

Transformation Areas

12. The Brighton Main Line and East Croydon Transformation Corridor

Transforming East Croydon Station and corridor through the Brighton Main Line Upgrade Programme

Where we are now

12.1 The key issues that the borough faces in terms of the East Croydon Station and corridor through the Brighton Main Line Upgrade Programme are as follows;

- Prior to the COVID-19 Pandemic more than 300,000 passengers and 1,700 trains pass through the Croydon area each weekday, making it the busiest part of the country's rail network.
- The complex railway through the area means the Croydon bottleneck is widely considered to be one of the most operationally challenging railway junctions in the UK, regularly causing delays on the Brighton Main Line, its branches and the wider network.
- Until the outbreak of COVID-19 passenger numbers at stations in Croydon had been rising, from 42.4m in 2010/11 to 52.9m in 2018/19.
- Overall there are now twice as many journeys made to or from stations in Croydon compared to 2000-2001.
- East Croydon station is the 17th busiest station in the UK in terms of passenger numbers.
- Govia Thameslink (and its predecessors), the principal operator of passenger trains through East and West Croydon stations saw a 41% increase in passenger numbers from April 2011 to December 2019.
- The London Plan 2021 states the importance of the Brighton Main Line by referencing the project in the title of Croydon's Opportunity Area and identified in the Plan as a Strategic Infrastructure Priority.

Vision - Croydon Area Remodelling Scheme (CARS)

The step-change transport improvements that could be brought about through the Croydon Area Remodelling Scheme (CARS) as part of the Brighton Main Line Upgrade Programme, should it be funded, could be a once in a generation opportunity for Croydon, London and the wider South East. They would establish the East Croydon station area as a destination and transport hub of regional connectivity, and a civic place of exemplar design quality and sustainability, one that can service a diverse and growing population (residents, visitors and workers) for generations to come. This would be facilitated by significant and sensitive infrastructure delivery at Selhurst Triangle to address rail operations constraints and enable metroisation of the borough's suburban rail network.

The transformation brought about by the Croydon Area Remodelling Scheme would bring significant opportunities for Croydon's residents, its existing and future communities, businesses, visitors, developers and investors. This would be achieved through co-ordinated development planning, attracting substantial inward investment, a high quality and inclusive station, Station Square and wider public realm which enhances East Croydon's heritage and character, an integrated and intuitive transport interchange and significant new green infrastructure to enhance the borough's Green Grid. It would encompass substantial enhancement in the rail infrastructure and surrounding environment at East Croydon, Selhurst Triangle and Windmill Bridge. It would strengthen, celebrate and enhance Croydon's unique heritage – physical, social and cultural, whilst improving the amenity of the town centre and wider catchment. It would significantly improve one of London's key stations through a high quality and intuitive transport interchange at East Croydon and investment in an exemplary public realm will deliver a more attractive, destination experience that connects into the wider Opportunity Area and complement the core functions of these locations. The Croydon Area Remodelling Scheme would be an exemplar of sustainability, enhance and promote health and wellbeing for passengers, residents and visitors and integrate and encourage active travel.

The further development of CARS has been affected by issues such as the significant uncertainty about future passenger behaviour and demand following the COVID-19 pandemic and funding constraints following the Government's 2020 spending review.

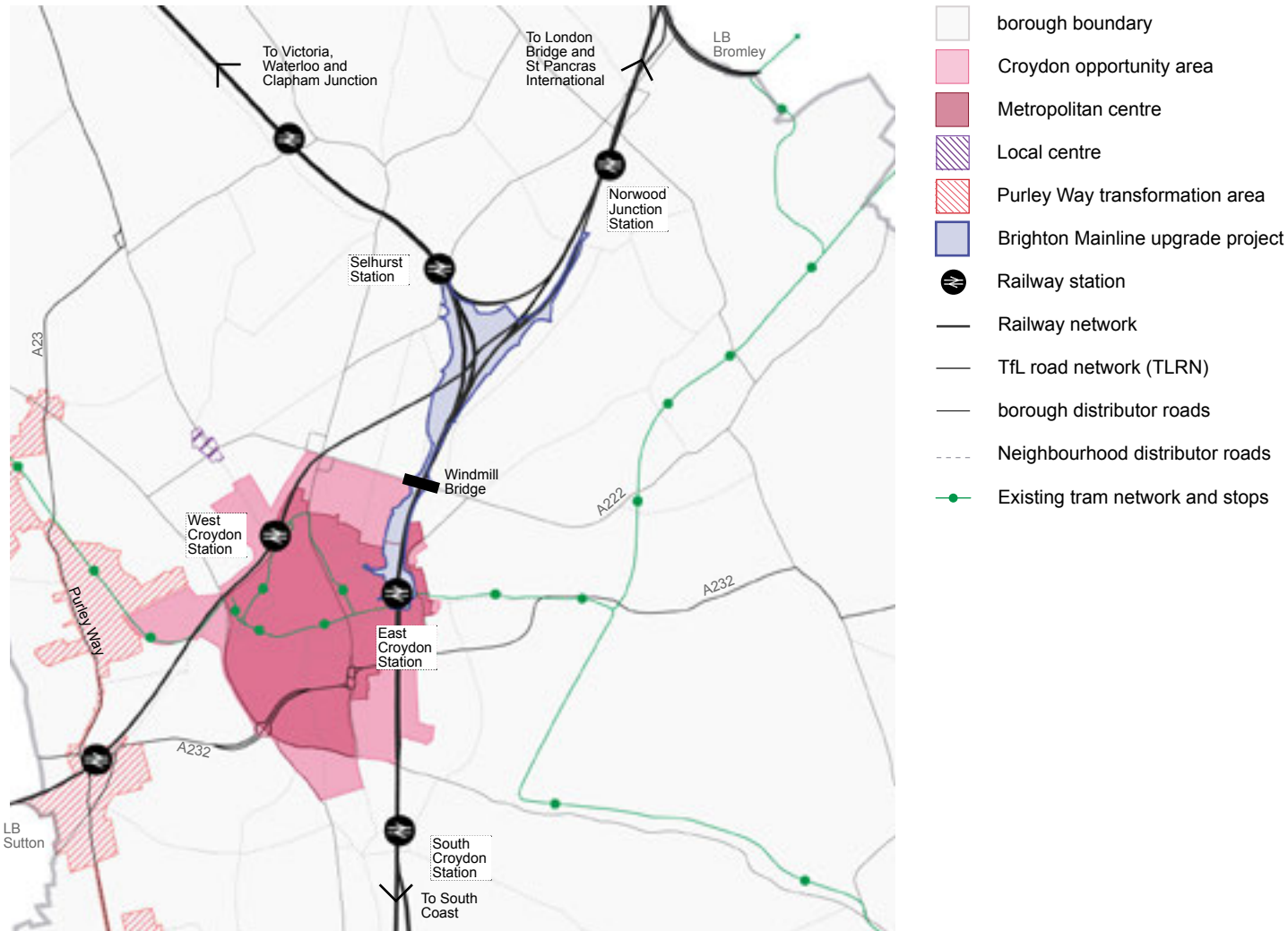
Given the significant investment required to deliver this scheme, Network Rail will now need to take the time to consider how the pandemic may affect passenger behaviour and travel patterns in the future, and how any such changes should be reflected in infrastructure investments such as this.

At this time, it is not known when CARS may proceed. However, it is appropriate to set the planning framework for the Brighton Main Line and East Corridor Transformation Corridor to provide development plan clarity given the uncertainties outlined.

Network Rail recognises the significant positive changes that CARS could bring to a heavily used and constrained route and will continue to develop the case for CARS in a way that responds to the wider uncertainties. This will help build a stronger business case and ultimately improve the chances of securing a positive decision and move the project to the next stage of the Government's investment pipeline.

The following detailed sections of this chapter are reflective of Network Rail's existing scheme designs and seek to support delivery of CARS. However, given the current uncertainty over the final scheme and the constrained funding environment, in the future the chapter may need to be, as appropriate, applied to a future scheme. It could be supplementary guidance might be required to respond to a future scheme.

Figure 12.1 East Croydon Transformation Corridor (Indicative Figure)



- borough boundary
- Croydon opportunity area
- Metropolitan centre
- Local centre
- Purley Way transformation area
- Brighton Mainline upgrade project
- Railway station
- Railway network
- TfL road network (TLRN)
- borough distributor roads
- Neighbourhood distributor roads
- Existing tram network and stops

Where we want to be

Strategic Objective 1:

Establish Croydon as the premier business location in South London and the Gatwick Diamond.

Strategic Objective 2:

Foster an environment where both existing, and new, innovative, cultural and creative enterprises can prosper.

Strategic Objective 4:

Reduce social, economic and environmental deprivation, particularly where it is spatially concentrated, by taking priority measures to reduce unemployment, improve skills and education and renew housing, community and environmental conditions.

Strategic Objective 7:

Conserve, enhance and create spaces and buildings that foster safe, healthy and cohesive communities.

Strategic Objective 8:

Improve accessibility, connectivity, sustainability and ease of movement to, from and within the borough.

Why this area will be transformed

12.2 The opportunity to create a vibrant and exemplary front door to the town centre will bring significant opportunities for Croydon's existing and future communities, businesses, visitors, developers and investors. It represents the key physical piece of infrastructure which will bring people to the business heart of the borough including the transformed destination of the North End Quarter.

12.3 Prior to the COVID-19 pandemic more than 300,000 passengers and 1,700 trains typically pass through the Croydon area each weekday, making it the busiest part of the country's rail network. The complexity of the track layouts and railway junctions directly to the north of East Croydon Station mean that Network Rail consider it to be one of the most operationally challenging railway junctions in the UK.

12.4 East Croydon station and the immediate surrounding area has been a focus for development since the East Croydon Masterplan of 2011, the principles and objectives of which remain valid. This has seen notable developments reach consent, commencement and completion adjacent to East Croydon Station. The allocations and policies of this plan for the sites adjacent to the Brighton Main Line will continue to facilitate these growth and development opportunities. The area also remains Croydon's core office location and the office retention area remains part of the development plan. East Croydon, for many, is the gateway for those that live, work and visit the borough.

12.5 Alongside the rail infrastructure CARS presents an opportunity to strengthen biodiversity along the corridor, particularly through the new public realm and a station square, enhancing the Croydon Green Grid.

12.6 The final form of the station square, particularly whether the station square includes a void or not, should be determined prior to submission of the Transport and Works Act Order application after a joint Council / Network Rail assessment of the options. A robust assessment process means that reasonable options have been considered using agreed evaluation criteria to select the preferred option. The policies of this plan relating to the station square and public realm are to be applied to the station square whether a void exists or not.

What is the Croydon Area Remodelling Scheme?

12.7 The Croydon Area Remodelling Scheme (CARS) encompasses the range of interventions that are being taken forward by Network Rail, sponsored by the Department for Transport, to address the current issues in this area. CARS forms part of Network Rail's extensive Brighton Main Line Upgrade Programme providing significant capacity and reliability improvements to this important railway corridor.

12.8 The benefits of CARS go beyond technical improvements to the tracks, stations and operational arrangements. From the passenger experience and for the people of Croydon this promises to be an exciting and refreshing improvement to a busy place which many residents pass through regularly. It is also a major gateway to the borough and is many people's first experience of Croydon as a place. Once CARS is completed anyone travelling to, through or from East Croydon station will have a better experience through technical improvements that make their journey more reliable and physical improvements to the station's architecture, facilities and surroundings.

12.9 The full transformation of East Croydon station, including relocating the main station building approximately 150m to the north of its current location, an increase in the number of platforms from 6 to 8, and the creation of a new station square are integral components of CARS.

12.10 Network Rail will seek approval for the CARS main interventions through the Transport and Works Act Order process. This includes approval for the infrastructure, deemed planning permission for the elements requiring planning consent and land acquisition powers for the physical and construction land requirement. As a consequence, this chapter of the Local Plan will be the council's development plan position to the Transport and Works Act Order process, particularly any Public Inquiry. At the Public Inquiry the Local Plan will be material to the consideration and determination of Network Rail's proposals. Network Rail will also be engaging their permitted development rights to support delivery of CARS.

How we are going to get there

Policy BML SP1: Transforming East Croydon Station and corridor through the Brighton Main Line Upgrade Programme

BML SP1.1 The Brighton Main Line and East Croydon Transformation Corridor will provide a high quality station and transport interchange enabling the increased use of public transport to, from and through East Croydon station, and via Windmill Junction and the Selhurst Triangle. To ensure this development proposals in the Brighton Main Line and East Croydon Transformation Corridor area will be expected to:

- a. Enable the delivery of the Brighton Main Line Upgrade Project;
- b. Provide for efficient and effective transport interchange which facilitates transfers between different modes of transport;
- c. Include innovative measures to improve passenger transfer and integrate digital and smart city infrastructure;
- d. Enable the ongoing effectiveness of the existing transport network during the Brighton Main Line Upgrade delivery;
- e. Outside of the remit of the TWAO, but within the Brighton Main Line and East Croydon Transformation Corridor area, deliver a mix of uses which contribute to the development of the borough as a significant commercial centre alongside associated services and facilities and residential development.

BML SP1.2 To deliver an effective transport hub integrating all modes of transport the redevelopment must:

- a. Provide for an effective accessible, inclusive and legible network integrating all modes of transport focussed on East Croydon Station;
- b. Establish new or integrated connections to the wider transport network through the borough and to the south east; and
- c. Connect and enhance the accessibility of to the Croydon Metropolitan centre including the retail core.

BML SP1.3 Enhancements to public transport facilities should incorporate:

- a. Significant improvements to East Croydon Station for rail and tram passengers;
- b. Improvements to the bus infrastructure and network to enable full integration with the new station location;
- c. Taxi and private hire provision that meets the needs of station users.

BML SP1.4 To deliver a high quality transport interchange in the new location, development will be required to manage the impacts of increased passenger numbers, the change in geographical location of the station and support growth and development in the Brighton Main Line and East Croydon Transformation Corridor area by:

- a. Providing for the effective onward distribution of passengers in an integrated format to all modes of transport;
- b. Providing new east-west connections across the station;
- c. Providing new, direct connections to the station from the east and west, together with direct, legible connections via George Street to the south.
- d. Providing a new public station square adjacent to George Street and the relocated station entrances.

BML SP1.5 Key measures to manage the impact of the new station and support growth and development in the area will include measures to promote walking and cycling, including new routes and facilities, enhanced signage and significant public realm improvements, in order to reduce pressure on the public transport network.

BML SP1.6 To reduce the impact of construction works associated with CARS and make provision for sustainable freight routes, phasing and modes which minimise the impact of freight and construction traffic.

BML SP1.7 Redevelopment in the Brighton Main Line and East Croydon Transformation Corridor Area will be phased to support its transformation to ensure that:

- a. The effective and efficient health and viability of local businesses is protected so that the local economy of Croydon continues alongside the transformation; and
- b. The phasing of development ensures that the strategic transport network is effective and operates in support of local business, Croydon's function as a strategic outer London centre

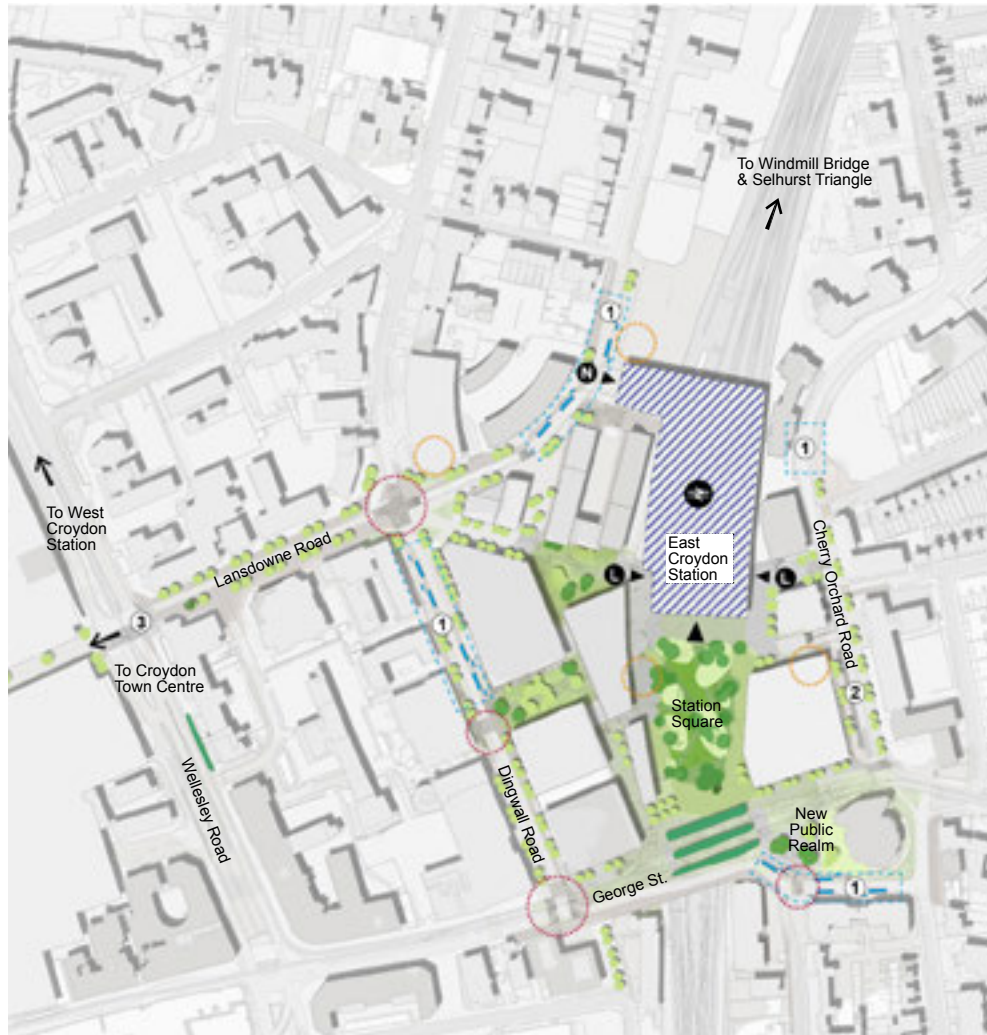
The allocations that fall directly under consideration of East Croydon Chapter are as follows:

Table 12.1 Proposals for uses of land of specific sites in the transformation area

Local Plan Allocation No.	Local Plan Allocation Address
138	Land adjacent to East Croydon Station and land at Cherry Orchard Road, Cherry Orchard Gardens
172	North site, Ruskin Square
175	Stephenson House, Cherry Orchard Road and Knolly House, Addiscombe Road
50	44-60 Cherry Orchard Road
200	Multi-storey car park, Lansdowne Road
199	20 - 22 Lansdowne Road
45	East Croydon Station
37	45 Lansdowne Road
21	Former Royal Mail site, 1-5 Addiscombe Road

What indicatively it could look like

Figure 12.2: Indicative London borough of Croydon Strategic Regeneration Framework (2020) East Croydon station and the new station square



- Built environment
- Railways
- Proposed East Croydon railway station
- Indicative location of proposed station building
- Access to station square level
- Northern station entrance
- Expanded tram platforms
- Indicative layout/location of bus interchange facilities
- Indicative layout/location of taxi facilities
- Indicative layout/location of cycle facilities
- Upgraded pedestrian/cycle crossing facilities
- Upgraded Wellesley road junction

Why we have taken this approach

12.11 The station building, station square, rail systems, highways, bridges and construction planning associated with CARS will form part of a Transport and Works Act Order (TWAO) application to secure the parliamentary powers required for the scheme's development.

12.12 It will encompass substantial enhancement in the rail infrastructure and surrounding environment at East Croydon, Selhurst Triangle, Windmill Bridge and all other works within the TWAO boundary. CARS will build on strengthen, celebrate and enhance Croydon's unique heritage – physical, social and cultural, whilst improving the amenity of the town centre and wider catchment. It will significantly improve one of London's key stations through a high quality and user centred transport interchange at East Croydon and investment in a high-quality public realm will deliver a more attractive, destination experience that connects into the wider Opportunity Area and complement the core functions of these locations. The CARS scheme will meet the highest possible standards of holistic sustainability and seek to enhance Croydon's Green Grid, walking a cycling connections and biodiversity.

12.13 Given the considerable change CARS brings to Croydon it is critical the council has a development plan framework for the project. This is to guide and influence the development management and Transport and Works Act Order process. Should the Brighton Main Line Upgrade Programme be delayed, the policies and allocations will still be engaged to determine proposals in the Brighton Main Line and East Croydon Transformation Corridor area, unless directly related to the CARS end state, such as the Station Building and Station Square.

12.14 Notwithstanding the anticipated change, the project also presents significant growth and development opportunities for the London borough of Croydon (LBC), which the Local Plan is looking to capture through the vision, policies and allocations of the Local Plan.

12.15 The ambition is to create a high quality station and transport interchange at East Croydon, which responds to its new geographical context, general development in the area and passenger growth. To achieve this the new station will be expected to be a high quality civic hub and transport interchange and have a spacious and inclusive design.

12.16 Central to the urban design objectives for a relocated East Croydon Station is the opportunity to realise a high quality transport interchange, enabling easy, intuitive and efficient transfer between modes of transport integrated within the local context and routes.

12.17 The character of the east Croydon area will evolve in the coming years. A busier town centre with more residents, people coming to Croydon for work and leisure, a future station and adjoining public realm will need to serve a multitude of new residents and continue to improve perceptions. The station re-location presents the opportunity to create a user centred transport environment that celebrates and enhances Croydon's diverse heritage, character and communities, integrates public facilities, social infrastructure and activities. 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 an exceptional public realm integrated with its surrounding street and open space network.

12.18 An overarching urban design ambition for East Croydon is to deliver an environment where pedestrians do not feel secondary or negatively impacted by their environment. This means re-prioritising space for people within the urban realm and ensuring that this space is attractive, safe and welcoming. This also means that facilitating sustainable modes of transport should be prioritised over private transport, with through-traffic on the streets around the station removed and rat-running deterred. Additionally, it means that where buildings and development/developments meet the public realm, care should be taken to improve the experience of being in the street.

12.19 A successful Brighton Main Line Upgrade Programme and development around the new East Croydon Station and station square will be of exemplary quality, well integrated in placemaking terms with the surrounding streets and contribute to sustainable transport and a transport interchange. To guide the project and development a Strategic Regeneration Framework has been prepared. The Framework expresses how the new East Croydon Station and associated public realm can best integrate and link with the wider Croydon Opportunity Area and Addiscombe through the street network.

12.20 An upgraded pedestrian environment around the station will include require the creation of a legible street network, wider footways, together with safe and conveniently located crossing facilities and new direct east-west walking and cycling routes across the rail corridor. New pedestrian and cycle routes should be facilitated by development/developments in the streets around the station.

12.21 As part of the Station Square proposals and the reconfiguration of bus stopping arrangements around the station, there is an opportunity to create a high quality Tram Station interchange at East Croydon.

12.22 To enable increased capacity within the wider Tram network, in order to meet the service level increases set out in the Mayor's Transport Strategy, an additional platform has been proposed at East Croydon Station. The removal of the existing Train Station building fronting George Street enables a fourth Tram platform to be located adjacent to existing platforms. This proposal will require further technical feasibility studies to ensure the bridge structure can support an additional platform and Trams. However, it is expected the TWAO submission will provide provision for this additional platform opportunity.

12.23 The provision of bus facilities, including a relocation of services to fully integrate the bus network with the new station, new bus stops, high quality passenger waiting facilities, along with standing and turning space for terminating services, will be required in order to meet increased future passenger demand and operational requirements. The design of the bus facilities needs careful consideration, in order to ensure that passengers benefit from safe, welcoming and direct interchange between modes, they enhance the public realm environment, and contribute positively to the image and attractiveness of East Croydon.

12.24 Options for bus stopping and standing will be subject to further testing through RailPlan with Transport for London ahead of the TWAO submission to determine the end state bus stopping and standing arrangements within the Croydon Area Remodelling Scheme area.

12.25 The new provision for buses should meet the requirements of bus passengers whilst also providing a permeable, safe and attractive environment for pedestrians and cyclists. The new bus network arrangements will be designed to be of similar scale to the surrounding street network, and to feel like a part of an attractive London streetscape.

12.26 Taxis play an important role at the station, being the first or final component of many journeys via East Croydon station. It is, therefore, important to make provision of taxis. At the same time taxis can have an impact on neighbouring areas through queuing and the often impenetrable public realm around taxi ranks. To mitigate these issues whilst still meeting the needs of users of East Croydon station consideration will be given to promoting alternative modes such as walking and cycling. Provision will ensure that ranking and pick up/drop off areas are carefully managed, making the most efficient use of space, enhancing the public realm and paying due regard to access arrangement for those within mobility issues. Opportunities will be explored for a larger feeder rank that could be located outside of the immediate station area, with use of apps/cameras to indicate available space at the pick-up location.

12.27 These proposals are subject to TWAO approval and scheme funding being secured from the Department of Transport. A key component of the TWAO application stage will be the full consideration by the Department for Transport of the Outline Business Case for the scheme.

12.28 The transformation provides a huge opportunity, but will cause significant disruption to existing residents, businesses and development proposals. This is needed to cement the boroughs position as an outer London strategic economic location to the benefit of Croydon, London and wider south east. Disruption caused by the transformation includes:

- a. Network Rail taking control of land that is not currently railway land in order to carry out the works – some land will need to be taken over permanently and other areas can be returned to non-rail use when the project is completed;
- b. Delaying the development of some existing Local Plan allocations, which will need to be implemented later than originally planned in order to allow the upgrade works to take place; and
- c. The loss of some commercial and industrial area.

12.29 Network Rail will be acquiring land to facilitate the physical delivery and construction of CARS. Post construction, the land that was required for construction will become available for development. Any proposals will be assessed on their merits against the development plan policies and development need in place at the time of pre application engagement and planning application determination. However, if the land to be acquired and made available post construction is currently either a Tier 1, 2 or 3 employment site as defined in policy Error! Reference source not found. this will be the land use designation at the point the land becomes available post CARS construction.

Key Supporting Documents

- East Croydon Strategic Regeneration Framework (2020)
- Croydon Opportunity Area Planning Framework (2013)
- East Croydon Masterplan (2011)
- Public Realm Design Guide (2019)

Detailed policies

Policy BML DM1: Station building and Square

BML DM1.1 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 and taxi that pass through. To enable this both the new station building and the square should:

- a. Integrate built in digital infrastructure in the design and as a means to enable passengers of all mobility capabilities to efficiently move around the different transport modes;
- b. Provide enhanced provision for cyclists and pedestrians in order to support an increase in the mode share of cycling and walking to and from East Croydon Station;
- c. Meet an Urban Greening Factor threshold of 0.3;
- d. Use the opportunity to create increased green infrastructure that is lacking in the area;
- e. Integrate significant biodiversity measures to achieve Biodiversity Net Gain; and
- f. Land uses proposals that are outside of the remit of the TWAO, but within the Station and Station Square area, should be commensurate to the function of the station and complement the core function of other areas within the Croydon Opportunity Area.

BML DM1.2 Development proposals for the new station building should:

- a. Be high quality place specific, with a strong identity fitting of being the borough's gateway and reflective of Croydon's unique heritage, local character and diverse communities and users;
- b. Frame views towards and enhance the setting of the NLA Tower as well as compliment other unique architectural assets in the area, existing and emerging;
- c. Respond to new geographical location by respecting sensitive boundaries with adjacent developments and respond to the emerging scale of the surrounding developments;
- d. Be clearly identifiable through its architectural forms, materials and details. In particular, all entrances should be clearly articulated and visible through their placement and design;
- e. Have a clear physical connection to George Street and its approaches to aide wayfinding and interchange with trams and buses;
- f. Be visually and physically permeable;
- g. Sensitively integrate security measures into the design of the station and associated public realm; and,
- h. Ensure arrangements for delivery & servicing are accommodated in off-street locations or away from the key streets and movement corridors where with minimal disruption to public realm.

BML DM1.3 As a consequence of the station building shifting north there is the opportunity to create a high quality public space between the new station site and George Street, acting as a catalyst and point of orientation for wider regeneration and development for the benefit of residents and visitors. A new Station Square and associated public realm should:

- a. Establish a new vibrant space and focal point for the east Croydon area enhancing its sense of place and identity;
- b. Frame and enhance the setting of the NLA Tower;
- c. Accommodate the demands of a diverse communities and users through being a welcoming, safe, accessible and inclusive environment for all including provision for the needs of young people, older residents and visitors and those with mobility challenges;
- d. Given the size and significance to Croydon should include integrated public art;
- e. Be integrated with the station building itself;
- f. Integrate active frontages facing onto the square from adjacent developments.
- g. Provide a programme of a variety of activation throughout the week which complement the daytime and evening economy uses within Croydon Town Centre.
- h. Create a micro-climate environment that allows for short and long stays.
- i. Outside of the remit of the TWA0, but with the Station and Station Square area, include a provision of non-rail ancillary land uses that are commensurate to the function of the station and complement the core function of other areas within the Croydon Opportunity Area.

BML DM1.4 A significant enhancement within the streets, public realm network and frontages around the new East Croydon station is vitally important to ensure the station integrates with the wider Opportunity Area and will greatly improve the quality of experience for all users, particularly pedestrians. These improvements should:

- a. Integrate significant green infrastructure increases;
- b. Widen footways at locations of high footfall to accommodate expected increase in footfall;
- c. Locate crossing points intuitively along anticipated desire lines;
- d. Development should actively address the street and contribute to a high quality arrival experience;
- e. Enhance the setting of heritage assets and their role as wayfinding markers within the street network; and
- f. Streamline street furniture to make sure key views and routes are not obstructed.

How the policy works

12.30 The station re-location presents the opportunity to create a high quality 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 encourage more people 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 high quality public realm integrated with its surrounding street and open space network.

12.31 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.

12.32 The station site should provide enhanced provision for cyclists in order to support an increase in the mode share of cycling to and from East Croydon Station. Cycle parking will be expected to integrate well with the new cycle routes and desire lines around the station, to help encourage cycling as a convenient way to travel to and from the station. All cycle parking would be expected to include a multiple of services to support the cyclist, including cycle parking, bike repair facilities, electric charging points and cycling information.

12.33 The station building will shift approximately 150 metres north along the rail tracks north and will be located north of George Street. It is necessary for way finding and to serve as a gateway to Croydon Town Centre for the building as seen from George Street and beyond to be able to have a clear physical presence.

12.34 There will be a secondary entrance onto Lansdowne Road (north of Caithness Walk) which will unlock the development potential in this area. The creation of a new station in a different location will enable the existing station to continue to function and eventually to be decommissioned without disruption to services. It should be a high quality, sustainable and place specific destination, with a strong identity which is contextual and celebrates central Croydon's unique heritage, local character, and diversity.

12.35 The Station and square will integrate with the surrounding public realm to create a civilised transport interchange uniting different forms of mobility and be focused on passengers through excellent connectivity and legible routes. The policies seek to ensure that the square is a new vibrant space and focal point for the east Croydon area enhancing its sense of place and identity and which compliments local community facilities. Through careful design using innovative new integrated technologies the space will serve to help passengers move smoothly and efficiently between trains, busses, trams and other sustainable forms of transport.

12.36 The station square would be created above the existing train lines on an elevated deck at the existing level of George Street and would be defined by 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 Ruskin Square proposed developments to the west.

12.37 The final form of the station square, particularly whether the station square includes a void or not, should be determined prior to submission of the Transport and Works Act Order application after a joint Council / Network Rail assessment of the options. A robust assessment process means that reasonable options have been considered using agreed evaluation criteria to select the preferred option. The policies of this plan relating to the station square and public realm are to be applied to the station square whether a void exists or not.

12.38 Station Square will cohesively integrate with the wider network of public spaces and walking and cycling routes both existing and proposed across the Opportunity Area, both existing and proposed, that would begin to set a new development context for East Croydon, re-prioritising pedestrians and cyclists and providing a spatial anchor for this part of Croydon.

12.39 In addition to being an area for passenger transport movements the square will act as a notable gateway to the metropolitan centre. It will provide an immediately recognisable signature view for passengers arriving in Croydon. However, recognising the large numbers of people living nearby it will need to function as a local meeting and recreation space. There should be generous green infrastructure as there is a lack of natural landscapes in the metropolitan centre. The square should meet the Urban Greening Factor threshold of 0.3.

12.40 The character of the area and sense of identity can be created in the square through integrated public art. To be most effective this should be collaboratively designed delivered with the community.

12.41 The station square should offer a rich variety of activity throughout the week providing amenity opportunities and social infrastructure for all diverse communities and users of the square. It is envisaged this will require activation strategies to be put in place, which address ongoing management and maintenance, varied programming, and interim use strategies to test.

Policy BML DM2: Other improvement Areas along the Brighton Main Line

The Selhurst Triangle

BML DM2.1 The Selhurst triangle rail improvements, whilst recognising that this is an engineering improvement, to ensure that impacts benefit and not to the detriment of neighbours must:

- a. Be led by a comprehensive design which through the layout, location and form of development addresses the impact on the surrounding community;
- b. The layout and landscaping should be used to complement and add biodiversity value to the Selhurst Triangle site of Nature Conservation Importance incorporating biodiversity corridors that the area to the wider Green Grid;

Windmill Bridge

BML DM2.2 The Windmill Bridge will be fully rebuilt at Lower Addiscombe Road and St James's Road to accommodate the increase in railway tracks from 5 to 8. The new bridge must incorporate:

- a. Sufficient width to accommodate walking and cycling
- b. Significant urban greening around the abutments and their surrounds;
- c. A high-quality, sustainable design that responds to local character, enhances the setting of the immediate area and provides a useful wayfinding function;
- d. Improved north-south pedestrian and cycle connections beneath the Bridge on the west side of the railway line; and
- e. Improvements and uplift in quality of playground provision at Little Road playground.

BML DM2.3 Prior to works on Windmill Bridge taking place a construction methodology must be agreed that ensures:

- a. Walking and cycling connections across the railway line in this location are generally retained during the construction phase;
- b. Any road closures to traffic are minimised via the use of innovative construction methods;
- c. Minimises and mitigates any adverse impacts on Little Road playground.

Loss of surrounding industrial and commercial area.

BML DM2.4 Land acquired under the Brighton Main Line Upgrade TWAO for construction and is currently (2021) either a Tier 1, 2 or 3 employment land, as defined in Policy SP3.2 Employment, will be considered this land use designation for the purposes of assessing any planning applications post CARS construction.

How the policy works

12.42 Beyond the improvements around East Croydon station there are other improvements which contribute to the improvement project. Some of these improvements are unseen engineering improvements that may be carried out as part of the permitted development enjoyed by the rail infrastructure providers. However, where the project leads to development covered by the local plan these policies seek to ensure that the project adds benefit to the residents and the environment.

The Selhurst Triangle

12.43 The Selhurst Triangle is the heart of the rail infrastructure requirements of the Brighton Main Line project where the core causes of the Croydon Bottleneck will be addressed in rail operation and infrastructure terms. Network Rail's current proposals outline a complex arrangement of rail infrastructure including rail realignment, grade separation and a series of under passes and flyovers. The Council acknowledge the infrastructure importance of the Selhurst Triangle. However, there are measures that can mitigate any impact where they take place outside the railway.

12.44 The policies seek to mitigate the impact of the infrastructure on surrounding properties, especially neighbouring residential areas, and is a key policy requirement.

12.45 Given part of the Selhurst Triangle is a Site of Nature Conservation Importance, the approach to the landscape has to be holistic to work alongside the necessary physical infrastructure. The Brighton Main Line Project presents a unique opportunity to produce an innovative and unique landscape intervention that works with the proposed structures to produce a unique natural and man-made urban intervention. A high quality landscape solution will contribute to an enhanced first impression to rail users arriving or passing through Croydon.

Windmill Bridge

12.46 The Windmill Bridge improvements should ensure that walking and cycling connections across the railway line in this location are retained when reasonable during the construction phase, and any road closures to traffic are minimised via the use of innovative construction methods.

Norwood Junction station

12.47 Norwood Junction Station is proposed to be improved but fall outside the TWAO boundary. They would provide significant track and internal station improvements which should lead to improved capacity and a better experience for passengers including Installation of two new footbridges and step-free access to all platforms.

12.48 These proposals for Norwood Junction currently fall outside of the TWAO process and are anticipated to require planning consent and/or delivery via permitted development rights conferred by Schedule 2 of the General Permitted Development Order. These proposals will be considered against wider development plan policy

13. Transformation Area - The North End Quarter

Introduction

The North End Quarter includes the land bound by Wellesley Road, George Street, Frith Street, Tamworth Road and Poplar Walk, and it includes North End running along its central spine and the largest retail centre in the borough (see Figure 13.1. Site Plan).

It sits within the Croydon Opportunity Area and is surrounded by five town centre masterplan areas including the adjacent Old Town masterplan, West Croydon masterplan, Mid Croydon masterplan, Fairfield masterplan and East Croydon masterplan. Part of it also sits within the Central Croydon Conservation Area and has an array of listed and locally listed buildings.

Transforming the North End Quarter

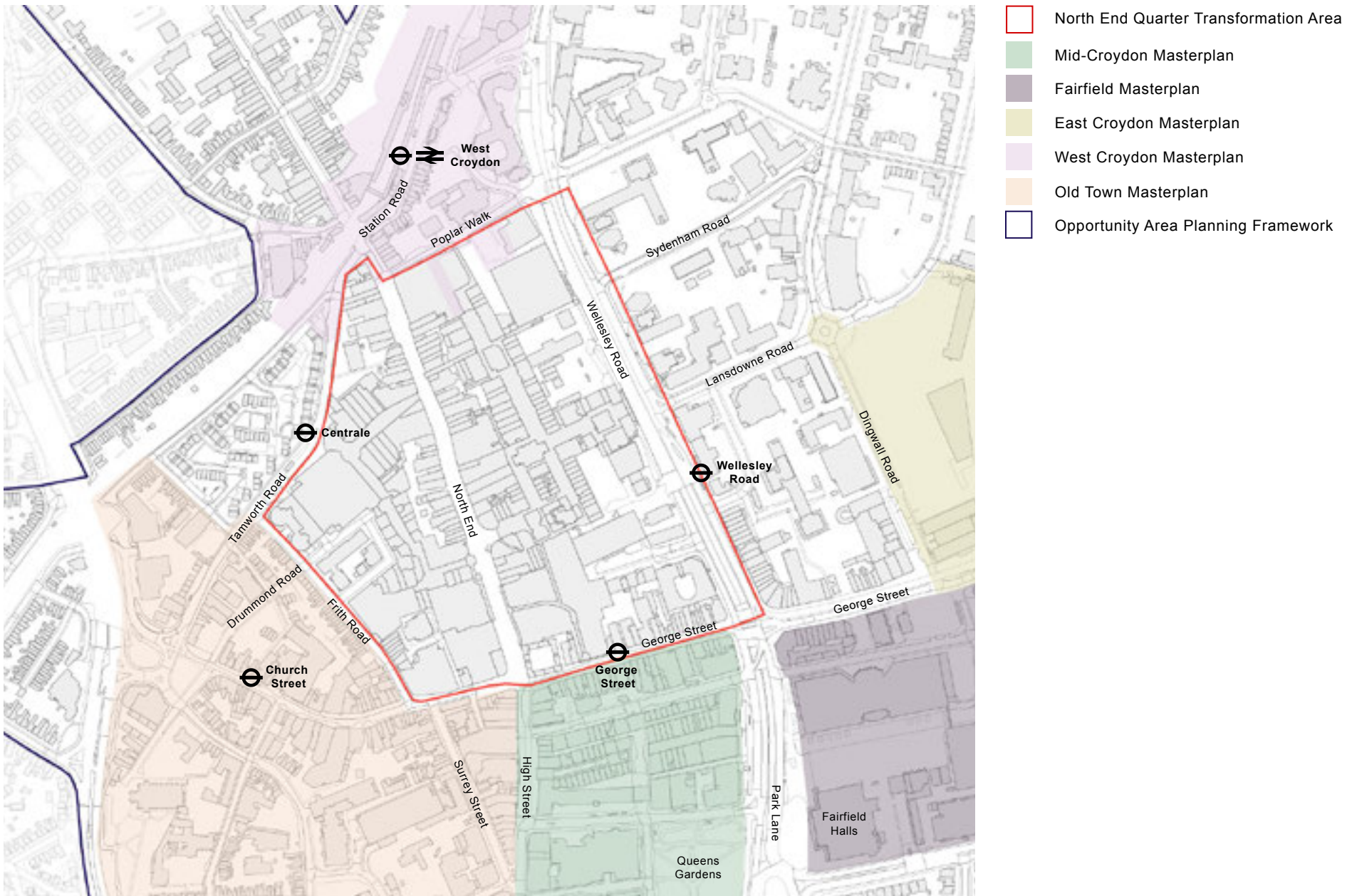
Where we are now

13.1 The key issues that the borough faces in terms of the North End Quarter are as follows;

- Croydon Town Centre, and the North End Quarter in particular (see Figure 5.1 site plan), has an ambitious development and vibrant retail history. It rose fast and successfully in a period of post war boom and 550,000m² of commercial floor space was built between 1963 and 1973. The Whitgift Centre opened in this period. It was originally based around a network of streets and public spaces, and became one of the most well-known attractions of Croydon town centre. This shopping focussed area, like many others, has been undergoing a period of decline over recent decades.
- Altogether Croydon town centre has more retail floor space than any other Metropolitan Centre in London, with 30,000m² more floor space than Stratford. However it also has the highest vacancy rate among London's Metropolitan Centres (at 27%). And whilst Croydon town centre has the 5th highest rate of spending on comparison goods amongst Metropolitan Centres in London, when this is converted to how much is spent per square metre of floor space, Croydon falls to the lowest rate of spend in London.
- Neighbouring competition from other outer London retail centres along with Bluewater and Lakeside in the 1990's, led to a period of sustained challenges for this previously thriving centre. Investment has previously been proposed by large scale redevelopment proposals which have not been realised and in the meantime a number of its department stores have now closed and the quality of the public realm has declined. These challenges have continued to the present day.

