

An isometric, aerial-style illustration of a city street scene. The scene is divided into two horizontal sections. The top section shows a residential area with several houses and a school building. The bottom section shows a more developed urban area with a multi-story building featuring a 'CAFE' and 'SHOP' on the ground floor, a red double-decker bus, a parking lot with several cars, and a school building with 'SCHOOL' written on its side. A playground is visible between the school and the multi-story building. The overall style is clean and modern, with a color palette dominated by oranges, greys, and greens.

CHAPTER 3: AREAS OF FOCUSSED INTENSIFICATION

INTRODUCTION

3.1 DESIGNATION IN THE CROYDON LOCAL PLAN

3.1.1 To achieve the current housing target of the Croydon Local Plan, the Areas of Focussed Intensification were identified from evidence which indicated that they were areas with established infrastructure but relatively low density and the potential to accommodate a significant increase in residential development to meet the borough's housing target. The areas of focussed intensification are:

- The area around **Kenley** station;
- The area around **Forestdale** Neighbourhood Centre;
- **Brighton Road** (Sanderstead Road) Local Centre with its setting; and
- Settings of **Shirley** Local Centre and Shirley Road Neighbourhood Centre.

3.1.2 Policy DM10.11 of the Croydon Local Plan provides the policy against which development in areas of focussed intensification should be assessed against. It states that *'Developments in focussed intensification areas should contribute to an increase in density and a gradual change in character. They will be expected to enhance and sensitively respond to existing character by being of high quality and respectful of the existing place in which they would be placed'*.

3.1.3 Furthermore, the Croydon Local Plan sets out how Croydon will accommodate growth and improvement through different methods, one of which being focussed intensification associated with change of area's local character. Specifically, supporting text 6.103 states that

'focussed intensification aims to maximise the existing growth capacity through an increase in density of development and a gradual change in character to similar but higher density forms of development. Sites will be redeveloped with denser forms of development of a different character to that which exists in the local area currently as it would not be justified, when there is unmet housing need, to move towards a more consistent character that replicates surrounding low density development types'.

3.1.4 New development in Areas of Focussed Intensification may be significantly larger than existing and should;

- a. Be up to double the predominant height of buildings in the area;
- b. Take the form of character types "Medium-rise block with associated grounds", "large buildings with spacing", or "Large buildings with Continuous frontage line";
- c. Assume a suburban character with spaces between buildings.

3.1.5 Policy DM10.11 further states that intensification will be supported in and around District, Local and potential Neighbourhood Centres which have sufficient capacity for growth due to the high availability of community services. Further growth can be accommodated through more efficient use of existing infrastructure.

3.1.6 The Areas of Focussed Intensification have been designated due to their capacity to accommodate development. As such, these areas could relieve development pressure on more sensitive locations in the borough, including conservation areas or protected open spaces. It is expected that the evolution

of these places will result in a managed change of their character over a period of 10-20 years to meet the housing need.

3.1.7 As stated in Policy DM10.11 set out previously, intensification is expected to enhance and sensitively respond to existing character. Elements which contribute positively to the character of each Focussed Intensification Area – including public spaces, community facilities and infrastructure, Heritage Assets and Locally Designated Views – should be preserved and enhanced, and new development should be designed to respond positively towards them. Development should therefore consider Listed Buildings, Locally Listed Buildings, views and the relationship to the Metropolitan Green Belt land.

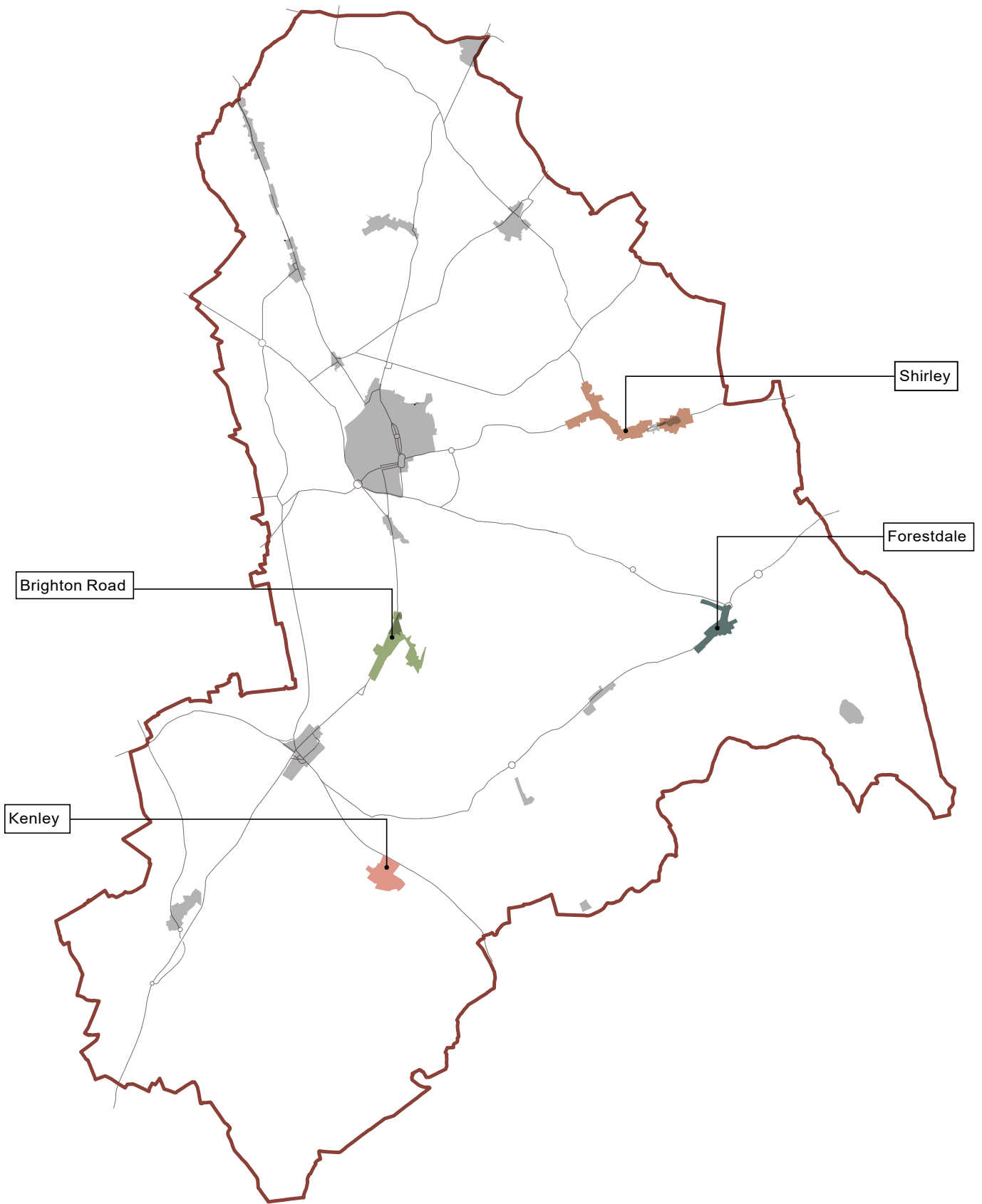


Figure 3.1a: Map of Croydon with Areas of Focussed Intensification highlighted and the Croydon Metropolitan Centre, District Centres and Local Centres shaded in grey which are all expected to accommodate intensification, along with Neighbourhood Centres where they have sufficient capacity for growth, in accordance with the Croydon Local Plan.

3.2 GENERAL GUIDANCE FOR AREAS OF FOCUSED INTENSIFICATION

3.2.1 Developments within the Areas of Focussed Intensification should primarily refer to the guidance within this chapter and, where relevant, refer to guidance within the previous chapter, 'Chapter 2: Suburban Residential Development'. The guidance on materials & external appearance, site layout & servicing, and landscaping & outdoor amenity space within Chapter 2 remain relevant. Policy DM10.11 of the Croydon Local Plan provides greater flexibility on massing and character for the Areas of Focussed Intensification than set out in Chapter 2, however it is still important that proposals develop an approach to character (refer to Section 2.7 & 2.8) that contributes to positive change and are aware of how the massing of a proposal will inform the future appearance of the area. All applications for residential extensions and alterations within the Areas of Focussed Intensification should refer to Chapter 4 for guidance.

