



EAST CROYDON STATION STRATEGIC REGENERATION FRAMEWORK

September 2020

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1.0 Introduction

1.1 Project Background

1.1.1 Croydon Town Centre

Croydon is London's second largest borough by population with a town centre that includes one of the most sizeable and significant office and retail estates in Greater London and the South East of England.

During the post-war reconstruction period of the 1950's and 1960's, Croydon embraced ambitious and bold approaches to planning and investment in infrastructure and development. These approaches transformed the town centre into a leading Metropolitan Centre; whilst skyscrapers were banned in Central London in the 1960s, significant investments were made in Croydon in development at height.

Today, Croydon town centre continues to play a vital role as the heart of the borough and is now one of the Opportunity Areas identified in the new London Plan one of the largest growth areas in South London, and amongst the largest in London, growth in Croydon remains a high priority for the Mayor of London.

As outer London's largest regional public transport interchange, Croydon's connectivity has, and will continue to be, amongst its key strengths. Croydon town centre has the highest PTAL (Public Transport Accessibility Level) rating of 6b. It is well served by excellent rail connectivity, including East and West Croydon Overground stations, and road transport modalities, including the heart of London's most developed tram network, the A23 Brighton Road, the A232, and Wellesley Road (A212), all of which benefit from good connectivity to the M25.

Access to people, markets and goods is at the heart of the strategic offer of Croydon's Metropolitan Centre. New investment in transport infrastructure and accessibility, including green modalities such as walking and cycling, will deliver further improvements to both local and wider connectivity.

Not only is Croydon town centre ideally placed to serve central London markets but it is also key to, and a beneficiary of, unlocking the economic potential of Gatwick and the Brighton City Region, which is a key

strategic aim of the Coast to Capital Local Enterprise partnership (LEP).

During the last 30 years, however, the town centre has experienced a sustained period of decline. This can partly be attributed to a decrease in demand for 'back-of-house' office space, limited market appetite for Croydon's ageing portfolio of office stock and new competition brought about by the emergence of Canary Wharf, and other out of centre areas, as alternative office locations. In turn, this has led to an increase in vacant premises and a fall in the numbers of people working and travelling into the Metropolitan Centre. More recently, Croydon has also experienced further depletion in its office stock through Permitted Development, having seen the highest level of residential conversions delivered through Permitted Development since 2013¹.

The town centre is now facing a number of well-reported and on-going challenges. Croydon's dated built environment needs to be rejuvenated, and new residential and visitor communities supported through the provision of high-quality housing and jobs. Other challenges include a harsh urban grain, poor connectivity and permeability and the need to improve the public realm in the Opportunity Area.

These challenges are likely to be exacerbated in the short medium-term by the significant social and economic impact brought about by the COVID-19 pandemic, which has resulted in unprecedented disruption at both the global and local levels. There is also going to be a long-lasting shift in the role and importance of public spaces, generous and high-quality development and how people move, gather, work and live.

In order to tackle these challenges, LB Croydon recognises the need to encourage and channel investment into the town centre that works at a 'human scale'.

This means improving the user experience, activating public spaces, promoting exploration on foot and attracting the shoppers, employers, workers and new residents who are vital to the growth, vitality and resilience of the town centre.

Investment in infrastructure, high quality design and high-quality housing within the mixture of town centre uses will also play an important role, and will support in achieving Croydon's housing target to deliver 32,890 homes between 2016 and 2036, a third of which will be in the Croydon Opportunity Area.

Over the last ten years or so, LB Croydon and others have worked proactively to redress the historic trend of limited investment and development by:

- › Developing a suite of strategies to guide and promote development in the town centre. This includes the adopted 2013 Opportunity Area Planning Framework, a series of coordinated delivery focused Area Masterplans, and the Local Plan 2018, which provides a policy framework to help guide development over the long-term. There are also key evidence base documents that sit behind these plans that are an important consideration, including but not limited to the Borough Character Appraisal;
- › Working collaboratively with developers to encourage investment and development in the borough. This includes the Croydon Partnership which proposes significant investment in, and development of, the Whitgift centre;
- › Establishing an ambitious and innovative Growth Zone with the agreement of central government and the Greater London Authority (GLA). This Growth Zone devolves power to Croydon, enabling it to borrow against uplift in future business rates brought about by development;
- › Delivering a first phase of public realm improvement projects under the Connected Croydon programme and commencing a second phase under the Growth Zone Public Realm programme. This also includes a series of precursor interventions in the public realm that form part of the Council's Meanwhile Croydon programme, principles of which inform early development phases;
- › Establishing the Croydon Public Realm Design Guide (PRDG), to secure high quality, consistent, simple to maintain public realm that the borough can be proud of;
- › Working with key local stakeholders, such as Croydon Business Improvement District (BID), creative industries and local communities etc. These groups all play a central coordination and connecting role for key occupiers in the town centre, and support in the creation of greater agency for occupiers in shaping and delivering a positive future for the town centre;
- › Working together with the public and with existing and emerging communities, including for strategic spatial planning and on specific projects;
- › Continually raising the bar and expectations regarding design quality, sustainability and civic benefits. This includes pioneering design guidance, establishing a locally informed expert Place Review Panel of built environment experts etc;
- › Establishing a Creative Enterprise Zone and successfully bidding for the Borough of Culture 2023. These, and other, investments in arts, culture and creative industries demonstrate commitment to nurturing and expanding Croydon's cultural infrastructure including spaces of production, consumption and experience; and
- › Developing and mobilising a Sustainable Economic Renewal Plan, with a principal focus on short-term interventions to mitigate the economic impact to Croydon's economy and communities brought about by COVID-19.

Through these measures, Croydon is now better positioned to actively harness, and fully maximise, the socio-economic, commercial, cultural and placemaking opportunities that are presented by the Croydon Area Remodelling Scheme, including the East Croydon Station redevelopment as considered within this SRF.



1.1.2 Croydon Area Remodelling Scheme

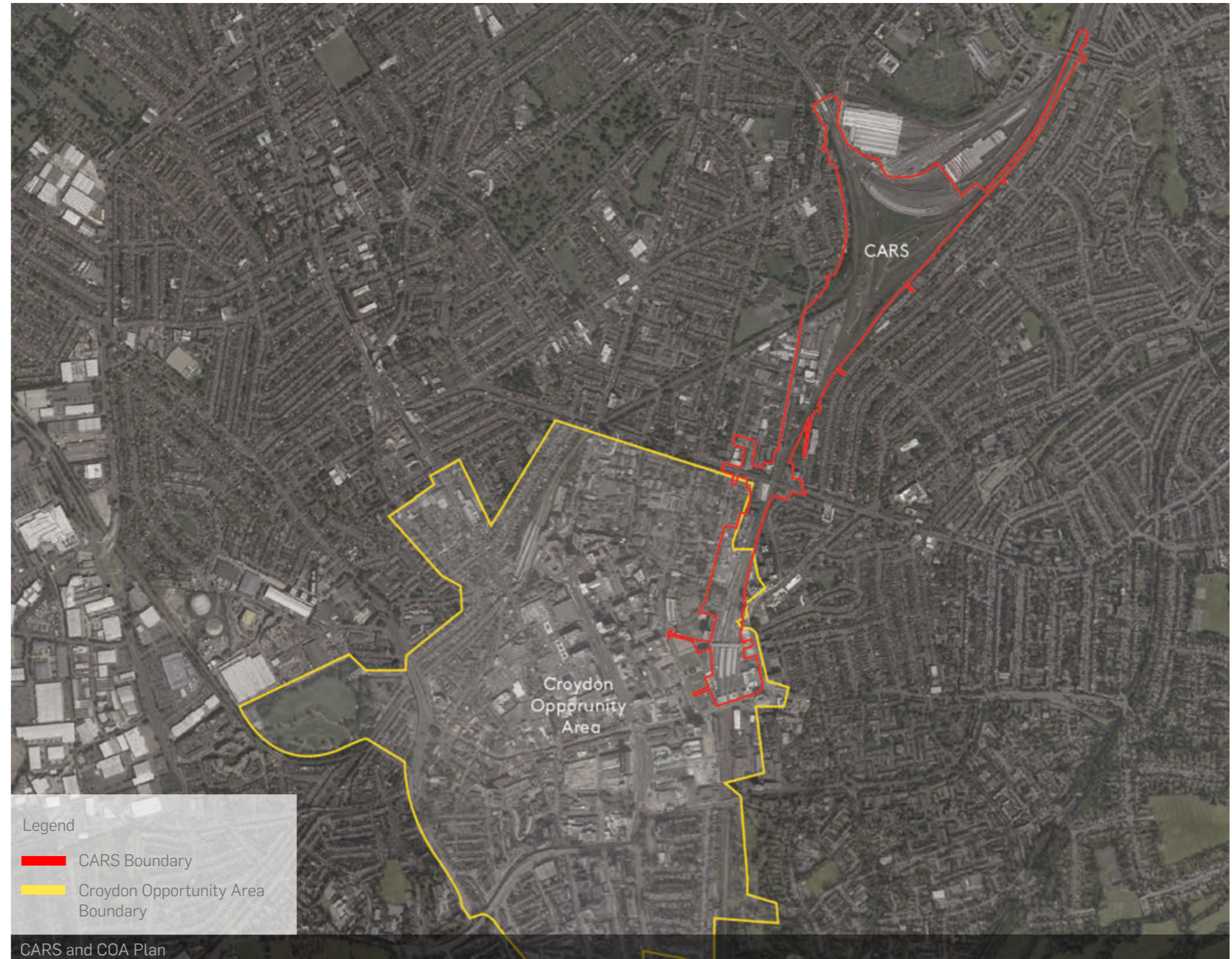
East Croydon station is being redesigned as part of the Croydon Area Remodelling Scheme (CARS), a project that forms part of Network Rail's extensive Brighton Mainline Upgrade Project (BMUP) providing significant capacity and reliability improvements to this important railway corridor.

The station design, rail systems, highways, bridges and construction planning associated with the CARS project will form part of a Transport and Works Act (TWAO) application to secure the parliamentary powers required for the scheme's development, currently scheduled to be deposited in 2021.

In May 2018 Network Rail commissioned Atkins to develop the TWAO deposit pack for CARS, a GRIP 3 design proposal for East Croydon station, and an outline planning application for the Adjacent Site Development (ASD).

The CARS project incorporates the following works:

- › Grade separation of the multiple flat junctions in the Selhurst Triangle;
- › A new East Croydon Station with eight platforms (currently six);
- › Potential major development above / adjacent to East Croydon station;
- › Seven / eight tracks to the north of East Croydon station (currently five) up to the Selhurst Triangle;
- › Major highway works at Windmill Bridge (new bridge), including the closure of the junction with Gloucester Road / Windmill Bridge;
- › Other associated works, including residential and industrial land acquisition which will include all of the Tait Road Industrial Estate;
- › Major track layout changes at Norwood Junction, including the introduction of step-free access to all platforms;
- › New rolling stock stabling /service depot just south of Norwood Junction.



1.2 The SRF

The transport improvements brought about through CARs are critical for the borough, London and this part of the South East. The project also presents significant growth and regeneration opportunities for London Borough of Croydon (LBC). As such, engaging with Network Rail's CARs project is also a key component of the council's strategic masterplans, OAPF and the recent Growth Zone Programme.

The OAPF and East Croydon Masterplan highlight the need for a more detailed masterplan-led approach, building on the existing masterplan and further integrating the emerging CARs project with the OAPF. This joint approach, encapsulated within this Strategic Regeneration Framework document, will support the Local Plan Review (a dedicated Brighton Mainline Project chapter), build on the existing East Croydon Masterplan and Croydon Opportunity Area Framework, and inform the Council's position at any future CARs TWAO Inquiry. The SRF will seek to maximise the potential of East Croydon, achieving the Council's aspirations for placemaking, wider transformational development and regeneration and growth in Croydon - thereby supporting Network Rail's case for funding from Treasury within their Outline Business Case.

The development of the SRF has taken place in consultation with: Transport for London (on a strategic level and including individual relevant modes, buses, taxis and trams); the GLA; landowners in the immediate vicinity of the station including Schroder, Stanhope, Menta, Peabody; and Network Rail.

1.2.1 The SRF and Climate Change

In relation to Climate Change, the main aim of the current adopted Local Plan (Strategic Policy SP6) is to reduce carbon dioxide emissions. It requires high standards of sustainable design and construction (per national and London policy) through Building Regulations and BREEAM guidance, whilst reducing the risk of flooding - as many parts of Croydon are susceptible to surface water flooding - through the requirement of SuDS.

Following the adoption of the emerging New London Plan (and through the review of our Local Plan), LBC will be seeking to build on the Climate Emergency Declaration made by the Council in July 2019. They will do this by updating policies to reflect the latest national and regional guidance on sustainable design and construction, flood risk and air quality, working towards the new London Plan target of zero-carbon by 2050 and the Council's own corporate target of carbon neutrality by 2030. This will also work towards the recommendations of the Citizen's Assembly set-up following the declaration of the Climate Emergency.

The SRF has been developed within this evolving context and promotes the use of best practice guidance for future developments and actively pursues the creation of a greener, healthier East Croydon.

1.2.2 Project team

In September 2019 London & Continental Railways (LCR) was commissioned by LBC to deliver this Strategic Regeneration Framework (SRF).