- The once iconic department store in distinctive buildings of Grants and Allders are now gone.
- The other major shopping centre in central Croydon is Centrale on the western side of North End, which opened in 2004. Although relatively modern in its quality of offer, the draw of Croydon shopping is no longer strong enough and even this centre is now challenged like many centres.
- Developers continue to be interested in taking on the challenge of the redevelopment evidenced by planning permission being granted three times over recent decades for new shopping centres in the town centre (including the associated Compulsory Purchase Orders being approved) but no permission has been implemented.
- Whilst High Streets have declined greatly over the past 20 years, with the increase in online shopping and changing trends in the retail industry; COVID-19 has accelerated these pre-existing challenges. Today, primary retail zone (Zone A) rents are now half of what they were in 2018 and in Croydon they are still declining.
- Today North End remains Croydon's principal shopping street. However, much of the retail offer – including the types of businesses and quality of space - is tired and does not live up to its potential or have the ability to respond to future trends and demand. It offers neither occupiers nor shoppers the type of quality retail experience or accommodation that is required or expected. Further, there has been a reliance on retail as the primary town centre land use, but this is no longer sustainable or resilient.
- Alongside the post war boom as a retail centre, Croydon was also a planned 'out of centre' area for offices including some large organisational headquarters that moved from central London. Between 1963 and 1973, 20% of offices and 30% of jobs moved out of Central London to Croydon. Until recently, Croydon was experiencing 30 years of continued decline as a location for offices, however recently the demand for new offices has begun to increase again and there is a need for follow on space for SMEs. Some of this can be well integrated in the North End Quarter.
- North End and George Street retain many 19th century buildings reflecting Croydon's past commercial prosperity. Several frontages are of high quality and protected as part of Central Croydon Conservation Area.
- A number are also listed and locally listed with significant heritage value such as the Grade I listed Whitgift Almshouses (over 400 years old) and the Grade II listed Electric House. The relationship between the Victorian shopping streets and post-war modernist development is important to its character and development/developments will need to build on and enhance this.
- The issues that the North End Quarter faces need to be addressed, and an updated overarching spatial planning strategy and guidance is required for the area – one that is sustainable, flexible and responds to the local context of Croydon as well as broader consumer trends. This will ensure the North End Quarter is a vibrant and resilient metropolitan centre for those who live, work and visit Croydon. This transformation chapter sets out an overarching framework for how it should be shaped to address the challenges it faces and to ensure its vitality for years to come.

Figure 13.1 North End Quarter Transformation Area Boundary (with surrounding masterplan areas + OAPF boundary)



Vision for the North End Quarter

- The North End Quarter will be a sustainable, resilient and safe 24 hour destination for all. It will revive central Croydon's bold and visionary heritage with innovation, social value and wellbeing at its heart. It will be a vibrant biodiverse, high quality neighbourhood that complements and supports the surrounding masterplan areas in the town centre, and includes retail as a balanced part of a more diverse mix of uses that safeguard its future vitality and viability.
- The North End Quarter will build on its history as an education, commercial and social hub, to be an attractive visitor destination with a vibrant public and cultural offer alongside retail. The anticipated growth will be sustainable, design led and guided by good growth principles. It will be an inclusive destination for all, including an exemplary physical network of streets, public spaces and facilities that improves connectivity, celebrates its heritage and a unique local character with a strong green infrastructure that connects to the wider green and blue grid, digital infrastructure and sustainable transport embedded throughout. This will attract new audiences with diverse new activities and uses.
- The area will support lifelong learning and celebrate local knowledge, services and production. It will provide opportunities and infrastructure for all local communities and include a minimum of 600 new homes and many new residents. Given the expanded area, it is expected to accommodate a greater number of homes than previously envisaged and enable a thriving neighbourhood.
- Complemented by the other transformation areas of Purley Way and Brighton Main Line Corridor and East Croydon Transformation Corridor, North End Quarter will be a highly productive area that helps tackle climate change, improves public health and wellbeing, celebrates diversity and fosters social and community cohesion through all stages and parts of its development. It will continue to be an integral part of the metropolitan centre for the borough and an area for public and social life, retail, office/workspace, arts and creative industries (including a diverse evening/night-time economy), leisure and sports, entertainment, learning and innovation activity alongside residential. It will also be a strategic commercial centre in South London.
- The North End Quarter will function as a cultural, social, economic and ecological connector for all that live, work and visit the borough.

Where we want to be

Strategic Objective 1:

Establish Croydon as the premier business location in South London and the Gatwick Diamond.

Strategic Objective 2:

Foster an environment where both existing, and new, innovative, cultural and creative enterprises can prosper.

Strategic Objective 3:

Provide a choice of housing for people at all stages of life.

Strategic Objective 4:

Reduce social, economic and environmental deprivation, particularly where it is spatially concentrated, by taking priority measures to reduce unemployment, improve skills and education and renew housing, community and environmental conditions.

Strategic Objective 5:

Ensure that high quality development/developments both integrates, respects and enhances the borough's natural environment and built heritage.

Strategic Objective 6:

Provide and promote well designed emergency services, community, education, health and leisure facilities to meet the aspirations and needs of a diverse community.

Strategic Objective 7:

Conserve, enhance and create spaces and buildings that foster safe, healthy and cohesive communities.

Strategic Objective 8:

Improve accessibility, connectivity, sustainability and ease of movement to, from and within the borough.

Strategic Objective 9:

Ensure the responsible use of land and natural resources and management of waste to mitigate and adapt to climate change.

Why this area will be transformed

13.2 The heart of Croydon's town centre was most recently developed in the 1960s when urban theory favoured the segregation of different uses and this has resulted in the provision of an area contains predominantly to retail uses. This is still mirrored on both sides of North End.

13.3 The pedestrianised North End has the appearance of a traditional high street occupied with a value offer and retail chains whilst the two large shopping centres are composed of mainly comparison retail with significant voids, particularly at the upper floors. The town's department stores have been affected by changing trends in the last two decades and of the three, now only one remains open. The effects of the Covid-19 pandemic have accelerated and exacerbated these challenges. There is very little in the way of other uses or social infrastructure in the North End area, with most of these activities taking place to the south of the retail core. The Quarter also lacks quality open and green public space and suffers from poor connectivity and permeability. This segregation of uses, whilst typical of many town centres in the UK, has not aided their future resilience.

13.4 Town centres are increasingly becoming places where people live as well as work, shop, visit and socialise. The Croydon Opportunity Area will accommodate approximately one third of new homes needed by 2039. Surveys have shown that access to public transport and being close to where you work, cafes and restaurants, local services, leisure, public space and cultural facilities are more important to those who choose to live in town centres than being close to shops. There is a projected rise in need for '15 minute', 24 hour and circular economies as well as green infrastructure. Furthermore, those town centres that have invested in attracting a balanced diversity of uses, residents and high skilled jobs have been more resilient over the last ten years through the changing retail market. The diversification of the North End Quarter with a mix of residential, retail, knowledge & innovation, arts & culture, food & drink, leisure & entertainment, offices and homes alongside high quality streets and public spaces and community and social infrastructure will enable it to develop with resilience over the lifetime of this Local Plan. This change will generate greater levels of foot fall and spending power, supporting the town centre economy. The redevelopment of the area with a new mix of uses that compliments a renewed retail offer along with public open space will encourage multi-purpose trips, in the heart of the town centre.

13.5 With the proportion of retailing conducted online likely to continue to increase, Croydon's town centre will need to provide a unique experience and a more diverse offer if it is to maintain its position as a major destination and centre in south London. Creative, cultural, evening and night time uses, and spaces for making and production to facilitate a circular ecosystem will be needed to achieve a sustainable 'destination.'

13.6 Bricks and mortar retail, will still remain an important component. Towns and cities grew up around the activities of ‘exchange’, with a shop’s physical presence being an important attractor for consumers, but their role is changing. On average, retailers record a 12% increase in online sales in the catchment area after opening a store. Shops will become less about in store sales and more about building their brand and connecting with their customers; a focus on experience, a curated offer and service rather than actually buying a product. This, in turn, will drive demand for higher quality, and in some cases, larger, shop units, as well as the need for higher quality public realm with green spaces in Croydon’s town centre. This will create a much more pleasant environment in which to shop, a generous and attractive destination to socialise and enhance the area to support its economy while having environmental benefits. A more diverse mix of uses and infrastructure will also be needed to support a growing residential community in the town centre.

13.7 Croydon’s history of innovation will be a useful starting point to promote local businesses, and take advantage of and support the creativity of the borough. Transformation will not be effective if it is not uniquely Croydon grounded in Croydon’s heritage. Any future development, whether short, medium or long term, must build on and celebrate the unique heritage and character of the area, meaningfully benefitting the borough’s diverse communities and needs. Furthermore, transformation will need to be sustainable, and be neighbourhood based; with the town centre’s role for public good at its core. Rich biodiverse and productive landscapes with green, blue and social infrastructure that replace the dominance of cars will be the new draw for this part of the town centre. This in turn will lead to an attractive destination and drive up footfall.

13.8 The urban form of Croydon town centre, and in particular the Whitgift Centre, has poor permeability and accessibility issues. East to west routes across the heart of the town centre and through the North End Quarter are limited, poor quality and difficult to navigate during the day. At night it is impossible to travel east to west through the shopping centres, and North End becomes one, long north to south canyon across the town centre. Wellesley Road, a dual carriageway with tram lines and with no surface crossing points for pedestrians. Redevelopment will need to ensure that the existing significant barriers for pedestrians are removed. It should be possible to easily and safely travel north to south and east to west 24 hours a day in the future. The poor relationship that the shopping centres have with the surrounding townscape, with the inactive back entrance to the Whitgift Centre, servicing for redundant office space, and entrances to the centre’s car parks will be improved. Wellesley Road will need to function as more than just as a car dominated route cutting through the metropolitan heart of the borough.

13.9 The significant heritage value of the area in particular within the Central Croydon Conservation Area, the corner of North End and George Street with the Grade I listed Whitgift Almshouses and a number of other listed and locally listed buildings lie in the area will be inform development proposals that will need to enhance their settings. The current refurbishment of the Grade II listed Electric House to house an educational use is a welcome step forward in improving the townscape and providing an exciting reuse that will attract new footfall to the area. Future development will use the area’s rich heritage and evolving surrounding townscape as a positive foundation to build on and further enhance its special history and character, while improving the setting of these heritage assets with high quality public realm.

13.10 Post war development was predicated on car use and has been a root cause of the poor pedestrian connectivity, accessibility and inclusivity in the public realm and built environment. Surrounding recent town centre masterplans have set out objectives and guidelines to transform and improve connectivity in the wider town centre and these principles will also be placed at the heart of the revival of the North End Quarter.

13.11 This transformation of the North End Quarter will need to be different to what has taken place before, and been attempted so far this century. Previous approaches and proposals have not worked due to factors including the dominance of retail, and not being built on the positive assets and heritage of the area. Future development will likely be phased over time, part of a flexible yet coordinated spatial framework, and involve the re-use of existing spaces and buildings as well as the construction of new relatively denser and more robust development, which can be reused and adapted over time.

13.12 It will be a diverse and resilient central neighbourhood with the area providing for a mix of commercial and community uses and a new residential community. This will include affordable commercial and community spaces that help celebrate and showcase local organisations, support Croydon's diverse communities that help create the rich and distinctive character in the adjacent Old Town and West Croydon areas.

How we are going to get there

Policy NEQ SP1: Transforming the North End Quarter

NEQ SP1.1 The North End Quarter forming part of the Croydon Metropolitan Centre and Croydon Opportunity Area, will be an important public destination in the borough, with a productive and diverse range of uses within a green and sustainable framework, where revitalisation and development will include a resilient and diverse mix of uses, including a renewed retail offer alongside a new residential community and supported by a programme of infrastructure investment maintaining its status as the commercial heart of the borough. Development proposals will be expected to reflect and be delivered through a collection of strategic principles for change:

- a. The North End street frontage between George Street and Poplar Walk will serve as the main retail and commercial frontage for the town centre;
- b. Sustainable development which is adaptable and future-proofed including provision of retail spaces according to identified and evidenced need, where evidence responds to emerging consumer behaviour trends, environmental benefits, hyper-local and circular economy principles;
- c. Provide a diverse and balanced mix of uses alongside renewed retail, new homes, local services and social infrastructure. This can include offices and workspaces, arts and creative industries, a diverse evening/night-time economy, leisure, sports and play, entertainment, learning and innovation activity, and promote new forms of innovative ventures that provide public benefit and support local organisations. Retail is to be focused along North End with the wider Quarter including a balanced and complementary mix of uses;
- d. An integrated Northern area that supports and complements West Croydon becoming a civilised and rationalised transport interchange and celebrating diverse local businesses and convenience shops of London Road;
- e. Wellesley Road will become more welcoming approach to the North End Quarter with enhanced public realm, green infrastructure and become a healthy street;
- f. A green network - an inclusive quarter for public life stitched together through a generous high quality accessible public realm, a strong green grid and new network of streets and public spaces; it will improve permeability, connectivity and include a central anchor space and a series of pocket parks throughout;
- g. Our heritage will be revealed, conserved and enhanced alongside complementary and respectful development/developments. Developments should seek to celebrate and enhance the area's distinct existing local character and heritage. They will be expected to have regard to historical assets alongside surrounding public realm improvements to elevate their setting and provide complementary new adjacent developments;

NEQ SP1.2 The Council will work with landowners and stakeholders to bring forward and facilitate a spatial framework and guidance that further enables the execution of core principles and objectives set out in this chapter. To ensure redevelopment within the Quarter is coordinated, sustainable and resilient to changing trends, redevelopments will be expected to:

- a. Demonstrate how they contribute towards achieving a joined up spatial vision that builds on the overarching principles of this chapter
- b. Where possible, bring forward public realm improvements, to improve activity, perception, footfall and begin reviving the Quarter;
- c. Demonstrate that they contribute toward the creation of an accessible, inclusive and legible network of high quality streets and public spaces (including a new anchor public space, pocket parks, squares and roof gardens) across the Quarter, which shall include safe 24 hour public spaces, new 24 hour east-west and north-south routes to improve permeability and connectivity including a key east – west route connecting Wellesley Road to North End and beyond;
- d. Contribute to a balanced mix of town centre uses including residential, commercial, and community uses including affordable commercial and community spaces alongside wider social infrastructure.
- e. Proposals for higher education uses (along with identified necessary supporting facilities) within the North End Quarter will be supported where they are of high quality sustainable design and complement surrounding uses and institutions;
- f. Support the creation of a residential community with a minimum of 600 new homes, including a mix of tenures and types of housing. There is an expectation that where robustly justified, a greater number of homes will be accommodated across the Quarter;
- g. Make the best use of land through a sustainable design led approach that optimises site capacity and promotes appropriate density, sustainable development that benefits from proximity to jobs, services and public transport facilities while contributing to the vitality and resilience of the town centre.

NEQ SP1.3 Development shall improve the public realm within Croydon Metropolitan Centre and to reduce barriers to pedestrian movement across the town centre by:

- a. Contributing to the delivery of an accessible, inclusive and legible network of high quality streets and public spaces incorporating a new safe linked network of 24 hour east-west routes
 - i. from Wellesley Road through North End,
 - ii. North End to Tamworth Road/Frith Road
 - iii. a new north-south route between Poplar Walk and George Street, and
 - iv. Other secondary streets to improve permeability and connectivity through the Quarter;
- b. Contribute toward the establishment of a new anchor public space and a network of pocket parks, squares and roof gardens, and part of the wider green grid;
- c. Embed public art within the public realm including interventions that showcase and celebrate the heritage and diversity of the area;
- d. Create a high quality, safe, accessible and inclusive environment for all including step free access across the Quarter which resolves any issues caused by land level changes, servicing and car parking;
- e. Following a hierarchy of street networks, where North End is the main town centre retail frontage, with other active frontages on Wellesley Road, George Street and Poplar Walk. These will include a mix of sustainable town centre uses that complement a renewed retail offer that is focused along North End. Other streets will include a combination of active and positive frontages to ensure vitality and safety;
- f. All frontages are to be developed as a holistic part of the public realm that promote permeability and vibrancy, passive surveillance, safety and sustainable service arrangements.

NEQ SP1.4 To ensure the North End Quarter positively contributes to Croydon's environmental improvements and a more sustainable centre, development should integrate urban greening, sustainable transport and public realm improvements through the following:

- a. An inclusive, high quality public realm that enhances the area's civic function and attractiveness, and improves connectivity for pedestrians and cyclists to locations beyond the North End Quarter including West Croydon and East Croydon stations, Fairfield Cultural Quarter, Mid Croydon, Old Town, Park Hill recreation park and Wandle Park, and the Purley Way area;
- b. Encouraging sustainable transport routes and landscaping through the integration of green and blue infrastructure within streets and open spaces;
- c. Improved biodiversity such as ecological corridors;
- d. Social spaces and play spaces that welcome and support the borough's diverse communities;
- e. Improved walking and cycling connections towards existing green and blue spaces;
- f. Joined up servicing and delivery access;
- g. Significantly reduced provision of car parking within the North End Quarter; and
- h. Contributing towards making land uses in the quarter car-free.

NEQ SP1.5 Restoration, and re-use of existing buildings will be supported where:

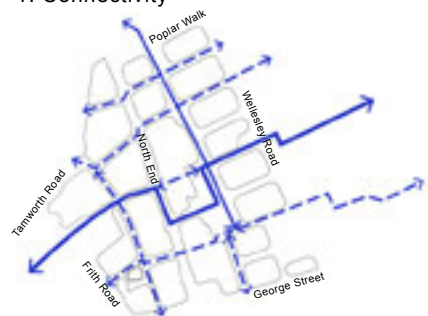
- a. An existing building, its retention, restoration and re-use makes a positive contribution to the Central Croydon Conservation Area as set out in the Appraisal and Management Plan;
- b. the existing building is a statutorily Listed Building or a Locally Listed Building; and
- c. It is supporting interim uses of buildings and land to avoid long periods of inactivity in the town centre, and seeks to address the vision and objectives for the North End Quarter.

What it will look like – Spatial Vision

13.13 The following diagrams illustrate the five overarching spatial approaches and principles for delivering the vision for North End Quarter: connectivity, public realm, mix of uses, frontages and phasing.

Figure 13.2 Illustrative spatial vision diagrams

1. Connectivity



- ← Main new public access east/west route (24 hr)
- ← New and improved secondary routes
- ← Potential new routes to improve permeability

- Break up an impermeable urban block
- New 24 hour accessible and inclusive routes across the North East Quarter, improving north-south and east-west connectivity. This includes contributing to connections from:
 - a. West Croydon to George Street
 - b. East Croydon and New Town to Old Town
- Make Wellesley Road less of a barrier to pedestrian and cycle movement

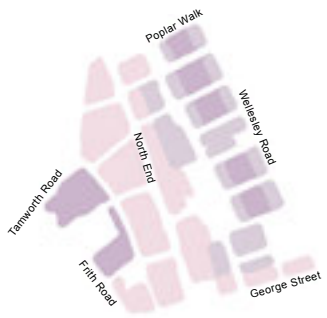
2. Public Realm



- Key open space
- ▨ Pocket parks
- Public space improvements - inner paths
- Potential pedestrian crossings/subways improvements
- New local feature
- Frith Road and Poplar Walk improvements
- High Street enhancements
- Wellesley Road improvements

- Provide a safe, inclusive, active and well-lit public realm
- Early interventions in the public realm along with precursors and interim uses would be welcomed
- Key to unlocking the revival, development and investment in the area
- A new anchor public space and a network of pocket parks and squares
- Provide a network of accessible and inclusive streets, public spaces and joined up public realm
- Open up parts of the large roofed areas to create high quality open spaces and improve air quality
- Improve green grid, including ecological corridors across and beyond the Quarter

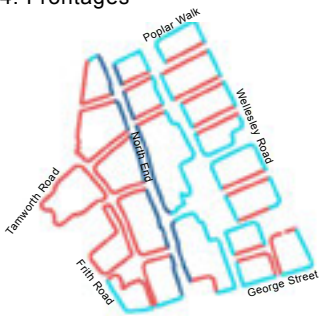
3. Mix and transition of uses



- Public facing uses
- Semi-public uses
- More private uses (compatible with residential)

- Uses that attract people 24 hours a day
- Taller forms to be sensitively located through testing for townscape and heritage impacts
- Retail to be focused along North End with the wider Quarter including a complementary mix of leisure, residential, office, education, innovation and, creative and cultural uses
- Support the social, arts and music heritage of the area to enable the Quarter to thrive
- Integrate productive landscapes into the North East Quarter with proposed centres to improve legibility
- Integrate affordable spaces for local organisations through the Quarter

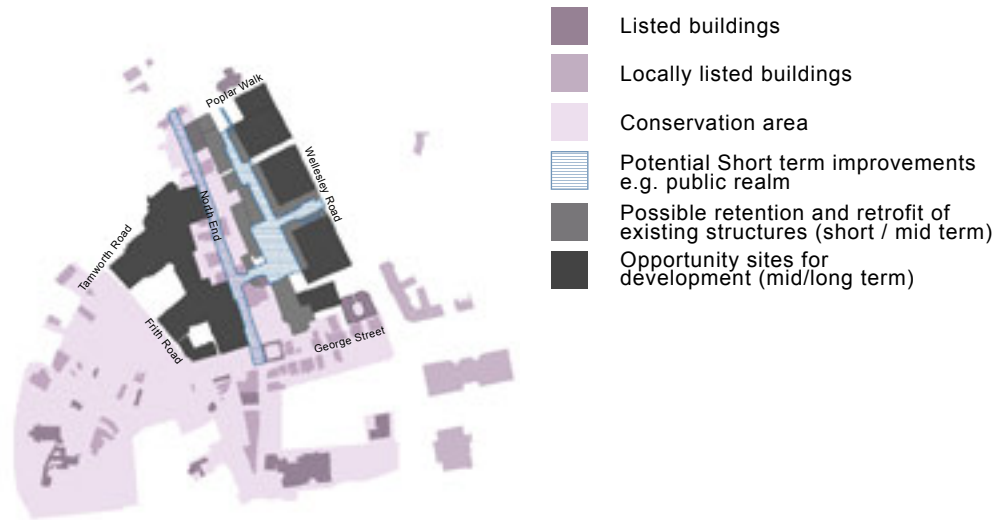
4. Frontages



- Main retail frontage
- Primary active frontage
- Secondary positive frontage

- Ground floor uses to be active where appropriate and an integrated part of the public realm. This is to ensure it complements and supports existing and forthcoming facilities and activities; creates active frontages and attracts people 24 hours a day
- Legible and safe residential entrances to welcome new residents into their homes. Residential accommodation to be focussed above ground floor.
- Innovative servicing and delivery and logistics plans that minimise need for vehicles will be embedded
- Exemplary design and quality preserving and enhancing the setting of the Central Croydon Conservation Area

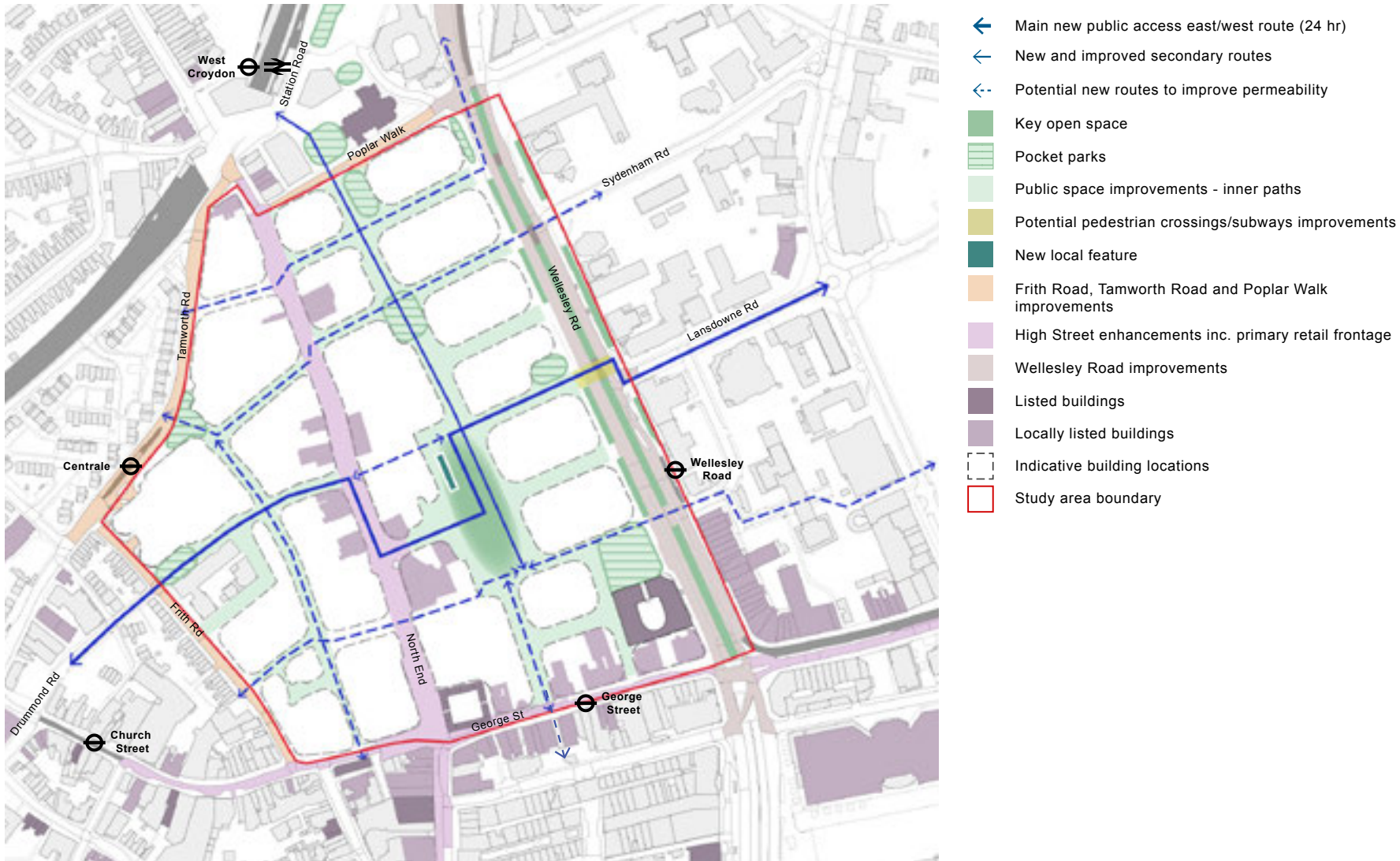
5. Phasing



- Phasing of transformation based around a coordinated spatial framework
- Where possible, early wins / phases including public realm improvements, interim uses and precursor interventions brought forward early to improve activity, perception, footfall and begin reviving the North End Quarter would be welcomed

The five spatial principles come together in the below indicative and illustrative diagram. (Fig 13.3). Note these are illustrative and diagrammatic graphics to help visualise how the key spatial principles could come together, and alternative approaches that meet the principles and objectives of the chapter well may be deemed appropriate.

Figure 13.3: Indicative Plan (option 1)



Why we have taken this approach

A resilient town centre

13.14 Since 1945 Croydon has relied heavily on large scale, comprehensive developments within the town centre to deliver change. These schemes are massively challenging and expensive to deliver so the policies enable development to be delivered in a phased, flexible and simpler form, allowing for viable developments to evolve.

13.15 The world of retail has changed substantially since Centrale opened in 2004. Online retailing was in its infancy then. ONS statistics show that in 2008 online retailing accounted for just 5% of all sales. Ten years later (in 2017) it had risen to 16% of all sales. In the same period in-store sales rose in total by 13% compared to a 326% rise in online sales. For comparison the total UK economy grew by just over 10% in the same time frame meaning that in-store sales barely kept up with general economic growth whereas growth in online sales outstripped overall growth by a factor of over 30.

13.16 Retailing has declined and less floorspace is required and is used differently to this end, proposals which propose a net loss of retail floor space (particularly comparison goods) will be considered. Should a proposal seek an increase in retail floor space the council would need evidence (in the form of an Impact Assessment) to be satisfied that the proposal is both resilient to future changes in retailing, is sustainable and deliverable, will enable a circular economy with substantial public benefits and will not cause substantial harm to competing town centres (which include other Metropolitan and Major Centres in neighbouring boroughs, and designated principal Town Centres in Tandridge and Reigate & Banstead). Where focused on one part of the area, proposals must also demonstrate cumulative impact to ensure it does not harm viability and potential of the wider Quarter.

13.17 Further, new macro challenges have arisen that any future development of the area will need to positively address – this includes the environmental challenges and the climate emergency; public health and quality of life (exacerbated by the Covid-19 crisis), systemic social and cultural inequality, economic uncertainty and the housing crisis. Development should work to address issues such as community safety, diversity and inclusion arising from and exacerbated by rising inequalities and economic uncertainty, as well as the delivery of the Mayor’s Transport Strategy.

13.18 A new approach to transforming and future proofing North End Quarter and making it a resilient Metropolitan Centre serving Croydon and south London is required. The transformation will need to address the challenge left by the decline of large scale retail led development which is no longer commercially, economically or socially viable.

13.19 Research into the impacts of the 2008 economic crisis has shown that the town centres that were more likely to have sustained their economic vitality and viability were those that were more orientated towards local services than traditional destination retail, and those with a more diversified portfolio of high quality retail units and higher proportion of smaller independent specialist stores showcasing local products and organisations. Within Croydon itself this is best exemplified by a number of the district centres which exhibit these features, notably Crystal Palace. Therefore, proposals for development in the North End Quarter will need to plan for a more resilient mix of uses that creates a new neighbourhood. It should not be focussed on being led by large scale retail floors that have not proven viable, and instead be guided by hyper-local, circular economy principles that encourage local production and services. This is of particular importance given the rapidly growing residential community throughout the town centre.

13.20 Experiential and specialist local products and services will be important to a local placemaking response. The North End Quarter along with the Purley Way area will need to evolve and adapt in a manner that can be responsive to future changes in market demand, as well as also complementing other town centre masterplan areas. Diversification of uses and how they are designed in will need to ensure that the heritage and character of the local area and that of the conservation area is preserved and enhanced.

13.21 A resilient town centre will also be a place that caters for a range of users from families with young children, through to younger people, and the borough's older residents. It will be an inclusive centre with facilities that cater for the borough's diverse communities; and be accessible to users with a variety of mobility needs.

13.22 Providing a range of sizes of public spaces is proven to support a diversity of uses. A central anchor space in the North End Quarter can function as a natural meeting place, large enough for events and activities, whilst networked smaller areas can accommodate more intimate occupations such as contemplation, reflection and play and support active travel connections to and through the North End Quarter. A variety of generous and adaptable public spaces within a sustainable, biodiverse green and blue framework will serve the diverse communities and needs of the borough; improving public health, climate change and inequalities. Development will contribute to this provision either by delivering it through the development where appropriate or through financial contribution towards shared spaces. The green and blue framework will connect to the wider green and blue grid in the borough to help facilitate a positive response to climate challenges, improving biodiversity and greening throughout the borough along with wider benefits captured in the Green Grid chapter. Blue infrastructure in this case refers to integrated interventions such as Sustainable Urban Drainage systems (SUDs), sustainable urban irrigation systems, rain gardens amongst others that enable a thriving green and blue grid with circular benefits to the public realm and environmental qualities; however, if proposed and appropriate it does not preclude decorative or play based water features such as water fountains.

Phasing of development

13.23 The Croydon Opportunity Area Planning Framework, adopted as a Supplementary Planning Document to the Croydon Local Plan: Strategic Policies in April 2013, set out that the preferred approach to redevelopment of the Whitgift and Centrale areas of Croydon town centre, was through a comprehensive approach as part of a large redevelopment and renewal approach. This would preferably be carried out as part of a single, or complementary phased programme of redevelopment proposals and works.

13.24 In the changing landscape of retail that Croydon town centre now faces in the 2020s, it is unlikely that such a single phase comprehensive approach would either be placed before the council to consider, or be delivered if it were required by the council, nor would it be a sustainable approach. However, it is still critical to the success and transformation of the town centre for there to be a joined up, coordinated spatial framework that guides the coordinated redevelopment and revival of the North End Quarter across multiple phases. Without a strategic overview there is always a risk that the transformation would be piecemeal and/or include large periods of vacancy. Any individual smaller development proposals that come forward would therefore need to reflect and support the principles and objectives of this chapter and contribute to achieving its vision.

13.25 There are a number of acceptable routes to achieving a strategic overview and coordinated transformation of the North End Quarter. The first is for the council to agree a phased programme of works and interventions with stakeholders within a joined up spatial framework. Alongside meaningful public engagement, the council will work with landowners and stakeholders to bring forward and facilitate a spatial framework that sees the execution of the principles and objectives set out in this chapter. This will create a foundation for the North End Quarter to continue to provide the town centre with resilient retail and other destination services commensurate with its status as part of a Metropolitan Centre and new residential neighbourhood. This phased programme would where appropriate set out interim uses of existing spaces as well as precursors and early wins which may also retrofit and reuse existing buildings during the transformation period, and beyond. To secure this phased programme of works, a Hybrid Planning Consent could also be an appropriate route covering the whole area of potential works and renewal (including reuse of existing buildings), and a more detailed early phase and interim use plan.

13.26 The second approach to securing a strategic overview is to prepare a high level masterplan setting out the parameters for any redevelopment or re-use of different elements of the North End Quarter. Any masterplan should ensure the execution of the principles set out in this chapter, and focus on deliverability, design principles and phasing with guidance on uses based on the vision for the area. Any masterplan for the area will need to be inherently flexible in regards to building uses, phasing, and include a robust public realm strategy. This can be council led where funding can be secured and developed in close collaboration with key stakeholders; or stakeholder / lead developer led with close collaboration with the council, both with in- depth public engagement. The latter could also be developed as the first part of an extended pre-app process or through coordination between multiple applicants.

13.27 Whichever approach is taken it will need to consider all stages of phasing including short term, interim and precursors uses, infrastructure capacity and dependencies with other development schemes to ensure deliverability and the cumulative impact is understood. Interim uses will be encouraged and welcomed for individual sites that are unlikely to be developed in the short term. The phasing will need to be agile and responsive to changing consumer and public needs, behaviours, technological advances, and other macro issues set out in the vision and kept under regular review. In the case of a masterplan this can be through monitoring of the masterplan phases and reviewing and refreshing any detailed guidance that may form part of it. Any masterplan approach will need to ensure longevity and avoid being an elongated process to ensure it catalyses rejuvenation of the area. The preferred approach would be a phased, flexible masterplan, however this does not preclude other approaches being acceptable where justified such as a high level spatial framework alongside a phased programme of works (including short, medium and long term phases); or a hybrid planning application. All approaches will need to demonstrate they can successfully execute the objectives and principles of the North End Quarter chapter. In a scenario where phasing is secured through an Outline or Hybrid Planning Consent, the regular review of phasing plans, design guidelines and codes would be recommended to ensure it is suitably adapting to changing policy or market conditions.

Re-use of existing buildings

13.28 A large proportion of the North End Quarter is located in the Central Croydon Conservation Area and retains significant heritage assets and a distinct local character. The transformation of the North End Quarter therefore does not mean the complete demolition or rebuilding of the area. Many buildings can and should be retained and revived to a high standard, particularly considering the heritage context and contribution to that area's particular sense of place. Furthermore, in the context of tackling the causes of climate change, and the carbon emissions of construction materials, in some cases re-use of existing buildings can be more sustainable, producing less carbon than demolishing and rebuilding. They can also be equally transformative. To enable this the re-use of existing buildings will be supported where the existing buildings (of any size) are to be retrofitted to achieve a minimum of BREEAM Very Good standard or equivalent. In all cases where buildings are to be re-used, the highest standards of design, quality, sustainability and carbon reduction will be sought.

13.29 Other buildings within the North End Quarter will make a positive contribution to the Central Croydon Conservation Area. Where a building does make a positive contribution the council will favour its retention and high quality restoration. If an alternative development approach is proposed, it will need to be justified through the pre-application process in order to assess if it an appropriate approach and ensure it enhances the setting of the conservation area and surrounding heritage assets. As with other buildings of that meet the area threshold, if it involves over 500m² in floor space then Policy SP6.3 of the Croydon Local Plan will apply and the works will need to achieve a minimum of BREEAM Very Good standard or equivalent.

13.30 Reuse and retrofit of buildings with possible impact on heritage assets or where it falls within the conservation area, will be of the highest quality and enhance the setting of the heritage asset(s) and provide wider public benefits such as new public spaces and social and community facilities.

13.31 Interim uses and precursors uses where sites of various scales are unlikely to be redeveloped in the short term will be welcomed and encouraged whilst following the principles and objectives of this chapter. Short term phases of development will also play an important role in the revival of North End Quarter as it undergoes transformation. They will ensure that the town centre does not suffer from decline as elements of the North End Quarter undergo redevelopment or renewal by helping to attract residents and visitors to the town centre at all times. Building and maintaining footfall, public life and supporting existing businesses in the town centre will be critical for ensuring the long term success and resilience of transformation as those businesses will be the bedrock of the development of North End Quarter. Early public realm improvements as a precursor to long term development and delivery of high quality public spaces as part of development proposals will play an equally important role. Therefore, the council will support the improvement and re-use of existing buildings, spaces and land where they support the creation and operation of a viable interim/ meanwhile uses or early phase/early win transformations as part of the holistic phased framework including precursor and long term phases will also encourage and support early public realm improvements where both help to prevent decline occurring in Croydon town centre and improve vitality.

Homes

13.32 The North End Quarter will include a rich tapestry of uses within a green, civic framework to ensure its resilience and vitality as a town centre destination. Integrating a minimum of 600 new homes, including affordable homes and a balanced range of housing typologies will be an important part of developing a thriving new neighbourhood. New homes will be an important part of the mixed use quarter and will be maximised alongside provision of town centre retail, however in a sustainable, balanced and appropriate manner. The North End Quarter has potential to accommodate a significant number of homes. There is also opportunity for the area bound by Frith Road, North End, Tamworth Road/ Poplar Walk and George Street/Church Street to provide further new homes in the future. Any proposal will also need to incorporate suitable and quality infrastructure (physical, social and cultural) and inclusive public facilities.

Education

13.33 It is a long standing objective to create a new university campus in Croydon. Electric House, a Grade II listed building on Wellesley Road, will be used as a new university centre in Croydon. Further, additional learning, creative industries and innovation uses with related services and infrastructure within the North End Quarter would complement this anchor use.