3.2.2 As the number of residents increase in the areas, it provides the business case to improve and sustain services and facilities, providing tangible benefits that result from intensification. Whilst this guide is primarily a residential design guide and therefore cannot address all issues, the Council will seek opportunities to work with communities within the Intensification Areas to deliver this.

3.2.3 Beyond strengthening the provision of services, infrastructure and commercial offers in the areas, development should come forward in a manner that collectively promotes thriving, healthy and safe communities within the Intensification Areas. This includes contributing to biodiversity and recreational space through landscaping design both within private development sites and in the public realm in a manner that contributes to leafy suburban characteristics wherever possible.

3.2.4 The provision of sustainable transport facilities will be facilitated through transport improvement schemes such as the South Croydon Bus Review. Developments will be able to contribute to the development of sustainable transport options through promoting walking and cycling opportunities, for example in the design of access routes into a site and the provision of cycle storage as per the guidance in Chapter 2.

3.2.5 As demand on road infrastructure changes with reduced car ownership in line with national trends or where the need to address road safety issues emerges, the Council will seek to work with stakeholders and local communities to address these and wherever possible provide opportunities that will enhance the area.

3.2.6 The guidance in the following pages sets out a more detailed vision for each of the Focussed Intensification Areas and outlines indicatively the development potential within each area based on different building typologies. These building typologies are derived from the Croydon Typology Appraisal⁴¹. Applicants should refer to this for further information on the different typologies identified.

⁴¹ Available in the Urban Design, Local Character and Heritage section of the local plan evidence at: <https://www.croydon.gov.uk/planningandregeneration/framework>.

EVOLUTION OF STREET WITH A MIXED CHARACTER IN AN AREA OF FOCUSSED INTENSIFICATION

2019



Figure 3.2a: **2019** - Medium-rise blocks of flats with associated garages sit opposite Victorian terraces. A mixture of buildings of different ages, underutilised garages and hardstanding dominates the street scene.

2036



Fig 3.2b: **2036** - Garages are redeveloped to provide new homes, whilst the existing flats and terraces are retained. Landscaping improves the street scene and shared bike storage is provided.

EVOLUTION OF A STREET WITH DETACHED & SEMI-DETACHED HOMES IN AN AREA OF FOCUSED INTENSIFICATION

2019



Figure 3.2c: **2019** - A mixture of detached and semi-detached homes bring variation to this street, but there is no dominant typology, while large gardens and landscaping shape the streetscene.

2036



Figure 3.2d: **2036** - Redevelopment provides flats and townhouses set in generous gardens. The leafy character of the street is retained.

EVOLUTION OF AN ARTERIAL ROAD IN AN AREA OF FOCUSED INTENSIFICATION

2019

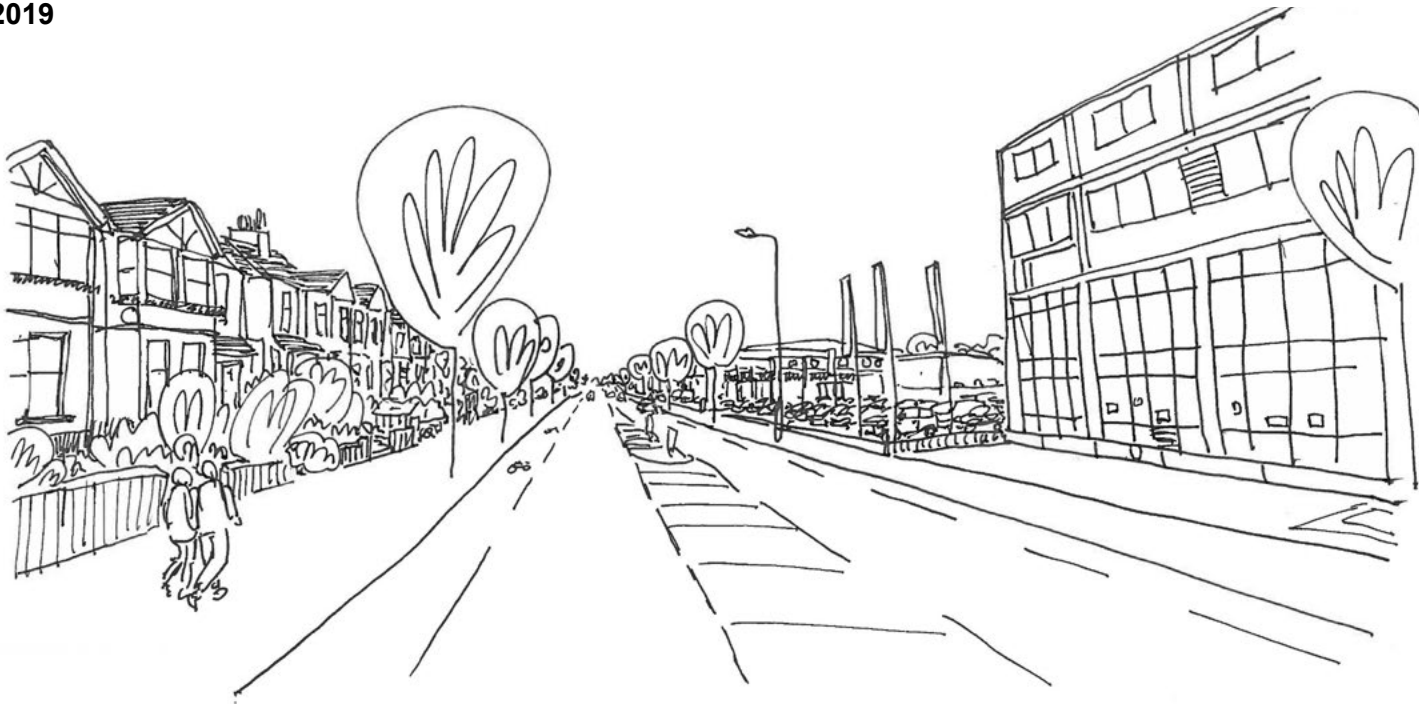


Figure 3.2e: **2019** - Housing occupies one side of the road, with a mixture of uses on the other. There is no predominant scale and the street scene is dominated by the road.

