of businesses that make up the overall Purley Way economy are SMEs, employing less than 50 people.

The study highlighted a variety of employment size, uses and building & workspace typologies that form the overall study area. The on-site mapping has recorded around 758,195 sqm of employment floorspace within a range of different building typologies. Key sectors that occupy a large amount of total floorspace were retail, logistics & transport as well as the storage sector. In terms of business activity the study showed that key businesses are related to the vehicle & repair sector and other construction related businesses. The predominance of logistics as well as the manufacturing sector also highlighted the strategic role of the study area in relation to London.

In summary the study revealed that Purley Way is:

- A strategic location serving South London and beyond
- A key location for independent businesses with London links.
- Receiving an ongoing investment into industrial stock and workspace.
- An area of specialisms & small clustering.
- A new 'hot-spot' for creative professionals.



Gasholder site, Waddon Marsh



KGN Pillinger, Purley Way



Martdon joinery workshop, Progress Way

### Industrial intensification opportunities

The masterplan acknowledges the important role of the Strategic Industrial Land along Purley Way and the opportunity for additional employment space. In total, the masterplan has identified the opportunity for an uplift of 38,880 sqm to 105,550 sqm in employment space in the Purley Way area, which would support between 1,500 and 3,000 new jobs. This range includes the additional employment floorspace proposed in the 3 emerging Town Centres as well as a number of shortlisted sites across the SIL area.

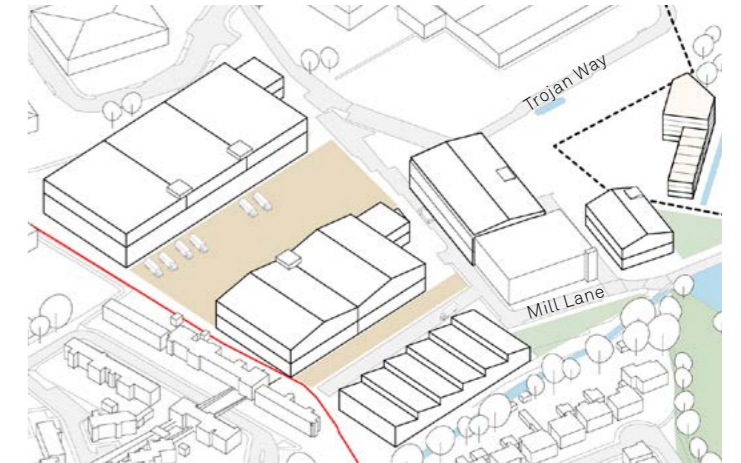
The detailed masterplan explores options for industrial intensification on two key sites: the Gasholder site (see image 1) and the Mill Lane site (see image 2). The proposals range from small and large industrial typologies, focusing on a range of uses that can vary from distribution hubs and light industrial units to workshops, studios and offices.

A series of design parameters were tested, including different floorspace arrangements and footprints, numbers of stacked industrial floors, servicing and turning circles, open space provision as well as new pedestrian routes that connect the employment space with adjacent residential neighbourhoods.

For more detail refer to the Full Draft Masterplan.



1. Illustrative view of the Gasholder site



2. Illustrative view of the Mill Lane site

## 8.0 PHASING & PRECURSOR PROJECTS

### 8.1 Phasing principles

We know that local people are concerned about the impact that building new homes may have on them, and the strains it may place on existing infrastructure. For this reason, the masterplan clearly sets out infrastructure that is required to support homes beyond certain numbers, effectively capping development until supporting investment is made. Based on a number of assumptions, capacity testing work carried out as part of the Purley Way Masterplan identifies the potential to successfully accommodate up to 7,470 additional homes over the 20 year plan period. This housing is expected to be delivered over time and phased as follows:

- Short-term: 1 - 2000 homes
- Medium-term: 2001 - 4000 homes
- Long-term: + 4000 homes

The need for additional provision of physical, social and green infrastructure to serve a larger population and integrate with existing residential and business communities is addressed through this detailed masterplan. These additional homes will be focused in the new Town and Neighbourhood Centres and their environs. The majority of the short and medium-term sites are located in Valley Park and Waddon Marsh Town Centres, responding to existing Tram line capacity. The degree of certainty over the level of growth diminishes over the short, medium and long-term. Growth in the short term is 'deliverable' and relatively certain. However, growth in the following terms is 'developable' and less certain.

