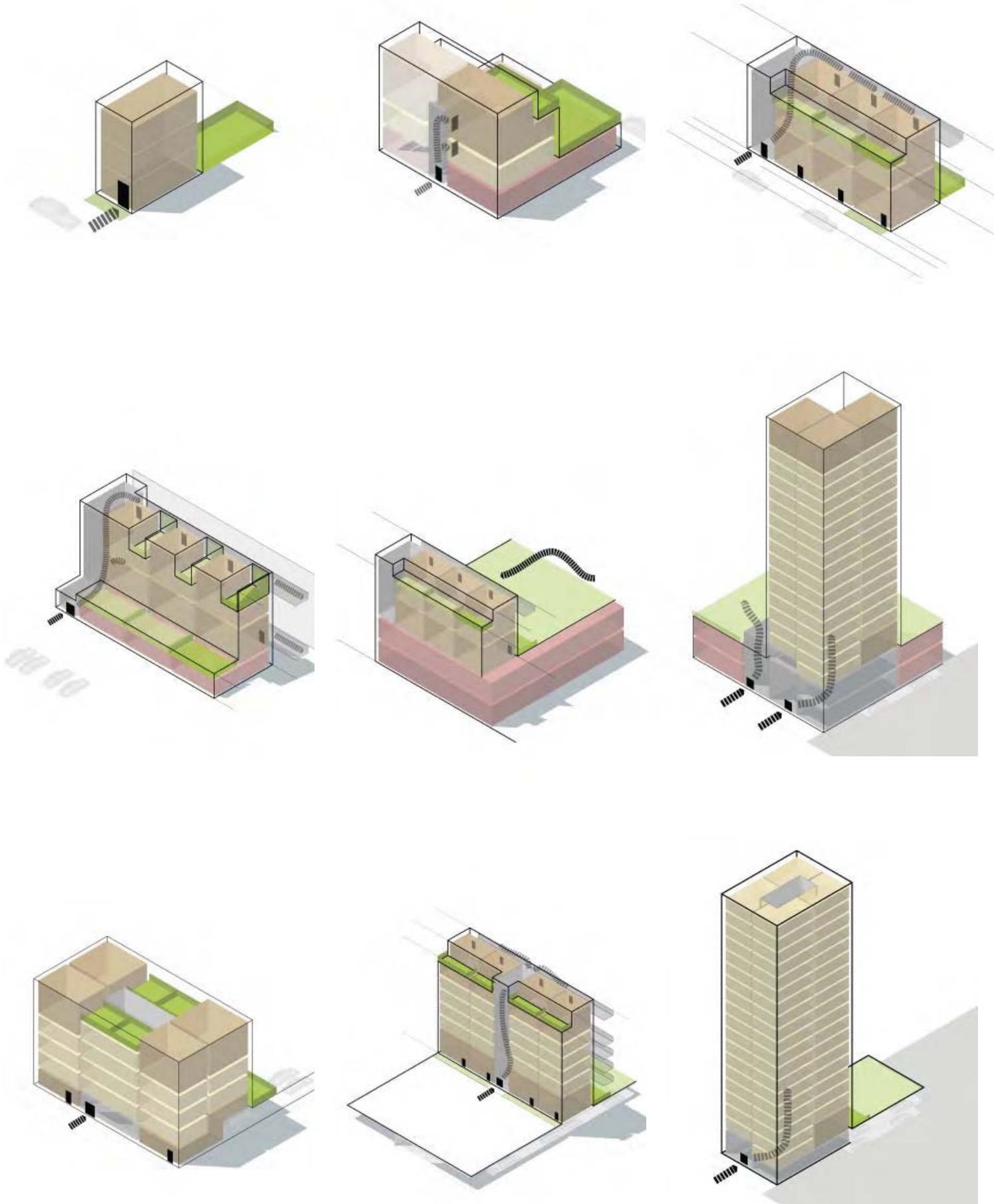


6.0

TYPOLOGIES



Typical typologies

Family housing in dark brown, other units beige.

6.1 TYPOLOGICAL APPROACH

FAMILY HOUSING

The typologies in this chapter follow a policy of only placing family housing in the 'optimal' locations for it to exist. Good family housing should have generous, safe, outdoor private amenity space, an easy relationship to communal or doorstep play space, and a simple preferably direct access system that does not involve too many family units being accessed through one access core.

These constraints mean that the majority of family units end up being placed at the top or bottom of buildings where gardens or terraces are easily possible, placing too many family units midway up a building makes the provision of sufficient outdoor amenity space difficult without making the building structure excessively expensive.

The types on which the capacities of this study are based follow the above approach:

- Maisonettes at the base of blocks enjoy front doors to the street and back gardens which may open on to the communal courtyards. Their front doors are separated from the back of pavement by a privacy zones or pocket gardens. Living and kitchen areas adjacent to the front doors create a visual connection to the public realm, whilst living rooms at the rear open directly into private gardens.
- Family dwellings are provided on upper floors are predominantly on the top floors of the blocks enjoying substantial private spaces of various types, suitable for family use, mainly large terraces.
- The top floor family flats dwellings might create a private roof terrace protected on all sides by accommodation which creates an outdoor room for family living, play and relaxation.

- Ground floor units facing communal spaces have excellent opportunities for safe, overlooked, doorstep play.

There will be opportunities for different approaches in the CMC making use of site and project conditions and this should not be discouraged, an opportunistic approach to finding good locations for family housing should be taken. However this cannot and has not been allowed for in the overall capacity study in this document.

Alternatively an approach could be taken of maximising family housing throughout higher density typologies. The alternative typologies at the back of this chapter examine how this might be done. However this approach will bring problems with it and maintaining the quality of amenity family housing deserves whilst maintaining scheme viability would be challenging.

Stacked maisonettes with a terrace for the upper maisonette and rear garden for the lower.



Maisonettes at the base of a large block with rear gardens.

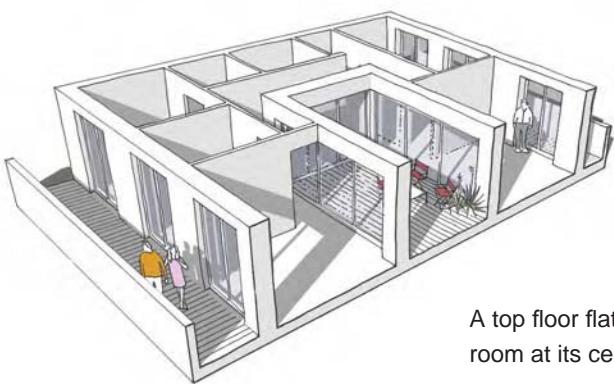


High quality family amenity space (top to bottom): communal doorstep play, back gardens, and large terraces.

OTHER CONSIDERATIONS

“It must be remembered that the objective of optimising the amount of new housing in the CMC area sits alongside other policy objectives. These include (i) providing a secure, attractive and sustainable environment, (ii) promoting sustainable modes of transport, (iii) strengthening the centre as a destination for recreation and leisure, (iv) maintaining and improving its status as a sub-regional shopping centre, and (v) providing a wide range of business development and employment opportunities.

The five categories take account of these wider objectives by allowing for non-residential space at ground floor where appropriate. In addition to ensuring active frontages and allowing for new leisure, shopping and business space to maintain the main and secondary retail frontages identified in the LB Croydon UDP (2006), the amount of assumed non-residential space should allow for energy centres associated with the proposed decentralised energy networks and social infrastructure (health, community and child care), although not new schools.”



A top floor flat with an outdoor play room at its centre.

TYPE 1 TERRACE HOUSE

The 3 storey terraced house is one of the most typical traditional typologies in London housing stock. The version shown here is a typical type with a large backgarden and a small defensive zone to the front. Terraces of this typology (in 3 or 4 bed form) can be expected to make a part of most developments around the fringes of the CMC, particularly where developments have to relate to existing houses around their edges. There are numerous possible variations on this typology, a 'deck' house which provides car parking under a first floor terrace at the rear, and a 'mews' type house where the car is driven into a port at the side of the dwelling.

KEY TYPOLOGY FEATURES:

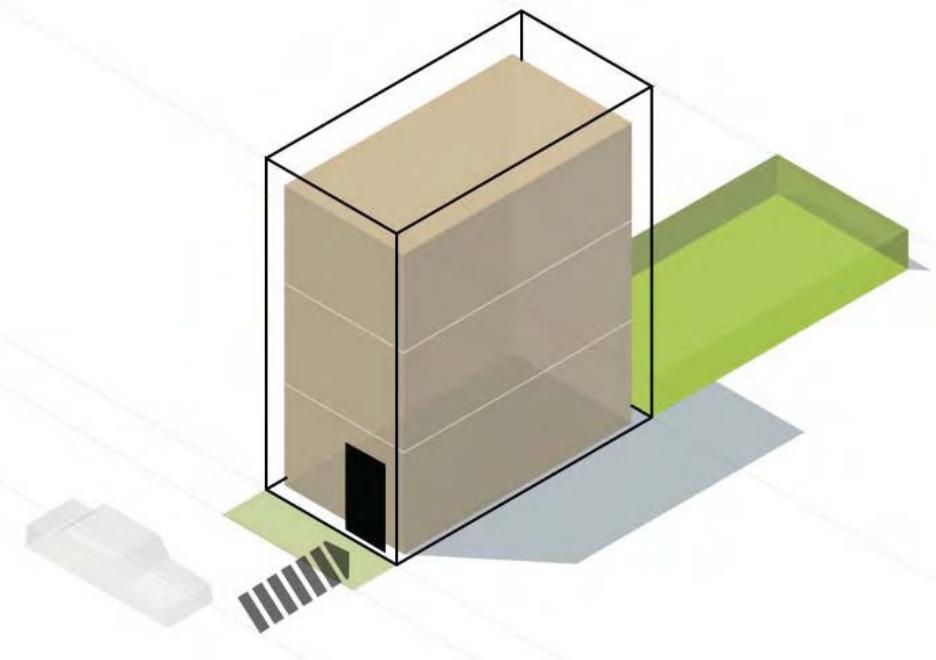
- Front doors directly from the street.
- Generous amenity space with good level of privacy in the back garden
- Direct relationship to the street in front (possibly through bay windows etc)
- Car parking on the street (or homezone) directly before the dwelling.

UNIT TYPES:

*Terraced houses: 3/4 bed
(100% family units)*

NO. OF STOREYS:

3



AVERAGE LANDTAKE PER HOME:

166 m²

Resultant density

60 dwellings per hectare

SOME POSSIBLE VARIATIONS ON TYPOLOGY

- 'Mews' house, with car port and courtyard
- 'Deck' house, with garage under a first floor terrace in place of back garden



Back gardens



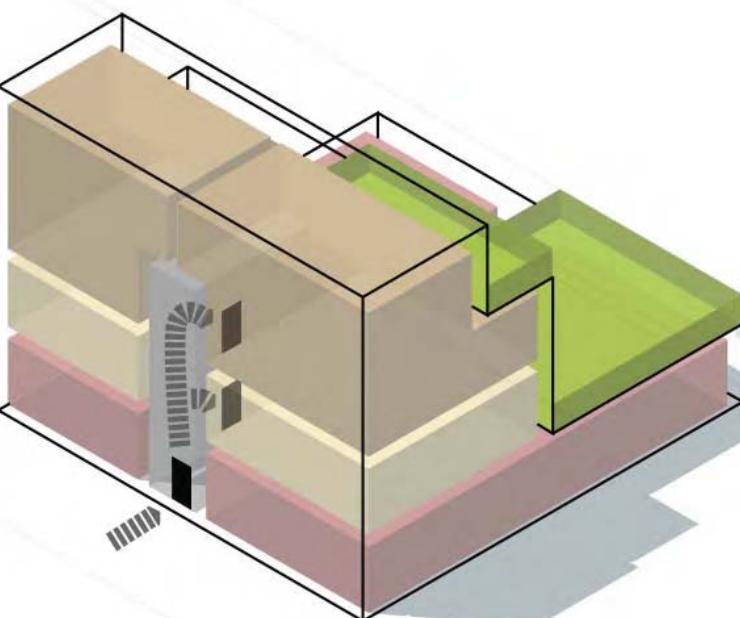
Bay windows and direct relationship with the street



Terraced houses at Accordia, Cambridge, MLA.

TYPE 2 SMALL BLOCKS OF FLATS

Dealing with those areas fronting retail based streets and the more difficult corners of sites this typology will be common throughout the historic infill sites. Various mixes of maisonettes and flats are possible and this will be dictated by the very tight sites that this type will commonly fit into, however the use of a maisonette at the top of the unit allows the larger unit to make use of roof terrace, and a for a 4 storey building to not require a lift. Car parking solutions will vary according to the site.



KEY TYPOLOGY FEATURES:

- Front doors to busy thoroughfares in front of the building.
- Access via 'walk up' small communal stairways
- Sufficient storage space must be allowed at ground floor.
- Small numbers of units around each core
- Roof terraces for all units.

UNIT TYPES (ASSUMED AVERAGE NUMBERS):

*Flats: 1/2 bed (x 2)
Maisonettes: 3/4 bed (x 2)
(50% family units)*

NO. OF STOREYS:

4

AVERAGE LANDTAKE PER HOME:

122 m²

Resultant density

82 dwellings per hectare

SOME POSSIBLE VARIATIONS ON TYPOLOGY

- With or without commercial units at ground level.
- Maisonettes each replaced with 2 flats.



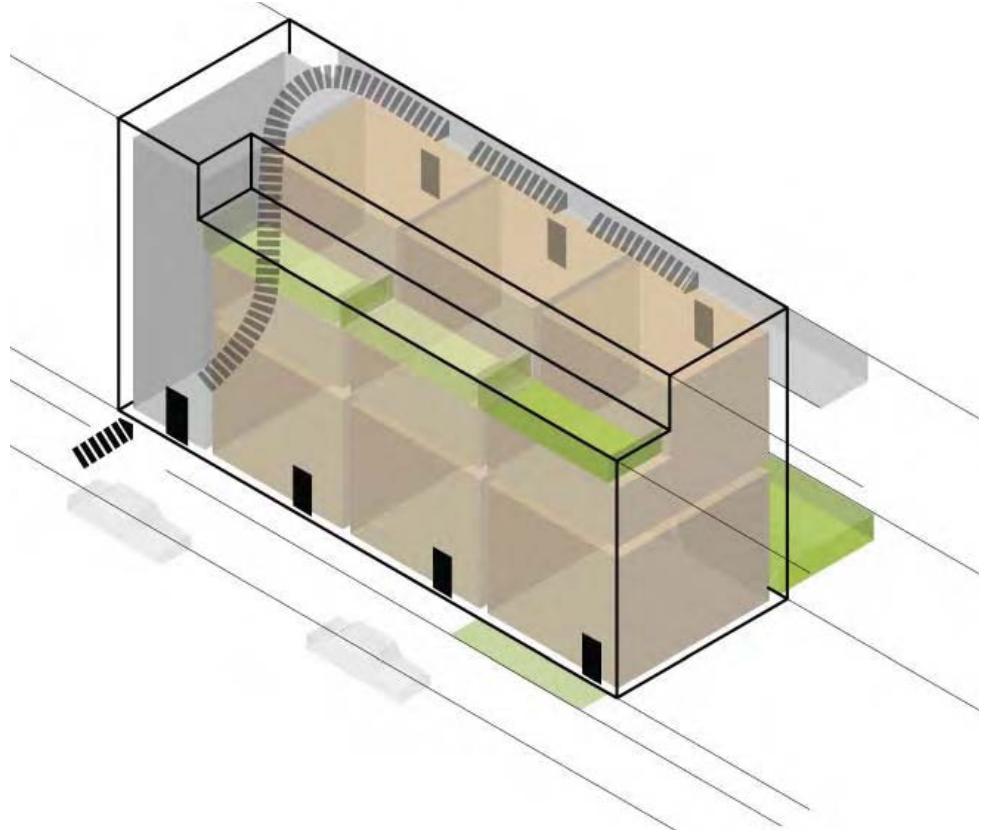
Small block of flats at Old Nichol Street, Shoreditch, MLA.



Terrace amenity space

TYPE 3 STACKED MAISONETTES

By accessing the upper of two stacked maisonettes via a gallery access system more units are accessed from one core, so lifts access starts to become more viable. Both upper and lower maisonettes make use of the building form to large private amenity decks and gardens. Lower maisonettes can have front doors direct from the street. By combining this type with blocks of flats (possibly in perimeter blocks) greater efficiencies around cores can be achieved.



KEY TYPOLOGY FEATURES:

- Communal access via lift through single core.
- Maisonettes at the base get front doors to the street and back gardens
- Back gardens can have access to communal space behind (in some scenarios)
- Car parking on the street (or homezone) directly before the dwelling, or elsewhere within the development.

UNIT TYPES (ASSUMED AVERAGE NUMBERS):

*Maisonettes: 3/4 bed (max 8 per core)
(100% family units)*

NO. OF STOREYS:

4

AVERAGE LANDTAKE PER HOME:

139 m²

Resultant density

72 dwellings per hectare

SOME POSSIBLE VARIATIONS ON TYPOLOGY

- Undercroft car parking half under block



Stacked maisonettes that appear as houses, Canning Town Area 3, MLA.



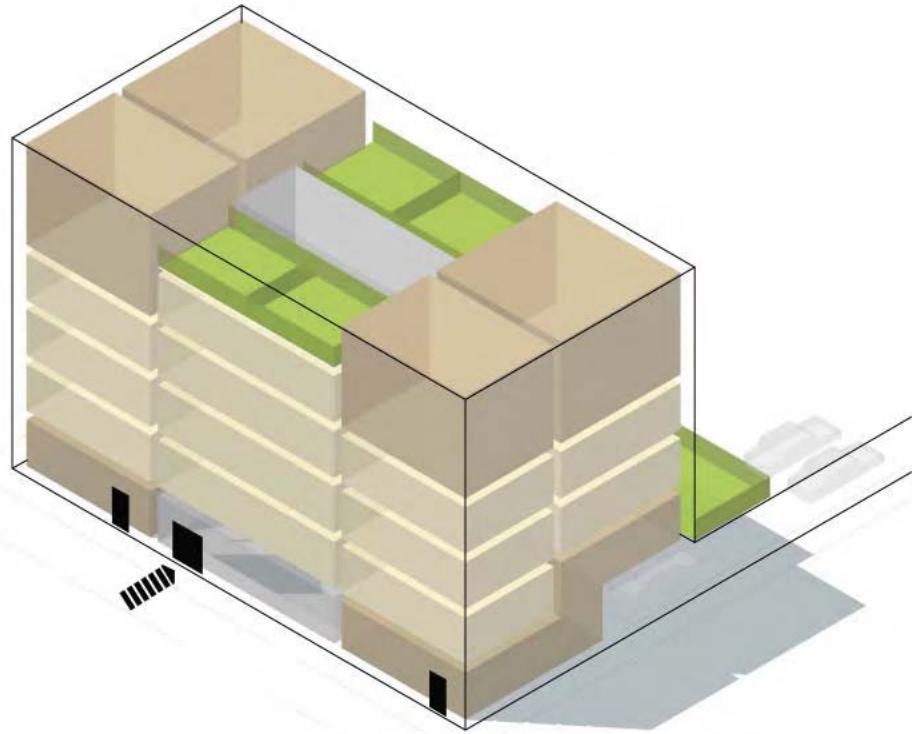
Small back gardens.



Private terraces.

TYPE 4 BLOCKS OF FLATS

This typology will form the backbone of the mid-rise sites within the CMC, mostly 6 storeys high, there will be a few opportunities for 8 storey versions of these buildings (such as along London Road, or near other infrastructure). The typical version shown is based on a 6 unit per floor approach: meaning only 2 units per core are single aspect, in effect meaning only 1 bed units with a good orientation to be single aspect. However adjacent to existing infrastructure the number of available 'good' orientations decreases meaning a 4 unit per floor variation of the type may be used. Different levels of family provision are possible within this type, the option shown here is the maximum easily architecturally feasible.



KEY TYPOLOGY FEATURES:

- Communal access via lift through single core.
- Maisonettes at the base get large first floor terraces and front doors to the street
- Cycle and other storage space can be provided at ground floor or through oversized flats.
- Balcony private amenity space, but at these heights the balconies can still relate to the street
- Car parking to be in secure ground floor compound, possibly with the building half over it.