2036

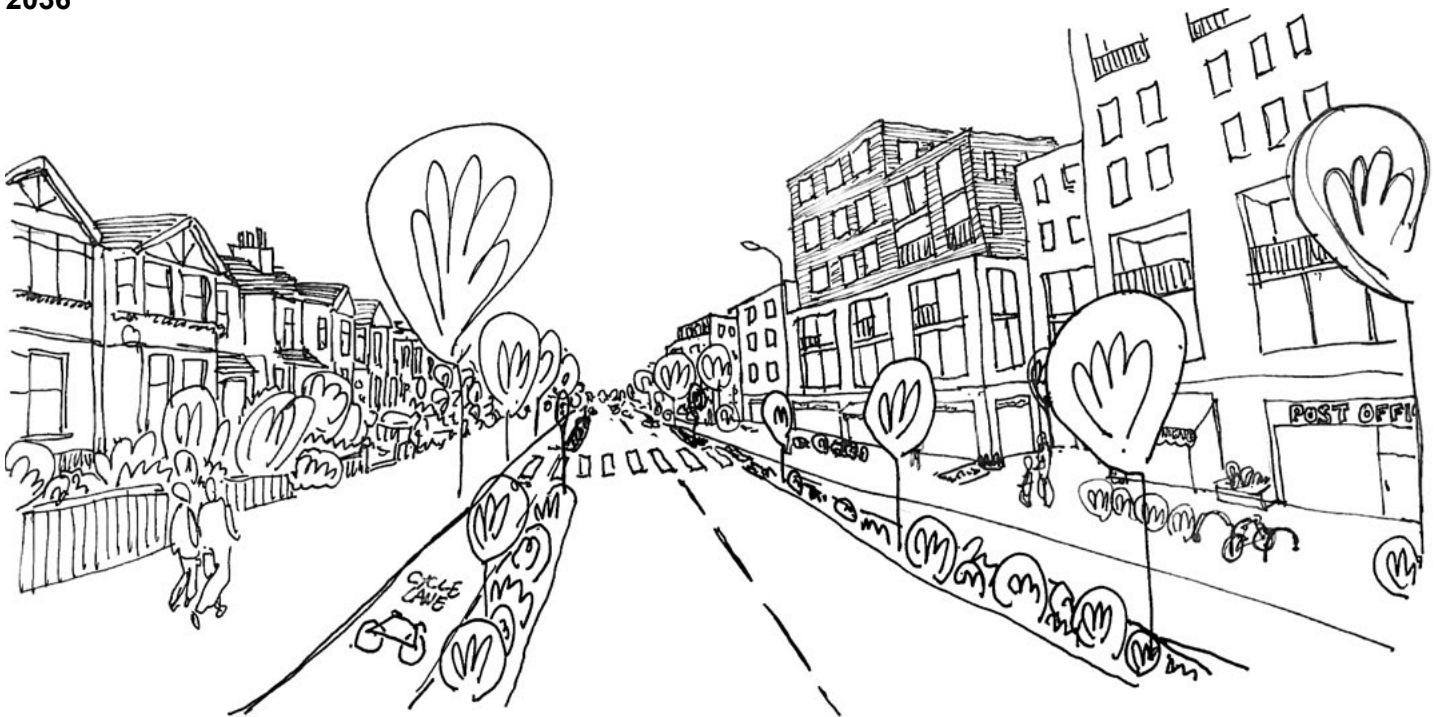


Figure 3.2f: **2036** - New developments of additional height provide an active road frontage, giving it a human scale and reducing the dominance of the road. Through interventions by the Council, or where relevant TfL, the thoroughfare is maintained but adjusted to provide public realm improvements to help prioritise pedestrian movement.

KENLEY

3.3 INTENT OF THE KENLEY INTENSIFICATION AREA:

3.3.1 Redevelopment and development in the area (as designated in the Croydon Local Plan) should seek to provide additional housing and support an associated increase in population. This is proposed to be achieved through a variety of dwelling types and a revitalisation of local businesses and services along Godstone Road, providing long-term benefit to the community. Developments in Kenley should seek to maintain the leafy character of the area with increased focus around a regenerated village centre. The shopping parade, train station, church, nursery, GP surgery and memorial hall should be supported and improved as necessary to continue to provide important community services.



Figure 3.4a: Station Road.



Figure 3.4b: Corner of Kenley Lane and Welcomes Road.

3.4 AREA APPRAISAL

3.4.1 The area around Kenley Station identified for focussed intensification is characterised by predominantly scattered houses on large plots and overall has a green and leafy feel with a variety of building forms separated from the street. The area south of Kenley Lane, including Hayes Lane and Welcomes Road, a private road, is comprised of predominantly detached homes on relatively large plots. These plots typically include off-street parking by way of a garage and driveway. The topography of Hayes Lane is quite steep, with a significant slope further south into the intensification area. These residential plots back onto, and subsequently overlook the residential plots on Welcomes Road. Kenley Lane is also comprised of detached homes on large plots and runs parallel to the railway station before heading south and branching into Welcomes Road.

3.4.2 The western part of the Intensification Area has a largely suburban feel and includes Park Road and Oaklands which contains predominantly medium rise blocks with associated grounds as well as on-street parking and localised green space. Part of Oaklands is designated as a Site of Nature Conservation Importance; any development on this site must take account of this.

3.4.3 The area north of the train line includes some medium rise blocks with associated grounds along with terraced houses and cottages and a small strip of retail uses on Godstone Road. This is opposite the Riddlesdown greenbelt land, which provides significant recreational amenity to the area, including the Kenley Panorama. Any development

proposal should seek to protect and enhance this panorama.

3.4.4 The area is reasonably well accessed by public transport, including buses, and is walkable from Kenley train station. Public transport in the area is expected to improve as a result of the South Croydon Bus Review and improvements to the Brighton Main Line in the East Croydon area. There are however a number of road safety issues that result from local narrow lanes which lack pavements, along with gradients, blind corners and the humpback bridge over the railway. It is noted that the A22 is subject to a current TfL improvement proposal that seeks to address issues resulting from traffic, lack of pedestrian crossing, car parking aside the road and the junction with Hayes Lane. It is important that development seeks to reduce car reliance and there is the potential to introduce schemes, such as a Home Zone or Quiet Lane, that prioritise pedestrians. The safety of the lanes may also be improved by the provision of lighting.

3.4.5 There is an existing GP surgery, local schools, the Kenley Memorial Hall and local church which all contribute to the community and character of the area. The existing parade of shops also provides focus to the community and development should seek to enhance this offering.

3.4.6 Development in Kenley should seek to reduce flood risk as the area is prone to flooding with Station Road and Godstone Road being within Flood Zone 3. Any development proposals within the flood zone should refer to Policy DM25 and Table 8.1 of the Croydon Local Plan which require sequential and exception tests.

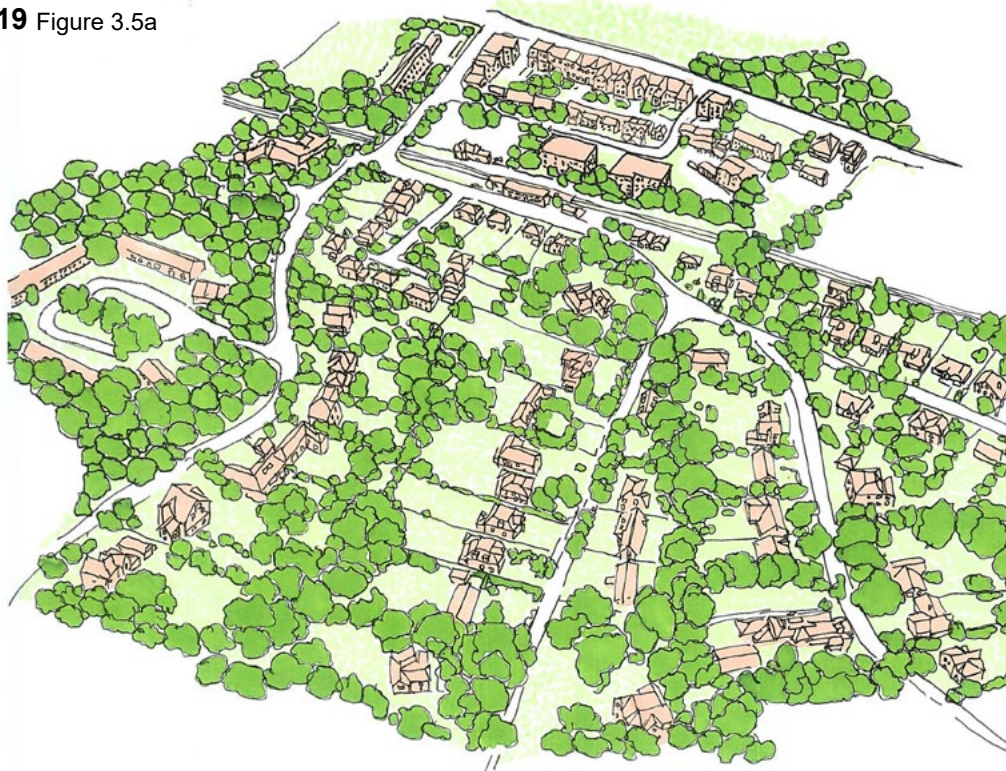


Figure 3.4d: Map with boundary of Kenley Intensification Area (As designated in the Croydon Local Plan).