The adjacent table illustrates the necessary infrastructure needed in order to successfully deliver additional homes. Whilst all of the identified transport, open space and green grid calculations are needed for the expected indicative growth scenario of 7,470 homes, social infrastructure and local services will respond to demand thresholds in the population growth. In addition, public sector delivery agencies (including the council, TFL, Network Rail and NHS) operate on three to five-year planning cycles which makes any projection for infrastructure delivery over this 20-year period indicative.

	Short Term 1 - 2000 homes	Medium Term 2001 - 4000 homes	Long Term + 4000 homes
<p>Transport Infrastructure: supply &amp; need</p>	<ul style="list-style-type: none"> <li>— CPZ study &amp; consultation</li> <li>— Transport modelling</li> <li>— Cycling &amp; pedestrian routes</li> <li>— Bus service improvements</li> <li>— Behaviour change measures</li> <li>— Borough wide car parking standards</li> </ul>	<ul style="list-style-type: none"> <li>— CPZ implementation</li> <li>— New limited stop bus and superstops</li> <li>— Rapid bus priority measures</li> <li>— Capacity increases on tram network</li> <li>— Behaviour change measures</li> <li>— 5 Ways area junction upgrades (dependent on TFL modeling undertaken in 2021)</li> <li>— Purley Way Car Parking Standards 1</li> </ul>	<ul style="list-style-type: none"> <li>— Tram line extension along Purley Way</li> <li>— Behaviour change measures</li> <li>— Other junction upgrades</li> <li>— Waddon Station upgrade &amp; enhanced services</li> <li>— Purley Way Car Parking Standards 2</li> </ul>
<p>Social Infrastructure: supply &amp; need</p>	<ul style="list-style-type: none"> <li>— Primary Healthcare: demand generated from Phase 1 could be accommodated within existing or planned provision</li> <li>— Schools: Improvements and extension to existing schools in local area</li> </ul>	<ul style="list-style-type: none"> <li>— Provision of one new Primary Care facility (6x GP)</li> <li>— Potential new Primary School</li> <li>— New community facilities: community centre, library, youth centre, places of worship</li> </ul>	<ul style="list-style-type: none"> <li>— Provision of one new Primary Care facility (4x GP)</li> <li>— Potential new Primary School</li> <li>— Potential new Secondary School</li> <li>— New community facilities: community centre, library, youth centre, places of worship</li> </ul>
<p>Market interest</p>	<ul style="list-style-type: none"> <li>— Sites under construction</li> <li>— Sites with extant planning permission</li> <li>— Site allocation sites where adopted Local Plan anticipates delivery in short-term (i.e. assume evidence that supported this still stands)</li> <li>— Focus on Valley Park and Waddon Marsh sites, responding to existing Tram line capacity.</li> </ul>	<ul style="list-style-type: none"> <li>— Site allocation sites where adopted Local Plan anticipates delivery post 2026 and positive intelligence from land owner</li> <li>— Sites with active pre-application discussions or feasibility study</li> <li>— Sites strategically located adjacent to sites delivered in the short term</li> </ul>	<ul style="list-style-type: none"> <li>— Site allocation sites where adopted Local Plan anticipates delivery post 2026 and no intelligence to suggest earlier</li> <li>— Newly proposed site allocations</li> </ul>



## 8.2 Early Interventions

The Full Draft Masterplan details a series of proposals for precursor projects within the area. The proposed projects outline early potential activations within the area that build on findings from the masterplan's engagement processes and test specific concepts that are relevant to the future sites. Ranging from alternative employment, to diverse public realm, to co-location within industrial areas, the projects all seek to generate interest through creative activities and public programming whilst providing clear, tangible community benefit.

The proposed projects are positioned within a two-phase delivery strategy. The first phase is centred around the proposed Waddon Marsh Local Centre, whilst the second phase captures projects that spill out into the remaining masterplan area.