East-West routes and the Wellesley Road frontage

13.34 It is an objective to secure a 24-hour east-west route across the North End Quarter as part of any redevelopment proposals. This is set out in the Croydon Opportunity Area Planning Framework and was included as part of the two outline planning permissions for redevelopment of the Whitgift Centre. It is critical to the success of the Quarter's transformation that longstanding barriers to pedestrian and cycle movement are removed and replaced with a new legible pattern of streets and public spaces across the area. The east-west route will need to connect the Old Town area of the town centre with the New Town area and on towards East Croydon station.

13.35 Pedestrian safety on these routes will be of paramount concern so it is important that they benefit from active frontages during the day and evening, and passive surveillance at night from overlooking residential properties.

Local character, townscape and public realm

13.36 Development/developments proposals should seek to celebrate the history and heritage of the North End Quarter. The North End Quarter features a rich history of social and commercial innovation and high-quality buildings of diverse architectural styles that can contribute to its distinct destination offer. North End itself is Croydon's principal shopping street; formed as a result of the late Victorian commercial expansion of the Town Centre. It is part of the historic north-south route that connects through to central London and south to Brighton.

13.37 Building heights on North End range from the modest domestic scale of two-three storeys in some of the oldest buildings, including the Grade I listed Whitgift Almshouses, to a maximum of four storeys in the later 19th century commercial buildings. Many buildings have pitched roofs and gable fronts.

13.38 Two large shopping centres, the Whitgift Centre and Centrale, occupy most of the built-up area behind the older buildings on North End. The Centrale shopping centre has a modern frontage on North End.

13.39 The Allders Department Store, on North End and George Street, was the flagship store for Croydon entrepreneur Joshua Allder in 1862 and grew over time to be the third largest retail unit in the UK in early 2000's. Apart from the Allders building itself, buildings on George Street are at a consistent height of three to four storeys, with four storey buildings concentrated at the north-east corner with Wellesley Road.

13.40 Building heights and density across North End Quarter will need to be carefully designed to preserve or where possible enhance the setting of Central Croydon Conservation Area, surrounding heritage assets and other sensitive locations. Taller forms will be located, at a distance from sensitive assets so not to dominate the historic streetscapes and heritage assets, and robustly tested for impacts and sustainability whilst ensuring a positive and welcoming microclimate is created throughout the Quarter, wind tunnels prevented and air quality improved.

13.41 Improving the public realm, permeability and connectivity of the North End Quarter is critical to its successful transformation. An active and inclusive high quality public realm with exemplary public spaces at all levels of development will contribute to the usability and appeal of the destination offer. It should accommodate active lifestyles (walking and cycling in particular), and the demands of the borough's diverse communities from play space for children, the needs of young people and elderly residents; and be a safe, accessible and inclusive environment for all.

13.42 Enhancing and increasing green and blue infrastructure connected to Croydon's green grid will also contribute to the sustainability, biodiversity, usability and appeal of the destination offer of the North End Quarter. Incorporating productive landscapes (e.g. indoor and outdoor urban farming), green and blue spaces and landscaping, sustainable urban irrigation systems, and active travel networks into the transformation of the Quarter will help to reduce carbon emissions from the area, improve air quality, help to create a net biodiversity gain and help facilitate a circular ecosystem in the area. It will in turn improve the appeal and long term vitality of the area.

Transport and servicing

13.43 The North End Quarter lies in the heart of Croydon town centre between East and West Croydon stations. Bus routes surround the Quarter serving Tamworth Road, West Croydon Bus Station, Poplar Walk and Wellesley Road. There are also tram stops serving the Quarter on Tamworth Road, at West Croydon station, on Wellesley Road and on George Street. Together these combine to give the entire Quarter a Public Transport Accessibility Level of 6b, the highest possible level. To take advantage of this, accessibility objectives for the North End focus on creating permeability on the street for safe and effective active travel connection.

13.44 As the Quarter lies in the most accessible location in the borough any transformation should be based around maximising car-free destination retailing and leisure to reduce the carbon footprint of development, and to improve air quality in the town centre. Guided by the Mayor's Transport Strategy, part of this will include significantly reducing the provision of car parking in the Quarter. Currently Croydon town centre has in excess of 8,500 car parking spaces which is more than 2,000 spaces more than any other Metropolitan Centre in London.

13.45 Limited shared coach parking may be supported depending on the mix of destination uses that would attract large group visits – the need for this will need to be demonstrated through robust evidence.

13.46 Innovative servicing and delivery and logistics plans that minimise the need for vehicles will be embedded. For example the use of sustainable methods such as cargo bikes alongside centralised distribution centres in locations away from the town centre will be encouraged for appropriate uses e.g. residential deliveries.

13.47 Generous and robust civic infrastructure including public spaces, social and community infrastructure and inclusive public and cultural facilities will need to be integrated throughout the Quarter to improve quality and attractiveness of the environment, improve wellbeing, increase footfall and draw in new audiences to the neighbourhood. This in turn will increase the value and opportunities in the area.

13.48 Provision will need to be made for uses facilitating and supporting a knowledge economy, education uses and an innovation hub within the North End Quarter. This will include enhancing training infrastructure and career pathways for young people and for life-long learning.

13.49 Given the potential for considerable residential development in the Quarter, any redevelopment within the area bounded by North End, Poplar Walk, Wellesley Road and George Street should provide a minimum of 600 new homes to support the creation of a resilient and vibrant town centre. This will contribute to significant placemaking benefits and will require high quality public facilities and social infrastructure to support it. In addition to this, there is potential opportunity for some student accommodation to support the educational uses in the Quarter.

Designations shown on the Policies Map

The designations used to address the policies are shown on the *Policies Map*. The designations are summarised in Table 13.1:

Table 13.1 Designations set by Policy SP3 and Policies DM9 to DM15 shown on the Policies Map

Designation
North End Quarter
North End
Centrale
Land bounded by North End, Poplar Walk, Wellesley Road and George Street
Poplar Walk and Station Road
Wellesley Road
George Street (to the west of Wellesley Road)

Key Supporting Documents

- Croydon Opportunity Area Planning Framework (2013)
- Central Croydon Conservation Area Appraisal and Management Plan (2014)
- Town Centre Masterplans (various)
- Future of Destination Retail Research Study (2020)
- Public Realm Design Guide (2012)
- Meanwhile Croydon booklet

Detailed policies

Policy NEQ DM1: North End - town centre retail focal point

NEQ DM1.1 Serving as the central 'civic' spine of the area, and key pedestrian thoroughfare from West Croydon Station to the Mid-Croydon quarter, area transformations and individual development proposals must:

- a. Be designed with active frontages at ground floor level;
- b. Be designed to create a vibrant social space with a safe, high quality public realm;;
- c. Where appropriate be designed to integrate provision for larger markets, temporary activities, spill out space and events;
- d. Provide for evening business presence; including outside food and beverage spaces, restaurants and cafes; experiential retail; civic, creative and cultural uses; and
- e. Integrate a well-designed cycle route and walking routes.

NEQ DM1.2 Along North End, to facilitate growth and to enhance the distinctive character, individual development proposals will be required to

- a. Be designed and laid out in response to the constraints and opportunities of the distinctive heritage of the area;
- b. Seek to address the need to contribute positively to street frontages to ensure a high quality and coherent streetscape, whilst preserving and enhancing the setting of heritage assets;
- c. Complement the existing predominant building heights of 3 storeys along the North End frontage, respecting and responding appropriately to sensitive locations;
- d. Celebrate the designated view of the Town Hall Complex and Clocktower from North End, and respect the setting of St Michael and All Angels Church whilst improving connectivity to these key assets;

How the policy works

13.50 North End is a key pedestrianised artery and civic centre in this Quarter and broader town centre. Provision of a central public space on North End and connected pocket parks will encourage varieties of informal and formal activities that complement other parts of the town centre

13.51 The provision of programmable spaces for markets, activities, spill out space and events, alongside provision for evening as well as daytime activity will attract audiences over the 24 hour life of the area. Families with young children will be encouraged to visit with the provision of integrated internal and external play space. Evening activity will help to increase passive surveillance and the safety of the space at night.

13.52 Providing a designated cycle route and cycle parking along North End will encourage active travel and its associate health and economic benefits, increasing car-free access along North End, and through to West Croydon Station.

13.53 North End is lined by many high quality buildings, the majority relating to the area's prosperity in the late 19th century and early 20th century and displaying well-detailed frontages (surviving to the upper floors in particular). In addition to the predominant Victorian architecture, particularly notable buildings include the former Allders store and medieval Whitgift Almshouses (Grade I listed). The buildings are largely individually-designed but their height, quality and overall character provide a cohesive streetscape which underpins the area's distinctive character. The view south towards Croydon Clocktower (grade II listed, designated landmark) further enhances the distinctiveness of the area and contributes to wayfinding through the area. Ensuring growth in the area responds to this distinctive character, preserves and enhances heritage assets and their settings and ensures that they remain the dominant feature, will provide a unique identity to the destination, contributing greatly to the attractiveness of the North End Quarter as a place to spend time.

Policy NEQ DM2: Central Neighbourhood

To ensure that development is well designed and laid out in the area bounded by North End, Poplar Walk, Wellesley Road and George Street and to enable the development of a diverse central neighbourhood with public life at its heart it should;

- a. Seek to improved safety, access, inclusivity and legibility;
- b. Be laid out to improve north – south and east – west permeability and connectivity throughout the quarter, including a key 24 hour east-west route
- c. Provide for a vibrant mixture of uses along the route within a public and sustainable green framework including comparison and convenience retail and local services. As part of a mixed use development; office and affordable work space, food and drink, finance and commercial, education and knowledge economies, leisure and entertainment, community uses and social infrastructure, creative industries including a variety of affordable creative production spaces; arts & cultural uses, and wider civic functions could be provided with residential use being focused above ground floor level;
- d. Deliver future proofed retail development on the ground floor with complementary active uses such that there is a balanced mix that ensures resilience and vitality;
- e. Incorporate public open spaces and pocket parks, including an anchor public space;
- f. Maximise amenity spaces for residents and visitors at all levels including upper levels and roof tops;
- g. Complement the existing predominant building heights of 3 storeys along the western (Centrale) part of the quarter; and
- h. Focus taller buildings towards the eastern side of the block to protect the setting of the Central Croydon Conservation Area and to protect the most sensitive locations in terms of privacy, heritage assets, security, overshadowing and wind.

How the policy works

13.54 This is the relatively new and functioning retail area which will transition to include a more resilient mix of units. It will benefit from including a variety of types of units that are adaptable, including for smaller, independent organisations at rents affordable to local businesses, and public uses whilst complementing the offer within other parts of the town centre and Purley Way. They will also make provision for a move towards an experiential and curated town centre offer where a mix of scale of spaces including larger spaces are needed for larger businesses and organisations.

13.55 The rental levels for affordable rented units will be benchmarked against the prevailing rents for independent stores and other appropriate uses outlined previously elsewhere in Croydon Metropolitan Centre (along designated Main Frontages on George Street, Church Street, Surrey Street, High Street and food & beverage businesses and other local services along streets such as South End) exclusive of service charges. The proportion of affordable rented units should be maximised and will be secured in perpetuity through planning obligations. Further guidance is provided in the Employment section.

13.56 To further enhance the resilience of the North End Quarter, where appropriate development proposals will need to make provision for small and medium sized local Croydon businesses in the form of studio space, production spaces, innovation hubs and managed workspaces. All managed workspaces will need to be managed by vetted providers of managed workspaces and incubators.

13.57 Provision will also need to be made for the arts, creative and cultural industries at affordable rents.

13.58 Provision of public and community facilities at affordable rents should also need to be maximised, particularly in order to support a diverse demographic of visitors, a growing residential community and workers in the area.

Policy NEQ DM3: Northern Boundary - Poplar Walk and Station Road

Reflecting that this area acts as the northern boundary and northern entrance of the North End Quarter, featuring a diverse range of uses such as office, a grade I listed church, retail, a rationalised transport interchange with the West Croydon rail, bus stations and a cycle hub, and an array of convenience shops serving Croydon's diverse communities that continues into London Road; development in this area should support and enhance current uses and be designed to reflect the distinctive character of the northern part of the quarter by:

- a. Incorporating new active frontages that complement existing mixed use;
- b. Work with land level changes in the area to ensure step free and active access through all parts of the public realm and into buildings;
- c. Complement the existing predominant building heights, ensuring the setting of heritage assets is respected and enhanced including, in particular St Michael and All Angels Church;
- d. Contribute to creating a safe, legible and welcoming forecourt to the North End Quarter with enhanced public realm that supports the delivery of a rationalised transport interchange and cycle hub facility at West Croydon;
- e. Integrating a strategic cycle route; and
- f. Building on the diverse and bustling character of the area at the edge of London Road.

How the policy works

13.59 Poplar Walk and Station Road are close to the West Croydon Station, the ‘new doorway to Croydon’ and a primary arrival point into the North End Quarter for Croydon residents and visitors. Introducing active frontages along Poplar Walk will help create a cohesive and legible northern entrance to the North End Quarter that is safe and welcoming to all users. As part of this, consideration will need to be given to reducing the impact of servicing and carpark access on the pedestrian environment and the road network. The impact of these access points will need to be addressed as part of the overall transformation of the North End Quarter. Consideration will also need to be given to improvements being provided through emerging developments in the area such as London Square development and its enhanced public realm.

13.60 The area features a vibrant collection of uses and building scales which contributes to its distinctive character, varying from affordable fine grain shopfronts to large office buildings and carparks. Innovative new uses on Poplar Walk should be explored, building upon the existing range of uses and range of building sizes. Large existing buildings and carparks have the capacity for a diverse range of alternative uses including play space, street sports, growing and community gardens. Smaller buildings should support finer grain local businesses and creative enterprises. The varied historic character includes Grade 1 Listed St Michael and All Angels Church, post war office blocks, and historic shopfront at 10 Station Road. Development should respect and enhance this varied character.

13.61 Views of St Michael and All Angels Church are long-standing landmarks and key to informal wayfinding into the North End Quarter, therefore the scale and massing of developments should respond to existing variation in heights to respect and maintain this. Other important views in and around the Quarter must be preserved and enhanced. Development proposals will need to be tested in views to assess the suitability of scale, massing and height.

13.62 Public realm improvements such as the provision of green infrastructure including sustainable blue infrastructure where appropriate, improved wayfinding, lighting and seating will help support the existing and future access needs on Poplar Walk and help mediate between the different needs of service access vehicles, buses, cyclists and pedestrians.

13.63 Contributing to and supporting improved permeability between Station Road and Poplar Walk, will help improve pedestrian accessibility and also support active travel into the Quarter. Existing pedestrian flows into North End Quarter from West Croydon Station are focussed on the busy junction of Station Road and North End where pedestrian space and crossings are severely restricted.

13.64 As part of the public realm improvements there is potential to expand and further distribute existing pockets of green spaces adjacent and parallel to St Michael’s Church. The existing car parking on the north side of Poplar Walk and hard-landscaped square on the south side, have the opportunity to provide generous and connected spill out space for local office workers, local businesses, temporary and long-term community use such as markets, play space and events. This can be done by producing a variety of spaces, some which are unfurnished providing space for programming and others that provide street furnishings that can be used for multiple purposes.

Policy NEQ DM4: Wellesley Road – Croydon’s front path

This is the main highly trafficked route into Croydon town centre through all modes of travel. Experienced as the “front path” of the metropolitan centre, development should contribute to reducing the dominance of the road infrastructure by appropriate design facing the road, and where appropriate providing for and integrating enhanced public realm that will create pedestrian and cycle links, a green artery with enhanced biodiversity and a series of pocket parks. To do this, development should:

- a. Address the deficiency in sustainable green infrastructure within the area by maximising tree planting, greening, SUDs, sustainable landscapes that create a thriving ecological corridor and improve the environmental qualities of the area, whilst integrating and connecting with the green grid network and balancing the impact of existing and proposed high density developments;
- b. Complement and build on the character of the historic modernist architecture of the area so that it feels like you are passing through a point in time in Croydon’s past;
- c. Ensure tall buildings complement the existing surrounding townscape, respect and enhance the setting of heritage assets through rigorous testing for impact and create a cohesive townscape; and
- d. Ensure buildings fronting the eastern and western sides of Wellesley Road enhance and connect to the public realm around them and appropriately announce themselves with active forecourts and ground floor frontages, integrated wayfinding and public access.

How the policy works

13.65 Passive surveillance, active frontages and widening of footways are critical to improving the public realm and pedestrian experience along the western side of Wellesley Road. As part of this, consideration will need to be given to reducing the impact of servicing of commercial developments on the pedestrian environment and the road network. Access to public car parking has the same detrimental impact, notably providing some difficult road crossings for the pedestrians walking along the western side of Wellesley Road. A reconnected urban realm will serve as a public backbone for future developments.

13.66 Generous green infrastructure that is informed and supported by Green Grid and Healthy Streets principles will be essential to reducing the severance caused by the road network, improving the environmental quality of the area, and creating an attractive public welcome to the North End Quarter to draw in more visitors. Noise and air pollution, traffic dominance and poor accessibility create a confusing and hostile environment which will need to be repaired as part of its transformation. Using existing infrastructures to support new forms of public life has been proven as a successful mode.

13.67 Historic landmarks such as St Michaels & All Angels Church to the north, and Electric House to the south are important informal wayfinding signposts and contribute to the overarching destination offer of the North End Quarter. The landmarks can be part of a wider wayfinding strategy that connects through to Fairfield Halls, setting up a series of historic building signposts along Wellesley Road.

Policy NEQ DM5: George Street (to the west of Wellesley Road) – Historic Southern Edge

Development in this area should be informed by its rich heritage assets and how these form the southern boundary of the North End Quarter by:

- a. Creating for a distinctive historical entrance and forecourt on the southern edge of the quarter and along a key east-west route through the town centre, and creating a strong building line;
- b. Uplift and enhance the public realm and pedestrian environment around the tramline and Listed Whitgift Almshouses;
- c. Improve shopfronts and building facades along the George Street, ensuring attractive and active frontages are created;
- d. Provide for interim and precursor use of the former Alders building and arcade where connected to a long term strategy and plan or where the activity compliments and doesn't compromise the delivery of the long term vision and objectives for the North End Quarter; and
- e. Retaining and enhancing the existing façade of the former Alders Department Store.

How the policy works

13.68 George Street is an important artery of the Central Croydon Conservation Area, and respecting and enhancing its historic character will contribute to the distinctive destination offer in the North End Quarter. The medieval street pattern is distinct to the area and includes a series of high quality Victorian commercial buildings with prominent dormers and gables Grade I Listed Whitgift Almshouses sited on the corner of George St and North End. Through design proposals should reflect this character with the aim of preserving the streets character.

13.69 Pedestrian routes lead to several major destinations in the Quarter through Fairfield Halls, the Clocktower and Town Hall, the Minster and Surrey Street Markets through to the tramline which connects beyond to East Croydon Station and Purley Way. Public realm improvements should seek to connect to historic Thomas Turner Path to enhance pedestrian access through to Park Street.

13.70 The street is named after the ancient medieval inn, The George, that stood on the south-west corner opposite the Whitgift Almshouses. Given its central location, improving active frontages to bring out this history will help attract pedestrians into the North End Quarter, and improve passive surveillance.

13.71 The internal arcade in the former Allders building previously provided a pedestrian through-route to George Street – proposals for interim or early phase use of the building that re-utilises it and/or improves permeability and connectivity from George Street – northwards in a different manner will be welcomed and encouraged.

13.72 The provision of interim and short-term uses are proven to be successful ways to test new activities and uses for existing buildings. The former Allders building has a rich history of incremental development and innovation which should be celebrated and enhanced as part of new phased development of the building. This can include a medium term precursor phase that in turn informs longer term use and development proposal for the building.

Policy NEQ DM6: Public realm in the North End Quarter

To improve the function of the North End Quarter as a shared social and cultural platform with healthy streets and public spaces, development should increase the extent and quality of public realm by:

- a. Delivering public value and facilities for the borough's diverse communities, demographics and needs, including but not limited to introducing play areas for families, public toilets and providing spaces and facilities for young people and the elderly;
- b. Include well designed streets, high quality and public spaces (indoor and outdoor) incorporating digital and smart city infrastructure that are inclusive; improve health and wellbeing; contribute public facilities for the borough's diverse communities, and provide opportunities for social and cultural life to thrive;
- c. Introduce a cohesive, welcoming and unique North End Quarter identity that responds to and enhances the heritage of the area through high quality hard and soft landscaping, green and blue grid infrastructure, street furniture, walking and cycling routes including cycle parking, lighting, seating and signage;
- d. Ensure ground floor uses are developed as an holistic part of the public realm that maximise active frontages, ensuring permeability and vibrancy, passive surveillance, safety and consolidated sustainable service arrangements;
- e. Deliver legible, safe and open east-west and north-south 24 hour public routes and connections through the North End Quarter; including new east-west routes (from Frith Road, North End through to Wellesley Road and beyond towards East Croydon to the east and Wandle Park and Purley Way to the west); new north-south routes from the West Croydon area and Poplar Walk to George Street; supporting further connectivity through the New Town Quarter to East Croydon Station and Fairfield Halls including safe 24 hour pedestrian routes linking the western side of Wellesley Road with Lansdowne Road and beyond; and
- f. Where possible, bringing forward public realm improvements in the short term to improve footfall and vitality.

How the policy works

13.73 The North End Quarter is the principal destination centre in Croydon, and its public realm needs to function as a shared social and cultural platform for all who work, visit and live in the borough and attract visitors from across Croydon and beyond. As such, the public realm of the North End Quarter needs to be exemplary; improving health and wellbeing, addressing the climate change emergency, and accessible to all.

13.74 Due to the increase of housing in the North End Quarter, the public realm must also accommodate the diverse needs of the growing residential community with the provision of play areas for families with small children, spaces for neighbourly exchange and accessible outdoor space and seating for older populations.

13.75 A generous and high quality public realm encourages people to stop, sit and socialise giving the space character and vibrancy. Providing a multi-layered public realm helps to create a space that supports diverse uses reflective of the culturally rich and varied population in Croydon.

13.76 Early interventions and early delivery public realm has proven to unlock opportunities for growth, development and further investments, building footfall and improving perception. Further, it provides a mechanism and platform for meaningful public engagement which in turn leads to public buy in, sense of ownership and therefore the success and vibrancy of the area. Public realm improvements can be considered as part of a new public-private partnership model. A high quality public realm supports active travel which is proven to be of health and economic benefit, increasing visitation and social exchange. Understanding that both the public and private sector have much to gain from improved public realm with walkable sustainable places that add real value. There should be a compelling logic to pursue improvements through innovative public-private partnership routes to unlock the Quarter. Early improvements to the public realm can take place in phases as parts of the quarter come forward for development. It can also include interim and precursor interventions within the Whitgift Centre to open up the urban block and iteratively build up a network of streets and public spaces. Examples of interventions that can be tested and will create a positive impact include but are not limited to removal of parts of the retrofitted roof structure, ground level creative interventions to create new social spaces.

13.77 The provision of digital and smart city infrastructure will ensure the area is future proofed and resilient; improving connectivity and flexibility of the public realm, addressing climate change and increasing its destination appeal. It can also help to address existing digital inequality within the borough and will support a knowledge economy, education uses and an innovation hub within the North End Quarter.

13.78 A cohesive public realm that stitches together the varied history of the North End Quarter will improve the general legibility and accessibility of the area for visitors. Historic buildings and sites of interest can be highlighted as unique landmarks through the area, through the introduction of signage and wayfinding, lighting, seating, public art, hard and soft-landscaping.

13.79 A holistic ground floor strategy across internal and external spaces within the North End Quarter, will ensure the area is accessible and safe for all visitors, with an established front and back-of-house. 24-hour active frontages will support pedestrian use and create natural passive surveillance, whilst a consolidated service arrangement will ensure service vehicles and delivery services are efficient and discreet.

13.80 Improved public routes to and through the North End Quarter will increase the safety and usability of the area as a 24 hour destination. Night time uses are known to be diversifying, supporting the demand for a variety of night time uses such as sports and leisure facilities encourages active lifestyles while creating all hours activity that reinforces the areas role as the boroughs Metropolitan Centre.

13.81 The North End Quarter has the best access to public transport links in the borough, and providing sustainable connections to transport links in the North End Quarter will improve car-free access across the borough. Enhancing the pedestrian link between the North End and the Eastern side of Wellesley Road will reconnect the areas severed by the road, connecting the Old Town and the New Town areas. Enhancing this connection to ensure the safe 24 hour movement between these areas will help to improve access and increase vibrancy in the North End Quarter.

13.82 The integration of materials and style that reflects the heritage of the area can be achieved through high quality hard and soft landscaping, street furniture, including lighting, seating and signage. Materials used should reflect the built environment as well as integrating native plantings.

Policy NEQ DM7: Green and Blue Infrastructure

As the area is deficient in sustainable green and blue infrastructure development should:

- a. Through innovative green landscapes and sustainable interventions at all levels of developments, including streets and public spaces, green roofs, green walls, productive landscapes and urban agriculture, deliver an enhanced green grid and biodiversity;
- b. Integrate sustainable urban drainage and permeable paving throughout the North End Quarter;
- c. Include urban farming in external and internal spaces where appropriate;
- d. Mitigate the impact of development through the provision of tree planting and other green grid infrastructure as part of an urban greening strategy and proportionate to its impact;
- e. Ensure maintenance of green and blue infrastructure is minimised in design;
- f. Ensure all walking and cycling interventions include accessible and inclusive public amenity and facilities to cater to the borough's diverse communities, demographics and needs; and
- g. Include walking and cycling links that connect people to the wider strategic routes, green infrastructure through the town centre and beyond in a sustainable manner, improving health and wellbeing.

How the policy works

13.83 The North End Quarter is an urban setting currently characterised by large amount of concrete hardscaping and asphalt. Introducing sustainable green and blue infrastructure into the North End Quarter will provide multiple proven environmental benefits, reducing flood risk and improving storm water filtration as well as reducing the urban heat island effect, improving air quality and biodiversity. Measures like tree planting will reduce the ambient temperature at the ground level, improving thermal comfort.

13.84 Green and blue infrastructure will enhance and connect to the wider green and blue grid in the borough to help facilitate a positive response to climate challenges, improving biodiversity and greening throughout the borough along with wider benefits captured in the Green Grid chapter. Blue infrastructure in this case refers to integrated interventions such as Sustainable Urban Drainage systems (SUDs), sustainable urban irrigation systems, rain gardens amongst others that enable a thriving sustainable green grid with circular benefits to the public realm and environmental qualities; however if proposed and appropriate it does not preclude decorative water features such as water fountains. Where interventions like decorative or play based water features are proposed as part of a high quality public realm design alongside a robust management and maintenance plan, these will considered and assessed on their own merit.

13.85 Integrating sustainable green and blue infrastructure into the public realm will also have wider social and economic benefits, improving the attractiveness and amenity of active travel routes, shopfronts, restaurants and residential buildings. It is proven to have significant health and wellbeing benefits, increasing levels of physical activity and perceptions of safety. Additionally, this infrastructure will help support economic resilience and circular economy principles in the form of productive landscapes, efficient management of resources, reuse of buildings and supporting community-led initiatives.

13.86 Green and blue infrastructure can be provided as part of existing building refurbishment as well as new development. It is proven to be an effective tool in regenerating buildings and connecting and creating new communities.

13.87 Sustainable urban drainage (SUDs) is proven to be an effective way of reducing surface flooding and should be incorporated into all area proposals. Proposals that integrate these and restorative redevelopment such as daylighting former historic ponds where appropriate for public amenity would be supported.

13.88 Existing trees have significant value and should be maintained and relocated if required, alongside new planting. A tree plan will be used to ensure development does not result in a loss of green amenity space. A robust tree plan encourages urban greening to help offset the environmental and social impacts of development. To support and improve biodiversity, plants should include species that are native to the area and be chosen in relation wider ecological corridors that connect to nearby green grid assets such as Wandle Park, Queens Gardens and Park Hill Recreation Park.

13.89 Maintenance of green grid infrastructure is essential to maximise its benefits. Overgrown green spaces, for example, can negatively contribute to perceptions of safety and sense of belonging. Consideration of ongoing upkeep costs should be included as part of the initial design process to ensure the sustainability and ongoing viability of the project.

14. Transformation Area - Purley Way

Transforming the Purley Way

Where we are now

14.1 The key issues that the borough faces in terms of the Purley Way are as follows;

- With a long industrial heritage Purley Way remains the industrial and warehousing heartland of the borough and is strategically important for London as a whole. The area is home to around 600 businesses and 115 artists, occupying nearly 706,000m² of employment floor space and providing approx. 10,000 jobs.
- The majority of businesses are Small and Medium Enterprises (SMEs) comprising 0-9 employees. There is also an emerging cluster of creative industries and, given its strategic location relative to central London and Gatwick Airport and road connections, a growing number of logistics, storage and distribution businesses.
- The area is a significant out-of-town shopping and leisure destination and includes a large number of 'big box' low-rise retail buildings. Shopping habits and how people consume leisure and cultural experiences is changing rapidly, accelerated by the COVID-19 pandemic in 2020, and this is likely to affect demand for the mainly 'big box' shops, leisure and cultural infrastructure in the Area in the future.
- The area includes established residential communities which has increased by about 7% over the last five years, more than double the rate of the borough as a whole.
- There has been limited commercial development in recent years, yet demand for space was outstripping supply. Demand is also changing, as witnessed by the proposed Amazon distribution centre on a non-SIL designated site at Trojan Way.
- The Purley Way (A23) corridor itself currently dominates and divides the area. It consistently has heavy traffic and relatively poor public transport along the corridor. It also has an unpleasant street environment, is noisy and suffers from poor air quality. This means walking and cycling are not attractive options at present.
- The area has little tree cover, and the quality of buildings is generally poor. However, there are pleasant green oases and hidden gems including Wandle Park, Waddon Ponds and the River Wandle.
- The area's important industrial and social heritage is revealed through several listed and locally listed buildings. Buildings such as the locally listed power station chimneys and the Grade II listed Water Palace diving boards were operational in their original uses within living memory and as such hold particular local significance amongst older people.
- Local engagement has revealed that the retail and leisure offer of areas such as Valley Park and the Colonnades have specific resonance for local young people, who enjoy socialising in these areas.

Vision for the Purley Way

The Purley Way (A23) will be transformed from a hostile and divisive road in to a green city street. It will integrate development/developments with important retail and industrial areas and existing communities in Broad Green & Selhurst and Waddon. Transformation will be organised around a cluster of three, new district centres and one neighbourhood centre– each with a clear purpose and character which responds and enhances positive elements of local character and the setting of heritage assets, and complements Croydon Metropolitan Centre, Purley Town Centre, the Beddington Lane industrial area and other places in Croydon and Sutton.

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

The road environment will be enhanced to encompass welcoming, high-quality public spaces, stitched together by a network of green and blue walking and cycling routes and opened-up sections of the River Wandle these will connect existing green spaces, central Croydon and the wider Wandle Valley. Together, these interventions will reinvent the area as a desirable, sustainable, healthy and attractive place to work, live and play and one which rises to the challenge of climate change and incorporating the highest environmental standards.

Where we want to be

Strategic Objective 1:

Establish Croydon as the premier business location in South London and the Gatwick Diamond.

Strategic Objective 2:

Foster an environment where existing, new, innovative, cultural and creative enterprises, civic uses, knowledge economies and learning & development can prosper, and create a new vibrant place for all.

Strategic Objective 3:

Provide a choice of housing for people at all stages of life, from all socio-economic and cultural backgrounds and for a variety of mobility needs

Strategic Objective 4:

Reduce social, economic and environmental deprivation, particularly where it is spatially concentrated, by taking priority measures to reduce unemployment, improve skills and education and renew housing, community and environmental conditions.

Strategic Objective 5:

Ensure that well designed, high quality development/developments both integrates, respects and enhances the borough's natural environment, unique character and built heritage

Strategic Objective 6:

Provide and promote well designed emergency services, civic and community, arts & culture, education, health & wellbeing, hospitality, leisure and entertainment facilities to meet the aspirations and needs of diverse and growing communities

Strategic Objective 7:

Conserve, enhance and create spaces and buildings that foster safe, healthy and cohesive communities.

Strategic Objective 8:

Improve the public realm, smart city and social infrastructure including accessibility, inclusivity, permeability, connectivity, sustainability and ease of movement to, from and within the borough; Ensuring this enhances and integrates the borough's green and blue grid, and in turn public health and wellbeing.

Strategic Objective 9:

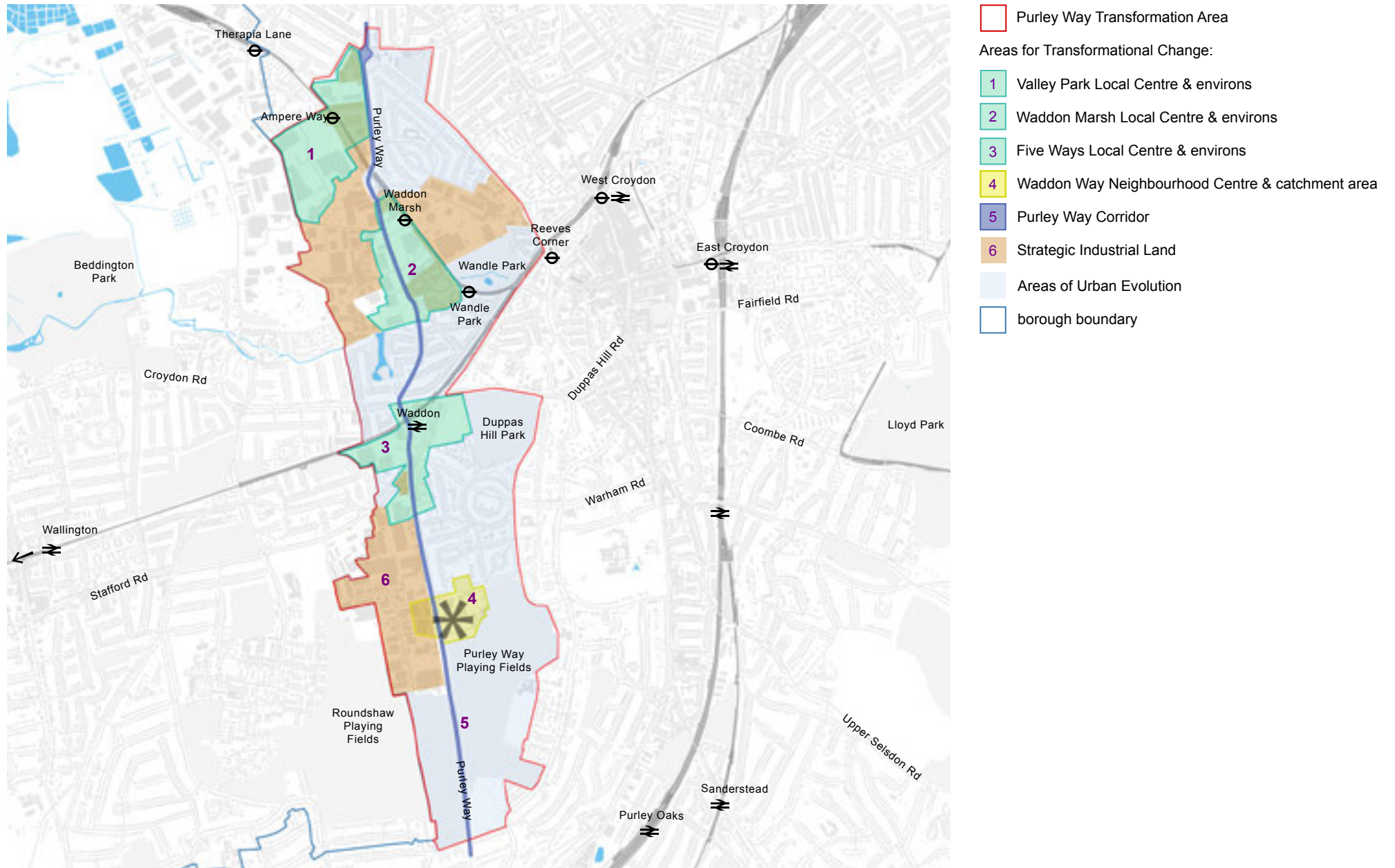
Ensure the responsible use of land and natural resources and management of waste to mitigate and adapt to climate change.

Why this area will be transformed

14.2 The potential to strengthen Purley Way transformation area's role as a strategically important industrial location between central London and Gatwick, consolidate and reshape its retail offer and provide additional high-quality homes makes it a key component of the overall borough-wide spatial strategy. There is the opportunity to transform the area by giving it a coherent structure by breaking down the traffic corridor into a series distinctive centres which accommodate a range of uses to complement and better integrate existing residential and businesses areas.

14.3 In terms of planning policy, the area has been divided in to 'areas for transformational change' and 'areas of urban evolution'.

Figure 14.1 Areas for transformational change and areas of urban evolution



'Areas for transformational change'

14.4 The following six areas will be the focus of growth and intensification where wholesale changes will take place in terms of land use mix, density and character.

Table 14 Areas for transformational change

Area of transformation	Strategic opportunities
1. Valley Park Local Centre and environs	Valley Park is a gateway into Beddington industrial zone, and currently accommodates a hub for leisure and big box retail. There is potential to consolidate these uses and mitigate large areas of car parking which currently make this area less pedestrian and cycle friendly. The area benefits from existing connectivity with Croydon Town Centre via tram links and has capacity to accommodate a variety of innovative housing models including self-build, custom-build, intergenerational, and community-led housing, along with intensification of industrial sites. The area's industrial heritage, including the Ikea chimneys (Local Designated Landmarks) are key contributors to its sense of place.
2. Waddon Marsh Local Centre and environs	Waddon Marsh is primarily characterised by big box retail plots with large car parks which flank both sides of the Purley Way (A23). The area benefits from existing connectivity with Croydon Town Centre via tram links as well as proximity to two historically rich and high quality green spaces – Wandle Park and Waddon Ponds. There is opportunity to strengthen the retail and employment offer by consolidating into a local centre which replaces car parking with active frontages, and accommodates new community uses, high quality public realm, and a variety of innovative housing models, co-located with retail, leisure and industrial uses.
3. Fiveways Local Centre and environs	Fiveways is currently dominated by a convergence of main vehicle routes which has resulted in insensitive transitions between character areas, and a lack of sense of place. The area does benefit from its proximity to Waddon Station which gives opportunity for increased density, as part of a new local centre for both existing and new residential communities. The centre could include the co-location of a variety of innovative housing models with re-provided retail, community and leisure uses, whilst celebrating the Waddon Hotel and Old Tithe Barn heritage assets.
4. Waddon Way Neighbourhood Centre	Waddon Way is the southern gateway into Purley Way transformation area which accommodates a range industrial, residential, leisure and recreational uses, including key local assets such as Croydon Airport and Purley Way Playing Fields. The convergence of multiple uses within the area presents a prime opportunity to provide a retail/leisure destination, co-located with family housing. The existing historical landmarks in this area should be celebrated and enhanced.
5. Purley Way Corridor	The main road is currently noisy, dirty and harsh – with parts of it being identified as an Air Quality Focus Area. There is the opportunity to transform the quality of this space by turning the road in to a sustainable green urban street that unites rather than divides the Purley Way transformation area and encourages walking and cycling by reducing the impacts of traffic.
6. Strategic Industrial Land	The Purley Way transformation area contains three distinct sub-areas of SIL which provide vital employment space for the borough and the wider region. There is an opportunity to deliver intensification of employment uses in these areas and better integrate them with other uses, whilst ensuring new adjacent uses do not prejudice the functionality of the SIL.

'Areas of urban evolution'

14.5 The areas of urban evolution are the established mainly residential neighbourhoods around Euston Road, Waddon Road and Denning Avenue. The emphasis here will be on making sure that existing communities are integrated with and benefit from growth in the transformation area. Any change here will comprise relatively small-scale development and interventions that respond positively to and help evolve the existing character of these areas.

How we are going to get there

Policy PW SP1: Transforming the Purley Way

PW SP1.1 The Purley Way transformation area will be transformed through development opportunities, as well as, and including, public realm improvements, to be undertaken in a cohesive and coordinated manner, in accordance with the design principles set out in the Purley Way Masterplan and Delivery Strategy SPD.