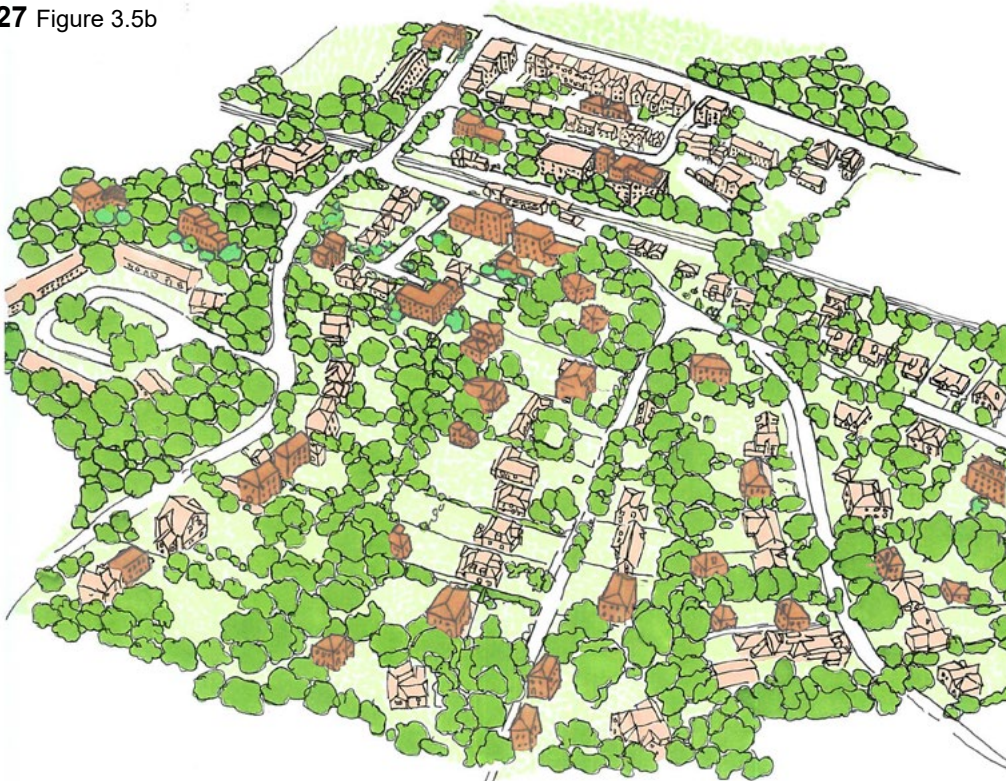
3.5 POTENTIAL DEVELOPMENT SCENARIO (KENLEY)

3.5.1 The scenario described in the following images is indicative and describes one potential way in which the area may be developed. Proposals within the area will be subject to consideration against the Croydon Local Plan, London Plan and this guidance document.

2019 Figure 3.5a



2027 Figure 3.5b



2036 Figure 3.5c



3.6 TYPOLOGY DEVELOPMENT POTENTIAL (KENLEY)

MEDIUM-RISE BLOCKS WITH ASSOCIATED GROUNDS:

- Existing blocks of flats may be redeveloped or extended to provide up to 6 storeys in height where possible.
- Garages associated with these flats present opportunities for development to the same height as the blocks of flats themselves, where this would not unreasonably impact existing residents. Where necessary, garages at ground level may be maintained with accommodation provided above.
- A parking survey will be required to show that the loss of garage parking would not result in a negative impact on parking stress in adjacent roads. If this survey suggests that there will be an impact then the developer will be required to enter into a legal agreement restricting future occupiers from applying for an on street parking permit (Refer to Policy DM30(a) of the Croydon Local Plan). If the site is outside a controlled parking zone then the development will be expected to accommodate parking on site.
- Proposals for existing low & medium-rise blocks should seek to minimise the amount of hardstanding land onsite and introduce a greater amount of landscaping to prioritise pedestrians over vehicles.

AREAS OF TERRACED HOUSES, COTTAGES & COMPACT HOUSES:

- These housing typologies should be preserved to maintain the character of the area. There may be scope for additional accommodation within roofs, with dormer windows to the front and box extensions to the rear roofs.
- In some instances, these typologies may allow for mews style development to occur.

AREAS WITH SUBURBAN SHOPPING & LINEAR INFRASTRUCTURE:

- The retail and service function of Kenley Neighbourhood Centre should be maintained and enhanced with greater provision of local amenities. The public realm may benefit from both soft and hard landscaping improvements, along with rejuvenated shopfronts and the provision of outdoor seating associated with cafes and restaurants.
- Accommodation above shops is encouraged and the conversion of roof spaces into acceptable habitable rooms is supported, where it does not have a negative impact on the operation and viability of retail units or other employment functions. There may be scope for additional accommodation within roofs, with smaller dormer windows to the front and larger box extensions to rear roofs.
- Car parks may present some development opportunity to provide mixed-use schemes, provided the required quantum of parking is maintained (Refer to Policy DM30 and DM31 of the Croydon Local Plan).
- Social infrastructure and community services should be

accommodated as part of the sustainable growth of the area.

SCATTERED & DETACHED HOMES:

- Developments of 4 storeys will generally be acceptable.
- Smaller plots may provide opportunities to merge with neighbouring sites to form large, comprehensive and coherent development sites; this approach would be encouraged to aid the delivery of affordable housing. Where applicable, these must meet the affordable housing requirements in accordance with Policy SP2.4 of the Croydon Local Plan.
- Where plots are subdivided to create rear garden development, these applicants should consider the development potential of the neighbouring rear gardens and the potential to create a larger site with one comprehensive development proposal. Where there is neighbouring development potential but sites do not come forward in one application, the proposed development should be designed to ensure future access can be accommodated from the access route to the first rear garden development⁴².
- Development proposals must consider the topography carefully to ensure appropriate access and minimise the use of retaining walls (Refer to Section 2.35 for guidance).
- These plots currently provide significant landscape amenity and contribute to the biodiversity of the area. As such the significant loss of landscaping will not be accepted and must be balanced with re-provision of

⁴² Such approvals may be subject to conditions to secure this.

high quality mature planting of native species which will support the local ecology and should be demonstrated on plans provided as part of the development application. Applicants should refer to Sections 2.32-2.36 in Chapter 2.

- Developments accessing onto narrow lanes without pavements should provide a 1.5m buffer strip along the front of the site directly adjacent to the road, allowing greater space for pedestrians, cyclists and passing vehicles. This area should not be planted with shrubs or trees

or enclosed from the road, and may function best as a grass verge or gravelled area. This may require a reworking of landscaping to the front of properties to bring the boundary treatment away from the road. Any lost planting should be reprovided within the scheme.

- Where individual plots are developed into multiple units or there is a loss of parking/ garage block, the Council may require a parking survey to show that it will not result in a negative impact on parking stress in adjacent roads. If there is deemed to be a

negative impact on parking stress then the Council may seek to minimise the overall impact of parking demand on the adjacent roads by requiring the developer to enter into a legal agreement restricting future occupiers from applying for an on street parking permit in the Controlled Parking Zone (CPZ), as per Policy DM30a of the Croydon Local Plan in areas of PTAL 4 and above or in areas of parking stress. If there is evidence of parking stress and the site is outside a CPZ then the development will be expected to accommodate parking on site.



Figure 3.6a: Hayes Lane.

FORESTDALE

3.7 INTENT OF THE FORESTDALE INTENSIFICATION AREA:

3.7.1 The area around Forestdale Neighbourhood Centre (as designated in the Croydon Local Plan) provides opportunity for intensification and revitalisation to create a better public realm surrounded by shops and services, to support new and existing homes. By anchoring development around the existing neighbourhood centre and the Forestdale Centre on Selsdon Park Road, there is an opportunity to enhance the suburban village heart to service greater development. Development should seek to maximise underutilised land to deliver an increased housing density with a suburban feel.



Figure 3.8a The Forestdale Centre.



Figure 3.8b: Shopping Parade.

