

APPENDIX 1: BASELINE
APPRAISAL & RESEARCH



XXXXXXXXXXXXXXXXXXXX
WE MADE THAT
XXXXXXXXXXXXXXXXXXXX

Hawkins
Brown

steer

CUSHMAN &
WAKEFIELD

HATCH
REGENERIS

GRAHAM HARRINGTON
PLANNING ADVICE

RESOLVE

PURLEY WAY MASTERPLAN

BASELINE APPRAISAL & RESEARCH REPORT | 27-03-2020

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Rev.	Date	Description							
-	27-03-2020	Draft issue to client team							

1.0
INTRODUCTION &
WIDER CONTEXT



Purley Way (looking north), Harris Primary Academy, 2020

INTRODUCTION

About this project

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 within a dedicated chapter focusing on this key transformation area. The project will focus 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.

About 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. This commission covers 378.3 ha of land across the Purley Way North and South areas, connected by the Fiveways Junction, 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 border residential uses including the Waddon Estate, terraced housing and the recently delivered New South Quarter, as well as key local assets and green spaces. The masterplan boundary also consists of a number of residential areas, characterised by 1920s and 30s semi-detached houses within a suburban street pattern ubiquitous across Croydon.

About the team

We Made That

Role: Physical Development Framework (Lead consultant)

Established in 2006, We Made That is an energetic architecture and urbanism practice with a strong public conscience. We work with our public sector clients to prepare incisive urban research, to develop responsive area strategies and masterplans and to deliver distinctive architecture and public realm projects. All our work is public, and we aim to make imaginative and considered contributions to the built environment through socially engaged design processes.

Hatch Regeneris

Role: Economic & commercial appraisal

Hatch Regeneris specialises in social and economic research into places, communities and projects. We have established a reputation for providing high quality consultancy support and advice on economic development and regeneration, based on strong research and evidence. Hatch Regeneris is expert in the production of business cases and CPD accredited to provide training on Green Book appraisal. This has meant that they have undertaken a vast number of appraisals that have been used to secure over £750m of public investment in projects over the last decade.

Urban Movement

Role: Transport & connectivity advice

Urban Movement specialises in research, planning, strategy + design for streets, spaces + transport infrastructure. We are an inter-disciplinary team with all the skills necessary to work creatively + flexibly in all urban environments. We not only see from all angles, we're also very keen to work with all those whose own perspective can help ensure our

designs have the necessary character and flexibility to enable the public realm of an area to shoulder the many and varied demands and aspirations placed upon it.

Graham Harrington Planning Advice (GHPA)

Role: Planning considerations

Graham Harrington runs a single-handed town planning consultancy, which he established in 2002. Graham's wide spread of experience enables him to provide total planning solutions across plan-making, development management and development promotion. He is advising on the planning policy framework and implementation strategy.

Stockdale

Role: Cost advice

Stockdale is a quantity surveying consultancy. The primary aim of the practice is to facilitate quality building development within budget and on programme. To achieve this aim Stockdale works closely with acknowledged designers utilising an understanding and appreciation of design whilst applying specific expertise in cost management and procurement.

About this document

This document compiles a number of findings about the Purley Way, gathered through both primary and secondary research. It forms the baseline of evidence which will inform the next stages of this commission and help shape a strategic masterplan for the area.

Chapters 1 and 2 encompass an Urban Appraisal, documenting contextual findings resulting from desktop research and consultation, as well as additional specific on-the-ground research aimed at better understanding the history, uses and character of the area.

An observational analysis also forms a vital part of the Urban Appraisal as it captures more nuanced behavioural and qualitative characteristics about the area.

This spatial research is complemented by a socio-economic analysis and commercial analysis of the Purley Way, along with a final chapter identifying best practice case studies for the envisaged uses to be delivered within the masterplan.

1.2
WIDER CONTEXT

Aerial map

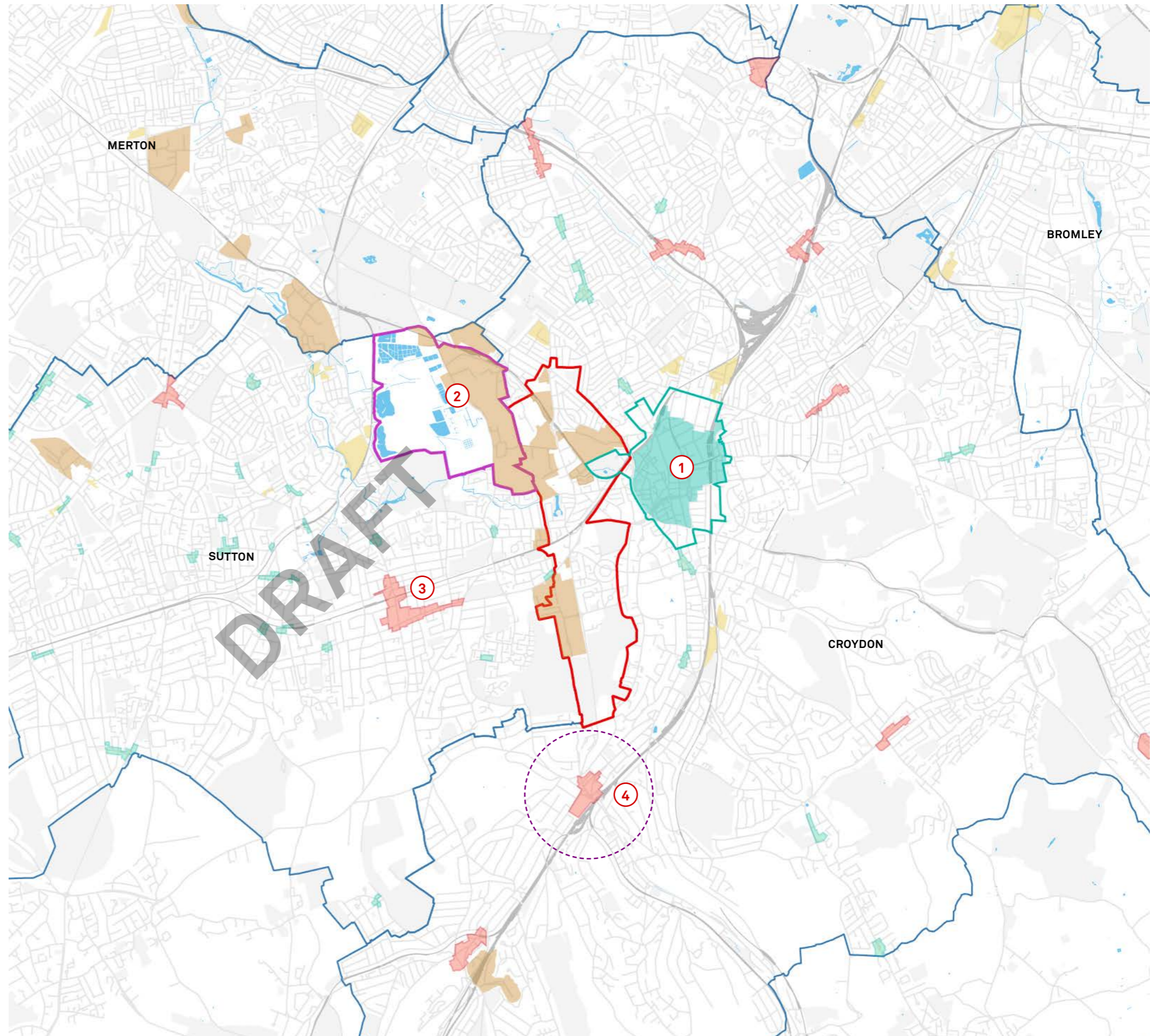


KEY

□ Purley Way Masterplan boundary

N 0 1km

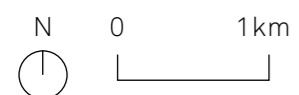
Study area
boundary



KEY

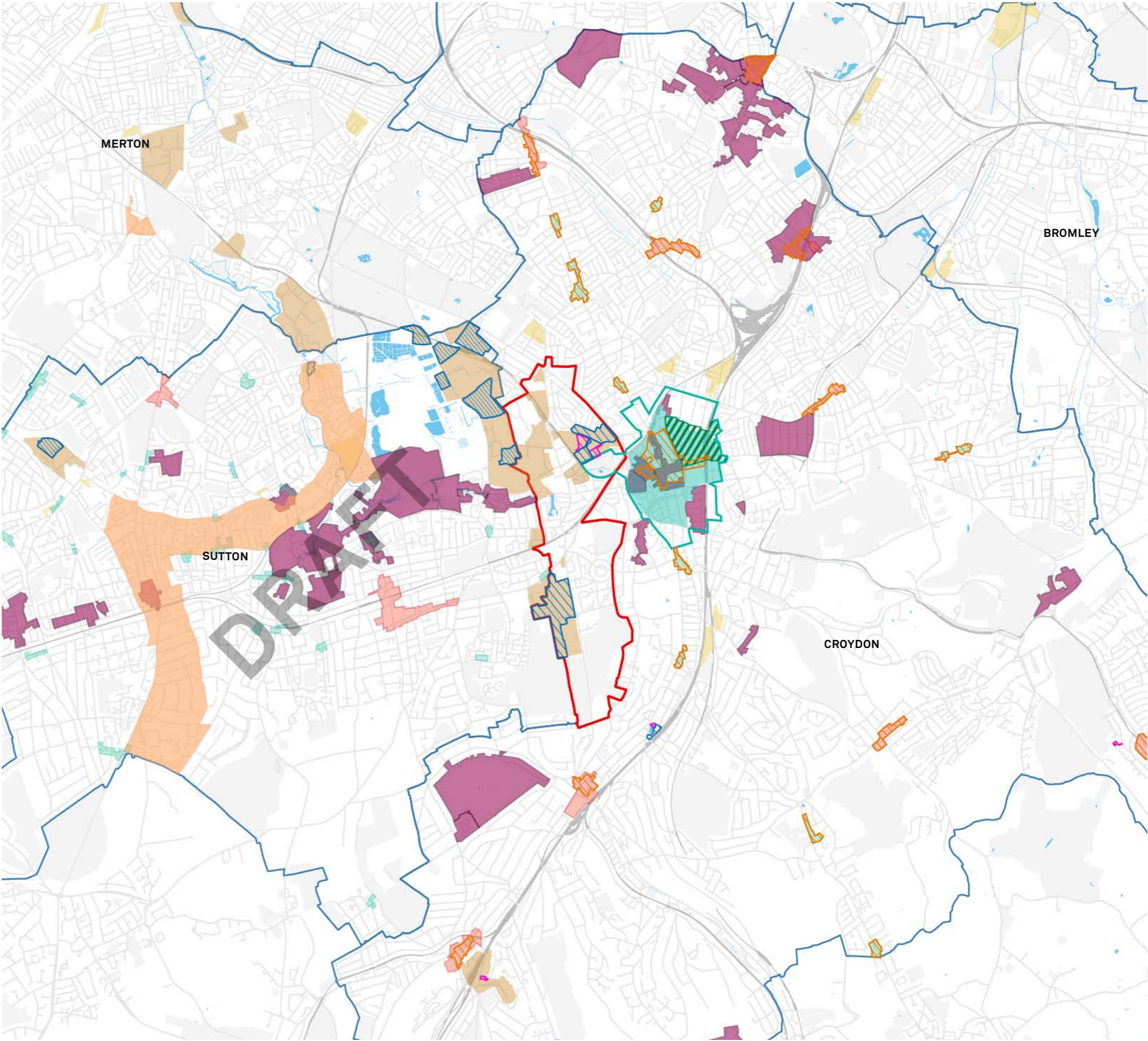
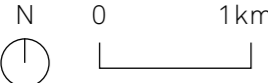
1. Croydon Town Centre
2. Beddington Industrial Area
3. Wallington
4. Purley

- Strategic industrial locations (SIL)
- Locally Significant Industrial Sites (LSIS)
- Croydon metropolitan centre
- Croydon district centre
- Croydon local centre
- Beddington industrial area (BID)
- Purley Centre 800m buffer
- Croydon Opportunity Area / Creative Enterprise Zone (CEZ)
- Borough boundary
- Purley Way Masterplan boundary

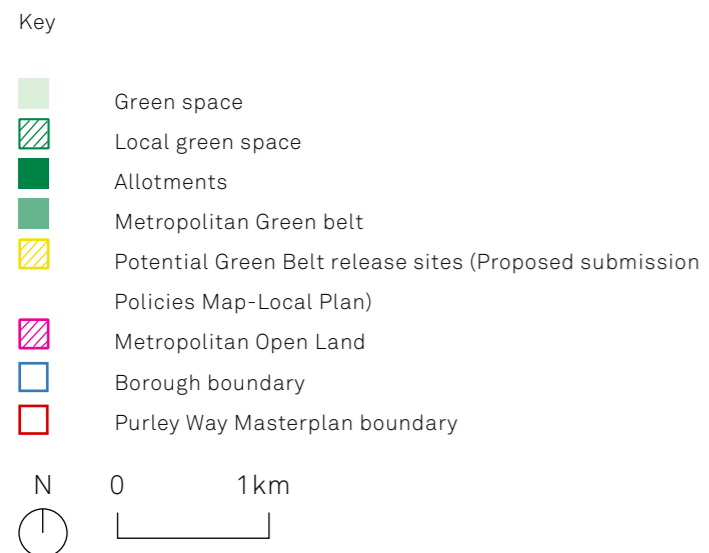
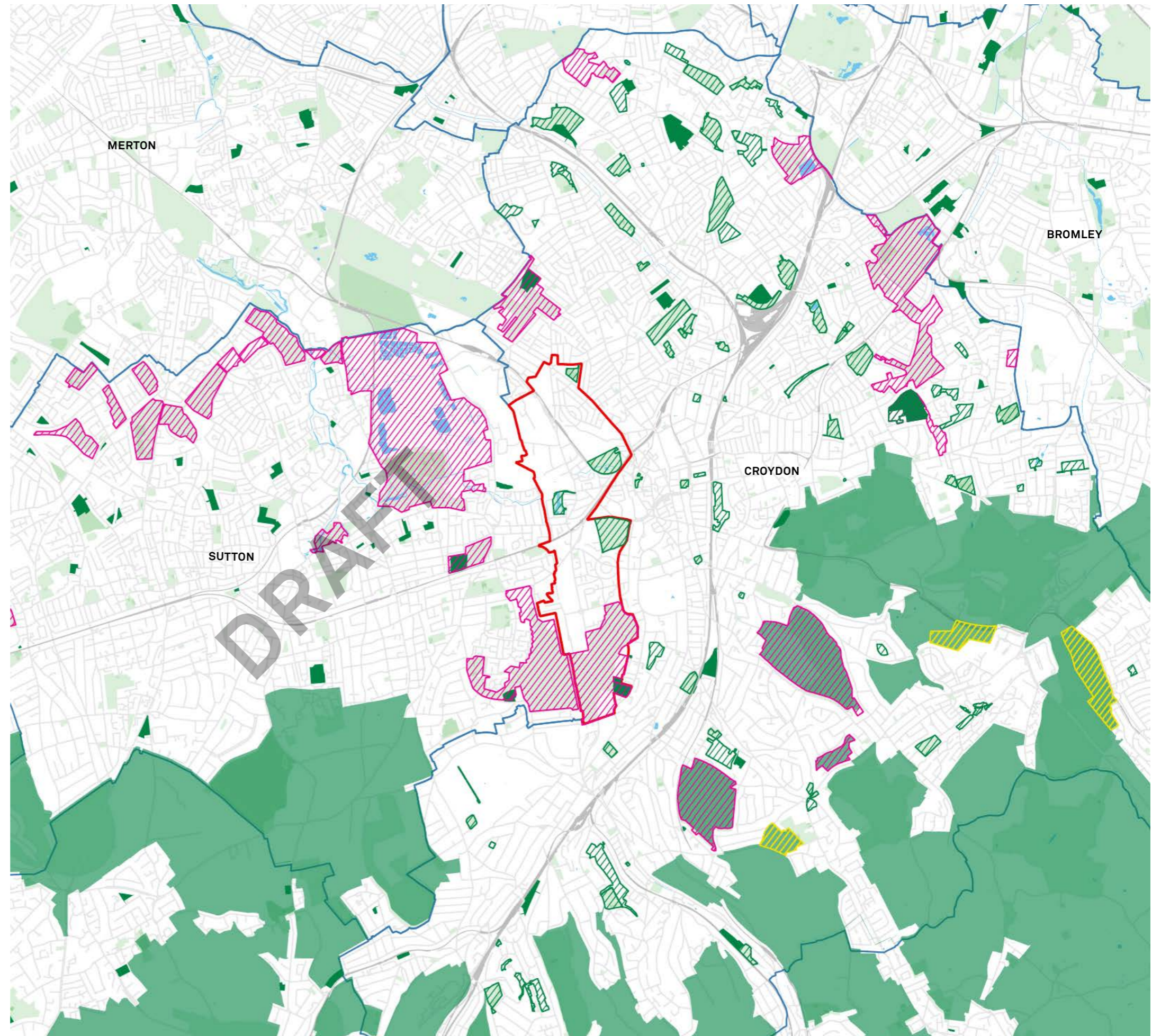


Planning policy context

- KEY**
- Strategic Industrial Locations (SIL)
 - Locally Significant Industrial Sites (LSIS)
 - Conservation areas
 - Housing Zone
 - Croydon Metropolitan Centre
 - Croydon District Centre
 - Croydon Local Centre
 - South London Waste Plan schedule 1
 - South London Waste Plan schedule 2
 - Sites suitable for waste facility (Sutton Local Plan Adopted 2018)
 - Primary shopping areas
 - Office retention area
 - Croydon Opportunity Area / Creative Enterprise Zone (CEZ)
 - Borough boundary
 - Purley Way Masterplan boundary