LCR is wholly owned by the DfT and specialises in the management, development and disposal of property assets within a railway context and, in particular, property assets associated with major infrastructure projects.

Atkins SNC-Lavalin masterplanning and planning teams were appointed jointly by London Borough Croydon (LBC) and London & Continental Railways (LCR).

PRD were appointed to provide commercial, delivery and place-making considerations within the SRF.

1.2.3 Role and Purpose

The East Croydon Strategic Regeneration Framework will provide an up to date view on the East Croydon area. It will support the Local Plan Review process in providing an evidence base that sets out the future direction for development considerations within this area, building on the vision and objectives set out in the East Croydon Masterplan and the East Croydon Opportunity Area Framework.

This document therefore provides the precursor for future study and / or collaborative design work, setting out high level design principles that will provide the basis for developing design briefs and proposals.

The document considers the area around East Croydon Station, recognising the transformational change CARs will deliver. The scheme offers opportunity to address both existing issues and seize the opportunity for growth and development. The dominance of transport infrastructure within the urban realm in both the immediate station environment and surrounding area, combined with issues around permeability, access and lack of open space and access to other transport modes, all severely diminish the experience of being in the area and have a detrimental impact on the image and identity of Croydon as a whole.

The assumptions within this document have been informed by Network Rail Proposals for the platform locations and access over bridges.

The Strategic Regeneration Framework (SRF) for East Croydon station and its environs will propose and shape infrastructure-led investment and development around the station. This will lead to a once-in-a-generation opportunity to drive sustainable growth across the town centre.

The SRF presents a range of unique and genuinely transformative opportunities for Croydon's economy, its communities and its future success, across a broad range of social, economic, place-making and well-being measures.

It recognises the unprecedented times in which the project will be delivered and positions investment in the town centre in the context of the borough (and London's) economy. Innovations in workspace, the way people live, move, play and socialize should all be considered. This includes the way people experience, produce and consume – productive landscapes, green and social infrastructure, public space and civic facilities will be at the heart of this.

Innovations in economic activity e.g. last mile delivery, 15 minute and circular economies, 24-hour use and, in general, design quality, resilience and adaptation will be key considerations to take forward. Consideration of how this area is weaved into the town centre ecosystem will be imperative, particularly with regards the provision of complementary uses to other town centre masterplan areas and the creation of a civilized and high-quality transport interchange.

Fundamentally, opportunities for Croydon's residents, its existing and future communities, businesses, visitors, developers and investors will be created by this substantive development proposal, which encompasses:

- › Investment in the rail infrastructure and surrounding environment at East Croydon; including a high quality and humanized transport interchange
- › Improving one of London's key stations;
- › Building on and enhancing the area's unique heritage – built, social and cultural
- › Improving the amenity of the town centre and wider catchment; and
- › Investment in a high-quality piece of public realm that delivers a more attractive, destination experience that connects into the wider town centre.
- › Creation of a sustainable, resilient and world class nodal area with high quality and innovative design that is future-proofed with smart infrastructure etc.

1.2.4 Aims

Building on the objectives and vision established within the East Croydon Masterplan and OAPF, the aims of the East Croydon Strategic Regeneration Framework are to:

- › Develop a comprehensive masterplanning approach for the regeneration of the East Croydon Station area
- › Establish high-level requirements for future transport networks in direct response to the relocation of East Croydon Station
- › Develop new design briefs for the streets and spaces immediately surrounding the proposed Station site
- › Identify opportunity areas for growth and regeneration unlocked by the CARS project in the East Croydon Station area

1.2.5 The SRF Document

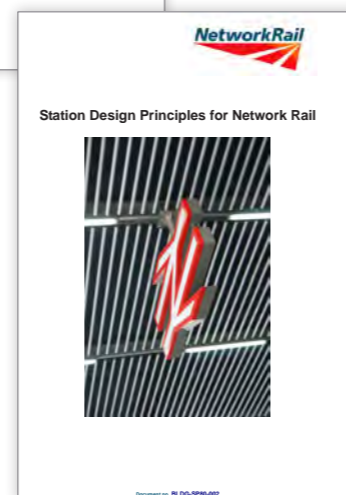
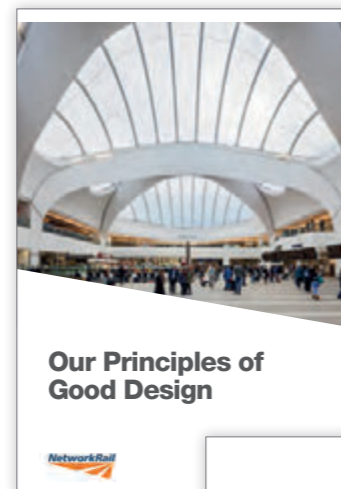
The SRF document has been structured to enable the reader to easily understand and access information ranging from the high-level spatial strategy illustrated through Framework Plans through to more detailed plans contained within the Components section. The remainder of this SRF document is set out as follows:

- › Context – setting out the policy and spatial context for the SRF
- › Vision – setting out the aims and objectives for East Croydon
- › East Croydon Station – developing a vision for the future station and interchange
- › Framework Plans – a series of plans organising key aims through spatial strategies
- › Components – identifying how the aims within the Framework Plans could be arranged within the streets and spaces immediately adjacent to the proposed station locations
- › Opportunity Areas – identifying opportunity areas and establish key urban design principles related to the emerging spatial context
- › Delivery
- › Next Steps

1.2.6 SRF Guiding Principles

To guide the development of the SRF a set of overarching principles have been devised which respond to the need to see the development of East Croydon as an opportunity for everyone while simultaneously responding to and incorporating Network Rail's principles of good design.

These 'umbrella' principles will be supported through more site specific objectives set out within the remainder of this document, specifically in section 3.2 Design Principles and section 4.3.3 Creating a Thriving Place at East Croydon Station.



SRF GUIDING PRINCIPLES

Community Focused	The SRF will promote solutions that are useable by all sections of the local community. Solutions will be developed in close collaboration with local stakeholders and will respond to consultation processes.
Place-Specific	The SRF will promote solutions which respond to local context (including heritage and character), are Croydon specific and deliver a unique sense of place.
Integrated	The SRF will promote solutions which comprehensively address key themes around sustainability, transport, development and place-making, limiting piecemeal development that does not relate, inform or better the area as a whole.
Supports Development	The SRF will promote development solutions that contribute to the creation of a high-quality, safe and vibrant urban area.
Sustainable	The SRF will promote development solutions that contribute to the council's aspirations around climate change and carbon neutrality.

NR's PRINCIPLES OF GOOD DESIGN

Community	Collaborative	Inclusive
Identity	Contextual	Heritage
Passengers	Connected	
Innovative		
This principle incorporates all of Network Rail's Principles of Good Design		

2.0 Context

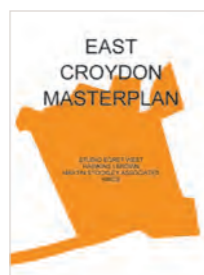
2.1 Policy Context

The SRF document for East Croydon builds on a suite of existing planning documents and masterplans.

Croydon's Opportunity Area Planning Framework (OAPF) was adopted in January 2013 and provides guidance for the future development of the designated opportunity area until 2031. The OAPF sets out several sub areas, of which East Croydon is one.

The OAPF is read in conjunction with a series of specific policies and masterplans adopted between 2011 and 2014 within the Croydon Opportunity Area (COA):

- > East Croydon Masterplan (adopted 2011)
- > West Croydon Masterplan (adopted 2011)
- > Mid Croydon Masterplan (adopted 2012)
- > Connected Croydon Programme (2013)
- > Central Croydon and Conservation Area Appraisal and Management Plan
- > Fairfield Masterplan (adopted 2013)
- > Old Town Masterplan (adopted 2014)
- > Croydon Local Plan (2018)
- > Growth Zone 5 Year Public Realm Programme (2018)





Infrastructure dominated public realm



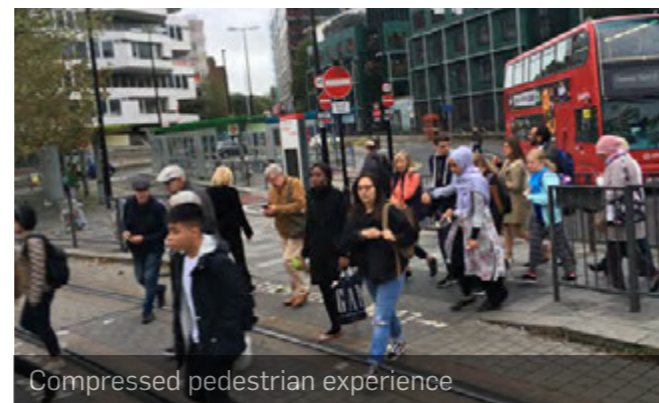
Infrastructure related street clutter



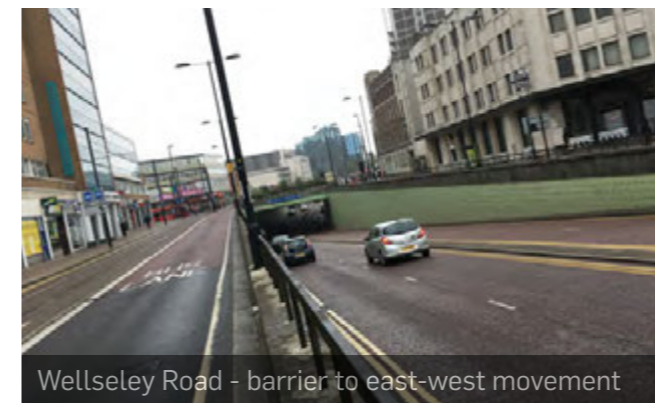
Congested footways



Subway connecting to Whitgift Centre



Compressed pedestrian experience



Wellseley Road - barrier to east-west movement



Planned at-grade crossing would improve connection across Wellseley Road

2.2 Spatial Context

2.2.1 Location

East Croydon Station is located on George Street at the eastern extent of both Croydon's Opportunity Area and Croydon's Metropolitan Centre. The area is highly connected, given the rail, bus and tram connections provided through the station and associated interchanges, both in terms of serving the local Croydon area, but also in providing access to London Victoria (17 minutes), London Blackfriars (20 minutes), London Bridge (20 minutes) and Gatwick Airport (15 minutes).

2.2.2 Existing Station Environment

This area of Croydon has a distinct and complex urban character. It is informed, in-part, by the scale of development in the area, comprised of large post-war buildings alongside new, relatively large-scale contemporary developments. Primarily, however, it is informed by the negative impacts resulting from the predominance of transport infrastructure confined within a relatively small area.

The main entrance/exit of the train station is located on the northern side of George Street with tram platforms lying approximately 2m to the south of the station doorway, creating a pinch point along this busy section of footway. Beyond the tram platforms to the south there is a two-way section of road for bus and taxi use only. East Croydon bus station is located to the south-east of the tram platforms, with westbound bus stops located adjacent to the One Croydon building and eastbound bus stops located on George Street.

All of this infrastructure, with the exception of the bus interchange, is located on a bridge structure over the railway lines, which has severely limited the amount of available space to safely facilitate interchange between transport modes.

As a result, the pedestrian realm has been squeezed to the edges of the available space, with barriers segregating the different modes of transport, limiting opportunity to cross the road and contributing to a somewhat hostile urban environment.

Moving west along George Street towards the Town Centre, Wellseley Road - an urban grade separated motorway - further re-emphasises the dominance of transport infrastructure over the human experience in East Croydon.

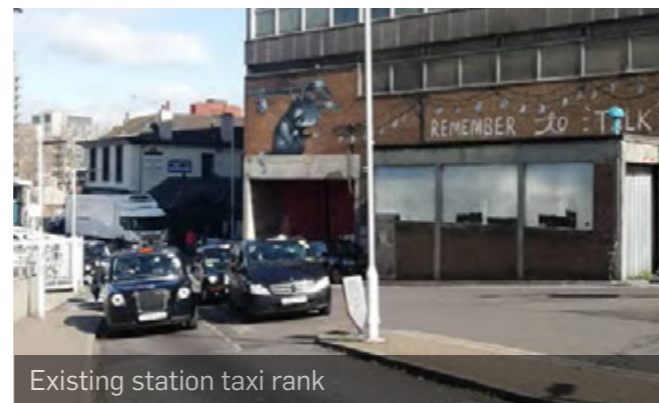
The road severs the town centre from East Croydon along a north-south axis, with the limited pedestrian crossing opportunities positioned at approximately 250 meter intervals at the intersections of George Street.

Lansdowne Road (via an underpass linking Lansdowne Road with the Whitgift centre) and Bedford Park to the North. This lack of permeability combined with an infrastructure dominated urban realm limits the attractiveness of walking as a mode of transport in the area.



East Croydon also suffers from a lack of access to meaningful green infrastructure. Park Hill is located approximately 5mins walk from East Croydon Station, but, despite its proximity, the current configuration of George Street limits access. More closely, Ruskin Square and Caithness Square have proven popular additions to the public realm within the area.