3.8 AREA APPRAISAL

3.8.1 The area around Forestdale Neighbourhood Centre identified for intensification is a mix of character typologies supported by small-scale suburban shopping areas. Gravel Hill and the eastern side of Selsdon Park Road are typified by semi-detached houses. Whilst the topography along Gravel Hill nearest to the roundabout is gentle, the semi-detached homes along Selsdon Park Road are on plots which slope away from the road, providing opportunities to use the topography to maximise development.

3.8.2 The existing Shopping Parade on Selsdon Park Road is set back from the dual carriageway, with a slip-lane for access. The ground level retail includes residential accommodation above, with large backlands accessed via a rear lane. The Forestdale Centre, located to the south of the road junction between Selsdon Park Road and Featherbed Lane, provides further retail offer. These two shopping areas are disconnected and dominated by the dual carriageway and car parking. Through revitalising the public realm and delivering mixed-use schemes, there is an opportunity to create a heart in the area that prioritises pedestrians



Figure 3.8c: Selsdon Park Road.

and encourages the wider community to utilise its services.

3.8.3 There are two (2) fuel stations within the Intensification Area, servicing different directions of traffic. The service station at the Selsdon Park Road roundabout occupies a prominent corner and road frontage, separating the semi-detached homes on Gravel Hill from the terraced houses south along the main road. This corner could better define the street and contribute to a developing character for the area. The Esso service station on the southern side of Selsdon Park Road creates a separation between the neighbourhood centre retail, including The Forestdale Arms, and the medium rise blocks to the west along the main road. These blocks of flats occupy large associated grounds, providing potential for increased development in terms of density and intensity that could deliver greater definition to the main road.

3.8.4 The plots on the eastern side of Featherbed Lane within the intensification area include a variety of houses and services with an inconsistent typology. Accessed by a separate carriageway, this area provides an opportunity to allow connections into the Metropolitan Greenbelt for recreational use. It will be important to strengthen pedestrian links from the Neighbourhood Centre across Featherbed Lane to this location.

3.8.5 The area is served by a number of schools, along with a GP surgery, three bus routes and access to the tram from Gravel Hill. Improvements to infrastructure are set out in the Croydon Infrastructure Delivery Plan.



Figure 3.8d: Map with boundary of the Forestdale Intensification Area (As designated in the Croydon Local Plan).

3.9 POTENTIAL DEVELOPMENT SCENARIO (FORESTDALE)

3.9.1 The scenario described in the following images is indicative and describes one potential way in which the area may be developed. Proposals within the area will be subject to consideration against the Croydon Local Plan, London Plan and this guidance document.

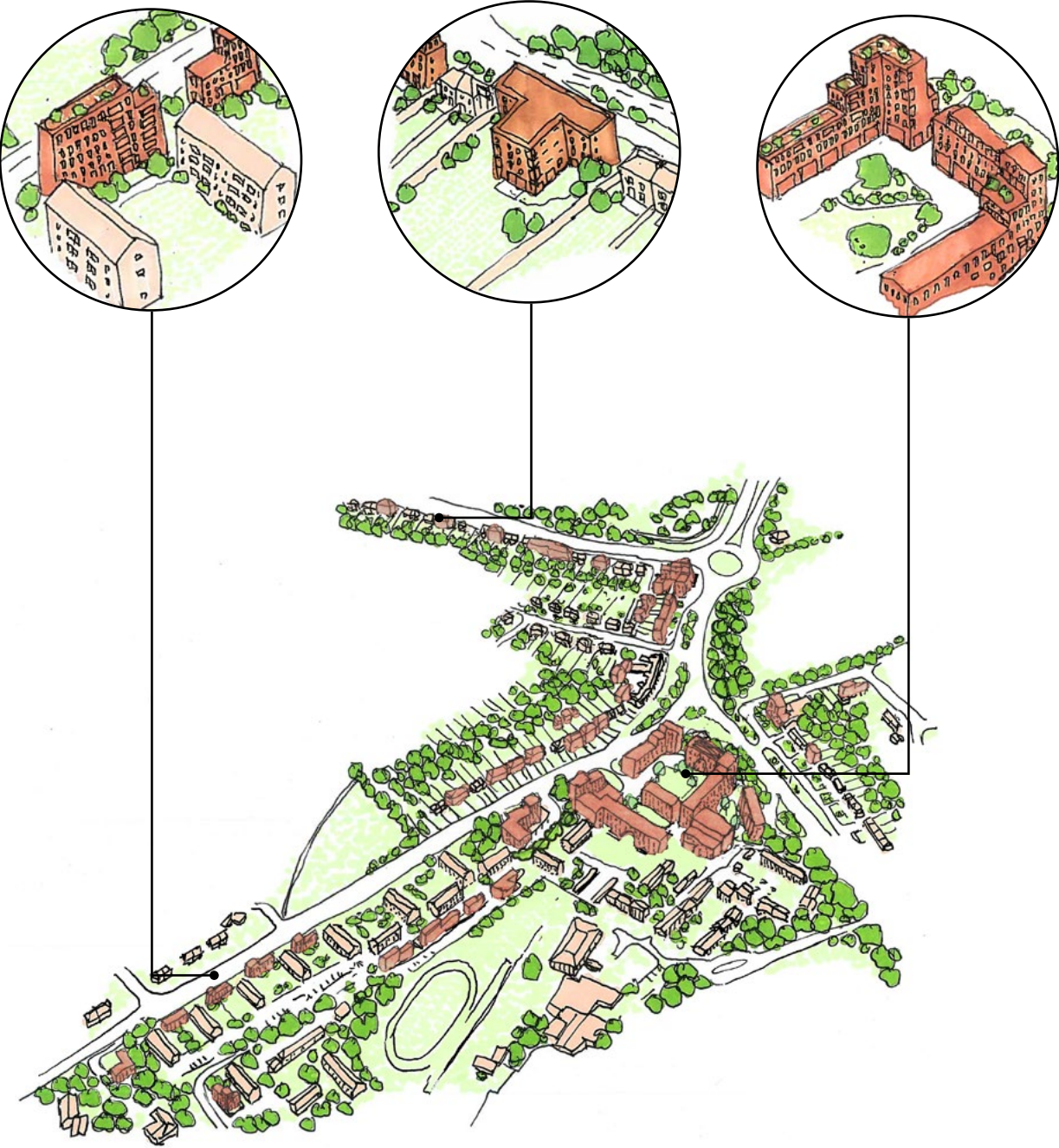
2019 Figure 3.9a



2027 Figure 3.9b



2036 Figure 3.9c



3.10 TYPOLOGY DEVELOPMENT POTENTIAL (FORESTDALE)

SEMI-DETACHED HOUSES:

- Pairs of semi-detached houses may be developed together to provide large developments of flats, maisonettes or terraces. These should seek to provide up to 4 storeys of accommodation, one of which is accommodated in the roof.
- Where possible, proposals may seek to amalgamate 4 or 6 houses (i.e. 2 or 3 pairs of semi-detached houses) in a row to create larger developments which respond to topography. Applicants should refer to the guidance for building across boundaries where this is proposed (Refer to Section 2.15 for guidance).
- Where there is an inconsistent ridge line and change in topography, additional height may be accommodated and, where possible, provide basements and undercroft parking to utilise the slope of the land. Large retaining walls should be avoided. Ramps leading from undercroft parking onto the public highway must be well set back from the back of the footway and the ramp levelled off before a vehicle gets close to the public highway to ensure clear visibility and the safety of pedestrians on the footway at all times.
- Large gardens provide opportunities for rear garden development. These can be accessed by driveways created along the side of the existing houses, particularly where neighbouring properties have similar potential. In these circumstances, the

proposed development should be designed to ensure future access can be accommodated from the access route to the first rear garden development.

TERRACED HOUSES AND COTTAGES:

- Where a set of terraced houses can be redeveloped comprehensively, there is potential for increased development of up to 4 storeys of accommodation, one of which is accommodated in the roof.
- Terraced houses also provide opportunities to create back land developments up to 2 storeys where garages to the rear exist.
- Where individual plots are developed into multiple units, the Council will seek to minimise the overall impact of parking demand on the adjacent roads by restricting permission to apply for on street permits in controlled parking zones.