Green space designations



2.0
AREA APPRAISAL



Purley Way (looking south), Beddington Farm Rd, 2020

2.1
AREA ANALYSIS

Aerial map

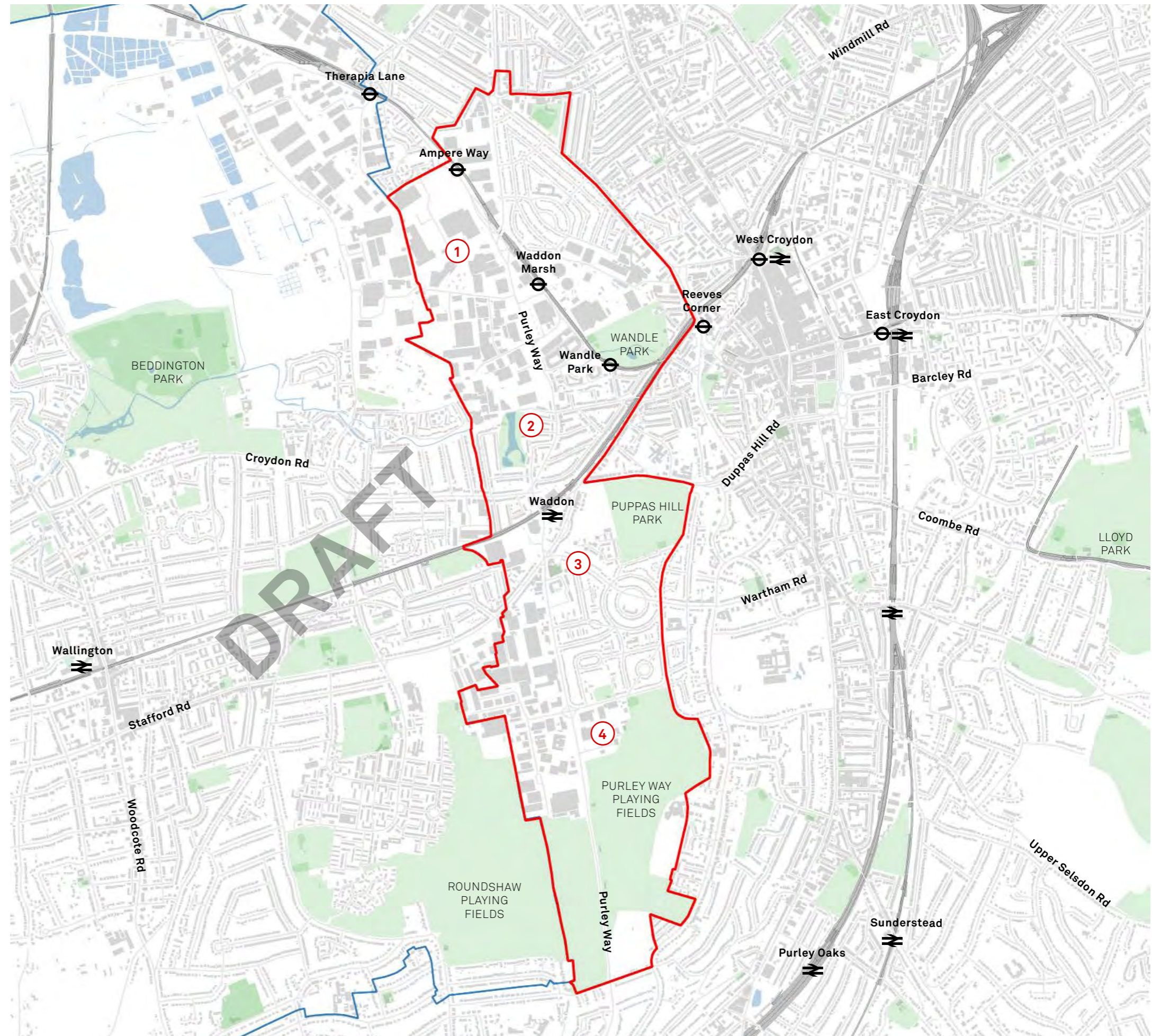


KEY

□ Purley Way Masterplan boundary

N 0 500m

Study area boundary



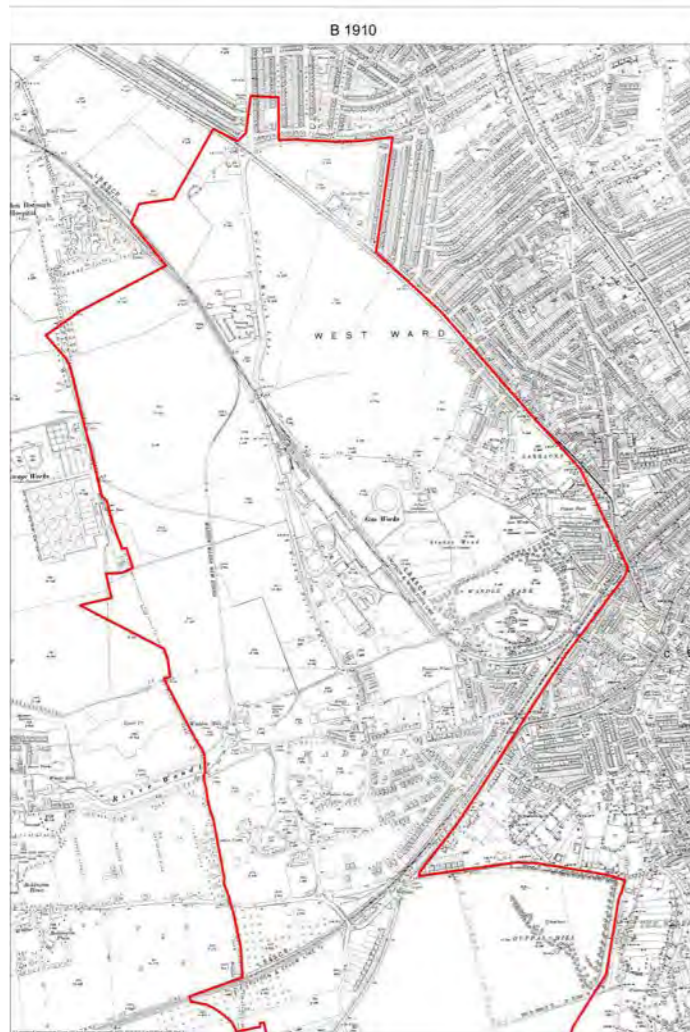
- KEY
- 1. Valley Park
 - 2. Waddon Ponds
 - 3. Five ways roundabout
 - 4. Colonnades Leisure Park
- Borough boundary
 - Purley Way Masterplan boundary



Historic maps

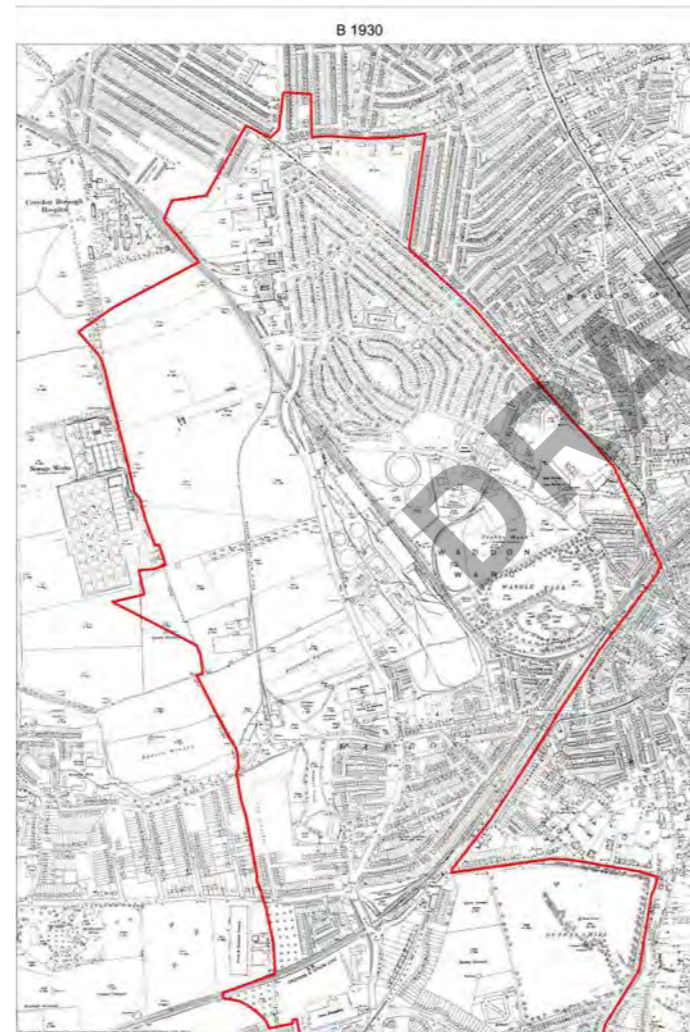
1910

In 1910 the area was till part of the county of Surrey.



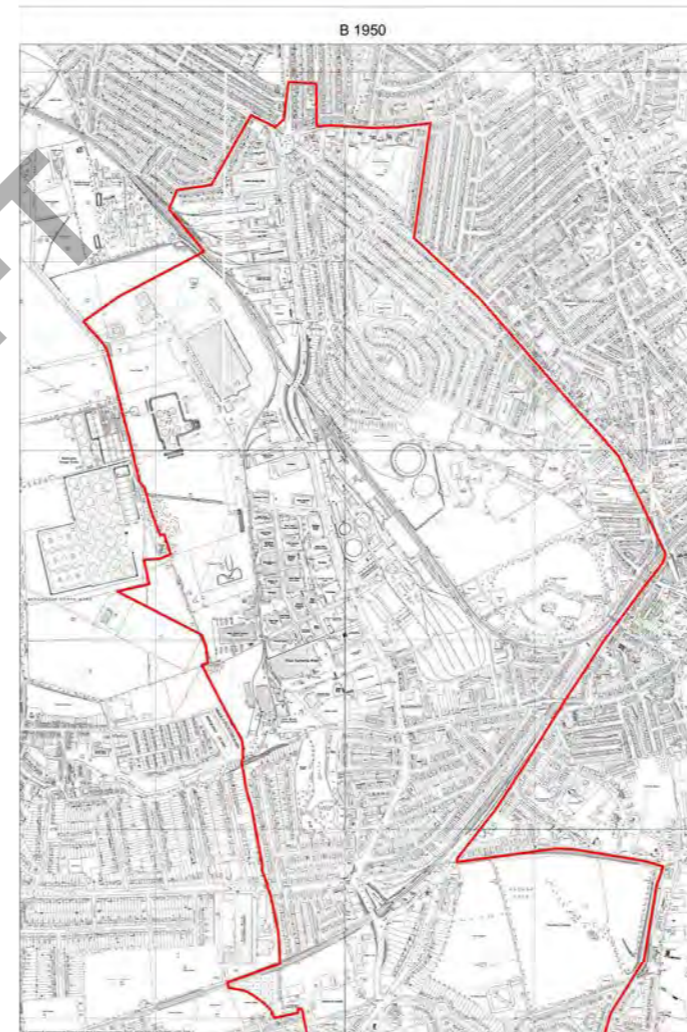
1930

The A23, Purley Way was opened in 1925. It was intended to be a bypass for Croydon and was formed from improvements to pre-existing local roads. The area densified rapidly between the 1920s and 1930s



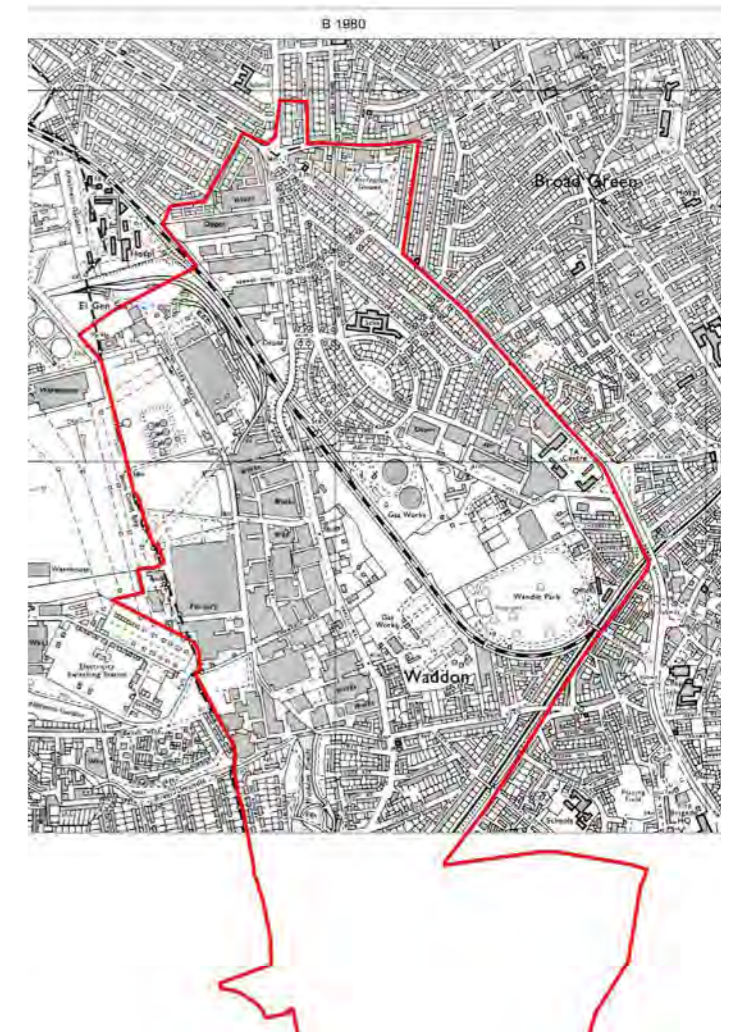
1950

The opening of Purley Way attracted industry to the area and it became the main industrial area of Croydon. Croydon "B" Power Station, was built in the end of the 1940s and opened in 1950.



1980

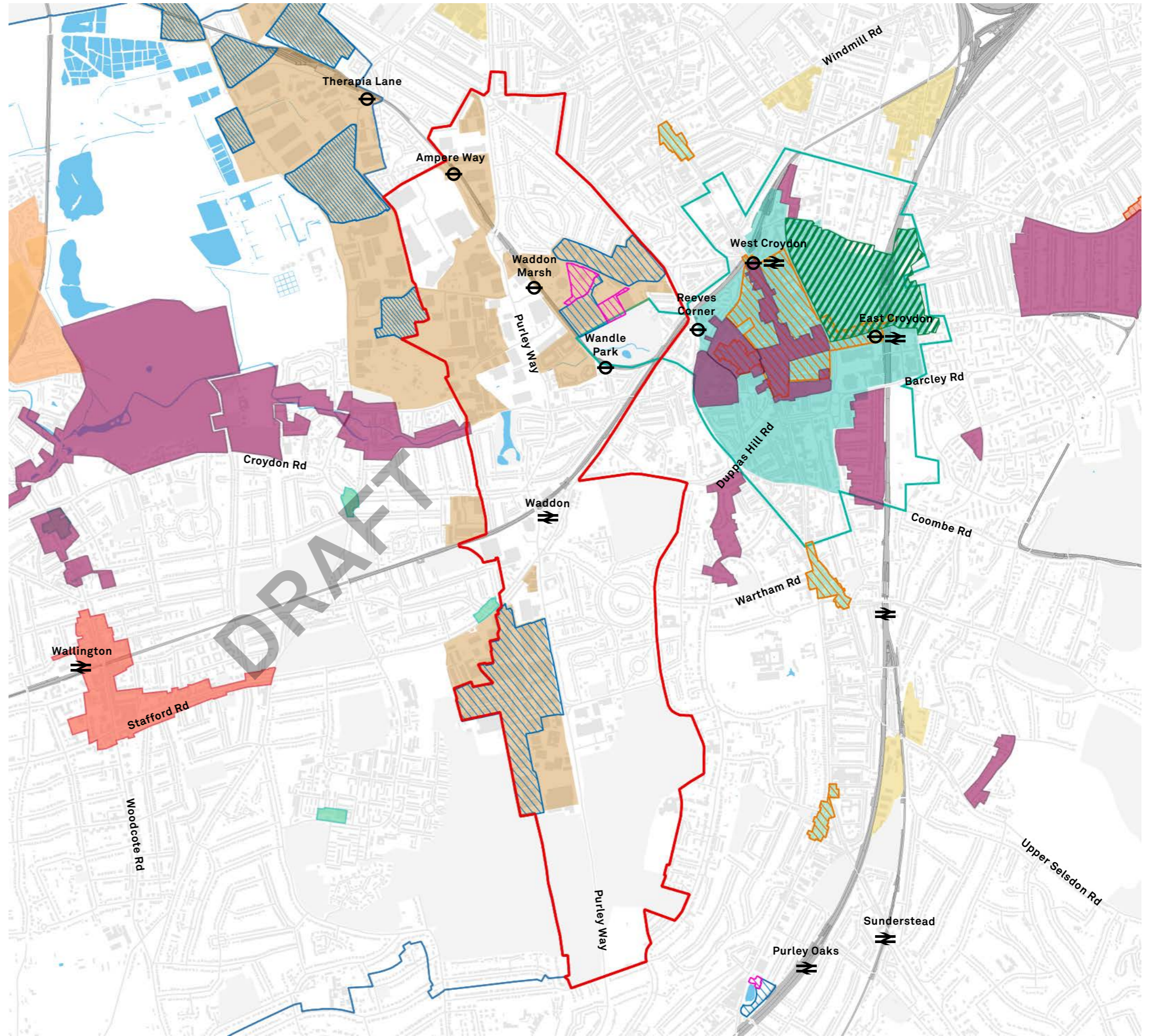
Starting with the 1970s, industrial uses have slowly been replaced by large scale retail such as Ikea.



2.2
CURRENT POLICY
& DEVELOPMENT

Planning policy context

- KEY
- Strategic Industrial Locations (SIL)
 - Locally Significant Industrial Sites (LSIS)
 - Conservation areas
 - Housing Zone
 - Croydon Metropolitan Centre
 - Croydon District Centre
 - Croydon Local Centre
 - South London Waste Plan schedule 1
 - South London Waste Plan schedule 2
 - Sites suitable for waste facility (Sutton Local Plan Adopted 2018)
 - Primary shopping areas
 - Office retention area
 - Croydon Opportunity Area / Creative Enterprise Zone (CEZ)
 - Borough boundary
 - Purley Way Masterplan boundary



Industrial land

Strategic and Separated Industrial Locations (Tier 1):

- Strong protection for industrial and warehousing activities with no loss of Class B floor space permitted (excluding Class B1a)
- Permitted uses: Class B1b, B1c, B2 and B8 uses, Employment generating sui-generis uses, Gypsy and Traveller pitches

Locations:

- Marlpit Lane
- Purley Way (Including both Purley Way North and Purley Way South)
- Selsdon Road
- Gloucester Road (East)
- Vulcan Way

Integrated Industrial Locations (Tier 2):

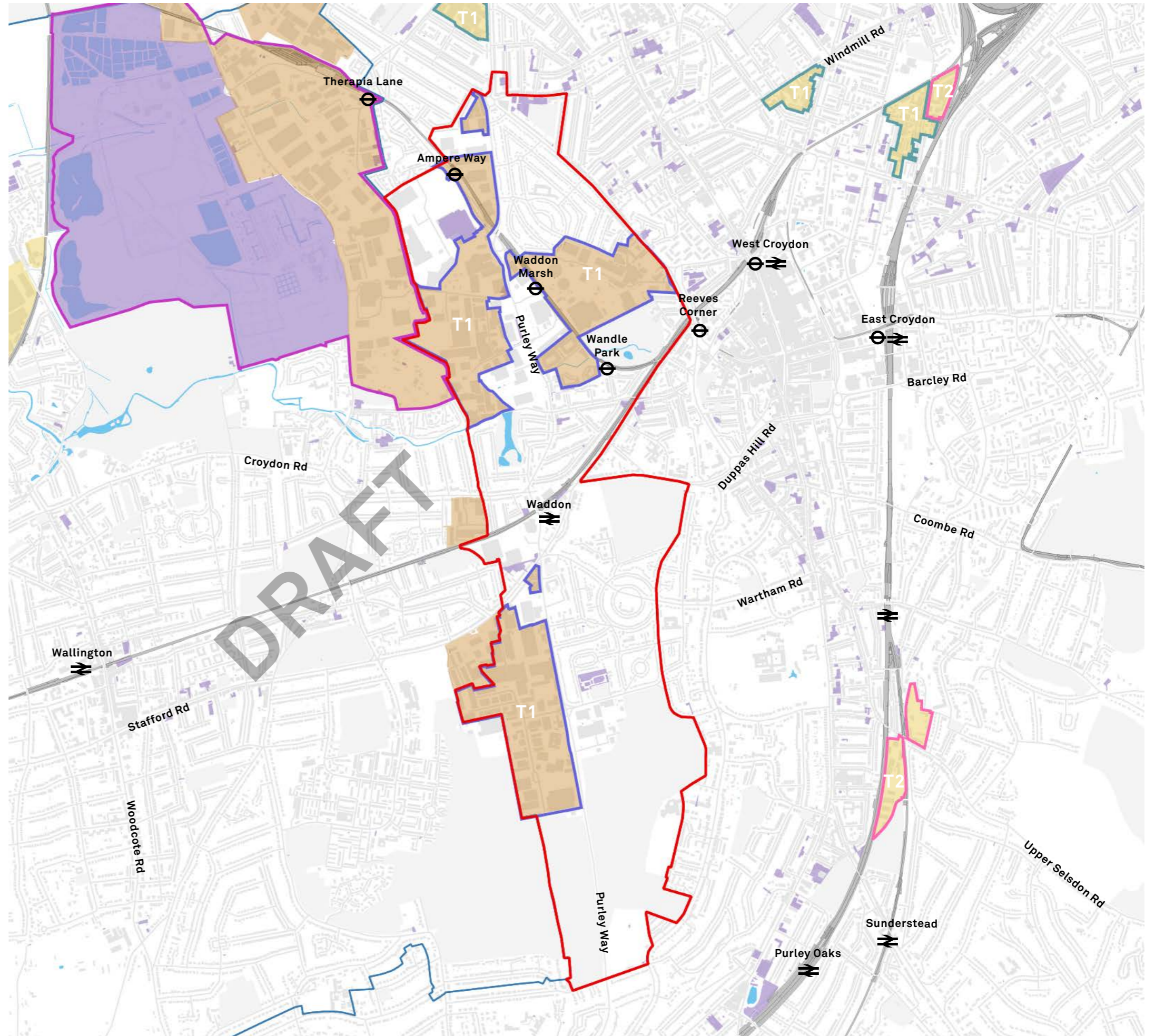
- Strong protection for industrial and warehousing activities
- Permitted uses: Class B1b, B1c, B2 and B8 uses, Employment generating sui-generis uses
- Planning permission for limited residential (Class C3) office (Class B1a) or education and community facilities (Class D1) can be granted.