Opportunity exists through the relocation of East Croydon station to maximise the opportunity of a locally and strategically well-connected area, while minimising the negative impacts associated with the existing station environment. Through the delivery of a comprehensive masterplanning approach, which seeks to integrate a high-quality transport interchange set within an attractive and human-scaled local environment, the relocation can act as a catalyst for wider regeneration and provide a step-change in perception of East Croydon, by existing residents and visitors alike.



2.2.3 Proposed Station Re-Location

Through CARS, Network Rail are proposing to relocate East Croydon Station approximately 150 metres to the north of the existing station building.

This relocated station would remain at the same level as the existing station with a deck created over the train lines between the new station building and George Street to the south.

At present, two points of access in to the new station building are proposed. The first on Lansdowne road (north entrance) and the second via the elevated deck lying between George Street and the new station building (south entrance). Access to the elevated deck and the southern entrance would be provided via steps/ lifts from the west via Caithness Walk and from the east via Cherry Orchard Road.

Alongside the inherent opportunity of capturing wider regenerative benefits from the station investment, the relocation of East Croydon Station presents several spatial challenges which will need to be comprehensively addressed in order to achieve the vision for the East Croydon area.

Significantly, the relocation of East Croydon Station has an impact on the movement patterns around central Croydon. These challenges range from the need to relocate key transport interchange through to identifying and safeguarding new pedestrian movement hierarchies and overcoming potential legibility issues.

These challenges will be further addressed within the remainder of the SRF document.

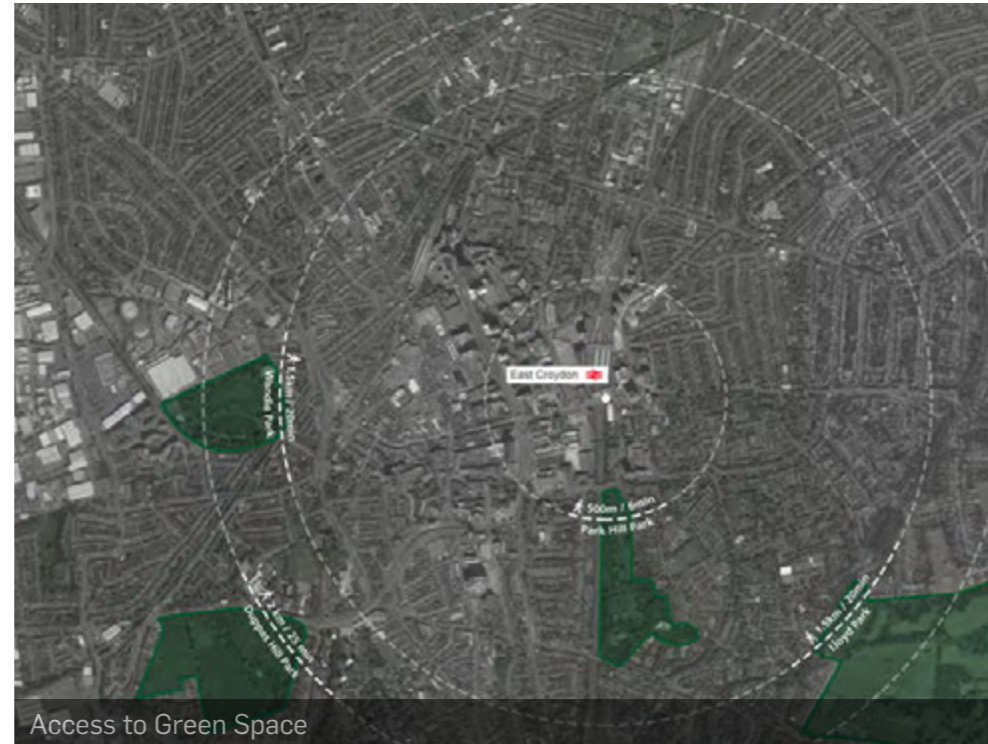
2.2.4 Strategic Spatial Analysis

The character of Croydon can be broadly categorised into two distinctly defined zones - east and west. The eastern and central elements comprise large post-war buildings built during the 60s and 70s which have often disregarded the human-scale and street level experience in favour of vehicular connections. As has been identified, Wellesley road and the large urban block containing the Whitgift centre act as a north-south barrier to pedestrian movement that disconnect East Croydon from the west.

In addition to the shortage of pedestrian and cycle routes in East Croydon, there is also a relative lack of access to meaningful green infrastructure, with the closest park being Park Hill, a five minute walk south of the site.

Significantly lower in scale, West Croydon enjoys a more human scale, having access to an interconnected network of pedestrian routes, high-streets and low rise period buildings including grade I and II listed buildings, and a rich network of open spaces.

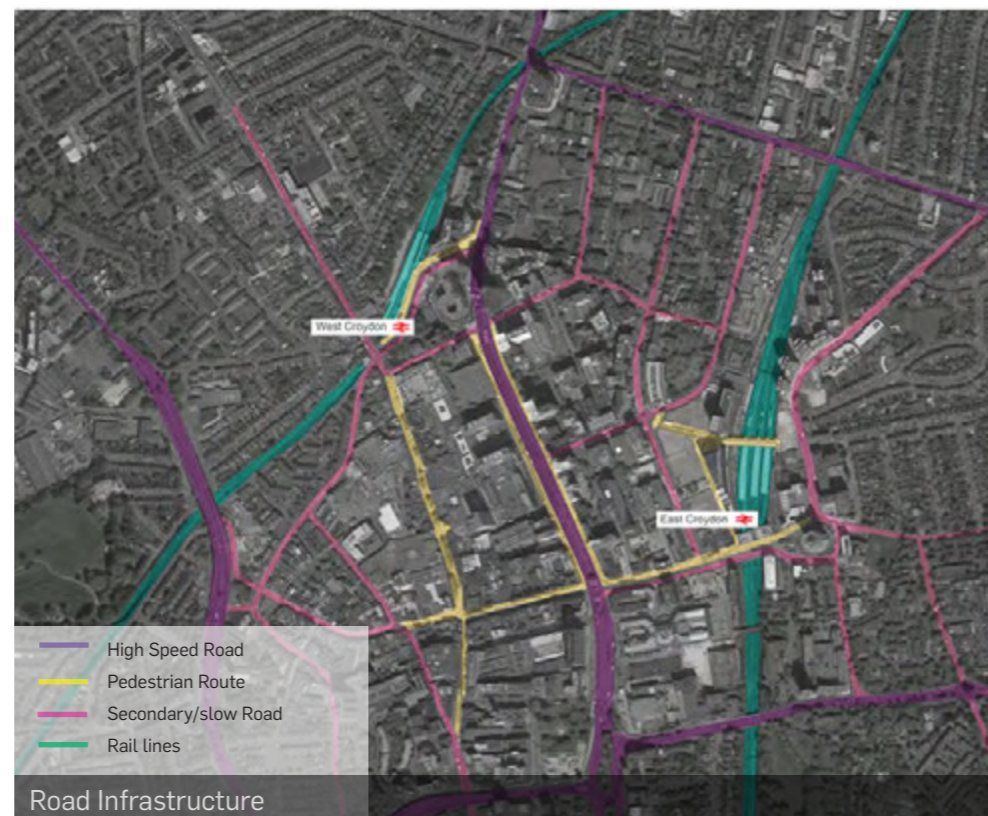
A wider strategy aimed at increasing connectivity between East and West Croydon, focusing on improvements to George Street, Lansdowne Road and new crossings across Wellesley Road, could provide transformational benefit to both the development of the station area and on the town as a whole.



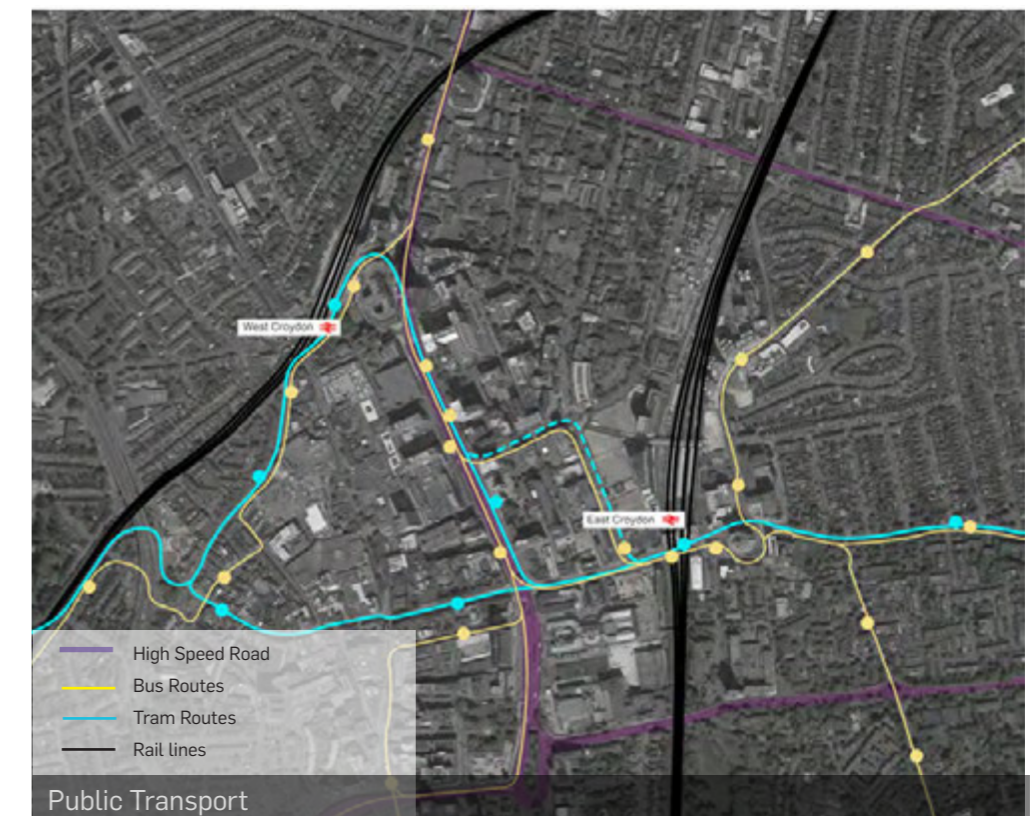
Access to Green Space



Key Pedestrian Routes



Road Infrastructure



Public Transport

2.2.5 Heritage and conservation assets

Croydon has a rich built environment, with a number of statutory listed buildings, locally listed buildings, scheduled ancient monuments and conservation areas. However, these historic assets are unevenly spread, with most of the pre-war listed buildings gravitating toward the western side of the town. The closest statutory listed buildings are Electric House and Segas House (20 Katharine Street) on the east side of Wellesley Road. They are both large scale modernist developments, built during World War II. Further information on the history and development of the area is available within the OAPF and East Croydon Masterplan.

There are 5 conservation areas within the COA, namely: Croydon Minster; Central Croydon; Church street; Wellesley road (north); and Chatsworth road.

As evidenced within the OAPF, there is a rich history of post-war modernist architecture within Croydon, particularly within the New Town area.

Three locally listed buildings dating to the post-war development and beyond have a particularly strong relationship with the site, namely: NLA Tower; Corinthian House; and East Croydon Station.

As well as meeting the selection criteria for local listing, the buildings have a particularly strong townscape presence, contributing greatly to the identity and wayfinding legibility of the area.

The prominent NLA Tower is also a Locally Designated Landmark. This building terminates the view from Croydon's town centre and acts as a landmark for the East Croydon transport interchange. There are two Locally Designated Views of the NLA Tower - one from the west at the junction of George Street and North End and the second from the east along Addiscombe Road.

Future applications within the East Croydon area should include a full heritage assessment which clearly identifies the significance of surrounding heritage assets and post-war architecture. Future development within East Croydon should seek to enhance the setting of heritage assets and townscape quality of its landmarks. The design should respond to the significance and identity of the area.