SHOPPING PARADE (NORTH OF SELSDON PARK ROAD):

- The Shopping Parade should be maintained in terms of use and appearance, without inhibiting the potential for public realm improvements including better connections across to the Neighbourhood Centre and green belt.
- Development should maintain the retail units and encourage additional residential storeys through the provision of small dormer windows to the front roof and box extensions to the rear roofs.
- Underutilised land to the rear of shopping parades may be considered for back land developments of up to

2 storeys, where it does not compromise the functionality of the Shopping Parade or centre.

NEIGHBOURHOOD CENTRE:

- The existing Neighbourhood Centre provides an opportunity to create a central village that includes residential provision, in the form of ground floor retail with 4-5 storeys of residential accommodation above.
- Development should help to define the public realm and strengthen the positive characteristic of the neighbourhood centre, providing a stronger frontage to Selsdon Park Road and Featherbed Lane, and establishing pedestrian connections to the shopping facilities and houses across these roads.
- Where car parking is provided, it should not dominate the environment and should be discreetly located, including in basement car parking where possible.
- Development should safeguard or re-provide pedestrian routes into the Neighbourhood Centre, ensuring they are well overlooked, with good surfaces and lighting, to ensure safety.

MEDIUM RISE BLOCKS WITH ASSOCIATED GROUNDS:

- Land associated with these blocks provide amenity space along with opportunities for intensified development to create a stronger frontage along Selsdon Park Road and a better connection into the neighbourhood centre. Any development should respond to the setting of the existing blocks and not significantly reduce the amount of existing amenity space.

- Garage sites may be considered for development but should seek to minimise the substantial loss of garden areas.
- Where there is a loss of garages, the Council may require a parking survey to show that it will not result in a negative impact on parking stress in adjacent roads. If there is deemed to be a negative impact on parking

stress then the Council may seek to minimise the overall impact of parking demand on the adjacent roads by requiring the developer to enter into a legal agreement restricting future occupiers from applying for an on street parking permit in the Controlled Parking Zone (CPZ), as per Policy DM30a of the Croydon Local Plan, in areas of PTAL 4 and above or in areas of parking stress.

- If there is evidence of parking stress and the site is outside a CPZ then the development will be expected to accommodate parking on site.
- Development must be considerate of adjoining uses and ensure issues of overlooking and safety are mitigated.



Figure 3.10a: View across part of the Forestdale Intensification Area.

BRIGHTON ROAD

3.11 INTENT OF THE BRIGHTON ROAD (SANDERSTEAD ROAD) INTENSIFICATION AREA:

3.11.1 Developments in the Brighton Road (Sanderstead Road) Local Centre (as designated in the Croydon Local Plan) should seek to develop the sense of place where it is diminished by the busy nature of Brighton Road and under-utilised plots. Redevelopment in the Intensification Area should deliver increased housing density, supported by an active and vibrant local centre of mixed uses and recreation areas in conjunction with the existing recreation ground. Development should encourage public transport connections, utilising the opportunity to deliver developments of greater height with active frontages along the main roads.



Figure 3.12a: Vacant buildings and commercial uses along Brighton Road.



Figure 3.12b: Terraced houses along Purley Road.

3.12 AREA APPRAISAL

3.12.1 The Brighton Road Focused Intensification Area is a mix of residential, local retail, light industrial and car parking. The houses along Brighton Road are predominantly close-knit, Victorian, semi-detached homes, interwoven with other typologies and scales of development. Away from Brighton Road, the area is characterised by low density residential development on suburban streets, intermixed with small cafes, shops and community uses.

3.12.2 The upper half of Brighton Road within the Intensification Area is characterised by clusters of denser, high street parades which stretch along a large length of Brighton Road. This is at the heart of the Local Centre, where Brighton Road meets Sanderstead Road, and presents significant opportunity to improve the public realm and provide development to create a vibrant local centre that is attractive to the broader community, with the Locally Listed Red Deer Public House building at its centre.

3.12.3 The lower half of Brighton Road contained within the Intensification Area is predominantly low-rise, light industry intermixed with residential housing. While outside the focussed area boundary, the large recreation ground nearby provides an opportunity for intensified development to overlook open space, creating a park and village green at the heart of the Intensification Area.

3.12.4 The area along Sanderstead Road either side of the railway tracks is leafier than the rest of the Intensification Area. The width of the road and presence of cafes and shops

gives the area a village feel. Development should seek to exploit the opportunity presented by under-utilised areas of grounds associated with medium-rise blocks and back lands to provide new housing.

3.12.5 The area is well-connected and easily accessible by public transport providing the opportunity to create new developments of greater density. However, the area has a distinct lack of character with large pockets without a sense of place, and is severed by the existing transport infrastructure. Public realm improvements should seek to establish a unified character to help tie new and existing development together and create connections across the existing road and rail infrastructure. This should help establish an area that is identifiable through character and services, while providing intensified development along the main routes and elsewhere within the area.

3.12.6 There are a number of developments underway or subject to planning permissions in the area, providing a mix of uses that will deliver new homes along with commercial and retail offers.

3.12.7 Development should seek to reduce flood risk recognising the Flood Zone 3 designation running along the Brighton Road. Any development proposals within the flood zone should refer to Policy DM25 and Table 8.1 of the Croydon Local Plan.

3.12.8 The area provides a good level of employment spaces, along with community facilities. Where proposals seek to redevelop these, they must conform to the Croydon Local Plan policies which seek the re-provision of such floorspace.



Figure 3.12c: Map with boundary of Brighton Road Intensification Area (As designated in the Croydon Local Plan).

3.13 POTENTIAL DEVELOPMENT SCENARIO (BRIGHTON ROAD)

3.13.1 The scenario described in the following images is indicative and describes one potential way in which the area may be developed. Proposals within the area will be subject to consideration against the Croydon Local Plan, London Plan and this guidance document.