Homes

The Purley Way transformation area forms a significant part of the strategy to meet the housing needs of the borough so the Areas for Transformational Change should deliver up to to 7,515 homes. This will be achieved by:

- a. Co-locating housing with other uses to make the best use of land, create vibrant mixed-use developments, improve personal safety, reduce the need to travel and help vitality and delivery;
- b. Ensuring that new housing is located and designed in ways which responds positively to existing and expected future environmental qualities of the area; and
- c. Ensuring that new housing does not compromise the integrity, operation, economic viability and effectiveness of industrial and waste uses by requiring new housing to adopt the Agent of Change principles when designing development/developments.

PW SP1.2 To ensure that public transport capacity in the area is sufficient to accommodate growth:

- a. From 2019 no more than 4,000 additional homes shall be consented in the Purley Way Transformation area in advance of detailed transport modelling being completed to objectively assess the highway and sustainable transport measures needed to accommodate more than 4,000 homes and the implementation of associated further improvements to highway and sustainable transport capacity.

Employment

PW SP1.3 Development should strengthen the important role that the area plays in terms of business and enterprise, support Croydon Metropolitan Town Centre and other town centres in Croydon and Sutton and ensure no net loss of industrial and warehousing/distribution floorspace (B2/B8) and non-Town Centre Class employment generating E uses (light industrial, R&D within Strategic Industrial Land (SIL) over the plan period. This will be achieved by:

- a. Consolidating and safeguarding Strategic Industrial Land (SIL) for industrial, warehousing/distribution and non-Town Centre employment generating E Class uses (i.e. light industrial, R & D) as part of the 4 tier approach;

- b. Protecting existing industrial and warehousing/distribution floorspace and facilities, ensuring that businesses can operate on a 24-hour basis and ensuring that on land adjacent to SIL any permitted non industrial and warehousing/distribution uses/buildings are located and designed accordingly to ensure industrial floorspace is not compromised;
- c. Encouraging the intensification of all industrial stock and poor-quality industrial and warehousing/distribution floorspace and facilities;
- d. Supporting the retention, intensification and re-provision of cultural production space' (industrial, warehousing, small-scale office use occupied by Creative Industries) in the streets around Wandle Park;
- e. Proposals will improve the environmental quality and safety of streets and public spaces within SIL, bringing forward public realm enhancements, improved streets and introducing more street trees and better lighting to connect the areas of SIL with the proposed Local and Neighbourhood Centres;
- f. Ensuring that there is a better range of small-scale 'walk to' services for industrial occupiers that support enterprise, such as workplace crèches and cafés;
- g. Encouraging the consolidation of retail and leisure uses at Valley Park, Waddon Marsh and Fiveways through permitting new Local Centres, convenience shopping, services and leisure that are small in scale and which focus on supporting businesses, workers, and residents. These may have the potential to form new Local Centres during the life of the Local Plan in line with Policy DM9.
- h. Adopting a 'town centre first' approach to all other town centre uses, encouraging comparison shopping, large-scale commercial, leisure floorspace and offices to re-locate to Croydon Metropolitan Town Centre and District Centres;
- i. Creating a Waddon Way Neighbourhood Centre and allowing new small-scale convenience shopping and community uses to support nearby business and residential communities.

Urban design and local character

PW SP1.4 The creation of distinctive Local and Neighbourhood Centres will help provide a stronger structure and sense of place for the area. This will be achieved by:

- a. Focusing development and taller buildings in proposed Local and Neighbourhood Centres;
- b. Integrating these Centres with their environs, including existing industrial/warehousing, open spaces and residential areas, by new attractive green streets and routes that will enable the creation of more viable frontages;
- c. Transforming Purley Way (A23) into a pleasant, new city street which balances its important movement function with a sense of place in the Local and Neighbourhood Centres it passes through and is fronted by high-quality buildings, spaces and trees which create attractive places and help improve air quality;
- d. Safeguarding and revealing the significance of existing landmarks, views and heritage assets (and their settings) and drawing upon these assets to develop attractive development that responds to and is integrated with the character of Broad Green & Selhurst and Waddon Places to enhance the identity of places along Purley Way (A23);
- e. Ensuring that development has a positive relationship with and provides natural surveillance of streets, routes and spaces and that high-quality tree planting and landscaping helps ensure an attractive walking and cycling environment along heavily trafficked routes.

PW SP1.5 To create a stronger structure and sense of place along the Purley Way (A23) corridor (as defined within the masterplan) the following six design principles will be applied:

- a. Provide a street-based frontage for new buildings;
- b. Frame the street with buildings that establish a rhythm of rising and falling height along its length and avoid creating canyons where poor air quality could get trapped;
- c. Create separate perpendicular streets for residential access and service for employment areas either side;
- d. Establish parallel 'quietways' that provide priority for pedestrians and cyclists, stitch together development/developments with existing neighbourhoods and provide high-quality amenity space; and
- e. Respond positively to adjacent development by ensuring back-to-back, scale-to-scale and use-to-use relationships that support the successful integration of uses and built form;
- f. Ensure development/developments has a positive relationship with, and provides natural surveillance of, streets, routes and spaces

Community facilities

PW SP1.6 The council will ensure that additional homes and new businesses and the good growth of the area incorporates sufficient additional social infrastructure to meet additional demands and integrate existing and new communities, especially earlier in the plan period. This will be achieved by:

- a. Identifying the current need and likely need for additional childcare, school places, community spaces, health and sports facilities for the Purley Way transformation area and borough wide, and allocating land accordingly and establishing appropriate monitoring and delivery mechanisms to ensure that provision keeps pace with population growth; and

- b. Locating additional facilities in Local and Neighbourhood Centres and improving connections so that they can be used by existing as well as future residents, businesses and visitors, whilst complementing and integrating with existing facilities and networks.

Environment and Climate Change

PW SP1.7 Growth within the transformation area will be expected to take advantage of the area's proximity to the Beddington Energy Recovery Facility to allow the use of a low carbon heat source to its future residents and commercial users. To maximise opportunities to make a positive contribution to tackling climate change and to improve air quality, new major development will be required to:

- a. Incorporate a communal heating system powered by an appropriately located energy centre with sufficient space for a district heat substation
- b. Explore opportunities to include an appropriately sited soft wall to allow a connection to a future Beddington -Central Croydon District Energy Network (DEN).
- c. Ensure any green renewable energy technologies incorporated in development/developments are compatible with a future connection to the DEN

Green and Blue Grid & Open Space

PW SP1.8 Transform the area into a much greener, more attractive and better-connected place to support the expected levels of growth by requiring development/developments to provide or otherwise contribute towards:

- a. The development of the Wandle Valley Regional Park;
- b. De-culverting the River Wandle and integrating the open river with development/developments, routes and spaces;
- c. Improving the attractiveness of green spaces and their ability to accommodate increased levels of activity;
- d. The provision of additional green space and public realm, particularly in that part of the area to the north of Mill Lane/Waddon Road, including pocket parks and squares; and
- e. Tree planting along Purley Way (A23) and other public highways, innovative and generous landscaping and other green and blue features including rain gardens, living roofs, green walls and productive landscapes that results in a net gain in biodiversity;

Transport and Communication

PW SP1.9 Working with landowners, developers, Transport for London, Network Rail and other stakeholders and securing provision and/or financial contributions towards improving the area's walking and cycling, public transport, highway and parking infrastructure to ensure that the Purley Way transformation area has sufficient capacity to support the level of proposed growth and that it maximises the use of sustainable modes of transport. This will be achieved by:

- a. Creating a network of attractive and safe walking and cycling routes that safely and conveniently connect development/developments with shops, services and open spaces and reduce the severance effect of Purley Way (A23), the tramline, the railway and other roads;
- b. Enhancing public transport nodes (bus stops, tram stops and Waddon Station);
- c. Facilitating enhanced rail services and metroisation at an improved Waddon Station;
- d. Facilitating additional tram capacity on the Wimbledon branch;
- e. Establishing Purley Way (A23) as a sustainable transport corridor by reducing 'pinch points' to secure wider footways, better cycle lanes and better bus priority measures and enabling a potential extension of the tram network.
- f. Facilitating enhanced and/or new bus services along the Purley Way (A23) corridor;
- g. Supporting TfL with implementing improvements to the Fiveways junction and other improvements to other priority road junctions;
- h. Requiring development sites to make use of existing junctions to avoid adding additional turning movements and increasing congestion on the network;

- i. Improving and reducing the impact of deliveries and servicing by using Delivery and Servicing Plans to designate traffic routes for new industrial, warehousing/distribution and retail developments;
- j. Incorporating Smart City and digital infrastructure to make networks and services as efficient as possible;
- k. Manage construction activities to minimise adverse impacts on traffic, business operations and residential amenity.

Car parking standards

PW SP1.10 In order to promote lower carbon forms of transport, decrease congestion on the borough's highways and reduce the impact and level of car parking in development/developments, the following will be implemented:

- a. Existing and proposed new (subject to consultation) Controlled Parking Zones (CPZs) across the whole Purley Way transformation area;
- b. All development/developments on sites marked as 'Short-term' in Table 14.5 will be required to comply with the borough-wide car parking standards;
- c. All development/developments on sites marked as 'Medium-term' in Table 14.5 will be required to comply with Purley Way Car Parking Standards 1, as set out in Table 14.1, subject to CPZ's are existing or being implemented; and
- d. All development/developments on sites marked as 'Long-term' in Table 14.5 will be required to comply with Purley Way Car Parking Standards 2, as set out in Table 14.2, subject to CPZ's are existing or being implemented.

Areas of urban evolution

PW SP1.11 Growth in the 'areas for transformational change' will be well integrated (physically, socially and economically) with existing residential and business communities in 'areas of urban evolution' by ensuring that:

- a. New employment space provides additional high-quality job and training opportunities for local people and helps support the sustainability of the local centres;
- b. New community facilities are in locations that are convenient for existing communities;
- c. Improved and new walking and cycling routes connect neighbourhoods with improved public transport nodes and Local and Neighbourhood Centres;
- d. Proactive measures are taken to prevent additional traffic and overspill car parking;
- e. A secondary school on the Heath Clarke site is provided; and
- f. Improvements to Canterbury Road Recreation Ground, Wandle Park, Duppas Hill Park, Waddon Ponds, Purley Playing Fields and Purley Way West are supported.

Table 14.1 Purley Way Car Parking Standards 1 (medium term)

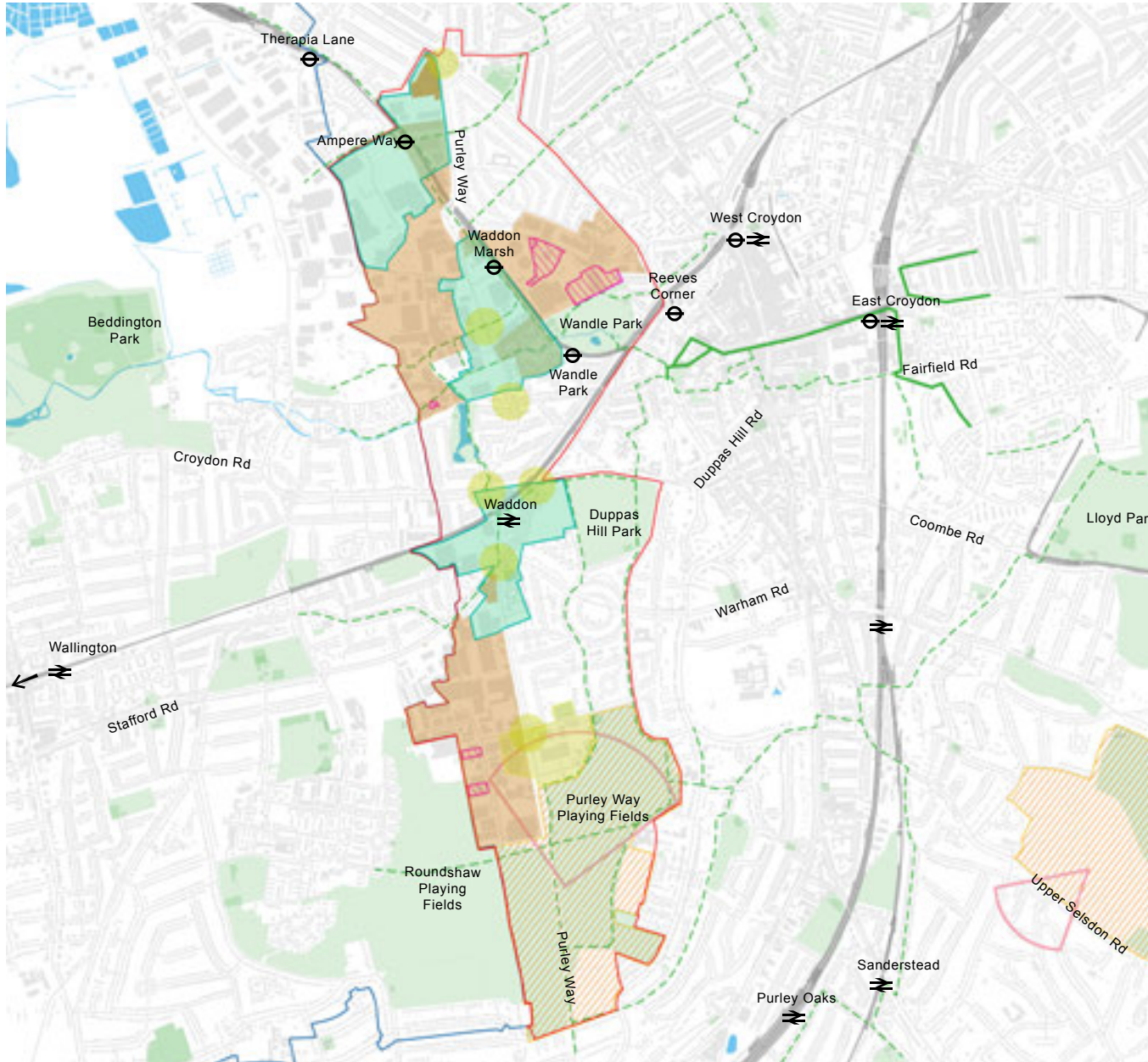
Land use	Proposed PTAL of 4+	Proposed PTAL of 3 or less
Residential (C3 and C4)	Aim for car free (except disabled parking in line with borough/London Plan standards)	Max 0.5 parking space per dwelling
Residential (C2)	As per borough/London Plan standards	
Business (B2)	Car-free except for disabled and operational parking	
Warehousing & Distribution (B8)	Case by case basis, but in line with borough/London Plan standards for Outer London: Up to 1 space per 100m ² GIA, plus disabled and operational parking	
Hotel (C1)	Car-free except disabled parking, operational parking and coaches where appropriate	Minimal parking provision, except for coaches and disabled parking
Commercial, Business and Service (E)	As per borough/London Plan standards – up to 1 space per 75m ² GIA	
Learning and non-residential institutions (F1)	As per borough/London Plan standards	
Local Community (Class F.2)	As per borough/London Plan standards	
Sui generis	Case by case basis, minimum operational parking and disabled parking	

Table 14.2 Purley Way Car Parking Standards 2 (long term)

Land use	Proposed PTAL of 4+	Proposed PTAL of 3 or less
Residential (C3 and C4)	Aim for car free (except disabled parking in line with borough/ London Plan standards)	Max 0.3 parking space per dwelling
Residential (C2)	As per borough/London Plan standards	
Business (B2)	Car-free except for disabled and operational parking	
Warehousing & Distribution (B8)	Case by case basis, but in line with borough/London Plan standards for Outer London: Up to 1 space per 100m ² GIA, plus disabled and operational parking	
Hotel (C1)	Car-free except disabled parking, operational parking and coaches where appropriate	Minimal parking provision, except for coaches and disabled parking
Learning and non-residential institutions (F1)	As per borough/London Plan standards	
Local Community (Class F.2)	As per borough/London Plan standards	
Sui generis	Case by case basis, minimum operational parking and disabled parking	

What it will look like

Figure 14.2: Purley Way transformation area

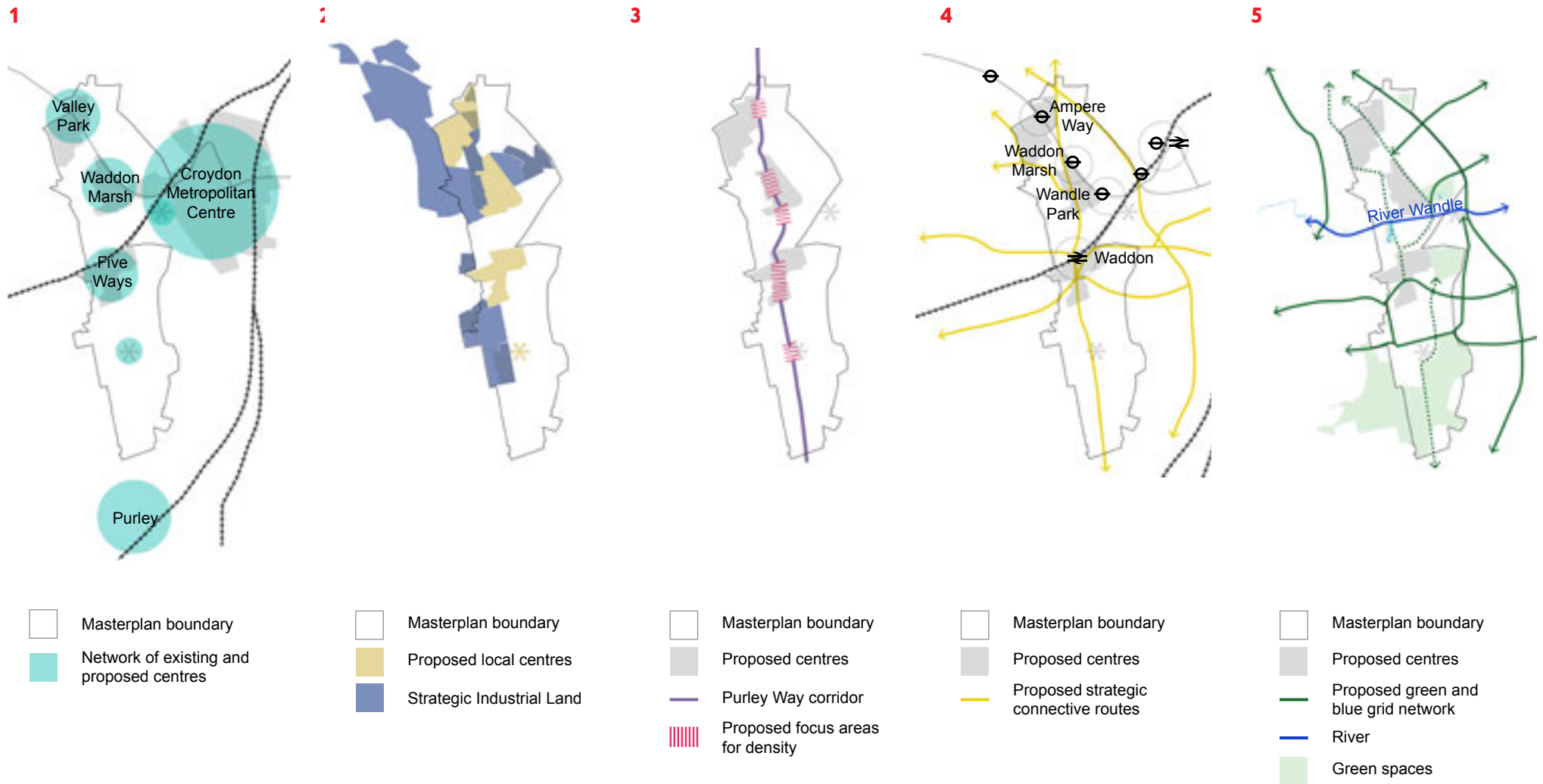


- Existing Green Grid and connections
- - - Suggested Green Grid and connections
- ↔ Existing cycle connections
- ↔ Proposed local walk/cycle connections
- Non designated green space
- Water
- Proposed improvements to roundabout/junction
- Safeguarded sites (South London Waste Plan, 2020)
- Strategic Industrial Location
- Local Centre environs
- Croydon panorama
- Metropolitan Open Land
- Metropolitan Open Land
- Purley Way Transformation Area

Spatial Vision

14.6 The Purley Way Masterplan SPD identifies the following five overarching spatial approaches for delivering the vision: character, use, form, connectivity and environment.

Figure 14.3: Spatial vision diagrams



1. Character: A clear hierarchy of centres

- Create new Local Centres and a Neighbourhood Centre to define new ‘places’
- Define a distinctive hierarchy between the proposed Local and Neighbourhood Centres and the wider area
- Embed new centres into existing communities
- Enhance and draw upon positive elements of local character and heritage to define character of new centres
- Ensure that the area is well connected with Croydon and Purley Town Centres and that development/developments supports them as ‘higher order’ centres.

2. Use: Transitioning between uses

- Gradual transition between uses
- Introduce new mixed residential and employment buildings into the area
- Use new mixed-use developments to ensure new residential communities can co-exist with existing industry and businesses
- Introduce new social infrastructure to support the local areas
- Improve the environment for all users by improving the Purley Way (A23) as it passes through the new centres

3. Form: Shaping the transformation area

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

4. Connectivity: A connective tissue

- Focus on public transport nodes
- Connect east-west to reduce severance caused by the Purley Way (A23)
- Provide alternative north-south routes running in parallel to Purley Way (A23) that create quietways, linking centres with existing neighbourhoods and green spaces
- Reduce perceived and physical severance between industrial areas, existing neighbourhoods and centres
- Link fragmented pedestrian and cycle routes to improve connectivity with surrounding areas
- Improve and expand the existing pedestrian & cycling network.

5. Environment: Green & Blue grid

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

Why we have taken this approach

Homes

14.7 Based on a number of assumptions, capacity testing work carried out as part of preparing the Purley Way Masterplan SPD identified the potential to successfully accommodate up to 7,515 homes over the plan period. This housing is expected to be delivered over time and phased as follows:

- Short-term – 1,288
- Medium-term – 2,653
- Long-term – 3,574

14.8 The above expected level of growth is likely to increase the number of people living in the area over the plan period by between about 11,640 and 17,420. The need to make additional provision of physical, social, cultural, and green infrastructure to serve this bigger population and integrate with existing residential and business communities is addressed under a number of headings below.

14.9 The co-location of housing with other uses will be required to make the best use of land, incorporate necessary additional social infrastructure, create vibrant mixed-use developments, improve personal safety, reduce the need to travel and help financial viability and delivery.

14.10 The Agent of Change principle, as set out in London Plan Policy D13, will be applied to SIL and waste sites safeguarded in the South London Waste Plan (including those that are in Sutton) and ensure that new housing does not compromise the integrity and effectiveness of industrial and waste uses.

14.11 The detailed location and design of new housing will have to respond positively to the existing poor conditions. For example, housing at ground floor next to Purley Way (A23) itself is very unlikely to be acceptable and single-aspect homes facing Purley Way or other noisy streets with poor air quality will be resisted and communal open space and play space will be expected to be carefully located in sheltered areas of development/developments.

14.12 Development/developments will consider the existing Gypsy and Traveller site at Latham's Way to ensure that the site integrates with the area as it changes and that residents living on the site feel part of and benefit from growth and investment.

14.13 The Purley Way Masterplan SPD found that most residents travelling in the peak hour for work head towards central Croydon (either to destinations within central Croydon or travelling onward to central London). A smaller proportion travel west towards Wimbledon. Given this, TfL has estimated that there is sufficient capacity on the Wimbledon branch of the existing tram network to support 2,000 additional homes in the area.

14.14 Beyond this number, capacity on the existing tram network would need to be increased, either by longer trams or greater frequency, or both.

14.15 Growth beyond 4,000 homes may require a range of additional improvements to highway and sustainable transport capacity, subject to modelling. Based on current housing delivery assumptions, the above infrastructure/frequency improvements would be needed in about 2032 (two years in to the long term). Whilst a specific package of measures to support the additional homes has not been identified, there is sufficient time for the council to work with developers, TfL, Network Rail and other partners to identify what is needed, how much it would cost and how this would be funded. To address these issues, the council, GLA and TfL are underway with the following during the short term (2022-2027):

- Undertake detailed transport modelling (LBC/TfL/GLA and development partners) to objectively assess the highway and sustainable transport measures needed to accommodate more than 4,000 homes and taking account of delivery and viability, alongside the delivery of development across the borough, especially the Opportunity Area, and alongside the tram corridor and bus network across boroughs.
- The transport modelling work will be undertaken before the completion of 1500 homes in the Purley Way transformation area from the date of the adoption of the Local Plan.

14.16 Table 14.3 under the Delivery Strategy sets out an approach to prioritising the transport measures outlined above over the plan period.

Employment

14.17 There are three distinct sub-areas of SIL in the Purley Way transformation area:

- a. The Beddington Farm / Commerce Way SIL area currently accommodates around 115 businesses in around 160,000m² of employment space. There is a greater proportion of manufacturing businesses in this sub-area, and a notable concentration of pharmaceutical activity. Sites are typically larger, and suited to stand alone warehouses and larger scale operators of logistics and distribution.
- b. The Factory Lane/ Whitestone Way SIL area includes the former gas works and Stubbs Mead Depot. Once the gasholders have been demolished, both of these areas have potential for intensification of employment floorspace to significantly increase employment and economic activity supported on the sites. The area also accommodates smaller-scale construction retail and over 100 'artists' studios in the Grafton Quarter development.
- c. The Imperial Way sub-area includes particularly dense employment, accommodating 41% of all businesses in the transformation area, including 72% of all creative businesses. There is a higher proportion of small and light industrial floorspace here, which may be suited to multi-level and stacked industrial provision. Existing businesses and new arrivals will benefit from the amenity of the Waddon Way Neighbourhood Centre.

14.18 It should be noted that the existing SGN gasholders site on Factory Lane (approx. 1.45ha) is designated as SIL, although the land is not currently used for industrial or warehousing/ distribution purposes. The planned demolition of the gasholders and levelling of the site will increase the amount of developable SIL. Assuming a plot ratio of between 50 and 65%, this site could accommodate between 7,250 and 9,430m² of Business floorspace.

14.19 The Purley Way Masterplan SPD estimates that potential intensification of SIL and new mixed-use development focused on Local and Neighbourhood Centres could result in around 1,750 additional Full Time Equivalent (FTE) jobs over the plan period. Construction work will also generate additional temporary employment opportunities. The land use policies set out in this chapter should ensure that there is a diverse range of job opportunities, including jobs that drive up skills. The council will secure in-kind and financial contributions from developers in accordance with Local Plan policies SP3 to help maximise training and job opportunities for local people.

14.20 The Purley Way Masterplan SPD sets out how potential changes to the SIL boundaries within the Purley Way can take place, in order to efficiently consolidate land uses, and increase opportunity for industrial intensification.

14.21 The proposed changes in the Purley Way Masterplan SPD are in accordance with London Plan Policies E5 and E7 and the Mayor of London's guidance 'Industrial intensification and co-location through plan-led and masterplan approaches (November 2018)'. Capacity testing undertaken through the Purley Way Masterplan SPD was based on an assumed no net loss of industrial, warehousing and distribution floorspace across the area based on a combination of the compensatory SIL intensification and co-location.

14.22 The council will develop further evidence to support any release or designation of SIL, including viability testing and landowner engagement, at the next review of the Local Plan.

14.23 The area currently provides relatively affordable rents for workspace and part of the Area is within Croydon's Creative Enterprise Zone (CEZ) and there is a developing cluster of 'cultural production space' (industrial, warehousing, small-scale office use occupied by Creative Industries) in the streets around Wandle Park. In order to increase variety and economic resilience, the retention, intensification and re-provision of these uses will be supported.

14.24 In order for the area to be successful and sustainable a series of New Local Centres in the area will be a focus for 'main town centre uses' as part of consolidating and focusing high-quality mixed-use development that ensures that the area is supported by Centres which are vibrant and attractive hubs for people to shop, socialise, work, live, go to school and access services. As the new Local Centres are not yet defined on the Policies Map (as their extent cannot be determined before they are built) a material consideration needs to be made to the Plan's policies on out of centre development to allow the new Local Centres to develop. As the Local Centres are intended to provide essential services to new residents it is necessary to remove the restrictions on out of centre development for convenience retailing, services and leisure that is small in scale and commensurate to local needs when it is proposed in the broad area of one of the new Local Centres. For other town centre uses including larger scale convenience and comparison retailing Town centre first principles will be applied to the New Local Centres to prevent direct competition with Croydon Metropolitan Town Centre. The wider 'environs' of these Centres will successfully link with their residential and industrial hinterlands. Here, appropriate and diverse business and residential uses will be the primary uses and attractive streets will help integrate existing and new residential and business communities.

14.25 The new Neighbourhood Centre at Waddon Way will provide small-scale (less than 280m²) day-to-day shopping and services for the localised business and residential communities. This could include small-scale 24-hour shops and cafes to support shift workers and users of the Purley Way Playing Fields.

14.26 The Policies Map identifies the wider 'environs' for the proposed Local and Neighbourhood Centres. The proposed Centres themselves will be defined in the next Local Plan, following discussions with land owners and prospective developers at pre-application stage, as part of shaping specific proposals. As such, the policy shall not apply until detailed boundaries have been confirmed as part of a Local Plan review process.

14.27 SIL and the new Local and Neighbourhood Centres will be well connected to support industrial intensification and ensure that people working in and visiting the area for business purposes have sufficient access to cafes, restaurants and other day-to-day services.

Urban Design and Local Character

14.28 Development/developments will safeguard the setting of designated and non-designated heritage assets in the area and in neighbouring areas of Croydon and Sutton including Croydon Airport, River Wandle and the IKEA Towers Local Designated Landmark. It will also frame and make a positive contribution to the designated Croydon Panorama from Purley Way Playing Field to Croydon Metropolitan Centre (landmarks NTL mast, the Town Hall Clock Tower in Katharine Street, No.1 Croydon and the Park Hill Water Tower).

14.29 New buildings and open and public realm spaces will draw on the positive characteristics of Broad Green & Selhurst and Waddon Places and transform the quality of the built environment by adopting the five principles included in Policy SP2.6. Guidance for implementing this is set out in the Purley Way Masterplan SPD.

14.30 In areas for transformational change, new buildings are expected to make the best use of urban land and optimise density. The four Local and Neighbourhood Centres will accommodate the taller buildings in the area, to reinforce and mark their role as the focus of use and activity and to aid wayfinding. Buildings that are adjacent to, and are in 'areas of urban evolution' should respect and respond positively to the height of existing buildings, ensuring development positively mediates transitions with lower density areas and responds to predominant height, in line with relevant borough-wide policies.

Community facilities

14.31 The Purley Way transformation area includes Kingsley Primary and Harris Primary Academy Schools and the Haling Manor High School and (just outside the area) the former St Andrew's Secondary School. Planning permission has been granted for an additional 3-FE primary school at 91-93 Canterbury Road (18/03408/FUL, February 2019). The area also has a number of children nurseries and play groups. It is also home to Broad Green Library, Waddon Leisure Centre and commercial leisure and entertainment uses at the Colonnades, Valley Park (including VUE Cinema) and other locations. However, there are relatively few community, youth, and sports facilities and places of worship.

14.32 The additional housing and population growth outlined under Homes above is predicted to result in between 730 and 1,090* additional Primary-aged children over the plan period (0 in the short-term, 170-260 in the medium-term and a further 540-830 in the long-term). In the medium-term, any projected increase in demand for primary school places is likely to be absorbed using the existing capacity within local schools. In the long-term, depending on actual levels of growth, there may be the need for additional primary school places in the area. This will be monitored by the proposed Growth Delivery Updates identified in the Infrastructure Delivery Strategy below. If additional provision does prove necessary, a new 2FE primary school could form part of a new mixed-use development in the Waddon Marsh centre and environs, as identified in Site Allocation 332 (Superstores, Drury Crescent).

14.33 The expected level of demand for secondary school places should be capable of being absorbed by the existing secondary schools, including the possible re-use of the site where St Andrews CE School that's is located just outside the area (subject to agreement from the Southwark Diocesan Board of Education), and the proposed additional secondary school on Heath Clark Duppas Hill (Site Allocation 16).

14.34 Based on the Council's adopted benchmark ratio of 1GP per 1,800 people, the expected growth is likely to generate the need for an additional 6.5-9.7 Full Time Equivalent GPs. Given this, it is proposed to make provision for two health hubs of about 1,200m² each to cater for around 12 FTE GPs in total and associated services. The proposed mixed-use development in the new Local Centres and environs and Waddon Way Neighbourhood Centre provide a number of opportunities to incorporate health facilities and are detailed in specific site allocations (25, 125, 314, 316, 332, 334, 349, 351 and 355).

14.35 Additional facilities will generally be directed to the new Local and Neighbourhood Centres, where existing and new residents can best access them to help foster a united local community based on shared local facilities and experiences.

Environment and Climate Change

14.36 The orientation, layout and design of development/developments, particularly housing, should take account of the existing environmental constraints of the area, including noise and poor air quality. The Purley Way Masterplan SPD includes guidance on how development/developments could respond to and improve existing air quality conditions.

14.37 The Council is investigating bringing forward a District Energy Network (DEN) to supply heating and hot water to the Croydon Growth Zone and the Purley Way transformation area. This would connect Purley Way and the Growth Zone with the Beddington Energy Recovery Facility (ERF) in nearby Beddington Lane, via a central energy centre in the Wandle Road car park site.

14.38 Once established, a connection route for the supply and return pipes would provide opportunities for development/developments in Purley Way transformation area to connect with the DEN, either directly from one of the primary routes or via a secondary network, and to access low-carbon heat. To keep this option open, the Council will require all 'major' development in the area to incorporate a communal heating system powered by an appropriately located energy centre, with sufficient space for a district heat substation (heat exchanger), with the energy centre incorporating an appropriately located 'soft' wall to allow for a connection to a future DEN.

14.39 In addition to making provision for ‘clean’ energy in this way, development/developments will be expected to incorporate appropriate ‘low carbon communal or district heating systems which are compatible with future connection to the proposed DEN. The River Wandle provides particular opportunities for developments that are near to it to use Water Source Heat Pumps.

Green and Blue Grid & Open Space

14.40 The area is particularly harsh, with very little tree cover or greenery. If its full potential is to be realised, it needs to be transformed into a more attractive, greener, more biodiverse place.

14.41 The council supports the continued development of the Regional Park concept and will work with the Trust, the Environment Agency and other stakeholders to play its part in delivering the Wandle Valley Area Green Grid Framework developing a connected, cross-borough network of green spaces. As part of this commitment, the council will manage Wandle Park and Waddon Ponds and look for opportunities to connect these with other open spaces and de-culvert stretches of the River Wandle as and when development opportunities arise to secure connectivity, flood risk and biodiversity enhancements.

14.42 Canterbury Recreation Ground, Duppas Hill Park and Purley Way Playing Fields provide much needed open space within the Purley Way transformation area, and are all in need of enhancement to increase their attractiveness and ability to accommodate increased levels of activity associated with the expected increase in residential population. The council will seek to improve these spaces, including incorporating additional habitats, and implement the Parklife project so that the Playing Fields become a high-quality sports-hub (Site Allocation152).

14.43 The council will seek to secure additional high-quality publicly accessible green open spaces and areas of public realm as part of development schemes wherever possible, particularly in that part of the area to the north of Mill Lane/Waddon Road where there is a current lack of open space.

14.44 In accordance with London Plan Policy G5 (Urban Greening Factor) and borough-wide policies, the Council will ensure that development/developments maximises opportunities to include green infrastructure to help reduce water run-off and the heat island effect, improve air quality, deliver a net gain in biodiversity, offer opportunities to grow food, improve the attractiveness of the area and contribute to the health and well-being of people living, working and visiting the area.

14.45 The Council will invest in public realm and lighting improvements across the Purley Way Transformation Area potentially through planning obligation receipts and beyond site specific requirements of schemes to create attractive and safe green links. These may include:

- a. Providing additional local connections to support Areas for Transformational Change and linking these with existing and proposed community facilities and green spaces.
- b. Providing a network of high-quality pedestrian routes connecting Local and Neighbourhood Centres and their environs to public transport nodes and destinations in neighbouring areas.
- c. Using de-culverted and naturalised sections of the River Wandle to provide walking and cycling routes.

14.46 Key priorities for the green links will include:

- a. Additional north-south connections to provide alternative routes to Purley Way (A23) and east-west connections in the northern part of the area to provide quieter walking/cycle routes.
- b. Improved pedestrian infrastructure along strategic east-west connections with Stafford Road/Denning Avenue, Mill Lane/Waddon Road to provide better connections with Croydon Local Centre.
- c. Additional and improved crossings on Purley Way (A23) at key locations, located and designed to reduce severance and support public transport nodes and cycling connections.
- d. Improved, signed local links to promote active travel choices to access health, education, green spaces etc.
- e. Site specific routes in collaboration with landowners and developers to include new /improved footways and footpaths through development sites, plus upgraded areas of public realm on Purley Way and other key roads around development sites and more broadly within Local/Neighbourhood Centres.

Transport and communication

14.47 The Purley Way Masterplan SPD includes detailed strategies and guidance for improving walking and cycling infrastructure in the area. The Council will use the Development Management process to ensure that development/developments has a positive relationship with and provides natural surveillance of streets, routes and spaces and that high-quality tree planting and landscaping helps ensure an attractive walking and cycling environment along heavily trafficked routes.

14.48 A series of interventions will be made to make public transport the easy choice for getting to, from and around the area, including a combination of the following:

- a. Creating a sustainable transport corridor, with a spine formed of a major new high-quality public transport route,
- b. Promoting the role of public transport nodes (bus stops, tram stops and Waddon Station) as mobility hubs and special places, located to support efforts to create or strengthen Local/Neighbourhood Centres
- c. Reducing walking times from across the area to public transport nodes

14.49 The above measures coupled with improvements to enhance walking catchments for rail, tram and bus aim to ensure that all 'areas for transformation' are within a maximum five-minute walk to a bus and/or a ten-minute walk from a tram stop or Waddon Station.

14.50 At Waddon station the existing poor-quality station building is set back from Purley Way (A23), accessed by poor quality public realm and only provides step-free access for the westbound platform. The council will work with Network Rail/TfL and landowners to improve accessibility with a strong presence on the Purley Way (A23) either in advance of or as part of redeveloping the low-density retail/restaurant uses around it. This is addressed further in Site Allocation 110 (Old Waddon Goods Yard).

14.51 The Brighton Main Line and East Croydon Transformation Corridor chapter explains the current context regarding the Croydon Area Remodelling Scheme (CARS). The Council will also work with TfL to support bringing forward the proposed 'metroisation' of rail services in South and South East London.