Park Lane - underpass construction 1960s - creation of large void has had long-term negative consequence for placemaking in the area

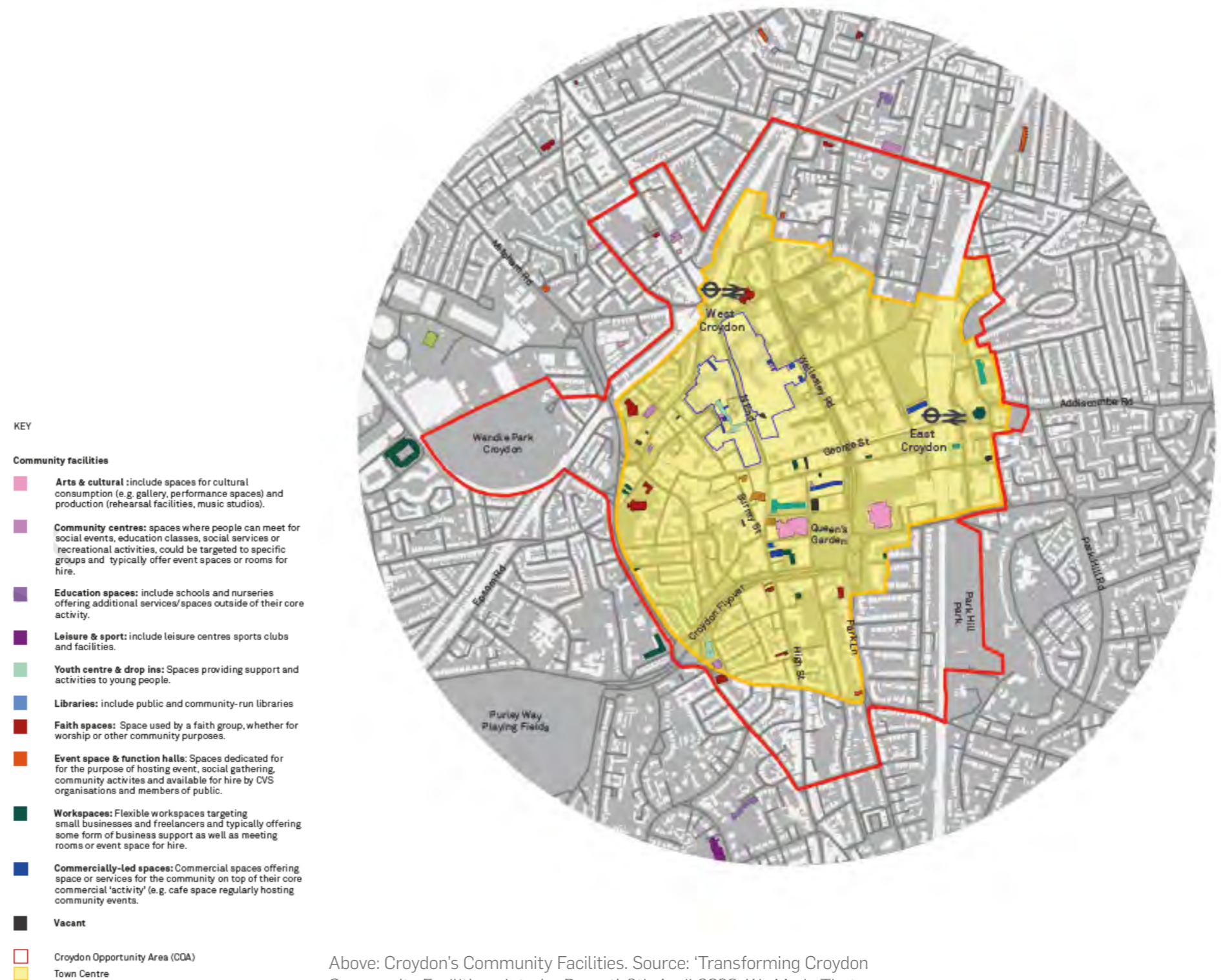
2.2.6 Local Amenities

The relocation of East Croydon Station and the associated regenerative opportunities bring a wider opportunity to take stock of the social infrastructure (including health provision, education, community facilities, open space, emergency facilities, faith, sports and recreation) within the OAPF area as a whole and specifically at East Croydon Station area.

A recent study, prepared by We Made That, titled 'Transforming Croydon Community Facilities' catalogues all 135 community facilities across the centre of Croydon. It identifies that the majority of these are located within the centre and northern extents of the OAPF area, in-line with areas containing the highest levels of deprivation and greatest concentration of funding for social support service and community facilities. This makes these services hard to access for residents in the generally more affluent southern extent of Croydon.

For East Croydon in particular, it is clear that there is currently a relative lack of access to community facilities, across all typologies identified within the We Made That report. As previously discussed, and as identified within the adjacent plan, the relocation of the station and the potential associated northwards 'shift' of the balance of the town does begin to bring East Croydon closer to several health and education facilities.

Creating safe, convenient and sustainable links to these facilities, alongside the development of opportunities to embed complementary facilities and uses within future proposals for East Croydon, will begin to address the current 'access imbalance'.

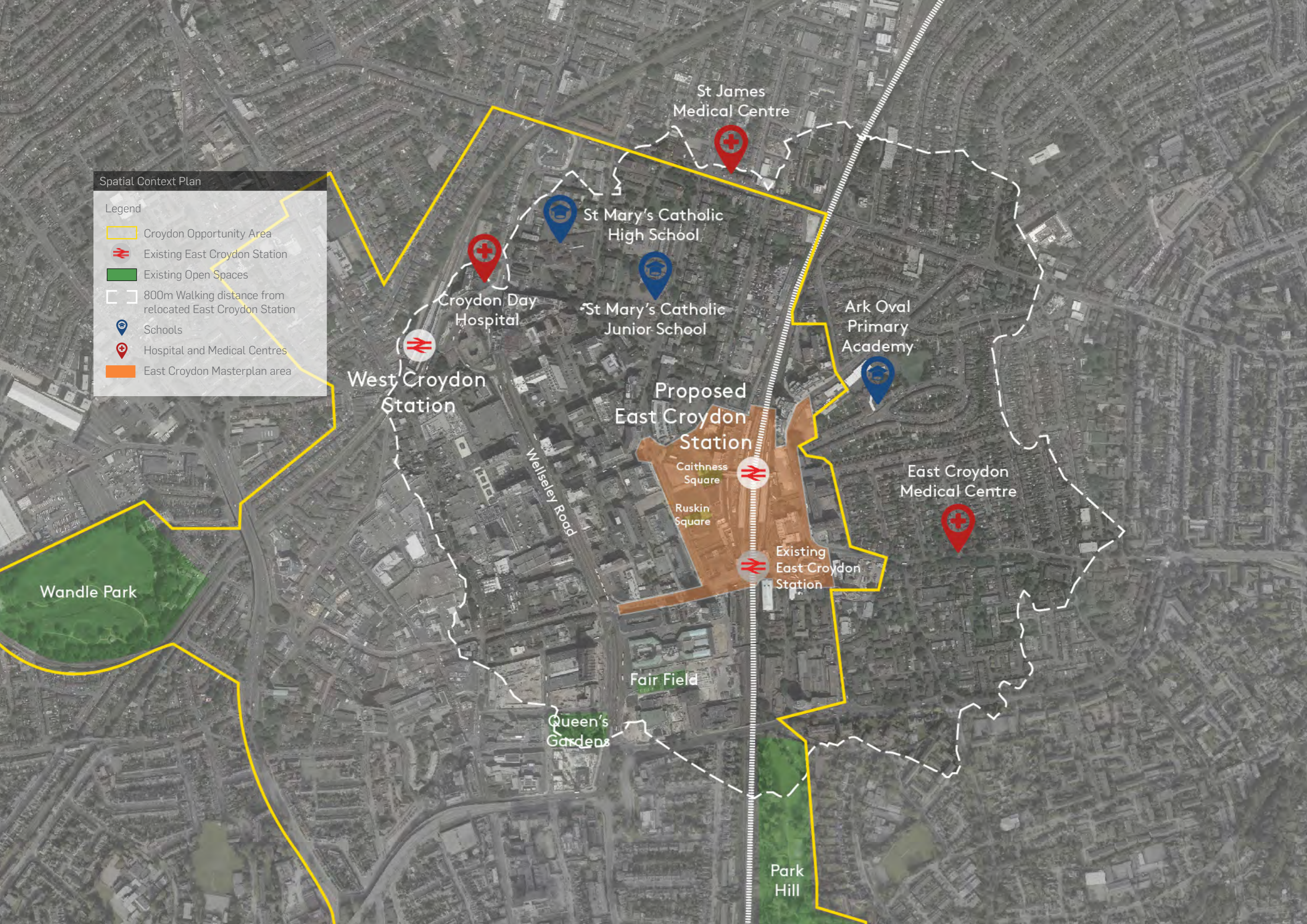


Above: Croydon's Community Facilities. Source: 'Transforming Croydon Community Facilities - Interim Report', 9th April 2020, We Made That

Spatial Context Plan

Legend

- Croydon Opportunity Area
- Existing East Croydon Station
- Existing Open Spaces
- 800m Walking distance from relocated East Croydon Station
- Schools
- Hospital and Medical Centres
- East Croydon Masterplan area



St James Medical Centre

St Mary's Catholic High School

St Mary's Catholic Junior School

Ark Oval Primary Academy

West Croydon Station

Croydon Day Hospital

Proposed East Croydon Station

Caithness Square

Ruskin Square

Existing East Croydon Station

East Croydon Medical Centre

Wandle Park

Welsley Road

Fair Field

Queen's Gardens

Park Hill

2.3 Development Context

This SRF has been prepared within an evolving planning and development context, summarised in the diagram opposite.

Western Side:

- > Ruskin Square Outline Masterplan developments. First residential R01 and Office Building B01 completed.
- > Carolyn House- Completed
- > Job Centre Site- Discharging conditions, due to commence on site.
- > Southern House Site- In the pre-app process.

Eastern Side:

- > Morello 1- Completed
- > Morello 2- Discharging conditions, due to start on site
- > Post Office Building- Extants permission
- > 101 George Street- Recently completed, 38-storey and a 44-storey, 546 Homes
- > Pocket Living- Under Construction
- > City Link House- In pre-app
- > Mondial- Extant Consent Residential Tower
- > College Tower- Resolution to Grant Co-living Tower
- > Fairfield masterplan area including LBC's public space project





1 One Lansdowne Road



4 Taberner House



9 Randolph and Pembroke



2 101 George Street



5 College Road



8 Galaxy House



3 St George House



6 Mondial House



7 Addiscombe Grove

2.4 Demographic Context

The adjacent series of diagrams are a reflection of different demographic and transport parameters that help understand Croydon within the wider context of the London Metropolitan area.

Demographic parameters

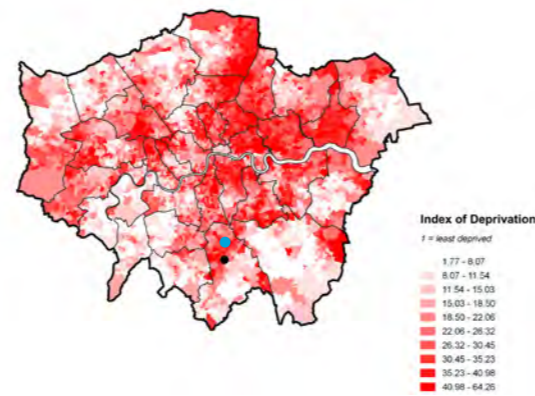
In London there are clear spatial correlations between certain demographic datasets with areas of high unemployment, deprivation and low income, often following similar trend patterns. These patterns highlight the clustering of some of London's most vulnerable residents, mostly notably in areas of east and south London. From this data it is also possible to observe the differences in these metrics between North and South Croydon, with East Croydon station approximately located on the boundary between higher levels of deprivation in the north and lower levels of deprivation in the south. The key goal of the SRF is to ensure all future development within the East Croydon area is pro-actively inclusive, supportive and provides opportunity to all of Croydon's socio-demographics across existing and future communities and user groups.

Transport parameters

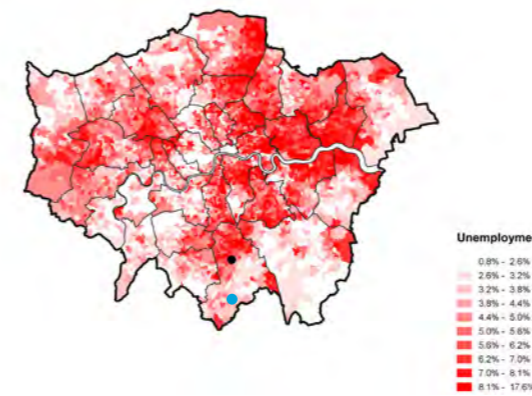
Similarly, the London Metropolitan area shows some predictable travel patterns. People living in outer London are more likely to travel to work via a car, and those living around the ring of inner London are more likely to travel to work via use of public transport. Given Croydon's location there are marked differences in how residents of the borough travel, with those living in relatively 'inner' northern areas using public transport whereas residents in the 'outer' part of the borough more often travelling by car. While comparisons could be drawn between these travel patterns and the patterns witnessed in the demographic data between north and south Croydon, at a basic level these diagrams highlight the importance of public transport network to a high proportion of Croydon's residents.