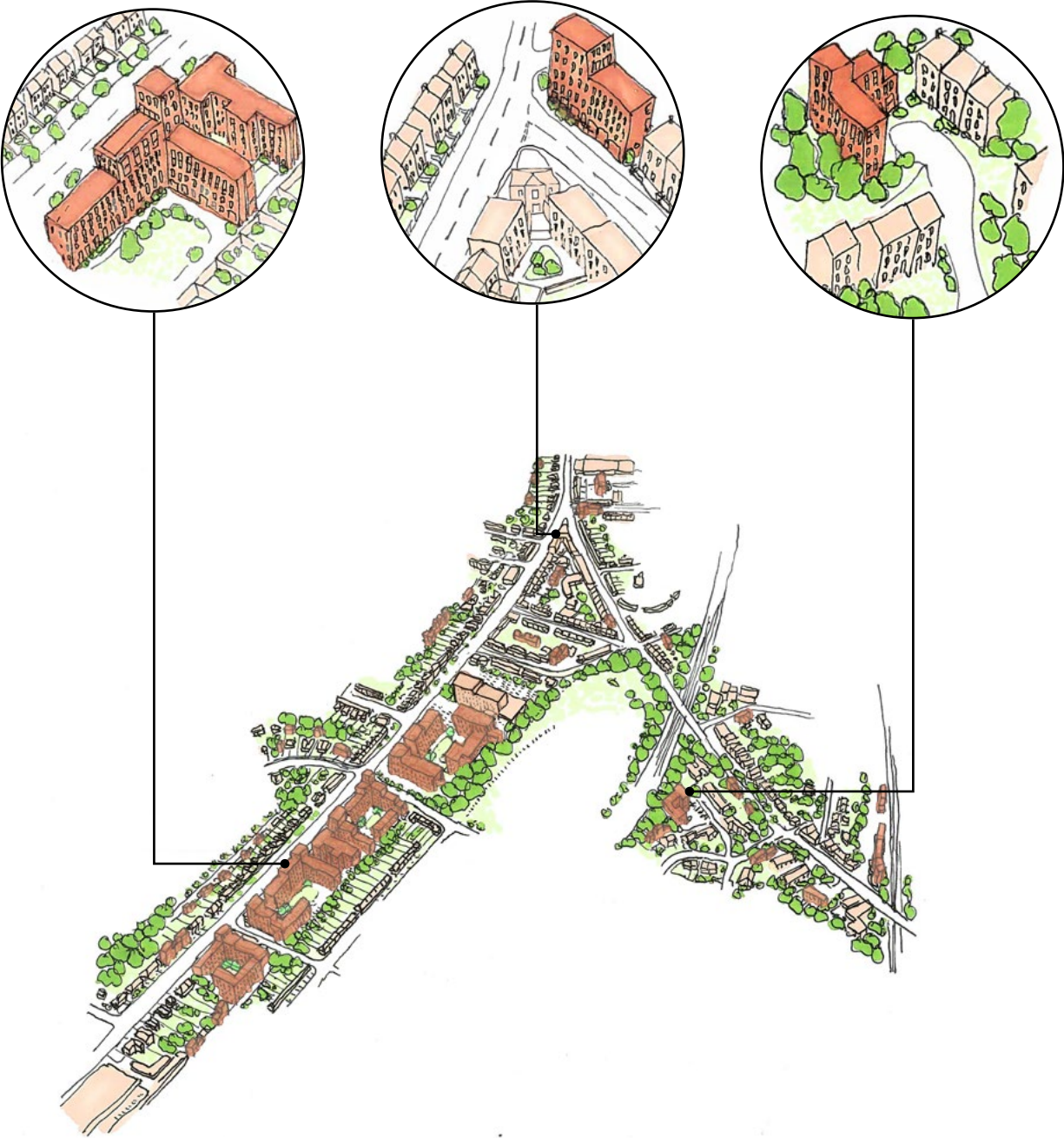
2019 Figure 3.13a



2027 Figure 3.13b



2036 Figure 3.13c



3.14 TYPOLOGY DEVELOPMENT POTENTIAL (BRIGHTON ROAD)

TERRACED HOUSES AND COTTAGES & SEMI-DETACHED HOUSES ALONG BRIGHTON ROAD:

- Where appropriate and safe access via lanes is available, intensification may seek to provide new development within rear gardens (including garages). These should be single storey height with additional accommodation in the roof.
- Where there are back land sites with clearly redundant & un-neighbourly light industrial units and warehouses situated to the rear of existing homes, these may provide opportunities for redevelopment into housing. Mews style houses of up to two (2) storeys are appropriate in these locations and dependent on the setting, there may be potential for additional accommodation within roofs.
- Where there is a consistent ridge line across terraces and pairs of semi-detached houses, the gradual change in height will occur as properties are redeveloped to a greater height.
- Where individual plots are developed into multiple units the Council will seek to minimise the overall impact of parking demand on the adjacent roads by restricting permission to apply for on street permits in controlled parking zones.

SUBURBAN SHOPPING AREAS:

- Suburban shopping areas should maximise opportunities to create vibrant, Neighbourhood Centres with active frontages.
- The retail provision must be retained or re-provided. Where shops are not part of a unified parade or they are in a parade that is single storey, there may be opportunities for redevelopment of up to 4 storeys tall. These should be of a scale that brings definition to the public realm and responds to the context of any of the older or established Shopping Parades.
- Where existing parades of 2 or more storeys exist, these should be retained or reprovided. Where possible, spaces above shops may be converted into residential units⁴³, where it does not compromise the functionality of the Shopping Parade or centre. It may be more beneficial for parades to be redeveloped to a greater height to provide additional accommodation above. This should range between 4-6 storeys depending on the setting.

UNDERUTILISED LARGER BUILDINGS⁴⁴:

- Large, underutilised sites provide potential for the creation of mixed-use developments. These may include active frontages along Brighton Road, with associated public realm improvements.
- Development should seek

⁴³ Conversions from retail to residential must meet the requirements of the relevant policies of the Croydon Local Plan.

⁴⁴ Where not an allocated site in the Croydon Local Plan 2018 and where development is in line with Policy SP3.2 regarding the retention and redevelopment of land and premises relating to industrial/employment activity.

to significantly intensify the area through the development of flats and increased heights. The height of new development should vary to respond to the context and streetscene. Heights should therefore vary from 3 to 6 storeys. Development facing onto Brighton Road or South Croydon Recreation Ground may seek to be up to 6 storeys tall.

- Prioritised pedestrian spaces should be provided within the development plots that are open to the public and allow for connections to the park.
- The provision of family accommodation close to parks and open space is encouraged.

MEDIUM RISE BLOCKS WITH ASSOCIATED GROUNDS:

- Larger sites provide infill development opportunities, including redevelopments of garage blocks. Infill development should be of a massing to allow the open character of these sites to be maintained.
- Garage blocks may be redeveloped to the same height of the host blocks, provided there would be no unreasonable impact on access to light on neighbouring properties.
- Where there is a loss of parking/ garage block, the Council may require a parking survey to show that it will not result in a negative impact on parking stress in adjacent roads. If there is deemed to be a negative impact on parking stress then the Council may seek to minimise the overall

impact of parking demand on the adjacent roads by requiring the developer to enter into a legal agreement restricting future occupiers from applying for an on street parking permit

in the Controlled Parking Zone (CPZ), as per Policy DM30a of the Croydon Local Plan, in areas of PTAL 4 and above or in areas of parking stress. If there is evidence of parking

stress and the site is outside a CPZ then the development will be expected to accommodate parking on site.



Figure 3.14a: Brighton Road.

SHIRLEY

3.15 INTENT OF THE SHIRLEY INTENSIFICATION AREA:

3.15.1 Developments in Shirley (as designated in the Croydon Local Plan) should seek to enhance the Local Centre and further establish the neighbourhood characteristics of the area. Redevelopments should seek to provide an increased density in housing through varying development types and an uplift along Wickham Road to enrich the existing amenities, providing lasting growth to the area as a Local and Neighbourhood Centre. The neighbourhood feel along Wickham Road should be encouraged further west, with improvements to the East-West route leading towards Central Croydon and associated infrastructure along Shirley Road allowing land to be unlocked for development and to improve the public realm.



Figure 3.16a: Shirley Road.

3.16 AREA APPRAISAL

3.16.1 The area defined for focussed intensification in Shirley is predominantly residential-focus intertwined with Local and Neighbourhood Centre services.

3.16.2 The area along Addiscombe Road is identified by semi-detached homes to the north, with detached homes on larger plots on the southern side of the road, as well as the Shirley Park Golf Clubhouse. The roundabout at Shirley and Addiscombe Roads is bordered by a successful parade of independent shops that provide a useful service to the community at this key intersection. Denser development exists at the northern end of the section of Shirley Road within the Intensification Area with some terraced houses, cottages and compact houses on relatively small plots. At the southern end, Shirley Road rises up and dominates the environment, with semi-detached homes on one side separated from the Trinity School of John Whitgift by dual-carriageway and associated slipways.

3.16.3 The Wickham Road portion of the Intensification Area includes Locally Listed Shirley Methodist Church, a mix of semi-detached



Figure 3.16b: A232 Dual Carriageway.

houses and medium rise blocks and Shirley Parish Hall. Importantly, the existing retail strip on Wickham Road is not included in the Area of Focussed Intensification identified for development. Whilst this portion of retail land separates the defined area, the eastern side of Wickham Road is included which is typified by semi-detached bungalows, leading to small scale retail and industry, along with Shirley Library. The number of local community spaces will be important to the continued success of the area and development should seek to enhance these offers.

3.16.4 The Intensification Area as a whole is severed by the dual carriageway road. Creating better pedestrian and cycle crossings is crucial to providing a people focussed link between the Shirley Road Neighbourhood Centre and Shirley Local Centre. Where possible, and as reliance on private car ownership reduces in line with national trends, there may be future opportunity to reduce the width of the road.