Locations:

- Gloucester Road (West)
- Thornton Road
- Union Road

KEY

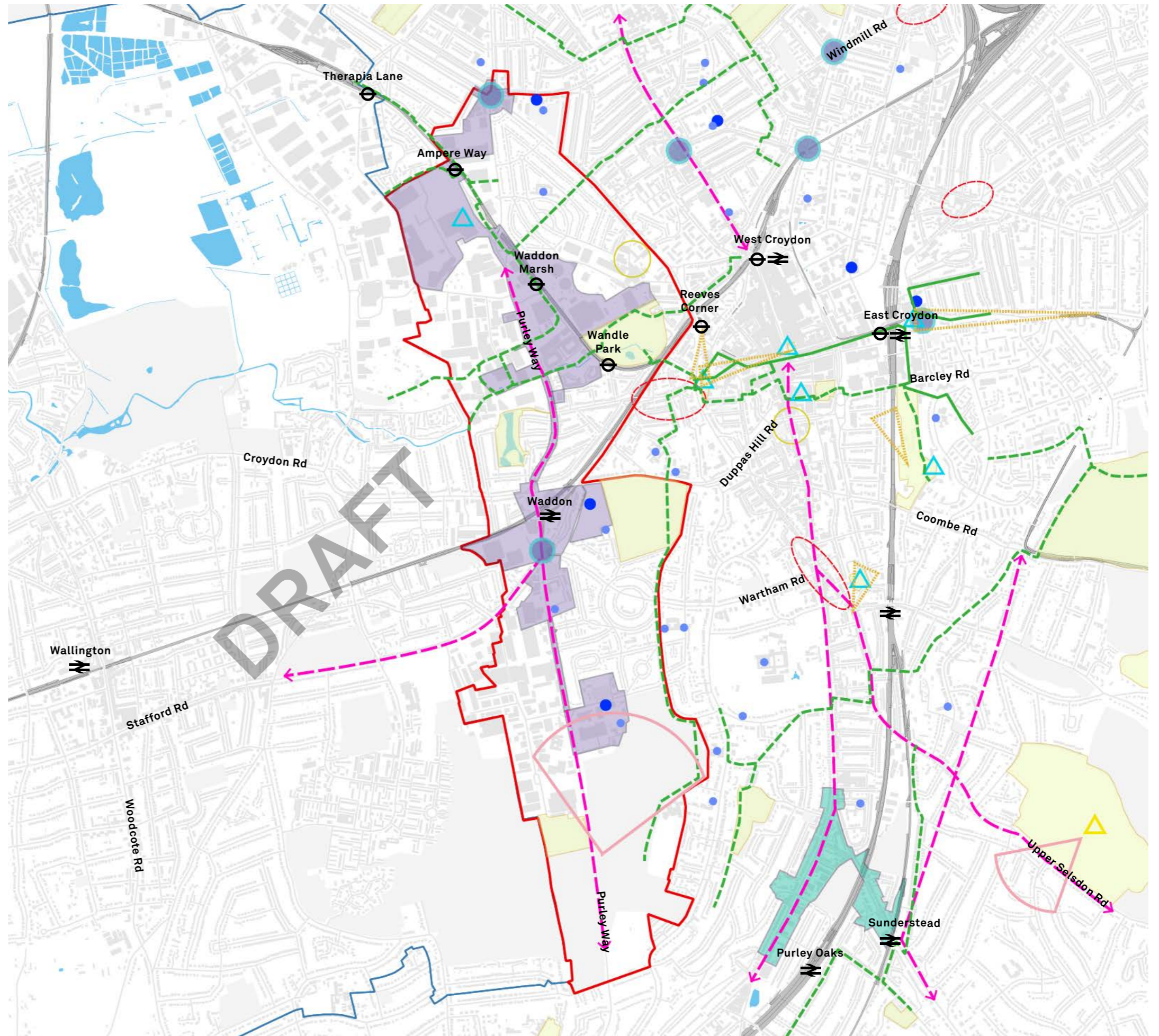
- Strategic industrial location ("Tier 1")
- Separated industrial location ("Tier 1")
- Integrated industrial location ("Tier 2")
- Strategic Industrial Locations (SIL)
- Locally Significant Industrial Sites (LSIS)
- Non-designated industrial land
- Beddington industrial area (BID)
- Borough boundary
- Purley Way Masterplan boundary



Local plan review

- KEY
- Potential tram extension
 - Existing Green Grid and connections
 - Suggested Green Grid and connections
 - Local green space
 - Area of focussed intensification
 - Schools & nurseries
 - Potential secondary school site
 - Strategic road junction improvements
 - Enterprise centre
 - Local landmarks
 - Scheduled Monument
 - Neighbourhood centre
 - Croydon panorama
 - Local Designated View
 - Purley Way transformation area
 - Borough boundary
 - Purley Way Masterplan boundary

Source: Croydon Local Plan Review - Issues and Options 2019



Site allocations & areas for focused development

Wider/other considerations

1. Various retail sites including Sainsbury's along Purley Way edge
2. Morrison's site (as part of Waddon establishing Waddon centre)
3. Wing Yip site (to be combined with 550-550A Purley Way pre-app)
4. Collonades Retail Park (including Wyvale Garden Centre pre-app)

Pre-apps

5. 40 & 60-66 Purley Way
6. Mill Lane Trading Estate
7. 550-550A Purley Way
8. Wyvale Garden Centre

Croydon's Metropolitan Centre Masterplans

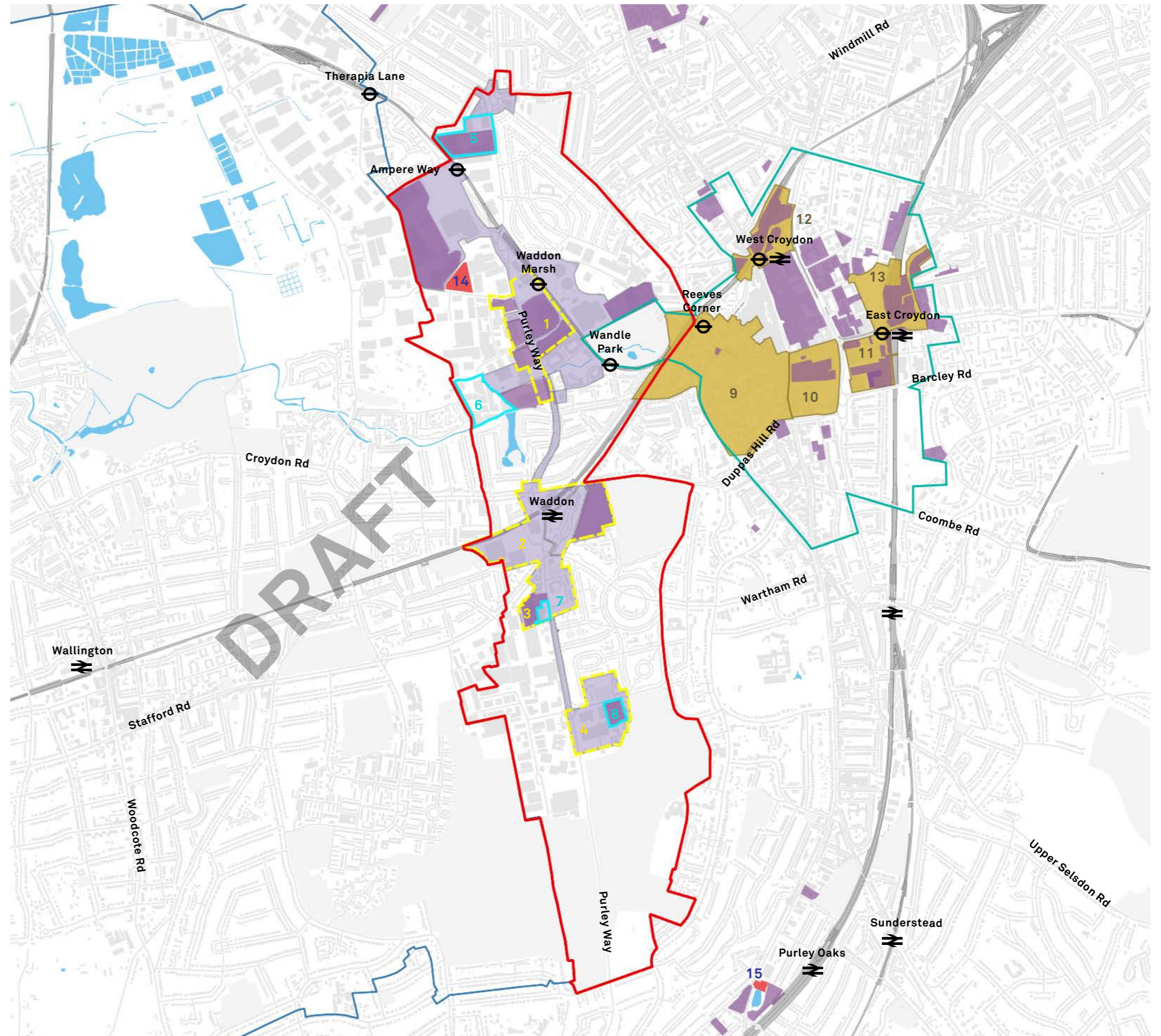
9. The Old Town Masterplan
10. Mid Croydon Masterplan
11. West Croydon Masterplan
12. The Fair Field Masterplan
13. East Croydon Masterplan

Gypsy and Travellers

14. Latham's Way
15. Purley Oaks Depot (proposed site)

KEY

- CLP site allocations (2018)
- Purley Way transformation area
- Site-specific locations for Gypsy and Travellers
- Existing pre-apps
- Wider/other site considerations
- Croydon's Metropolitan Centre Masterplans
- Croydon Opportunity Area / Creative Enterprise Zone (CEZ)
- Borough boundary
- Purley Way Masterplan boundary



Pipeline developments

Approved applications

1. Lombard House
— 96 residential units
— 2,300 m² B1a, B1c space
2. Shurgard
— 4 storey B8 storage warehouse
3. Stewart Plastics site
— 11,400m² B1b, B1c, B2, B8 space
4. Shackleton Gate
— 131 PRS units
5. Makro
— Conversion from cash & carry to B8 storage & distribution
6. 6 Trojan Way (Toys R Us)
— New Amazon last mile distribution centre.
— Conversion from A1 to B8
7. 330 Purley Way (John Lewis)
— 56 residential units
— 4,116m² retail space
8. Former Propellor House
— new leisure centre
— 171 residential units
9. 13 Imperial Way
— 25 residential units
10. Wandle Park Flats

Pre-apps

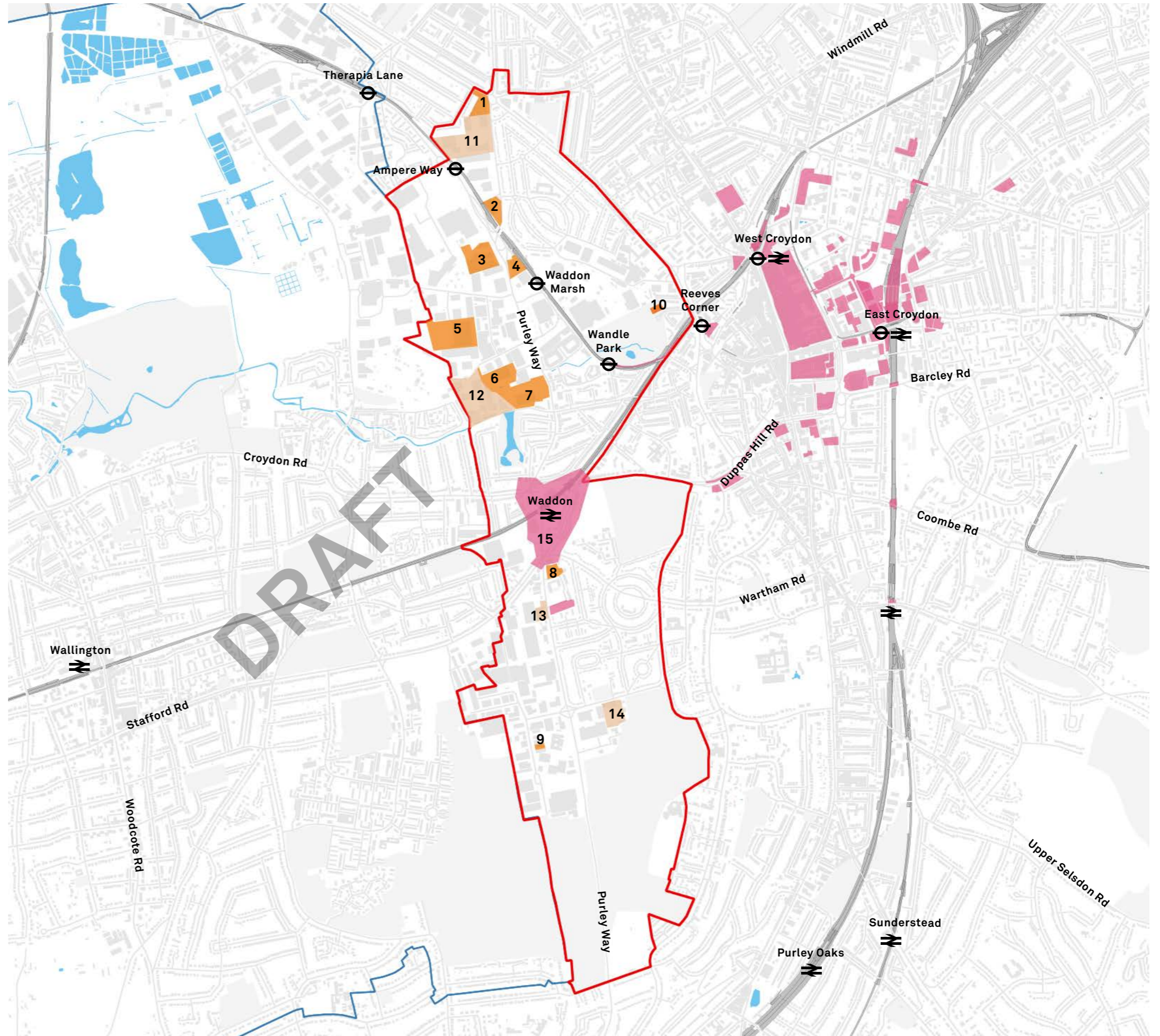
11. 40 & 60-66 Purley Way
12. Mill Lane Trading Estate
13. 550-550A Purley Way
14. Wyvale Garden Centre

Other

15. Five Ways

KEY

- Approved app sites
- Pre-app sites
- Other
- Borough boundary
- Purley Way Masterplan boundary