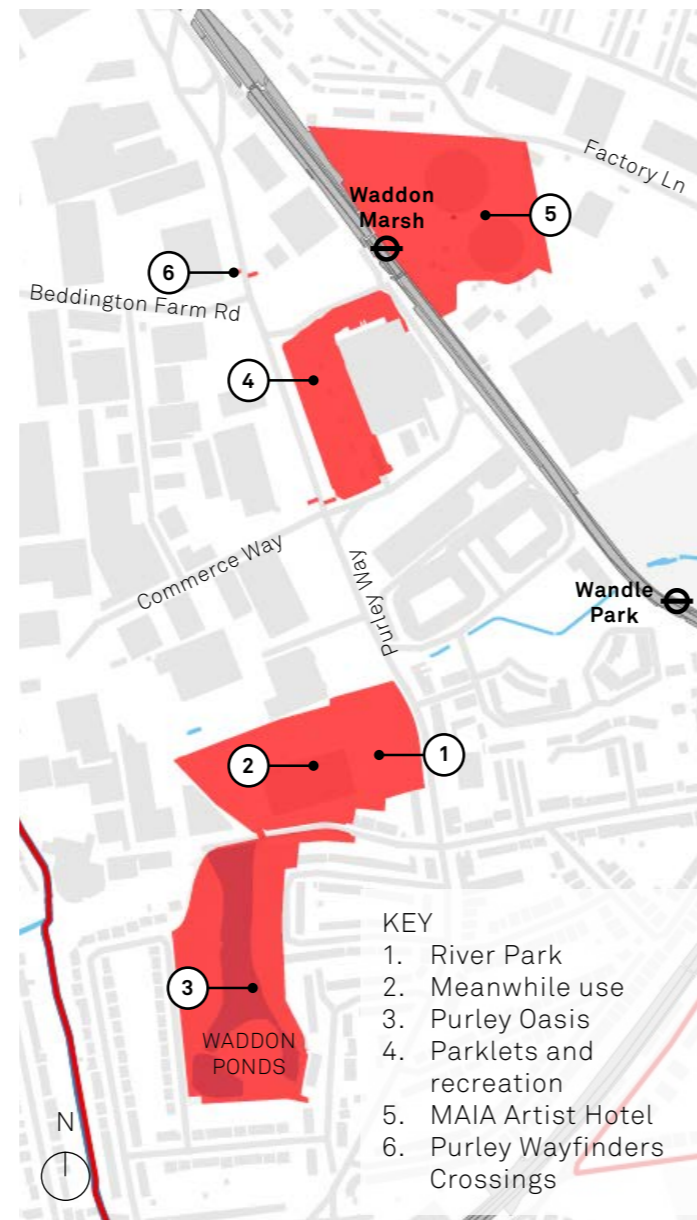
Each proposed project includes a spatial proposal, an activity detail and a programme and management plan. The spatial proposals are specific in location but propositional in design, so should be understood as guides rather than instructions. The 'activity details' section show the constituent elements of each project including both physical design to programmatic content. Finally, the 'programme and management plan' section describes the feasibility of the proposed projects for interested parties.

The Purley Way Precursor Projects will be delivered in phases so as to coordinate with the proposed development in the area, generating interest and engagement whilst testing key masterplan concepts on opportunity sites within the area.

It is important to note that these projects are subject to local landowner discussions, the input of which will inform critical aspects of these initiatives in order to provide greater benefits for local communities, economies, and ecologies.

## Phase 1

The first phase of the precursor projects will be concentrated in the proposed Waddon Marsh Local Centre. As an area with a diverse mix of future activity and current potential for short term initiatives, Waddon Marsh was an intuitive starting point for creating a 'zone of interest' to prelude future activity.



## River park



Three integrated precursor projects in the former John Lewis, Purley Way, utilising the car park, interior and service yard and it's connection to Waddon Ponds. The first project within the former John Lewis site at 330 Purley Way is 'River Park', an outdoor, public space utilising the former car park in order to create:

- An urban playscape within the public realm, including seating, ground markings and other active infra- structure.
- An active transport hub (positively encouraging walking and cycling to the site) with on-site resources for maintenance, repair and upskilling.
- Public space and community programming that targets local communities and stakeholders laying the foundations for growing demand and behaviour change required during short-term masterplan phase



1. Superkilen Park: a collection of global found objects that come from 60 different nationalities in the local area.



2. A vertical garden and climate data station that brings together urban planners, designers, environmentalists and scientists in Riga.