UNIT TYPES (ASSUMED AVERAGE NUMBERS):

*Flats: 1/2 bed (x 20 per building)
Maisonettes: 3/4 bed (x 6 per building)
(23% family units)*

NO. OF STOREYS:

6-8 (figures above for 6)

AVERAGE LANDTAKE PER HOME:

58 m²

Resultant density

174 dwellings per hectare

SOME POSSIBLE VARIATIONS ON TYPOLOGY

- Inclusion of less family units
- Alternative building heights (from 4 to 10 storeys)
- Smaller footprint including less single aspect units



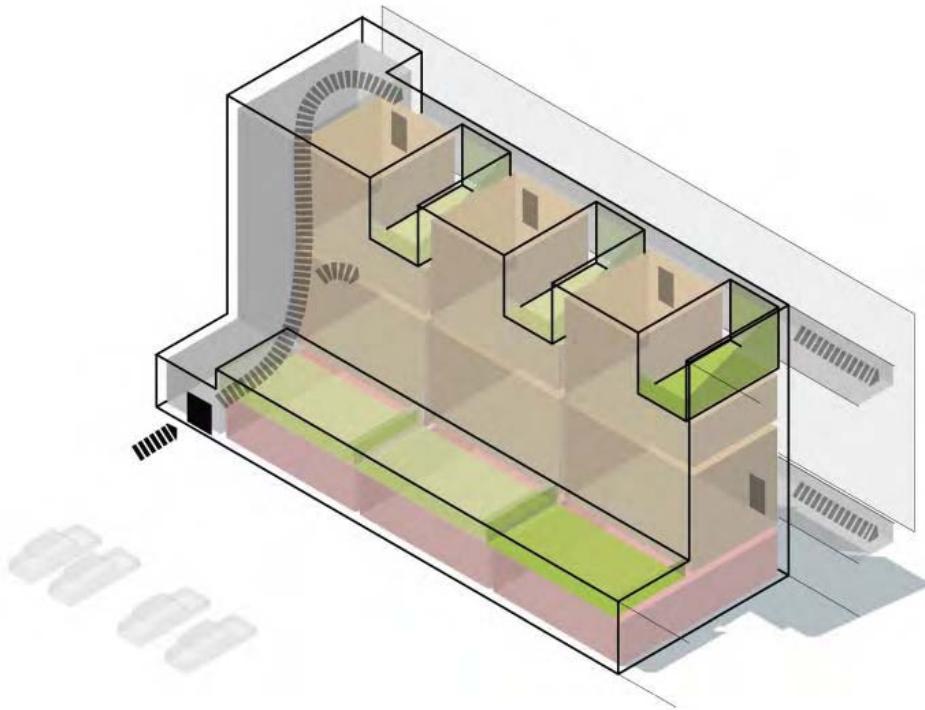
Canning Town Area 3, MLA



Lower floor maisonettes, Golden Lane Estate..

TYPE 5 'THIN' MAISONETTES OVER COMMERCIAL USE

A version of typology 3 specifically adjusted for use adjacent to existing infrastructure with a poor environment. This type is sufficiently thin for all the principle rooms and the private amenity spaces to face away from the infrastructure. Access is via galleries to the opposite side of the building, a screen protecting this gallery can act as the first line of defence against the environment beyond and a potential presence and marker on the road/railway in question. Commercial uses at ground floor take up the most blighted facade and re-provide some of the commercial use that is prevalent on most of these sites at present.



KEY TYPOLOGY FEATURES:

- Communal access via lift through single core.
- All units get large roof terraces
- Provides a barrier towards the road/railway protecting the rest of the development.
- Car parking on the street (or homezone) directly before the dwelling, or elsewhere within the development.

UNIT TYPES (ASSUMED AVERAGE NUMBERS):

*Maisonettes: 3/4 bed (max 8 per core)
(100% family units)*

NO. OF STOREYS:

5

AVERAGE LANDTAKE PER HOME:

160 m²

Resultant density

63 dwellings per hectare

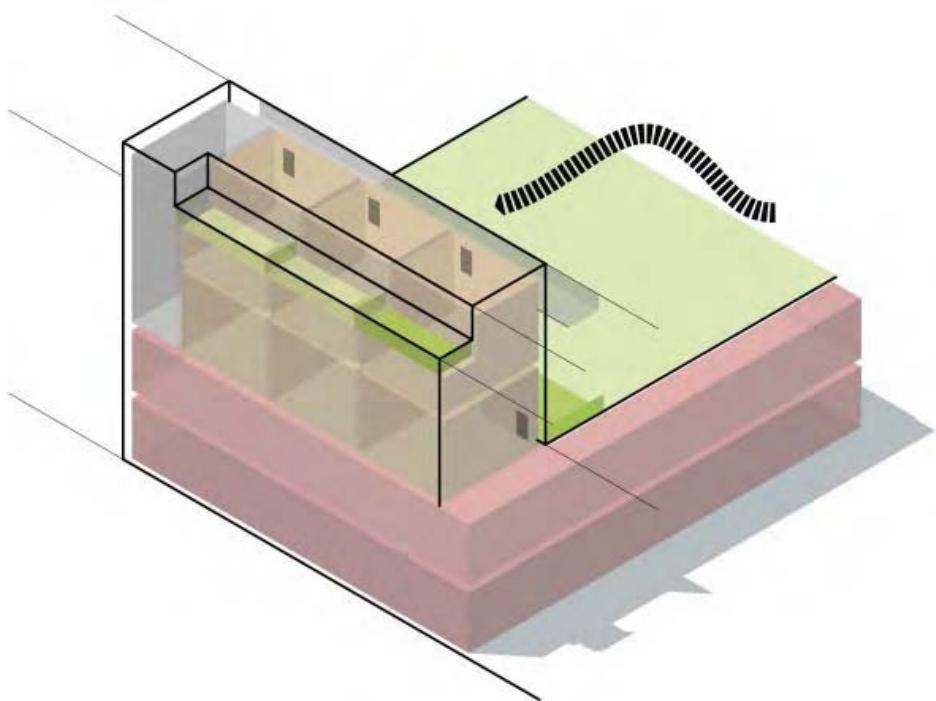
SOME POSSIBLE VARIATIONS ON TYPOLOGY

- Commercial units replaced with undercroft car park
- Variation of height
- lower proportion of family units - replacing some maisonettes with flats.



TYPE 6 MAISONETTES OVER SHOPPING CENTRE

Effectively typology 3 with shopping levels provided separately underneath; this type would only work as part of masterplan solution for the current shopping centres. Access to these units would be from a 2nd floor podium level over the top of the retail units at the centre of each urban block. This podium provides a very generous communal play space for these units, the front gardens of the lower units look out onto this communal space. The terraces of the upper units could look out onto the communal space or the shopping streets below.



KEY TYPOLOGY FEATURES:

- Communal access via lift through single core (from communal garden).
- Maisonettes at the base get front doors to the communal garden and front gardens.
- Upper maisonettes access from galleries (accessed from communal garden) and have large roof terraces.
- Car parking would depend upon the shopping centre masterplan, but is assumed to be a large secure carpark nearby.

UNIT TYPES (ASSUMED AVERAGE NUMBERS):

*Maisonettes: 3/4 bed (max 8 per core)
(100% family units)*

NO. OF STOREYS:

6

AVERAGE LANDTAKE PER HOME:

188 m²

Resultant density

53 dwellings per hectare



Quiet, overlooked courtyards with playspace.



TYPE 7 TOWER OVER SHOPPING CENTRE

This type would only work as part of masterplan solution for the current shopping centres. The tower would access via a generous communal entrance direct from street level. The degree of access provided for tower residents to the large communal gardens provided on the 2nd floor podium. Different levels of family provision are possible within this type, the option shown here is the maximum easily architecturally feasible.

KEY TYPOLOGY FEATURES:

- Communal access single core with generous communal entrance hall accessed directly from the street.
- Maisonettes with roof terraces could be provided at the head of the building.
- Potential for access to 2nd floor communal garden.
- Balcony or winter garden private amenity space.
- Car parking would depend upon the shopping centre masterplan, but is assumed to be a large secure carpark nearby.

UNIT TYPES (ASSUMED AVERAGE NUMBERS):

Flats 1/2 bed (x 88 per building)

Maisonettes 3/4 bed (6 per building)

(8% family units)

NO. OF STOREYS:

20 (average)

AVERAGE LANDTAKE PER HOME:

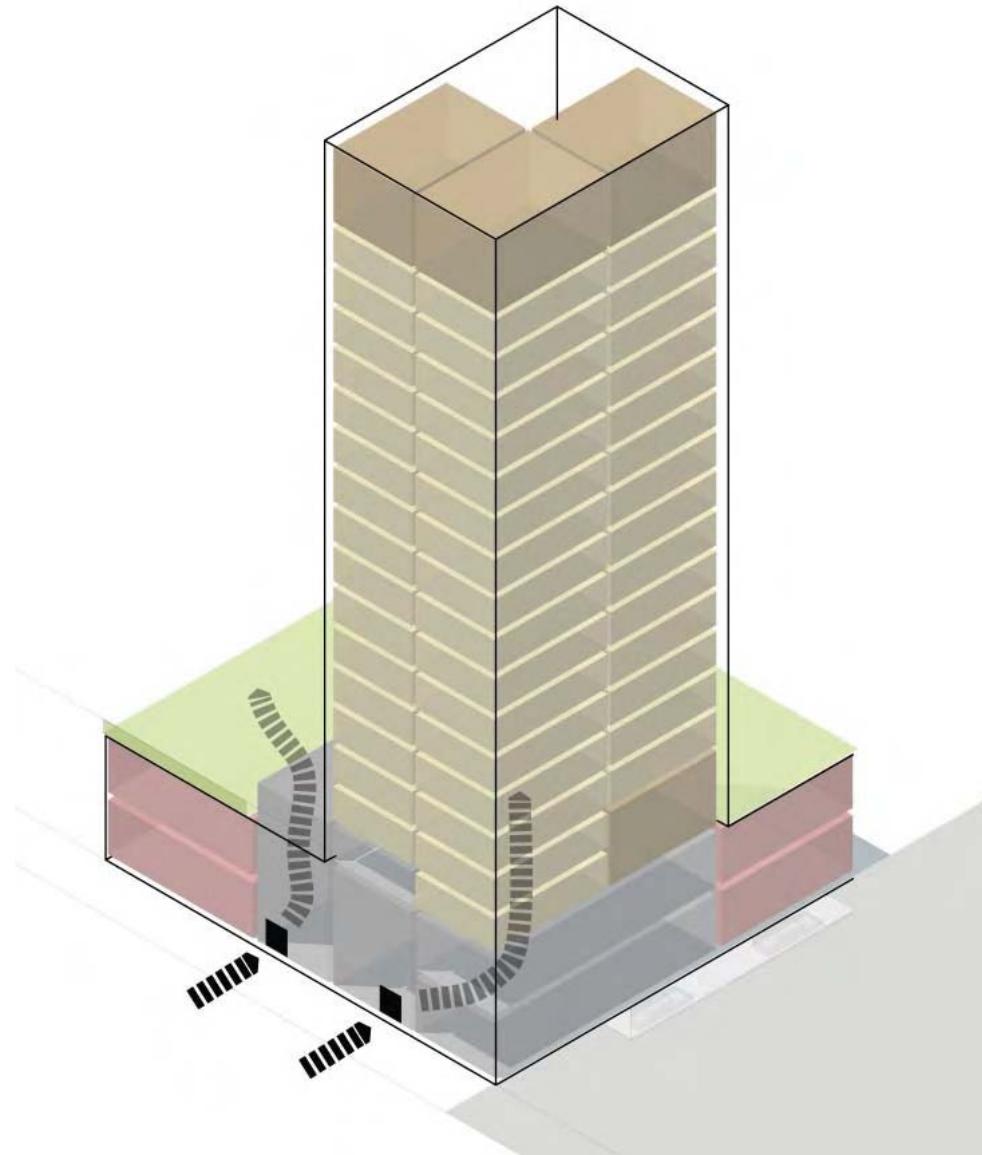
20 m²

Resultant density

500 dwellings per hectare

SOME POSSIBLE VARIATIONS ON TYPOLOGY

- Different forms of tower, larger footprints with more units per floor, articulation of top of the tower



Almere, Netherlands

TYPE 8 TALLER LINEAR BLOCK OF FLATS

This typology will form the backbone of the tall building sites within the CMC. Maisonettes at the top and bottom of building provide a maximised family housing provision for this type (as shown here) although other options with more flats and family units are also possible. It is assumed car parking for most developments in the high building area will make use of undercroft or underground car parks, however the principle approach to this typology will be either direct from the street or through the communal courtyards of the scheme.

KEY TYPOLOGY FEATURES:

- Communal access via lift through cores.
- Maisonettes at the base get large terraces over communal car park and front door access direct from communal gardens.
- Cycle and other storage space can be provided at ground floor or through oversized flats.
- Balcony or winter garden private amenity space.
- Car parking in secure underground car parking below.

UNIT TYPES (ASSUMED AVERAGE NUMBERS):

- Flats 1/2 bed (x 24 per building)
Maisonettes 3/4 bed (x 4 per building)
(14% family units)*

NO. OF STOREYS:

9 (includes 1 storey of car park)

AVERAGE LANDTAKE PER HOME:

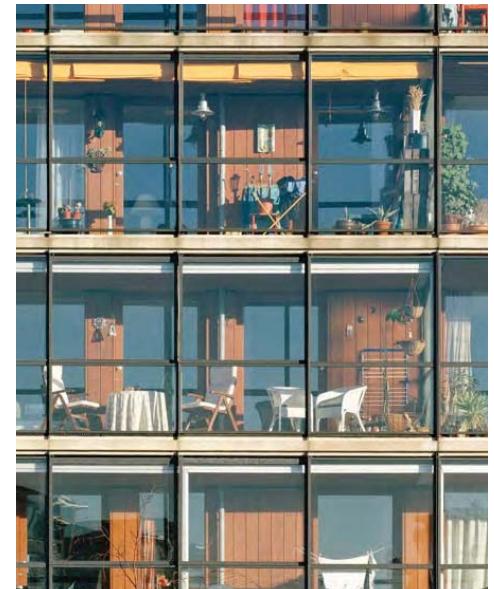
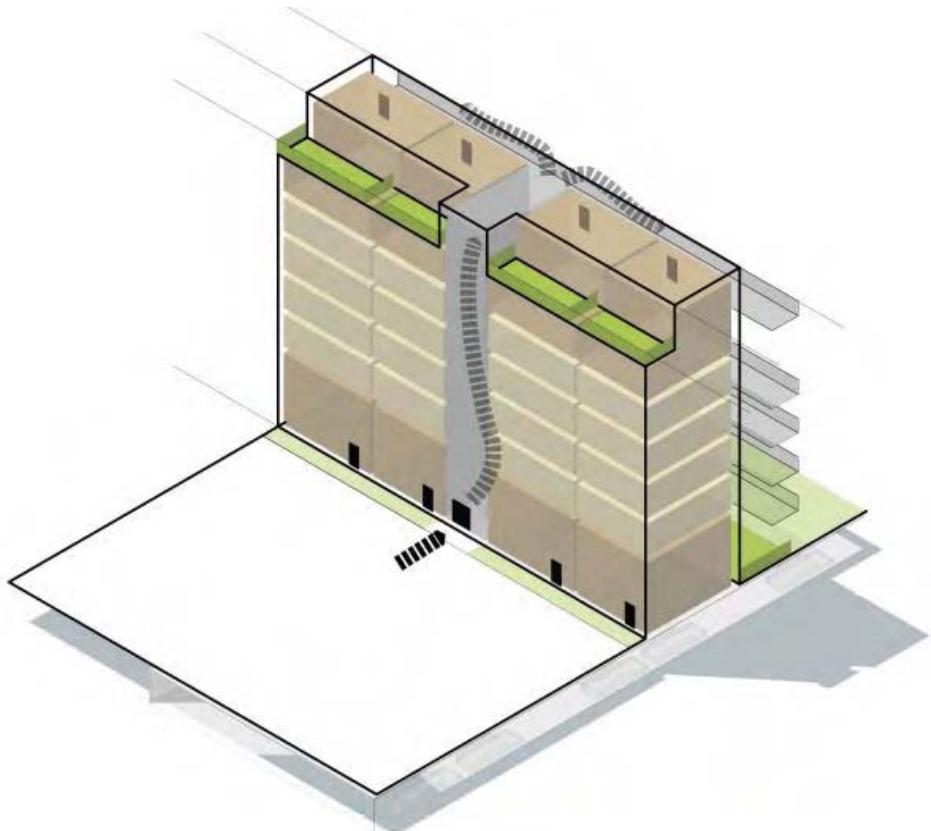
35.9 m²

Resultant density

279 dwellings per hectare

SOME POSSIBLE VARIATIONS ON TYPOLOGY

- Commercial units at ground level in place of undercroft car park
- different building depth providing some single aspect units
- variety of heights

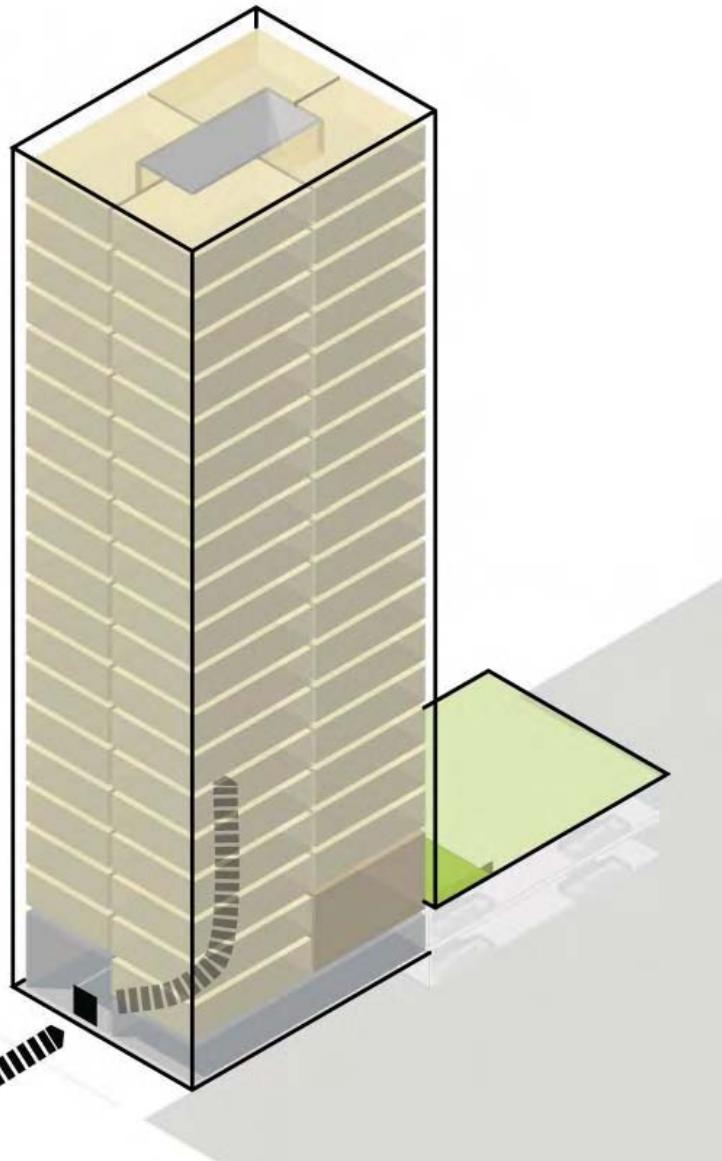


TYPE 9 TOWERS

These towers could vary in height from 15-30 storeys (although the average shown here is 20 storeys. Different levels of family provision are possible within this type, the option shown here is less than the maximum architecturally feasible.

KEY TYPOLOGY FEATURES:

- Communal access single core with generous communal entrance hall accessed directly from the street.
- Maisonettes at the base get large terraces over communal car park and front door access direct from communal gardens.
- Cycle and other storage space can be provided at ground floor or through oversized flats.
- Balcony or winter garden private amenity space.
- Car parking in secure underground car parking below.
- Communal gardens can be provided within the site.



Wintergardens, KCAP.



Family of towers

UNIT TYPES (ASSUMED AVERAGE NUMBERS):

*Flats 1/2 bed (72 per building)
Maisonettes 3/4 bed (2 per building)
(3% family units)*

NO. OF STOREYS:

20 (average)

AVERAGE LANDTAKE PER HOME:

20.5 m²

*Resultant density
488 dwellings per hectare*

SOME POSSIBLE VARIATIONS ON TYPOLOGY

- Different forms of tower, larger footprints with more units per floor, articulation of top of the tower
- Inclusion of a 'plinth' at 4 storeys.

6.2 ALTERNATIVE HOUSING TYPES

This apartment block places all units on corners to allow for potentially 100% dual aspect units, with all units accessed from a central core. Whilst the ground floor maisonettes have access to a rear garden, the apartments above each have direct access to a corner balcony.

The block could be inserted into an existing urban block or extended to form a longer run.