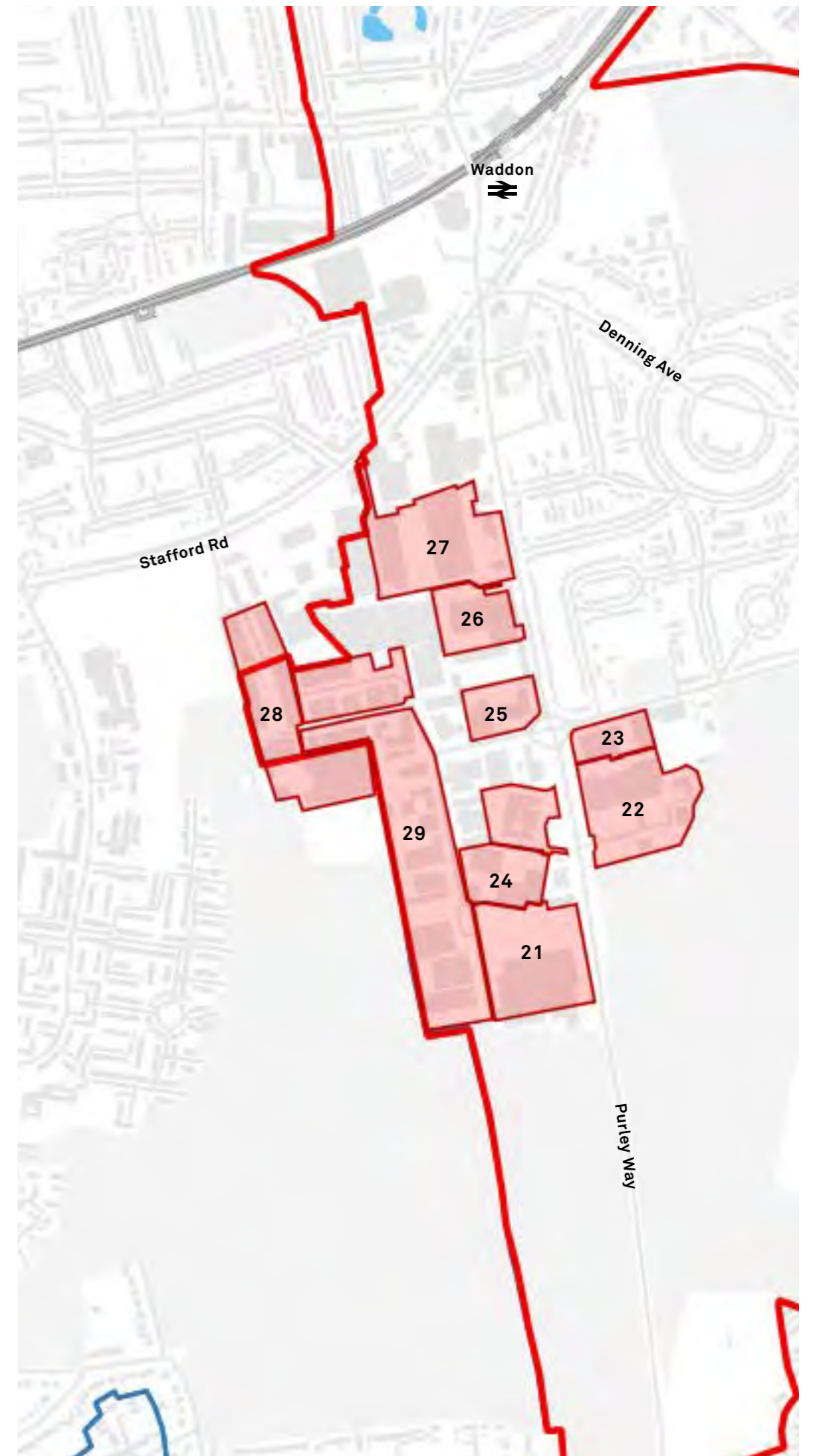
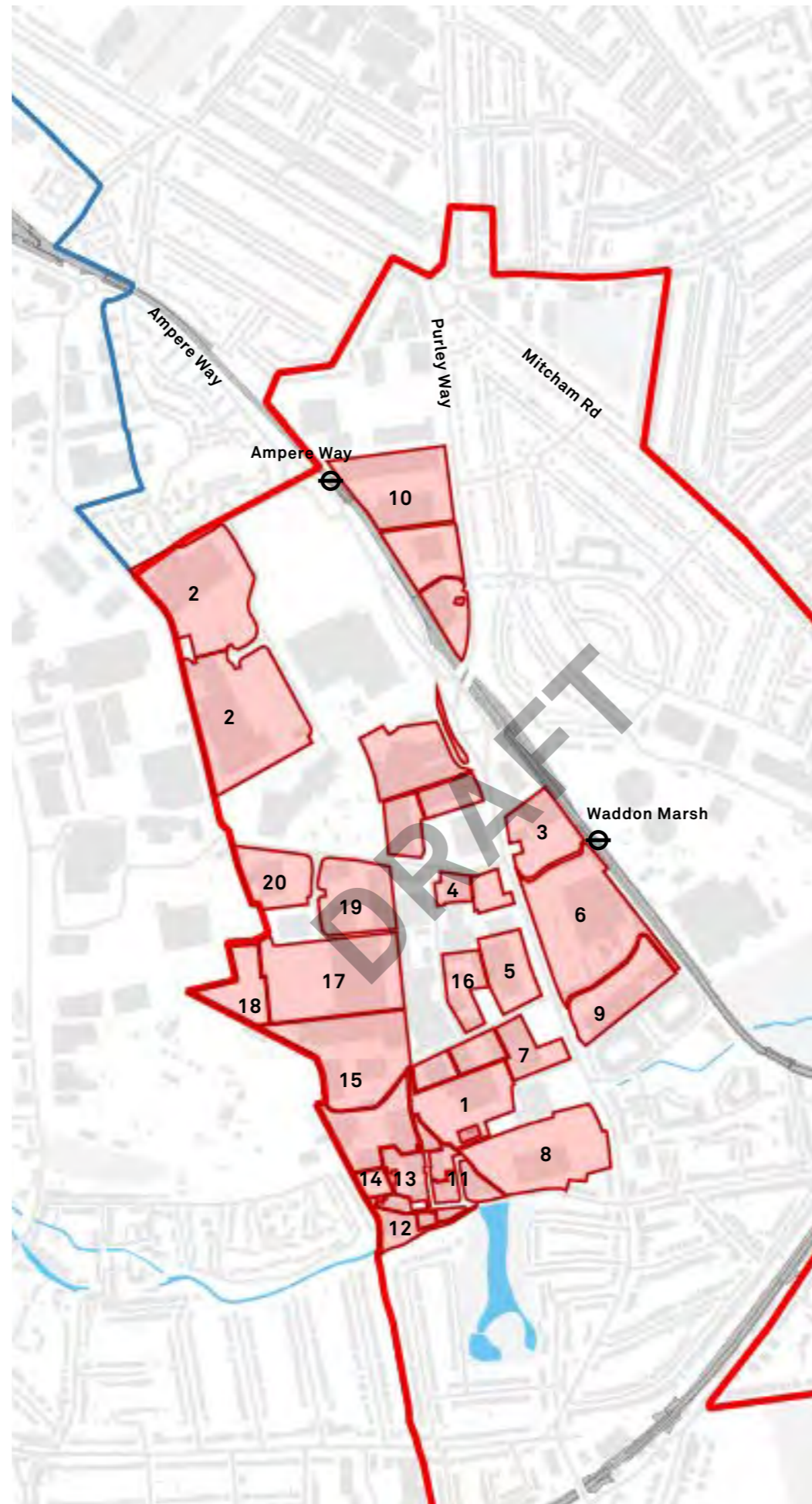


Key ownerships

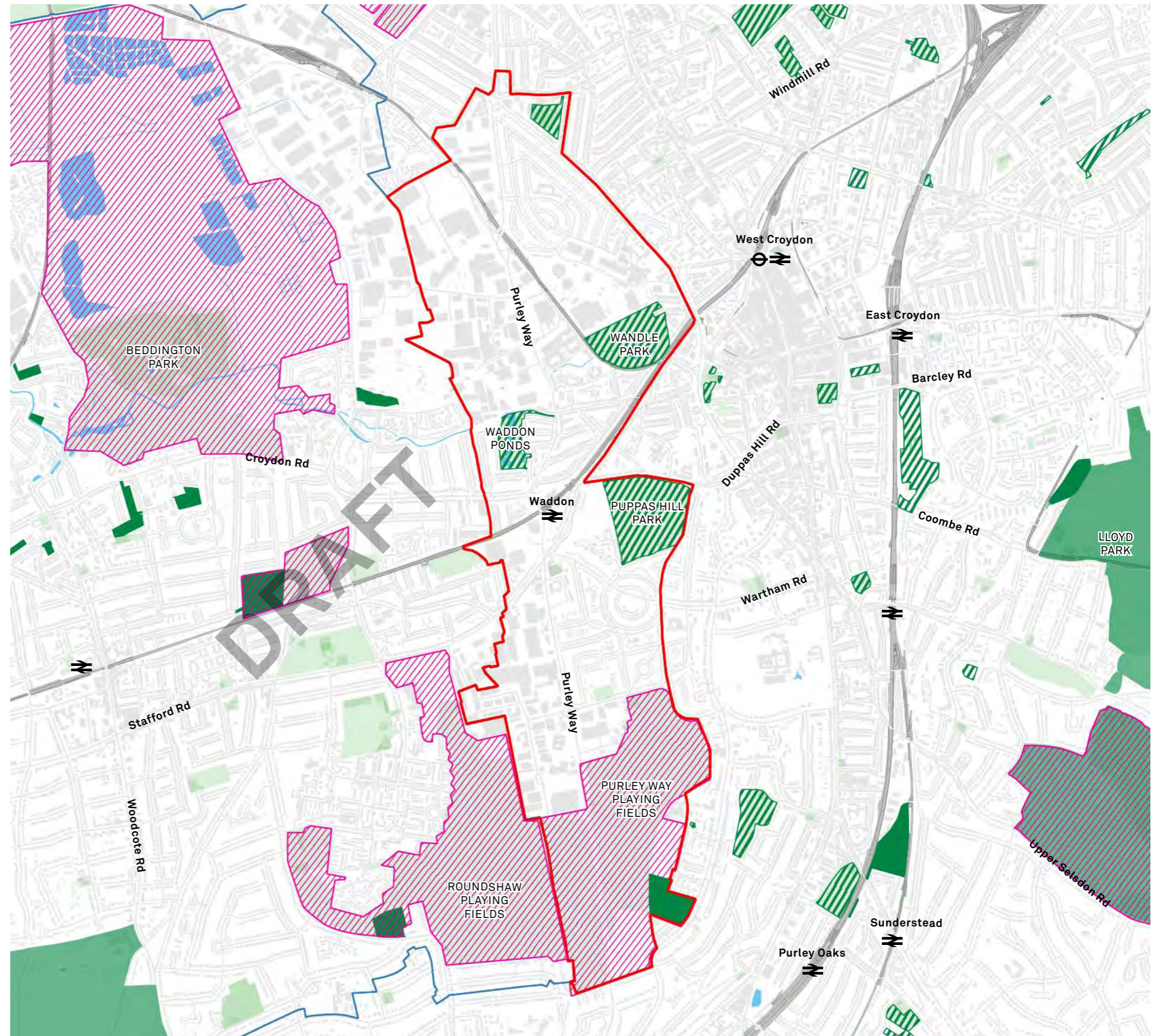
Site	Owner
1	AMAZON
2	N/A
3	BRITISH OVERSEAS BANK NOMINEES LIMITED
4	THE COUNCIL OF THE BOROUGH OF SOUTH TYNESIDE
5	TAMESIDE METROPOLITAN BOROUGH COUNCIL
6	SAISBURY'S SUPERMARKETS LTD
7	RICHARD AITCH LIMITED
8	BRITISH OVERSEAS BANK NOMINEES LIMITED
9	RBS PENSION TRUSTEE LIMITED
10	IMPERIAL TOBACCO PENSION TRUSTEES LIMITED
11	GATSBY INDUSTRIAL LIMITED
12	ANTHONY LEONARD DEADMAN and SHARON TRACEY
13	SCEPTRE PROPERTIES LIMITED
14	ANTHONY LEONARD DEADMAN and SHARON TRACEY
15	BNP PARIBAS DEPOSITARY SERVICES LIMITED
16	UKIG NOMINEES 2 LIMITED
17	MAKRO PROPERTIES LIMITED
18	STANDARD LIFE TRUSTEE COMPANY LIMITED (
19	HPUT A LIMITED
20	QH ESTATES LTD
21	COSTCO WHOLESALE UK LIMITED
22	DPK EAST LIMITED
23	ZINC FREEHOLDS LIMITED
24	ASSOCIATED BRITISH FOODS PENSION TRUSTEES
25	CAMBRIA AUTOMOBILES PROPERTY LIMITED
26	THE KEEPERS AND GOVERNORS OF THE POSSESSIONS
27	SANTANDER (CF TRUSTEE) LIMITED
28	SHELL PENSIONS TRUST LIMITED
29	THE MAYOR AND BURGESSES OF THE LONDON BOROUGH OF CROYDON

KEY

- Existing plots
- Borough boundary
- Purley Way Masterplan boundary



Green space designations



Key

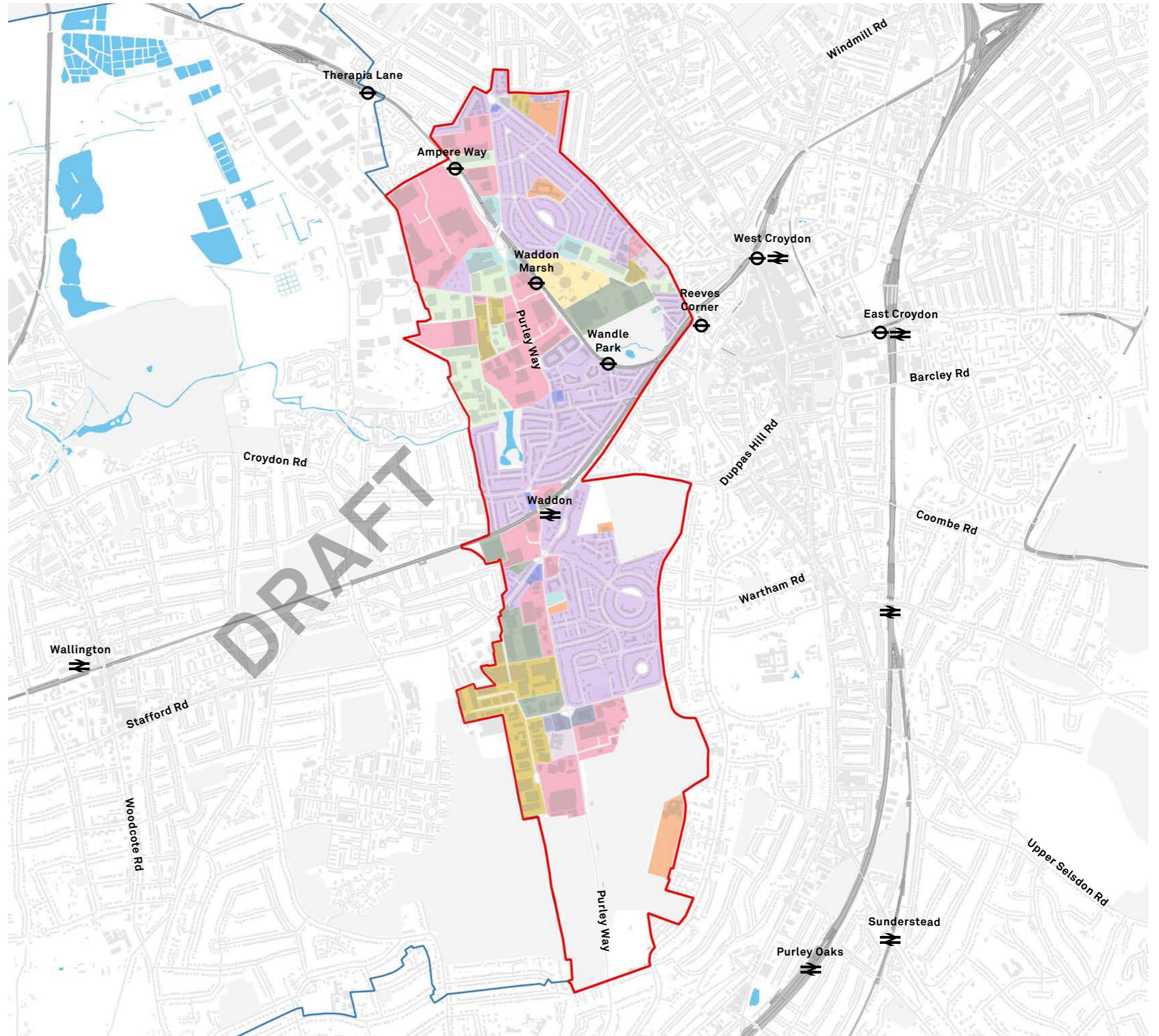
- Green space
- Local green space
- Allotments
- Metropolitan Green belt
- Metropolitan Open Land
- Borough boundary
- Purley Way Masterplan boundary

N 0 500m

2.3
LAND USES &
BUILDING TYPES

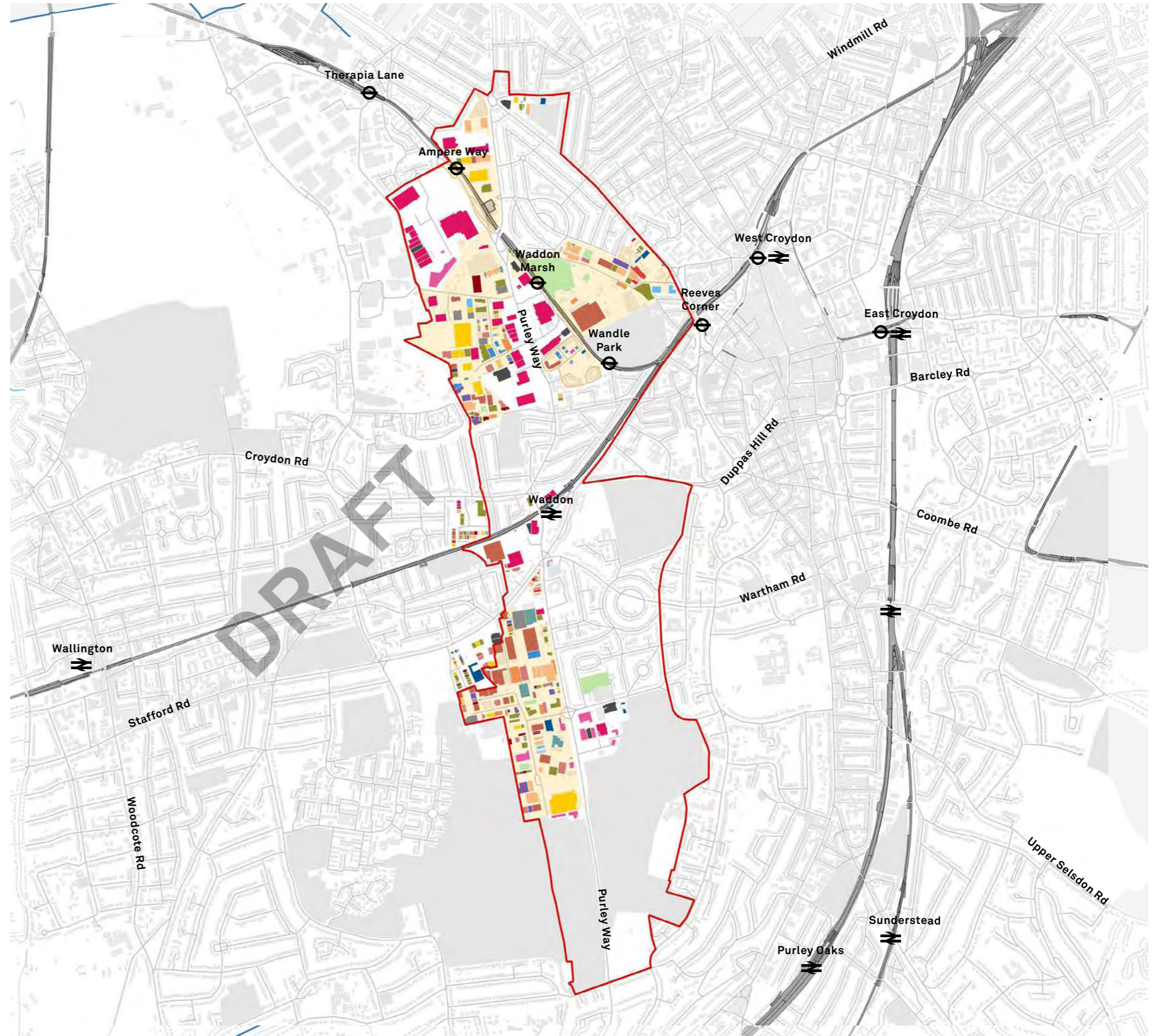
Land use

- KEY
- Residential
 - Standalone warehouse
 - Industrial estate
 - Dense light industrial
 - Open industrial land
 - Retail park / large retail warehouse
 - Hotel or standalone office building
 - Businesses in primarily residential area
 - Community use
 - Education
 - Under construction
 - Other
 - Vacant lot
 - Borough boundary
 - Purley Way Masterplan boundary