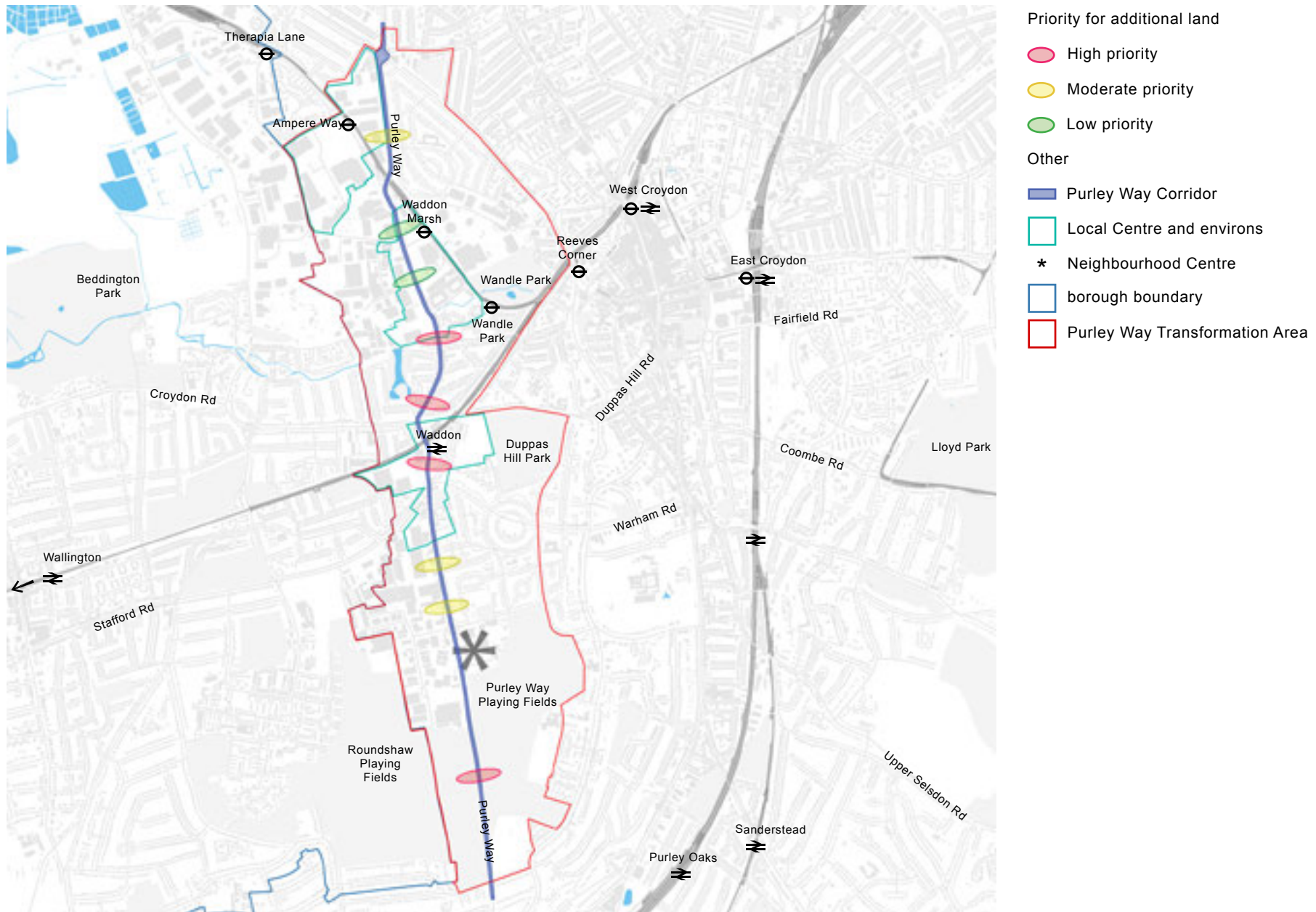
14.52 The Council will work with TfL and landowners/developers to turn Waddon Marsh in to a key public transport hub, including improving the link from Purley Way and interchange with buses, creating a sense of entrance and arrival at the tram stop with a public space, integrating micro mobility and drop-off space into the area so that it becomes a mobility hub and redesigning the forecourt area as a distinctive and welcoming station plaza.

14.53 As a first step to creating a high-quality public transport corridor – and as an alternative should a tram extension not come forward in the foreseeable future, the Council could support the creation of a rapid bus corridor subject to modelling, with a series of bus ‘superstops’ at the same locations as the tram stops. The Council supports the provision of demand responsive bus services.

14.54 There are a number of relatively narrow sections of Purley Way (A23) which act as ‘pinch points’ that create congestion for traffic and poor-quality conditions for pedestrians, cyclists and buses. These are identified in Figure 14.4.

14.55 The council will seek to explore possible widening of the carriageway and/or footway of Purley Way (A23) to secure improvements for sustainable modes of transport – including wider footways/shared walking/cycling routes, designated cycle lanes for cycling, bus lanes and/or space for a future a possible tram extension. The council will proactively work to identify and secure opportunities to remove these pinch points and widening the corridor whilst maintaining strategic traffic movement. These include entering in to Section 106 and/or Highway Agreements to secure additional land and financial contributions towards the costs of implementing schemes.

Figure 14.4 Purley Way Pinch Points



14.56 The council will continue to work with TfL and other stakeholders to explore the aspiration and need for a new tram extension along Purley Way (A23) to Purley and Coulsdon, with a series of stops located to support the proposed Local and Neighbourhood Centres in the area linked to the level of Croydon is expected by the Mayor to accommodate.

14.57 Traffic congestion and capacity is a key issue in the area. The strategic nature of the Purley Way (A23) means that the vast majority of trips are longer distance, and the road is vital for serving the many industrial and retail businesses in the area. The potential on-street public transport improvement and better pedestrian and cycle crossing facilities called for above are likely to introduce additional capacity constraints.

14.58 Whilst the land use strategy outlined above and implementation of borough-wide transport and Purley Way transformation area parking policies and standards will help reduce additional car trips, the transformational change called for in the vision for the area will, unavoidably, create some additional highways trips. Focussed highways improvements on the following key junctions and links where capacity is most constrained, while integrating healthy streets measures to better accommodate walking and cycling, as well as urban realm that supports enhanced place amenity and character:

- a. Fiveways area improvements (including the junctions of Croydon Road/Purley Way and Epsom Road/Duppas Hill Road/Stafford Road)
- b. Duppas Hill and Croydon Way junction
- c. Mill Lane/Waddon Road/Purley Way
- d. Drury Crescent/Commerce Way

14.59 The council could also bring forward traffic management and calming measures to reduce any displacement of traffic from Purley Way (A23) on to other streets in the area, surrounding Places and neighbouring Sutton. These include investigating the potential to reducing some or all of the area to 20mph, and designing the local road network in accordance with the aim to create low-speed, safer and more attractive streets that support the Mayor's Vision Zero goal which aims to eliminate all deaths and serious injuries on London's transport network by 2041.

14.60 There are already many LGV/HGV trips along the Purley Way Corridor (A23) due to existing uses, and these will only increase with the anticipated growth and committed development in the adjoining Beddington Lane Industrial Area. An area-wide strategy for servicing will be developed and implemented by Delivery and Service Plans secured as part of granting planning permissions for new 'major' development.

Car parking standards

14.61 In order to promote lower carbon forms of transport, not increase congestion on the borough's highways and reduce the impact of car parking in development/developments, the council could, subject to consultation, implement Controlled Parking Zones (CPZs) across the whole area. When a Controlled Parking Zone is in place s.106 Agreements will be used to prevent residents/business in development/developments from parking on nearby streets, the council intends to carry out consultation and design work in the short term and implement approved CPZs in the short and medium terms, prioritising those areas.

14.62 In tandem with implementation of improvements to the walking and cycling network and public transport capacity, set out under Transport Infrastructure below, on-site car parking standards will need to become increasingly restrictive over time. They will reduce relative to the implementation of associated improvements to public transport capacity, the proposed PTAL of different parts of the area and the implementation of on street car parking controls. This will help to reduce the impact of car trips in the area.

14.63 The council will apply borough-wide cycle parking standards to development/developments in the area and ensure that short and long-term cycle parking is located in convenient locations and that other facilities (including lockers and showers) are provided as part of new major employment/mixed-use developments.

14.64 In line with government policy and practice guidance, the Purley Way Transformation Area provides an opportunity to identify the short, medium and long-term transport proposals across all modes that are needed to ensure sustainable travel behaviour. It is important that walking and cycling infrastructure, public transport and highway capacity serving the area is sufficient to accommodate the proposed level of growth and that it is available when it is expected to be needed. This is to ensure that growth is carried out in a sustainable way and does not lead to the existing public transport and/or highway networks being overwhelmed and unable to cope.

14.65 The council will work with developers, TfL and other partners to secure funding to implement the walking and cycle route priorities identified in Figure 14.5, focusing in the short and medium term on improving connections to and from existing trams stops.

14.66 The Council will work with land owners, developers and other stakeholders to seize the opportunity to integrate smart city technology, where digital communication is maximised to make networks and services more efficient. This includes:

- a. Shared mobility – the Council working with car club providers and others to include provision Car Club spaces and facilities for bike and scooter sharing, taxi and private hire services and micro-transit services;
- b. Electrification of vehicles - the Council requiring the provision of Electric Vehicle Charging Points in all ‘major’ developments, in accordance with the policy and also making provision for on-street charging for car club cars, taxis etc.;
- c. Mobility hubs – the Council working with TfL and others to enhance existing and proposed public transport nodes so that they become hubs, with enhanced facilities and information;
- d. Connected and autonomous vehicles – build flexibility in to the design of parking and public spaces so that they are able to accommodate these vehicles in the future
- e. Cycle freight – make provision for storage of e-cargo bikes in developments and at mobility hubs;
- f. Encouragement of Drop-off Boxes for internet deliveries and allowing for future drone and autonomous deliveries; and
- g. Integrating Smart City and digital infrastructure within the wider public realm.

Infrastructure Delivery Strategy

14.67 The anticipated level of growth in the Purley Way transformation area over the plan period is indicative only. The degree of certainty over the level of growth diminishes over the short, medium and long-terms. Growth in the first five-years is 'deliverable' as defined by the NPPF. However, growth in the following years is 'developable' as defined by the NPPF. In addition, whilst all of the identified transport and open space and green grid measures are needed for the expected indicative growth scenario of up to 4,000 homes in the short to medium term, and further 3,515 homes in the long term (a total of 7,515 homes over Local Plan period), social infrastructure and local services will respond to demand thresholds in the population growth.

14.68 In addition, public sector delivery agencies (including the council, TfL, Network Rail and NHS) operate on three to five-year planning cycles and it would be misleading to pretend that infrastructure can be mapped out over a 20-year period with any degree of certainty.

14.69 Such updates can feed in to the council's Infrastructure Delivery Plan and Local Plan reviews, to inform future policy development. Table 14.3 seeks to summarise the proposed approach.

Table 14.3 Phasing and review of infrastructure provision

	Short-term	Medium-term	Long-term
Transport and parking measures			
CPZ study & consultation	✓		
Transport modelling (or before 1500 homes are built in the Purley Way Transformation area whichever is sooner)	✓		
CPZ implementation		✓	
Walking & cycling routes	✓		
Borough wide car parking standards	✓		
Purley Way Car Parking Standards 1		✓	
Purley Way Car Parking Standards 2			✓
Bus service improvements		✓	
New limited-stop bus service and super stops (subject to modelling)		✓	
Rapid bus priority measures (subject to modelling)		✓	

	Short-term	Medium-term	Long-term
Other junction upgrades (subject to modelling)		✓	
Capacity increases on existing tram network (subject to modelling)		✓	
Waddon Station upgrade & enhanced services			✓
Tram extension (subject to modelling)			✓
borough-wide behavioural change measures	✓	✓	✓
Social Infrastructure			
Early Years (commercial opportunities throughout)	✓	✓	✓
Primary school places		tbc	tbc
Secondary school places (beyond existing capacity and allocations)		tbc	tbc
Health care facilities		tbc	tbc
Open space & green grid			
Improvements to other existing spaces	✓	✓	✓
New spaces as part of development		✓	✓
Utilities			
Develop & implement utilities plan	✓	✓	✓
Monitoring			
Growth Delivery Update		✓	✓

Designations shown on the Policies Map

Each of the designations set by Policy PW SP 1-11 and Policies PW DM1 to PW DM7 are shown on the *Policies Map*.

The designations are summarised in Table 14.4:

Table 14.4 Designations set by Policy PW SP1 and Policies PW DM1 to PW DM7 shown on the Policies Map

Designation	Policy it relates to	Location
Area for Transformational Change	PW SP1	Parts of the Places of Broad Green & Selhurst, and Waddon
Areas for managed change	PW SP1	Parts of the Places of Broad Green & Selhurst, and Waddon
Future local centre	PW SP1	Valley Park, Waddon Marsh, Fiveways
Neighbourhood Centre	SP2 DM5	Waddon Way
Area around Lombard Roundabout	PW DM1	Area around Lombard Roundabout
Valley Park Local Centre and environs	PW DM2	Future Valley Park Local Centre and environs
Waddon Marsh Local Centre and environs	PW DM3	Future Waddon Marsh Local Centre and environs
Fiveways Local Centre and environs	PW DM4	Future Fiveways Local Centre and environs
Purley Way corridor	PW SP1 PW DM6	Along the Purley Way

Key Supporting Documents

- Purley Way Masterplan Supplementary Planning Document

Detailed policies

Policy PW DM1: Area around Lombard Roundabout

In the area of the Lombard Roundabout, to facilitate growth and to enhance the distinctive character of the Lombard Roundabout area proposals should:

- a. Complement the existing predominant building heights of 3 storeys;
- b. Create a sense of continuity by setting back buildings from the street and create building lines and frontages which positively reference and respond to the junction;
- c. Address the deficiency in green infrastructure within the area by incorporating tree planting and greenery within the development; and
- d. Retain the extent and enhance the quality of the existing public realm within the development, including introducing large trees and other vegetation to balance the impact of large or tall buildings.

How the policy works

14.70 This is an area at the edge of two character types that contrast in scale. These are 'Terraced Houses and Cottages' and 'Large Buildings with Continuous Frontage Line'. The area has potential for growth. The Place-specific development management policy is required to facilitate growth that enhances the distinctive character of the Lombard Roundabout Area.

14.71 These policies will encourage development/developments to establish a transitional zone between the existing uniform low-rise residential areas and the larger scale structures around the Lombard Roundabout.

Policy PW DM2: Potential new Local Centre at Valley Park

Proposals that promote the potential creation of a new Local Centre at Valley Park will be supported during the life of the Plan in line with the Purley Way Master Plan, if the following requirements are met:

- a. The new centre should straddle Ampere Road and provide a focus around Ampere Road tram stop (precise boundaries to be determined);
- b. The new centre explores opportunities to consolidate, enhance existing retail and leisure uses with additional housing and the wider environs should provide scope for and intensification of industrial, warehousing and distribution uses;
- c. Building heights of development within the Centre and environs should generally be in the order of 3-8 storeys, with focal point accents at gateway locations;
- d. Proposal should enhance the setting of the IKEA chimneys by delivering high quality development and public realm interventions; and
- e. Development opportunities including public realm improvements should be undertaken in a cohesive and coordinated manner and create a new Local Centre with a sense of place and distinct character. The Purley Way Masterplan SPD provides guidance on the creation of a new Centre and a wider area of focused change (its environs).

How the policy works

14.72 The mix of uses in the Valley Park area presents an opportunity to improve public realm connections, densify uses, and encourage a 24/7 economy inviting a mix of participants. The popularity of Ikea/Valley Park as a retail and leisure heart of the wider region should be preserved, albeit with a radical re-thinking of the car-centric land use pattern.

14.73 Attractive public realm and densified retail/leisure uses with active frontages will create a walkable retail centre and encourage use of sustainable modes of transport. Connectivity to Ampere Way tram station on both sides will be seamless, safe and clearly signposted to also encourage use.

14.74 The area has been identified as having capacity for new housing, which would intensify use across the site and mitigate the negative impact of large areas of car parking. To ensure co-location of other uses with residential is successful, privacy and well-designed amenity for residents in the area, notably the northern neighbourhood, is a priority. The twin IKEA chimneys, as important markers of character for Croydon, must be retained and celebrated to enhance sense of place.

14.75 Towards the south of this area, larger sites offer the opportunity to accommodate industrial employment uses adjacent to the SIL in Beddington, and to offset de-designation SIL elsewhere in the wider Purley Way transformation area. This is essential to improving cohesion between uses and character across the Purley Way transformation area, whilst also strengthening the attractiveness of the area for businesses to locate there.

Policy PW DM3: Potential new Local Centre at Waddon Marsh

Proposals that promote the potential creation of a new Local Centre at Waddon Marsh will be supported in line with the Purley Way Master Plan, if the following requirements are met:

- a. Excellent transit connectivity and proximity to amenity and industry locations are opportunities to create an attractive locality to live, work, shop and socialise;
- b. The new centre should be located on the east side of Purley Way and be focussed around Purley Way itself and the Waddon Marsh tram stop (precise boundaries to be determined);
- c. The new centre should consolidate and enhance existing retail uses and include new housing, social infrastructure and green open space; and
- d. Buildings heights of development in the Centre and environs should generally be in the order of 3-8 storeys, with focal point accents at gateway locations.

How the policy works

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

14.77 In tandem with envisioned reduced car use and increased density, there is an opportunity to replace large tracts of parking with active retail frontage and public amenity which will improve the environment for both pedestrians and cyclists. Mid- to high-rise residential uses, co-located with retail, industry and leisure, especially in the immediate vicinity of Waddon Marsh station, will help to establish the character of the local centre.

14.78 High-quality industrial zones with well-utilised land area and sensible servicing routes will strengthen the area as an attractive destination for businesses to locate. Green spaces are to be enhanced through interventions such as the deculverting of Wandle River and the creation of pocket parks. Interventions to enhance the network of green spaces, will be needed to accommodate increased activity in the area, and improve connectivity as part of the wider Green Grid.

Policy PW DM4: Potential new Local Centre at Fiveways

Proposals that promote the potential creation of a new Local Centre at Fiveways will be supported during the life of the Plan in line with the Purley Way Master Plan, if the following requirements are met:

- a. The convergence of multiple uses within the area presents a prime opportunity to provide a retail/leisure destination, with a substantial user catchment at all times of the day;
- b. The new centre should be focused around the Fiveways junction and include the existing Waddon Leisure Centre and Waddon Station (precise boundaries to be determined);
- c. The new centre could consolidate and enhance existing retail and leisure uses and include new housing, social infrastructure and green open space;
- d. Building heights of development/developments in the Centre and environs should generally be in the order of 3-8 storeys, with focal point accents at gateway locations; and
- e. Proposals should seek to enhance the setting of the Grade II listed Old Tithe Barn by delivering high quality development and public realm interventions adjacent to it.

How the policy works

14.79 Fiveways junction is crucial to characterise the local centre. The high transport connectivity gives the opportunity for an increased density, specifically by co-locating mixed-use buildings with mid-to high-rise residential elements with re-provided retail, community and leisure uses. In tandem with improvements to the road layout, which will alleviate congestion and encourage walking, public realm improvements to the area has the potential to create a bustling local centre. Attractive public realm, such as public furniture and an unobstructed station forecourt would form the basis for street activity.

14.80 Given the high transport connectivity, there is latent potential to increase density of development, specifically by co-locating mid- to high-rise residential uses with reprovided retail, community and leisure functions.

14.81 Development/developments must be stitched in with the public realm and existing green amenity, with attention to fostering community, forming a network of active and green spaces surrounding Fiveways.

14.82 Due to the complexity of these issues and the number of development opportunities the Purley Way Masterplan SPD helps to coordinate development within this area to ensure it is undertaken in a coordinated and cohesive way while retaining Waddon's sense of place.

Policy PW DM5: Potential new Neighbourhood Centre at Waddon Way

Proposals that promote the potential creation of a new Neighbourhood Centre at Waddon Way will be supported during the life of the Plan in line with the Purley Way Master Plan, if the following requirements are met:

- a. The new centre should be on both sides of Purley Way;
- b. A Development should seek to consolidate and enhance the existing retail and leisure uses within this centre, with particular emphasis on serving the business community, and include new housing and green open space;
- c. The building heights of development/developments in the Centre and environs should generally be in the order of 3-8 storeys, with focal point accents at gateway locations; and
- d. Proposals should seek to enhance the setting of heritage assets including Croydon Airport and the former lido diving board by delivering high quality development and public realm interventions

How the policy works

14.83 The convergence of multiple uses in the Waddon Way area presents a ripe opportunity to provide a congregation of live, play and work functions on both sides of the Purley Way, with a substantial user catchment at all times of day.

14.84 Improvements to the Imperial Way business district and reprovision of existing hotels will cement Waddon Way as a centre for business and gateway into industries along Purley Way. Due to the smaller size of the plots the area is considered suitable for SMEs, innovation clusters and creative industries.

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

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

Policy PW DM6: Purley Way Corridor

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

- a. Taking opportunities to remove pinch points (identified in Figure 14.4) to provide space for sustainable modes of travel – walking, cycling, buses and a possible tram;
- b. Incorporating high-quality pedestrian and cycle crossing points at key locations to reduce severance and increase connectivity;
- c. locating and designing buildings and spaces in ways which provide active frontages to the street;
- d. locating and designing buildings and spaces that include measures to improve air quality, reduce creation of wind corridors and rough urban surfaces, break down any street canyon, orientate street canyons parallel to wind, promote air circulation around base buildings;
- e. prevent local inversions and locate sensitive uses away and upwind from emissions and away from the pollution source; and
- f. Building heights along the corridor, outside of Town and Neighbourhood Centres and their environs, should be 3 to 8-storeys.

How the policy works

14.87 There is a great opportunity to transform the Purley Way into a green, pleasant city street and sustainable transport corridor. The street should mark a positive relationship with the Local and Neighbourhood Centres that it passes through, making sure it is fronted by high-quality buildings, spaces and trees which create attractive places and help improve air quality.

14.88 New pedestrian connections and public space improvements will reduce the severance between both sides of the Purley Way. The new city street will accommodate enhanced bus services, pedestrian and cycle routes and potentially a future tram route, all of which will encourage the use of more sustainable modes of transport and alleviate pressure from the road network.

14.89 The retention of Purley Way as a strategic transport and servicing route is vital for serving the many industrial, warehousing and distribution and retail businesses in the area.

Policy PW DM7: Strategic Industrial Locations

The areas of SIL are strategically important industrial, warehousing and distribution areas which must be used and developed in the most efficient way. Development/developments should:

- a. Support the intensification and overall uplift of industrial, warehousing and distribution floorspace to maximise the economic contribution to the area, safeguard these functions by taking account of new housing being introduced in to the wider area and mitigate adverse impacts on the area's road network from additional traffic;
- b. Deliver active frontages on to routes, to make active travel and use of public transport as attractive as possible for employees;
- c. If creating internal routes these should facilitate good connections with Town and Neighbourhood Centres and their environs, in order to integrate industrial, warehousing and distribution uses with the uses and services that these areas provide; and
- d. Facilitate a step-change in quality of public spaces and street frontages throughout the SIL by following urban design principles outlined in the Purley Way Masterplan.

How the policy works

14.90 The SIL along Purley Way must be supported and nurtured so that they can thrive as dynamic business locations. Key physical measures will include making streets safer and more attractive to use, so that more people working in and visiting business settings choose to walk, cycle and use public transport. It is also important that these business areas are integrated with nearby Local and Neighbourhood Centres, so that employees and visitors can take advantage of services that they offer.

14.91 Opportunities to intensify use of the SIL areas by increasing industrial floorspace and potentially introducing multi-level accommodation will allow the area to support new jobs as the town centres and their environs evolve.

Policy PW DM8: Site allocations

PW DM8.1 Within the Purley Way transformation area allocate sites for development as set out in Table 14.5.

PW DM8.2 To ensure that public transport capacity in the area is sufficient to accommodate growth:

- a. Only sites marked as 'Short-term' or 'Medium-term' in Table 14.5 shall be built and occupied in the area in advance of detailed transport modelling to objectively assess the highway and sustainable transport measures needed to accommodate more than 4,000 homes and the implementation of associated further improvements to public transport capacity

How the policy works

14.92 Table 14.5 sets out the proposed use on specific sites in Purley Way transformation area. The location and boundary of each detailed proposal can be found on the Policies Map and further details including indicative phasing and indicative number of homes (if applicable) can be found in Appendix 7. These site allocations sit alongside those for the wider Broad Green & Selhurst and Waddon Places and the safeguarded waste sites in the South London Waste Plan (September 2020).

14.93 Table 14.5 also sets out the phasing for each sites. It is common ground with TfL that there is sufficient overall sustainable transport capacity and on the Wimbledon branch of the existing tram network to support 4,000 additional homes in the area. These sites are marked as short-term in Table 14.5.

14.94 Growth beyond 4,000 homes could require a range of additional improvements to public transport capacity. Any site marked as long-term in Table 14.5 is dependent on these additional improvements taking place before it can be developed.

14.95 The phasing of sites has been determined having regard to their capacity, and the need to create the new Local and Neighbourhood Centres in order to enable to creation of new communities in the area.

Table 14.5 Proposals for uses of land of specific sites in Purley Way Transformation area

Ref no	Site name	Proposed use	Phasing
8	Motor Village Croydon, 121 Canterbury Road.	Residential development (possibly with replacement car showroom)	Long-term
11	Croydon Garden Centre, 89 Waddon Way.	Residential development linked to a potential Waddon Way Neighbourhood Centre.	Short-term
16	Heath Clark, Stafford Road.	Provision of a Secondary School.	Medium-term
16A	Stafford Road	Residential development	Short-term
25a, b, & c	a) Morrisons Supermarket, 500 Purley Way b) Porcelenosa, 468-472 Purley Way c) Fiveways Retail Park, 500 Purley Way.	Redevelopment of a mix of residential, retail, commercial and community uses, new green open space and health facility (if required by the NHS) to form the basis of a new residential community and part of the potential Fiveways Town Centre and environs.	Long-term
48	294-330 Purley Way.	Mixed use development comprising retail store, commercial space and residential units.	Long-term
110	Old Waddon Goods Yard, Purley Way.	Mixed use development incorporating residential, retail and food & drink (with the retail and food & drink elements limited to the current amount of floor space) around a greatly improved or new Waddon Station.	Long-term
125	Sainsburys, Trafalgar Way.	Mixed use residential and retail development (with retail floor space limited to no more than currently exists on the site), including new green open space and health facility (if required by the NHS) to form the basis of a new residential community and part of the potential Waddon Marsh Town Centre and environs.	Short-term
314	Valley Park (B&Q and Units A-G Daniell Way), Hesterman Way.	Redevelopment of this area to a mixture of residential, retail, healthcare facility (if required by the NHS), community and leisure to form the basis of a new residential community and town centre, with scope to include industrial, warehousing and distribution uses	Long-term
316	Fabb Sofas, 2 Trojan Way.	Redevelopment of this area to a mixture of residential, retail and commercial use, healthcare facility (if required by the NHS) and community uses to form the basis of a new residential community and part of the potential Waddon Marsh Town Centre and environs.	Medium-term

Ref no	Site name	Proposed use	Phasing
332	Superstores, Drury Crescent.	Redevelopment of this area to a mixture of residential, retail, healthcare facility (if required by the NHS) including a primary school and community uses to form the basis of a new residential community and part of the potential Waddon Marsh Town Centre environs.	Medium-term
334	Valley Leisure Park, Hesterman Way.	Redevelopment of this area to provide a mixture of residential, retail, healthcare facility (if required by the NHS), community and leisure to form the basis of a new residential community and local centre.	Long-term
348	Homebase & Matalan stores, 60-66 Purley Way.	Mixed use residential and retail development within the potential Valley Park Town Centre and environs	Short-term
349	Harveys Furnishing Group Ltd, 230-250 Purley Way.	Redevelopment of this area to a mixture of residential, retail and commercial use, healthcare facility (if required by the NHS) and community uses to form the basis of a new residential community and part of a Waddon Marsh Town Centre environs. As the site is partly within a Flood Zone 3 it will be subject to the Sequential Test as part of the Strategic Flood Risk Assessment.	Medium-term
351	Furniture Village, 222 Purley Way.	Redevelopment of this area to a mixture of residential, retail, healthcare facility (if required by NHS) and community uses to form the basis of a new residential community.	Medium-term
355	Decathlon, 2 Trafalgar Way.	Redevelopment of this area to a mixture of residential, retail, healthcare facility (if required by the NHS) and community uses to form the basis of a new residential community and part of the potential Waddon Marsh Town Centre and environs.	Short-term
946	Stubbs Mead Depot, Factory Lane.	Mixed residential and employment (industry and warehousing) and housing	Medium-term
132	550-550a Purley Way	Redevelopment of the site to provide a mixture of residential, retail business uses.	Medium-term
135	Hilton Hotel, 101 Waddon Way	Redevelopment for residential development and retention of hotel to form part of a Waddon Way Neighbourhood Centre	Long-term
137	The Colonnades	Redevelopment of this area to provide a mixture of residential, retail, leisure and community uses to form the basis of a new residential community and part of a Waddon Way Neighbourhood Centre.	Long-term

Ref no	Site name	Proposed use	Phasing
143	South Croydon Ambulance Station and Waddon Youth & Community Centre, 619 Purley Way.	Redevelopment to provide residential development and replacement community floorspace (no net loss) and a replacement ambulance station (if required by the NHS).	Long-term
144	Sofology, 226 Purley Way	Redevelopment for mixed use residential and retail.	Medium-term
146	PC World, Trojan Way Retail Park	Redevelopment for mixed use residential and retail.	Long-term
147	IKEA, Valley Park, Purley Way	Redevelopment of car park areas for residential development and existing store for mixed use retail, residential and community uses.	Long-term
153	Fiveways Triangle (516-540 Purley Way & 107-113 Stafford Road)	Redevelopment for mixed use residential and retail	Long-term



Delivering and Monitoring the Croydon Local Plan

15. Delivering and Monitoring the Croydon Local Plan

How we are going to deliver the Croydon Local Plan

15.1 The Croydon Local Plan has four main strands for its delivery:

- Policy – national, regional and local planning policy
- Legal – section 106 agreements, Compulsory Purchase Orders etc.
- Partners – delivery via partnership projects
- Resources – Council staff resources, capital spending by the Council or its partners, lottery funding etc.

15.2 An Infrastructure Delivery Plan (IDP) setting out the key locations, sites and infrastructure, which are essential for the successful implementation of the Strategic Policies forms part of the supporting evidence.

15.3 The Infrastructure Delivery Plan is not repeated as a document in the Croydon Local Plan. The full infrastructure schedule within the Infrastructure Delivery Plan is part and parcel of the Local Plan's delivery and is a critical supporting document.

15.4 Appendix 8 to this Plan sets out the full delivery matrix showing how each of the Strategic Policies will be delivered. The infrastructure required for the delivery matrix is set out in the full Infrastructure Delivery Plan report.

How we will know if the Croydon Local Plan is being delivered

15.5 It is important to know if and when any policy of the Plan is not being delivered as anticipated. Each Strategic Policy has a set of monitoring indicators setting out what the expected outcomes of the policy are.

15.6 The indicators will be monitored on an annual basis and included in a Monitoring Report looking at the implementation of the Strategic Policies. Each indicator is set out in Appendix 9 to this Plan.

15.7 A further series of indicators are contained within the Sustainability Appraisal report which accompanies the Strategic Policies. These indicators do not monitor specific policies but instead monitor the Plan as a whole by outlining areas in which it is expected to have an effect.

Table deleted.



Appendices

Appendix 1 – Glossary

Accessibility

How easy it is to enter or reach physically, including ease of use for disabled persons. See also Public Transport Accessibility Level.

Affordable Housing

Affordable housing is housing that is provided to meet the housing needs of households whose needs are not met by the private market. It can either be social rented housing, affordable rented housing or intermediate affordable housing.

Social rented housing is rented housing owned and managed by local authorities and registered providers of social housing, for which guideline target rents are determined through the national rent regime, and which is made available to eligible households nominated by the Council.

Affordable rented housing is rented housing provided by registered providers of social housing which is similar to social rented housing except that it is outside the national rent regime, but is subject to other rent controls that require it to be offered to eligible households at a rent of up to 80 per cent of local market rents.

Intermediate affordable housing is housing at prices and rents above those of social rent but below market price or rents, and which meet the needs of eligible households including availability at a cost low enough for them to afford, determined with regard to local incomes and local house prices and include provisions for the home to be retained for future eligible households or for any subsidy to be recycled for alternative affordable housing provision. These can include shared equity and shared ownership homes for sale, and intermediate rent, but does not include affordable rented housing.

Starter homes are homes for which 100% of the equity is sold at first point of sale but which are discounted so that the maximum price is the lower of 80% of the market value of the property or £450,000. They are not affordable in perpetuity and after a number of years may be sold at full market value. Potential purchasers must be first time buyers and meet other pre-defined criteria.

Affordable Workspace

Is workspace that is provided at rents maintained below the market rate for that space for a specific social, cultural, or economic development purpose.

Amenity

The experience of a place as pleasant or attractive, which contributes to its overall character and to the enjoyment of residents or visitors; or something that contributes to an area's environmental, social, economic or cultural needs.

Archaeological Priority Areas

Areas that are known to be of archaeological importance because of past finds, excavations or historical evidence.

Biodiversity

The variety of species of flora and fauna.

Biodiversity Action Plan

A plan of action for protecting, conserving and enhancing wildlife at a local level. The UK signed up to the Biodiversity Convention at the 1992 Rio 'Earth Summit'. This confirms the UK's commitment to protecting and enhancing wildlife. The UK Biodiversity Steering Group has emphasised the importance of Local Biodiversity Action plans. In 2013 Croydon's Biodiversity Action Plan consisted of four Habitat Action Plans.

borough Character Appraisal

An analysis and assessment of every residential neighbourhood in the borough to determine the predominant type of housing and architectural form, together with other physical and natural features that give each area its distinct character.

Brownfield

Land that has been previously developed (excluding agricultural land or buildings, gardens, mineral works and temporary uses).

Car Club

An organisation that owns cars that are available for use by its members. People arrange to use the car in advance and pay according to how much they use it. The advantage is that people have cars available for use, but avoid many of the costs of running a car as they only pay when they need to use it.

Climate Change

Long term alterations in weather patterns, in particular to temperature and precipitation. Anthropogenic climate change refers to a warming climate across the globe caused by the increase of levels of greenhouse gases in the atmosphere as a result of human activities.

BREEAM

Building Research Establishment's Environmental Assessment Methodology (BREEAM) is used to measure the sustainability performance of commercial buildings.

Cohesive Communities

A society in which there is a common vision and sense of belonging by all communities.

Combined Heat and Power system

The generation of electricity by burning fossil or renewable fuels is relatively inefficient and produces a large amount of heat as a by-product. Combined heat and power (or CHP) makes much better use of the original energy source (gas, diesel, coal, biomass, waste) as it captures the heat produced during electricity generation and supplies it via small or large networks for commercial or domestic recipients. This is because CHP generation makes efficient use of the original energy source by utilising two forms of energy output, therefore its product is considered low in carbon dioxide.

Compulsory Purchase Order

An order issued by the government of a local authority to acquire land or buildings for public interest purposes. For example, for the construction of a major road or the redevelopment of certain brownfield sites.

Community Infrastructure Levy

The Community Infrastructure Levy is a levy that local authorities can choose to charge on new developments in their area. The money can be used to support development by funding infrastructure that the Council, local community and neighbourhoods need to enable growth.

Community Facilities

Facilities providing for the health and wellbeing (excluding care homes, residential homes and nursing homes), social, educational, spiritual, recreational, leisure and cultural needs of the community, including public houses and post offices.

Connectivity

The degree to which a place is connected by routes to other places and its own parts are connected with each other.

Conservation Area

Areas designated by the Council under Section 69(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990 as being of special architectural or historic interest, the character of which it is desirable to preserve or enhance. Conservation Area Consent is required for the demolition of unlisted buildings in Conservation Areas.

Creative and Cultural Industries

A sector of the economy characterised by businesses and organisations associated with higher levels of creativity and cultural activity, such as designers, artists, theatres and architects.

Detailed Policies and Proposals

The Detailed Policies and Proposals contribute towards delivering the Croydon Local Plan 2018's Strategic Policies and its objectives by setting out detailed planning policies that the Council will use when determining applications for planning permission in the borough. They also allocate land for future development to help deliver the development requirements of the Plan and set out proposals for major development sites in the borough and other site-specific/designation policies as appropriate.

Croydon Metropolitan Centre (CMC)

A metropolitan centre serves a wide catchment which can extend over several boroughs and into parts of the wider south east region. Typically they contain at least 100,000m² of retail floor space with a significant proportion of high-order comparison goods relative to convenience goods. These centres generally have very good accessibility and significant employment, service and leisure functions.

Croydon Monitoring Report

The Croydon Monitoring Report (formerly the Annual Monitoring Report), assesses the implementation of the Local Development Scheme (LDS – essentially the timetable for the production of the Local Development Framework), the extent to which policies in the Local Development Framework are being successfully implemented, and the need for possible changes to policy.

Croydon Opportunity Area

Opportunity Areas are designated by the London Plan and are London's principal opportunities for accommodating large scale development to provide substantial numbers of new employment and housing with a mixed and intensive use of land and assisted by good public transport accessibility. The Mayor has designated an Opportunity Area in central Croydon known as Croydon Opportunity Area.

Croydon Panoramas

The criteria applied for identification includes the following:

- The viewpoint must be in a publicly accessible location in a major public area or the viewpoint is located in an area or on routes identified in Figure 6.1;
- The viewpoint selected is where the widest panorama can be viewed;
- The viewpoint selected is also the one that gives the clearest view, has the least obstructions of the subject matter; and
- The view is of substantial parts of the borough of Croydon (views looking outside of Croydon are not included as the subject matter is outside the remit of the Council).

Cycle Hub

A point for collecting or returning bicycles available for hire.

Department for Environment, Food and Rural Affairs (DEFRA)

The UK government department responsible for policy and regulations on the environment, food and rural affairs.

Development Management

The process of managing development from design through applying for planning permission to implementation whilst ensuring that it achieves planning objectives.

Development Plan

This contains the policies and guidance which manage development in a Local Authority area. Under the present planning system the Development Plan comprises the London Plan, the Local Development Framework and saved policies in the existing Unitary Development Plan.

Development Plan Document (DPD)

A policy document in the Local Development Framework, which is subject to public consultation and an independent examination.

District Energy Networks

The connection of a series of buildings via a pipe network in order to receive heat and potentially other energy services including cooling and electricity. The network incorporates a single or multiple energy centres usually based on combined heat and power generation plant. District energy networks are most suitable for areas of high urban density like Croydon Opportunity Area because of the demand and relatively short distances for the heat or energy to be distributed.

District Centre

Distributed more widely than the metropolitan centres, providing convenience goods and services for more local communities and accessible by public transport, walking and cycling. Typically they contain 10,000 – 50,000m² of retail floor space. Some District centres have developed specialist shopping functions.

Education Facilities

Text to come

Enterprise Centre

This refers to a facility which promotes the start up and development of small and medium sized businesses in the area through the provision of business information and support services.

Equalities Analysis

Equalities Analysis has been developed as a tool for ensuring that equality, social inclusion and community cohesion issues can be considered when drawing up policies or proposals which affect the delivery of services, the carrying out of the Council's functions and the employment practice of the authority.

Evidence Base

The NPPF paragraph 158 states each local planning authority should ensure that the Local Plan is based on adequate, up-to-date and relevant evidence about the economic, social and environmental characteristics and prospects of the area. Local planning authorities should ensure that their assessment of and strategies for housing, employment and other uses are integrated, and that they take full account of relevant market and economic signals.

Flood Risk Zone

These zones comprise land assessed as having vulnerability to flooding from river, sea and other sources and the potential to increase flood risk elsewhere through the addition of hard surfaces and the effect of the new development on surface water run-off.

Fluvial Flooding

Flooding resulting from water levels exceeding the bank level of a main river or watercourse.

Grade A Office floor space

Grade A Office floor space is the most sought after space on the market. It will usually contain a number of the following features:

- Be a new, redeveloped, or totally refurbished property.
- Be in a prime, prestigious location.
- Have been furnished to an extremely high specification.
- Have state-of-the-art facilities.
- Have excellent accessibility.
- Have quality building management and maintenance arrangement.

Green Belt

Green Belt is a national policy designation that helps to contain development, protect the countryside and promote brownfield development, and assist in urban regeneration. There is a general presumption against inappropriate development in the Green Belt.

Green Grid

This is a network which will link open spaces with a network of walking and cycling routes and is being planned alongside the development of other infrastructure.

Green Infrastructure

The open environment within urban areas, the urban fringe and the countryside, which forms a network of connected, high quality, multi-functional open spaces, corridors and the links in between that provide multiple benefits for people and wildlife.

Green Arc Vision

Bringing the Big Outdoors closer to people through the creation of an extensive and attractive and valued recreational landscape of well-connected and accessible countryside around London, for people and wildlife.

Groundwater Flooding

Flooding that occurs when water levels in the ground rise above surface elevations.

Heat Island Effect

Refers to the tendency for a city or town to remain warmer than its surroundings, by as much as 5.5°C or more. This effect is caused mostly by the lack of vegetation and soil moisture, which would normally use the absorbed sunlight to evaporate water as part of photosynthesis.

Heritage Assets

A building, monument, site, place, area or landscape positively identified as having a degree of significance meriting consideration in planning decisions.