Key typology features:

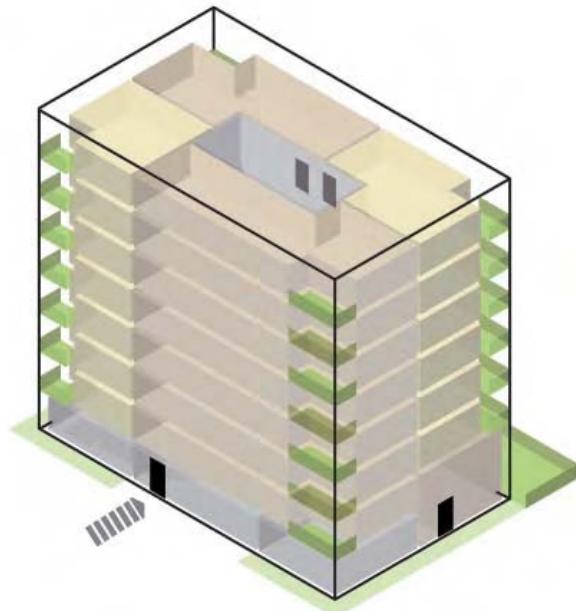
- All units potentially dual aspect
- Generous corner balcony amenity space for all apartments
- Mixture of family and non-family units
- Car parking on the street

Unit types:

- 1 bed apartments
- 2 bed apartments
- 3 bed apartments
- 4 bed apartments
- 3 bed maisonette at base
- 4 bed maisonette at base

No. of storeys:

6



Six storey apartment block with family sized corner flats



Corner balconies on apartments in Rome



Accordia, Cambridge



Accordia, Cambridge

This eight storey apartment block is entirely composed of family sized maisonettes, with the ground floor units accessed directly off the street and upper floor units all accessed from a central core. Whilst the ground floor maisonettes have access to a rear garden, the upper floor maisonettes each have direct access to a generous two storey terrace space, located on each of the four corners.

Key typology features:

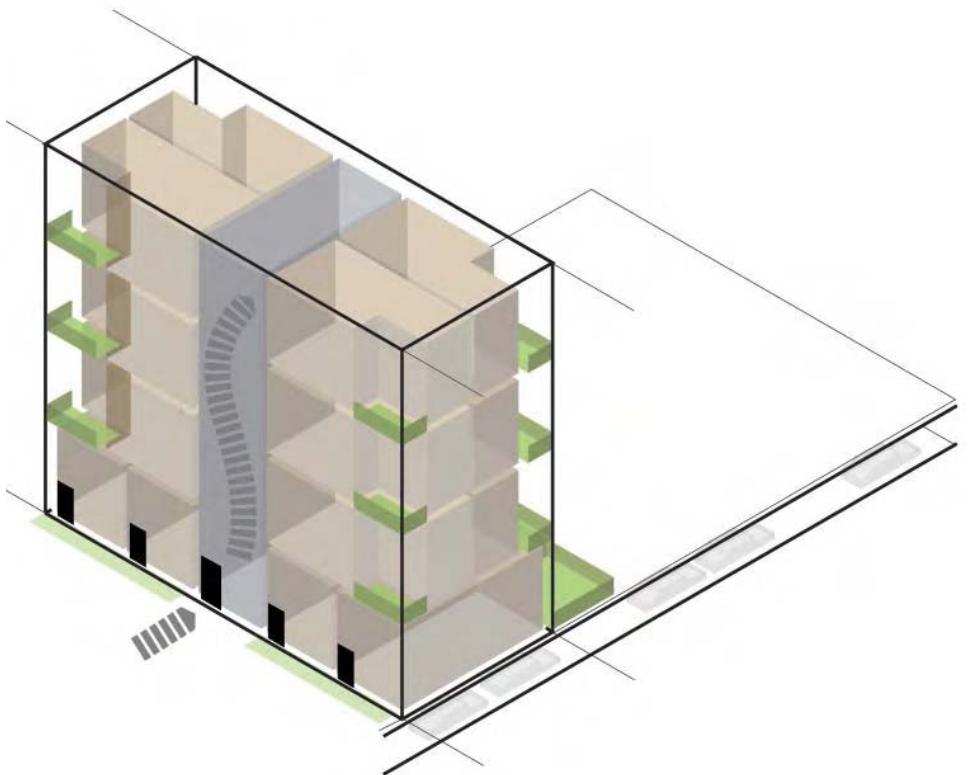
- All units potentially dual aspect
- Double height terraces to upper floor units
- 100% family housing entirely composed of maisonettes accessed from the street or core
- Car parking within secure undercroft parking

Unit types:

3 bed maisonettes
4 bed maisonettes

No. of storeys:

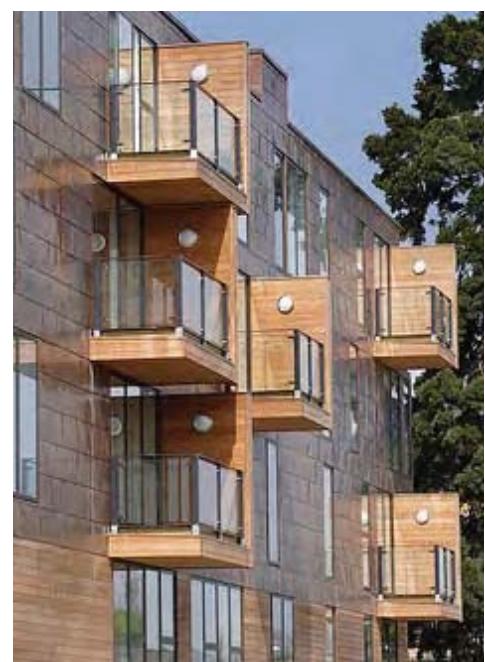
8



Eight storey maisonette block with 100% family housing



Planted balconies on apartments in Rome



Accordia, Cambridge



Canning Town Area 3, MLA



Accordia, Feilden Clegg Bradley Studios

6.3

TYPOLOGY MIX: HISTORIC INFILL SITES

Historic Infill sites make up the gaps within the traditional blocks in the older parts of Croydon. These are mostly smaller sites often hemmed in by existing 2 and 3 storey dwellings.

The majority of the buildings will be stand terraced houses of various forms although small blocks of flats will be used in the denser areas (and potentially the tighter sites more difficult sites. Retail frontage will be maintained to those streets where it already exists.

Since the majority of these site are small (the example below is one of the larger sites) little new public green space will be provided.

Development to comprise of :

- Houses
- Small blocks of flats/maisonettes [some over retail units]

Typical development height:

- 3-4 storeys



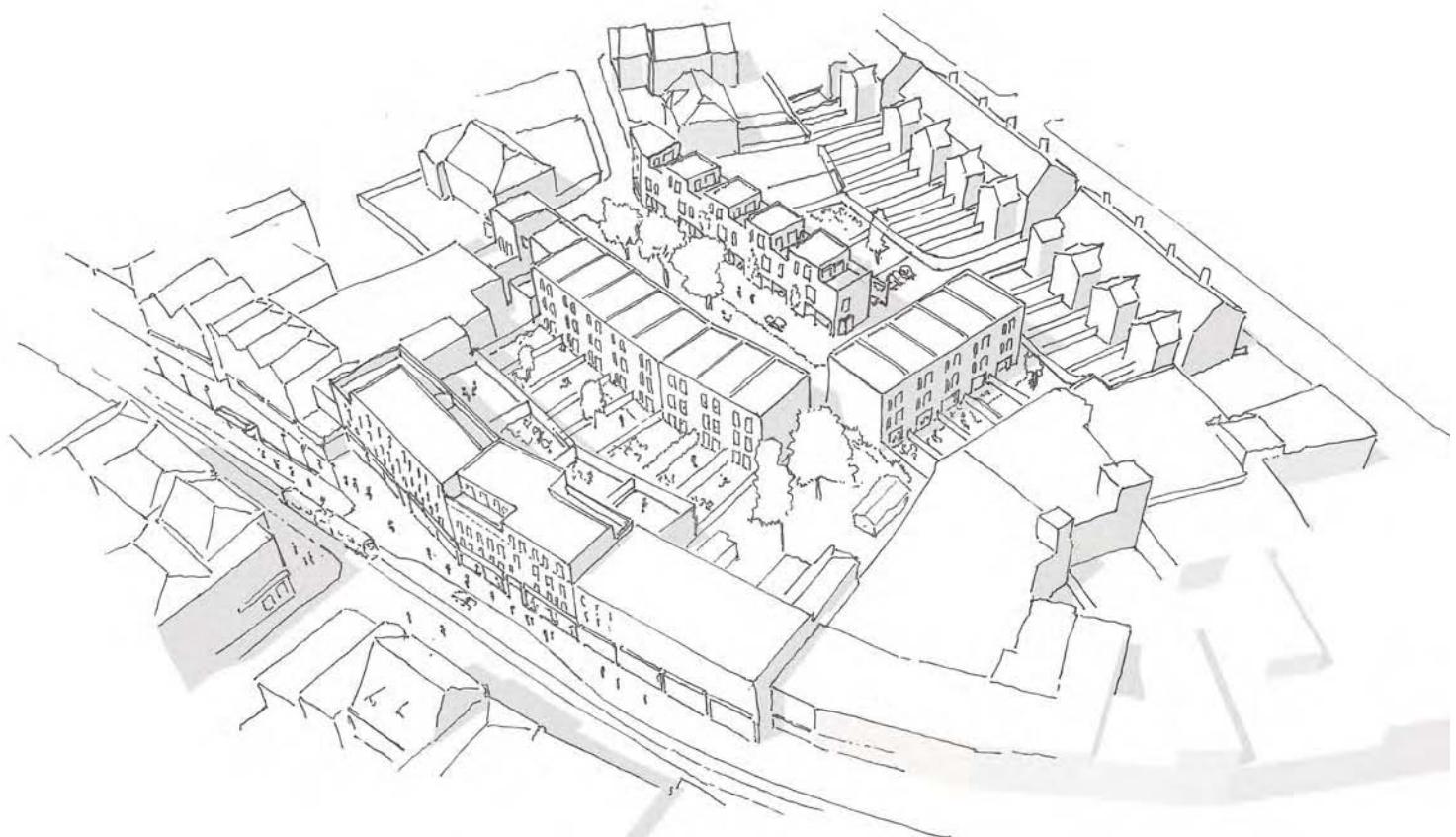
Typical development density:

- 65-100 dwellings/ha



Proportion of family dwellings (by unit)

- 50-80%



Isometric sketch of typical scheme showing a combination of typologies.



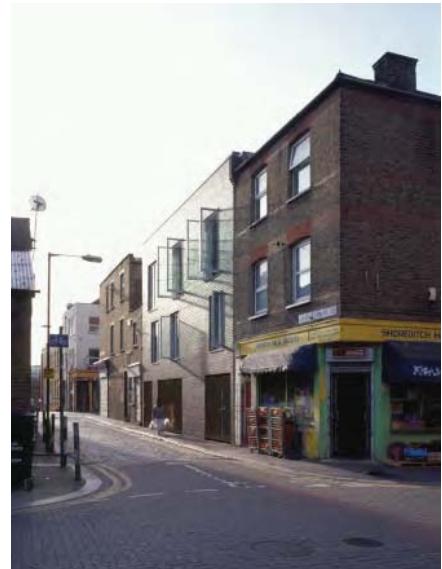
Small maisonette and apartment building
in an historic context, Old Nichol Street,
Maccreanor Lavington Architects



Historic infill mixed use building - 'The Lux', Hoxton Square,
Maccreanor Lavington Architects



High density terrace house type at Accordia, Cambridge,
Fielden Clegg Bradley & Maccreanor Lavington Architects



Three infill houses, Charlotte Street,
Stephen Taylor Architects

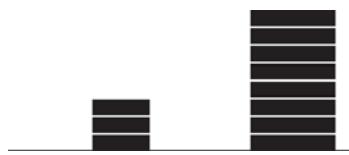
6.4

TYPOLOGY MIX: MID-RISE SITES

The Mid-rise sites form the majority of the sites outside the core areas of the CMC. They have a wide range of different site characters and are surrounded by a range of buildings from 2 storey houses up to apartment blocks; for this reason the sites are made up of a wide variety of typologies from terrace houses through to 8 storey apartment blocks. Such combinations can be used together to reinforce the local block structure and create strong street fronts.

Development to comprise of:

- Houses
- Stacked maisonettes
- Blocks of flats



Typical development height:

- 3-8 storeys



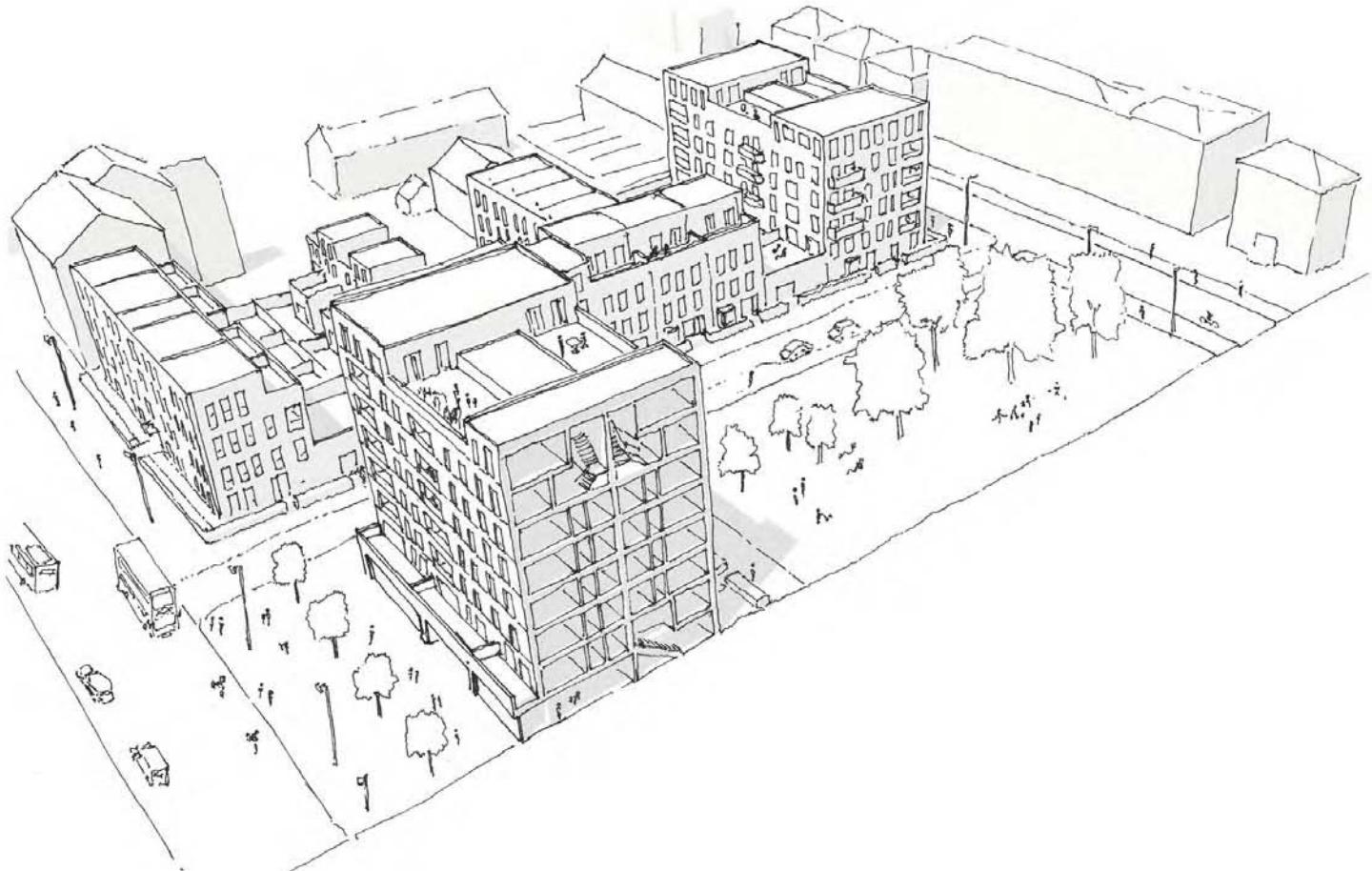
Typical development density:

- 110-175 dwellings/ha



Proportions of family dwellings (by unit)

- 20-50%



Sketch of typical scheme showing a combination of typologies.



Mid rise mixed use block, Luycksterrein,
Amsterdam, Maccreanor Lavington
Architects



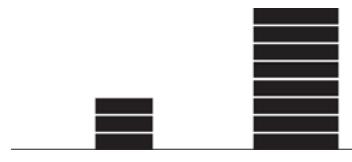
Canning Town and Custom House Area 3, a mixture of houses,
stack maisonettes and apartment buildings in a rigid block
structure. Maccreanor Lavington Architects

6.5 TYPOLOGY MIX: SITES ADJACENT TO INFRASTRUCTURE

The sites adjacent to major infrastructure are in many ways the 'difficult' (and therefore often expensive) sites to develop. For this reason they make up a significant proportion of the sites remaining for development in the CMC. In terms of density and context these sites are in many ways similar to the mid rise category. However some special typologies are required to deal with the harsh environments the infrastructure creates. Also this study assumes that single aspect units must be avoided altogether on these sites for the reason that the chance of achieving a single aspect unit that faces neither the poor environment of the infrastructure or other a poor environmental orientation is low.

Development to comprise of :

- Houses
- Stacked maisonettes
- Blocks of flats
- 'Thin' Maisonettes over commercial



Typical development height:

- 3-8 storeys



Typical development density:

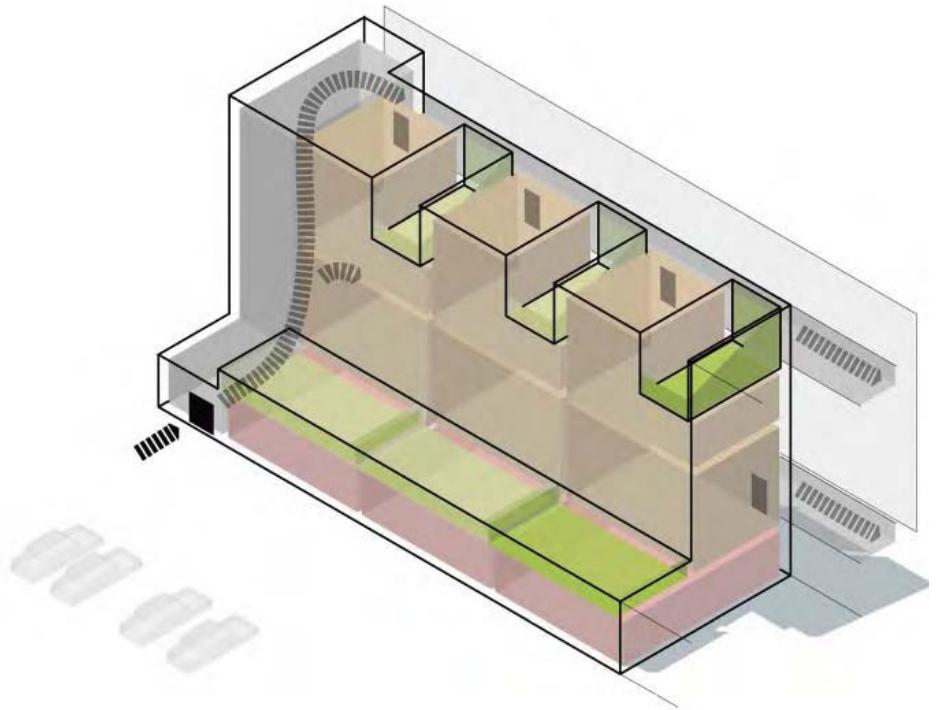
- 140-175 dwellings/ha



Overall proportions of family dwellings (by unit)

- 20-50%





A thin apartment building with shielded deck access adjacent to busy railway line in Amsterdam.

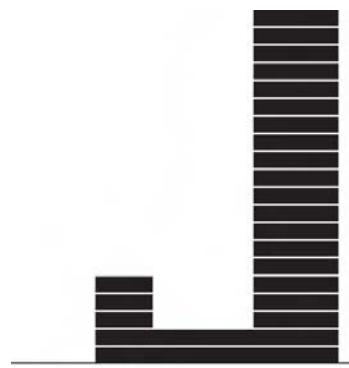
6.6

TYPOLOGY MIX: SHOPPING CENTRE SITES

The sites of the shopping centres in Croydon offer special challenges and opportunities. Based on large sites proposals here will probably not come forward in the immediate future, but when they do the opportunities should be taken to break up what are currently very large city blocks to improve movement in the CMC. We assume retail uses are retained/rebuilt on the lower two floors and, unlike elsewhere, the basic urban plan here will be geared to the efficiencies of retail planning rather than residential. This makes capacity difficult to judge with certainty but it does mean that if a new level of living is created above the shops it will have the potential for large green spaces on the roof of the retail units. It is assumed that the lower elements of maisonettes around each block access across this new green space. Taller tower elements access directly from the street.