Demographic Parameters

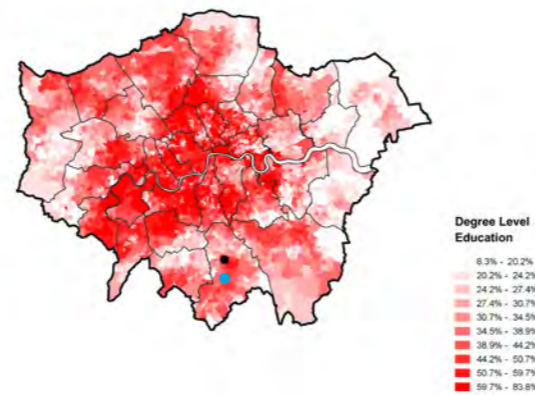
IMD - Index of Multiple Deprivation



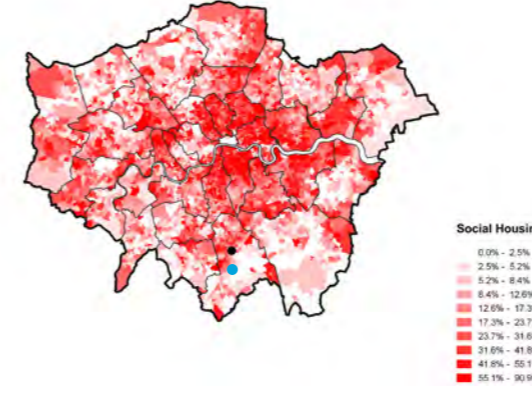
Unemployment



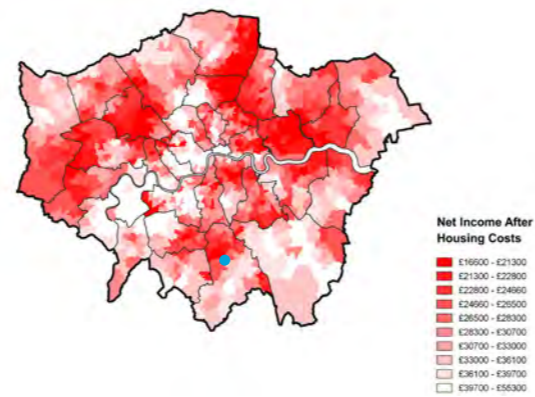
Degree Level of Education



Social Housing

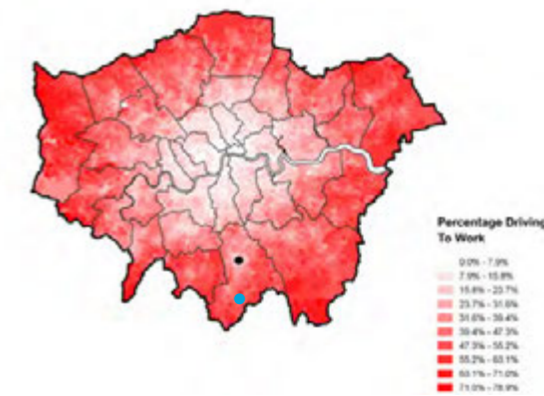


Income After Housing

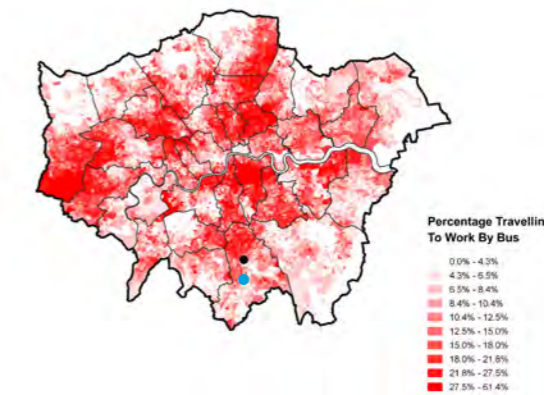


Transport Parameters

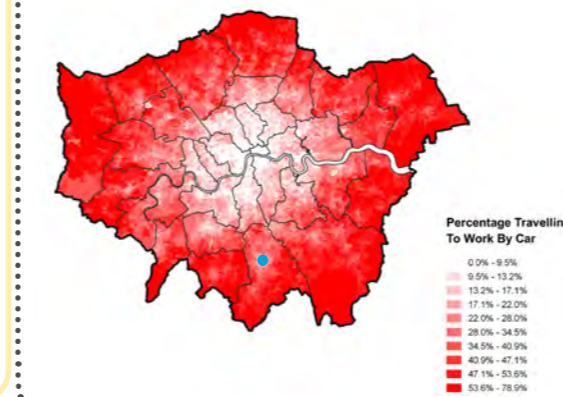
Driving to Work



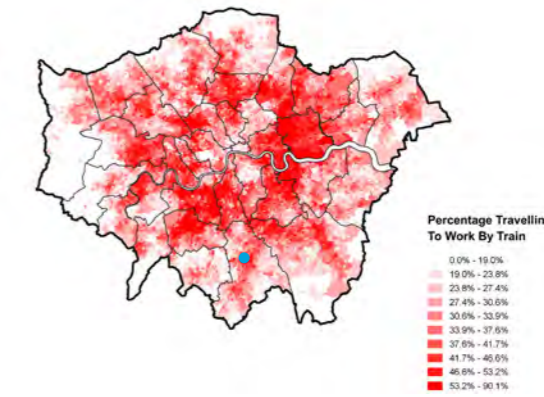
Commuting to Work by Bus



Commuting to Work by Car



Commuting to Work by Train

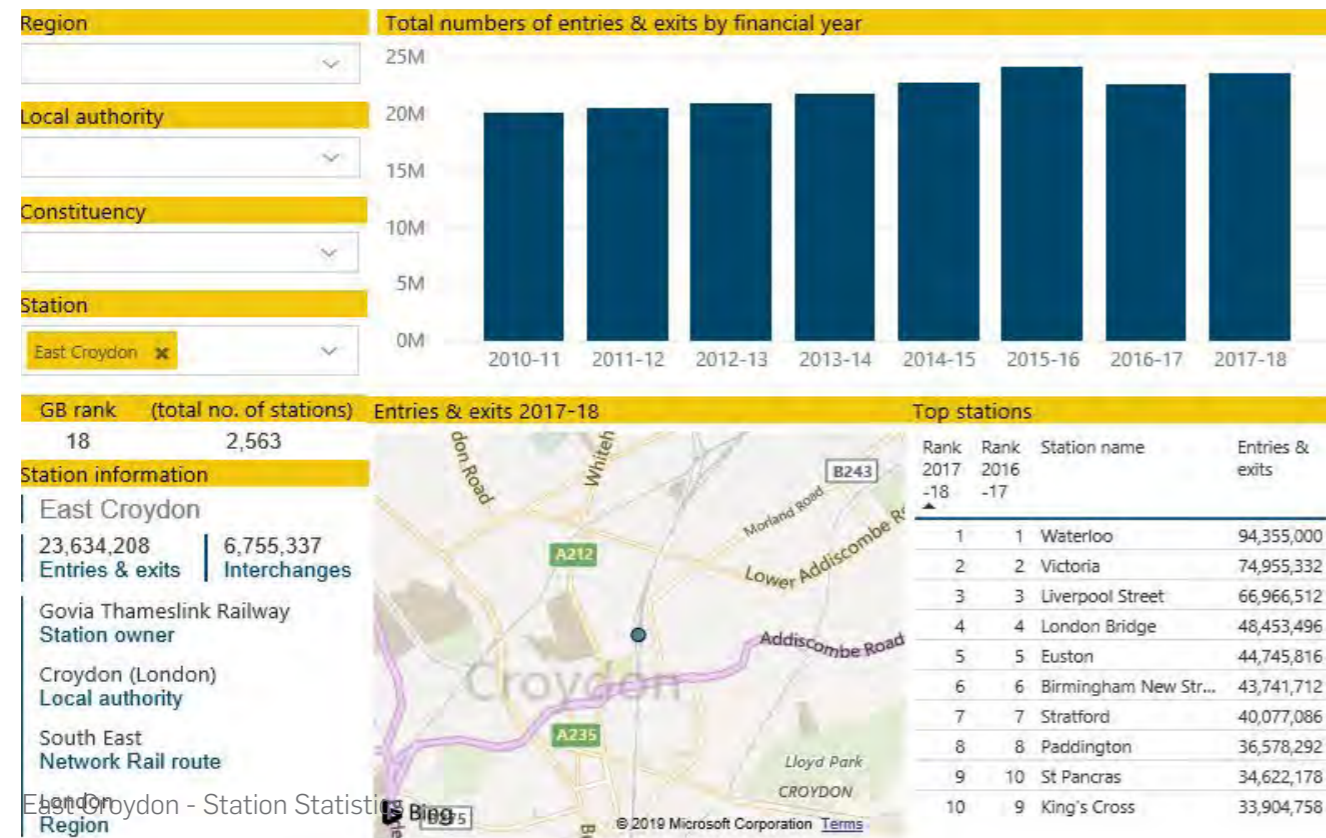


2.5 The Impact of a New Station

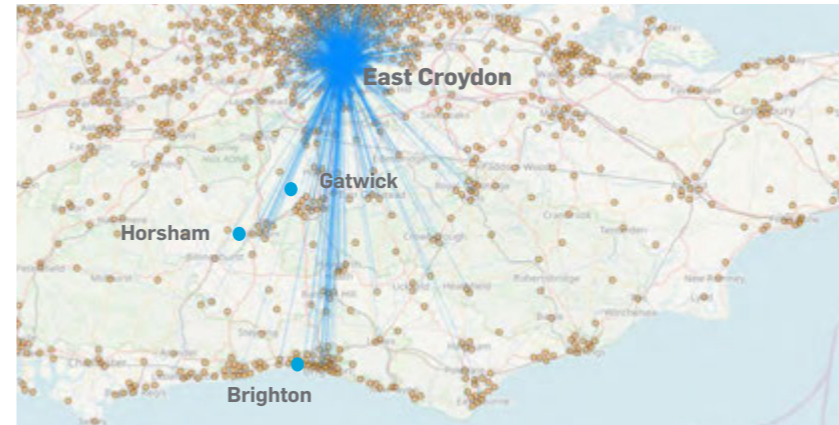
Located on a key route between central London and Gatwick Airport, East Croydon Station is one of the busiest non-terminal stations within London's Metropolitan area. As such, the proposed relocation and capacity upgrade of the station is of strategic significance across transport, economic and development spheres at both local and regional level.

As this SRF sets out, it is expected that the relocation of the station will serve as an opportunity to enhance the East Croydon area as a whole, alongside improving local public transport networks and interchange facilities.

Aligning with Croydon's vision for the town centre (setting out the aspirations to deliver more than 23,000 new jobs and over 10,000 new homes), the regeneration of East Croydon station has the potential to catalyse social benefit and economic growth for the wider area.



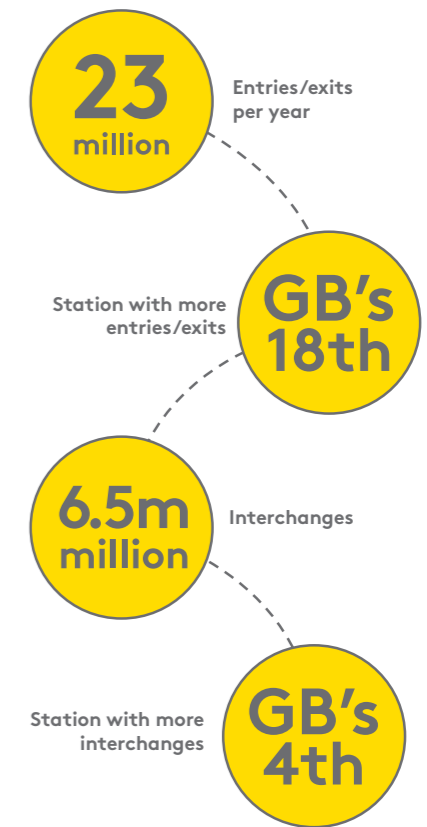
Frequent Travel To and From Croydon



Frequent Destinations into London



Transport Usage to Surrounding Areas



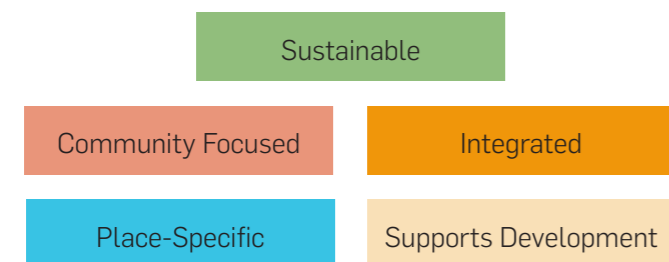
3.0 The Vision

3.1 Overview

A vision for East Croydon has previously been established through the East Croydon Masterplan (2013). This vision paints a picture of a vibrant, mixed-use urban quarter delivering a world-class railway station and transport interchange supported by well-connected high-quality public realm providing the context for coherent and integrated development opportunities. The masterplan also established several strategic objectives for future development at East Croydon, namely:

- > Create an exciting new city quarter - Croydon's 'front door'
- > A world class railway station and transport interchange
- > Well connected high quality public realm
- > Coordinate proposals by Network Rail, Stanhope Schrodgers and Menta to ensure coherent and integrated development

While the vision and strategic objectives established within the East Croydon Masterplan still hold true, the relocation of the train station creates a fundamental shift in the spatial structure of the area and provides an opportunity to further raise the scale of ambition for East Croydon. It provides an important opportunity to create a world class public space, humanised transport interchange and create an exemplary station that is an integral part of a high quality, generous and sustainable civic place.



Above: SRF Guiding Principles

3.2 Design Principles

To further define a Vision for East Croydon Station several design principles have been established which build upon the vision and strategic objectives established within the East Croydon Masterplan (2013) and deliver against the SRF Guiding Principles set out on page 8 of this report.

Sustainable

Development at East Croydon will acknowledge the role of the built environment in climate breakdown, mitigating negative impacts as far as possible and accentuation positive outcomes of interventions in the public realm through a landscape-led approach to the urban realm. Proposals will build on the Climate Emergency Declaration made by the Council July 2019 and will reflect the latest national and regional guidance on sustainable design and construction, flood risk and air quality, working towards the new London Plan target of zero-carbon by 2050 and the Council's own corporate target of carbon neutrality by 2030.

Integrated

East Croydon will become a well-integrated urban environment. This principle speaks to an overarching planning approach for the area which seeks to comprehensively address key themes around sustainability, transport, development and place-making with development being viewed in wider context of a comprehensive masterplan. It aims to limit piecemeal development that does not relate, inform or better the area as a whole.