Business sectors

- KEY
- Business activities**
- Manufacture: metals machinery
 - Manufacturing -food and beverage
 - Manufacturing - other
 - Vehicle sale & Repair
 - Utilities
 - Construction
 - Construction related retail, hire & wholesale
 - Wholesale
 - Logistic, transport & storage
 - Services: public, education and health
 - Services: professional
 - Services: other
 - Creative, ICT, digital
 - Retail
 - Hospitality & recreation
 - Faith
 - Multi-occupancy buildings
 - Unknown
 - Vacant
- Other**
- Strategic Industrial Locations (SIL)
 - Borough boundary
 - Purley Way Masterplan boundary



Employment density

KEY

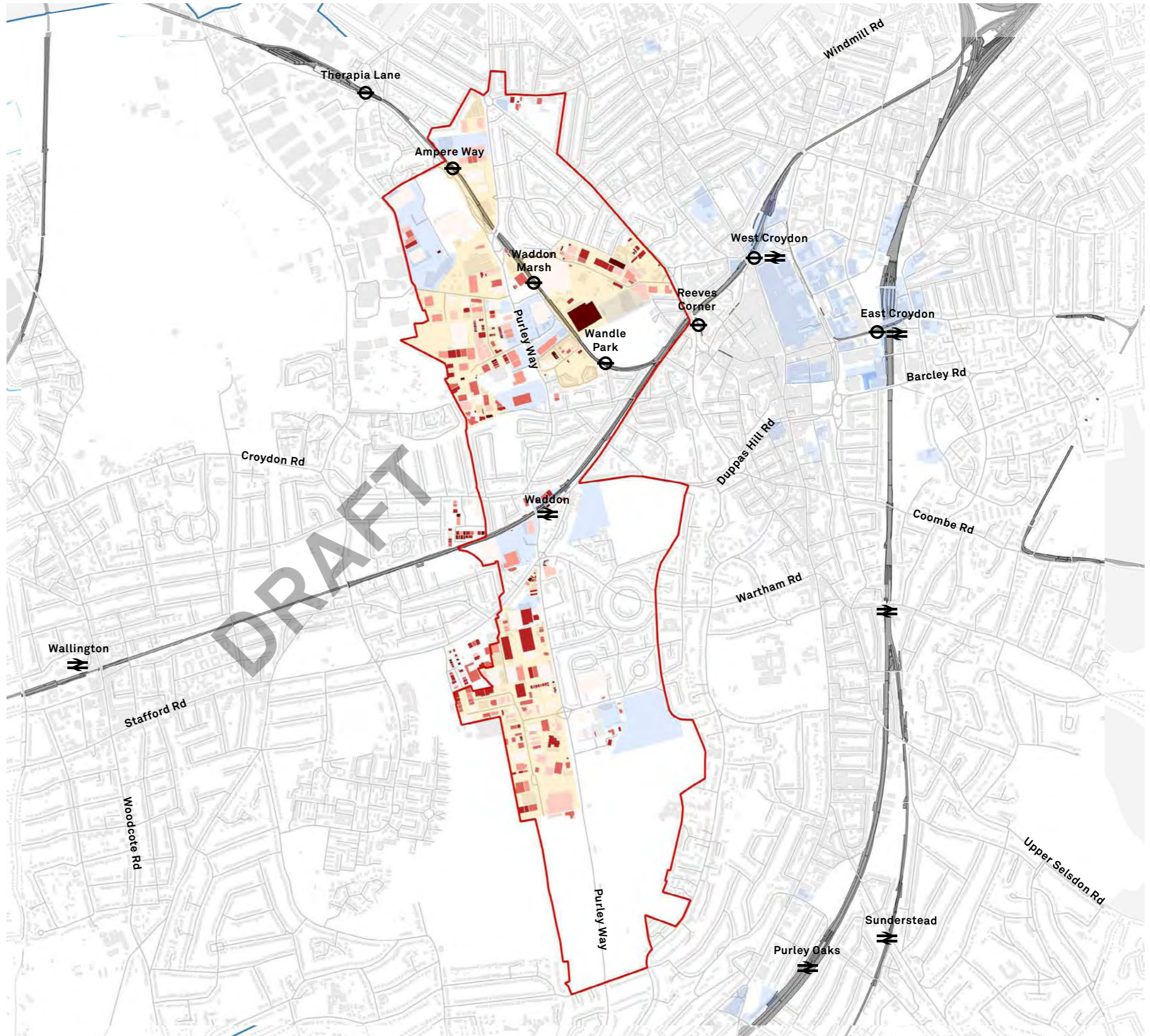
Employment density

- <10m² /employee
- 10 - 30m² /employee
- 30 - 60m² /employee
- 60 - 90m² /employee
- 90 - 120m² /employee
- 120+ m² /employee

Other

- Strategic Industrial Locations (SIL)
- Proposed sites
- Borough boundary
- Purley Way Masterplan boundary

N 0 500m



Building types

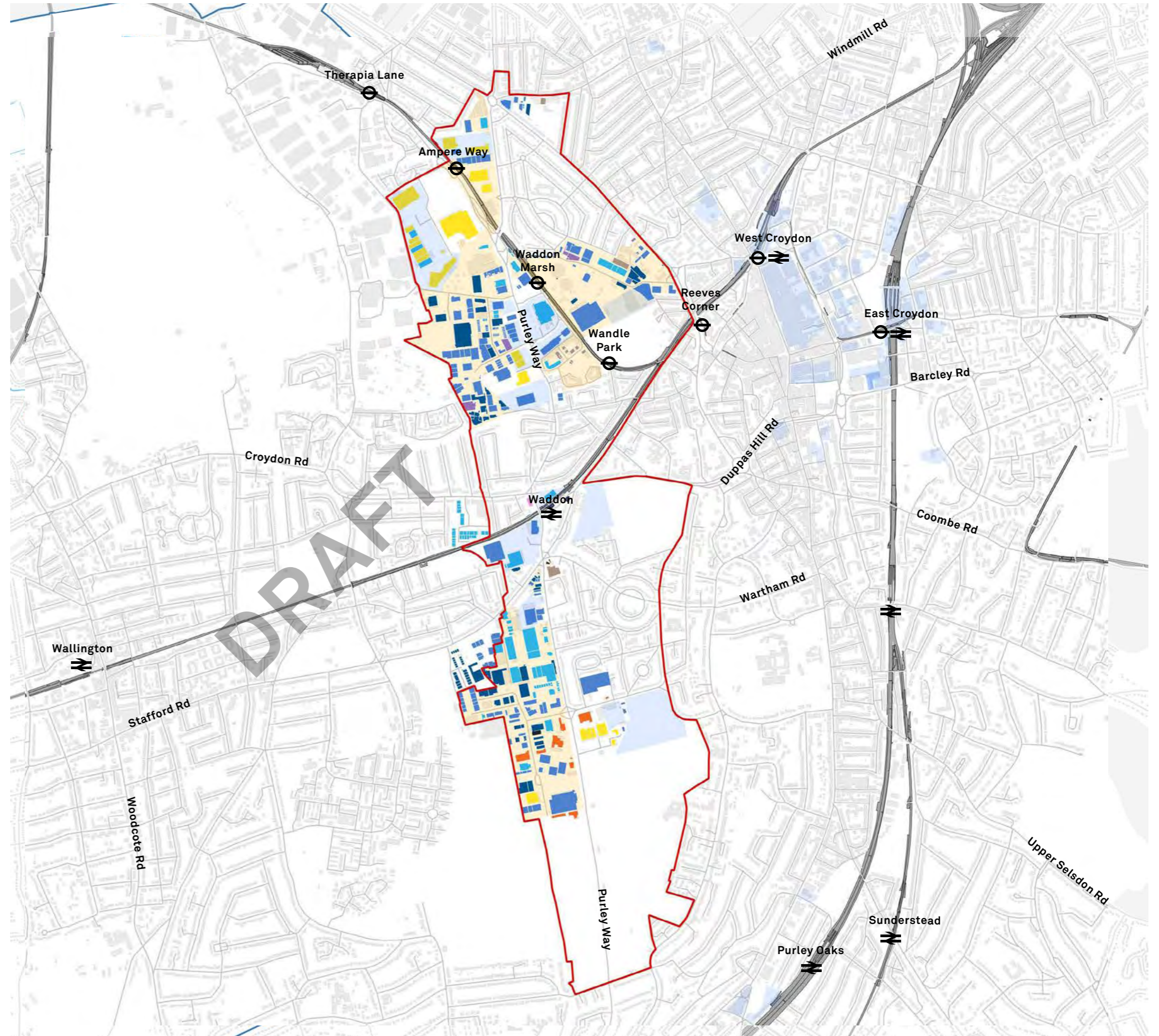
KEY

Building types

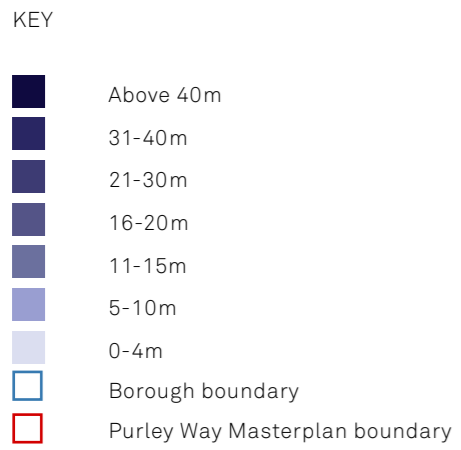
- Pre-1945 factory, depot or warehouse
- Post-1945 industrial building
- Post-1990 industrial building
- Post-2005 industrial building
- Yard space/utilities
- Office building
- Retail development with car parking
- Small retail unit
- Mixed-use development
- Assembly spa

Other

- Strategic Industrial Locations (SIL)
- Proposed sites
- Borough boundary
- Purley Way Masterplan boundary



Building heights

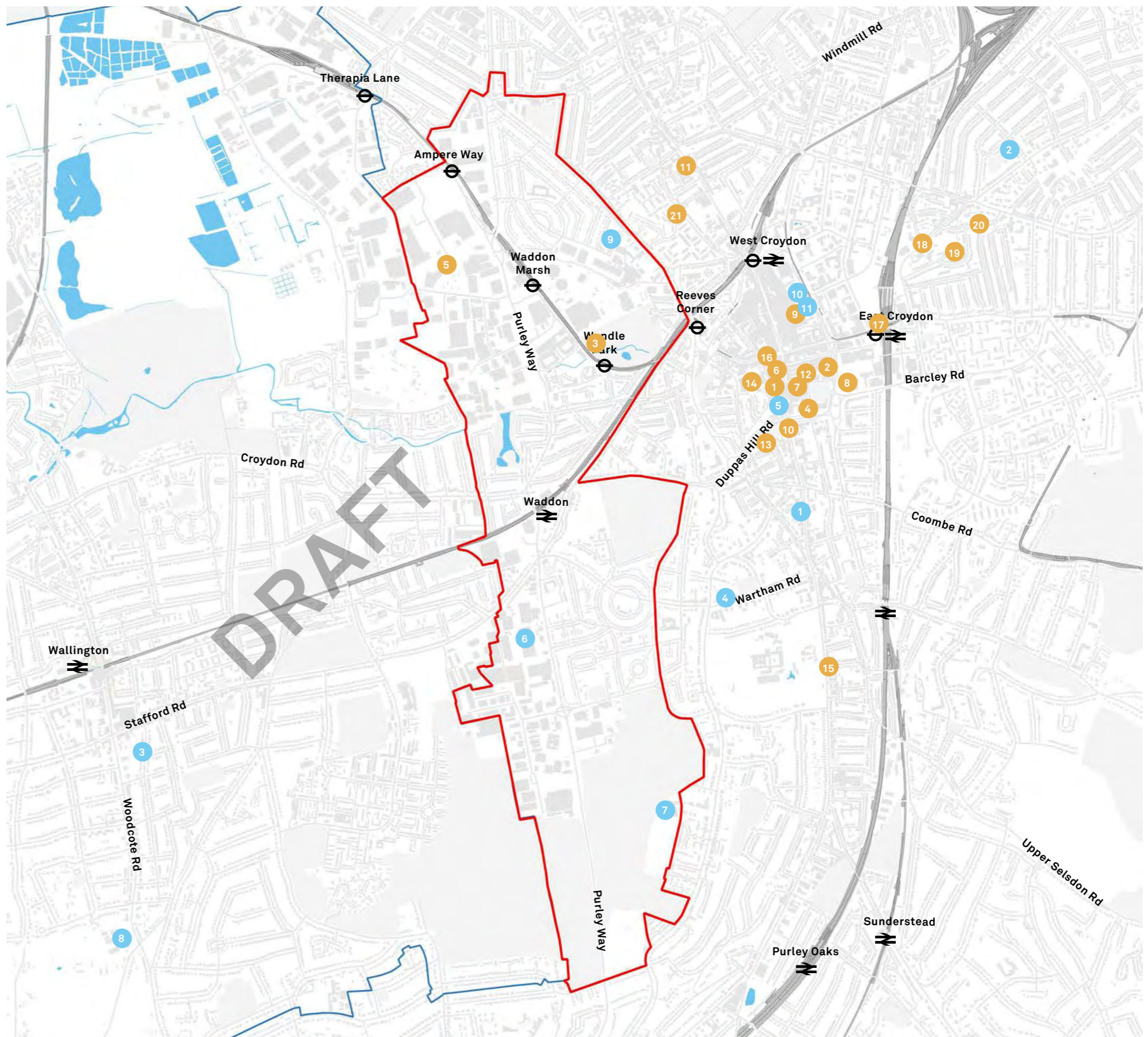


Cultural infrastructure

CULTURAL PRODUCTION	CULTURAL CONSUMPTION
Music Rehearsal, Recording and Office 1. Scream Studios 2. La Familia Records 3. Lontano Records 4. Dance Party Records	Theatres 1. Theatre Utopia 2. Ashcroft Theatre
Dance Rehearsal Studios 5. Theatre Utopia 6. The Warehouse Dance and Fitness 7. Harris Academy Purley 8. Wallington High School for Girls	Skate Parks 3. Wandle Park
Open Access Creative Studios 9. Bainbridge Print studios	Museums and Public Galleries 4. Museum of Croydon
Artists Workspaces 10. Trinity Court 11. Turf studios	Cinemas 5. Vue Purley Way 6. Vue Croydon 7. David Lean Cinema
	Arts Centres 8. Fairfield Halls 9. Croydon Arts Store
	Music venues 10. The Soulful Cellar 11. The Cartoon 12. Ship 13. Royal Standard 14. The Front Room 15. Earl of Eldon 16. Project B 17. Boxpark Croydon 18. Oval Tavern 19. The Grouse and Claret 20. Builders Arms 21. The Harp Rock Bar

□ Borough boundary
□ Purley Way Masterplan boundary

Source: Cultural Infrastructure Map, London, 2019



Social infrastructure

Day centre & youth club

1. Centre for independent living
2. Waddon Youth & Community Centre
3. LAS Shisha Lounge

Leisure centre & sports club

4. Purley Way Playing Fields
5. The Colonnades
6. Oxygen Freejumping Trampoline Park
7. Nuffield Health Croydon Fitness & Wellbeing Gym
8. Croydon Municipal Officers Bowling Club
9. Kings Gym
10. Waddon Leisure Centre
11. Flip Out London Pinball Club
12. CroyWall Climbing Centre
13. Valley Leisure Park