Development to comprise of :

- Maisonettes over retail
- Tower over retail



Typical development height:

- 5-20 storeys



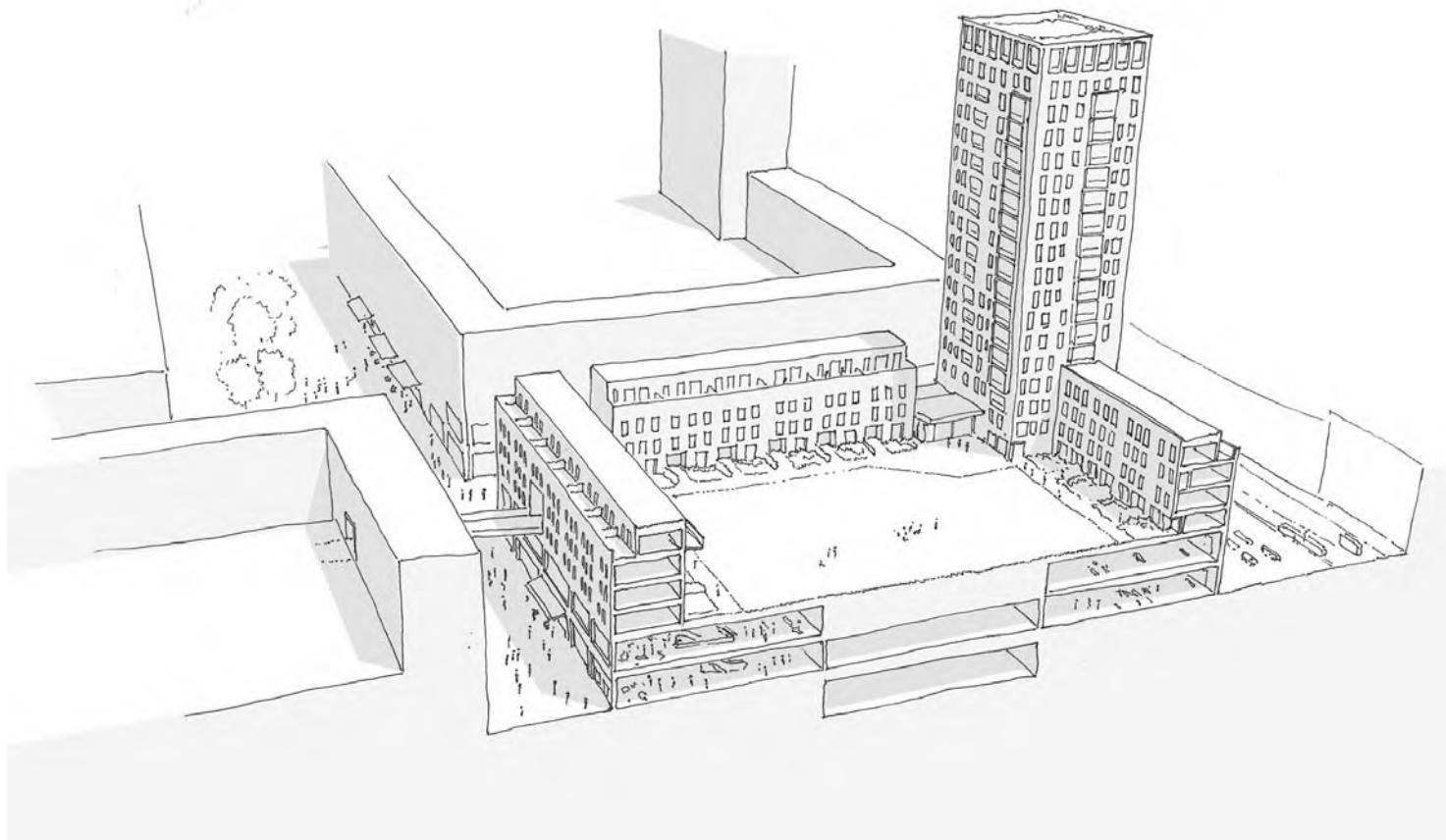
Typical development density:

- 130-260 dwellings/ha



Overall proportions of family dwellings (by unit)

- 10-35%



Isometric sketch of city block showing combination of typologies



Mid density housing and communal spaces
over retail, Schots 1 & 2 Groningen



Low density housing and open space level above retail in Almere,
Netherlands

6.7

TYPOLOGY MIX: TALL BUILDINGS SITES

The tall building sites in the CMC will make up a large proportion of the unit capacity. The taller elements should be made up tall thin towers, the edges of the urban block are formed of 8-10 storey blocks whilst the buildings within the urban blocks (which are large in the New Town) can vary from 8-4 storeys according to the density and family housing proportion desired. It is assumed that all these schemes will make use of underground/undercroft parking with the ground floor at the block perimeter being commercial units to form a good frontage to the streets.

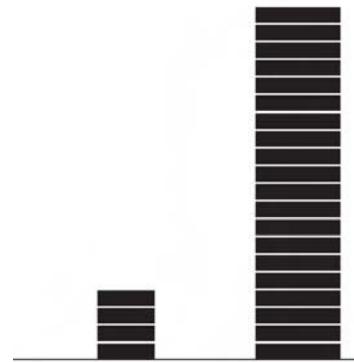
One of the key challenges for family housing in the New town area is providing the right kind of public open space for safe play. It is suggested that we make use of the large size of new town blocks to provide small quieter green spaces at the blocks heart, potentially a high density 'inns of court' type space (shown below). Creating this may require some creative combinations of the often small sites the new town holds..

Development to comprise of :

- Stacked maisonettes
- Tall linear blocks of flats
- Towers

Typical development height:

- 4-20 storeys plus



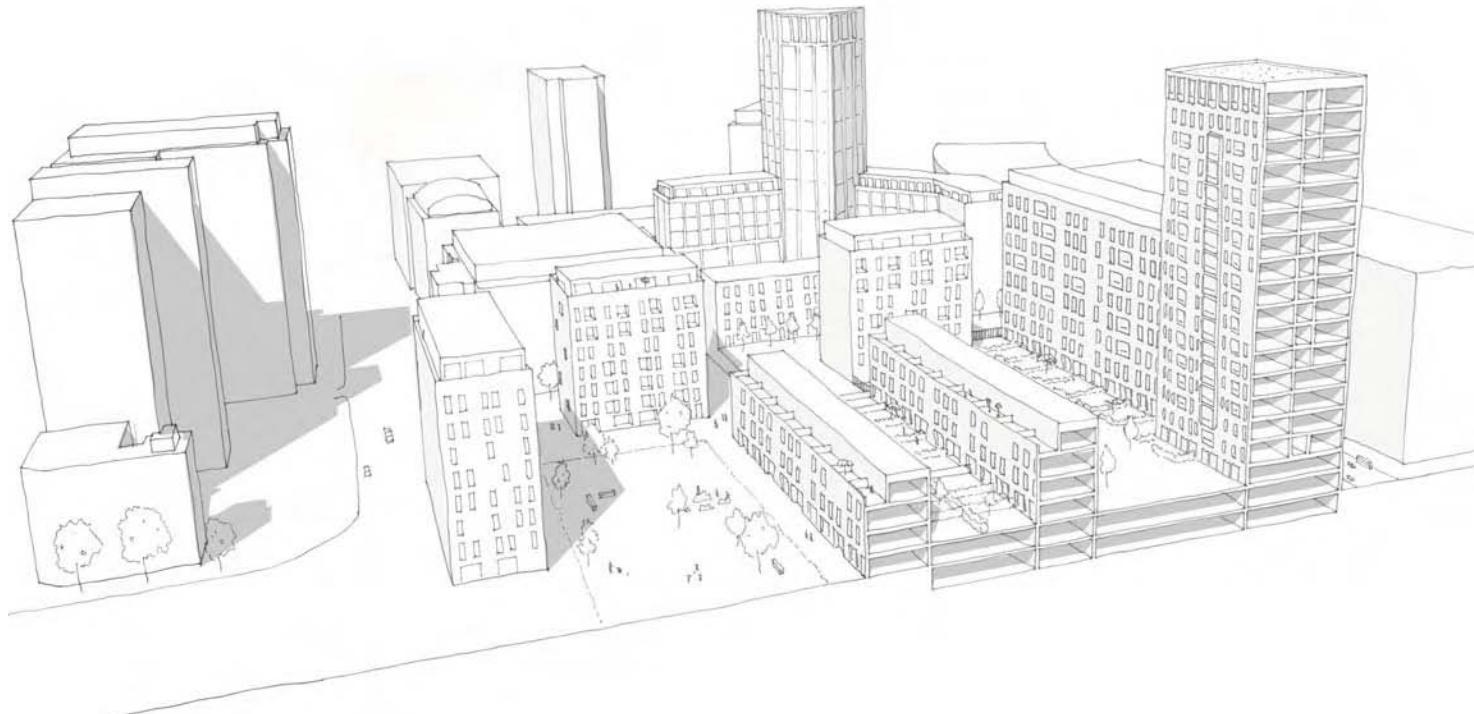
Typical development density:

- 190-370 dwellings/ha



Overall proportions of family dwellings (by unit)

- 10-35%



Isometric sketch of city block showing combination of typologies



7.0

HOUSING CAPACITY

7.1 METHODOLOGY

APPROACH

The approach that has provided the capacities in this chapter is based upon the choice of the correct range of typologies for each of the different categories of site within the CMC and then, from an understanding of those typologies, establishing what the feasible densities are for each category of site (Typology for the purpose of this report is taken to refer to the type of building, not type of unit or urban form). The approach does not provide one solution but rather three scenarios, each with a different proportion of family housing. The stages of the broad method of this approach are laid out below:

STAGES

1. Define the appropriate range of housing typologies for use in each of the 5 site categories (with due understanding of the CMC's 8 character areas).
2. Define the footprint, attributes and unit provision of a typical example of each typology. The footprint includes both the direct (or primary) footprint of the dwellings within the typology, this includes:
 - The building footprint itself
 - The footprint of any private amenity space attached to the building (gardens/privacy zones etc)
 - An allowance for car parking (if this is not included within the typology or within an underground car park)

In addition to the secondary footprint of the dwellings is also included, this is made up of:

- Immediate circulation areas around the typology (including halfway to the centre of surrounding new roads)
- an allowance for general site circulation/inefficiency
- an allowance for play space or for public open space; whichever is the larger for that particular typology.
- An allowance for provision of additional community facilities (including schools) could be made, but has not been included at this stage.

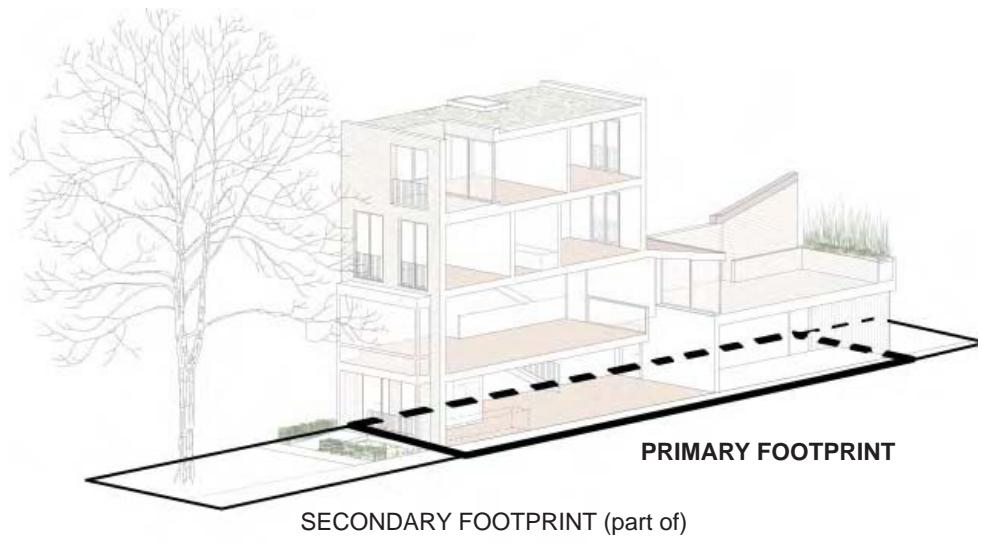
This will provide the average land take of a unit in each of the different typologies. A list of the assumptions made when forming this land take (and throughout the methodology) is included overleaf.

3. Define what mix of the typologies identified will provide the desired mix of family housing. This provides for 3 scenarios in each site category:
 - Scenario 1 – maximised family housing, and therefore a lower overall density
 - Scenario 2 – Median provision of family housing
 - Scenario 3 – Minimal provision of family housing, and therefore a higher overall density.
4. By applying the typology land takes and attributes established in stage 2 to the typology mixes devised in stage 3 reasonable densities and unit mixes for each of site categories can be established. These densities can be applied to the areas of the opportunity sites to establish overall capacity.

5. Test the capacities established against individual sites and review the capacity figures in tandem with emerging family housing and tall building strategies (PROCESS NOT COMPLETE).

MASTERPLANS

The methodology for calculating the capacity of the masterplans is slightly different. Here estimates of proposed Gross Internal Floor Space already exist. The capacity studies are based on these GIFA with the split of units being varied to provide different scenarios with more or less family housing.



7.2 BASE ASSUMPTIONS

LONDON HOUSING DESIGN GUIDE

In general all housing is designed in accordance with the principles of the London Housing Design Guide.

UNIT SIZE

Unit sizes are based upon the requirements of the London Housing Design Guide , and are assumed as follows: Flats; 1b, 2p – 50sqm, 2b, 3p – 61sqm, 3b, 5p – 86sqm, Maisonettes; 3b, 5p – 96sqm, 4b, 6p – 107sqm. 3 storey houses: 3b, 5p – 102sqm, 4b, 6p – 113sqm.

RATIO OF UNIT SIZE

In general family units are assumed to be split 50/50 between 3b 5p and 4b 6p units, non family units are assumed to be split 50/50 between 1b 2p and 2b 3p units. The assumed 50% 4-bed family sized accommodation is generous, but is a simplification that allows for potential on-site provision of social rented large family sized accommodation (which policy calls for.) and for larger 2 bed 4 person units.

PRIVATE AMENITY SPACE

All units are provided with private amenity space to the following minimum areas (in line with London Housing Design Guide): 1b, 2p – 5sqm, 2b, 3p – 6sqm, 3b, 5p – 6sqm, 4b, 6p – 9sqm. In general allowance is made within floorplates for inset balconies. In addition; back gardens are generally assumed to be 9m deep, gardens that end at a communal space are assumed to be 5m deep and front privacy zones are assumed to be 1.5m deep. In general family dwellings are only provided where the building form offers an opportunity for them to have large outdoor private amenity space.

BUILDING LAYOUT

Direct overlooking distances are maintained at a minimum of 18m. Single aspect unit number are kept low. No units other than 1 bedroom flats are single aspect, towers never have more than 6 units around one core (resulting in two units per storey single aspect). No single aspect units are proposed on difficult sites near to major infrastructure where poor outlook may be unavoidable.

ACCESSABILITY:

It is assumed all dwellings would be designed to meet lifetime homes standards. 10% of dwellings will be wheelchair adaptable.

CAR PARKING

Car parking is provided to the ratio of 1 for family dwellings and a ratio of 0.1 for non family dwellings. Parking is assumed to be generally off existing streets. Either within new streets and courts (lower density sites), within secure ground level car parks half under buildings (mid density sites) or within underground car parking (for high density sites). All car parking provided is sized to meet the requirements for lifetime homes and disabled adaptable dwellings.

CYCLE STORAGE

Sufficient space is allowed for cycle storage to achieve 2 code for sustainable homes credits. Plant space is allowed for in taller buildings and is based upon provision that has elsewhere been sufficient to achieve Code for sustainable homes level 4.

PLAY SPACE

The child yield of the developments is calculated according to the calculation method provided by LB Croydon (based upon the Wandsworth calculator). It is based upon an assumption that the schemes will, on average, be 20% affordable dwellings (measured by unit). Based upon this child yield a provision of 10sqm of play space per child is made.

PUBLIC OPEN SPACE

A review of LBC committee reports on major proposals (2006-2010) and GLA Stage 1 and 2 decisions (2008-2010) on referable schemes in the CMC area reveals that financial contributions are regularly required towards the provision of additional public 'recreational' space and/or improvements to existing space in the nearby area. However, the incorporation of additional publicly accessible space has been limited to just two permitted schemes (Quest House – 11 Cross Road and Randolph and Pembroke House – Wellesley Square). Given the policy presumption in favour of on-site provision for larger schemes, it is considered reasonable to make the assumption that some publicly accessible open space will be provided as part of larger schemes and

5sqm per person of on-site provision has been adopted as a challenging but realistic assumption. Given this, the assumptions adopted are as follows:

- On small sites (under 0.5ha) public open space will not be provided (though child play space will) on site, but a financial contribution will be made to improving existing green space and the links to it.
- On larger sites (over 0.5ha) public open space will be provided on-site (or nearby on one of the other opportunity sites at an assumed rate of 5sqm per person – with financial contributions being secured for off-site provision for the assumed policy deficit – 13.5sqm per person).

The public open space to be provided per dwelling is based on either the above calculation or the required amount of play space, whichever is larger for each typology. The number of persons is calculated upon an average of 2.31 persons per dwelling.

SCHOOLS AND PUBLIC AMENITIES

This capacity does not take account of the land take required for any new schools or other large public amenities (other than open space). Small public/community amenities (up to 150sqm) are allowed for in the base of some towers.

SITE EFFICIENCY FACTOR

This calculation makes an allowance for general site access space and inefficiency of land use due to irregular shaped sites.

FUTURE FOR SHOPPING CENTRES

It is assumed during the large shopping centres redevelopment new routes through them will be created in accordance with those shown in the draft AAP. This would create city blocks approximately 80m by 150m in size, it is assumed this size is suitable for the retail element and the housing would have to work with it.

These base assumptions were discussed at a meeting with RSLs active in Croydon on 30th July 2010 they were broadly supported by the RSL's present - further details can be seen in Appendix 1 of this report.

7.3 MASTERPLAN CAPACITIES

EAST CROYDON MASTERPLAN

SCENARIO 1

545 Dwellings
197 *Family dwellings*

Proportion of family (by dwelling):
36%

SCENARIO 2

599 Dwellings
126 *Family dwellings*

Proportion of family (by dwelling):
21%

SCENARIO 3

643 Dwellings
69 *Family dwellings*

Proportion of family (by dwelling):
11%

WEST CROYDON MASTERPLAN

SCENARIO 1

504 Dwellings
176 *Family dwellings*

Proportion of family (by dwelling):
35%

SCENARIO 2

554 Dwellings
111 *Family dwellings*

Proportion of family (by dwelling):
20%

SCENARIO 3

594 Dwellings
59 *Family dwellings*

Proportion of family (by dwelling):
10%

COLLEGE GREEN MASTERPLAN

SCENARIO 1

329 Dwellings
165 *Family dwellings*

Proportion of family (by dwelling):
50%

SCENARIO 2

359 Dwellings
126 *Family dwellings*

Proportion of family (by dwelling):
35%

SCENARIO 3

395 Dwellings
79 *Family dwellings*

Proportion of family (by dwelling):
20%

7.4

HISTORIC INFILL SITES' CAPACITY

RELEVANT TYPOLOGIES

Typology 1a:

Terrace house, 3 storey, parking outside curtilage.

Typology 1c:

Mews house, 3 storey, parking within curtilage.

Typology 2a:

Small block of flats & maisonettes over commercial units, 4 storey, parking outside curtilage.

Typology 2b:

Small block of flats & maisonettes, 4 storey, parking outside curtilage.