Connected

East Croydon will take advantage of its connectivity, increasing accessibility at both local level, through improvements to the surrounding street network, as well as strategically through the upgrades and improvements of the station itself. The principle of Connectivity extends beyond the physical realm to include both socio-economic and digital connectivity, including the integration of smart infrastructure.

Inclusive

East Croydon will cater for a wide range of different user groups, ensuring street designs and junction improvements result in the creation of an equitable urban realm supported through a variety of functions and uses. The civic role of the station and accompanying public realm will demand the creation of an inclusive environment, enabling the borough and region's diverse communities to thrive.

Legible

Building on the principles of integration and accessibility, East Croydon will become a legible urban environment, easy to navigate regardless of mode of transport. New developments will contribute to an intuitive movement network and street experience with streets and spaces set within an overall spatial hierarchy. Development will consider the role of landmarks (e.g. NLA Tower) both in terms of assisting local wayfinding and in their contribution in creating a unique character and 'sense of place' in the urban environment.

Safe

East Croydon will be a safe and vibrant place. New open spaces and public realm will be well overlooked, with active ground floors and uses providing natural surveillance and with streets and spaces being well lit, ensuring adequate levels of visibility at all times. Streets will be designed on a 'people-first' basis – facilitating a safe walking and cycling network and realising the creation of a safe environment for all street users. Hostile Vehicle Mitigation (HVM) will need to be incorporated carefully. In general, this should be done as straightforward bollards not hidden as furniture, where their function is clear but visual impact is minimised. Clunky attempts to integrate HVM in street furniture or planters should be avoided. Retrospective and piecemeal proposals that detract from the character and aesthetic of the public realm.

Attractive

New and recently completed developments in East Croydon will positively contribute to the creation of a high-quality urban environment. These developments will frame an attractive network of streets and spaces which take microclimate considerations into account and provide a comfortable and welcoming experience. Developments will acknowledge the civic role and importance of the station and its immediate environment. They will seek to bring together an exemplary and generous urban realm led by strong placemaking ambitions that incorporate the unique character and built heritage of East Croydon

Supports Development

The vision and objectives of the SRF seek to support development which contributes to the creation of a high-quality, safe and vibrant urban area.

Framework Plan

- 1 Indicative location of Station Building
- 2 Station Square
- 3 Access to Station Square level
- 4 Northern Station entrance
- 5 New Bus Interchange Facilities
- 6 Expanded Tram Platforms
- 7 New Public Realm
- 8 Taxi Pick up / Drop off
- 9 Upgraded Wellseley Road Junction
- 10 Croydon Town Centre



3.3 Key Moves

Several key moves form the strategic masterplanning basis of the Strategic Regeneration Framework. The rationale and implications of each of these will be set out within the following Framework and Component Sections.



5.3.1 East Croydon Station

Providing the impetus for wider regeneration, the station re-location presents the opportunity to create a world-class transport interchange that is uniquely 'Croydon' in character and that creates strong connections to surrounding areas and local communities. To do so, the streets and spaces connecting the station to its surrounding environment will need to enable an uplift in the levels of walking and cycling and provide the opportunity for seamless interchange with other modes of transport. Significant opportunity exists to set this interchange function within an exemplary station environment, with a world-class public realm integrated with its surrounding street and open space network. However, as has been shown, the new location is not without challenges which will need to be addressed to reach a successful outcome.



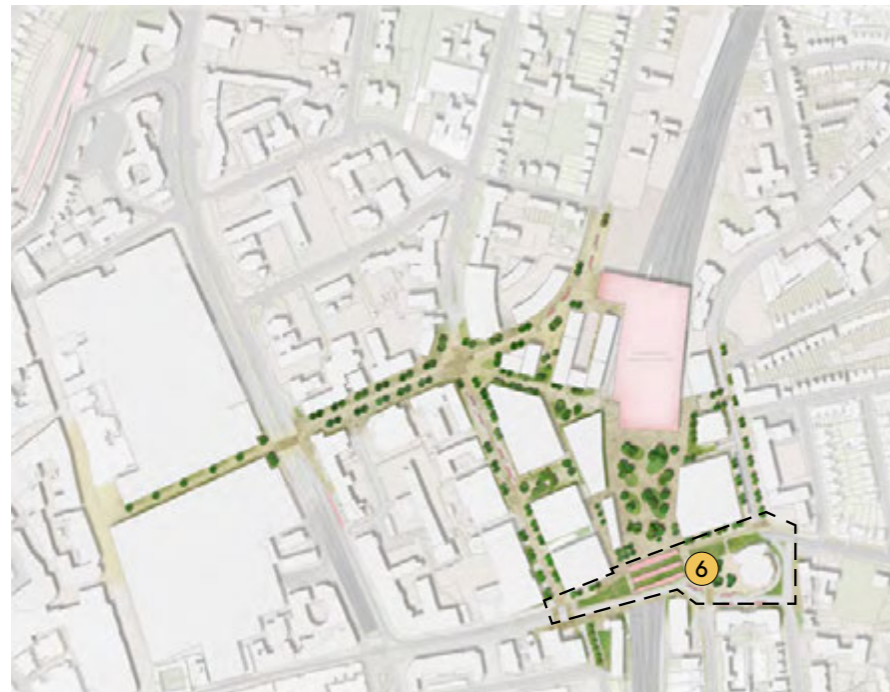
5.3.2 East-West Corridor - Lansdowne Road

Through significant public realm improvement, Lansdowne Road (2) will find new importance within East Croydon's street hierarchy. To the west of the Dingwall Road junction, the street will form a key pedestrian link between the relocated train station (with direct access on to Lansdowne Road from its northern exit and from its southern exit via Caithness Walk) and the town centre to the west. As such it is likely to see an increase in pedestrian footfall which will need to be accommodated within more generously proportioned footways and pedestrian crossings. Bus movements will also need to be accommodated here to ensure their efficient operation. To the east of the Dingwall Road junction, Lansdowne Road will have a significant interchange function (3), with the potential of bus stops and vehicle drop off located close to the northern station entrance.



5.3.3 North-South Corridor - Dingwall Road

Dingwall Road will provide high quality public realm experience, linking George Street to Lansdowne Road and creating access points to the relocated station through Ruskin Square and via Caithness Walk/Square. There is a need to relocate bus services to facilitate effective interchange between the train and bus network. New bus stops will need to be located on Dingwall Road which will provide opportunity for wider reconfiguration and operational improvements of the bus network. While primary bus-rail interchange is expected to take place at Lansdowne Road and Dingwall Road, on-street bus stops will still be provided to the south, on George Street, and to the east, on Cherry Orchard Road.



5.3.4 A Revitalised George Street

With the relocation of the train station entrance and the primary bus-rail interchange now occurring on Lansdowne Road/Dingwall Road further opportunities are presented to create an enhanced public realm at George Street. Through a comprehensive approach to public realm at Station Square, significant de-cluttering along George Street and the provision of a fourth tram platform (subject to further feasibility studies, adjacent to the existing platforms) the George Street area would be greatly improved. The existing bus station could be re-designed to two-way on-street bus stops, freeing space between the tram platforms and the One Croydon building for enhanced public realm. This could create more harmonious bus-tram interchange, better pedestrian experience and will provide an enhancement to the setting of the locally listed NLA Tower and improvement of its landmark and wayfinding qualities.



5.3.5 Cherry Orchard Road - Taxi Facilities

With the proposed redevelopment of the former Royal Mail building on Cherry Orchard Road, a new taxi facility would need to be created to provide interchange with the new station building. This could occur on Cherry Orchard Road through the provision of a consolidated taxi pick up/drop off area with a larger rank located outside of the immediate station area. This taxi facility could then be accessed via stairs/lifts between the Station Square and Cherry Orchard Road. Due to the spatial constraints present at Cherry Orchard Road, it is envisioned that land would be required from the Royal Mail site to accommodate a taxi facility in the future.

4.0 East Croydon Station

4.1 Overview

Through Network Rail's CARS project, significant changes are proposed for East Croydon Station. Current proposals (themselves subject to further design and feasibility assessment), see the existing station building on George Street replaced with a new station building approximately 150 metres to the north. This move provides the opportunity to create a world-class public space between the new station site and George Street, acting as a catalyst and point of orientation for wider regeneration and development.

The redesign of the station will also serve as an opportunity for the consolidation of the local network of public transport, enabling improvements for interchange between the local networks of buses, trams and taxis. Significantly, the development also gives opportunity to assess the effectiveness and quality of the surrounding streets and spaces adjoining the station and proposed square, bringing potential for improvements to local walking and cycling connections.

4.2 The Opportunity

When integrated with surrounding areas using well designed and animated public realm, investment in rail infrastructure can be transformative in unlocking investment and development potential, alongside catalysing wider economic social and cultural benefits.

To capture the full breadth of such opportunities, there is a need to coordinate the significant quantum of development proposed around East Croydon station and the town centre.

East Croydon must build on its successes and grow its attractiveness to investors, businesses, employees and residents. Investing in East Croydon as an amenity rich, attractive place to live, work, visit and travel through, and with a clear sense of identity that builds on the area's unique heritage will further establish the town's credentials as a changing, evolving and desirable destination.

The importance of striving for unwavering high-quality outcomes for East Croydon cannot be understated, these initiatives are the essential ingredients for the area's continued transformation.

The Station and Station Square will serve as a key gateway to the town centre for the millions of travellers using the rail, bus, tram, taxi and bicycle services that pass through, originate from or terminate at East Croydon each year.

The world class square will include public realm that is integrated with the station itself and characterised by high quality greening and open spaces, in order to provide healthy, open spaces for civic amenity, animation. Well-being and respite for residents and other centre users will counterbalance the harsh urban grain that typifies much of the built form of the town centre whilst it gradually evolves

If the station design, wider placemaking and functionality fail to imbed these considerations at the very earliest stages there could be much greater consequences for the future vitality of the town centre.

4.3 The Station Buildings

The new station at East Croydon is an opportunity for transformational change for Croydon and this brief represents an attempt to steer that opportunity based on the broad base of collective work done today to achieve the best scheme.

This brief should be read in conjunction with the documents below (note: list not exhaustive) and any proposals should be worked up in close coordination with the findings of:

- > The East Croydon Station SRF
- > Post Network Rail consultation responses.
- > Previous relevant station design work.
- > East Croydon Masterplan, OAPF, Croydon Local Plan
- > Relevant GLA documents, including; London Plan, All London Green Grid, London Environment Strategy
- > NR Principles of Good Design
- > NR Tomorrows Living Stations
- > Station Design Principles
- > Rail Capacity Planning Guidance 2016
- > All surrounding applications and pre-apps and related public realm proposals.

4.3.1 Key Principles

To deliver this vision East Croydon's Station should draw on the NR's Principles of Good Design which have been consolidated from nine to four project specific principles in line with the wider SRF.

The station must be:

- > World class place specific, with a strong identity which is contextual and builds on Croydon's Heritage.
- > Focused on passengers, connectivity, legible routes and be integrated with the surrounding streets to create a civilised transport interchange and joined up public realm.
- > Community focused, collaboratively designed and delivered and inclusive.
- > A 21st century station, innovative and support growth.

Station Plan

- ① Station Building
- ② Station Square
- ③ Access to Station Square level
- ④ Northern Station entrance
- ⑤ Bus Stop locations
- ⑥ Expanded Tram Platforms
- ⑦ Public Realm
- ⑧ Taxi Drop off
- ① Level 1 - Station Square (approximately 63m AOD)
- ① Level 0 - Existing Street Level (approximately 57m AOD)



4.3.2 Requirements – by principle

The principles and requirements stated below apply to both the Main Southern Entrance and the North West Entrance.

1. The Station must be world class, with a strong identity which is contextual and builds on Croydon's Heritage.

- › The station should be a world class civic building which creates a destination;
- › The station should be place specific;
- › The building will be well grounded and function as an exceptional public space;
- › It will also have a role in defining the existing and emerging public spaces surrounding it within the wider East Croydon locale, whatever the nature of those spaces may be. The station should be closely integrated with surrounding public spaces;
- › The architecture and identity of the station should be drawn out of a narrative which builds on and enhances the architecture of Croydon. The materiality and detailing should be informed and shaped by Croydon's local character and context;
- › The architecture should celebrate Croydon's Heritage and itself be of an exceptional quality that is celebrated in the future;
- › The station and immediate environment should add value to local developments;
- › The building and spaces will be constructed using high quality materials that will be long lasting and robust and be capable of withstanding significant usage; and
- › There should be a consistency in architectural language so that each station threshold is recognisable as part of the whole, while responding to site specific condition present at each threshold.

2. The station must focus on passengers, connectivity, legible routes and be integrated with the surrounding streets to create a civilised transport interchange and joined up public realm.