Library

14. Broad Green Library

Business & conference centre

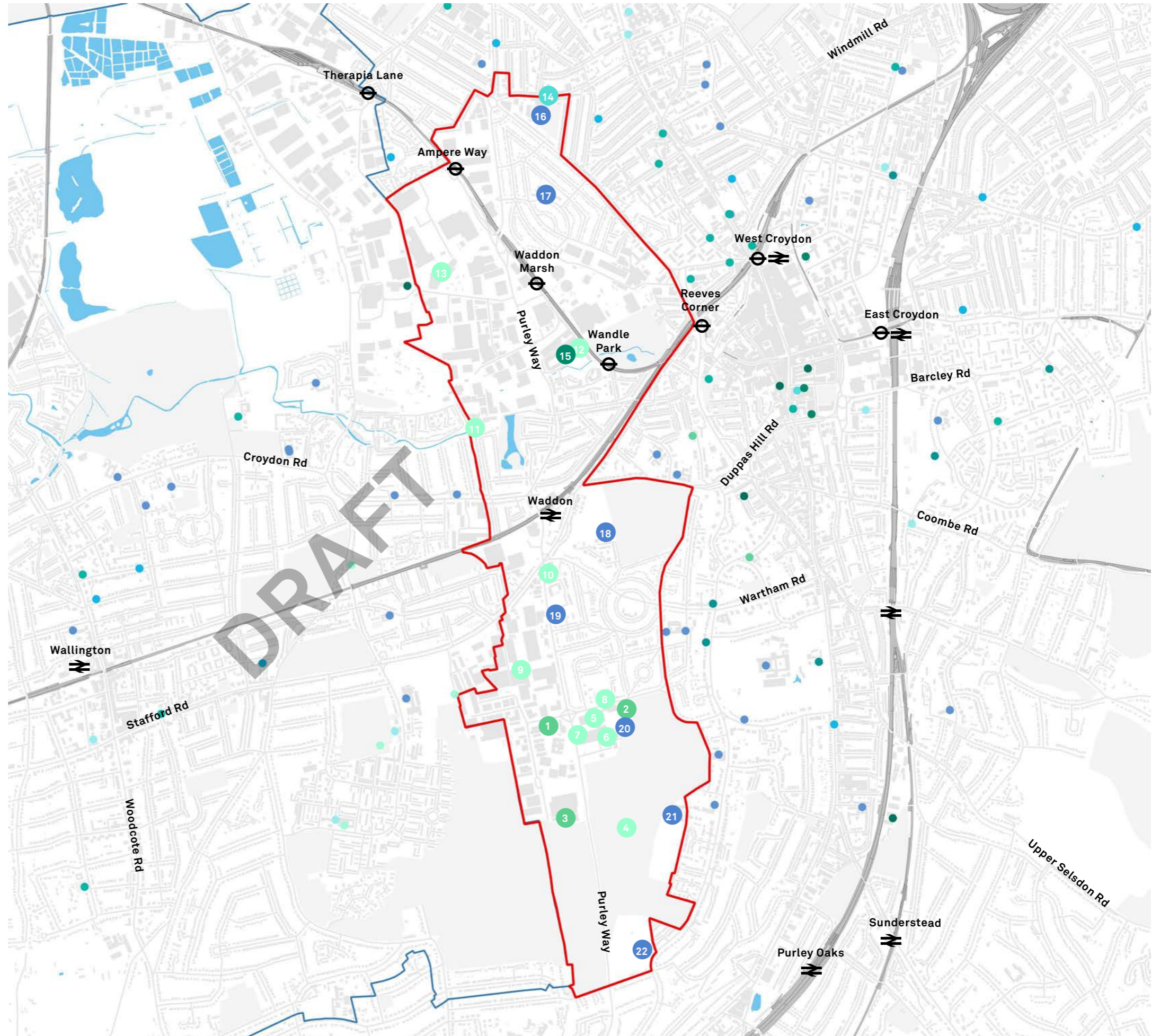
15. Start Up Croydon

Schools & nurseries

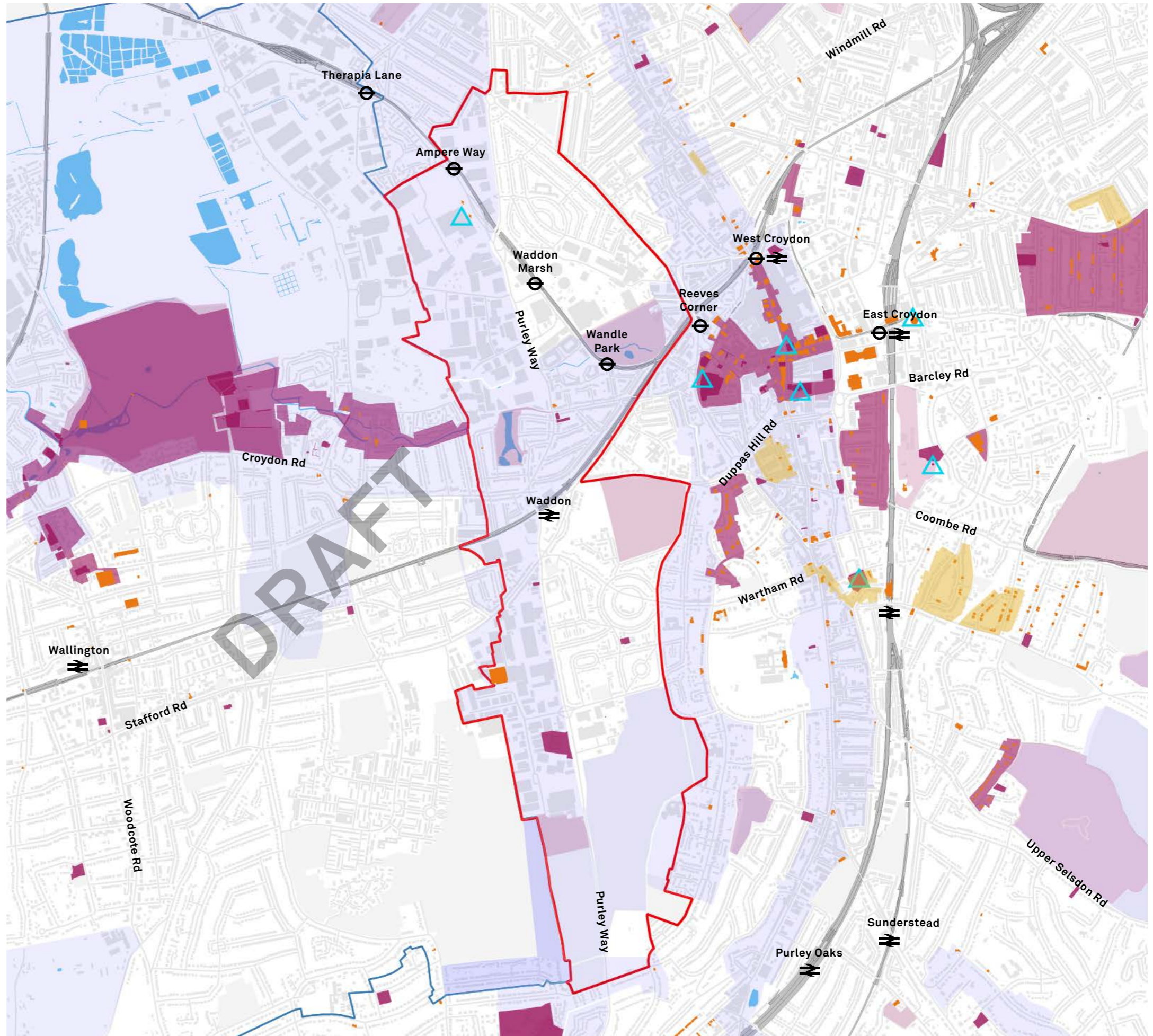
16. Canterbury Road Nursery and Community Hall
17. Kingsley Primary Academy
18. Busy Bees
19. Harris Primary Academy
20. Brightsparks Day Nursery
21. Haling Manor High School
22. Cumnor House Nursery

KEY

- | | |
|---|--------------------------------|
| Community & leisure | |
| ■ | Day centre & youth club |
| ■ | Leisure centre & sports club |
| ■ | Library |
| ■ | Place of Worship |
| ■ | Nursing home |
| ■ | Job/training centre |
| ■ | Business & conference centre |
| Other | |
| ■ | Schools & nurseries |
| ■ | Doctor's surgery |
| ■ | Medical centre & hospital |
| | Borough boundary |
| | Purley Way Masterplan boundary |



Heritage & conservation



- KEY
- Listed buildings
 - Locally listed buildings
 - Historic park & gardens
 - Conservation areas
 - Local heritage areas
 - Archeological priority area
 - Local landmarks
 - Borough boundary
 - Purley Way Masterplan boundary



Landmarks & local features



Listed chimneys to former Croydon powerstation, now Ikea



Battle of Britain memorial in Purley Way Playing Fields



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



Former Croydon Airport & elevated airplane on Purley Way



Old Tithe Barn in Waddon centre



The art deco Merlin House on Purley Way



Wing Yip chinese supermarket



Vue cinema

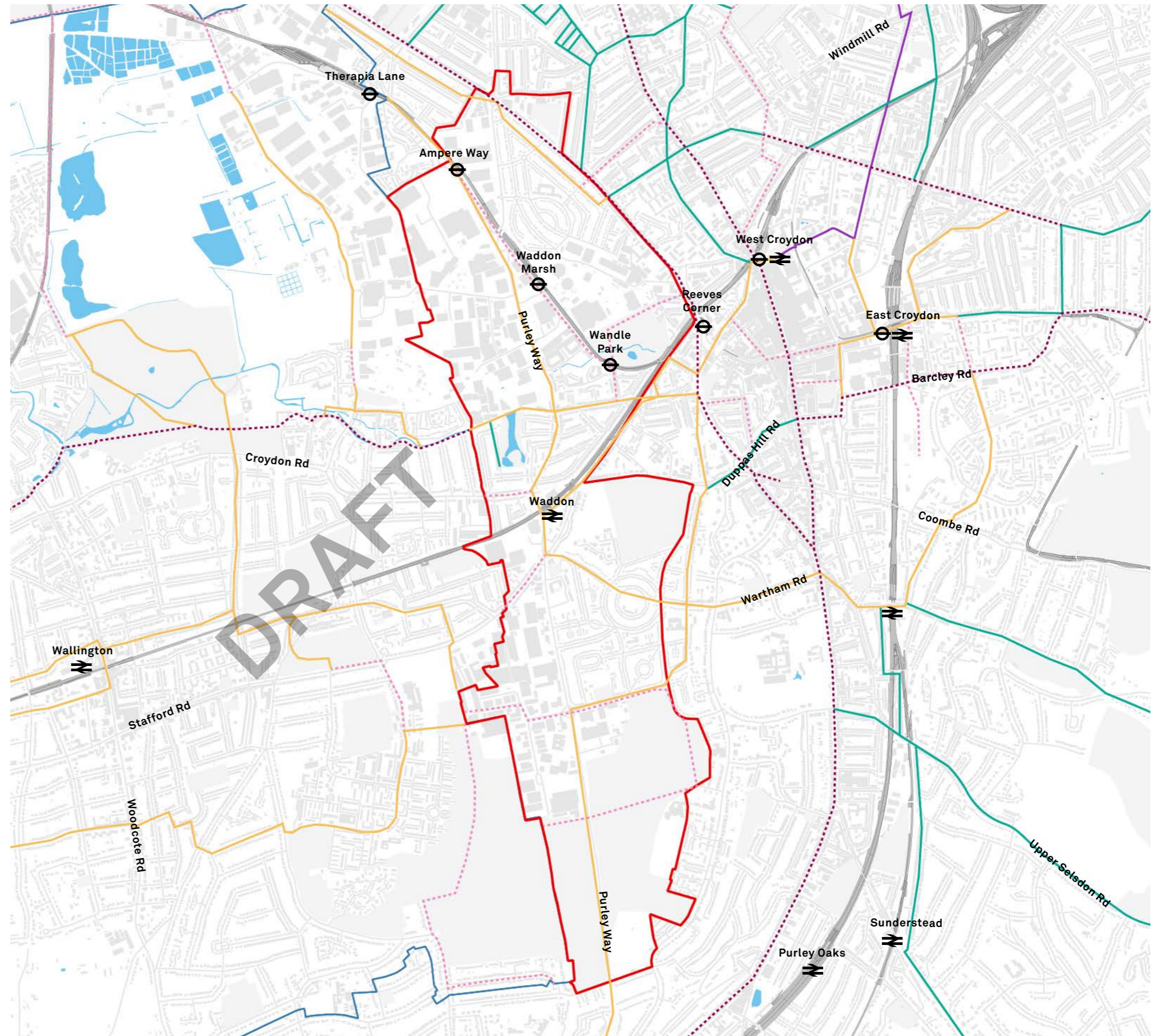
2.4
TRANSPORT &
MOVEMENT

Street network
classification

- KEY
- TLRN
 - A-Road
 - B-Road
 - Minor road
 - Borough boundary
 - Purley Way Masterplan boundary



Cycling network






- KEY
- Quietway
 - Other routes
 - Existing secondary routes
 - Proposed principle routes
 - - - Proposed secondary routes
 - Borough boundary
 - Purley Way Masterplan boundary




Pedestrian network



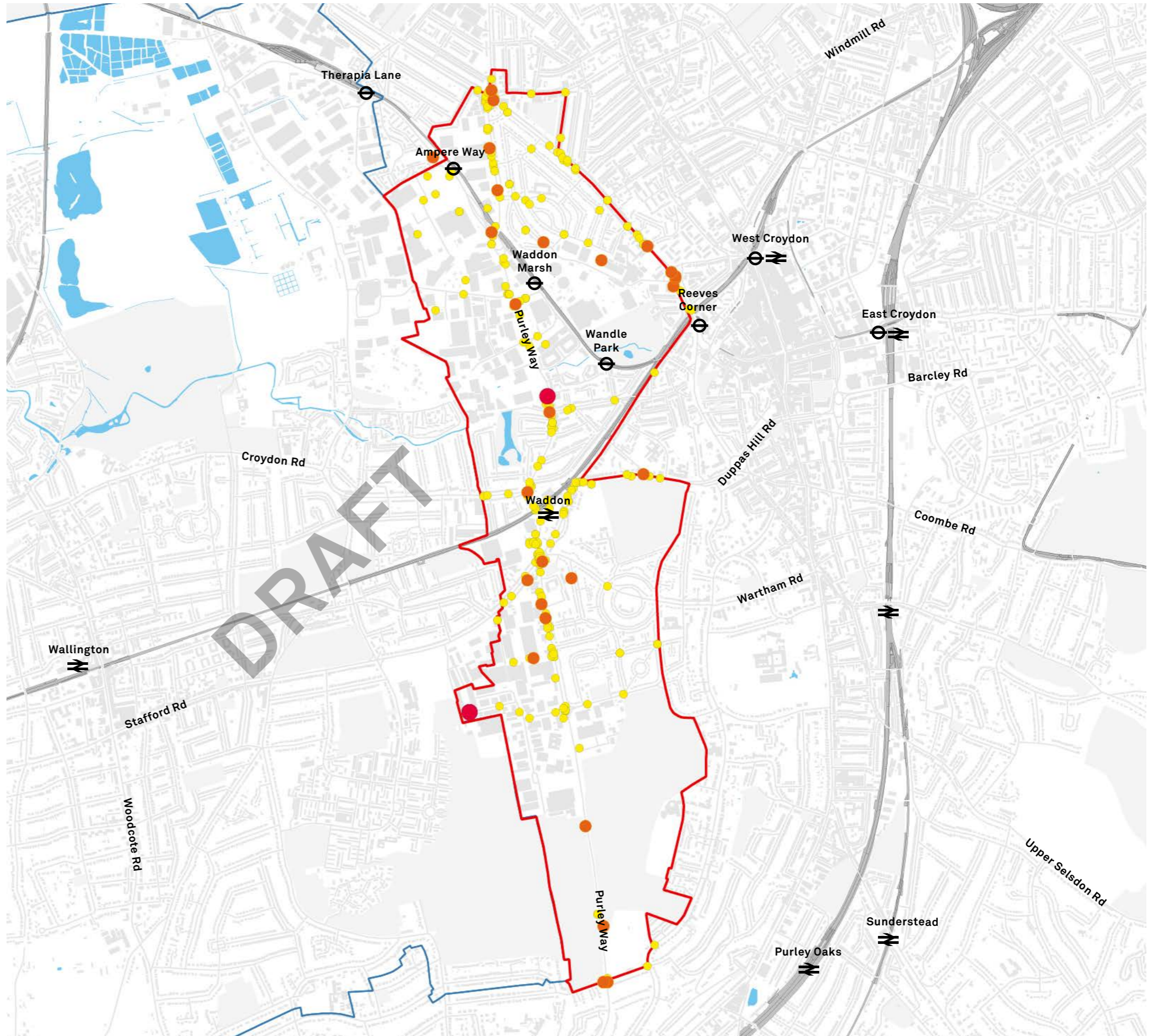
KEY

-  Pedestrian route
-  Borough boundary
-  Purley Way Masterplan boundary

N 0 500m



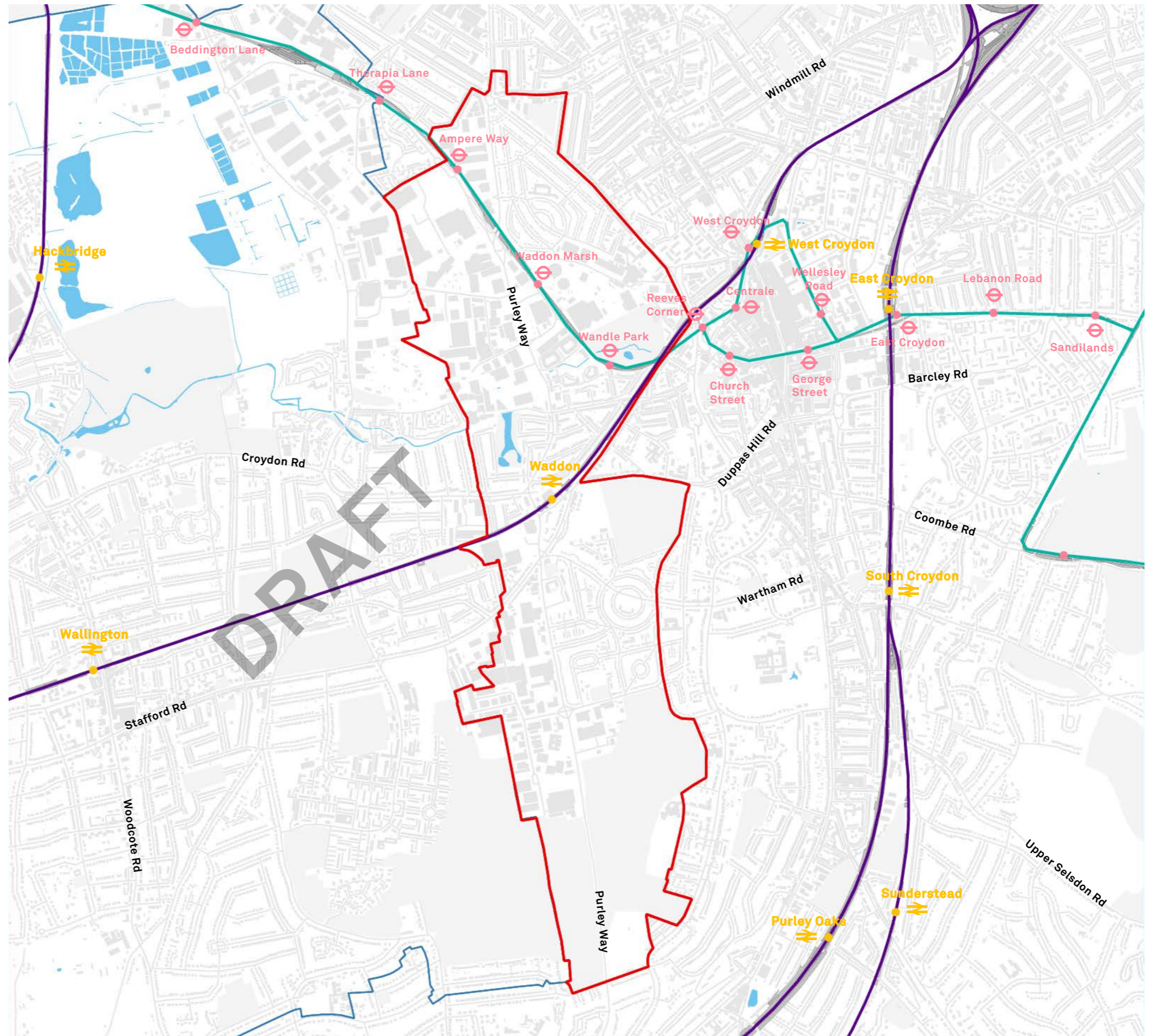
Incident severity (2016-2019)