SCENARIO 1

Capacity: All sites	Capacity: Sites with 'good' probability	Capacity: Sites with 'good' and 'possible' probability
160 Dwellings 128 <i>Family dwellings</i>	39 Dwellings 32 <i>Family dwellings</i>	119 Dwellings 96 <i>Family dwellings</i>

Density (dwellings/ha):

69.58

Proportion of typologies (by unit)

48% *Terrace house (Typology 1a)*

16% *Mews house (Typology 1c)*

Density of family dwellings (/ha)

55.66

24% *Small block of flats over commercial (Typology 2a)*

12% *Small block of flats (Typology 2b)*

Proportion of family (by dwelling)

80.00%

SCENARIO 2

Capacity: All sites	Capacity: Sites with 'good' probability	Capacity: Sites with 'good' and 'possible' probability
186 Dwellings 121 <i>Family dwellings</i>	46 Dwellings 30 <i>Family dwellings</i>	139 Dwellings 90 <i>Family dwellings</i>

Density (dwellings/ha):

80.70

Proportion of typologies (by unit)

30% *Terrace house (Typology 1a)*

10% *Mews house (Typology 1c)*

Density of family dwellings (/ha)

52.46

30% *Small block of flats over commercial (Typology 2a)*

30% *Small block of flats (Typology 2b)*

Proportion of family (by dwelling)

65.00%

SCENARIO 3

Capacity: All sites	Capacity: Sites with 'good' probability	Capacity: Sites with 'good' and 'possible' probability
220 Dwellings 110 <i>Family dwellings</i>	54 Dwellings 27 <i>Family dwellings</i>	164 Dwellings 82 <i>Family dwellings</i>

Density (dwellings/ha):

95.80

Proportion of typologies (by unit)

8% *Terrace house (Typology 1a)*

8% *Mews house (Typology 1c)*

Density of family dwellings (/ha)

47.90

33% *Small block of flats over commercial (Typology 2a)*

50% *Small block of flats (Typology 2b)*

Proportion of family (by dwelling)

50.00%

7.5 MID-RISE SITES' CAPACITY

RELEVANT TYPOLOGIES

Typology 1a:	<i>Terrace house, 3 storey, parking outside curtilage.</i>
Typology 3a:	<i>Stacked maisonettes, 4 storey, parking outside curtilage.</i>
Typology 3b:	<i>Stacked maisonettes over car park, 4 storey.</i>
Typology 4a:	<i>Small block of flats, 6 storey, parking outside curtilage.</i>
Typology 4b:	<i>Small block of flats, 6 storey, parking outside curtilage. (maximised family)</i>
Typology 4c:	<i>Small block of flats with car park under, 8 storey.</i>
Typology 4d:	<i>Small block of flats with car park under, 8 storey. (maximised family)</i>

SCENARIO 1

Capacity: All sites	Capacity: Sites with 'good' probability	Capacity: Sites with 'good' and 'possible' probability
1178 Dwellings 582 <i>Family dwellings</i>	675 Dwellings 334 <i>Family dwellings</i>	927 Dwellings 458 <i>Family dwellings</i>

Density (dwellings/ha):

111.77

Density of family dwellings (/ha)

55.26

Proportion of family (by dwelling)

49%

Proportion of typologies (by unit)

9%	<i>Terrace house (typology 1a)</i>
20%	<i>Stacked maisonettes (typology 3a)</i>
7%	<i>Stacked maisonettes (typology 3b)</i>
0%	<i>6 storey block of flats (typology 4a)</i>
44%	<i>6 storey block of flats (typology 4b)</i>
0%	<i>8 storey block of flats (typology 4c)</i>
20%	<i>8 storey block of flats (typology 4d)</i>

SCENARIO 2

Capacity: All sites	Capacity: Sites with 'good' probability	Capacity: Sites with 'good' and 'possible' probability
1400 Dwellings 472 <i>Family dwellings</i>	802 Dwellings 270 <i>Family dwellings</i>	1101 Dwellings 371 <i>Family dwellings</i>

Density (dwellings/ha):

132.83

Density of family dwellings (/ha)

44.77

Proportion of family (by dwelling)

34%

Proportion of typologies (by unit)

7%	<i>Terrace house (typology 1a)</i>
15%	<i>Stacked maisonettes (typology 3a)</i>
4%	<i>Stacked maisonettes (typology 3b)</i>
51%	<i>6 storey block of flats (typology 4a)</i>
0%	<i>6 storey block of flats (typology 4b)</i>
24%	<i>8 storey block of flats (typology 4c)</i>
0%	<i>8 storey block of flats (typology 4d)</i>

SCENARIO 3

Capacity: All sites	Capacity: Sites with 'good' probability	Capacity: Sites with 'good' and 'possible' probability
1771 Dwellings 340 <i>Family dwellings</i>	1015 Dwellings 195 <i>Family dwellings</i>	1393 Dwellings 267 <i>Family dwellings</i>

Density (dwellings/ha):

168.00

Density of family dwellings (/ha)

32.22

Proportion of family (by dwelling)

19%

Proportion of typologies (by unit)

0%	<i>Terrace house (typology 1a)</i>
7%	<i>Stacked maisonettes (typology 3a)</i>
3%	<i>Stacked maisonettes (typology 3b)</i>
62%	<i>6 storey block of flats (typology 4a)</i>
0%	<i>6 storey block of flats (typology 4b)</i>
29%	<i>8 storey block of flats (typology 4c)</i>
0%	<i>8 storey block of flats (typology 4d)</i>

7.6 SITES ADJACENT TO INFRASTRUCTURE'S CAPACITY

RELEVANT TYPOLOGIES

- Typology 1a: *Terrace house, 3 storey, parking outside curtilage.*
 Typology 3a: *Stacked maisonettes, 4 storey, parking outside curtilage.*
 Typology 3b: *Stacked maisonettes over undercroft car park, 4 storey.*
 Typology 5a: *Thin stacked maisonette over commercial, 5 storey.*
 Typology 5b: *Thin stacked maisonette over undercroft car park, 5 storey.*
 Typology 5c: *Thin stacked maisonette/flats over undercroft car park , 7 storey.*
 Typology 6a: *Small block of flats (no single aspect) with undercroft car park, 6 storey.*
 Typology 6b: *Small block of flats (no single aspect) with undercroft car park, 8 storey.*

SCENARIO 1

Capacity: All sites	Capacity: Sites with 'good' probability	Capacity: Sites with 'good' and 'possible' probability
605 Dwellings 303 <i>Family dwellings</i>	530 Dwellings 265 <i>Family dwellings</i>	605 Dwellings 303 <i>Family dwellings</i>
Density (dwellings/ha): 144.27	Proportion of typologies (by unit)	
	11% <i>Terrace house (typology 1a)</i>	
	5% <i>Stacked maisonettes (typology 3a)</i>	
	5% <i>Stacked maisonettes (typology 3b)</i>	
	11% <i>Thin stacked maisonettes (typology 5a)</i>	
	11% <i>Thin stacked maisonettes (typology 5b)</i>	
	26% <i>Thin stacked maisonettes (typology 5c)</i>	
	13% <i>6 storey block of flats (typology 6a)</i>	
	18% <i>8 storey block of flats (typology 6b)</i>	
Density of family dwellings (/ha) 72.14		
Proportion of family (by dwelling) 50%		

SCENARIO 2

Capacity: All sites	Capacity: Sites with 'good' probability	Capacity: Sites with 'good' and 'possible' probability
674 Dwellings 236 <i>Family dwellings</i>	590 Dwellings 207 <i>Family dwellings</i>	674 Dwellings 236 <i>Family dwellings</i>
Density (dwellings/ha): 160.67	Proportion of typologies (by unit)	
	1% <i>Terrace house (typology 1a)</i>	
	5% <i>Stacked maisonettes (typology 3a)</i>	
	5% <i>Stacked maisonettes (typology 3b)</i>	
	7% <i>Thin stacked maisonettes (typology 5a)</i>	
	7% <i>Thin stacked maisonettes (typology 5b)</i>	
	34% <i>Thin stacked maisonettes (typology 5c)</i>	
	17% <i>6 storey block of flats (typology 6a)</i>	
	24% <i>8 storey block of flats (typology 6b)</i>	
Density of family dwellings (/ha) 56.30		
Proportion of family (by dwelling) 35%		

SCENARIO 3

Capacity: All sites	Capacity: Sites with 'good' probability	Capacity: Sites with 'good' and 'possible' probability
717 Dwellings 141 <i>Family dwellings</i>	628 Dwellings 123 <i>Family dwellings</i>	717 Dwellings 141 <i>Family dwellings</i>
Density (dwellings/ha): 170.94	Proportion of typologies (by unit)	
	2% <i>Terrace house (typology 1a)</i>	
	2% <i>Stacked maisonettes (typology 3a)</i>	
	2% <i>Stacked maisonettes (typology 3b)</i>	
	2% <i>Thin stacked maisonettes (typology 5a)</i>	
	2% <i>Thin stacked maisonettes (typology 5b)</i>	
	20% <i>Thin stacked maisonettes (typology 5c)</i>	
	29% <i>6 storey block of flats (typology 6a)</i>	
	41% <i>8 storey block of flats (typology 6b)</i>	
Density of family dwellings (/ha) 33.52		
Proportion of family (by dwelling) 20%		

7.7 SHOPPING CENTRE SITES' CAPACITY

RELEVANT TYPOLOGIES

- Typology 7a: *Terrace house on top of retail*, 4 storey (1 of retail).
 Typology 7b: *Stacked maisonettes on top of retail*, 6 storey (2 of retail)
 Typology 7c: *Stacked maisonettes/flats on top of retail*, 8 storey (2 of retail)
 Typology 8a: *Tower on top of retail*, 22 storey (2 of retail)
 Typology 8b: *Tower (thinner) on top of retail*, 27 storey (2 of retail)

SCENARIO 1

Capacity: All sites	Capacity: Sites with 'good' probability	Capacity: Sites with 'good' and 'possible' probability
1590 Dwellings 556 <i>Family dwellings</i>	286 Dwellings 100 <i>Family dwellings</i>	1590 Dwellings 556 <i>Family dwellings</i>

Density (dwellings/ha): 131.53	Proportion of typologies (by unit) 6% <i>House' on top of retail (typology 7a)</i> 25% <i>Stacked maisonettes on top of retail (typology 7b)</i> 6% <i>Stacked maisonettes on top of retail (typology 7c)</i> 35% <i>Tower on top of retail (typology 8a)</i> 29% <i>Tower on top of retail (typology 8b)</i>
Density of family dwellings (/ha) 45.99	Proportion of family (by dwelling) 35%

SCENARIO 2

Capacity: All sites	Capacity: Sites with 'good' probability	Capacity: Sites with 'good' and 'possible' probability
2167 Dwellings 433 <i>Family dwellings</i>	390 Dwellings 78 <i>Family dwellings</i>	2167 Dwellings 433 <i>Family dwellings</i>

Density (dwellings/ha): 179.20	Proportion of typologies (by unit) 2% <i>House' on top of retail (typology 7a)</i> 9% <i>Stacked maisonettes on top of retail (typology 7b)</i> 25% <i>Stacked maisonettes on top of retail (typology 7c)</i> 35% <i>Tower on top of retail (typology 8a)</i> 29% <i>Tower on top of retail (typology 8b)</i>
Density of family dwellings (/ha) 35.84	Proportion of family (by dwelling) 20%

SCENARIO 3

Capacity: All sites	Capacity: Sites with 'good' probability	Capacity: Sites with 'good' and 'possible' probability
3072 Dwellings 315 <i>Family dwellings</i>	553 Dwellings 57 <i>Family dwellings</i>	3072 Dwellings 315 <i>Family dwellings</i>

Density (dwellings/ha): 254.04	Proportion of typologies (by unit) 0% <i>House' on top of retail (typology 7a)</i> 1% <i>Stacked maisonettes on top of retail (typology 7b)</i> 26% <i>Stacked maisonettes on top of retail (typology 7c)</i> 73% <i>Tower on top of retail (typology 8a)</i> 0% <i>Tower on top of retail (typology 8b)</i>
Density of family dwellings (/ha) 26.06	Proportion of family (by dwelling) 10%

7.8

TALL BUILDING SITES' CAPACITY

RELEVANT TYPOLOGIES

Typology 3b:	<i>Stacked maisonettes over car park, 4 storey.</i>
Typology 9a:	<i>Large block of flats over car park , 9 storey (1 of carpark).</i>
Typology 9b:	<i>Large block of flats (no single aspect) over car park , 9 storey (1 of carpark).</i>
Typology 9c:	<i>Large block of flats (no single aspect) over commercial , 11 storey (1 commercial).</i>
Typology 10a:	<i>Tower (thinner) , 20 storey</i>
Typology 10b:	<i>Tower (thinner on 4 storey plinth) , 20 storey (2 of commercial)</i>
Typology 10c:	<i>Tower (larger footprint, irregular) , 20 storey (1 of commercial)</i>

SCENARIO 1

Capacity: All sites	Capacity: Sites with 'good' probability	Capacity: Sites with 'good' and 'possible' probability
2117 Dwellings 741 Family dwellings	1335 Dwellings 467 Family dwellings	2060 Dwellings 721 Family dwellings

Density (dwellings/ha): 188.12	<i>Proportion of typologies (by unit)</i>
	24% <i>Stacked maisonettes (typology 3b)</i>
	0% <i>Block of flats (typology 9a)</i>
	14% <i>Block of flats (typology 9b)</i>
	24% <i>Block of flats (typology 9c)</i>
	18% <i>Tower (typology 10a)</i>
	20% <i>Tower and plinth (typology 10b)</i>
	0% <i>Tower (typology 10c)</i>

Density of family dwellings (/ha)
65.82

Proportion of family (by dwelling)
35%

SCENARIO 2

Capacity: All sites	Capacity: Sites with 'good' probability	Capacity: Sites with 'good' and 'possible' probability
3040 Dwellings 609 Family dwellings	1917 Dwellings 384 Family dwellings	2959 Dwellings 593 Family dwellings

Density (dwellings/ha): 270.21	<i>Proportion of typologies (by unit)</i>
	10% <i>Stacked maisonettes (typology 3b)</i>
	14% <i>Block of flats (typology 9a)</i>
	14% <i>Block of flats (typology 9b)</i>

Density of family dwellings (/ha)
54.14

Proportion of family (by dwelling)
20%

SCENARIO 3

Capacity: All sites	Capacity: Sites with 'good' probability	Capacity: Sites with 'good' and 'possible' probability
4134 Dwellings 423 Family dwellings	2607 Dwellings 267 Family dwellings	4024 Dwellings 412 Family dwellings

Density (dwellings/ha): 367.44	<i>Proportion of typologies (by unit)</i>
	0% <i>Stacked maisonettes (typology 3b)</i>
	7% <i>Block of flats (typology 9a)</i>

Density of family dwellings (/ha)
37.62

Proportion of family (by dwelling)
10%

7.9 TOTAL CAPACITY

SCENARIO 1

Proportion of family (by dwelling)

40.0%

Capacity: All sites	Capacity: Sites with 'good' probability
7028 Dwellings	4243 Dwellings
2847 <i>Family dwellings</i>	1735 <i>Family dwellings</i>

Capacity: Sites with 'good' and 'possible' probability
6680 Dwellings
2671 <i>Family dwellings</i>

SCENARIO 2

Proportion of family (by dwelling)

24.4%

Capacity: All sites	Capacity: Sites with 'good' probability
8979 Dwellings	5257 Dwellings
2234 <i>Family dwellings</i>	1332 <i>Family dwellings</i>

Capacity: Sites with 'good' and 'possible' probability
8552 Dwellings
2087 <i>Family dwellings</i>

SCENARIO 3

Proportion of family (by dwelling)

12.9%

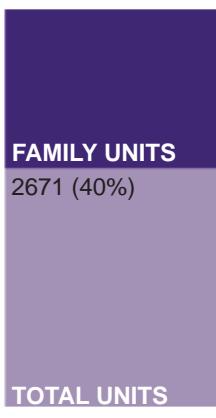
Capacity: All sites	Capacity: Sites with 'good' probability
11545 Dwellings	6487 Dwellings
1536 <i>Family dwellings</i>	876 <i>Family dwellings</i>

Capacity: Sites with 'good' and 'possible' probability
11001 Dwellings
1424 <i>Family dwellings</i>

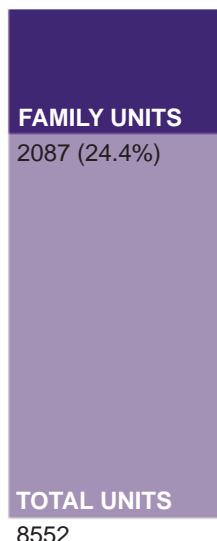
7.4 UNDERSTANDING THE CAPACITY

PROPORTION OF FAMILY UNITS

Scenario 1



Scenario 2

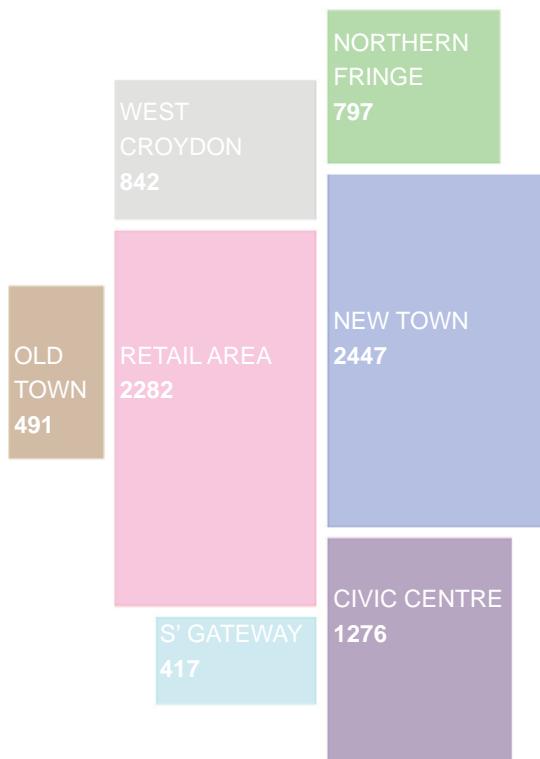


Scenario 3

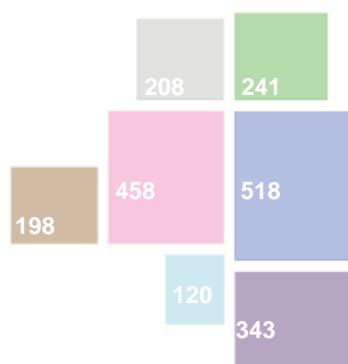


UNITS PER CHARACTER AREA (SCENARIO 2)

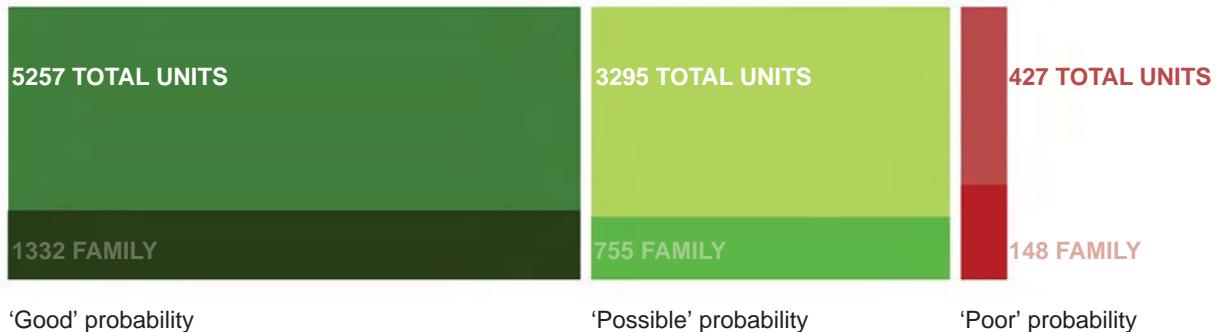
ALL UNITS



FAMILY UNITS



PROBABILITY OF SITE DEVELOPMENT (SCENARIO 2)



'Good' probability

'Possible' probability

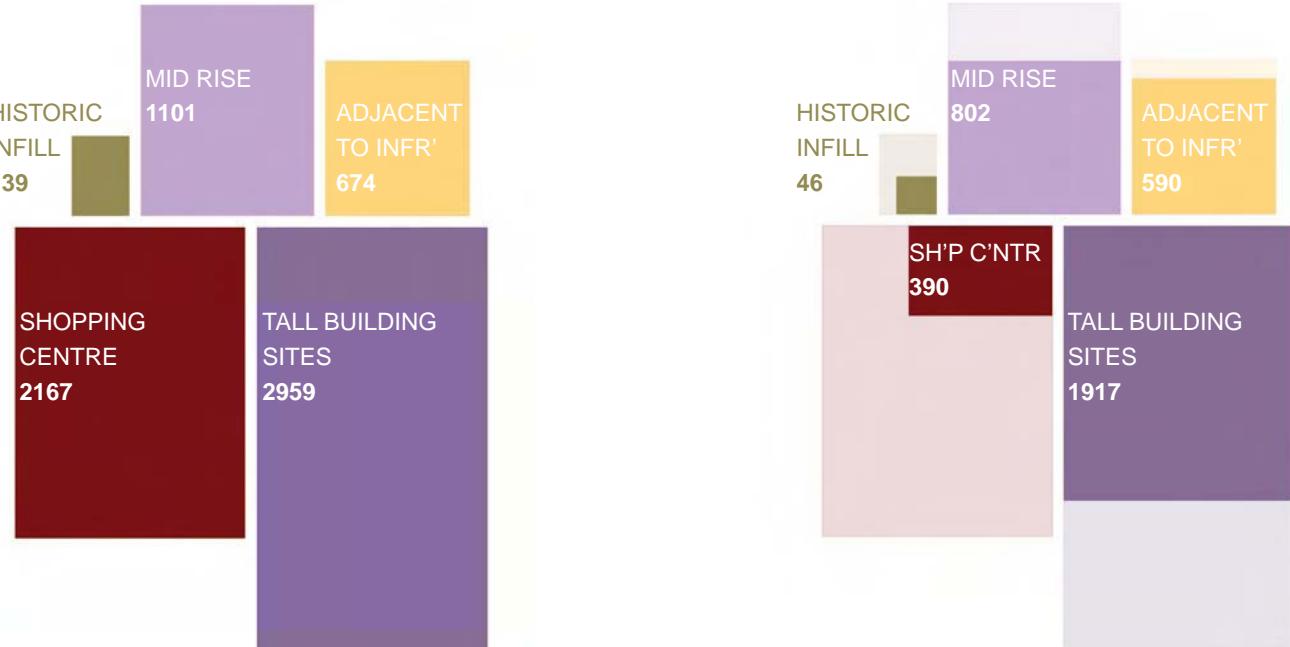
'Poor' probability

8979 OVERALL TOTAL UNITS

UNITS PER SITE CATEGORY (SCENARIO 2)