General Requirements

- › The Station should be legible, intuitive, accessible, inclusive and safe, and be integrated with the surrounding network of streets and onward travel;
- › Provision of slack or unprogrammed space should be avoided to mitigate unplanned retail at a later stage;
- › Excellent signage should supplement good wayfinding (achieved through above requirements) and this should fit with LBC, NR and TfL standard signage provision such as Legible London. Signage should also be considered alongside holistic consideration of the onward modes, Cycling, Buses, Trams and Taxis and in line with the principles of the Strategic Regeneration Framework and LBC policy guidance;
- › Prominent signage for potential business within and for the station will need a clear signage strategy and advertising will need careful consideration, the use of large logos is discouraged. Advertising may be subject to separate consent;
- › Retail and other provision should be considered to support the wider Croydon Opportunity Area context and the immediate external context to create a coherent overall offer for passengers and public. This point and that above should be considered carefully as part of a proposition which creates a clear relationship between the interior and exterior public space fronting the building, as a coherent whole; and
- › All back of house accommodation should be placed so as not to conflict with prominent desire lines.

Specific Objectives – Primary (Southern) Entrance/ Exit

- › In reference to connectivity, the station must adhere to the following objectives which are organised in order of importance;
- › The entrance/exit must have clear legible route and access from the west;
- › The entrance/exit should facilitate east west connectivity;
- › Direct access and sight-lines to the existing proposed Tram Interchange should be provided;
- › Direct access to the eastern entrance should be provided;
- › Routes to buses, taxis and drop off, cycle stores, and onward cycle and pedestrian routes should be clear and intuitive;
- › The architecture should reflect the split in expected arrivals and exits. West and South entrance/exits in the Primary (Southern) Entrance/Exit building must be of equal prominence to each other. The East entrance/exit should be secondary/ tertiary but also must be directly into the building and not be circuitous;
- › Passenger access and egress should be a primary consideration not a secondary consideration. The station building should facilitate direct access from the desire lines. Back of house accommodation must not create a barrier to pedestrian movement;
- › The form of the building should invite passenger access directly in line with desire lines whereby the building façades should address the approaching desire line with an easily recognisable and inviting entrance and other architectural features. It should facilitate access and have presence from Caithness Walk, Dingwall Road and Lansdowne Road;
- › Staff accommodation should be organised so as to facilitate the points above, where the legible access and movement are primary. The ticketing facilities should be placed in areas most convenient and staff accommodation should be arranged to support the passenger experience, whilst meeting NR standards of staff needs and safety. Accommodation should be arranged efficiently;

- › Retail and other commercial opportunities should be placed within the station to enhance the passenger experience. Detailed proposals should be explored in the round but it is suggested by LBC that there is both interior facing provision – for the station -, and provision which fronts the public space(s) to the south to help bring activity to the space;
- › The station building should have an East and West entrance in addition to the south which aligns to the key strategic routes (Footnote: as set out within the OAPF, East Croydon MP and SRF) to become more legible for external users of the area as well as provide entrances on the east and west elevations;
- › Run-off distances from the gate line are required to be 6m from gate line to concourse/ street or 12m between gate line and escalator as set out in the Network Rail Capacity Planning Guidance 2016 document. If the gate line is pushed further north then there is potential to allow additional space in the main ticket hall;
- › There should be clear lines of sight and visual permeability across the gate line to the western and eastern entrance; and
- › The Caithness walk approach should have adequate provision to facilitate passenger access. This should be a generous stair and provision of a minimum of 50% additional lift capacity above required provision determined by passenger flow modelling to ensure adequate capacity in case of break down. This access may be subject to review by a built environment access panel.

Specific Objectives – Secondary (North Western) Entrance and Exit

- › The Western Entrance should have visual prominence specifically as viewed from Lansdowne Road.
- › Should fully cover and enclose escalators and lift run off areas.
- › Should provide ticket facilities.
- › Should integrate retail elements on both lower and upper levels.
- › Should resolve interface with service element.

3. The station must be community focused collaboratively designed and delivered and inclusive.

- › Opportunities should be identified for the station and environment which benefit a full range of wider communities living near to and/or using the station.
- › A narrative of the station within its local context should be provided informed by in-depth analysis of community assets and needs.
- › It is the intention that the station design will be collaboratively cliented by the local authority and Network Rail.
- › Robust and detailed consultation with the immediate and wider communities using the east Croydon station area must be undertaken.
- › Where identified within public consultation specific groups may need to be consulted in more depth to enhance the station proposal.
- › The station must be designed to accommodate passengers with mobility constraints. Early engagement with LBC and NR mobility forums must be part of design development.
- › The design should improve the lives of people who use the station and proposed immediate environment.

4. The station must be a 21st century station, innovative and support growth.

- › The design should be innovative to meet the demands of the next generation.
- › Sustainable and innovative management solutions should be enabled to ensure effective the long-term stewardships of the station and adjoining public space.
- › Sustainability of proposals should meet [insert relevant BREAMM or other standard]
- › SUDS and biodiversity should be considered as a vital integrated part of the station building. The design of which should be designed in a holistic manner with the SUDs and Biodiversity strategies of the emerging public spaces surrounding the station building. An urban greening factor target should be set in consultation with LB Croydon and achieved.

5.0 Other Considerations

Design Review

It is expected that the Station will be twice subject to Design Review.

To provide a full review of Inclusive practices a built environment access panel may be required to review the proposals.

Success Criteria in option development

In order to develop agreed options to proceed, an agreed definition of success criteria should be set up with specific sub-criteria defined.

The design team should suggest and determine the success criteria for agreement by NR and LBC.

4.4 Station Square

4.3.1 A new public space for Croydon

Key to delivering the vision set out for East Croydon is the creation of a dynamic, well-programmed and well maintained public space, facilitated through the relocation of East Croydon Station. 'Station Square' would establish a new vibrant space and focal point for the east Croydon area enhancing its sense of place and identity while serving all local communities and users.

The space would be created above the existing train lines on an elevated deck at the existing level of George Street and would take definition from the proposed East Croydon station to the north, proposed developments along Cherry Orchard Road, including a redeveloped Royal Mail site to the East, tram interchange and George street to the south and the existing HMRC building and proposed developments to the west.

Station Square would exist as part of a wider network of public spaces, both existing and proposed, that would begin to set a new development context for East Croydon, re-prioritising human scale development and providing a spatial anchor for this part of Croydon.

Given its scale and importance it is envisaged that the design of Station Square will be subject to an international design competition. The purpose of this SRF document is to set strategic objectives for the space alongside highlighting key challenges and opportunities.



4.3.2 Site Context

There are several contextual considerations which will influence the design and, ultimately, the success of the space:

> Scale

At approximately 10,000m² (One hectare – the size of one football pitch) the proposed public space would be of a scale where there would likely be challenges around enclosure, programme and activation. However, there are various design approaches and techniques which could be implemented to limit any negative implications arising from the scale of the space. Design challenges aside, the scale would represent a unique and defining experience for East Croydon.

> Ground floor activation and surrounding land use

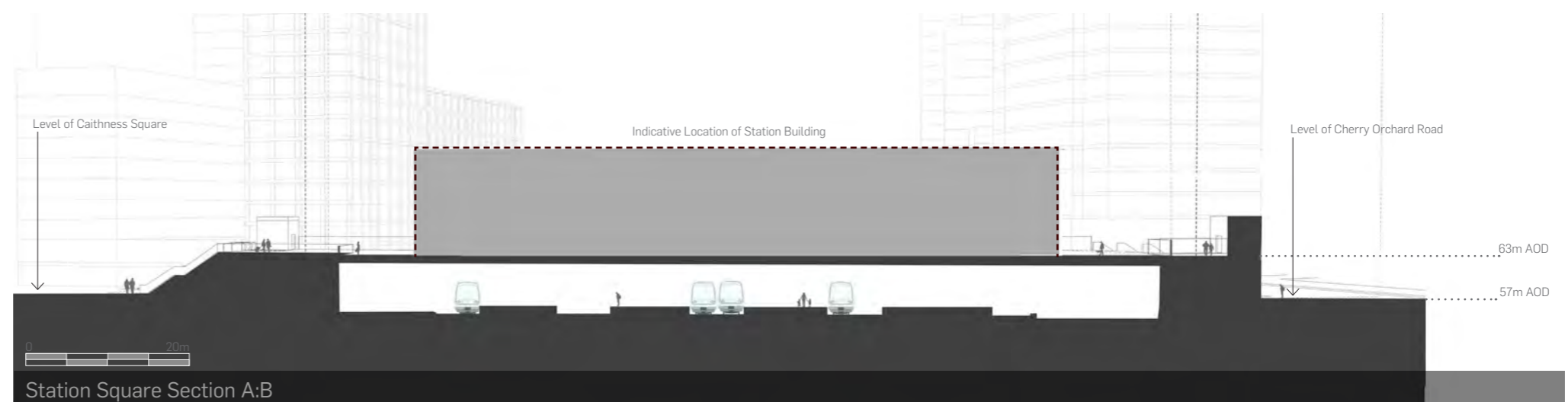
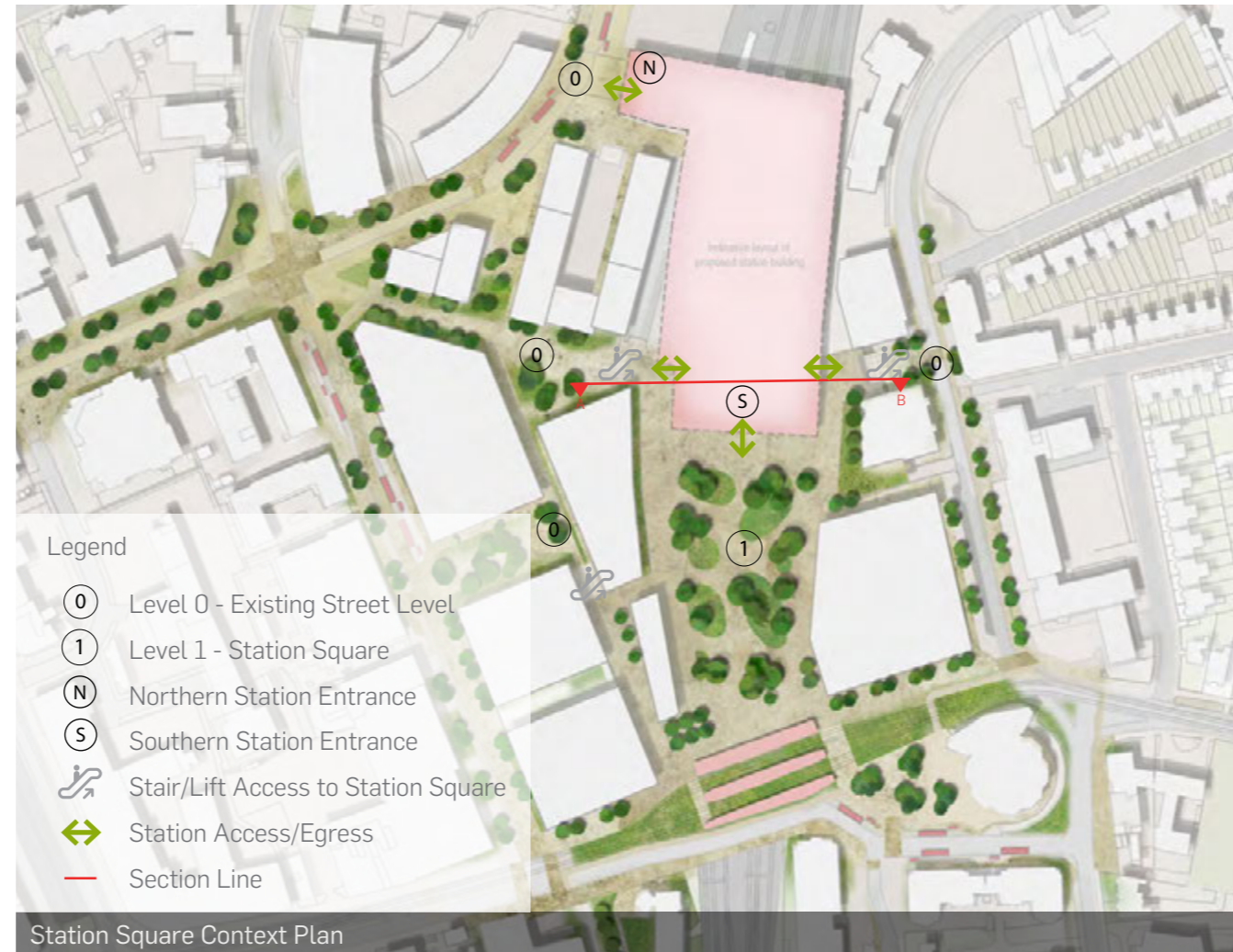
Where there is scope to shape the relationship between the surrounding buildings and the new space, effort should be made to ensure high levels of activity through ground floor uses which would both activate the edges and extend into the space. Land uses which provide activity throughout the day should be encouraged.

> Technical Feasibility and Commercial Viability

Structural considerations related to the deck, tolerances and loading need to be of a level where they can support soft landscape and crowd loads.

As shown in Section A:B there is a change in levels between the existing street network and the proposed station square level of approximately 6 metres.