Housing Supplementary Planning Guidance

The Mayor of London's Housing Supplementary Planning Guidance incorporates the standards previously set out in the London Housing Design Guide. This sets a new benchmark for housing in the capital and aims to provide consistency and clarity about what is expected in London from the outset of a development. The standards are anticipated to be taken forward across all tenures.

Housing Typologies Study

A piece of evidence base which tested how different types and sizes of dwellings might be accommodated within Croydon Opportunity Area and how such development might be phased.

Imagine Croydon

A project which sought to define a long term vision for Croydon; the vision seeks to explain how Croydon may be shaped, how it will function and what it will look like in 2040, based on local community needs and the aspirations and views of local residents, businesses and organisations.

Inclusive Communities

A community, whereby each person is respected as a citizen who can fully exercise his or her rights and responsibilities.

Infrastructure Delivery Plan (IDP)

The delivery of a sound Local Development Framework, including the Croydon Local Plan 2018, and other development plan documents, will depend on an IDP. An IDP usually consists of a delivery strategy, an infrastructure delivery schedule of projects likely to be funded and a schedule of required infrastructure.

Innovation

Whilst there are many forms of innovation, references in this document relate to the practice where academic specialists work closely with businesses to cultivate ideas, identify and transform important technological discoveries into commercial ventures.

Legibility

Legibility describes how easily people can find their way around a place.

Local Centre

Typically serves a localised catchment often mostly accessible by walking and cycling and may comprise a local parade and small clusters of shops, mostly for convenience goods and other services. This may include a small supermarket (less than 2,000m²), sub-post office, pharmacy, launderette and other useful local services. Together with District Centres they can play a key role in addressing areas deficient in local retail and other services.

Local Designated Landmark

The criteria used to identify landmarks are:

- It is a prominent building/structure
- It is easily recognisable close up
- It is easily recognisable from a distance and in a Local Designated View and
- It positively contributes to the built environment of Croydon, and local distinctiveness and may provide an orientation point/way finding.

Local Designated Views

The criteria applied for identification includes the following:

- The viewpoint must be in a publicly accessible location in a major public area or the viewpoint is located in an area or on routes identified in Figure 6.1;
- It must contribute positively to the local character;
- Key landmarks (Local Designated Landmarks) are seen or it is a unique view; and
- It must be substantially of a part of the borough.

Local Development Framework (LDF)

The LDF is a suite of planning policy documents consisting of Development Plan Documents (DPDs) and Supplementary Planning Documents (SPDs). DPDs and SPDs must conform to the Strategic Policies of the Croydon Local Plan 2018. Once adopted, LDF documents will replace the saved policies contained within the old style Unitary Development Plan (The Croydon Plan, July 2006).

Local Enterprise Partnership (LEP)

A partnership, that brings together businesses, Councils and universities to develop a growth strategy and bid for funding.

Local Green Space

Open space that is demonstrably special to the local community and holds a particular local significance because of its beauty, historic importance, recreational value, tranquillity or richness of its wildlife. It does not include Green Belt and must be local in character and not cover extensive tracts of land.

Local Heritage Areas

Local Heritage Areas (LHAs) are distinctive locally significant heritage assets that have been designated as a result of their heritage and architectural or townscape or landscape value. LHAs are characterised by their locally recognised, distinctive and particularly high quality examples of more familiar types of local historic development. They are areas of a recognised local heritage significance which additionally meets one or more of the following three criteria:

- **Architecture:** The architecture in the area must be of a high quality, distinctive and well preserved. The collective value of a group of historic buildings has a consistent architectural form, style, features, detailing or materials; and the group will often, but not always, have been built as a single development over a short period of time.
- **Townscape:** The townscape of the area must be of a high quality, distinctive and well preserved. This is because of the attractive and historic composition of the urban form; and the area will often, but not always, have been planned.
- **Landscape:** The landscape of the area must be of a high quality, distinctive and well preserved. This is because of the distinguishing quality, extent or features of its historic landscape; and it will often, but not always, have been planned.

Localism Act 2011

The Localism Act 2011 was given Royal Assent on 15 November 2011. This Act shifts power from central government back into the hands of individuals, communities and Councils and includes five key measures that underpin the Government's approach to decentralisation; Community rights, Neighbourhood planning, Housing, General power of competence and Empowering cities and other local areas.

Local Listed Buildings

The locally listed buildings and structures within Croydon are considered by the public and the Council as having special local architectural or historic interest, to be of significance to the local community and to contribute to the environmental and cultural heritage of the borough. All locally listed buildings should satisfy at least two of the following criteria:

- **Authenticity:** Buildings and groups selected for the local list should be substantially unaltered and retain the majority of their original features;
- **Architectural significance:** Buildings which are of good architectural quality or are good examples of a particular building type;
- **Historical significance:** Buildings which represent specific architectural and social building periods or which are associated with, local historical events, the development of Croydon, well known people or noted designers;
- **Technical significance:** Buildings that display exceptional innovation and craftsmanship;
- **Townscape Value:** Buildings and/or groups of buildings which due to their form, massing, appearance and positive role in the streetscene, such as key corner buildings, local landmarks, uniformly designed terraces.

Locally Listed Historic Parks and Gardens

The criteria for the local list of historic parks and gardens are set by Historic England along with the London Parks and Gardens Trust. This stipulates that the site have at least one of the following:

- evident historic features or design
- buried archaeology
- connections with famous designers or nurserymen
- connections with nationally or locally famous individuals
- a design typical of a landscape style.

Local Strategic Partnership (LSP)

An LSP is a non-statutory body that brings together the different parts of the public, private, voluntary and community sectors, working at a local level. The lead player in the LSP is the local Council. Other players will include the police and NHS Croydon.

Masterplan

This term is used here to describe a ‘spatial masterplan’, which sets out proposals for buildings, spaces, movement strategy and land use in three dimensions and matches these proposals to a delivery strategy.

Mayor’s Supplementary Planning Guidance

The Mayor of London produces Supplementary Planning Guidance to provide further detail on particular policies in the London Plan. Supplementary guidance is used to support statutory development plans.

Metropolitan Green Belt (MGB)

See Green Belt

Metropolitan Open Land (MOL)

Areas of predominantly open land within the built- up area with significance beyond one borough.

Mixed-use development

Development for a variety of activities on single sites or across wider areas, such as town centres.

Multiversity

A university-level organisation with many constituent and affiliated institutions and campuses.

National Planning Policy Framework (NPPF)

Published in March 2012, the National Planning Policy Framework is a key part of Government reforms to make the planning system less complex and more accessible, and to promote sustainable growth. The NPPF replaces all existing Planning Policy Statements and Planning Policy Guidance.

National Technical Standards (2015)

The Department for Communities and Local Government (DCLG) has enacted a package of deregulatory changes (announced March 2015) to the building regulations in 2012.

Natural Signatures

Guidance produced by Natural England to re-establish the relationship between the built and natural aspects of London.

Natural Surveillance

Informal or natural surveillance aims limit the opportunity for crime by increasing the perception that people can be seen by those living, working or passing through an area. Natural surveillance can be achieved by ensuring doors and windows look onto public spaces, parking areas and streets, encouraging a diversity of uses, encouraging pedestrian use, incorporating low landscaping, street lights and removing hiding and lurking places.

Neighbourhood Centres

These offer the opportunity for clusters of uses, in particular community uses, to emerge with support through planning policy. The identification of Neighbourhood Centres recognises the wider role the centres play in supporting the local community as well as their retail function.

Neighbourhood Development Plan

Neighbourhood Forums will be able to write a Neighbourhood Development Plan (NDP) to set out policies and plans for their area. They should only cover land use planning issues, and not broader local concerns. Nor will an NDP cover strategic issues such as major development or major public transport infrastructure, but it will be able to guide local issues. The NDP will form part of the Development Plan which comprises the London-wide policy in the London Plan, the Council's planning policies and any other adopted NDPs. The NDP will need to conform with the Development Plan and the relevant national policies. The NDP will be able to be adopted as a formal part of the Development Plan (thereby gaining the status of a 'Development Plan Document'). This means that planning decisions will have to be made in accordance with the Neighbourhood Plan, (and other parts of the overall Development Plan), unless there are good planning reasons not to.

Neighbourhood Forum

An organisation established for the express purpose of furthering the social, economic and environmental well-being of individuals living, or wanting to live, in an area that consist of or includes the neighbourhood area concerned. There are other criteria the organisation has to meet, and if met/recognised by the local planning authority, the designation lasts for five years.

Neighbourhood Planning

The government is creating a new Neighbourhood Planning tier that will be led by the community rather than the Council. The Localism Bill, which recently became an Act, embeds Neighbourhood Planning in the formal planning system. The purpose of the legislation is to allow community groups to become involved in enabling and shaping and promoting growth and development that takes place in their local area.

Night-Time Economy

The provision of a range of leisure and cultural facilities which provide jobs and entertainment for visitors and residents, including bars, clubs, music venues, restaurants, cinema, and theatres. Together these support and strengthen the town centre's economic standing and attraction beyond its function as a day-time workplace and shopping centre.

Opportunity Area Planning Framework (OAPF)

A non-statutory planning document issued by the Mayor of London. It is consistent with and is derived from the London Plan and other Mayoral strategies. Its purpose is to assist with the delivery of cross-borough projects, provide clarity to developers and investors, and guide borough planning decisions and policies.

Partners

Partners are any organisation that the Council works with to deliver a service or achieve an objective. A list of partner organisations can be found in the Infrastructure Delivery Plan.

Permeability

Permeability is about movement and connection and the ease with which people are able to get to and move through places. A permeable place avoids severance by providing a clear choice of routes connecting to existing roads and facilities.

Planning Obligations

New development often creates a need for additional infrastructure or improved community services and facilities, without which there could be a detrimental effect on local amenity and the quality of the environment. Planning Obligations are the mechanism used to secure these measures. Planning obligations are intended to make acceptable development which would otherwise be unacceptable in planning terms. Planning Obligations are secured pursuant to Section 106 of the 1990 Town and Country Planning Act (as amended) and the Planning & Compulsory Purchase Act 2004 and are often private agreements negotiated, usually in the context of planning applications, between the Council and persons with an interest in the land (Section 106 Agreement). Planning Obligations can also be given unilaterally to the Council by the persons with an interest in the land (Unilateral Undertaking). Planning obligations secured by way of a Section 106 agreement or Unilateral Undertaking (also called a Unilateral Obligation), are binding on the land and are therefore enforceable against all successors in title.

Pluvial Flooding

Flooding from water flowing over the surface of the ground; often occurs when the soil is saturated and natural drainage channels or artificial drainage systems have insufficient capacity to cope with additional flow.

Public Realm

The parts of a village, town or city (whether publicly or privately owned) that are available, without charge, for everyone to see, use and enjoy, including streets, squares and parks; all land to which everyone has ready, free and legal access 24 hours a day.

Public Transport Accessibility Level (PTAL)

A measure of the extent and ease of access by public transport, or the degree of access to the public transport network.

Registered Provider

All providers of social housing are listed on a register as a “Registered Provider” (RP).

Renewable energy

Energy derived from a source that is continually replenished, such as wind, waves, solar, hydroelectric and energy from plant material, but not fossil fuels or nuclear energy. Although not strictly renewable, geothermal energy is generally included.

Sewer Flooding

Flooding caused by a blockage or overflowing in a sewer or urban drainage system.

Soundness

Soundness is the essential measure of a Development Plan Document, especially a Local Plan, which is tested at a public examination. For a DPD to be “sound”, it must be positively prepared, justified, effective and consistent with national policy. “Positively prepared” means the strategy meets objectively assessed development requirements. “Justified” means that a document must be founded on a robust and credible evidence base and the most appropriate strategy when considered against the reasonable alternatives. “Effective” means that it must be deliverable, flexible and able to be monitored.

Source Protection Zone

These zones show the risk of contamination to groundwater, which supplies up to 80% of the drinking water in some parts of the South East, from any activities that might cause pollution in the area. The closer the activity, the greater the risk. There are three main zones (inner, outer and total catchment). In some instances nationwide there is a fourth zone of special interest. The Environment Agency use the zones in conjunction with their Groundwater Protection Policy to set up pollution prevention measures in areas which are at a higher risk, and to monitor the activities of potential polluters nearby.

Source Protection Zone 1 – Inner protection zone

Defined as the 50 day travel time from any point below the water table to the source. This zone has a minimum radius of 50 metres.

Source Protection Zone 2 – Outer protection zone

Defined by a 400 day travel time from a point below the water table. This zone has a minimum radius of 250 or 500 metres around the source, depending on the size of the abstraction.

Source Protection Zone 3 – Source catchment protection zone

Defined as the area around a source within which all groundwater recharge is presumed to be discharged at the source. In confined aquifers, the source catchment may be displaced some distance from the source. For heavily exploited aquifers, the final Source Catchment Protection Zone can be defined as the whole aquifer recharge area where the ratio of groundwater abstraction to aquifer recharge (average recharge multiplied by outcrop area) is >0.75 . There is still the need to define individual source protection areas to assist operators in catchment management.

Stakeholder

A person or organisation with an interest in or concern for a particular place; one who affects or is affected by the processes of urban change.

Statement of Community Involvement (SCI)

Sets out when, with whom and how consultation will be undertaken in connection with all documents to be prepared by the Council as part of the LDF and in the consideration of planning applications.

Statutory Listed Building

The national list of buildings of special architectural or historic interest maintained by Historic England on behalf of the government.

Supplementary Planning Documents (SPD)

Documents produced by the Council as part of its LDF. These are not subject to independent examination but provide further explanation of policies or proposals in a DPD.

Sustainable Communities

Places where people want to live and work, now and in the future; that meet the diverse needs of existing and future residents, are sensitive to their environment and contribute to a high quality life. They are safe and inclusive, well planned, built, or modified to promote sustainable living.

Sustainability/Sustainable Development

Development that meets the needs of the present without compromising the ability of future generations to meet their own needs. Sustainable development has three elements: environmental, economic and social sustainability. More generally, it is used as a benchmark for a range of economic, social, political, and environmental initiatives that contribute to the quality of life.

Sustainability Appraisal (SA)

The SA is a process of appraising DPD and SPD policies to ensure that an LDF is economically, socially and environmentally sustainable. The Council must carry out an SA process that runs alongside the formulation of all its planning documents.

Sustainable Community Strategy (SCS)

The Local Strategic Partnership creates a long-term vision for the area to tackle local needs. The vision is set out in the SCS. The Local Area Agreement is the mechanism for making the vision a reality. All the SCS outcomes and targets are designed to deliver the vision set out in the SCS. The SCS is the 'plan of plans' in the area. It sits above all the other plans and should be based on evidence and consultation. The SCS should also set out the key tasks that the partners in the area need to achieve to improve its wellbeing. The Local Development Framework, particularly the Croydon Local Plan 2018 needs to demonstrate how it is delivering the SCS.

Sustainable Drainage Systems (SuDS)

Drainage systems that seek to control and treat surface water run-off from a site to reduce risk of flooding and pollution by mimicking the processes performed by natural drainage systems such as wetlands

Strategic Housing Land Availability Assessment

The primary role of the SHLAA is to identify sites with potential for housing development, assess their housing potential and estimate when they are likely to be developed. Although the Assessment is an important evidence source to inform plan-making, it does not, in itself, determine whether a site should be allocated for housing development.

Transformation Areas

Text to come

Transport for London (TfL)

Transport for London (TfL) is the organisation responsible for London's transport system. Its role is to implement the Mayor's Transport Strategy and manage transport services in London, for which the Mayor has ultimate responsibility.

Transport Assessments

An impartial assessment of the transport impacts of a proposed development

Travel Plan

A general term for a package of travel measures tailored to suit the needs of a business, school or other organisation at a given location or site. The aim is to promote greener, cleaner travel choices and reduced reliance on the car.

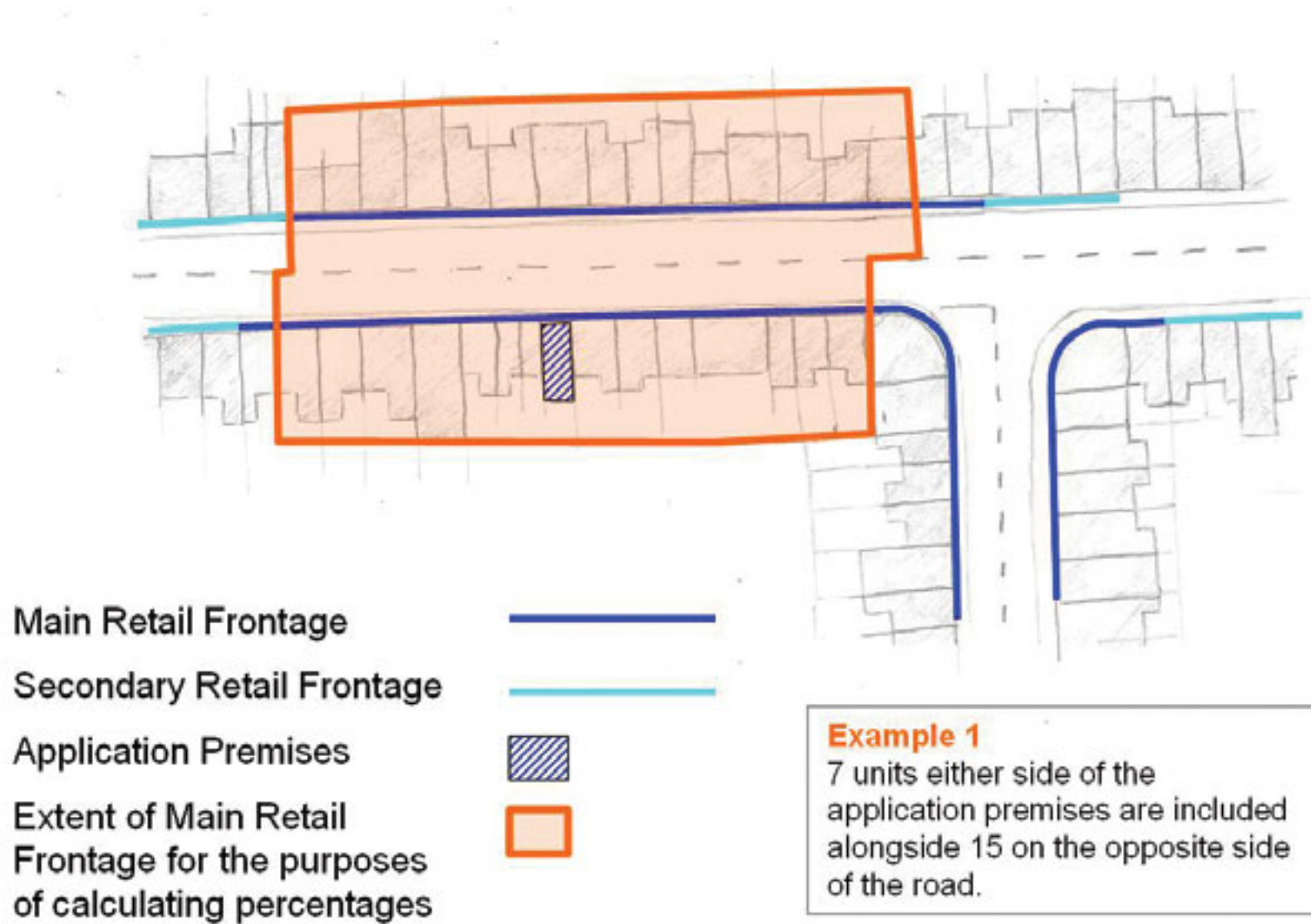
Urban Blue Corridors

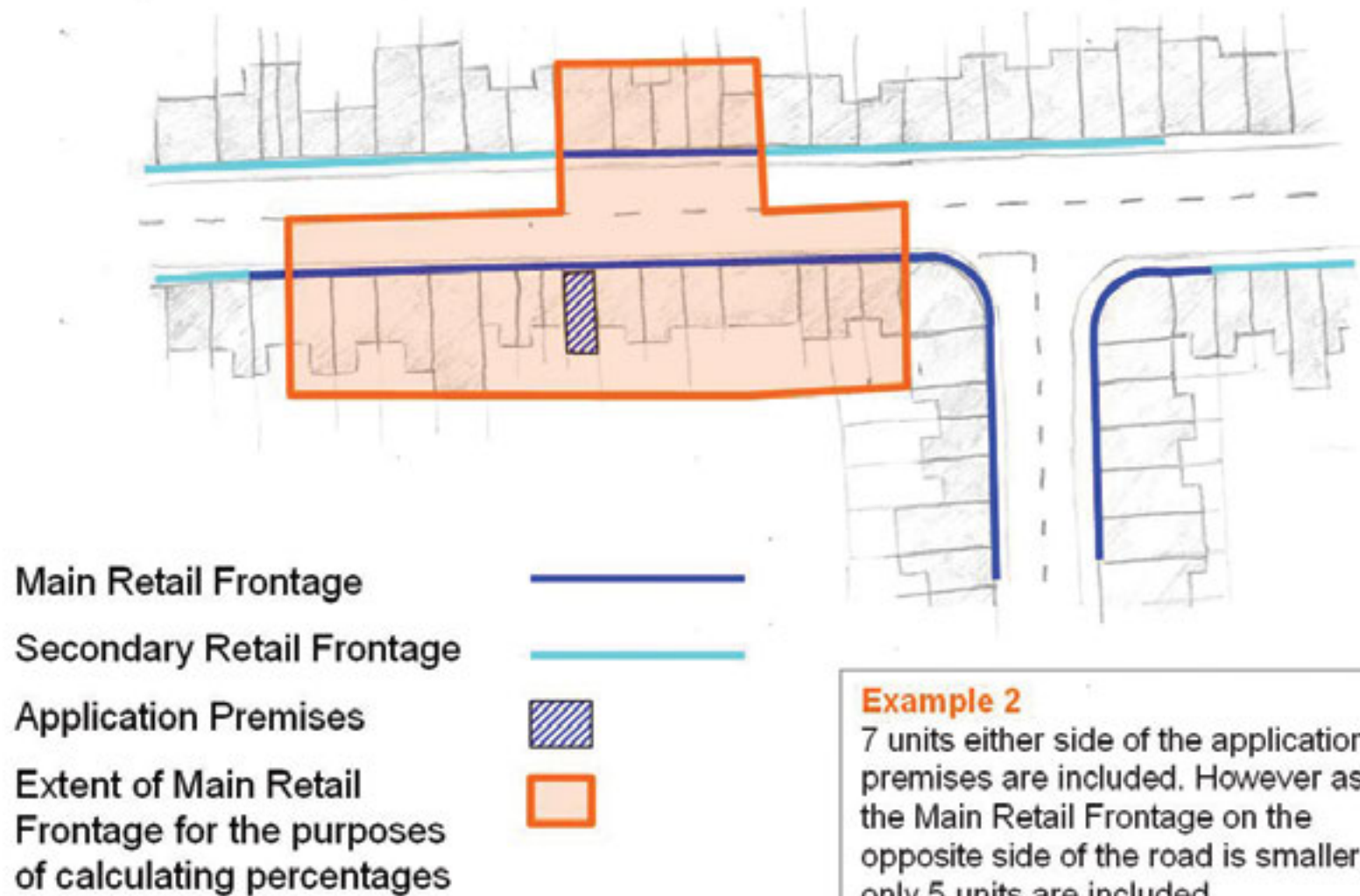
A network of multifunctional spaces and corridors that provide safe routes and storage for flood water within the urban environment.

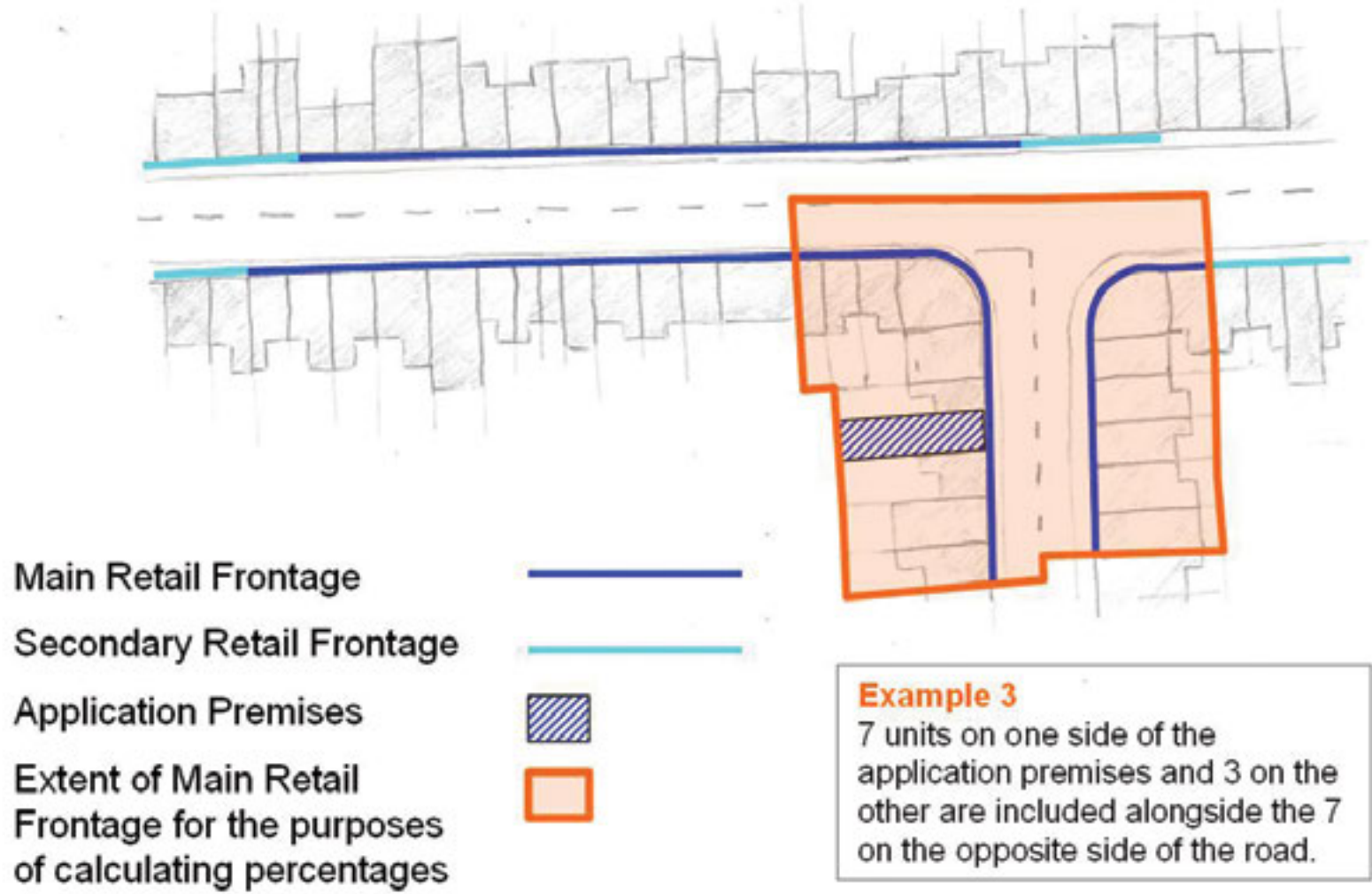
Windfall sites

These are sites which are developed for housing or another use, which were not known to be development sites at the time the development plan was prepared and therefore were not included as allocations in a development plan.

Appendix 2 – Calculating the percentage of units within a Retail Frontage







Appendix 3 – Designated Shopping Frontages

Croydon Metropolitan Centre

Croydon Metropolitan Centre: Retail Frontage	
Whitgift Centre	Ground and first floor units, units 96 and 97, Chapel Walk
Centrale	Internal units
North End	1-151(odd); 2-142 (even)
Station Road	2-12 (even)
Crown Hill	Crown House; 1-17 (odd); 2-18 (even)
Church Street	19-105 (odd); 26-100 (even)
Reeves Corner	1-5 (odd)
Surrey Street	Surrey House; 5-54 (cons)
High Street	1-117 (odd); 4-114 (even); Arcade adjacent to no.34
St George's House	1-51 (odd); 2-44 (even); St George's Walk frontage of 22 Park Lane
Park Street	2-24 (even)
George Street	3-45 & 67-95 (odd); 2-68 (even)
Norfolk House	1-28 (cons)
Park Lane	2

District Centres

Addiscombe: Retail Frontage	
Lower Addiscombe Road	237-295 (odd)
Lower Addiscombe Road	185-205 & 207-227 & 229-231 (odd); 1-9 Bingham Corner (cons) 297-331 (odd); 272-284 & 286-308 (even);

Coulsdon: Retail Frontage	
Brighton Road	110-148 (even)
Chipstead Valley Road	2-40 (even); 3-39 (odd)
Brighton Road	96-108 & 150-234 (even); 29-159 & 165-185 (odd)
Chipstead Valley Road	41-55 (odd); 42-48 (even)

Crystal Palace: Retail Frontage	
Hollybush Terrace	1-4 (cons)
Westow Street	1-23 (odd); 2-64 (even)
Westow Hill	2-24 (even)
Central Hill	1-19 (odd)
Church Road	6-48 & 52-96 (even); 99-113 (odd)
Westow Hill	26-88 (even)
Westow Street	25-71 (odd); 74-78 (even)

New Addington: Retail Frontage

Central Parade	7-50 (cons)
Central Parade	51-54 (cons)

Norbury: Retail Frontage

London Road	1384-1434 (even)
London Road	1327-1423 & 1433-1493 & 1495-1533 (odd); 1350-1374 & 1448-1468 (even)

Purley: Retail Frontage

Brighton Road (A235)	908-934 (even); 909-921 (odd)
High Street	44-48 (even); 15-31 (odd)
Purley Parade	1-11 (cons)
Brighton Road	923b-959 (odd); 936-960 (even)
High Street	2-42 (even); 1-13 (odd) (excl. 1c and 1d)
Purley Road	1-7 (odd)
Russell Hill Parade	1-5 (cons)
Russell Parade	1-13 (cons)
The Exchange	1-5 (cons)
Tudor Court	4-18 (evens)

Selsdon: Retail Frontage

Addington Road	182-228 (even)
Addington Road	119-137 (odd); 150-180 & 230-234 (even)

South Norwood: Retail Frontage

High Street	1a-10 (cons); 77-91 (cons)
Selhurst Road	208-218 (even)
Station Road	2-22 (even); 1-9 (odd)
High Street	11-25 & 64-76 (cons)
Station Road	11-21 (odd)
Portland Road	1-47 (odd); 2-38 (even)

Thornton Heath: Retail Frontage

High Street	2-46 (even); 97-123 (odd)
Brigstock Road	32-54 (even); 3-17 (odd)
Ambassador House	1-7 (cons)
Cotford Parade	1-6 (cons)
Brigstock Road	23-33 (odd); 66-98 (even) (excl. Nicholas House)
High Street	80-86 (even); 21-96 (odd)

Local Centres

Beulah Road: Retail Frontage	
Beulah Road	52-76 (even); 82-100 (even)
Beulah Road	55b-57 (odd)
Parchmore Road	105-117 (odd)

Brighton Road (Sanderstead Road): Retail Frontage	
Brighton Road	244-292 (even); 285-333 (odd)
Brighton Road	261-277 (odd)

Brighton Road (Selsdon Road): Retail Frontage	
Ruskin Parade	1-8 (cons)
Selsdon Road	2a-18c (even)
Brighton Road	2-40 (even)
South End	79-131 (odd)
Selsdon Road	20-20e (even); 1-15 (odd)

Broad Green: Retail Frontage	
London Road	282-332 (even); 227-271 (odd)
St James's Road	1-9 (odd)
London Road	248-272 (even)

Hamsey Green: Retail Frontage	
Limpsfield Road	324-340 (even); 335-351 (odd)
Limpsfield Road	316-322 & 342-350 (even); 333a-333d (odd)

Pollards Hill: Retail Frontage	
London Road	1050-1100 (even); 1023-1107 (odd)

Sanderstead: Retail Frontage	
Limpsfield Road	25-47 (odd)
Limpsfield Road	1-23 & 49-59 (odd)

Shirley: Retail Frontage	
Wickham Road	134-188 & 242-254 (even); 129-151 & 211-227 (odd)

Thornton Heath Pond: Retail Frontage	
London Road	778-840 (even)
London Road	722-728 & 842-892 (even)
Brigstock Parade, Brigstock Road	1-8 (cons)

Shopping Parades

Bensham Lane	
Bensham Lane	101-117 (odd); 102-128 (even)
Brighton Road/Biddulph Road	
Brighton Road	560-572 (even)
Brighton Road/Kingsdown Avenue	
Brighton Road	406-418 & 420-454 (even)
Brighton Road/Newark Road	
Brighton Road	171-201 (odd)
Brigstock Road	
Brigstock Road	216-246 (even)
Bywood Avenue	
Bywood Avenue	4-24 (even); 13-19 (odd)
Calley Down Crescent	
Calley Down Crescent	95-105 (odd)
Chapel View	
Chapel View	44-60 (even)
Cherry Orchard Road	
Cherry Orchard Road	140-168 (even)

Chipstead Valley Road	
Chipstead Valley Road	209-227 (odd); 318-330 (even)
Crossways Parade	
Crossways Parade	1-5 (cons)
Selsdon Park Road	169-179 (odd)
Crown Parade	
Crown Parade	1-16 (cons)
Beulah Hill	413-421 (odd)
Elmfield Way	
Elmfield Way	31-49 (odd)
Fiveways Corner	
Purley Way	443-449 (odd)
Central Parade, Denning Avenue	8-10 (cons)
Forestdale Centre	
Forestdale Centre	1-11 (cons)
Godstone Road, Kenley	
Godstone Road	8-30 (even)
Green Lane	
Green Lane	2A-42 (even)

Grovelands	
Brighton Road	102-122 (even)
Headley Drive	
Headley Drive	112-122 (even)
Kenley Station	
Godstone Road	64-84 (even)
Lacey Green	
Lacey Green Parade	1 and 2
Coulsdon Road	217-231 (odd)
London Road/Fairholme Road	
London Road	331-375 (odd)
London Road/Mead Place	
London Road	51-87 (odd)
Mead Place	1-6 (cons)
London Road/Nova Road	
London Road	222-238 (even)
Lower Addiscombe Road	
Lower Addiscombe Road	36-48 (even); 19-53 (odd)

Lower Addiscombe Road/Davidson Road

Lower Addiscombe Road

7-17 (odd)

Lower Addiscombe Road/Warren Road

Lower Addiscombe Road

85-99 (odd)

Lower Barn Road

Lower Barn Road

100-108 (even)

Mayday

London Road

474-514 (even)

Milne Park East

Milne Park East

133-145 (odd)

Mitcham Road/Aurelia Road

Mitcham Road

550-560 (even)

The Parade

1-6 (cons)

Mitcham Road/Wentworth Road

Mitcham Road

216-244 (even)

Mitchley Avenue

71-79 (odd)

Monks Orchard	
Orchard Way	118-126 (even)
Norbury Road	
Norbury Road	39a-45 (odd)
Portland Road	
Market Parade, Portland Road	1-12 (cons)
Portland Road	149-165 (odd)
Portland Road/Sandown Road	
Portland Road	245-293 (odd)
Purley Oaks	
Station Approach, Purley Oaks	1-6 (cons)
Purley Way	
Purley Way	335-347 (odd); 352-358 (even)
St James's Road	
St James's Road	185-197 (odd)
Sanderstead Station	
Station Parade, Sanderstead Road	1-12 (cons)
Station Approach	1-7 (cons)

Selhurst Road	
Northcote Road	76 and 78
Selhurst Road	Adj 2-22 (even); 11-17 (odd)
Sydenham Road	403-413 (odd)

Selsdon Road	
Selsdon Road	106-122 (even)

Shirley Poppy	
Wickham Road	572- 582 (even)

Shirley Road	
Shirley Road	151-177 (odd)

Shirley Road/Bingham Road	
Shirley Road	54-74 (odd)

Shrublands	
Broom Road	5-19b (odd)

Southbridge Road	
Southbridge Road	60-76 (even)

South Norwood Hill	
South Norwood Hill	261-285 (odd)

Stoats Nest Road	
Stoats Nest Road	73-85 (odd)
Taunton Lane	
Taunton Lane	13-25 (odd)
The Parade, Old Coulsdon	
The Parade, Coulsdon Road	1-12 (cons)
Placehouse Lane	1-1a (cons)
Thornton Road	
Thornton Road	42-54 (even)
Waddon Road	
Waddon Road	33-53 (odd)
Wayside, Fieldway	
Wayside	1-9 (cons)
West Croydon	
London Road	1-37 (odd); 12-42 (even)
Whitehorse Lane	
Whitehorse Lane	15-29 (odd)

Whitehorse Road	
Whitehorse Road	35-81A (odd)

Whitehorse Road/Pawsons Road	
Whitehorse Road	295-321 (odd); 322-346 (even)

Wickham Road	
Wickham Road	798-826 (even)

Windmill Road/St Saviour's Road	
Windmill Road	61a-73 (odd)

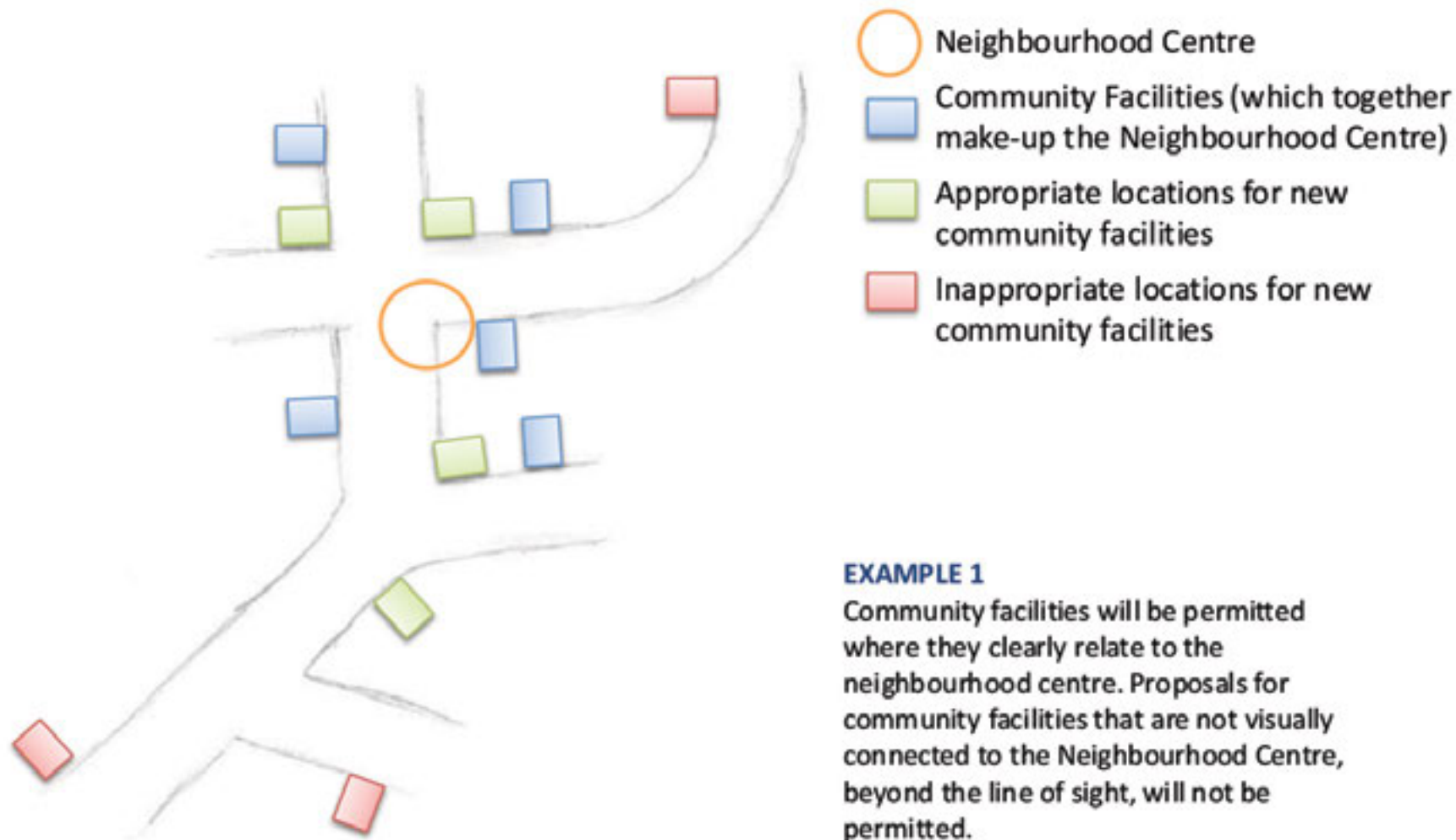
Windmill Road/Union Road	
Windmill Road	135-145 (odd)

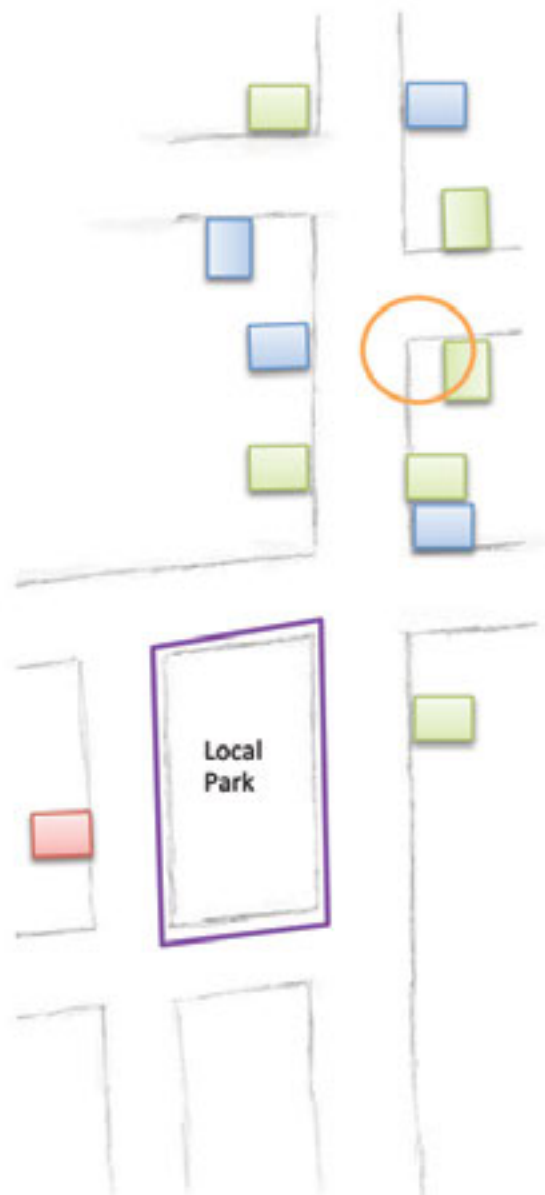
Woodside Green	
Woodside Green	49-59 (odd)






Restaurant Quarter Parades

Restaurant Quarter Parade	
South End	1-73 (odd); 6-78 (even)

Appendix 4 – How to assess whether proposals demonstrably relate to a Neighbourhood Centre





-  Neighbourhood Centre
-  Community Facilities (which together make-up the Neighbourhood Centre)
-  Appropriate locations for new community facilities
-  Inappropriate locations for new community facilities
-  Barriers that restrict movement

EXAMPLE 2

Community facilities will be permitted where they clearly relate to the neighbourhood centre. Proposals for community facilities that are not visually connected to the Neighbourhood Centre, beyond the line of sight, will not be permitted. A clear relationship cannot be demonstrated if there are barriers that restrict movement to the Neighbourhood Centre.