TOTAL UNITS

UNITS WITH 'GOOD' PROBABILITY



7040 TOTAL UNITS

8552 TOTAL UNITS INCLUDING MASTERPLANS

3745 TOTAL UNITS

5257 TOTAL UNITS INCLUDING MASTERPLANS

8.0

VIABILITY APPRAISAL

8.1 ASSUMPTIONS

The following identifies assumptions used for this viability exercise and compares them with those used in the Borough's affordable housing viability study

Revenue

Market Residential

Sales Values	Unit	SQM
1 bed	£150,000	£3,000
2 bed	£215,000	£3,525
3 bed	£250,000	£2,907
4 bed	£290,000	£2,604

Source: London Housing Design Guide Work / Conversations with Agents

Affordable Residential (with Grant)

Source: Assessment of the Draft London Housing Design Guide

Social Rent Values	£/Unit	£/SQM
1 bed	£120,000	£2,400
2 bed	£160,000	£2,623
3 bed	£195,000	£2,031/£2,267
4 bed	£265,000	£2,477

Intermediate Values	£/Unit	£/SQM
1 bed	£140,000	£2,800
2 bed	£190,000	£3,115
3 bed	£225,000	£2,344/£2,616
4 bed	£260,000	£2,430

Assumptions	Fordham's Assumptions	GVA Grimley Assumptions
Residential build costs per SQM	a. Houses: £1,255 b. Flats (low rise): £1,285 c. Flats (medium to high rise): £1,740 d. Flats (tall tower): £2,305	a. Houses: £1,340 b. Flats (low rise): £1,340 c. Flats (medium to high rise): £1,460 d. Flats (tall tower): £1,800
S.106	£2,500 & £7,500 per dwelling for sites of (+)15 units	£7,500 per dwelling
Void period	3 month void period assumed for all sites	6 month enabling and site preparation period assumed for all sites
Private Dwellings	100% / 70% / 50% / 60%	80% & 65% (Response to Fordham Study results and LB Croydon direction)
NAHP Grant	£30 k per bed space socially rented units £14k per bed space intermediate housing	£30 k per person socially rented units £12.5k per person intermediate housing
Affordable: Social Rented/ Intermediate	70 % / 30% (for base appraisals). Noted that revenues used for both social rented and intermediate tenure are the same. Differences in tenure split have no impact between studies.	60 % / 40%
Build Standards	Code for Sustainable Homes: Affordable – Level 4 Private – Level 4	All units assumed to be compliant with the Draft London Housing Design Guide Code for Sustainable Homes: Affordable – Level 4 Private – Level 4
Developers Profit	18.5% (on Costs)	17.5 % (on sales)
Finance Debit Rate	7.5%	7.5%
Contingency	Brownfield sites – 5% Greenfield sites - 2.5%	5%
Professional Fees	10% of build costs	8% of build costs

8.2 PRELIMINARY RESULTS

This preliminary assessment as to viability concerns only the residential elements of the typologies. These have been tested with a level of affordable housing at 35% and at 20% at the direction of the Borough. These levels are in response to the parameters suggested by emerging policy objectives and the recently produced Croydon Affordable Housing Viability Study. Typologies that are solely house or maisonette based are assumed to be 100% family housing. These are not typologies that can be subdivided.

Our findings as to viability are based upon an assessed land value for each typology. This is based on the relationship between development costs and the value of residential space created based on revenues. Costs include residential build costs, parking (where applicable), S106 contributions, contingency, preliminaries and professional fees, developer profit and Costs of Sale (agent's fees, etc). A gross financial result in the form of a residual land value is provided for each typology and at three different levels of family housing provision. This allows comparison of the effect of decreasing levels of affordable housing for each individual typology.

In order to compare viability between typologies we have used an assessed viability percentage. This compares values with costs, although, critically, developer profit and costs of sale are excluded. This percentage is for comparative purposes only. Percentages above 100% should note be interpreted as indicating a viable scheme. Increasing or decreasing relative percentages indicate comparative viability between typologies only.

Viability is based on a positive or negative residual land value. This does not take into account whether or not a projected land value is greater or less than an existing or alternative use value. If it is less, the land value might be positive, but the scheme would be unlikely to be delivered. Land values vary widely across the CMC area by location and by use.

Summary Table A: 35% Affordable Housing, Decreasing Levels of Family

TYPOLOGY	Total GIA (Sq M)	Residential NIA (Sq M)	ASSESSED LAND VALUE				% of GDV to Costs excludes profit and cost of sale
			100%	35%	20%	10%	
1a	645	645	£110,000	n/a	n/a	n/a	n/a
3 storey terrace, parking ex curtilage			144%	n/a	n/a	n/a	n/a
3b	1,768	1,624	-£200,000	n/a	n/a	n/a	n/a
4 storey maisonettes over car park			129%	n/a	n/a	n/a	n/a
4a	2,436	1,849	n/a	-£400,000	-£300,000	-£300,000	-£300,000
6 storey flats, parking ex curtilage			n/a	128%	129%	131%	
4b	2,230	1,701	n/a	-£500,000	-£300,000	-£300,000	-£300,000
As 4a family maximised			n/a	124%	129%	132%	
5a	1,737	1,624	-£200,000	n/a	n/a	n/a	n/a
5 storey maisonettes over commercial			133%	n/a	n/a	n/a	n/a
6a	2,999	2,127	n/a	-£940,000	-£800,000	-£750,000	-£750,000
8 storey apartment block			n/a	115%	118%	119%	
6b	2,223	1,646	n/a	-£700,000	-£450,000	-£200,000	-£200,000
8 storey flats (double aspect) + car park			n/a	120%	127%	133%	
9b	4,720	3,476	n/a	-£1,500,000	-£1,300,000	-£1,200,000	-£1,200,000
9 storey block (double aspect) + car park			n/a	119%	121%	122%	
9c	2,061	1,580	-£1,250,000	n/a	n/a	n/a	n/a
8 storey family maisonettes + car park			100%	n/a	n/a	n/a	n/a
11a	5,976	4,199	n/a	-£5,000,000	-£4,750,000	-£4,750,000	-£4,750,000
20 storey 4 units per floor			n/a	92%	94%	95%	
11b	6,543	5,002	n/a	-£4,500,000	-£4,300,000	-£4,250,000	-£4,250,000
20 storey Podium plus tower			n/a	100%	101%	102%	
11c	9,388	7,131	n/a	-£6,250,000	-£6,100,000	-£6,100,000	-£6,100,000
20 storey sculpted 8 units per floor			n/a	£100	£101	£102	
11d	17,780	12,597	n/a	-£14,200,000	-£13,500,000	-£13,200,000	-£13,200,000
20 storey double core 12 units per floor			n/a	93%	95%	96%	

Challenged

Most Challenged

Summary Table: 20% Affordable housing, Decreasing Levels of Family Housing

TYPOLOGY	Total GIA (Sq M)	Residential NIA (Sq M)	ASSESSED LAND VALUE				% of GDV to Costs excludes profit and cost of sale
			100%	35%	20%	10%	
1a	645	645	£125,000	n/a	n/a	n/a	n/a
3 storey terrace, parking ex curtilage			148%	n/a	n/a	n/a	n/a
3b	1,768	1,624	-£200,000	n/a	n/a	n/a	n/a
4 storey maisonettes over car park			129%	n/a	n/a	n/a	n/a
4a	2,436	1,849	n/a	-£400,000	-£300,000	-£140,000	-£140,000
6 storey flats, parking ex curtilage			n/a	128%	129%	133%	
4b	2,230	1,701	n/a	-£400,000	-£200,000	-£200,000	-£200,000
As 4a family maximised			n/a	126%	132%	133%	
5a	2,553	1,624	-£100,000	n/a	n/a	n/a	n/a
5 storey maisonettes over commercial			135%	n/a	n/a	n/a	n/a
6a	2,999	2,127	n/a	-£800,000	-£650,000	-£650,000	-£650,000
8 storey apartment block			n/a	118%	123%	123%	
6b	2,223	1,646	n/a	-£600,000	-£350,000	-£200,000	-£200,000
8 storey flats (double aspect) + car park			n/a	120%	128%	133%	
9b	4,720	3,476	n/a	-£1,400,000	-£1,100,000	-£1,100,000	-£1,100,000
9 storey block (double aspect) + car park			n/a	119%	122%	123%	
9c	2,061	1,580	-£550,000	n/a	n/a	n/a	n/a
8 storey family maisonettes + car park			121%	n/a	n/a	n/a	n/a
11a	5,976	4,199	n/a	-£4,600,000	-£4,450,000	-£4,350,000	-£4,350,000
20 storey 4 units per floor			n/a	95%	97%	98%	
11b	9,945	5,002	n/a	-£4,250,000	-£4,000,000	-£3,950,000	-£3,950,000
20 storey Podium plus tower			n/a	103%	104%	105%	
11c	9,538	7,131	n/a	-£5,950,000	-£5,700,000	-£5,500,000	-£5,500,000
20 storey sculpted 8 units per floor			n/a	103%	104%	105%	
11d	18,080	12,597	n/a	-£13,550,000	-£12,600,000	-£12,350,000	-£12,350,000
20 storey double core 12 units per floor			n/a	95%	99%	99%	

Challenged

Most Challenged

8.2 FINDINGS

The underlying residential market conditions in Croydon are challenging. Total development costs are out weighing achievable values as a general principle. This is affecting higher density, tall and flat based schemes most significantly. New house based schemes will perform better and in some cases produce a positive land value, but will still be challenged.

The following reviews findings across three density / typology groups. Key findings and strategic recommendations are also provided.

HIGHER DENSITY SCHEMES / TALL BUILDINGS / 20 PLUS STOREYS

The highest density and tallest building schemes tested demonstrate the most consistently negative viability. The impact of the increasing levels of family housing is minor and is out weighed by larger issues relating to development costs and the values for flats in the Croydon Metropolitan Centre area. A significant increase in market demand from occupants and values will be required before these typologies can make a significant contribution to meeting needs for private market family housing.

MEDIUM DENSITY SCHEMES / MEDIUM HEIGHT BLOCKS / 4 TO 9 STOREYS

Analysis of medium density typologies, which include blocks of 4 to 9 storeys, indicates that applying progressively higher levels of family housing has a somewhat negative impact in terms of viability.

Whilst a clear pattern as to viability is less evident, these schemes produce negative land values and are unviable, even if in relative terms, this is to a lesser degree than typologies of taller buildings. Costs are relatively high against the value of buildings and the units they offer. However, a strengthening of market values would offer prospects for housing at this density and the prospects for a limited amount of family housing to be incorporated.

For these medium scale schemes, the viability seems to be particularly sensitive to the different typologies. It is likely that they will be similarly sensitive to differing policy requirements, such as levels of affordable housing and Code for Sustainable Homes requirements.

The viability of these medium density schemes would improve with a lower proportion of affordable housing. This indicates that priorities will need to be set between affordable housing, family housing, other codes and developer contributions in order to advance schemes at this scale.

LOW DENSITY / SMALLER TYPOLOGIES

The smaller typology, low density schemes appear closer to viability as a category. Our appraisal of the housing typology suggests that this would achieve a positive land value.

It is also noted that small schemes of this size, if promoted in isolation, would not be required by policy to provide affordable housing. However, we expect these to typologies to be delivered as part of larger schemes. It is considered that findings here can be extrapolated up to larger schemes.

It is also likely that designs for such small schemes may vary from the typologies significantly when applied by private developers. For example, if a developer is faced with a requirement for 35% family housing on what might have been a small flatted scheme, a developer may seek to promote a different scheme altogether, for example all houses rather than flats.

MIXED DENSITY SCHEMES

The potential for lower density typologies to cross-subsidise higher density typologies is limited. There are possibilities, within an improved market context, for house and lower rise flatted schemes to be combined. The proportion of each type will need to be balanced, and priorities among family housing and affordable housing considered for each case. There is not evidence to suggest that the lowest density schemes would have sufficient surplus to cross subsidise 20 storey towers.

9.0

CONCLUSIONS

9.1 WHAT IS THE MAXIMUM PHYSICAL CAPACITY FOR NEW HOMES IN THE CMC?

This study looked at three different scenarios for physical capacity of the CMC; the third 'maximised' scenario would achieve a total of around 11,000 new homes, but only if every opportunity site with a 'good' or 'possible' chance of development was to be subject to residential development. Not every opportunity site will fulfil its development potential before 2031, in order to achieve the 10,000 new homes target for the CMC area 90% of these sites would have to be developed out, this study does not possess sufficient data to judge whether this is realistic. The other two scenarios examined (including a higher proportion of family housing) provide maximum new homes figures of 8,552 and 6,680.

It is important to understand that all of these figures are maxima in that they assume all potential development sites are used for residential uses. Existing retail frontage is retained, but few other uses beyond a small amount of commercial space are allowed for, this 'maximised' scenario would involve the loss of a considerable amount of office space and would leave little space for any new amenity provision within the CMC. In essence, if the 10,000 additional homes target is to be met, then it will have to be prioritised at the expense of other planning objectives for the CMC area.

It is also worth noting that this scenario would imply a very significant physical change within the core of the CMC, requiring the building of approximately 39 new residential towers with an average height of 20 storeys (not including those that form a part of the emerging masterplans at East Croydon, West Croydon and College Green).

9.2 WHAT QUANTUM OF FAMILY HOUSING IS POSSIBLE WITH THAT CAPACITY?

The 'maximised' scenario outlined above includes the smallest number of new family units of any of the scenarios examined, 13% of its units are family dwellings (1424 units). This number is significantly below the 37% identified by the SHMA as being necessary and the 35% called for in 'Towards a Core Strategy'.

If a larger proportion of family units is to be provided, then the overall density of development (and therefore total number of units provided) has to be reduced, overall capacities of

- 8,550 allows for 25% family homes (around 2,090 units),
- 6,680 allows for 40% to be family homes. (around 2,670 units)

As in the paragraphs above all of these numbers are maxima; they assume all opportunity sites are given over to primarily residential development.

The above scenarios are all based on the provision of only 'optimised' family units (as described on page XX). However an alternative approach of maximising the number of family dwellings in high density developments, by placing family dwellings throughout tall buildings is possible (as shown in typologies XXa and XXb on pages XX). However this raises a number of issues, particularly providing sufficient, safe and useable outdoor amenity space becomes prohibitively expensive, and when used in large numbers these solutions can lead to large number of children using one communal staircase which can lead to security issues. This is not to say that there won't be occasions in the CMC where a particular context and circumstance may lead to such a solution being appropriate, especially for smaller family units. However such cases cannot be expected to be the norm.

9.3

WHAT ARE THE OTHER FACTORS THAT CAN AFFECT THIS CAPACITY?

LEVEL OF PUBLICLY ACCESSIBLE OPEN SPACE PROVIDED:

The scenarios in this document are based upon a provision of 5sqm of open space on-site (either public or communal) per person. This includes the provision for playspace according to GLA guidance. Changing this level of provision would have a significant impact on the housing densities achieved, for example increasing the provision of public /communal open space to 18sqm per person (as per extended UDP Policy RO12 and PGN1 on Planning Obligations) would reduce the maximum capacity to around 8,780 units (from 11001).

There is a current shortage of public open green space in the CMC, should the Council decide to give over one of the opportunity sites over to a 'pocket park' then approximately 80 units could be sacrificed from the capacity (assuming a 0.4ha park in or near the new town).

OFFICE PROVISION:

A large number of the opportunity sites near the centre of the CMC are on sites that currently hold offices, a total of 5.13ha of sites, providing a maximum of 1060 units are therefore provided at the expense of office space. These figures do not include the offices above the Whitgift Shopping Centre which would also be removed under these scenarios.

PUBLIC CAR PARK PROVISION:

A number of the opportunity sites throughout the CMC are on the sites of the public car parks that serve the CMC. These make up 4.06ha of sites, providing a maximum of around 735 units. Together these make up almost all the public CMC's public car parks, the proportion of these sites which can be given over to residential development must be questioned.

RETAIL PROVISION:

The scenarios outlined in this document all retain the existing retail provision and frontage (with the exception of the site of St Georges Walk). It would be possible to reduce the retail provision, however this would have a comparatively minor effect on the housing capacity given that much of the locations taken up by retail units would be unsuitable for residential units.

PROVISION OF NEW SCHOOLS

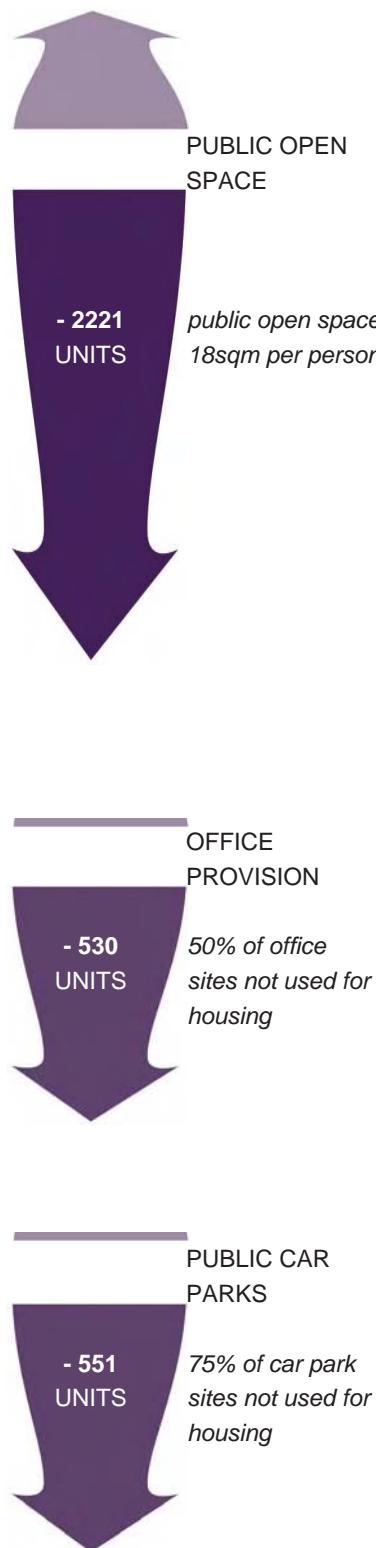
A large number of new children will move into CMC under this report's scenarios, a new two Form Entry primary school within the CMC would take up a minimum of 0.71 ha. Assuming this to be on a site potentially of mid rise housing this would result in the loss of approximately 90 units from the calculated capacities. The number of children likely to live in new homes (discussed below) will require the provision of additional Primary forms of entry in the CMC area, with the consequential further loss of residential capacity

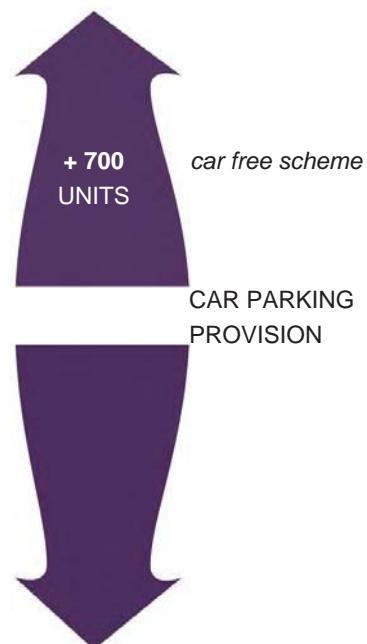
PROVISION OF OTHER SOCIAL INFRASTRUCTURE

Allowance is made within these scenarios for some small scale community and public facilities (facilities of up to approx 300sqm each). However the land take of any larger scale new amenities would have an impact on housing capacity.

LEVEL OF CAR PARKING PROVISION FOR NEW UNITS.

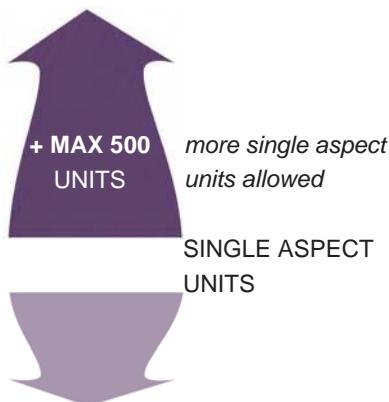
Car parking provision has a comparatively small effect on the physical capacity for the higher density schemes, since these are assumed to make use of underground parking solutions (although they will have a profound impact on scheme viabilities). However in the lower density sites with 'at grade' parking solutions the impact capacity could be marked. Were these schemes to be entirely car free up to an extra 700 units could be added to the opportunity sites capacity.