## Meanwhile use



The second proposal on the John Lewis site is a meanwhile space, which should encompass:

- The temporary take over of the former John Lewis Purley Way building to host R&D and creative activities with an initial focus on two areas:
  - Active transport and public health
  - Creative programming and employment
- A managerial focus on developing potential longer-term uses with key stakeholders including the introduction of Medtech initiatives into the area.
- A continuous monitoring and evaluation process where findings are captured throughout the project's lifespan in order to develop proposals and understand the feasibility of other prospective vacant sites across the masterplan (both mid-term and long term).



1. The Utopia Station for the 2019 Festival of Creative Urban Living doubled as an engagement platform for Midsummer Boulevard East Regeneration plan.



2. A temporary bike school with dedicated repair and maintenance team and an energetic, cycle-themed programme in Milton Keynes.

## Purley Oasis



The third proposal on the John Lewis site is Purley Oasis, a community-led greening initiative that visually and programmatically connects the site to Waddon Ponds.

- Co-designed 'community greening stations' that are placed throughout the service yard and the entrance/mouth of Waddon Ponds.
- A site, or multiple sites, that allows the public to plant and grow together.
- A physical and digital citizen science toolkit with each site to encourage local engagement, the exploration of local heritage landscapes, the relevance of green and blue infrastructure and future possibilities for green/ blue projects from the bottom-up.
- A framework for the co-creation of various Purley Oasis sites within the Purley Way masterplan. The up-scaling of the Purley Way oases format should allow for community-initiated proposals on green and blue infrastructure in the Purley Way and aid in the local identification of important pedestrian/active transport routes in the area.



1. A public green space & community growing space off integrated growing into urban spaces.



2. A community food growing project as a demonstration of joining derelict or underused spaces for urban farming.

## Parklets & recreation



Parklets and Recreation Phase 1 provides an experimental site for public space, employment and creative programme. Activities should encompass:

- A configuration of upcycled parklets situated in the Sainsbury's car park designed in collaboration with local creatives and businesses such as Solo Wood Recycling on Factory Lane with the intention of hosting events, market stalls and other community focused opportunities through a year of creative programming. The offering of these collaborations will be distinctly local, not in competition with the surrounding site.
- Promoting alternative local employment and upskilling opportunities through public realm interventions that platform current local organisations whilst testing and promoting future employment uses within a central masterplan area.
- Developing a typology for parklets/spaces that responds to the identity of Purley Way with a replicable 'palette' and roaming set of features dispersed across the masterplan site as the project evolves. Findings to be fed into a framework for continued small scale public realm interventions and future Public Realm proposal for specific sites within the Masterplan.

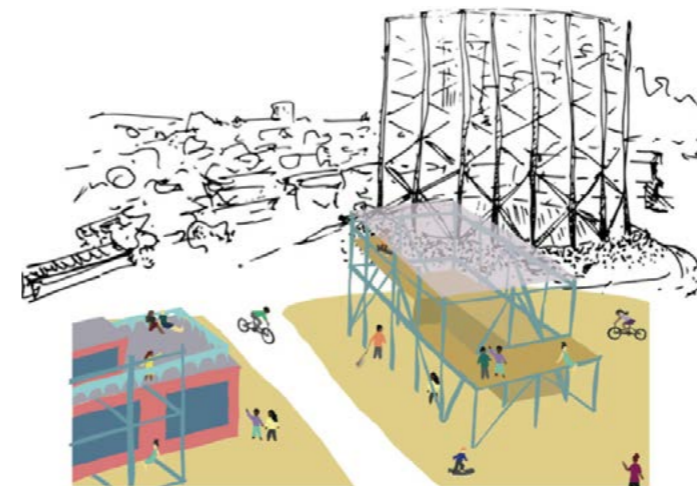


1. A series of parklets tested in Croydon in response to the lack of seating and planting in the public realm.



2. A zero waste display system using scaffolding and canvas to display.

## MAIA Artists Hotel



A space in which artists can redistribute the income from the creative/events sector in order to support grassroots/local initiatives, with a particular emphasis on testing and proposing the co-location of industrial and creative uses and encouraging local employment and skills. The MAIA Group's Artist Hotel, a hospitality space proposed in the SIL at Enterprise Close and run by artists, seeks to support the local creative community by retaining value generated through hospitality to re-invest in locally focused, community initiatives. The proposition should encompass:

- An artist-led hospitality space within the gas-holders site that connects the local creative community with the local industrial sector.
- A programme for local creatives and grassroots organisations that focuses on skills and employment, building on initial programming testing in Lewis Park including 'messy space' for creatives, workshop space and public programme targeting schools and youth organisations.
- Various means of testing co-location potential that precludes significant industrial intensification within the site, whilst exploring the potential for future uses.
- Providing and testing a vision for how artists programmes can exist in tandem with and benefit local industry and industrial sites, seeking influence from best practice across the world in order to generate local impact.