3.16.5 There are 6 bus routes that serve the area and there is the potential for the area to provide an improved connection from the east of the borough, creating a gateway to the Croydon Metropolitan Centre. This provides opportunities to look at ways to encourage a lower reliance on cars from East to West entering Croydon, making the roadway safer for cyclists and pedestrians. The inclusion of a designated cycle lane each way would allow denser development to occur with lesser car dependency. Improvements to the dual carriageway area provides an opportunity to make a place that is distinctively recognisable and identifiable as a focus within Shirley.

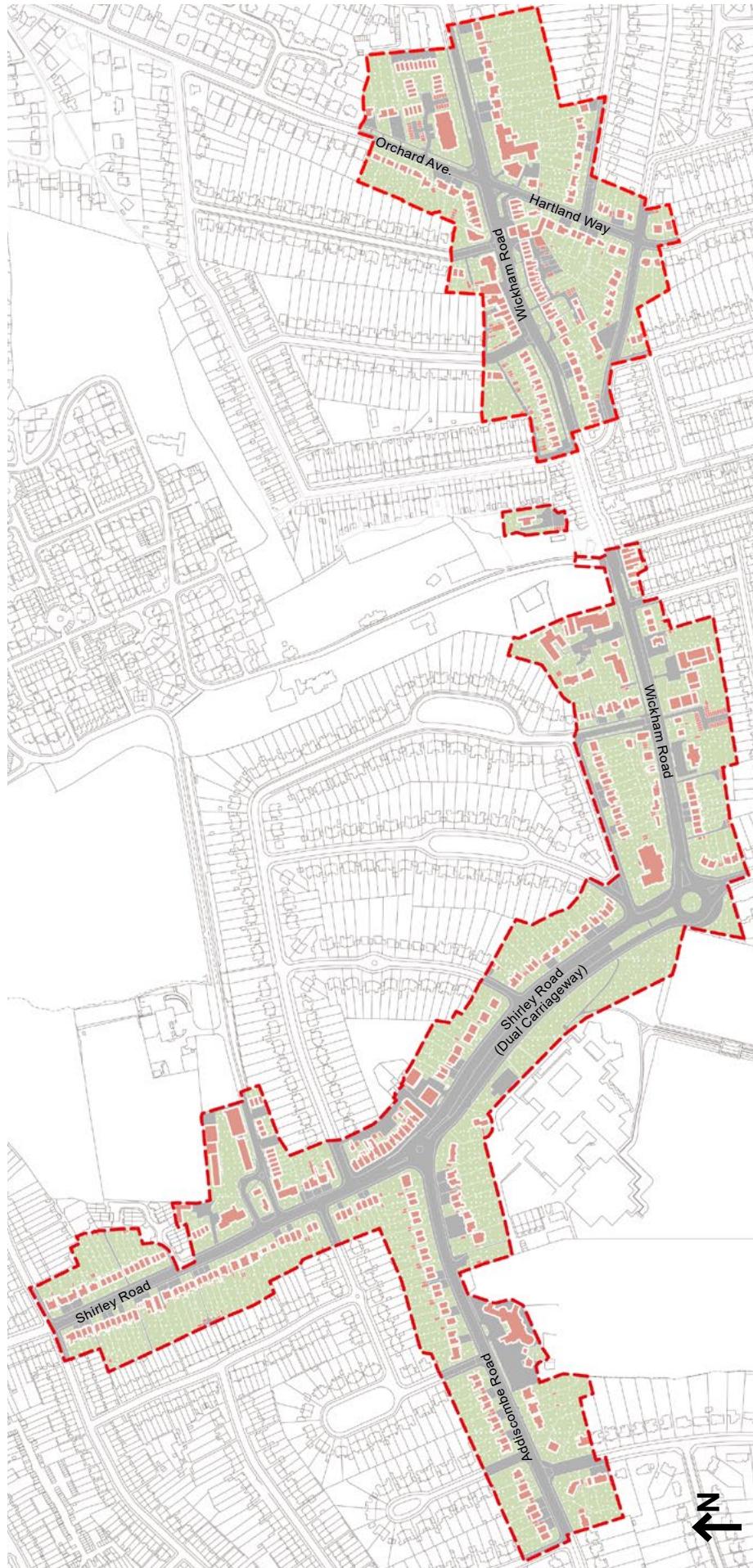


Figure 3.16c: Map with boundary of Shirley Intensification Area (As designated in the Croydon Local Plan).

3.17 POTENTIAL DEVELOPMENT SCENARIO (SHIRLEY)

3.17.1 The scenario described in the following images is indicative and describes one potential way in which the area may be developed. Proposals within the area will be subject to consideration against the Croydon Local Plan, London Plan and this guidance document.

2019 Figure 3.17a



2027 Figure 3.17b



2036 Figure 3.17c



3.18 TYPOLOGY DEVELOPMENT POTENTIAL (SHIRLEY)

AREAS OF SEMI-DETACHED HOMES:

- Pairs of semi-detached houses may be developed together to provide large developments of flats, maisonettes or terraces. These should provide up to 4 storeys of accommodation, one of which is accommodated in the roof.
- Where possible, proposals may seek to amalgamate 4 or 6 houses (i.e. 2 or 3 pairs of semi-detached houses) in a row to create larger developments which respond to topography. Applicants should refer to the guidance for building across boundaries where this is proposed (Refer to Section 2.15 for guidance).
- Semi-detached houses with large gardens may provide opportunities for rear garden development, particularly where neighbouring properties have similar potential. In these circumstances, the proposed development should be designed to ensure future access can be accommodated from the access route to the first rear garden development.

AREAS OF DETACHED HOMES ON RELATIVELY LARGE PLOTS:

- Redevelopment of 2 storey detached properties into small blocks of apartments may be acceptable. These developments should typically be 4 storeys in height. There may be some scope for additional accommodation in the roof space.
- Rear gardens may be subdivided to create new

houses of no more than 2 storeys tall.

AREAS OF LARGE HOMES ON RELATIVELY SMALL PLOTS:

- Development may seek to amalgamate small plots to establish larger development sites. Larger sites may accommodate blocks of flats or townhouses of up to 4 storeys in height where facing the street.
- Only those with the largest gardens may present the opportunity to be subdivided to provide new homes.

TERRACED HOUSES AND COTTAGES & COMPACT HOUSES ON RELATIVELY SMALL PLOTS:

- Standalone houses may present some opportunity for redevelopment into dwellings of up to 3 – 4 storeys tall, depending on the context and impact on the street scene.
- Where suitable access to the rear of a property exists, there may be some opportunity to provide new development within rear gardens (including garages). These should be single storey height with additional accommodation in the roof.

SUBURBAN SHOPPING AREAS:

- Suburban shopping areas should maximise opportunities to create vibrant, neighbourhood centres with active frontages.
- The retail provision must be retained or re-provided.
- Where shops are not part of a unified parade or they are in a parade that is single storey, there may be opportunities for redevelopment up to a

height of 3 storeys. These should be of a scale that brings definition to the public realm and responds to the context of any of the older or established shopping parades.

- Where existing parades of 2 or more storeys exist, these should be retained or reprovided. Where possible, spaces above shops may be converted into residential units⁴⁵, where it does not compromise the functionality of the shopping parade or centre. It may be more beneficial for parades to be redeveloped to a greater height to provide additional accommodation above. This should range between 4-6 storeys depending on the setting.
- Back land to the rear of existing shops may present the opportunity for redevelopment into housing. These may be mews style houses of up to 3 storeys, dependent on the setting and resulting impacts on neighbouring amenity and the streetscene.

INSTITUTIONS WITH ASSOCIATED GROUNDS⁴⁶:

- Larger sites provide opportunities to revise infrastructure provisions to create new mixed-use development potential and increase density.
- Where existing spaces allow, there may be opportunity for infill development.

⁴⁵ Conversions from retail to residential must meet the requirements of the relevant policies of the Croydon Local Plan 2018.

⁴⁶ Where in accordance with Policy SP5 Community Facilities of the Croydon Local Plan 2018.



Figure 3.18a: Wickham Road.