DESIGN STANDARDS

The majority of the design standards such as those out of the Code for sustainable homes and GLA's Housing design guide have a large impact on viability but a comparatively small impact on physical capacity. The principal exception to this is the decision over single aspect unit. These scenarios attempt to minimise single aspect units, but as an example, in the design of an 8 story apartment block a scheme with 50% single aspect units can have a land take of 5sqm (14%) per unit less than a scheme with no single aspect units. Over the higher density sites this may result in a 10% difference overall.



9.4 HOW MANY EXTRA PEOPLE AND CHILDREN DOES THIS MEAN THE CMC WILL HAVE TO SUPPORT?

If an average of 2.31 people per dwelling is applied to the scenarios then the maximum number newly housed in the CMC would be:

- 25,400 to 15,400 people.

However the development scenario would provide:

- 24,700 to 31,800 bedspaces.

The overall child yield as calculated by the calculation method provided by LBC (assuming on-site provision of affordable housing of 20% by unit) is:

- 2,350 to 2,750 children of various ages.

9.5

WHAT PACE OF DELIVERY IS INDICATED?

Housing delivery rates respond to a number of factors. Targets set by public authorities send a strong signal of intent, but will not in themselves guarantee rates of delivery. Current market conditions affecting Croydon include:

- Near term delivery rates will be challenged by current market conditions and the availability of development finance;
- Near and medium term market interest in higher density schemes is challenged by institutional and individual investor sentiment following pressure on flattened development performance outside of central city environments;
- The pace and scale of housing delivery will need to be calibrated against the ability of the market to produce and absorb new housing.

The development industry will not produce units at a rate it does not consider will maintain profitable margins. At the same time, the market demand from households is not bottomless and values can only be maintained if supply matches demand. It is instructive to review the ability of a range of high growth UK locations to absorb new housing in recent years. This has been a period of considerable growth, high values and market activity. While each location, including Croydon will have its own characteristics, these high growth locations indicate the overall scale of housing delivery that can be expected in vibrant development markets.

The Draft Replacement London Plan identifies a 2011-2021 housing target of 13,300 homes or an average of 1,330 per year. The London Borough of Croydon overall has exceeded this target rate of delivery in the most recent three years. Continued investment constraints on the private development sector, a weakened mortgage market, consumer employment uncertainty and funding constraints on the affordable housing sector may combine to limit delivery in the near to medium term.

The following indicates gross annual average growth for entire local authority areas at key growth locations across since 2001. These represent longer term averages that may be a better guide to delivery rates.

These represent among the fastest growing communities in the south east.

(Local Authority Average Annual New Homes)

- Thurrock 800 units per year
- Peterborough 800 units per year
- Reading 750 units per year
- Ashford, Kent 700 units per year
- Reigate and Banstead 500 units per year

This suggests that adding 500 to 750 units per year would be considered among the strongest local authority performances. For scale comparison, Reading has a population of 143,000, with 57,877 households (2001). The London Borough of Croydon has a population of 330,587 with 138,999 households. A comparative Borough average annual rate of growth would suggest being able to add 1,700 to 1,750 homes per year across the Borough as a long term expectation if the very highest growth rates were maintained.

The following considers growth as a percentage of the total stock of dwellings (from the 2001 Census). This indicates the scale of past development relative to the size of the stock within the local authority area. In taking the long view of a growth location with a clear and well funded infrastructure and land delivery strategy, Milton Keynes has seen an annual average rate of growth of 1.9% pa of total dwelling stock (86,500). Braintree has achieved a rate of 650 units pa over the last 20 years, equivalent to 1.2% pa of the total dwelling stock (55,750). South Cambridgeshire, which has also seen a relatively high level of development, has achieved a rate of 1.3% pa of total stock over the last 20 years.

Over the last 9 years, Colchester with its highly visible town centre and station district

development on a commuter rail link to the City of London financial district has seen an average of 817 units pa completed. This is equivalent to 1.3% pa of the total dwelling stock. The affluent Chelmsford has seen a lower average of 608 units pa completed, equivalent to 0.9% pa of the 2001 dwelling stock. These rates are for entire local authority areas. High growth locations add between 1 and 2 % to their housing stock each year.

With 138,999 households in the Borough and a 13,300 new home target over a 10 year period, there would be an addition of approximately 9.5% to the Borough's housing stock. This represents a less than 1% per year addition.

The implications for Croydon Metropolitan Centre can also be considered in the context of the stock of housing in the Metropolitan Centre. If the existing number of households is used as a proxy for the number of housing units and a growth rate of between 1 and 2% applied, potential growth would be between 135 and 260 units per year.

According to the ONS, for the wards covering the Opportunity Area, the Metropolitan Centre is home to 13,464 households. The addition of 10,000 homes would represent a gross increase in the number of households by 75% in total. Over a 20 year Opportunity Area period, 10,000 new homes would represent a growth rate of 3.7% per year.

9.6 WHAT ARE THE KEY ISSUES FOR THE VIABILITY OF FAMILY HOUSING IN THE CMC?

There are underlying housing development viability issues in the Croydon Metropolitan Centre market. Residential values are constrained for a range of purchaser and renter financing and demand reasons in this and the wider outer London context. Costs of development have remained relatively high.

Taller and higher density buildings face the greatest challenges. There are competing locations for higher density living in a range of town centre settings in south London and available stock closer in to Central London. Values for flats have fallen faster than those for houses in the UK in the last two years as demand from potential owner occupiers, buy to let investors and renters has fallen.

Lower density schemes are closer to viability. From among the typologies tested, the housing based and low rise flatted schemes are closer to viability than mid-rise and high rise typologies. High rise typologies present particular challenges to viability.

Progressively reducing the proportion of family housing required has marginal effects on the viability achieved across all typologies.

Differences between viability at 35% affordable housing and 20% affordable housing are relatively small. This is because the value of affordable housing to developers, as strongly linked to the amount of National Affordable Housing Grant secured, is relatively close to the

modest value of private market residential floor space in the Croydon market. If grant monies cannot be secured for affordable housing, then the negative impact of developer provided affordable housing requirements on development viability would be more significant.

The fundamental requirement for the Croydon Metropolitan Centre is to raise value overall. An improvement in values can be expected as housing demand returns to long term trend. However, a long term Borough focus on improving the economy (employment), amenity (entertainment, leisure, shopping), community infrastructure (schools, health), public realm (streets, squares and open spaces) and identity (perceptions of crime) will also be required.

A focus on lower density schemes can serve as the foundation for a new residential community. This study has identified sub areas that could readily accept higher density, lower rise house based stock. It is recommended that a neighbourhood development approach that optimises the delivery of appropriate house types in neighbourhoods with existing amenity, community infrastructure and public realm be pursued in the near term. This will allow housing delivery to continue and strengthen the residential role of the CMC, while investments and improvements in the Core Area of the CMC continue in parallel. This can set the scene for housing delivery convergence to high density housing objectives in the medium and long term. It is expected that proposals for tall residential buildings will continue to emerge in the interim, but that policy requirements may be challenged by promoters in order to maximise viability.

MAXIMUM CAPACITY:
High family housing proportion on periphery; high density housing in the core areas.

8258 dwellings,

of which

2301 (28%) family dwellings,

POTENTIALLY REALISTIC CAPACITY

IF:

In addition a new primary school is also provided in the CMC and 75% of public carparks serving the CMC are retained

7433 dwellings

9.7 CAN THE CMC REALLY BE CONSIDERED AS ONE PLACE?

The CMC is a complex area made up of a number of different character areas and cannot readily be seen as one entity for the purposes of its housing strategy. In particular, the prevailing conditions around the CMC's periphery are very different to its core areas around the New Town and High Street and different strategies will be needed for each.

Towards the periphery of the CMC the Old Town, Northern Fringe, Southern Fringe, Southern Gateway and parts of the West Croydon areas can be seen as potentially attractive to family dwellings now or in the near future. If the CMC is to move towards a reasonable proportion of families living within it, the family housing opportunities in these areas should be maximised now. However the New Town, Civic Centre and Retail areas are all less immediately attractive to family living, changing the character of these areas to make them attractive to families will take time (as described in more detail below), for this reason a lower (but still reasonable) proportion of family housing should be assumed in the New Town, Civic Centre and Retail Areas. If such a solution were pursued it would result in a maximum capacity for the opportunity sites of:

8258 dwellings, of which there are:
2301 family dwellings, forming
28% of units.

The variety of the CMC can be seen as one of its strengths. To improve the housing market the qualities of different neighbourhoods need to be enhanced and reinforced, each of the different characters can offer different opportunities and by improving the attractiveness of one character area the others can also be 'brought up' at the same time.

9.8

WHAT FACTORS WILL MAKE FAMILY HOUSING ATTRACTIVE?

GOOD SCHOOLS WITH SUFFICIENT PLACES NEARBY

At present many of the schools near the CMC suffer from poor reputations with many people choosing to live on the edge of the borough where they can send their children to schools in neighbouring boroughs.

GOOD PUBLICLY ACCESSIBLE OPEN SPACE AND PLAYSPACE NEARBY.

At present there is a shortage of public open space within the CMC, connections to the surrounding green spaces are also poor. Large swathes of the CMC are more than a 5 minute walk from the nearest public open space. It is important for family housing that there is a range of open space that may include small scale communal spaces as well, a full range of playspace needs to be provided, from small play areas safe for smaller children, through to larger spaces for all to use.

AVAILABILITY OF CAR PARKING

Safe car parking is important for family homes, especially given that this is not a central London location.

PRIVATE OUTDOOR AMENITY SPACE,
The provision of a safe reasonable sized private outdoor amenity space with a good direct relationship with the dwelling is essential to good family housing. This need not be a garden but it must be large enough to be useable as play space.

DIRECT ACCESS TO FRONT DOOR,
Whilst this is not essential too many family housing units accessing from one access core can lead to social problems (or the perception of them) making the housing unattractive. The needs of families with young children, potentially in push chairs, mean that easy access and ready storage can also be important.

PERCEPTION OF SAFE NEIGHBOURHOOD AND GOOD COMMUNITY

This is what might be considered 'safe doorsteps' together with the idea that there is a community that can offer support. At present so few people live in the core of the CMC that is no perceivable community at all, this together with the busy nature of the area leads to a perception of an unsafe area. This perception of the quality and safety of a neighbourhood can only be approached on a character area by character area basis, solving this issue for the core areas of the CMC will take time.

GOOD GENERAL LOCAL AMENITIES AND IMAGE

In many ways the most important factor, there are many inner city areas in London where most of the factors above are not fully met, but this can be outweighed by other perceived benefits of living in the area, a very good example would be the Barbican. At present Croydon suffers from a perceived poor image, if the area is to be made more attractive to family housing improving that image and increasing the overall amenity provision of CMC are two of the most important tasks.

9.9

HOW CAN A FAMILY HOUSING MARKET BE ESTABLISHED?

Establishing a new urban housing market and a new urban family housing market can be seen as following a series of development stages. This is based on the characteristics of new markets established in Central London and Docklands and European and North American cities. While Croydon may be perceived as a suburban Town Centre, its existing scale and proposed future development is at a city scale. Lessons can be drawn from industrial districts transitioning through loft renovation to new construction, as well as masterplanned new communities. The demand drivers of end users are as important as public planning and private investment objectives. Successful delivery of Metropolitan Centre objectives will depend on applying lessons from these contexts.

THE FIRST STAGE

entails appeal to younger singles and young couples. Cheaper rental properties in untested markets are seen as a short term housing option for students and young professionals. Young professionals are often drawn from what may be initially lower paying occupations such as teaching, social work or creative or design related professions. Long term property owners will lead in provision through renovation of properties for this market. Typically this is through conversion of larger residential and loft buildings. Creative conversions of office stock may offer some opportunity for this in Central Croydon. Once both value and amenity, particularly access to employment, are demonstrated, demand, rents and values will increase. This stage is a classic first step in a gentrification cycle that can also be applied to newly 'discovered' existing communities, particularly if they have a strong historic housing stock, as well as being the foundation for transforming previously industrial areas.

AT THE SECOND STAGE, higher values will also lead to a higher level of specification. Renovations will become more extensive and the first speculative new developments will be proposed. The first examples of a new housing stock will be brought to the market. Average rents and sales prices will be rising. It will be targeted at the existing market of younger and childless households. Once the success of initial new-build projects are shown through occupancy, further proposals for new stock will emerge. At the same time, the first impacts on local retail and entertainment demand will be shown, along with occupier demand for public investments in community infrastructure. Previously childless couples will begin to start families. Some will move out to larger and traditional family stock at this stage, while others will stay.

AT THE THIRD STAGE continued development will see a ramp up in the pace of delivery as well as diversification of new stock offered. Large scale development projects will be proposed. Three and four bedroom units will appear more frequently in develop proposals. The overall stock will be diversifying as new buildings are added to the stage 1 and 2 stock that is in place. Families that already have younger children will be added to the market base, attracted by access to employment, urban vibrancy and new housing stock. Rental and sales prices will be rising and the proportion of units held by owner occupiers will be increasing. The public sector will be responding to demographic trends and community pressure to provide health, open space and primary education infrastructure. The local retail and entertainment market will be responding with a range of convenience and restaurant outlets.

Croydon Metropolitan Centre can be considered to have skipped the first stage, given the shortage of stock available for this type of conversion activity. A highly selective approach to office conversion to residential may help here, but the scale of individual buildings will present a challenge to the organic emergence of a renovation market. CMC is required to establish a new housing market from a different starting point. The first new housing developments have been delivered. However, the scale is relatively modest compared with the overall aspiration, occupier perceptions have not changed significantly and social and community infrastructure has not been delivered. The emphasis has been on studio, one and two bedroom units. A residential ambiance has not, as yet, been established. Where larger units exist, they are often part of social housing provision.

Private market demand for larger units has yet to emerge. However, there is reported intensive use of some new smaller private units by families with young children. These may represent short term solutions for young families saving for more appropriate units while their children are young, and are part of the private rental market. An investigation of this market, types of families involved, their economic and employment circumstances and their long term housing aspirations may be warranted.

In order to confirm and build from this context a critical mass of new housing will need to be provided. These may be in focused locations to confirm a residential quarter within the Metropolitan Centre as a whole. Resident oriented retail, entertainment and cultural provision will be required, along with social infrastructure, open space and public realm investments. A phased approach to social housing provision may be required to avoid a perception of neighbourhood dominated by social housing or family stock dominated by social housing tenants. An active and sustained private housing demand will be required to deliver the scale of housing target suggested.

9.10 HOW MIGHT AFFORDABLE HOUSING RELATE TO A FAMILY HOUSING STRATEGY?

Earlier provision of family housing may be achieved through affordable housing provision, depending on the availability of Affordable Housing Grant. If the long term aspiration is to create a mixed housing market within the CMC, an early definition of the market through a large proportion of affordable housing tenures could be problematic. An emphasis on intermediate tenures in early phases is encouraged. An emphasis on tenure blind design approaches where affordable housing is provided would also be encouraged.

9.11

WHAT STRATEGIES MIGHT BE FOLLOWED TO INCREASE THE FAMILY HOUSING MARKET IN THE CMC?

As discussed in question XX above the area around the periphery to the CMC can already be considered to be attractive to family housing, the majority of the strategies below relate to how the 'difficult' core areas of the New town, Retail Area and Civic Centre might be transformed. That said, those strategies relating to the provision of improved public service provision should be considered as the baseline required for the CMC's development, these therefore apply to the development of all areas of the CMC.

IMPROVING THE QUALITY AROUND THE CORE – 'ENCROACHMENT'

At present many of the areas immediately around the core CMC are somewhat run down and moribund, in effect they complete the isolation of the CMC from the surrounding suburbia caused by the Infrastructure links around it, an example being the northern fringe area. If these areas can be improved early in the CMCs regeneration (and they are probably attractive to family housing now) then residential communities can be brought gradually closer to the CMC's core. At this point a steady 'encroachment' approach might be followed whereby a residential character and family housing gradually spreads into the core areas (particularly the New Town) from the edges.

LARGE SCHEMES WITHIN THE CORE AREA - 'EARLY WINS'

The 'core' areas may currently seem unattractive to family housing, but large enough schemes could create their own character and offer enough facilities and communal open space within themselves

to provide attractive family housing. The masterplans could have offered opportunities to follow this approach, however the East and West Croydon Masterplans are both concentrated on other urban concerns so offer little in terms of family housing and family amenity. The College Green Masterplan does offer some family housing and amenity but it is orientated away from the core of the CMC. This leaves the Mid Croydon masterplan as the last opportunity for such an approach, in particular the strategically located St Georges walk site could be vital for setting the tone of success or failure for family housing within the CMC.
The Shopping Centre sits within the retail area also mostly consist of very large schemes but they will probably not come forward in the immediate future, they may be expected (with large amounts of rooftop amenity space potentially available) to take on a larger proportion of family homes, but this will be in the later stages of the CMC's regeneration.

REINFORCING NEIGHBOURHOODS

The creation of neighbourhoods, which are of the size a community identifies with (with neighbourhood shops and services) and that building on the CMC's existing character areas is important. It may be that by concentrating on creating one or two such neighbourhoods the perception of the entire CMC can be changed. In particular the Civic Centre appears to offer some potential, it has public open space at its heart, and with Wellesley Road calmed it can offer a good range of busier and quieter spaces; it could offer a good opportunity for a residential town centre neighbourhood.

SMALLER FAMILY UNITS

It may be that redefining what is accepted as 'family housing' and providing more smaller family units such as 2bed 4 person and 3 bed 5 person flats will help to service the 'second stage' of family housing market's development, encouraging people to stay in the CMC when they have children and to stay living in higher density areas as families. However care must be taken that

this strategy does not lead to the provision of only family housing with relatively poor amenity provisions. Such units have a place in a balanced community but they are only a part and whilst there may be a phase of the CMC's development when they should be encouraged they should be allowed to replace more suitable family housing in the longer term.

FLEXIBLE UNITS

A strategy to deal with the evolving housing market would be to provide more flexible units. Units which might be more flexible to be changed to larger units in the future or even are sufficiently flexible for other uses to take place in them as well. Maccreanor Lavington have in the past pursued an approach similar to this at IJburg (Amsterdam) which is "transfunctional and multifunctional building that could allow the possibility of changing use; living into working, working into leisure or be a container of several uses simultaneously".

The concept of home that can take on the changing needs of family is also supported by Lifetime Homes and is to be applauded. However the design of buildings that provide a sufficient degree of flexibility requires a degree of generosity in space standards that must make us question their viability in the UK market as they will offer little initial extra value for development.

COUNCIL PROCURED EXEMPLAR SCHEMES.

LBC has some land ownership interests within the CMC (particularly in the form of public car parks). It is understood that the Council has placed all or some of its land holdings into the Croydon Council Urban Regeneration Vehicle (CCURV), which is a form of public private partnership with John Laing, whereby the Council invests land and John Laing invests equity., in order to improve confidence and 'kick start' the family housing market in the core areas and in it could bring forward its own exemplar schemes on some of these sites.

IMPROVED AND INCREASING THE PUBLIC OPEN SPACE PROVISION.
The shortage of public open space in the CMC will have to be addressed as the amount of housing increases, this might be achieved in three ways:

1. Improving the links to the existing larger parks around the CMC, these links are currently poor and compromised by major roads and other infrastructure.
2. Giving over one whole opportunity site to provide a new small park/green square somewhere near to the core of the CMC.
3. Ensuring that small public and communal open spaces suitable for play are provided on sites above a certain size. This has to be a priority and it may mean that even schemes with little or no family housing should be made to provide spaces for play to bring up the provision in the CMC as a whole. Within the large blocks (but small sites) of the new town area, land owners could be encouraged to work together to create new small scale public spaces within the blocks.

In order to achieve the variety of public space that should be required to make the area attractive to families these options are not 'either or' scenarios, it may be that all three need to be carried out.

IMPROVING THE OVERALL AMENITY OFFER IN THE CMC

Improving the overall image of Croydon and increasing the range of amenities available in the CMC is probably the most important single strategy to be followed, it needs to provide people with a positive reason to move to Croydon. This image will need to be improved gradually over time if a mixed and sustainable community is to be created in the core of CMC dealing with some of the more 'dead' and run down areas, but without an improvement in the level of amenity drawing people to Croydon this will be a slow process.

PROVIDING A GOOD PUBLIC REALM: The provision of more residential units in the CMC has to be only a part of central Croydon's improvement, a better public

realm must be provided. In particular motor traffic must be better managed (eg. the taming of Wellesley Road), 'safe routes to school' and better cycle routes provided. Good levels of management and maintenance in the public realm must be kept up and there must be effective management of the night-time economy and anti-social behaviour so that parents/carers feel comfortable going to cafes, restaurants and shopping.

NEW SCHOOLS:

The school provision in Central Croydon is perceived to be poor at present, a large number of children would move into the CMC under the scenarios examined in this report. Providing a new primary school in the CMC would help to ensure sufficient school places are available and could offer a chance for better school provision. It would also make a powerful statement of intent from the council to support the growth of family housing in the CMC.