-  Neighbourhood Centre
-  Community Facilities (which together make-up the Neighbourhood Centre)
-  Appropriate locations for new community facilities
-  Inappropriate locations for new community facilities

EXAMPLE 3

Community facilities will be permitted where they clearly relate to the neighbourhood centre. Proposals for community facilities that are not visually connected to the Neighbourhood Centre, beyond the line of sight, will not be permitted.



EXAMPLE 4

Community facilities will be permitted where they clearly relate to the neighbourhood centre. Proposals for community facilities that are not visually connected to the Neighbourhood Centre, beyond the line of sight, will not be permitted. A clear relationship cannot be demonstrated if there are barriers that restrict movement to the Neighbourhood Centre.

Appendix 5 – Heritage assets in Croydon

It should be noted that statutory designations are subject to change at any point. Conservation areas, listed buildings and scheduled monuments can be designated at any time and any new designations would be subject to the same policies as those included here.

Conservation Areas

- Addington Village
- Beulah Hill
- Bradmore Green
- Central Croydon
- Croham Manor Road
- Croydon Minster
- Chatsworth Road
- Church Road, Upper Norwood
- Church Street, Croydon
- East India Estate
- Harold Road
- Kenley Aerodrome
- Norbury Estate
- Norwood Grove
- South Norwood
- St Bernard's
- The Waldrons
- The Webb Estate
- Upper Woodcote Village
- Upper Norwood Triangle
- Wellesley Road (North)

Local Heritage Areas

- Addiscombe College Estate
- Auckland Road
- Beatrice Avenue
- Bingham Road
- Birdhurst Road
- Bishops Walk
- Brighton Road (Purley)
- Campden Road and Spencer Road
- Chipstead Valley Road (St Dunstan's Cottages)
- Henderson Road
- Ingatestone Road
- Laud Street area
- London Road (Broad Green)
- London Road (Norbury)
- Pollards Hill South
- Portland Road (Market Parade)
- Portland Road Terraces
- St Peter's Road
- South End with Ye Market
- Station Approach (Coulsdon)
- Stoats Nest Village

- Stuart Crescent
- The Dutch Village

Historic Parks and Gardens (Statutory List)

- Addington Palace
- Norwood Grove

Historic Parks and Gardens (Local List)

The exact boundaries of these areas were approved by the Local Development Framework and Planning Policy Cabinet Committee on 10th December 2008 and adopted by the Council in the Croydon Local Plan: Strategic Policies in April 2013.

- | | |
|--|---|
| <ul style="list-style-type: none"> • Addiscombe Recreation Ground • All Saints Churchyard, Sanderstead • All Saints with St Margaret's, Upper Norwood • Ashburton Park • Beaulieu Heights • Beulah Hill Pond • Bradmore Green • Chaldon Way Gardens • Coombe Wood • Coulsdon Manor (Coulsdon Court) • Coulsdon Memorial Ground • Croham Hurst • Croydon Airport, Purley Way West • Duppas Hill • Geoffrey Harris House • Grangewood Park • Haling Grove | <ul style="list-style-type: none"> • Thornton Heath High Street • Upper Shirley Road • Promenade de Verdun Memorial Landscape • Hall Grange • Heathfield • Kenley Airfield • Kings Wood • Lloyd Park • Millers Pond • Mitcham Road Cemetery • Norbury Hall • Park Hill Recreation Ground • Pollards Hill • Queen's Gardens • Queen's Road Cemetery • Royal Russell School • St John the Evangelist, Old Coulsdon • St John's Churchyard, Shirley • St John's Memorial Garden, Church Street • St Mary's Churchyard, Addington Village |
|--|---|

- St Peter's Churchyard, South Croydon
- Sanderstead Pond (And Green)
- Selsdon Park Hotel (and golf club)
- South Norwood Lake & Gardens
- South Norwood Recreation Ground
- The Lawns
- Thornton Heath Recreation Ground
- Thomas Moore School- (frontage)
- Upper Norwood Recreation Ground

Scheduled Monuments

- Croham Hurst round barrow
- Elmers End moated site, South Norwood
- Group of four WWII fighter pens at the former airfield of RAF Kenley
- Group of seven WWII fighter pens at the former airfield of RAF Kenley
- Newe (or Wide) Ditch, Riddlesdown

Statutory Listed Buildings

See <https://www.croydon.gov.uk/planningandregeneration/framework/conservation/buildings>

Locally Listed Buildings

See <https://www.croydon.gov.uk/planningandregeneration/framework/conservation/buildings>

Archaeological Priority Areas

- Addington and Addington Park
- Addington Hills
- Ampere Way
- Ashburton Park
- Cane Hill

- Virgo Fidelis School inc St. Joseph's RC Infant and Junior Schools
- Waddon Ponds
- Wandle Park
- Wettren Tree Garden
- Whitehorse Road Recreation Ground
- Whitgift Almhouses
- Woodcote Village Green
- Woodside Green

- Regular aggregate field system, associated trackway and Anglo-Saxon barrowfield on Farthing Down, 490m east of Hooley Farm, Coulsdon
- St John the Baptist's Church gateway, Howley Road
- Surrey Iron Railway embankment, approx. 130m south west of Lion Green Road, Coulsdon

- Central Croydon
- Croham Hurst
- Croham Hurst Round Barrow
- Croydon 19th Century Cemeteries
- Croydon Downs
- Deepfield Way

- Elmers End
- Farthing Down
- Haling Grove
- Hook Hill
- Lion Green Road
- London to Brighton Roman Road
- London to Lewes Roman Road
- Mere Bank
- Norwood Grove
- Old Coulsdon

Local Designated Landmarks

- Addington Palace
- All Saints Church, Sanderstead
- Cane Hill Water Tower
- Clock Tower, High Street, Thornton Heath
- Clock Tower, Station Road, South Norwood
- Croydon Minster
- Ikea Towers, part of former power station
- No.1, Croydon, George Street

- Pampisford Road
- Park Lane Anglo-Saxon Cemetery
- Pollards Hill
- RAF Kenley
- Riddlesdown Road
- Russell Hill
- Sanderstead
- Waddon
- Watendone

- NTL Mast, South Norwood Hill
- Park Hill Water Tower
- Shirley Windmill
- St. Andrew's Church, Woodmansterne Road, Coulsdon
- St. Peter's Church, South Croydon
- The Town Hall Clock Tower, Croydon
- Whitgift Almshouses, North End

Views – Croydon Panoramas with the description of what is considered valuable and protectable in the panorama

- From Addington Hills of Croydon Metropolitan Centre (landmarks NTL Mast, Shirley Windmill, and No.1 Croydon)
- From Biggin Hill of Croydon Metropolitan Centre (landmarks No.1 Croydon and Ikea Towers)
- From Croham Hurst looking south west of Purley and the Downs
- From Farthing Downs of Coulsdon (landmark No.1 Croydon)
- From Kenley Common of Riddlesdown (A good viewpoint to see a unique view of Riddlesdown, and the quarry on the hillside)
- From land adjacent to Parkway and North Downs Crescent of Addington Palace and Shirley Hills (landmark Addington Palace)
- From Norwood Grove of Croydon Metropolitan Centre (landmark No.1 Croydon)
- From Pollards Hill of Croydon Metropolitan Centre (landmarks No.1 Croydon, George Street and Ikea Towers)
- From Purley Way Playing Field of Croydon Metropolitan Centre (landmarks NTL mast, the Town Hall Clock Tower in Katharine Street, No.1 Croydon and the Park Hill Water Tower)
- From Riddlesdown of Kenley (A good viewpoint to see a unique view of Kenley)
- From Ross Road of Ikea Towers (landmark Ikea Towers)

Local Designated Views with the description of what is considered valuable and protectable in the view

- From Addiscombe Road by Sandilands Tramstop of No.1 Croydon
- From Church Street of Whitgift Almshouses and No.1 Croydon
- From Crown Hill of Croydon Minster
- From Farthing Downs of Cane Hill Water Tower
- From George Street of No.1 Croydon, George Street
- From Heathfield of Selsdon and New Addington (unique view of the collection of buildings of New Addington)
- From High Street north east, of the Clock Tower, South Norwood
- From High Street of the Clock Tower, Thornton Heath
- From High Street south west, of the Clock Tower, South Norwood
- From Limpsfield Road, near Wentworth Way of All Saints' Church
- From North End of the Town Hall Clock Tower
- From Oliver Grove of the Clock Tower, South Norwood
- From Park Hill of Croydon Metropolitan Centre (unique collection of buildings, no landmarks)
- From Roman Way north of Croydon Minster
- From Roman Way south of Croydon Minster
- From Selsdon Road of St Peter's Church
- From South Norwood Hill of the Shirley Windmill
- From Woodcote Grove Road of Cane Hill and St. Andrews Church (St Andrews in the foreground and land mark of Cane Hill Water Tower in the distance)

Appendix 6 – About the proposal sites

The Croydon Local Plan sets out Croydon Council's proposed sites for new homes, new primary and secondary schools, new healthcare facilities, new Gypsy and Traveller pitches and Creative and Cultural Industries Enterprise Centres and also land to be safeguarded for transport improvements in the borough.

This appendix explains the factors that were taken into consideration when assessing possible proposal sites in the borough. The proposal sites were identified from the following sources:

- The Call for Sites;
- The Strategic Housing Land Availability Assessment prepared by the Mayor of London;
- Planning permissions and records of pre-application advice; and
- Sites identified by Council officers as having potential for development.

Each site was considered for different uses. As each different land use has different needs the factors that were taken into consideration are looked at in turn starting below with housing.

New homes

In assessing each site the basic criteria that were considered were as follows:

- a. Is the site big enough for 10 or more new homes;
- b. Are there any existing or proposed policy constraints that would prevent the development of the site altogether;
- c. Is the existing land use protected from development unless certain criteria are met (such as demonstrating lack of demand for an industrial premises or community use);
- d. Are there any factors that would prevent the site being developed (such as legal covenants or viability issues); and
- e. Could better use be made of the site for another use such as a new school based on the criteria in the following paragraphs?

New primary schools

There were five principal criteria when assessing whether or not a site was suitable for a new primary school. These were:

- a. The site must be big enough (with 0.25ha being the smallest site a new primary school could be built on);
- b. The site must be in an area with an identified need for new primary school classes;
- c. The existing land use is not protected;
- d. There are no policy constraints that would prevent the development of the site altogether; and
- e. There are no known factors that prevent the site being developed.

Not every area of the borough has a need for new primary school classes beyond 2017. Only the North West, Centre and South West have been identified as needing more classrooms that will require the construction of a new primary school. The remaining areas of the borough (the North East, the East and the South East), either do not have any need for new classrooms or the need is small enough to be accommodated through the expansion of existing primary schools.

New secondary schools

The assessment criteria for secondary schools were similar to primary schools, the main differences being the size of the site required and that secondary school places are required across the borough. The minimum site size for a new secondary school is 1.1ha.

New healthcare facilities

The Council has worked with NHS England, the Croydon Commissioning Group, the South London and Maudsley NHS Trust, the Croydon University Hospital NHS Trust, the London Healthy Urban Development Unit and NHS Property Services to identify sites that would be suitable for new healthcare facilities and are in areas of demand.

Sites for Gypsy and Traveller pitches

Gypsy and Traveller pitches are initially considered in the same way as a site for housing as in planning terms it is the same use of land. However, new Gypsy and Traveller pitches have their own specific requirements as well which were:

- a. The site must be big enough for three pitches (with 0.15ha being the minimum site size required for three new pitches); and
- b. The site should have no existing buildings (on the grounds that it would not be viable to demolish existing buildings and replace them with Gypsy and Traveller pitches), or the existing building could be used to provide an amenity block for new pitches.

Creative and Cultural Industries Enterprise Centres

The Croydon Local Plan 2018 sets out in Policy SP3.3 that it will create a network of Creative and Cultural Industries Enterprise Centres with one each in Croydon Metropolitan Centre, Crystal Palace, Purley and South Norwood/Portland Road. Sites in these locations have been considered as potential locations for a Creative and Cultural Industries Centre where there is an existing policy designation protecting the existing use, but where the site could be realistically used to support creative and cultural industries in the borough.

Appendix 7 – Schedule of proposal sites

Sites numbered between 1 and 50

1: Land Fronting North Downs Road and & Overbury Crescent

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
Addington	CR0 0DD	0.38ha	Amenity land	Urban	High	Local Authority built housing with public realm, Mid-rise blocks with associated grounds, Compact houses on small plots	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
Residential development		Residential development will help to meet the need for new homes in the borough.			Post 2032	Site has no known developer interest and the Council will need to work with landowner to bring it forward	46

5: AIG Building, 2-8 Altyre Road

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
Croydon Opportunity Area	CR9 2LG	0.23ha	0.23ha	Central	High	Large buildings in an urban setting	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
Redevelopment including residential and non-retail town centre uses		Residential development will help to meet the need for new homes in the borough. The site lies within Croydon Metropolitan Centre but outside the Primary Shopping Area so all town centre uses except retail are acceptable in this location			Post 2032	Site has no known developer interest and the Council will need to work with landowner to bring it forward	76

8: Motor Village Croydon, 121 Canterbury Road

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
Purley Way (Broad Green & Selhurst)	CR0 3HF	0.36ha	Car showroom	Urban	Medium	Large buildings with well-defined building line and adjacent to other buildings	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
Residential development (possibly with replacement car showroom)		Residential development will help to meet the need for new homes in the borough. The site is located within the boundary of the Purley Way Transformation Area and development proposals should broadly align with the detailed Masterplan.			2022/23-2026	Site is subject to developer interest	65

11: Croydon Garden Centre, 89 Waddon Way

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
Purley Way (Waddon)	CR0 4HY	1.03ha	Garden centre and car park	Urban	Low	Compact houses on relatively small plots, Local authority built housing with public realm, Retail Estates & Business & Leisure Parks	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
Residential development linked to a potential Waddon Way Neighbourhood Centre.		The site is suitable for residential development as the garden centre is not a protected use. Residential development will help to meet the need for new homes in the borough. The Sustainability Appraisal recommends public transport improvements are made as part of the development to mitigate the site's low public transport accessibility rating. The Listed Building should be positively integrated into the development. The site is located within the boundary of the Purley Way Transformation Area and development proposals should broadly align with the detailed Masterplan.			2022/23-2026	Site is subject to developer interest but there are a number of issues that need to be overcome before the site can be developed	152

13: Boyden Tiles, Mayday Road

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
Broad Green & Selhurst	CR7 7GY	0.4ha	Vacant industrial site	Urban	Medium	Industrial estates	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
Mixed use residential and industrial/warehousing development		Residential development will help to meet the need for new homes in the borough. The employment use is a protected use and therefore need to be retained on the site.			2022/23-2026	Site is subject to developer interest with a planning application likely soon and subject to granting of planning permission there is nothing preventing the site from being developed	Up to 39

16: Heath Clark, Stafford Road

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
Purley Way (Waddon)	CR0 4NG	3.56ha	Cleared site	Urban	High	Compact houses on relatively small plots; Industrial Estates; Large buildings in an urban setting; Mixed type flats	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
Secondary School and residential development subject to access from Stafford Road		The site is of a suitable size for a secondary school, is in an area that has a high demand for school places and can make a significant contribution to meeting this demand. The site is also large enough to accommodate new homes as well as a secondary school. Residential development will help to meet the need for new homes in the borough. Access to this site is currently an issue and development is dependent upon the reconfiguration of the Fiveways junction as currently it is not possible to provide access on to Stafford Road or Duppas Hill Road because of the volume of traffic on these roads. The Sustainability Appraisal recommends the loss of open space is mitigated by the development. School buildings and residential development should be located away from areas at risk from surface water ponding.			2022/23-2026	The southern part of the site has planning permission for residential development. The northern part of the site forms part of Educational Estate Strategy and its delivery is anticipated to come forward in the medium to long term of the Plan period.	126

20: 98 – 100 Lodge Road and 1 – 3 Frederick Gardens

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
Broad Green & Selhurst	CR0 2PF	0.13ha	Two HMO's for supported housing	Urban	Medium	Large houses on small plots, Compact houses on small plots	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Number of homes
Residential development		Residential development will help to meet the need for new homes in the borough.			2027-2031	Site is subject to developer interest	Up to 16

21: Former Royal Mail Sorting Office, 1-5 Addiscombe Road

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
Croydon Opportunity Area	CR9 6AB	0.43ha	Former Royal Mail Delivery Office	Central	High	Large buildings in an urban setting	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
Residential led mixed use development incorporating either hotel, office leisure and non-retail town centre uses.		Proximity to East Croydon Station means site is well suited to provide homes and could include either offices, hotel, leisure and/or Class A2-A5 uses as part of a mixed use scheme. The site lies within Croydon Metropolitan Centre but outside the Primary Shopping Area so all town centre uses except retail are acceptable in this location. The redevelopment of this site could help to meet the need for new homes in the borough. The site forms part of the Brighton Mainline and East Croydon station Transformation Area.			Post 2032	Site has planning permission but there are a number of issues that need to be overcome before the site can be developed including consideration of the Brighton Mainline and East Croydon station upgrade works.	201

22: Whitehorse Road garages and parking area, Whitehorse Road estate (Johnson Road/Cromwell Road)

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
Broad Green & Selhurst	CRO 2JR	0.11ha	Garages and car park	Central	Medium	Medium rise blocks with associated grounds, Compact houses on small plots	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
Residential development		Residential development will help to meet the need for new homes in the borough.			2023-2024 onwards	Site is subject to developer interest	16

25a: Morrisons Supermarket, 500 Purley Way

Place	Postcode	Size of site	Site description	Type of location	Public Transport Accessibility	Local character	
Purley Way (Waddon)	CRO 4NZ	2.74ha	Retail warehouse site bordering Purley Way and Stafford Road	Urban	High	Detached houses on relatively large plots; Retail Estates & Business & Leisure Parks; Terraced houses and cottages	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
Redevelopment of a mix of residential, retail, commercial and community uses, new green open space and health facility (if required by the NHS) to form the basis of a new residential community and part of the potential Fiveways Town Centre and environs.		Potential for a new Town Centre in the Fiveways area is identified in the Purley Way Transformation Area and Croydon Local Plan. Over the lifetime of the Croydon Local Plan reconfiguration of out of town retail warehouses in the borough will provide an opportunity for redevelopment with a mix of residential, community uses and retail. The site is located within the boundary of the Purley Way Transformation Area and development proposals should broadly align with the detailed Masterplan.			2023-2024 onwards	Site is subject to developer interest but there are a number of issues that need to be overcome before the site can be developed.	529

25b: Morrisons Supermarket, 468-472 Purley Way

Place	Postcode	Size of site	Site description	Type of location	Public Transport Accessibility	Local character	
Purley Way (Waddon)	CR0 4NZ	0.83ha	Retail warehouse site bordering Purley Way	Urban	High	Detached houses on relatively large plots; Retail Estates & Business & Leisure Parks; Terraced houses and cottages	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
<p>Redevelopment of a mix of residential, retail, commercial and community uses, new green open space and health facility (if required by the NHS) to form the basis of a new residential community and part of the potential Fiveways Town Centre and environs.</p>		<p>Potential for a new Town Centre in the Fiveways area is identified in the Purley Way Transformation Area and Croydon Local Plan. Over the lifetime of the Croydon Local Plan reconfiguration of out of town retail warehouses in the borough will provide an opportunity for redevelopment with a mix of residential, community uses and retail.</p> <p>The site is located within the boundary of the Purley Way Transformation Area and development proposals should broadly align with the detailed Masterplan.</p>			<p>Post 2032</p>	<p>Site has no known developer interest and the Council will need to work with landowner to bring it forward</p>	<p>233</p>

25c: Fiveways Retail Park, 500 Purley Way

Place	Postcode	Size of site	Site description	Type of location	Public Transport Accessibility	Local character
Purley Way (Waddon)	CR0 4NZ	1.84ha	Retail warehouse site bordering Stafford Way	Urban	High	Detached houses on relatively large plots; Retail Estates & Business & Leisure Parks; Terraced houses and cottages
Description of option	Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
Redevelopment of a mix of residential, retail, commercial and community uses, new green open space and health facility (if required by the NHS) to form the basis of a new residential community and part of the potential Fiveways Town Centre and environs.	Potential for a new Town Centre in the Fiveways area is identified in the Purley Way Transformation Area and Croydon Local Plan. Over the lifetime of the Croydon Local Plan reconfiguration of out of town retail warehouses in the borough will provide an opportunity for redevelopment with a mix of residential, community uses and retail. The site is located within the boundary of the Purley Way Transformation Area and development proposals should broadly align with the detailed Masterplan.			Post 2032	Site has no known developer interest and the Council will need to work with landowner to bring it forward	338

28: Bowyers Yard, Bedwardine Road

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility of area	Local character	
Crystal Palace & Upper Norwood	SE19 3AN	0.12ha	Studios and Workshop Space	Urban	High	Large houses on relatively small plots; Terraced houses and cottages; Urban Shopping Areas	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
Cultural and Creative Industries Enterprise Centre		An existing recording studio that is seeking to expand their offer will provide greater support for the cultural creative sector. Accords with Croydon Local Plan Policy SP3.3 to deliver such a facility within Crystal Palace. The site is within the Upper Norwood Triangle Conservation Area and should preserve or enhance the character of the area. The Council's relevant Conservation Area Guidance and Management Plans will need to be adhered to.			Post 2032	Site is subject to developer interest but there are a number of issues that need to be overcome before the site can be developed	n/a

30: Purley Leisure Centre, car park and former Sainsbury's Supermarket, High Street

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
Purley	CR8 2AA	0.66ha	Swimming pool, multi-storey car park and former supermarket	Urban	High	Large buildings in an urban setting; Mixed type flats; Terraced houses and cottages; Urban Shopping Areas	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
Mixed use redevelopment incorporating public car park, new leisure facilities, including a swimming pool, and other community facilities, healthcare facility (if required by the NHS), creative and cultural industries enterprise centre, retail or residential accommodation.		The community use of the site is protected by Policy SP5 of the Croydon Local Plan 2018. A commitment to deliver a creative and cultural industries enterprise centre in Purley District Centre is set out in Croydon Local Plan 2018. As it is in the Primary Shopping Area retail is an acceptable use. Residential development will help to meet the need for new homes in the borough. The site has been identified by the NHS as being in an area with a need for additional healthcare facilities.			Post 2032	Site is subject to developer interest but there are a number of issues that need to be overcome before the site can be developed	118

31: Croydon College car park, College Road

Place	Postcode	Size of site	Site description	Type of location	Public Transport Accessibility of area	Local character	
Croydon Opportunity Area	CRO 1PF	0.14ha	Eastern end of Croydon College over existing car park and access area	Central	High	Large buildings in an urban setting; Linear Infrastructure	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
Residential development		The site is to be used to fund improvements to the remaining parts of Croydon College, who do not need the car park. Residential development will help to meet the need for new homes in the borough.			2022/23-2026	Site has planning permission comprising 120 C3 residential units and 817 co-living units (= 434 C3 units at a New London Plan ratio of 1.8 beds /1c3 unit)	573

33: 26-28 Addiscombe Road (Go Ahead House)

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
Croydon Opportunity Area	CR9 5GA	0.13ha	Office building	Central	High	Large buildings with well-defined building line and adjacent to other buildings	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
Residential, office and/or hotel		Residential development will help to meet the need for new homes in the borough. The site lies within Croydon Metropolitan Centre close to East Croydon station but outside of the Primary Shopping Area is suitable for all town centre uses except retail.			2027-2032	Site is subject to developer interest	76

34: Land Bounded By George St, Park Lane, Barclay Road, And Main London To Brighton Railway Line

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
Croydon Opportunity Area	CR0 1YL	1.61ha	Law court, cleared site and public realm	Central	High	Large buildings with surrounding space	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
Mixed use development incorporating residential use on land behind the Fairfield Halls.		Residential development will help to meet the need for new homes in the borough. The site lies within Croydon Metropolitan Centre close to East Croydon station but outside of the Primary Shopping Area so is suitable for all town centre uses except retail			Post 2032	Site is subject to developer interest but there are a number of issues that need to be overcome before the site can be developed	626

35: Purley Baptist Church, 2-12 Banstead Road

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
Purley	CR8 3EA	0.43ha	Purley Baptist Church, parking area and other various buildings	Urban	High	Large buildings in an urban setting; Planned estates of semi detached houses; Terraced houses and cottages; Urban Shopping Areas	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
Mixed use redevelopment comprising new church, community facility and residential		The redevelopment of this site could help to meet the need for new homes in the borough. The church and community facility are protected by Croydon Local Plan Policy SP5. Part of the site previously had a planning permission which is now expired. The provision of flood prevention measures is required to improve the sustainability of the development.			2022/23-2027	Site has planning permission	114

37: 45 Lansdowne Road

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
Croydon Opportunity Area	CR0 2BE	0.17ha	Car park	Central	High	Industrial estates, Large buildings with surrounding space	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
Residential development		Residential development will help to meet the need for new homes in the borough. The site forms part of the Brighton Mainline and East Croydon station Transformation Area.			2027-2032	Site is subject to developer interest	33

40: West Croydon Bus Station

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
Croydon Opportunity Area	CR0 2RD	0.32ha	Bus station	Central	High	Transport Nodes	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
Redevelopment over the bus station to incorporate residential uses and town centre uses (office, leisure, food & drink or hotel). The bus station is to be retained as part of any redevelopment.		Redevelopment of the bus station, retaining this facility, will help to meet the need for homes in the borough in a sustainable location. The site lies within Croydon Metropolitan Centre close to West Croydon station but outside of the Primary Shopping Area so is suitable for all town centre uses except retail. Development should ensure the setting of St Michael's and All Angels Church is preserved and enhanced			Post 2032	Site is subject to developer interest but there are a number of issues that need to be overcome before the site can be developed	Up to 76

41: Direct Line House, 3 Edridge Road

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
Croydon Opportunity Area	CR9 1AG	0.27ha	Office building	Central	High	Large buildings with surrounding space	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
Residential and/or office development		Residential development will help to meet the need for new homes in the borough. The site lies within Croydon Metropolitan Centre but outside of the Primary Shopping Area so is suitable for all town centre uses except retail. Development should ensure the settings of Croydon Quaker Meeting House and the Adult School Hall are preserved and enhanced			Post 2032	Site has no known developer interest and the Council will need to work with landowner to bring it forward	Up to 158

42: The Lansdowne, 2 Lansdowne Road

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
Croydon Opportunity Area	CR9 2ER	0.33ha	Office building	Central	High	Large buildings with surrounding space	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
Mixed use development of office and residential		Residential development will help to meet the need for new homes in the borough. The site lies within Croydon Metropolitan Centre but outside of the Primary Shopping Area so is suitable for all town centre uses except retail.			2027-2032	Site is subject to developer interest	Up to 158

44: Central Parade West, Central Parade

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
Addington	CR0 0JB	1.74ha	Land and community buildings to the west side of Central Parade	Urban	Medium	Institutions with associated grounds; Local authority built housing with public realm; Mixed type flats; Suburban Shopping Areas	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
Mixed development including residential, community, healthcare facility (if required by the NHS), leisure, retail and open space		Residential development would help meet the need for new homes in the borough. The site is in New Addington District Centre, within the Primary Shopping Area which would make all town centre uses acceptable in this location. Community facilities are protected by Policy SP5 of the Croydon Local Plan 2018. Landscaping that includes species to assist biodiversity is required to assist sustainability. The site has been identified by the NHS as being in an area with a need for additional healthcare facilities. The Sustainability Appraisal recommends public transport improvements are made as part of the proposal to mitigate the site's low public transport accessibility rating.			2022-2027	Site is subject to developer interest with a planning application likely soon and subject to granting of planning permission there is nothing preventing the site from being developed	376

45: East Croydon Station

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
Croydon Opportunity Area	CR0 1LF	2.82ha	Train station and associated infrastructure and platforms	Central	High	Transport Nodes	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
Redevelopment of the existing railway station including a square with associated public realm		Redevelopment of the train station to provide additional capacity and platforms. Provision of a square and public realm will help create a gateway to the town centre. The site forms part of the Brighton Mainline and East Croydon station Transformation Area.			Post 2032	Site is subject to developer interest but there are a number of issues that need to be overcome before the site can be developed including consideration of the Brighton Mainline upgrade works	n/a

47: 3-9 Park Street

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
Croydon Opportunity Area	CR0 1YD	0.07ha	Vacant building previously used as a nightclub	Central	High	Large buildings with well-defined building line and adjacent to other buildings	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
Mixed use residential and ground floor town centre use		Residential development will help to meet the need for new homes in the borough. Site lies within Croydon Town Centre and within the Primary Shopping Area which would make all town centre uses acceptable in this location. The site is within the Central Croydon Conservation Area and should preserve and enhance the character of the area. The Council's relevant Conservation Area Guidance and Management Plans will need to be adhered to.			2027-2032	Site is subject to developer interest but there are a number of issues that need to be overcome before the site can be developed	Up to 18

48: 294-330 Purley Way

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
Purley Way (Waddon)	CR0 4XJ	2.63ha	Retail warehouse and vacant employment land	Urban	Medium	Retail Estates & Business & Leisure Parks; Terraced houses and cottages	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
Mixed use development comprising retail store, commercial space and residential units		<p>Potential for a new Town Centre in the Waddon Marsh area is identified in the Purley Way Transformation Area and Croydon Local Plan. Over the lifetime of the Croydon Local Plan, reconfiguration of out of town retail warehouses in the borough will provide an opportunity for redevelopment with a mix of residential and retail. Residential development will help to meet the need for new homes in the borough. As the site lies outside of a Primary Shopping Area it is not suited to intensification of the existing retail use. As the site is within Flood Zone 3 it will be subject to the Sequential Test as part of the Strategic Flood Risk Assessment. It is recommended that basements are not considered at this site.</p>			2027-2032	Site is subject to developer interest but there are a number of issues that need to be overcome before the site can be developed	331

50: 44-60 Cherry Orchard Road

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
Croydon Opportunity Area	CR0 6BA	0.3ha	Meat processing factory	Urban	High	Industrial Estates; Mixed type flats; Tower Buildings	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
Residential development subject to the relocation of the existing business to another site in the borough		Residential development will help to meet the need for new homes in the borough. The site was included as an allocation in the Replacement Unitary Development Plan (2006) and as such is not protected as a Town Centre Industrial site as part of the Croydon Local Plan. The site forms part of the Brighton Mainline and East Croydon station Transformation Area.			2027-32	Site is subject to developer interest with a planning application likely soon and subject to granting of planning permission there is nothing preventing the site from being developed	120

Sites numbered between 51 and 100

51: Land and car park between Belgrave Road and Grosvenor Road

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
South Norwood & Woodside	SE25 5AW	0.71ha	Amenity land and car park	Urban	High	Tower buildings, Medium rise blocks with associated grounds	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
Residential and community use		Residential development will help to meet the need for new homes in the borough. The community use of the site is protected by Policy SP5 of the Croydon Local Plan. The retention of a community facility will assist the sustainability of the site. The development should respond to the character of the South Norwood Conservation Area and enhance the public realm of the site.			2022-2027	Site has planning permission	102

54: BMW House, 375-401 Brighton Road

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
South Croydon	CR2 6ES	0.62ha	Site of former BMW showroom which has a multistorey car park to the rear of site	Urban	Medium	Large houses on relatively small plots; Retail Estates & Business & Leisure Parks; Terraced houses and cottages	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
Mixed use residential and supermarket.		There are no sequentially preferable sites within the Brighton Road (Sanderstead Road) Local Centre for a supermarket and a developer is interested in building one on this site. Residential development will help to meet the need for new homes in the borough.			2027-32	Site has a long history of unimplemented permissions for residential development. It is subject to developer interest but there are a number of issues that need to be overcome before the site can be developed.	42

59: Garages at rear of 96 College Green and land at Westow Park, Upper Norwood

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
Crystal Palace & Upper Norwood	SE19 3PR	0.27ha	Garages and amenity land	Urban	Low	Tower buildings, Compact houses on relatively small plots, Local authority built housing with public realm	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
Residential development		Residential development will help to meet the need for new homes in the borough. The site is adjacent to three conservation areas and should ensure the settings of these areas is preserved. The Council's relevant Conservation Area Guidance and Management Plans must be adhered to.			Post 2032	Site is subject to developer interest	Up to 16

61: Purley Station car park and 26-52 Whytecliffe Road South

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
Purley	CR8 2AW	0.61ha	Car Park and terraced residential homes	Urban	High	Institutions with associated grounds; Mixed type flats; Planned estates of semi detached houses; Terraced houses and cottages; Transport Nodes	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
Residential use with retention of car parking spaces		The site will help to meet the need for homes and potential for public parking in the borough after 2026. A Transport Assessment will be required of redevelopment proposals for the site to consider possible impacts on local streets in the vicinity of Purley Railway station arising from any reduction in parking.			2027-2032	Site is subject to developer interest but there are a number of issues that need to be overcome before it can be developed	182

64: 112a and 112b Brighton Road

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
Purley	CR8 4DB	0.28ha	Two vacant units at ground floor, previously used as a gym and bowling alley, with unit on first floor	Urban	Medium	Urban Shopping Areas	
Description of option		Justification for option			Phasing of development	Evidence of deliverability	Number of homes
Residential, with leisure uses (up to existing floor space)		Residential development will help to meet the need for new homes in the borough. Community facilities are protected by Policy SP5 of the Croydon Local Plan.			2027-2032	Site is subject to developer interest but there are a number of issues that need to be overcome before the site can be developed	26

68: 130 Oval Road

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
Addiscombe	CR0 6BL	0.22ha	Former warehouse/ factory that has been vacant for more than five years. Hidden behind terraces of residential dwellings accessible through two alleyways.	Urban	High	Industrial Estates; Terraced houses and cottages	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
Residential development		As part of the Croydon Local Plan 2018 any town centre or scattered employment site that has been vacant for more than 18 months is being proposed for redevelopment if it could accommodate 10 or more new homes. Policy SP3.2 of the Croydon Local Plan 2018 requires that evidence of lack of demand for the existing premises or site for an employment use be provided before other uses can be considered. However, the need for new homes in the borough is so great that, as a plan-making process, a plan-led release of vacant town centre and scattered employment sites is proposed to help meet the need for new homes.			2027-2032	Site is subject to developer interest with a planning application likely soon and subject to granting of planning permission there is nothing preventing the site from being developed	12

71: 2 Red Gables Beech Avenue

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
Sanderstead	CR2 0NL	0.63ha	Detached property and associated amenity land	Suburban	Low	Medium rise blocks with associated grounds	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
Residential development		Residential development will help to meet the need for new homes in the borough			2022-2027	Site is subject to developer interest with a planning application likely soon and subject to granting of planning permission there is nothing preventing the site from being developed	26

78: 114-118 Whitehorse Road

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
Broad Green & Selhurst	CR0 2JF	0.04ha	Retail unit on ground floor & vacant offices set back from retail frontage over 2 floors	Urban	High	Urban Shopping Areas	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
Residential conversion and extension		Offices not in preferred location. Prior approval for office to residential for 8 units, there is potential for 10 units or more with potential to move the/extend the 1st storey and above to the building line of the ground floor. Conversion would need to adhere to Local Plan and London Plan Standards to improve the sustainability of the development.			2022-2027	Site is subject to developer interest	8

79: Waitrose, Sanderstead

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
Sanderstead	CR2 9LE	0.74ha	Superstore and car park	Urban	Low	Retail estates, business, leisure parks	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
Mixed use residential and retail development		Residential development will help to meet the need for new homes in the borough. Site is located in Sanderstead Town Centre so all town centre uses including retail are suitable at this site			Post 2032	Site has no known developer interest and the Council will need to work with landowner to bring it forward	Up to 62

85: The Forestdale Centre

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
Selsdon	CR0 9AS	0.94ha	Shopping parades with residential on first floor and car park	Urban	Medium	Retail estates, business, leisure parks	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
Residential development incorporating a new shopping parade with retail, finance, and food & drink		Comprehensive redevelopment of this site will regenerate the Centre at Forestdale with a mixture of appropriate town centre uses including retail on the Shopping Parades. Residential development will help meet the need for new homes in the borough			Post 2032	Site is subject to developer interest but there are a number of issues that need to be overcome before the site can be developed	86

87: Shirley Community Centre

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
Shirley	CR0 8JA	0.1ha	Community centre	Suburban	Medium	Institutions with associated grounds	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
Mixed use development with residential and replacement community facility that provides at least equivalent functionality to the existing centre		Residential development will help to meet the need for new homes in the borough. Community facilities are protected by Policy SP5 of the Croydon Local Plan			2027-2032	Site is subject to developer interest	18

Sites numbered between 101 and 150

101: Toby Carvery, Brantwood Road

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
South Croydon	CR2 6ES	0.36ha	Restaurant & car park	Urban	High	Retail estates, business, leisure parks	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
Residential development		Residential development will help to meet the need for new homes in the borough.			Post 2032	Site has no known developer interest and the Council will need to work with landowner to bring it forward	41