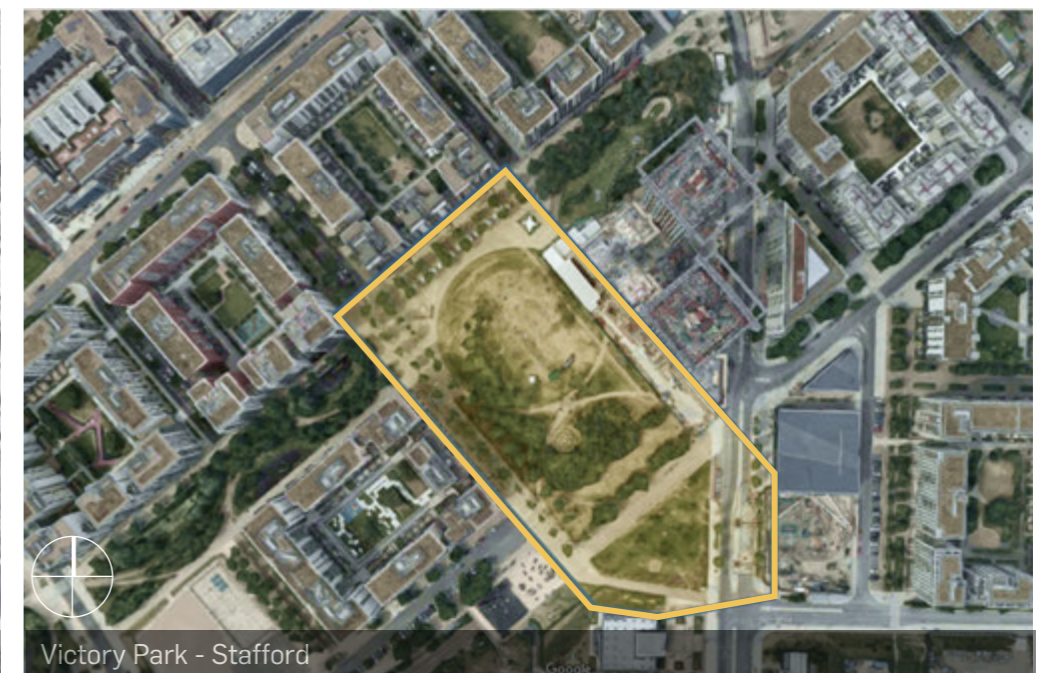
This is a significant challenge to movement and would need to be addressed through future design work of the station, public spaces and adjacent development sites.



4.3.3 Scale Comparisons

The diagrams opposite provide a comparative scale study primarily looking at spaces of similar scale to the proposed Station Square. These spaces can be found within London and are close to main stations where highly urbanised developments border generous areas of public realm. These spaces demonstrate that areas of public realm of comparable scale to Station Square are commonly experienced and have been used in some instances to help define the wider area. These spaces have the ability to anchor development and establish 'good addresses' for key businesses and public uses associated with the area. In all instances the spaces have been framed by active ground floor use and surrounding building architecture providing both activity and identity. High quality landscape architecture has been used to segment the space and provide areas for a variety of uses in some instances.

These examples show that in spaces of similar scale to Station Square there is an ability to provide for both the functional elements of 'station based' public realm (catering to demands around high footfall and movement patterns) alongside more traditional elements of successful public realm including the creation of a diversity of areas, space to relax, all the while delivering a coherent place that provides the setting for high quality development opportunities.



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4.3.4 Creating a thriving place at East Croydon Station

The themes set out below establish and demonstrate key aims which should be taken into consideration through future detailed design work. These themes are categorised under the umbrella of the four guiding principles of the SRF, established on page 8 of this report.

Sustainable

Community Focused

Integrated

Place-Specific

Supports Development

Image and Identity

Central to the rationale for this new public space is the opportunity to fundamentally shift and improve the perceptions of East Croydon for both its existing residents and visitors alike. The new space must both inform, and be informed by, its local context, establishing a unique 'sense of place' and character for Croydon.

Opportunities do exist to 'ground' the space within Croydon and establish a unique gateway experience. For instance, future developments could enable a strong relationship between Station Square and the NLA Tower. Not only does this building act as a local landmark and key piece of wayfinding apparatus within the built environment but it also significantly contributes to the character of the East Croydon Area as a whole.

A common vernacular should be developed to integrate the square with neighbouring developments and the wider town centre through cogent way finding and greening strategies, which will tackle Croydon's historic piecemeal development and will support connectivity, movement and exploration of the town centre on foot or by bicycle 'at a human scale'.



Above: Federation Square

Case Study: Federation Square

Federation Square in Melbourne demonstrates the value in creating a transport interchange and public realm with a common shared identity. The square is comprehensively managed and marketed as one space. Commercial units envelope the station with a heavily programme open space providing the setting for an attractive and active public realm. Federation Square has also been built on a deck above rail tracks.



Schouwburgplein

Case Study: Rotterdam Station and Schouwburgplein

Rotterdam is a city with a similar post-war character to Croydon. The development of a new station building provided the impetus for wider regeneration within the public realm network including the development of a large square at the station itself alongside the creation of a new community-centred square, Schouwburgplein.



Rotterdam Station

Welcoming, comfortable and inclusive

The design and layout of future neighbouring developments should seek to incorporate appropriate weather-mitigation tools and architectural interventions that could help increase outdoor comfort within the public space. Optimizing building massing through studies exploring micro-climate factors such as daylight and sunlight, wind levels, temperature, humidity, precipitation, and wind chill could help improve the overall comfort and will greatly improve the success of the space.

Spaces for passive engagement, dwell and rest should be provided throughout the space, recognising, for instance, the distances involved in interchange between tram platforms on George Street and the southern Train Station entrance. Socio-economic inclusion should be catered for through provision of a variety of active uses within adjoining developments, with overall programming and management of the space ensuring it is a space that serves all of Croydon's communities.



Kings Cross

Integrated

The redevelopment of East Croydon Station has the potential to demonstrate the value of setting investment in strategic transport infrastructure within the context of a comprehensive masterplanning process addressing key themes around sustainability, transport, development and place-making. In doing so, and by taking an integrated approach to development, East Croydon has the opportunity to capture the wider value of this once in a generation investment.

Case Study: Kings Cross

The regeneration of Kings Cross, comprising the delivery of the Station alongside surrounding development and public space, demonstrates how a collaborative masterplanning approach can maximise the benefits of strategic rail investment for an entire area.

Case Study: Norreport

Norreport Station in Copenhagen demonstrates a successful approach to organising ancillary transport functions. A network of pavilion structures run through the space providing supporting functionality including retail and ticket kiosks, bus interchange and cycle storage. Additional cycle parking has been incorporated within the landscape design.

Supporting Development

As a high-quality public realm set piece, the new public space provides an attractive setting for high quality development, generating value and uplift as has been realised on many occasions elsewhere.

Robust, Adaptable and Active

Successful public spaces require a robust and adaptable approach to their design, programming and management. A space of this scale must have the in-built flexibility to be quickly reconfigured by day or by season - hosting a range of events that cater to a diverse population and put Croydon on the map. It should be envisioned as a multi-purpose space, with effective transport-interchange being one element of a wider network of functions and uses creating a vibrant and attractive place. For example, flexible play spaces and movable furniture could support a varied programme of events complementing the programme of events at Fairfields. Buildings enclosing the space should contain active ground floors that reach out and extend into the space. Together, this overall 'blended' offer of uses will ensure the square is a new 'place and destination' within the evolving East Croydon area without detracting from the wider town centre offers.



Norreport



The High Line

Community Focused

Community 'ownership' will be engendered within the partnered model and the planning of the places and spaces delivered via the SRF in order to further boost community health, well-being and the perception of safety

It is now widely recognised that high quality public realm, which promotes active uses by various groups at different times of the day can help to engender civic pride and a sense of belonging.

Drawing on examples of best practice (such as the High Line in New York, which is profiled opposite), opportunities for community stewardship in the determination of the offer and a voice in the management and upkeep of the public realm / aspects of the square, will also be explored and developed, to further the inclusive community benefits realised by this investment.

Case Study: High Line, New York

A redundant freight rail line on the West of New York's Manhattan. The line was muted for demolition by the Giuliani administration but was spared by the new mayor Bloomberg following a resolution passed in 2001 by the Council of the City of New York in favour of re-utilising the High Line as public space following a campaign by the Design Trust for Public Spaces. Part of the case was that using the High Line as a public space would work sympathetically with development in the area and contribute to an increase in property values.

The High Line was subject to an international design competition that attracted high profile architects resulting in Diller Scofidio + Renfro and Piet Oudolf winning the competition. City Planning department

authorised sales of air rights to encourage developments along the High Line creating a redevelopment district.

Owned by the City of New York, the High Line is a public park programmed, maintained, and operated by Friends of the High Line, in partnership with the New York City Department of Parks & Recreation.

Friends of the High Line raises nearly 100% of the High Line's annual budget. Some way off the established public transport networks the highline attracted £8m visitors in 2019 with very little commercial outlets.



Rail Deck Park Proposal

Sustainable, Smart and Resilient

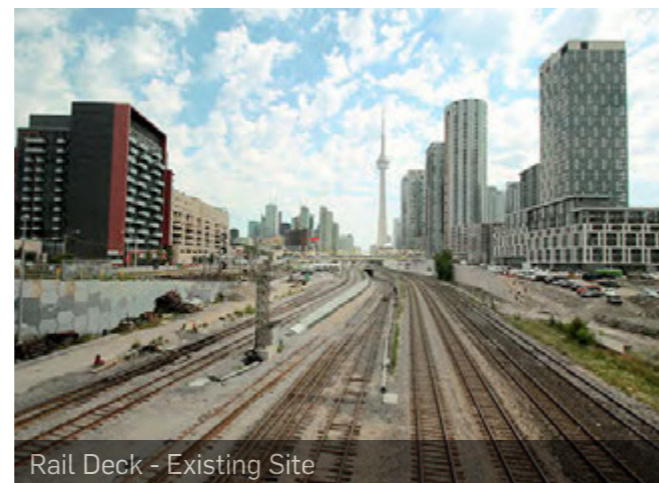
As previously set out, future development, including public realm proposals at East Croydon station must align with the values and aspirations of the Council in relation to sustainability and zero-carbon ambitions. Interventions should have regard for green and blue infrastructure as well as creating in-built opportunities to increase social and civic infrastructure in the area. Use of innovative technologies that increase climate resilience will be encouraged. Future design proposals should seek to explore the feasibility of providing a range of urban greening initiatives within the square, linking to and strengthening the Green Infrastructure network across East Croydon.

Case Study: Rail Deck Park, Toronto

In 2016, Toronto City Council endorsed a proposal for a new major park in Downtown Toronto, to be built over the rail corridor between Bathurst Street and Blue Jays Way. Known as Rail Deck Park, the project will transform this unused air space into Toronto's next great gathering space for recreation, culture and celebration.

At approximately 9ha, Rail Deck Park represents a bold and creative solution utilising an innovative deck structure across the rail corridor engineered to support all the elements of a vibrant and dynamic urban park: lawns, gathering and play spaces, trees, water features, public art, and more.

Objectives of this public space include making connections across the rail corridor between neighbourhoods, between cultural and entertainment facilities, and to connect other area investments such as the Bentway and the proposed Spadina-Front GO Regional Express Rail station.



Rail Deck - Existing Site



Case Study: Jubilee Park, London

Jubilee Park demonstrates the possibility of providing high-quality landscape on top of decking, in this instance over the entrance to Canary Wharf Underground station. The spec of the soil, depths, trees and the combination of foliage and water contributes to a unique sense of place for the area, making the visitor feel like they are in the middle of a Japanese forest. The space provides for a range of active and passive uses.





Case Study: Potters Field, London

Potters Field Park demonstrates that soft landscaping can be used within very busy urban areas. It allows for high flow routes through whilst also providing areas for people to relax and rest. The space successfully interfaces a number of ground floor uses including leisure, retail and residential.

Case Study Summary Table	
Case Study	Relevance to East Croydon Station
Federation Square, Melbourne	<ul style="list-style-type: none"> > Similar in scale > Multi-modal transport interchange > Creation of 'human-scaled' experiences within a large urban square
Rotterdam Station, Rotterdam	<ul style="list-style-type: none"> > Multi-modal transport interchange > Integration of walking and cycling facilities as a holistic consideration > Exemplary design approach to the station building, in particular that is embedded in the unique local character and heritage and integrated with adjacent public realm
Kings Cross Station, London	<ul style="list-style-type: none"> > Highlights benefits of collaborative masterplanning approach > Strategic rail investment catalysing wider regeneration > Creation of a network of spaces
Norreport Station, Copenhagen	<ul style="list-style-type: none"> > Multi-modal transport interchange > Use of ancillary buildings to define space and provide additional functionality > Inclusion of green roofs and SUDs within landscape strategy
Rail Deck Park, Toronto	<ul style="list-style-type: none"> > Visionary proposal aimed at driving wider regeneration > Shares technical challenges in creation of green urban realm over deck structure
High Line, New York City	<ul style="list-style-type: none"> > Community-led proposal with distinct maintenance and management model > Investment in open space driving wider regenerative uplift > Technical challenges in creation of green space on elevated structure
Jubilee Park, London	<ul style="list-style-type: none"> > High quality landscape on top of deck/podium structure > Creation of unique sense of place within highly urban setting
Potters Field, London	<ul style="list-style-type: none"> > Demonstrating benefits of soft landscaping within a busy urban environment > Providing for range of competing interests in terms of high level of pedestrian flow and the creation of areas to passively enjoy the space