PROVIDING IMPROVED SOCIAL INFRASTRUCTURE:

Providing improved social infrastructure must seen as a minimum requirement for facilitating the growth of housing the in the CMC. Particularly, good and affordable child care (child minders, nurseries, play groups) and good and accessible GP surgeries and health centres.

CONCENTRATING SMALL OFFICE USES:

A large number of what were large Victorian villas in the areas around the periphery of the CMC (particularly the northern and southern fringe areas) have been converted and are now operating as small offices. This often does not aid the character of the areas in question; tended front gardens give way to moribund forecourt parking. If a way was to be found to encourage these small office users to move and concentrate in the office spaces of the New Town then these houses might be turned back to a family residential use. This would not only bring forward more family housing, it could also bring about an improvement of the attractiveness and character of the peripheral areas of the CMC.

9.12 WHAT IS THE WAY FORWARD FOR CROYDON?

The London Borough of Croydon should offer a variety of housing opportunities to achieve an optimum mix and meet local needs for family housing. The Borough has offered a high quality of life to generations of Londoners via strong local employment, strong public transport connections, a mix of suburbs and a bustling town centre, access to larger open spaces and a full range of social infrastructure. The places that make up Croydon outside of the CMC area have long appealed to families. For this appeal to be extended to the CMC area a range of housing development opportunities will need to be delivered. This assessment has found that the strongest opportunities for family housing will be associated with the lower and moderate density sites in the Croydon Metropolitan Centre as part of residential neighbourhoods. Other family housing appropriate sites across the wider Borough, in District and Local Centres and other sustainable locations, will also need to be found in order to continue delivery of housing targets and meet local housing needs. The very highest rates of housing delivery, may require trade-offs relating to other land uses including employment and open space, if lower and moderate density family housing is to lead outside the CMC.

10.0

POTENTIAL PLANNING POLICY DELIVERY STRATEGY

10.1 STRATEGY

The strategy for establishing a buoyant housing market for the CMC area is discussed in Section 6.1. It is based on the concept of growing the market over time and identifies the following strands:

- The development of a critical mass of new housing, either at focused locations to confirm a residential quarter within the Town Centre as a whole;
- Provision of resident oriented retail, entertainment and cultural uses
- Provision of social infrastructure, open space and public realm investments;
- A possible phased approach to social housing provision to avoid a perception of neighbourhood dominated by social housing or family stock dominated by social housing tenants; and
- An active and sustained private housing demand will be required to deliver the scale of housing target suggested.

10.2 SPATIAL PLANNING POLICIES AND GUIDANCE

The successful implementation of such a strategy raises a number of challenges for the way in which Croydon's Local Development Documents are framed and the preparation and implementation of the Infrastructure Delivery Plan (IDP).

Core Strategy. The emerging Core Strategy identifies 16 places and groups these into four spatial planning areas. Croydon CMC is in Spatial Policy Area 2 - Centre and Environs. Policy for SPA2 could be developed so that it captures and articulates the family housing strategy outlined above; stressing that the role and capacity of the CMC area to accommodate family housing will grow over the Plan period – with less being delivered in the short-term (2011-2021) and more being delivered in the long-term (2021-2031).

If East Croydon is identified as a Strategic Site, then the Core Strategy will be able to allocate the land for a mixture of uses and set out expectations in terms of number and types of homes (including dwelling mix and tenure). It will also need to identify infrastructure that is required to deliver the strategic allocation and this could include the provision of certain amount of publicly accessible open space and play space to be provided on site.

CMC OAPF. This is expected to be adopted by the Mayor of London as SPG and possibly by LBC as SPD. This could promote particular housing typologies and dwelling mix that can help deliver the housing strategy and other policy objectives for the CMC area.

Masterplans. These are expected to be adopted as separate SPDs. Again, these could promote particular housing typologies and dwelling mix that can help deliver the housing strategy and other policy objectives for the CMC area.

Development Management DPD. This can be expected to establish policies for (amongst other things) residential density, affordable housing, dwelling mix, housing quality (floorspace, amenity space etc.), play space and open space

Site Allocations DPD. This will allocate specific sites for specific uses and quantum of development.

Infrastructure Delivery Plan. LBC's emerging Infrastructure Delivery Plan (IDP) is structured around the following 6 vision themes used by the Core Strategy:

- **Enterprising City** (Public realm, enhanced digital infrastructure, location for small business, innovation park, conference/hotel facilities and retail skills centre).
- **Learning City** (Building Schools for the Future, Primary Strategy Change Programme, University facilities, independent schools sector, pre-school facilities and cultural facilities/enhancements)
- **Creative City** (Cultural facilities/enhancements, public realm, Fairfield Halls assessment, local community wet and dry leisure centred)
- **Connected City** (East Croydon station capacity, extended trains, Tramlink extensions proposals, cycle network enhancements, Croydon central area digital speed-up, improvements/extension of pedestrian network and upgrades of public transport facilities)
- **Sustainable City** (Flood risk assessment and management, Purley Cross Critical Drainage Area, new water infrastructure, Croydon central area heat and power scheme, other district heat and power schemes, green and blue grid and Wandle Valley transformation)
- **Caring City** (NHS Croydon capital plans, polyclinic health facilities, Safer Croydon capital plans, ambulance/fire and rescue and police service facilities, adult service plans, community and faith centres and third sector facilities)

10.3 SPATIAL THEMES AND POLICY MECHANISMS

The table below identifies a number of spatial themes (linking these with the most relevant Spatial Objective(s)) and ways in which policy and guidance could be developed to optimise the delivery of family

housing in the CMC area. It also identifies the most relevant policy mechanism(s) for incorporating such policy/guidance into the wider spatial planning framework.

SPATIAL THEME	POLICY MECHANISMS
<p>THE AMOUNT AND TYPE OF HOUSING IN THE CMC AREA (Spatial Objective 3: Provide a choice of housing for people at all stages of life).</p> <p>The findings of this study should inform a review of the housing trajectory and housing targets for the CMC area – both in the Core Strategy, Replacement London Plan and the OAPF.</p> <p>This may in turn affect the wider spatial strategy set out in the Core Strategy and the need to accommodate additional housing (including family housing) in District Centres, Local Centres and other sustainable locations within Croydon.</p>	Core Strategy OAPF Replacement London Plan Site Allocations DPD
<p>The provision of affordable housing in the CMC area and the need to build mixed and sustainable neighbourhoods over time (Spatial Objective 3: Provide a choice of housing for people at all stages of life).</p> <p>The greatest housing need is for large family housing, whilst at present, the market demand for family housing is low. There is a risk that by insisting on affordable housing on-site, virtually all family housing that is delivered in the CMC area in the short term will be affordable. This is unlikely to foster the creation of a mixed and sustainable community and may deter the development of a private housing market (both family and non-family) which could exacerbate the issue further.</p> <p>The Council has accepted the provision of off-site family-sized Social Rented housing associated with schemes in the CMC area, with this housing being provided on ‘donor sites’ in and outside of the CMC area. Core Strategy Policy for Spatial Area 2 could be developed to:</p> <ul style="list-style-type: none"> • Prioritise the provision of Intermediate housing in the CMC area in the short term • Provide for some on-site and some off-site family-sized Social Rented housing in the CMC area and formalise the approach of using ‘donor sites’ – prioritising CMC fringe areas • Make clear that the balance will change and that over time and that all the achievable affordable housing will be expected to be delivered on-site in the CMC area in the long-term (it may be possible to set out targets and timescales) 	Core Strategy Development Management DPD OAPF Masterplans Site Allocations
<p>THE NEED FOR ADDITIONAL PUBLICLY ACCESSIBLE OPEN SPACE (Spatial Objective 6: Ensure that the borough’s natural environment and built heritage is enhanced and integrated with high quality new development).</p> <p>It is particularly important that family housing is within easy walking distance of safe and attractive publicly accessible open space. Extended UDP Policy RO12 seeks additional open space or commuted payments for off-site provision based on 2.43ha per 1000 people. PGN1: Planning Obligations reduces the standard to 18.5sqm per person. The Council regularly accepts financial contributions towards improving existing open spaces in the areas around CMC.</p> <p>There is scope to develop policy that strengthens the presumption about on-site provision of new publicly accessible open space on larger sites (say 0.5 hectare?) in CMC. Tall residential buildings offer particular opportunities for freeing up space at ground level for open space (subject to good design/mitigation to ensure that they are attractive and comfortable to use). Financial contributions associated with any under-provision on site could continue to be used to improve existing neighbouring open spaces and links to them (see below)</p>	Core Strategy Development Management DPD OAPF Masterplans

SPATIAL THEME	POLICY MECHANISMS
<p>THE NEED TO CREATE CHILD-FRIENDLY PUBLIC REALM AND LINKS TO EXISTING PUBLICLY ACCESSIBLE OPEN SPACE (Spatial Objective 6: Ensure that the borough's natural environment and built heritage is enhanced and integrated with high quality new development, Spatial Objective 7: Improve accessibility, connectivity, sustainability and ease of movement to, from and within the borough Spatial Objective 9: Increase access to green space and nature, whilst protecting and enhancing biodiversity).</p> <p>In addition to creating additional publicly accessible open space on-site and improving existing nearby spaces, streets provide a valuable opportunity to create green, safe and attractive links and spaces which provide for informal/spontaneous play.</p> <p>The OAPF and Masterplans probably provide the best vehicles for identifying and embedding a green grid structure in the CMC area and developing links to Wandle Park and other spaces. The IDP Connected City + Sustainable City Programmes) could provide a delivery mechanism for achieving this.</p>	Core Strategy OAPF Masterplans IDP (Connected City + Sustainable City Programmes)
<p>THE NEED FOR SUFFICIENT SCHOOL PLACES AND CHILD CARE FACILITIES Spatial Objective 4: Provide well designed community, education, health and leisure facilities to meet the aspirations and needs of a diverse community</p> <p>The provision of family housing in the CMC area will increase the demand for school places and child care facilities (including child minding, nurseries and play groups).</p> <p>The findings of this study should inform on-going work on the IDP to ensure that there are sufficient number of Primary school places in and within 2.km of the CMC (the maximum distance that primary-aged children could be reasonably be expected to walk to school) and safe routes to school. Secondary school places can generally be provided over a wider catchment area. However, access to 'good' schools of all kinds is a major factor for those families that have the greatest choice in where to live (home owners) and the Council's corporate aim of providing high quality learning for all will be important in making the CMC attractive to families.</p> <p>The findings of the this study should also inform a Sufficiency Assessment in terms of child care facilities and the framing of development management policies that enables child-care providers to meet expected demand.</p>	IDP (Learning City + Caring City Programmes) Development Management DPD
<p>PRIORITISING CAR PARKING FOR FAMILY HOUSING.</p> <p>This does not sit particularly comfortably with the identified spatial objectives, but the prioritisation of any limited on-site car parking for family-sized housing in the CMA could help make the area more attractive for families. Wheelchair housing should be the first priority, but family housing could follow in terms of priority for allocating spaces.</p> <p>The OAPF Transport Study could consider this issue further.</p>	CMC OAPF Transport Study OAPF Development Management DPD

APPENDIX 1

CONSULTATION WITH LOCAL RSL'S

A1.1 RSL MEETING OF 30TH JULY 2010

PRESENT

Dave Norris – Family Mosaic

Tom Harding – Hexagon

Nigel Lane – NHHG

Craig Luttmann – L&Q

Barrington Wilks – Hyde HA

Pete Beggan – MHT

Bunmi Atta – Amicus Horizon

Stephen Olujide – Wandle HA

Ian Gray – LBC Housing Management

Beverley Nomafo – LBC Housing

Development

Ian Stone - LBC Housing Development

Josh Yates – MLA

Prisca Thielmann – MLA

Chris Hall – GVA Grimley

1. CAR PARKING

- Most considered a 1:1 ratio of parking spaces for family houses should be applied to the social rented housing.
- All available parking on schemes should be divided pro-rata by tenure.
- Recognition that some non-family households need parking in order to do their jobs, e.g. shift workers.
- Also, some families would not need parking (suggestion that up to 50% of families in social rented housing do not own cars).
- RSLs did not find lack of parking to have a detrimental effect on sales of shared ownership properties.
- The availability of alternatives such as access to an on-street car parking permit can make a difference – this is likely to be limited in the context of the CMC.
- Car clubs are another alternative that RSLs are increasingly providing.
- Question: do families expectations of a parking space need to be challenged?

Conclusion: RSLs agreed with overall approach in the report regarding 1:1 parking for family homes but recognised need for greater flexibility and creativity in addressing this issue in future.

The parking assumptions made in the report can be found in section 7.2, at this level of study they are generalisations designed to inform the land take of parking for capacity calculations. Further study will be required to produce proposals.

2. FAMILIES AND FLATS

Affordable housing in high-rise flats creates a number of issues for RSLs compared to smaller low-rise developments:

- high service charges
- need for intensive housing management
- maintenance and high and ongoing repair costs
- need to ensure sustainable communities

Need to guard against too many families ie high child density levels in one core and too many one bed flats (occupied by vulnerable people).

- Pepper-potting does not work
- Shared communal areas (ie between different tenures) are problematic.

Conclusion: RSLs agreed with consultants approach to limiting family accommodation in high-rise developments and stressed the need to achieve balanced developments (in terms of dwelling and tenure mix) and sustainable lettings policies.

The outcome of the meeting in general supported the family housing approach outlined in section 6.1 of this document, steering away from the approach taken in the alternative types in section 6.2 of this document,

3. IMPORTANCE OF MANAGEMENT CONSIDERATIONS

- RSLs' management approach has been traditionally geared to low-rise schemes.
- This means they need to 'catch up' in taking on board the need for much more intensive housing management and look at how to provide that effectively.
- Management issues will be an important component of the RSL commissioning process that Croydon is looking to establish over the next few months.

Overall, we need to focus more on housing management practice as part of the borough's overall approach to placemaking and localism. This will need to be aligned to the Councils' stock rationalisation proposals.

Conclusion: There is a general recognition that management issues must be considered much more fully in future in relation to the types of schemes proposed in the CMC, both in relation to the affordable housing and in a wider cross-tenure way.

4. DEVELOPMENT OF AFFORDABLE HOUSING WITHIN THE GROWTH OF A RESIDENTIAL MARKET IN THE CMC

RSLs understood that a major transformation of the CMC to residential use was being envisaged, on a par with, for example, the Docklands. RSLs agreed that too much social rented housing initially and a concentration on social rented family units could have a negative impact.

Also, too much shared ownership housing can have the effect of saturating the market. Although the level of choice under CBL allows applicants to reject offers in the CMC, RSLs believe there will be no shortage in demand due to the current shortage of accommodation.

RSLs raised the issue of private dwellings for sale being rented out privately in an unregulated way.

- A mass of buy to let sales on large city centre developments a few years ago had caused significant management issues on some schemes.
- L&Q identified possibility of building into contracts with developers a restriction on their ability to transfer to private rent for a period of time.

RSLs recognised that viability issues mean that developers would need to be able to secure outright sales in advance before the affordable housing could be brought forward.

The notion of a regulated private rented market was discussed as an option for the CMC, e.g. the HCA's private rented sector initiative involving institutional investors.

RSLs stressed importance of common design and space standards across tenures to allow flexibility in tenure in future.

Conclusion: There was broad agreement with the report's position that affordable housing in the CMC, especially for families, will need to be developed slowly and sensitively. There remain further questions that need to be explored in more detail regarding the mix of tenures and the potential to promote more flexible and innovative tenure forms.

The 'slow' strategy for the development of the family housing market and its relationship with affordable housing provision is outlined in section 9.9 and 9.10 of this report.

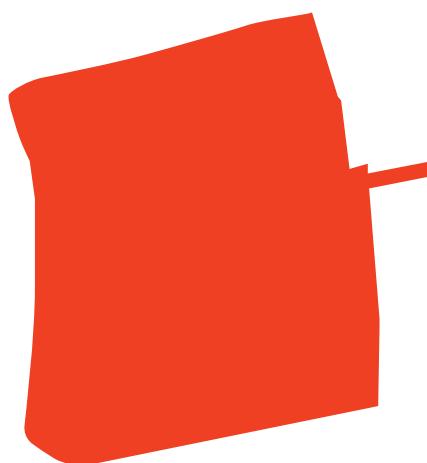
5. OVERALL RESPONSE TO THE REPORT AMONG RSLs

On the basis of the meeting the RSLs understand how and why Croydon is pursuing its approach to the CMC and overall their response is positive.

- RSLs agree with and are able to take forward the suggested approaches to development on historic infill and medium sites.
- Despite the scale of development proposed and the challenges involved, RSLs expressed a willingness to support Croydon in its housing growth plans for the CMC.
- RSLs asked that approaches to development in the CMC should emphasise the use of local labour, trade, materials and apprenticeships.
- RSLs highlighted the importance of addressing management and sustainability issues within the CMC.
- RSLs recognised that they would need to be flexible in their approach in future.

Conclusion: There was broad agreement with the report's findings and approach to housing growth in the CMC, recognition of a number of challenges in the development of affordable housing and a need to develop creative responses and new ways of working.

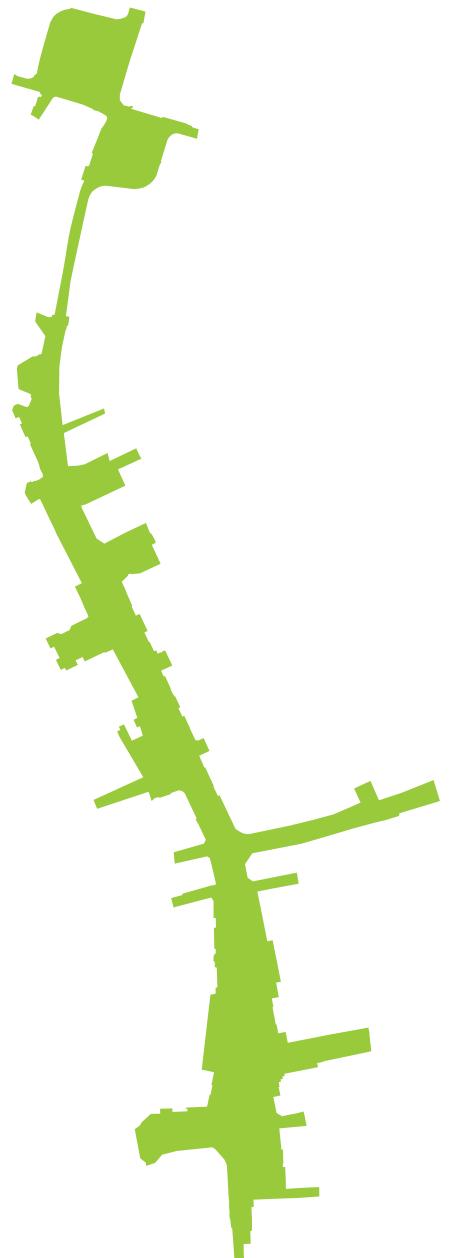
COLOURS



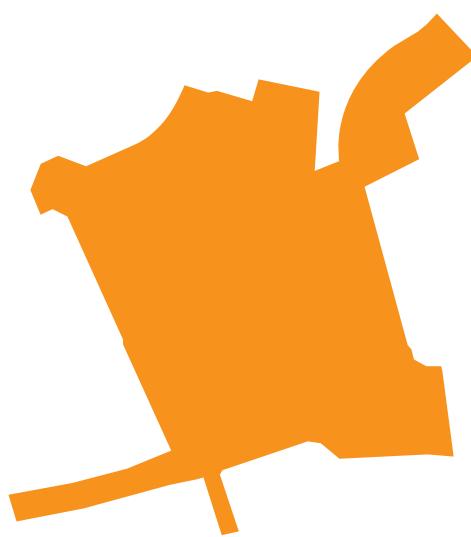
College Green: C=0 M=90 Y=100 K=0



Croydon Council: C=67 M=93 Y=29 K=20



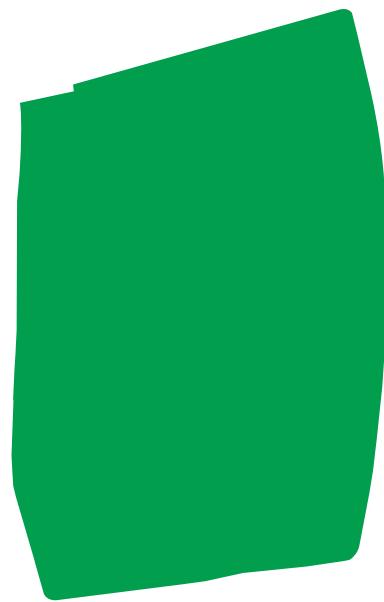
Wellesley Road: C=45 M=0 Y=100 K=0



East Croydon: C=0 M=50 Y=100 K=0



West Croydon: C=70 M=95 Y=30 K=20



Mid Croydon: C=100 M=0 Y=100 K=5