1. An 'Art House' in new residential development in Birmingham to support sustainable creativity in cities.



2. A new-build Youth & Community Venue that provides a range of support services for the young people of Lewisham.

## Purley Wayfinders crossings



The Purley Wayfinders Crossings promote the character and identity of Purley Way, responding to heritage sites and visual markers and working with local creative organisations and stakeholders in order to explore the future character of the area. The project should encompass:

- A co-designed ground art installation exercise that works collaboratively with local creative organisations in order to promote and explore local character in Waddon Marsh and suggestive of the wider masterplan site.
- A stakeholder engagement programme targeting community organisations, schools and others in order to continue the feedback received on local character and identity and continue to test and develop the typology for Purley Way Projects.
- A programme that engages with current businesses and business forums operating in the Purley Way area to contribute to the future identity. This process should also seek to incubate future businesses and support early conception in the area through a lateral co-design process.



1. Large ground artwork in Croydon that uses patterns and shapes along every-day routes.



2. A multi-coloured ground artwork designed to improve pedestrian safety across the LeGare intersection in Addis Ababa.

## PHASE 2

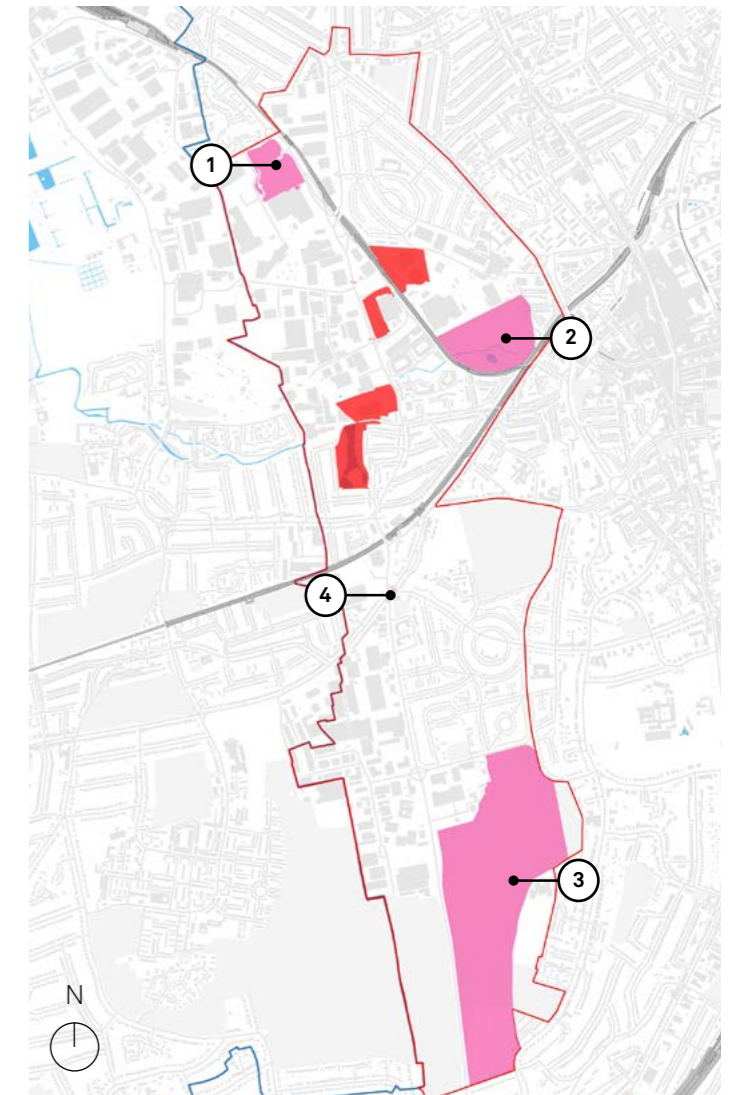
Phase 2 of the Purley Way Precursor Projects focuses on the evolution of the Phase 1 projects, distributing key projects across the masterplan site, in the remaining local centres.