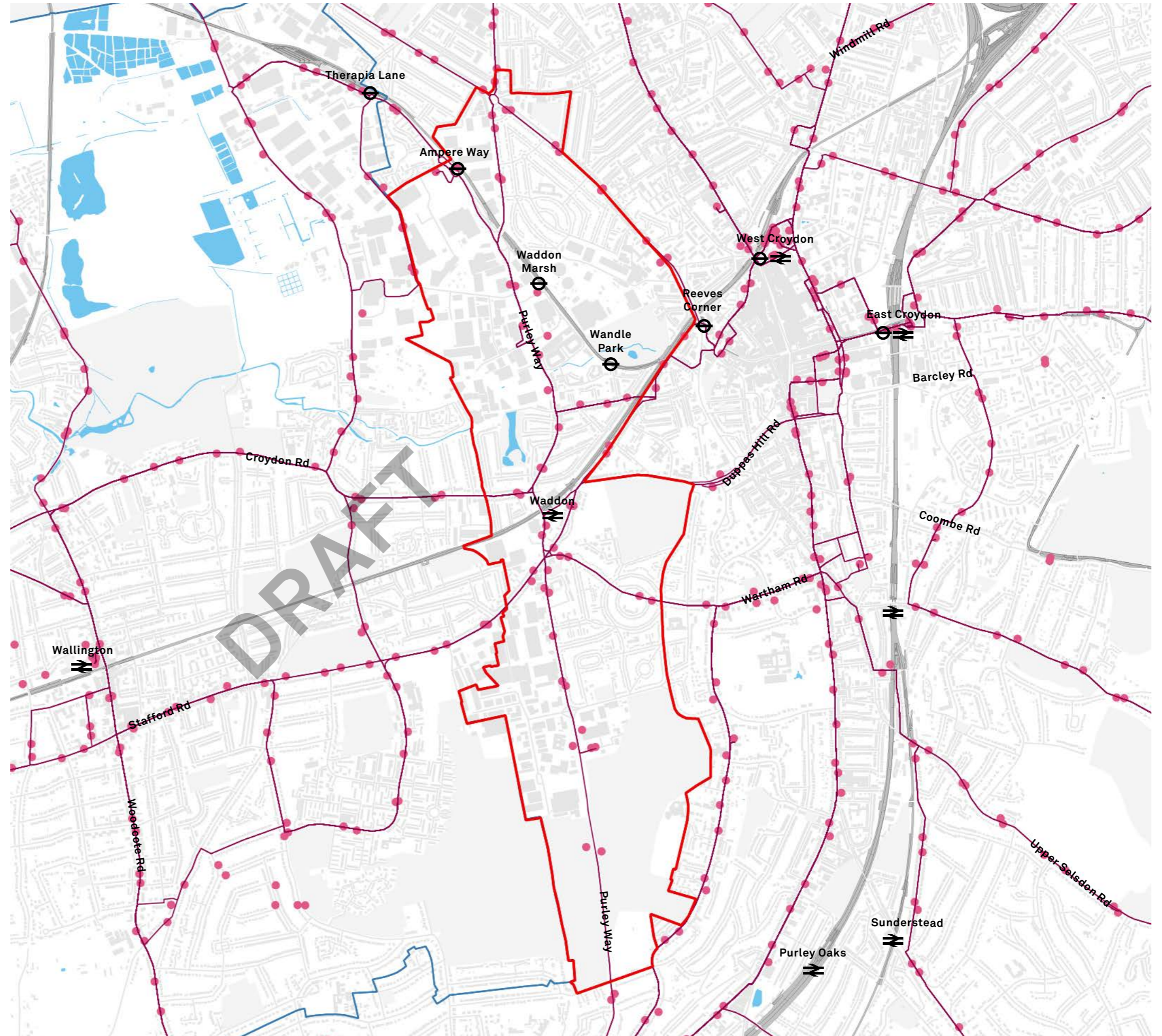
- KEY
- Fatal (2)
 - Serious (28)
 - Slight (270)
 - Borough boundary
 - Purley Way Masterplan boundary



Rail & tram network



Bus routes & stops

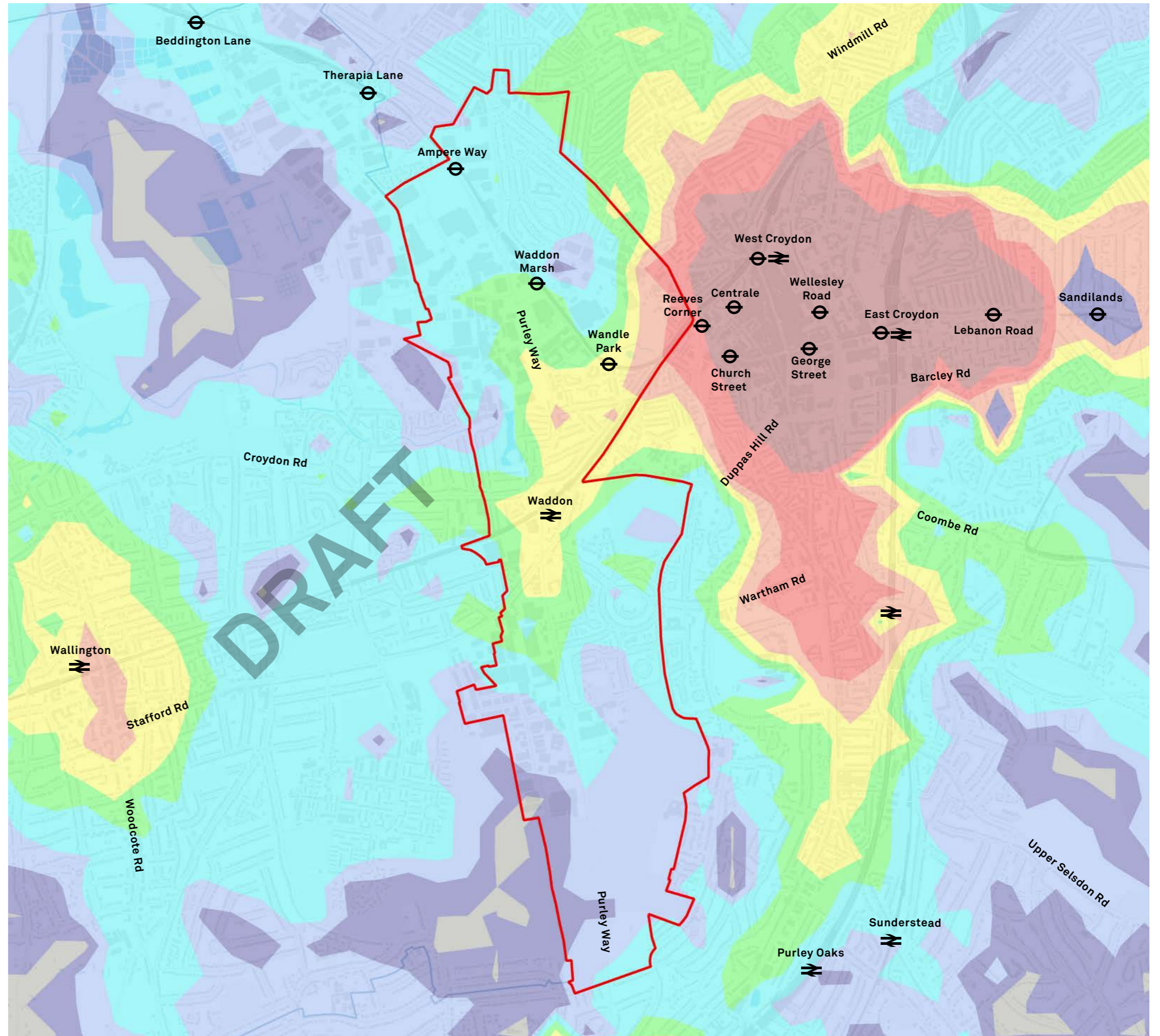
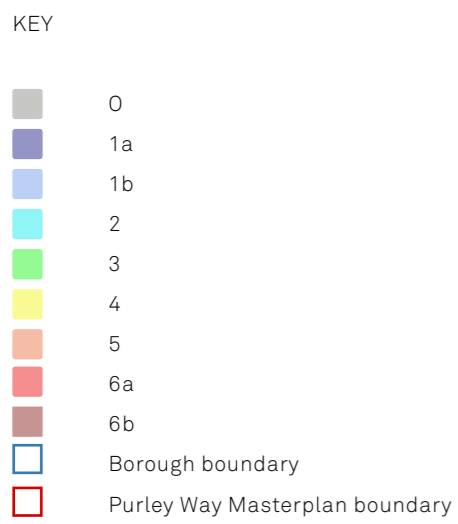


KEY

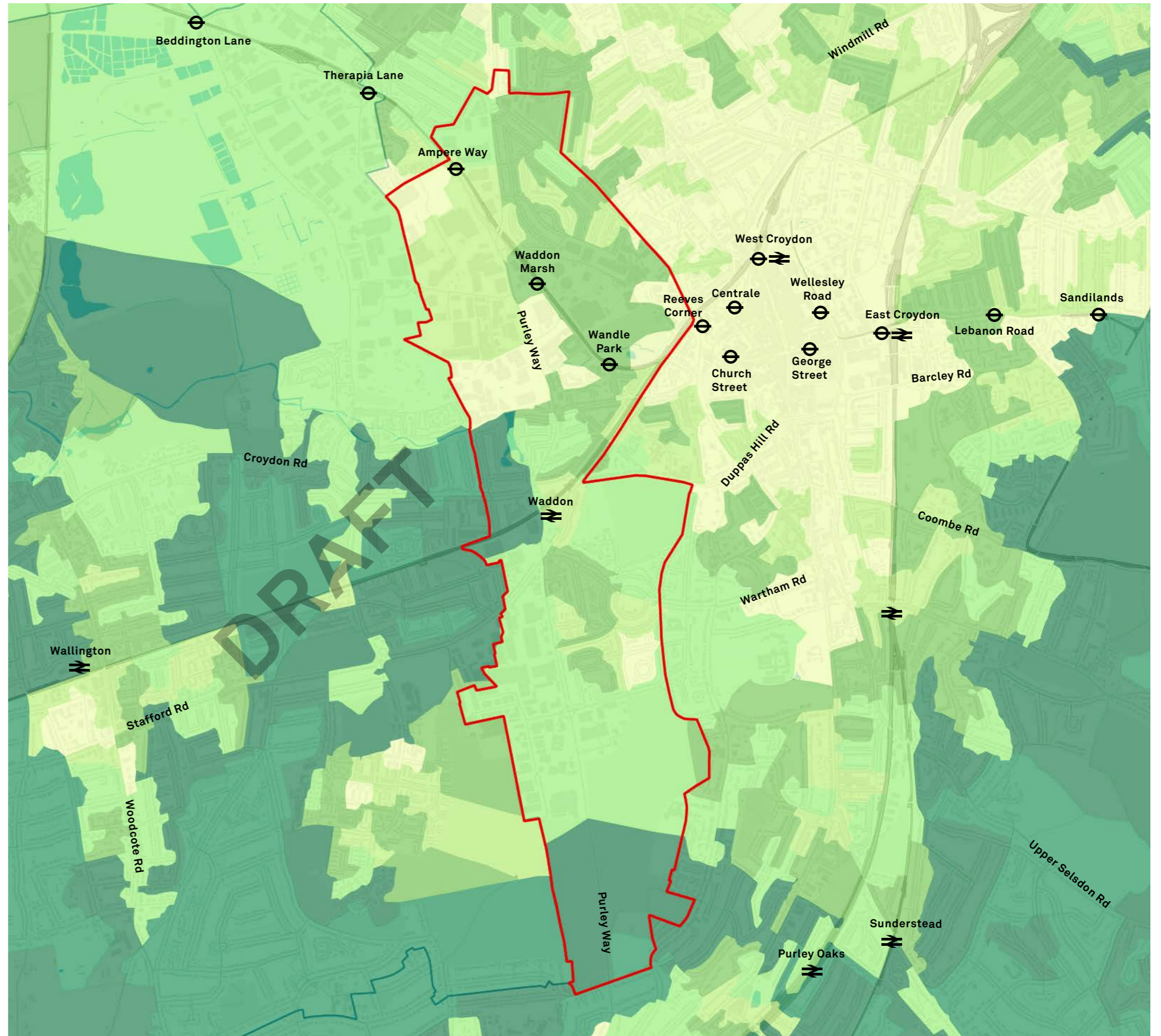
- Bus route
- Bus stop
- Borough boundary
- Purley Way Masterplan boundary

N 0 500m

PTAL map



Car ownership



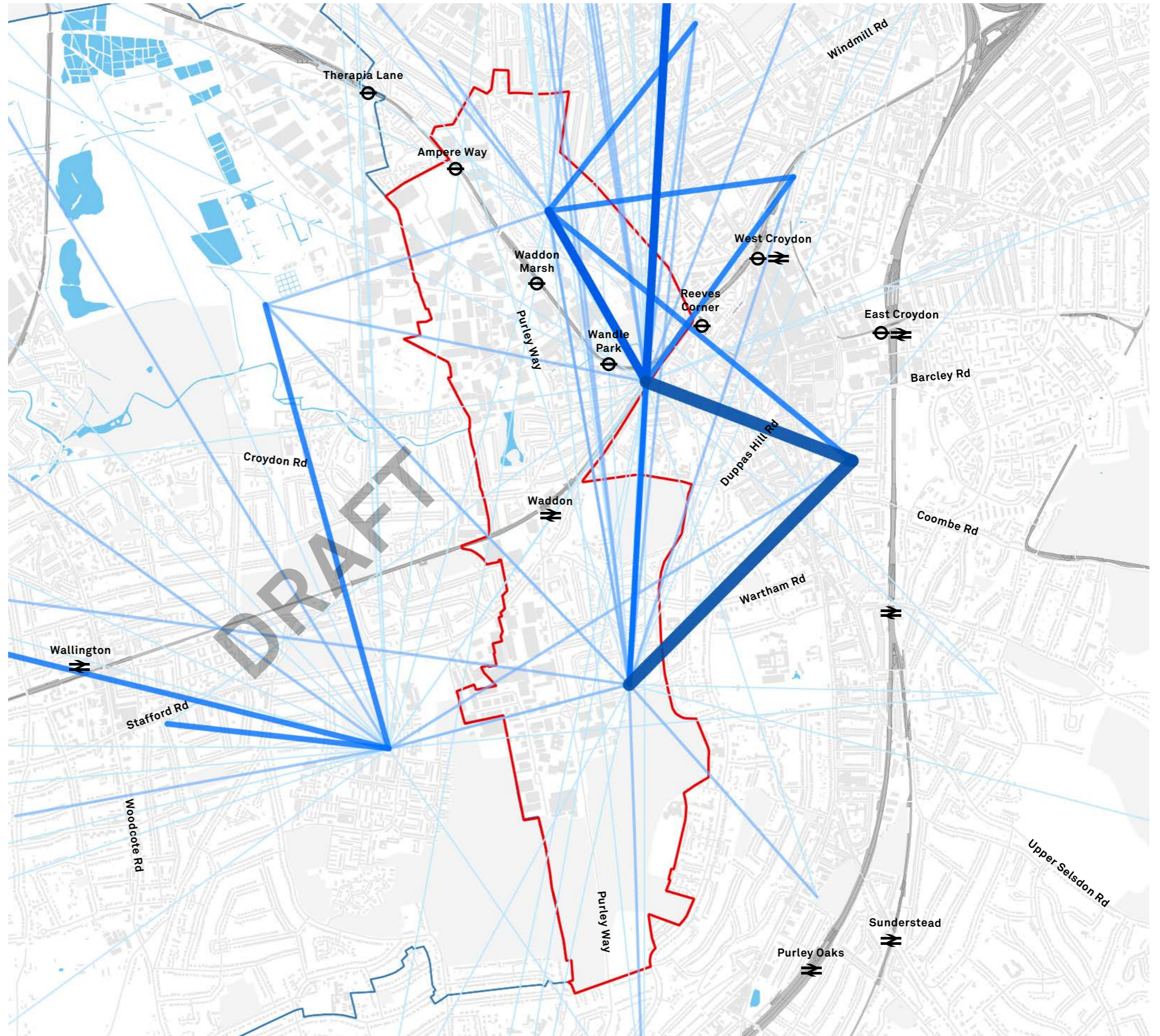
KEY

- Less than 50%
- 50.01% - 60%
- 60.01% - 70%
- 70.01% - 80%
- 80.01% - 90%
- 90.01% - 100%
- Borough boundary
- Purley Way Masterplan boundary

Source: Census 2011



Journey to work (travel from project area)



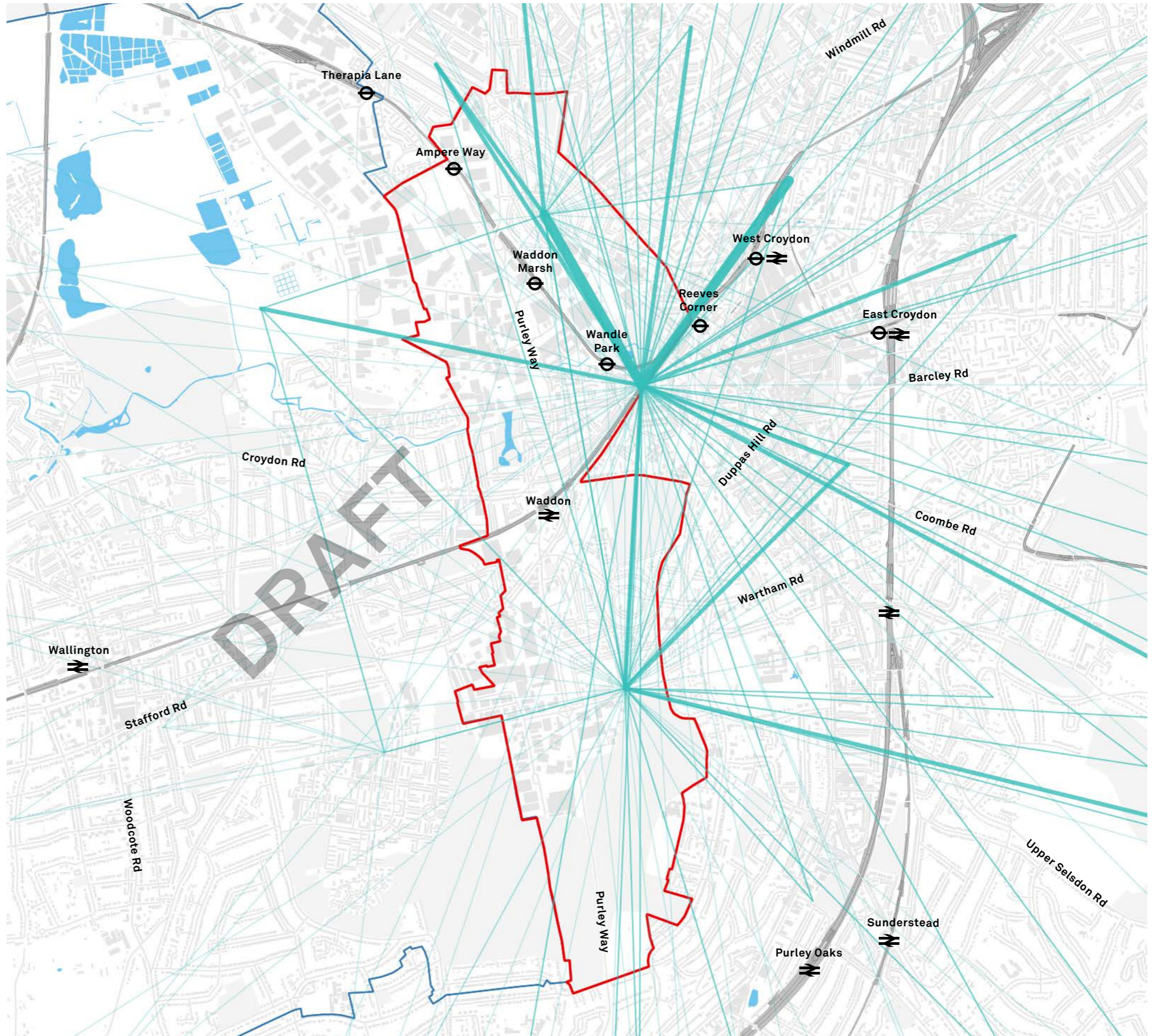
- KEY
- Individual journeys (all modes of transport)**
- Less than 50
 - 51-100
 - 101-150
 - 151-200
 - Greater than 200
 - Borough boundary
 - Purley Way Masterplan boundary