They will aim to sustain the impact of phase one projects, building on frameworks established in order to create sustainable projects that coincide with increased activity in key masterplan areas, supporting necessary behaviour changes and or supporting the exploration of increase demand on the area.

Phase 2 precursor projects have a particular focus on afterlife and integration with future masterplan areas, indicating the thematic proposals for current areas and long-term projects.

These will include:

- Phase 2 Parklets and Recreation in the Valley Park area.
- Phase 2 Purley Oases at Wandle Park & Purley Way Playing Fields.
- Phase 2 Purley Wayfinders Crossing at Five Ways junction.
- Purley Way Active Transport Network.



### KEY

- 1. Parklets and Recreation - Valley Park
- 2. Purley Oasis - Wandle Park
- 3. Purley Oasis - Purley Way Playing Fields
- 4. Purley Wayfinders Crossings - Five Ways
- Precursor projects - Phase 2
- Precursor projects - Phase 1
- Borough boundary
- Purley Way Masterplan boundary

## 9.0 DELIVERY

### Delivery strategy summary

#### Viability analysis & phasing

A separate study for the delivery strategy has been developed and will be a complementary standalone document to the Full Draft Masterplan. The proposals for different sites have been tested in terms of how deliverable the proposals are. Some of the results of this analysis include:

- Valley Park: The delivery of the full extent of the opportunities at Valley Park will be a long term process. Improvements to the area such as new infrastructure including tram upgrades and bus connections, community facilities and public realm will help to make development in this area more viable.
- Waddon Marsh: Many of the proposals for this site could be delivered in the short and medium term given the area's existing strengths, for example the strong public transport connections provided by the nearby tram stops of Waddon Marsh and Wandle Park.
- Five Ways: Whilst some land at Five Ways may come forward relatively quickly, it will be a long-term project for the Five Ways area to be developed to its full extent. Transport improvements such as potential metroisation of rail services through Waddon Station will help to increase the attractiveness of this area.
- Waddon Way: Some of the opportunities at Waddon Way could be brought forward over the short and medium term. This is because some of the land is owned by the Council which brings greater control over the delivery of new development.

For some areas in the masterplan, land assembly may be required to create sites under single landowner control that can then be brought forward for development. In some cases this could be achieved through private sector landowners collaborating together to bring forward a combined scheme. In other cases there is potential for the public sector to play a role to assist site assembly through negotiating with landowners, including the potential use of compulsory purchase orders as a last resort.

#### Delivery bodies

The sites in the masterplan are likely to be brought forward in a number of ways:

- Delivery by the private sector where landowners and/or developers work up schemes within the framework set by the masterplan.
- Delivery by the public and private sectors working in partnership which could be particularly relevant for sites with challenging viability.

Whilst funding is currently limited as we recover from Covid-19, funding to pay for the schemes is likely to come from a combination of both private and public sector sources over the lifetime of the masterplan.

Private sector sources of funding include:

- Finance for development sourced by landowners, developers and investors.
- Planning contributions paid by developers including:
  - Section 106 – a legal agreement between an applicant seeking planning permission and the local planning authority, which is used to mitigate the impact of a new development on the local community.
  - Community Infrastructure Levy (CIL) – a charge which can be imposed by local authorities on all new developments.

Funding that could be available from the public sector to help deliver the masterplan could include:

- Mainstream public sector funding sources such as funding for schools, health facilities and transport
- Central Government and GLA funds – examples include Homes for Londoners Land Fund, National Home Building Fund and the Mayor of London's Energy Efficiency Fund (MEEF)
- Potential new funding opportunities that could be raised and spent in the area such as Stamp Duty capture and business rates retention

## Next steps

It is vital that residents, businesses, property owners, and all other stakeholders interested in the health and future of Purley Way are able to express their views and help shape the masterplan.

There will be a period of consultation on the draft Purley Way masterplan beginning on 9th February 2021. The consultation will run for 5 weeks and all comments must be made before the end of the consultation period on 16th March 2021.

We invite you to participate in our digital survey using this link:  
<http://purleywayfinders.com/consultation>

The Purley Way Masterplan will provide detailed guidance to support the policies drafted within the Purley Way Local Plan chapter. The Council intends for the finalised Purley Way Masterplan to be adopted as a Supplementary Planning Document, alongside the Local Plan in 2022.

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