*MSOAs less than 20 excluded

Source: Census 2011



Journey to work (travel to project area)



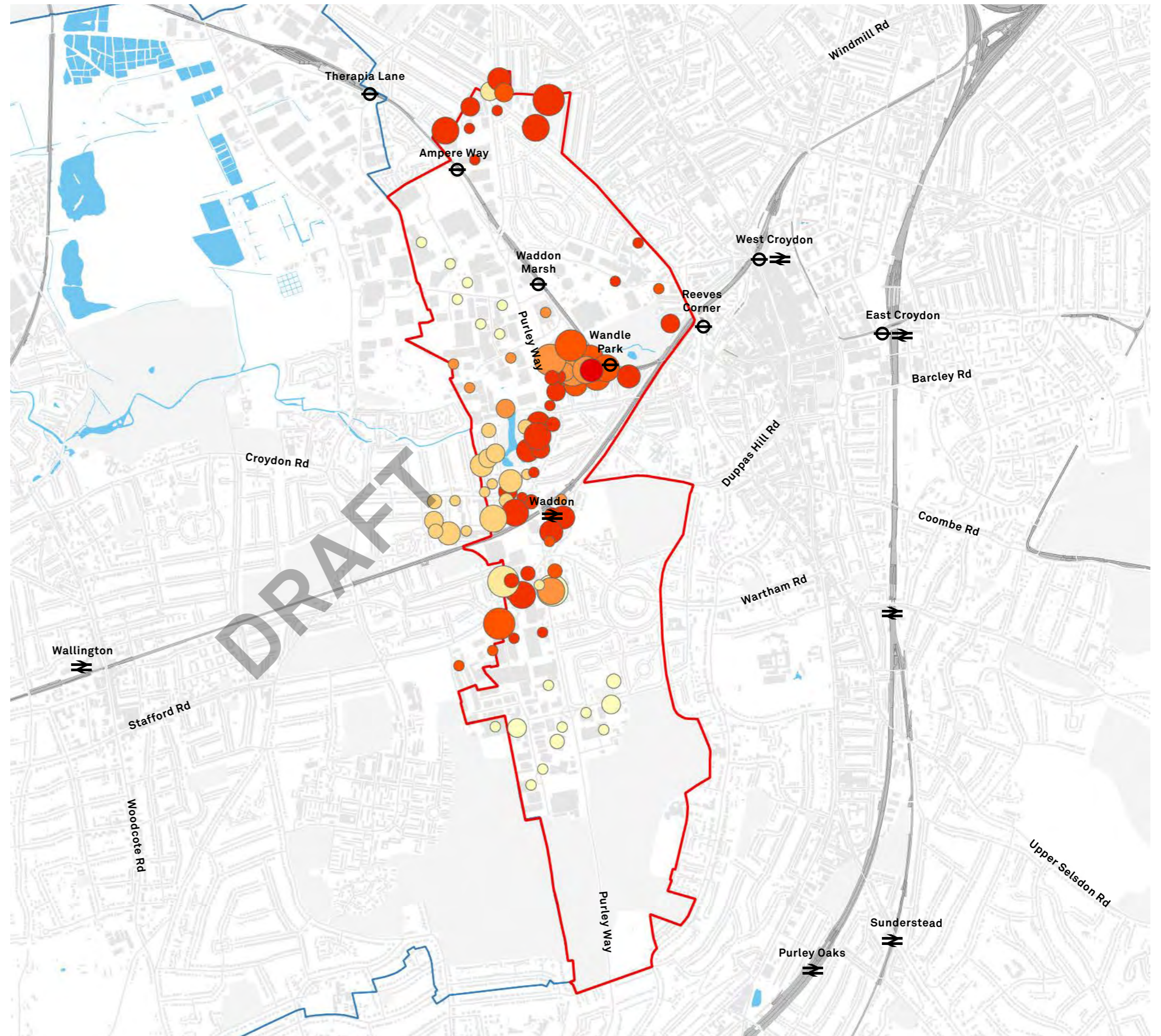
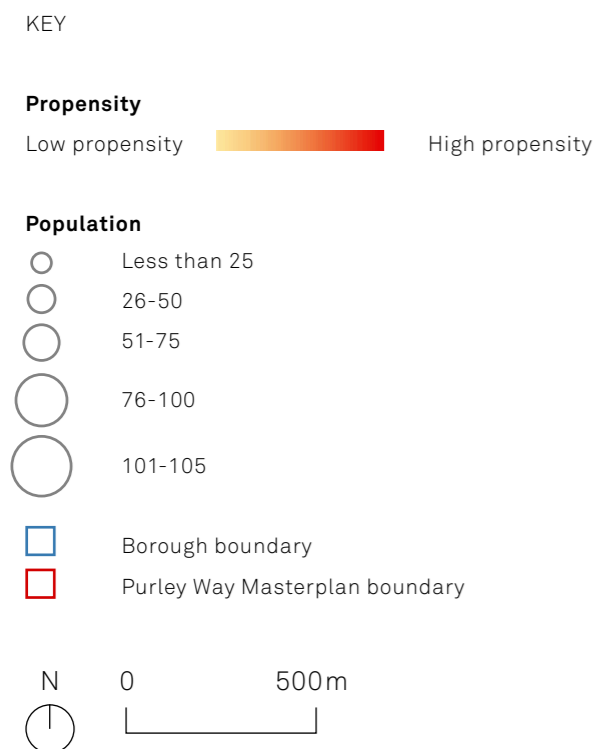
- KEY
- Individual journeys (all modes of transport)**
- Less than 50
 - 51-100
 - 101-150
 - 151-200
 - Greater than 200
 - Borough boundary
 - Purley Way Masterplan boundary

*MSOAs less than 20 excluded

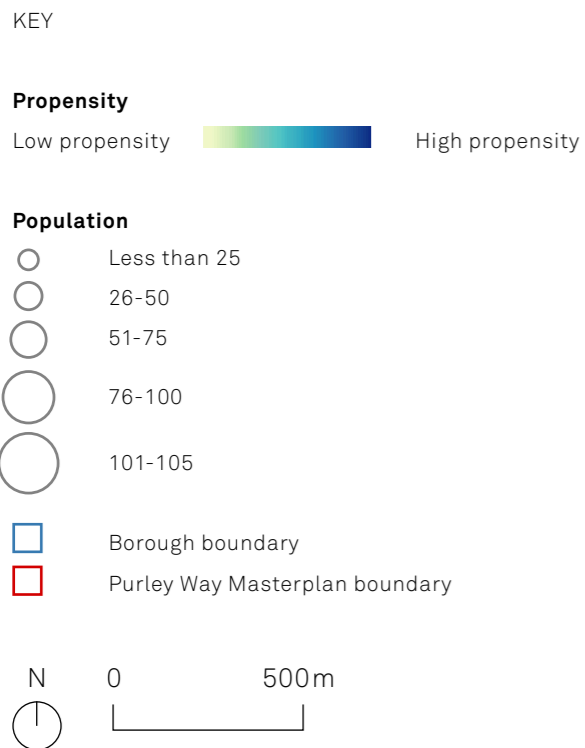
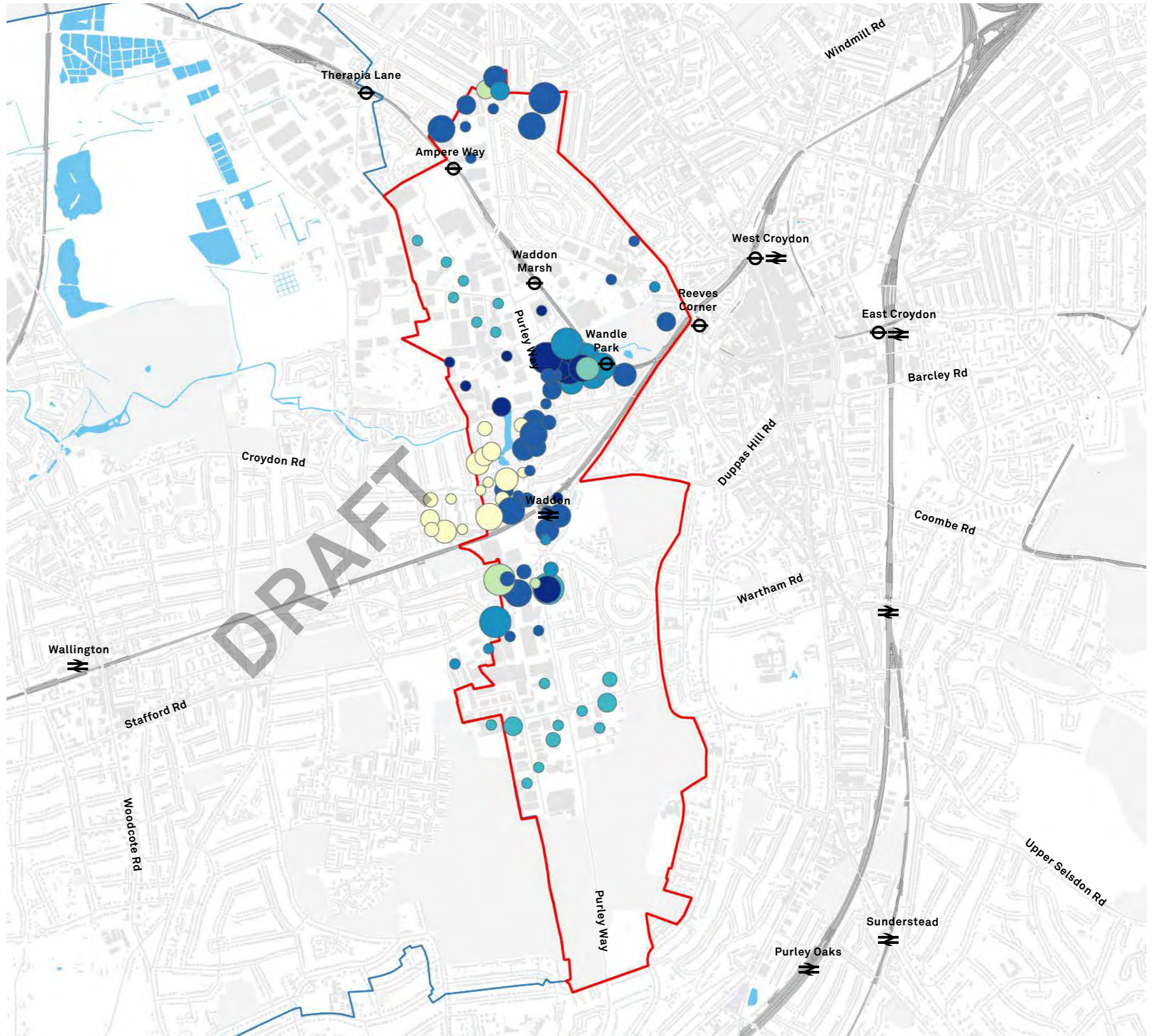
Source: Census 2011



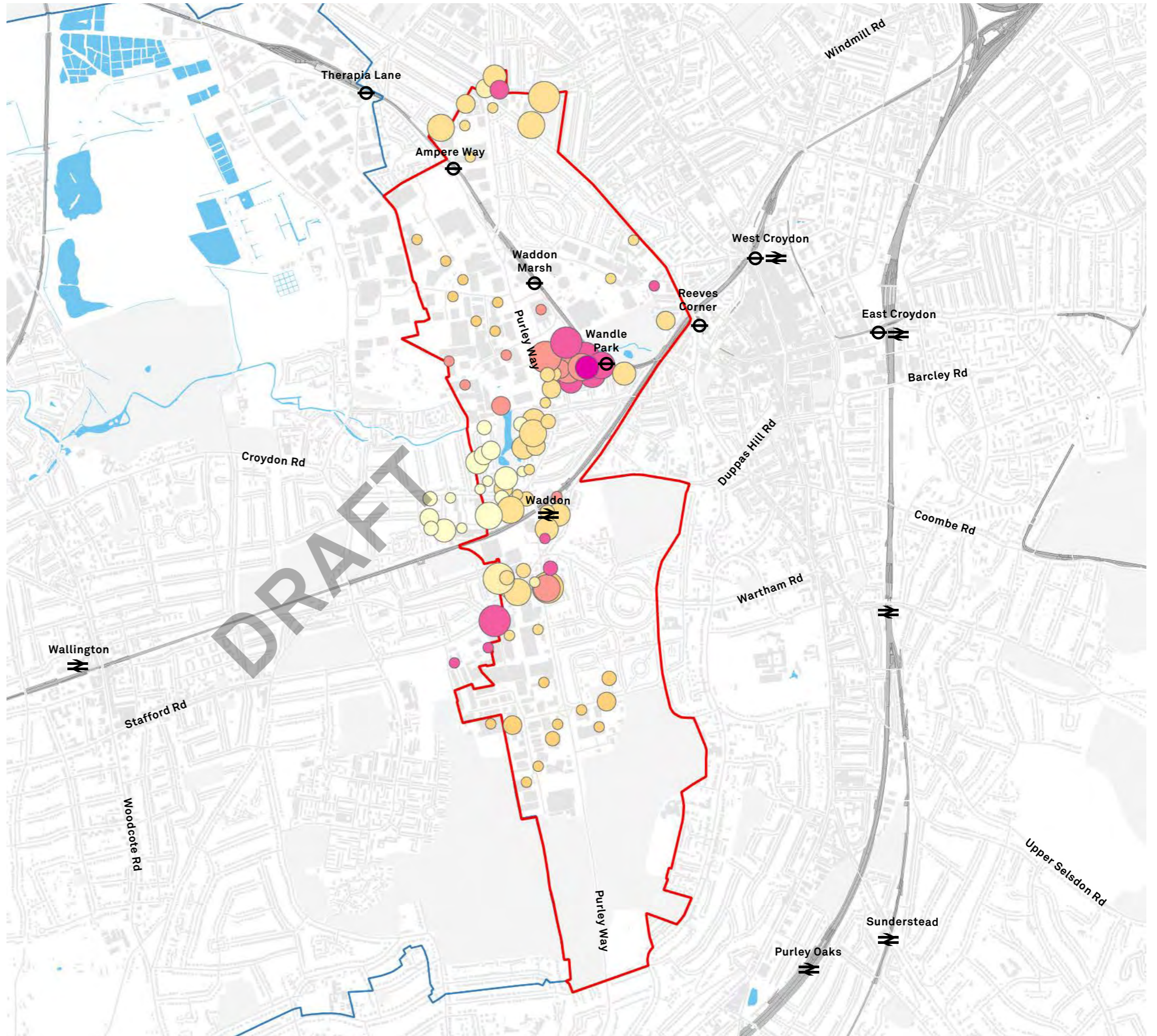
Propensity to use train/
tram




Propensity to use bus








Propensity to use cycle





KEY


Propensity
 Low propensity  High propensity

Population

-  Less than 25
-  26-50
-  51-75
-  76-100
-  101-105

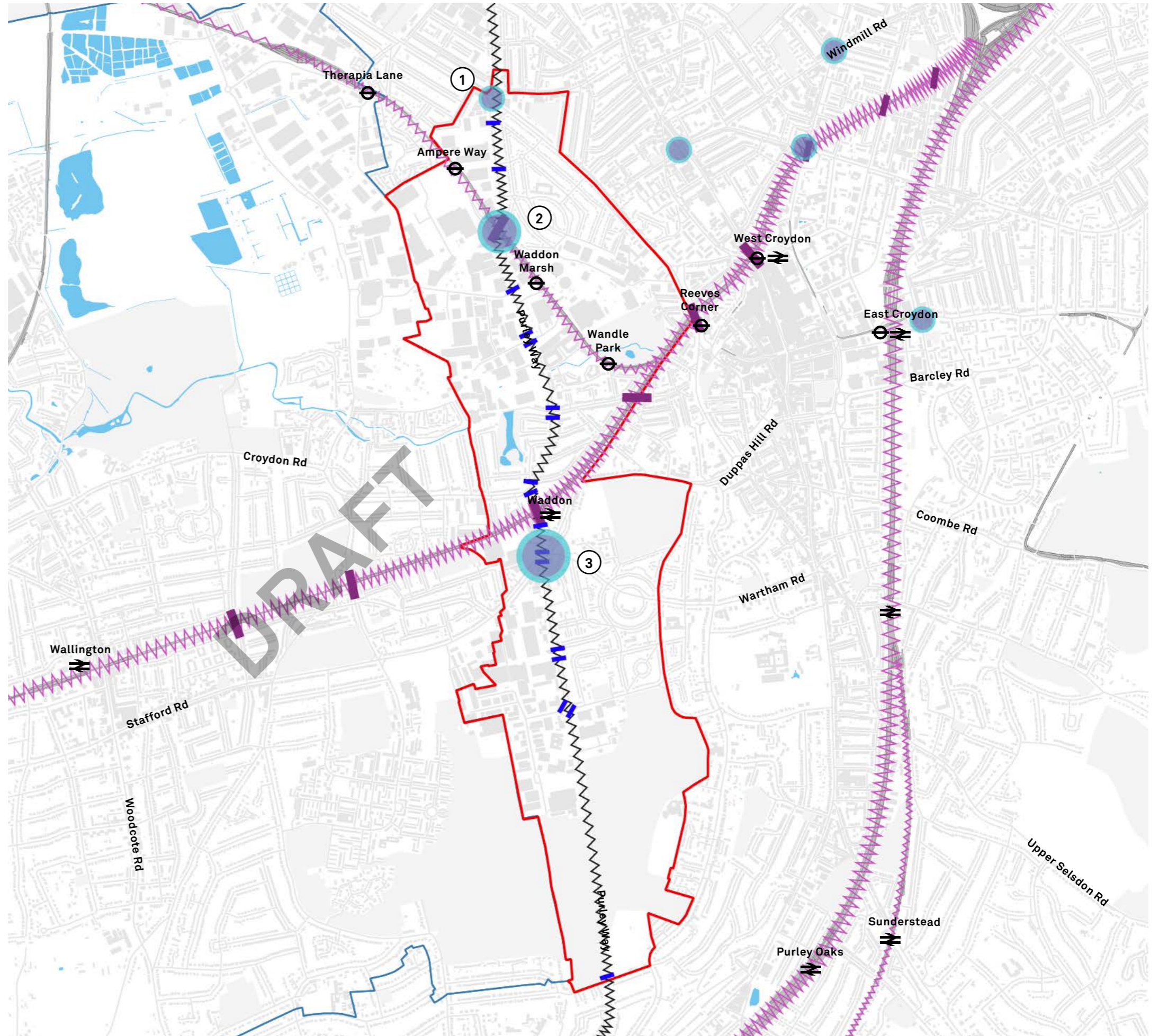
 Borough boundary

 Purley Way Masterplan boundary

N 

2.5
PHYSICAL ISSUES
& CONSTRAINTS

Severance and key links



- KEY
- 1. Lombart roundabout
 - 2. Purley Way tangle
 - 3. Five ways roundabout
- Severance caused by roads
 - Severance caused by rails
 - Strategic road junction improvements
 - Formal crossings
 - Threshold crossing of severance
 - Borough boundary
 - Purley Way Masterplan boundary



Flood zones