103: 585-603 London Road

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
Thornton Heath	CR7 6AY	0.81ha	Hotels and associated car parks	Urban	Medium	Large buildings with well-defined building line and adjacent to other buildings	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
Mixed use development for residential and hotel (up to existing floor space).		Residential development will help to meet the need for new homes in the borough.			2022-2027	Site is subject to developer interest	118

105: Strand House, Zion Road

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
Thornton Heath	CR7 8RG	0.25ha	Former Adult Learning and Training Centre	Urban	High	Large buildings with surrounding space	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
Residential development		Residential development will help to meet the need for new homes in the borough.			Post 2032	In Council ownership	Up to 22

106: CACFO, 40 Northwood Road

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
Norbury	CR7 8HU	0.15ha	Community centre	Urban	Medium	Cottages, terraced houses & close knit semi-detached houses	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
Mixed use residential and community use (to retain equivalent floor space or functionality of the community use)		Residential development will help to meet the need for new homes in the borough. Community facilities are protected by Policy SP5 of the Croydon Local Plan.			2027-2032	Site is subject to developer interest	18

110: Old Waddon Goods Yard, Purley Way

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
Purley Way (Waddon)	CR0 4NX	0.74ha	Various large retail units	Urban	Medium	Retail estates, business, leisure parks	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
Mixed use development incorporating residential, retail and food & drink (with the retail and food & drink elements limited to the current amount of floor space) around a greatly improved or new Waddon Station.		Potential for a new Town Centre in the Fiveways area is identified in the Purley Way Transformation Area and Croydon Local Plan. Over the lifetime of the Croydon Local Plan reconfiguration of out of town retail warehouses in the borough will provide an opportunity for redevelopment with a mix of residential, community uses and retail. The site is located within the boundary of the Purley Way Transformation Area and development proposals should broadly align with the detailed Masterplan			Post 2032	Site has no known developer interest and the Council will need to work with landowner to bring it forward	168

114: Garage courts at 18 Bramley Hill

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
South Croydon	CR0 1AP	0.09ha	Garages and amenity land	Suburban	Medium	Medium rise blocks with associated grounds	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
Residential development		Residential development will help to meet the need for new homes in the borough.			2027-2032	Site is subject to developer interest	8

123: Prospect West and car park to the rear of, 81-85 Station Road

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
Croydon Opportunity Area	CR0 2RD	0.6ha	Car park at rear and office block	Central	High	Large buildings with surrounding space; Transport Nodes	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
Residential (with healthcare facility if required by NHS). It is recommended that basements are not considered at this site. Further ground investigations would be required at this site to confirm the likelihood of groundwater occurrence. There is one historic record of surface water flooding held by the Council in this location.		Existing office building is not protected from development. The site's location away from East Croydon station means it is less suited to hotel or office use and because it is outside of the Primary Shopping Area it is not suitable for retail use. Residential development will help to meet the need for new homes in the borough. The site has been identified by the NHS as being in an area with a need for additional healthcare facilities. The inclusion of healthcare facilities should be explored with the NHS before development takes place. Acoustic measures will need to be incorporated in the design to assist sustainability of the development. Development should ensure the setting of the Wellesley Road (North) Conservation Area and locally listed buildings is preserved and enhanced.			Post 2032	Site has no known developer interest and the Council will need to work with landowner to bring it forward	Up to 291

125: Sainsburys, Trafalgar Way

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character		
Purley Way (Waddon)	CR0 4XT	2.75ha	Large supermarket and car park	Urban				
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes	
Mixed use residential and retail development (with retail floor space limited to no more than currently exists on the site), including new green open space and health facility (if required by the NHS) to form the basis of a new residential community.		Potential for a new Town Centre in the Waddon Marsh area is identified in the Purley Way Transformation Area and Croydon Local Plan. Over the lifetime of the Croydon Local Plan reconfiguration of out of town retail warehouses in the borough will provide an opportunity for redevelopment with a mix of residential, community uses and retail. The site is located within the boundary of the Purley Way Transformation Area and development proposals should broadly align with the detailed Masterplan			2027-2032	Site is subject to developer interest but there are a number of issues that need to be overcome before the site can be developed	632	

126: Spurgeons College, 189 S Norwood Hill, South Norwood

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
Crystal Palace & Upper Norwood	SE25 6DJ	2.4ha	Higher education facility and associated land	Urban	Medium	Institutions with associated grounds	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
Higher education with residential		Community facilities are protected and higher education uses supported by Policy SP5 of the Croydon Local Plan. Residential development will help to meet the need for new homes in the borough			2027-2032	Site is subject to developer interest but there are a number of issues that need to be overcome before the site can be developed	Up to 72

128: Land at, Poppy Lane

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
Shirley	CRO 8YT	1.43ha	Cleared site	Suburban	Low	Green Infrastructure; Institutions with associated grounds; Mixed type flats	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
Residential development		This site does not meet the criteria for designation as Metropolitan Open Land as it does not contribute to the physical structure of London, it does not include open air facilities which serve whole or significant parts of London and it does not contain features or landscapes of national or metropolitan importance. For this reason it has been assessed by the same criteria as other non-Metropolitan Open Land sites and is considered acceptable for development. Residential development will help to meet the need for new homes in the borough.			2027-2032	Site is subject to developer interest but there are a number of issues that need to be overcome before the site can be developed	91

130: 1-9 Banstead Road

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
Purley	CR8 3EB	0.42ha	Semi detached houses including some used as offices	Urban	High	Planned estates of semi detached houses	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
Residential development		Residential development will help to meet the need for new homes in the borough			2022-2027	Site has planning permission	106

132: 550 and 550A Purley Way

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
Purley Way (Waddon)	CR0 4RF	0.3ha	Retail outlet and car park	Urban	Medium	Retail Estates & Business & Leisure Parks	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
Redevelopment of the site to provide a mixture of residential, retail and business uses		Potential for a new Town Centre in the Fiveways area is identified in the Purley Way Transformation Area and Croydon Local Plan. Over the lifetime of the Croydon Local Plan reconfiguration of out of town retail warehouses in the borough will provide an opportunity for redevelopment with a mix of residential, community uses and retail. The site is located within the boundary of the Purley Way Transformation Area and development proposals should broadly align with the detailed Masterplan.			2022-2027	Site is subject to developer interest but there are a number of issues that need to be overcome before the site can be developed	111

133: Woburn and Bedford Court

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
Croydon Opportunity Area	CR0 2AE	1.14ha	Various low rise residential blocks and associated parking and amenity land	Central	High	Medium rise blocks with associated grounds	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
Additional residential development		Residential development will help to meet the need for new homes in the borough.			Post 2032	Site is subject to developer interest but there are a number of issues that need to be overcome before the site can be developed	Up to 505

135: Hilton Hotel car park, 101 Waddon Way

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
Purley Way (Waddon)	CR9 4HH	0.36ha	Hotel car park	Urban	Low	Retail Estates & Business & Leisure Parks	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
Redevelopment for residential development and retention of hotel to form part of a potential Waddon Way Neighbourhood Centre		Potential for a new Town Centre in the Waddon Way area is identified in the Purley Way Transformation Area and Croydon Local Plan. Over the lifetime of the Croydon Local Plan reconfiguration of out of town retail warehouses in the borough will provide an opportunity for redevelopment with a mix of residential, community uses and retail. The site is located within the boundary of the Purley Way Transformation Area and development proposals should broadly align with the detailed Masterplan.			Post 2032	Site has no known developer interest and the Council will need to work with landowner to bring it forward	70

136: Supermarket, car park, 54 Brigstock Road

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
Thornton Heath	CR7 8RX	0.32ha	Iceland Freezer Centre store and car park and rail yard	Urban	High	Industrial Estates; Transport Nodes; Urban Shopping Areas	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
Mixed use of residential, retail along Brigstock Road		The site is in a very accessible location in Thornton Heath District Centre next to the railway station. Currently it has a low density supermarket with car park. The preferred option retains some employment use (as this is protected by Policy SP3.2 of the Croydon Local Plan) whilst making more efficient use of the site by providing homes that will help meet the borough's need for housing and a replacement retail unit (as the site is in the Primary Shopping Area of the District Centre where retail is encouraged).			2027-32	Site has no known developer interest and the Council will need to work with landowner to bring it forward	66 units (124 total for whole site)

137: Colonnades

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
Purley Way (Waddon)	CR0 4RS	3.51ha	Retail and leisure park with car park	Urban	Low	Retail Estates & Business & Leisure Parks	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
Redevelopment of this area to provide a mixture of residential, retail, leisure and community uses to form the basis of a new residential community and part of a Waddon Way Neighbourhood Centre.		Potential for a new Town Centre in the Waddon Way area is identified in the Purley Way Transformation Area and Croydon Local Plan. Over the lifetime of the Croydon Local Plan reconfiguration of out of town retail warehouses in the borough will provide an opportunity for redevelopment with a mix of residential, community uses and retail. The site is located within the boundary of the Purley Way Transformation Area and development proposals should broadly align with the detailed Masterplan.			Post 2032	Site has no known developer interest and the Council will need to work with landowner to bring it forward	659

138: Land adjacent to East Croydon Station and land at Cherry Orchard Road, Cherry Orchard Gardens

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
Croydon Opportunity Area	CR0 6BQ	0.8ha	Cleared site in two parts (1) between the railway line and Cherry Orchard Road and (2) on the corner of Cherry Orchard Road and Oval Road and the Sorter and Porter Public House	Central	High	Industrial Estates; Mixed type flats	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
Mixed use development of residential with offices, restaurant/café, hotel and/or community facilities		Residential development will help to meet the need for new homes in the borough. The part of the site to west of Cherry Orchard Road lies within Croydon Town Centre close to East Croydon station but outside the Primary Shopping Area so all town centre uses except retail are acceptable on this part of the site. Acoustic measures will need to be incorporated in the design to assist sustainability of the development. The site forms part of the Brighton Mainline and East Croydon station Transformation Area.			2022-2027	Site has planning permission and landowner is likely to develop the site themselves	456

142: 1 Lansdowne Road

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
Croydon Opportunity Area	CR0 2BX	0.48ha	Voyager House, Lansdowne Hotel, YMCA Hostel and Marco Polo House	Central	High	Large buildings with surrounding space; Large buildings with well-defined building line and adjacent to other buildings; Linear Infrastructure	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
Mixed use development comprising residential, with offices, leisure and/or hotel		Residential development will help to meet the need for new homes in the borough. Site lies within Croydon Metropolitan Centre close to East Croydon station but outside the Primary Shopping Area so all town centre uses except retail for which sequential testing would be required, are acceptable in this location.			2027-2032	Site has planning permission but there are a number of issues that need to be overcome before the site can be developed	794

143: South Croydon Ambulance Station and Youth Centre sites

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
Purley Way (Waddon)	CR0 4RQ	0.29ha	Ambulance station and youth centre with associated car park and amenity land	Urban	Low	Compact houses on small plots, Institutions with associated grounds	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
Redevelopment to provide residential development and replacement community floorspace (no net loss) and a replacement ambulance station (if required by		Potential for a new Town Centre in the Waddon Way area is identified in the Purley Way Transformation Area and Croydon Local Plan. Over the lifetime of the Croydon Local Plan reconfiguration of out of town retail warehouses in the borough will provide an opportunity for redevelopment with a mix of residential, community uses and retail. The site is located within the boundary of the Purley Way Transformation Area and development proposals should broadly align with the detailed Masterplan			Post 2032	Site has no known developer interest and the Council will need to work with landowner to bring it forward	84

144: Sofology, 226 Purley Way

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
Purley Way (Waddon)	CR0 4XG	0.35ha	Retail outlet and car park	Urban	Medium	Retail Estates & Business & Leisure Parks	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
Redevelopment for mixed use residential and retail		Potential for a new Town Centre in the Waddon Marsh area is identified in the Purley Way Transformation Area and Croydon Local Plan. Over the lifetime of the Croydon Local Plan reconfiguration of out of town retail warehouses in the borough will provide an opportunity for redevelopment with a mix of residential, community uses and retail. The site is located within the boundary of the Purley Way Transformation Area and development proposals should broadly align with the detailed Masterplan.			2027-2032	Site has no known developer interest and the Council will need to work with landowner to bring it forward	74

146: Currys PC World (Carphone Warehouse), 12 Trojan Way

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
Purley Way (Waddon)	CR0 4XL	0.96ha	Retail outlet and car park	Urban	Medium	Retail Estates & Business & Leisure Parks	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
Redevelopment for mixed use residential and retail		Potential for a new Town Centre in the Waddon Marsh area is identified in the Purley Way Transformation Area and Croydon Local Plan. Over the lifetime of the Croydon Local Plan reconfiguration of out of town retail warehouses in the borough will provide an opportunity for redevelopment with a mix of residential, community uses and retail. The site is located within the boundary of the Purley Way Transformation Area and development proposals should broadly align with the detailed Masterplan. As the site is within Flood Zone 3 it will be subject to the Sequential Test as part of the Strategic Flood Risk Assessment. It is recommended that basements are not considered at this site.			2027-2032	Site is subject to developer interest but there are a number of issues that need to be overcome before the site can be developed	148

147: IKEA

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
Purley Way (Broad Green & Selhurst)	CR0 4UZ	6.56ha	Retail outlet and car park	Urban	Medium	Retail Estates & Business & Leisure Parks	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
Redevelopment of car park areas for residential development and existing store for mixed use retail, residential and community uses.		Residential development will help to meet the need for new homes in the borough. Potential for a new Town Centre in the Valley Park area is identified in the Purley Way Transformation Area and Croydon Local Plan. Over the lifetime of the Croydon Local Plan reconfiguration of out of town retail warehouses in the borough will provide an opportunity for redevelopment with a mix of residential, community uses and retail. The site is located within the boundary of the Purley Way Transformation Area and development proposals should broadly align with the detailed Masterplan.			Post 2032	Site has no known developer interest and the Council will need to work with landowner to bring it forward	590

148: Canterbury House, Bedford Park

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
Croydon Opportunity Area	CR0 9XE	0.38ha	Office building	Central	High	Large buildings with surrounding space	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Number of homes
Mixed-use redevelopment including residential (but not including retail)		Residential development will help to meet the need for new homes in the borough. The site lies within Croydon Metropolitan Centre but outside the Primary Shopping Area so all town centre uses except retail are acceptable in this location.			2027-2032	Site is subject to developer interest but there are a number of issues that need to be overcome before the site can be developed	266

149: Tesco, 4-32 Brigstock Road, Thornton Heath

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
Thornton Heath	CR7 8RX	0.93ha	Supermarket and residential above	Urban	High	Urban Shopping Area	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
Mixed-use development including retail and residential		This site is well situated in the Town Centre and opposite the train station to provide homes to meet the need in the borough, as well as retail uses within the Main Retail Frontage.			Post 2032	Site is subject to developer interest but there are a number of issues that need to be overcome before the site can be developed	118

Sites numbered between 151 and 200

152: Parklife, Purley Way Playing Fields

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
Purley Way (Waddon)	CR0 4HU	6.82ha	Recreation ground	Suburban	Medium	Green Infrastructure	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
Multi-purpose leisure facilities		Multi-purpose leisure facilities at this site will help improve the playing fields offer and recreational value.			2022-2027	Site is subject to developer interest	n/a

153: Five Ways Triangle (516-540 Purley Way & 107-113 Stafford Road)

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
Purley Way	CR0 4RE	1.1ha	Petrol station and industrial units	Urban	High	Industrial estates	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
Redevelopment for mixed use residential and retail		Potential for a new Town Centre in the Fiveways area is identified in the Purley Way Transformation Area and Croydon Local Plan. Over the lifetime of the Croydon Local Plan reconfiguration of out of town retail warehouses in the borough will provide an opportunity for redevelopment with a mix of residential, community uses and retail. The site is located within the boundary of the Purley Way Transformation Area and development proposals should broadly align with the detailed Masterplan. The setting of the Listed Building should be positively integrated into the development			Post 2032	Site is subject to developer interest but there are a number of issues that need to be overcome before the site can be developed	91

172: Ruskin Square and surface car park, 61 Dingwall Road and Lansdowne Road

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
Croydon Opportunity Area	CR0 2EW	0.43ha	Northern section of gateway site known as Ruskin Square redevelopment	Central	High	Industrial Estates; Large buildings with surrounding space; Large buildings with well defined building line and adjacent to other buildings; Transport Nodes	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
Mixed use development residential and offices and/or hotel and/or town centre uses except retail		Proximity to East Croydon station means the site is well suited to provide homes and could include either offices, hotel and leisure uses as part of a mixed scheme. The site lies within Croydon Metropolitan Centre but outside the Primary Shopping Area so all town centre uses except retail are acceptable in this location. The redevelopment of this site could help to meet the need for new homes in the borough. The site forms part of the Brighton Mainline and East Croydon station Transformation Area.			Post 2031	Site has planning permission but there are a number of issues that need to be overcome before the site can be developed	158

174: 30-38 Addiscombe Road

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
Croydon Opportunity Area	CR0 5PE	0.35ha	Vacant site	Central	High	Large buildings with well defined building line and adjacent to other buildings; Large houses on relatively small plots; Medium rise blocks with associated grounds	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
Residential development.		Residential development will help to meet the need for new homes in the borough.			2027-2032	Site is subject to developer interest but there are a number of issues that need to be overcome before the site can be developed	57

175: Stephenson House and Knollys House, Cherry Orchard Road and Knolly House, Addiscombe Road

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
Croydon Opportunity Area	CR0 6BA	0.69ha	Office building and car park	Central	High	Large buildings in an urban setting	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
Residential and/or office		The existing office building is not protected from development. Site is suitable for all town centre uses except retail as it is within Croydon Metropolitan Centre, close to East Croydon station but outside of the Primary Shopping Area making it particularly suited to office use. Residential development will help to meet the need for new homes in the borough. Acoustic measures will need to be incorporated in the design to assist sustainability of the development.			2032	Site has no known developer interest and the Council will need to work with landowner to bring it forward	195

182: St Mathews House, 98 George Street

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
Croydon Opportunity Area	CR0 1PJ	0.18ha	Office building 2/3 storey brick built residential block	Central	High	Large buildings with surrounding space; Urban Shopping Areas	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
Redevelopment for residential and/or offices and/or retail with active frontage at the ground floor level		Residential development will help to meet the need for new homes in the borough. Site lies within Croydon Town Centre close to East Croydon station making it particularly suited to office use and the site lies within a proposed extension of the Primary Shopping Area which would make all town centre uses acceptable in this location. To assist sustainability the development must incorporate acoustic measures to reduce impact of noise on the development.			2027-2032	Site is subject to developer interest	Up to 33

184: 1-19 Derby Road

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
Croydon Opportunity Area	CR0 3SE	0.31ha	Shops and Garage on triangular site beside railway line close to West Croydon station	Central	High	Terraced houses and cottages; Transport Nodes; Urban Shopping Areas	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
Residential development above, community uses on lower floors		The site lies outside Croydon Metropolitan Centre on a side street so town centre uses are not desirable in or suited to this location. Residential development will help to meet the need for new homes in the borough. New community facilities are required to improve the sustainability of the site. Accoustic measures will need to be incorporated in the design to assist sustainability of the development.			2027-2032	Site is subject to developer interest but there are a number of issues that need to be overcome before the site can be developed	66

187: 28 Dingwall Road

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
Croydon Opportunity Area	CR0 2NE	0.13ha	Office building	Central	High	Large buildings with well defined building line and adjacent to other buildings	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
Offices and residential and/or hotel		In accordance with Policy SP3 of the Croydon Local Plan, office refurbishment/redevelopment and mixed use should be explored fully. The site lies within Croydon Town Centre close to East Croydon station but outside the Primary Shopping Area so all town centre uses except retail are acceptable in this location.			Post 2032	Site has no known developer interest and the Council will need to work with landowner to bring it forward	133

190: Car park to the rear of Leon House, 22-24 Edridge Road

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
Croydon Opportunity Area	CRO 9XT	0.66ha	Existing retail and office units and 2 storey parking area serving Leon House	Urban	High	Large buildings with surrounding space	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
Mixed use redevelopment with residential, retail and other professional services and food and drink uses.		Residential development will help to meet the need for new homes in the borough. The site lies within Croydon Town Centre but outside the Primary Shopping Area so all town centre uses except retail are acceptable in this location.			2022-2027	Site has planning permission and landowner is likely to develop the site themselves	357

192: Suffolk House, George Street

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
Croydon Opportunity Area	CRO 1PE	0.28ha	Office building with retail units at ground level	Central	High	Large buildings with surrounding space; Linear Infrastructure; Urban Shopping Areas	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
Mixed use redevelopment with offices or residential dwellings above retail units at ground level		Site lies within a proposed extension of the Primary Shopping Area which would make all town centre uses acceptable in this location. The redevelopment of this site could help to meet the need for new homes in the borough.			Post 2032	Site has no known developer interest and the Council will need to work with landowner to bring it forward	66

194: St George's Walk, Katharine House and Park House, Park Street

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
Croydon Opportunity Area	CR0 1YE	2.03ha	Cleared site with previous use of office & retail (including financial and food & drink) buildings between Katharine Street and Park Street, and listed office building	Central	High	Large buildings with well defined building line and adjacent to other buildings; Urban Shopping Areas	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
Residential with new civic space and a combination of retail, other Class A uses, leisure and office use. Alongside residential conversion of Segas House with cultural uses if required (with town centres uses considered if there is no interest in delivery of culture facility)		The site lies within the Primary Shopping Area of Croydon Town Centre so it is suited to retail but is at a distance from East Croydon station so it less suitable for office use. Residential development will help to meet the need for new homes in the borough. The Civic Space is a requirement of the Mid Croydon Masterplan. Many of the retail/catering units in St Georges Walk house independent businesses tht provide low cost options and measures should be taken to enable these to continue in Croydon either within the development or elsewhere. The site is partly in a Conservation Area and the setting of listed buildings including the Town Hall and Whitgift Almshouses. The development should respond to the character of the area, to preserve or enhance the significance of heritage assets. The Council's relevant Conservation Area Guidance and Management Plans will need to be adhered to. The conversion of the existing Listed Building (Segas House) on this site could help to meet the need for new homes in the borough. The existing office use is not protected. Delivery of a cultural facility on the ground floor in this location would be appropriate to meet demand with residential or office uses on upper floors.			2027-32	Site is subject to developer interest but there are a number of issues that need to be overcome before the site can be developed	874

199: 20-22 Lansdowne Road

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
Croydon Opportunity Area	CR0 2BX	1.56ha	Builders yard between Lansdowne Road and the railway line into East Croydon	Central	High	Industrial Estates; Large houses on relatively small plots	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
Residential development with light industrial workshops and studio spaces		Site is a town centre employment site. Policy SP3.2 of the Croydon Local Plan requires that evidence of lack of demand for the existing premises or site for an employment use be provided before other uses can be considered. The site forms part of the Brighton Mainline and East Croydon station Transformation Area.			Post 2032	Site is subject to developer interest but there are a number of issues that need to be overcome before the site can be developed including consideration of the Brighton Mainline and East Croydon station.	107

200: Multi-storey car park, Lansdowne Road

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
Croydon Opportunity Area	CR0 2BX	0.44ha	Multi storey car park	Central	High	Large buildings with surrounding space; Large buildings with well defined building line and adjacent to other buildings	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
Mixed use, public car park and residential.		The Croydon Opportunity Area Planning Framework (2013) allows for the loss of 200 car parking spaces in the New Town and East Croydon Area. In light of this, the preferred option includes for an element of car parking to remain alongside residential and missed use development. The site forms part of the Brighton Mainline and East Croydon station Transformation Area.			2022-2027	Site is subject to developer interest	Up to 66

Sites numbered between 201 and 250

201: Lidl, Easy Gym and car park, 99-101 London Road

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
Croydon Opportunity Area	CR0 2RF	1.16ha	Supermarket, gym and car park	Urban	High	Retail Estates & Business & Leisure Parks; Urban Shopping Areas	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
Primary school with residential development on upper floors		The site is of a suitable size for a primary school, is in an area that has a high demand for school places and can make a significant contribution to meeting this demand. The site is in a dense urban area and is suited to a mixed use development with the residential element helping to meet the need for new homes in the borough.			Post 2032	Site is subject to developer interest	216

203: West Croydon station and shops, 176 North End

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
Croydon Opportunity Area	CR0 1UF	1.86ha	West Croydon railway station, retail units on Station Road, London Road and North End, station car park and Network Rail yard	Central	High	Transport Nodes; Urban Shopping Areas	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
Remodelling of station and redevelopment to provide an improved transport interchange, cycle hub, retail & office units with residential development above. In the surrounding area, surface water flood risk is generally low. However, Station Road and the A212 have areas shown to be at high risk from surface water flooding. There are two historic records of surface water flooding held by Croydon Council in this location.		Existing station building is a low density development and use of the site (as identified in the West Croydon Masterplan) could be increased to include residential use. Improvements to the station as a transport interchange including a cycle hub is a policy aspiration of the Croydon Local Plan strategic policy SP8 and will assist in the sustainability of the development. Accoustic measures will need to be incorporated in the design to assist sustainability of the development and measures to alleviate surface water flooding taken, especially if current areas along train tracks are developed, reducing natural drainage capacity.			Post 2032	Site is subject to developer interest but there are a number of issues that need to be overcome before the site can be developed	Up to 109

211: Poplar Walk car park and, 16-44 Station Road

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
Croydon Opportunity Area	CR0 2RB	0.27ha	Car park & Buildings with ground floor retail units with residential accommodation on upper floors	Central	High	Large buildings with surrounding space; Shopping centres, precincts; Transport Nodes; Urban Shopping Areas	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
Redevelopment of the site which includes residential, re-provision of retail uses, car and cycle parking and a public square.		The site's location away from East Croydon station means it is less suited to hotel or office use and because it is outside of the Primary Shopping Area it is not suitable for retail use although the existing retail floor space can be reprovided as part of the redevelopment of this site. Residential development will help to meet the need for new homes in the borough. Development should ensure the setting of St Michael's and All Angels Church is preserved and enhanced			2022-2027	Site has planning permission	240

218: Lunar House, Wellesley Road

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
Croydon Opportunity Area	CR0 9YD	1.334ha	Office Block	Central	High	Large buildings with surrounding space; Linear Infrastructure	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
Office and residential and/or hotel (with healthcare facility if required by the NHS) if the site is no longer required by the Home Office.		In accordance with Policy SP3 of the Croydon Local Plan, office refurbishment/redevelopment and mixed use should be explored fully. The site lies within Croydon Metropolitan Centre close to East Croydon station but outside the Primary Shopping Area so all town centre uses except retail are acceptable in this location. Residential development will help to meet the need for new homes in the borough. The site has been identified by the NHS as being in an area with a need for additional healthcare facilities. The inclusion of healthcare facilities should be explored with the NHS before development takes place. Conversion should be considered in the redevelopment to increase sustainability of the site.			Post 2032	Site is subject to developer interest but there are a number of issues that need to be overcome before the site can be developed	418

220: 9-11 Wellesley Road

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
Croydon Opportunity Area	CR0 0XD	0.16ha	Offices and bank	Central	High	Large buildings with surrounding space; Large buildings with well defined building line and adjacent to other buildings	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
Residential and/or hotel and/or retail and/or finance		Existing office building is not protected from development. Site lies within a proposed extension of the Primary Shopping Area which would make all town centre uses acceptable in this location. The redevelopment of this site could help to meet the need for new homes in the borough. The massing should be tested to ensure the settings of the Whiltgift Almshouses and Electric House and the Central Croydon Conservation Area are preserved or enhanced.			Post 2032	Site is subject to developer interest but there are a number of issues that need to be overcome before the site can be developed.	Up to 76

222: Multi-storey car park, 1 Whitgift Street

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
Croydon Opportunity Area	CR0 1DH	0.56ha	Multi-storey car park and gymnasium	Central	High	Large buildings with well defined building line and adjacent to other buildings; Terraced houses and cottages; Urban Shopping Areas	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
Residential with community facilities commensurate in size and functionality to that currently on the site		The redevelopment of this site could help to meet the need for new homes in the borough. It is a poor location for offices as it is too far from East Croydon station and outside of the Primary Shopping Area so retail use is not acceptable or suitable. The Opportunity Area Planning Framework identifies surplus car parking spaces in this part of Croydon Metropolitan Centre. The retention of community facilities are required to improve the sustainability of the site, development of which has substantial environmental impacts.			Post 2032	Site has no known developer interest and the Council will need to work with landowner to bring it forward	158

231: Segas House, Park Lane

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
Croydon Opportunity Area	CR0 1NX	0.2ha	Listed office building	Central	High	Large buildings with well defined building line and adjacent to other buildings	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
Residential conversion with cultural uses if required (with town centres uses considered if there is no interest in delivery of cultural uses).		The conversion of the existing Listed Building on this site could help to meet the need for new homes in the borough. Existing office building is not protected from development. Delivery of a cultural facility on the ground floor in this location would be appropriate to meet demand with residential or office uses on upper floors.			2027-2032	Site is subject to developer interest but there are a number of issues that need to be overcome before the site can be developed	38

234: Southern House, Wellesley Grove

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
Croydon Opportunity Area	CR9 1TR	0.87ha	24-storey office building with undercroft straddling Wellesley Grove and a two-storey period property converted to an office	Central	High	Large buildings with surrounding space	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
Offices and residential and/or hotel (with healthcare facility if required by the NHS)		In accordance with Policy SP3 of the Croydon Local Plan 2018, office refurbishment/redevelopment and mixed use should be explored fully. The site is suitable for all town centre uses except retail as it is within Croydon Metropolitan Centre close to East Croydon station but outside of the Primary Shopping Area making it particularly suited to office use. The site has been identified by the NHS as being in an area with a need for additional healthcare facilities. The inclusion of healthcare facilities should be explored with the NHS before development takes place. The public realm is required to encourage connectivity with surrounding areas to make the site more sustainable.			Post 2032	Site is subject to developer interest but there are a number of issues that need to be overcome before the site can be developed	342

236: Apollo House, Wellesley Road

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
Croydon Opportunity Area	CR0 9YA	0.58ha	Office Building	Central	High	Large buildings with surrounding space	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
Offices and residential and/or hotel (with healthcare facility if required by the NHS) if the site is no longer required by the Home Office. There is one record of sewer flooding.		In accordance with Policy SP3 of the Croydon Local Plan 2018, office refurbishment/redevelopment and mixed use should be explored fully. The site is suitable for all town centre uses except retail as it is within Croydon Metropolitan Centre close to East Croydon station but outside of the Primary Shopping Area. The site has been identified by the NHS as being in an area with a need for additional healthcare facilities. The inclusion of healthcare facilities should be explored with the NHS before development takes place. To assist sustainability the development must incorporate acoustic measures to reduce noise impact on the development. Conversion should be considered in the redevelopment to increase sustainability of the site and due to the notable architecture of the building.			2027-2032	Site is subject to developer interest but there are a number of issues that need to be overcome before the site can be developed	145

245: Mondial House, 102 George Street

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
Croydon Opportunity Area	CR0 1PJ	0.21ha	9-storey office building	Central	High	Large buildings with surrounding space; Transport Nodes	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
Office and/or residential development or offices or hotel and/or retail (on George Street frontage)		The site lies within a proposed extension of the Primary Shopping Area close to East Croydon station which would make all town centre uses acceptable in this location and making it particularly suited to office use. To assist sustainability the development must incorporate acoustic measures to reduce noise impact on the development.			2027-2032	Site is subject to developer interest but there are a number of issues that need to be overcome before the site can be developed	133

248: 18-28 Thornton Road

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
Thornton Heath	CR7 6BA	0.13ha	Car sales site	Urban	Medium	Industrial Estates; Medium rise blocks with associated grounds; Urban Shopping Areas	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
Residential development		Residential development will help to meet the need for new homes in the borough.			Post 2032	Site has no known developer interest and the Council will need to work with landowner to bring it forward	11

Sites numbered between 251 and 300

284: Asharia House, 50 Northwood Road

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
Norbury	CR7 8HQ	0.20ha	Offices, gymnasium and car park	Urban	Medium	Industrial Estates; Terraced houses and cottages	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
Residential development including replacement community facility		Residential development will help to meet the need for new homes in the borough. The community use of the site is protected by Policy SP5 of the Croydon Local Plan. The retention of a community facility will assist the sustainability of the site. The Sustainability Appraisal recommends public transport improvements are made as part of the proposal to mitigate the site's low public transport accessibility rating.			Post 2032	Site has no known developer interest and the Council will need to work with landowner to bring it forward	18

294: Croydon College Annexe, Barclay Road

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
Croydon Opportunity Area	CRO 1PF	0.32ha	The former art block of Croydon College	Central	High	Large buildings with surrounding space	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
Residential redevelopment with community uses and Creative and Cultural Industries Enterprise Centre. There is one record of sewer flooding.		This site is well suited to provide a home to the creative and cultural industries enterprise centre for Croydon Metropolitan Centre. The existing building is a community facility which is protected by Policy SP5 of the Croydon Local Plan 2018. Residential development will help to meet the need for new homes in the borough. The Fairfield Masterplan encourages a high standard of design which will help the sustainability of the site.			2021 - 2026	Site is subject to developer interest and has permission	76

Sites numbered between 301 and 350

306: The Good Companions Public House site, 251 Tithe Pit Shaw Lane

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
Sanderstead	CR6 9AW	0.52ha	Cleared site	Suburban	Low	Planned estates of semi detached houses; Suburban Shopping Areas	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
Residential development		Residential development will help to meet the need for new homes in the borough.			2022-2027	Site is subject to developer interest with a planning application likely soon	41

311: Mott Macdonald House, 8 Sydenham Road

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
Croydon Opportunity Area	CR0 2EE	0.24ha	Office building	Central	High	Large buildings with surrounding space; Large buildings with well defined building line and adjacent to other buildings	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
Offices and residential and/or hotel		In accordance with Policy SP3 of the Croydon Local Plan, office refurbishment/redevelopment and mixed use should be explored fully. The site is suitable for all town centre uses except retail as it is within Croydon Metropolitan Centre close to East Croydon Station but outside of the Primary Shopping Area. The site has been identified by the NHS as being in an area with a need for additional healthcare facilities. A community use could assist the sustainability of the site.			Post 2032	Site has no known developer interest and the Council will need to work with landowner to bring it forward	76

314: Valley Park (B&Q and Units A-G Daniell Way), Hesterman Way

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
Purley Way (Broad Green & Selhurst)	CR0 4YJ	6.74ha	Out of town retail warehouses and surface car parking	Urban	Low	Retail Estates & Business & Leisure Parks	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
Redevelopment of this area to a mixture of residential, retail, healthcare facility (if required by the NHS), community and leisure to form the basis of a new residential community and local centre, with scope to include industrial, warehousing and distribution		Potential for a new Town Centre in the Valley Park area is identified in the Purley Way Transformation Area and Local Plan. Over the lifetime of the Croydon Local Plan reconfiguration of out of town retail warehouses in the borough will provide an opportunity for redevelopment with a mix of residential and community and retail. The site is located within the boundary of the Purley Way Transformation Area and development proposals should broadly align with the detailed Masterplan.			Post 2032	Site is subject to developer interest but there are a number of issues that need to be overcome before the site can be developed.	976

316: PC World, 2 Trojan Way

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
Purley Way (Waddon)	CR0 4XL	0.96ha	Retail Warehouse and car park	Urban	Medium	Retail Estates & Business & Leisure Parks	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
Redevelopment of this area to a mixture of residential, retail and commercial use, healthcare facility (if required by the NHS) and community uses to form the basis of a new residential community and part of the potential Waddon Marsh Town Centre and environs		Potential for a new Town Centre in the Waddon Marsh area is identified in the Purley Way Transformation Area and Croydon Local Plan. Over the lifetime of the Croydon Local Plan reconfiguration of out of town retail warehouses in the borough will provide an opportunity for redevelopment with a mix of residential and retail. The site is located within the boundary of the Purley Way Transformation Area and development proposals should broadly align with the detailed Masterplan.			2027-2032	Site is subject to developer interest but there are a number of issues that need to be overcome before the site can be developed	184

324: Purley Oaks Depot, 505-600 Brighton Road

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
Purley	CR8 2BG	1.038ha	Council depot and recycling centre	Suburban	Medium	Industrial Estates; Large buildings with surrounding space	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
20 Gypsy and Traveller pitches		The site is in Council ownership and the existing employment use can be relocated to underused land in Factory Lane which is also owned by the Council. It is the only deliverable site for Gypsy and Traveller pitches that has been identified and will contribute to meeting the need for Gypsy and Traveller pitches in Croydon.			Post 2032	In Council ownership	n/a

326: Ambassador House, 3-17 Brigstock Road

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
Thornton Heath	CR7 7JG	0.37ha	Various retail units at ground level and offices above (with some community use)	Urban	High	Large buildings with well defined building line and adjacent to other buildings; Urban Shopping Areas	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
Mixed use conversion comprising residential, retail and community facilities (which include a healthcare facility if required by the NHS)		Office use is not protected in this location which is within the Primary Shopping Area (so retail is a preferred use at ground floor level). The community use in Ambassador House is protected by Policy SP5. The site has been identified by the NHS as being in an area with a need for additional healthcare facilities. The inclusion of healthcare facilities should be explored with the NHS before development takes place. Residential development would help to meet the need for homes in the borough. The building is built above the London to Brighton railway line and so conversion is likely to be preferable to new build because of cost of building above Network Rail infrastructure. To assist sustainability the development must incorporate acoustic measures to reduce noise impact of the development. Conversion would need to adhere to Local Plan and London Plan Standards to improve the sustainability of the development.			2022-27	Site has planning permission	66

332: Superstores, Drury Crescent

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
Purley Way (Waddon)	CR0 4XT	1.45ha	Retail Warehouses and car park	Urban	Medium	Large buildings with well defined building line and adjacent to other buildings; Retail Estates & Business & Leisure Parks	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
Redevelopment of this area to a mixture of residential, retail, healthcare facility (if required by the NHS) and community uses a primary school to form the basis of a new residential community and part of the potential Waddon Marsh Town Centre environs.		Over the lifetime of the Croydon Local Plan reconfiguration of out of town retail warehouses in the borough will provide an opportunity for redevelopment with a mix of residential, community uses and retail. Residential development will help to meet the need for new homes in the borough and the shift from out of town retail will assist the use of more sustainable modes of transport. The site has been identified by the NHS as being in an area with a need for additional healthcare facilities. The inclusion of healthcare facilities should be explored with the NHS before development takes place. As the site is within Flood Zone 2 it will be subject to the Sequential Test as part of the Strategic Flood Risk Assessment. Self-contained residential basements and bedrooms at basement level are not permitted in areas that have 'potential for groundwater to occur at the surface'.			2027-2032	Site is subject to developer interest but there are a number of issues that need to be overcome before the site can be developed	265

334: Valley Leisure Park, Hesterman Way

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
Purley Way (Broad Green & Selhurst)	CR0 4YA	2.42ha	Vue Cinema and Valley Park Leisure Complex	Urban	Low	Retail Estates & Business & Leisure Parks	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
Redevelopment of this area to a mixture of residential, retail, healthcare facility (if required by the NHS), community and leisure to form the basis of a new residential community and local centre.		The site is located within the boundary of the Purley Way Transformation Area and development proposals should broadly align with the detailed Masterplan.			Post 2032	Site is subject to developer interest but there are a number of issues that need to be overcome before the site can be developed	n/a

347: Tesco, 2 Purley Road

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
Purley	CR8 2HA	3.80ha	Tesco store & associated car park	Urban	High	Retail Estates & Business & Leisure Parks	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
Mixed use residential, healthcare facility (if required by the NHS) and retail development		Site has an existing retail use and has potential for intensification of use of the site with the addition of residential units which will help to meet the need for new homes in the borough. Measures to mitigate flood risk will need to be included in the development to assist sustainability. The site has been identified by the NHS as being in an area with a need for additional healthcare facilities. The inclusion of healthcare facilities should be explored with the NHS before development takes place. As the site is within Flood Zone 3 it will be subject to the Sequential Test as part of the Strategic Flood Risk Assessment.			2027-2032	Site is subject to developer interest but there are a number of issues that need to be overcome before the site can be developed	479

348: Homebase & Matalan stores, 60-66 Purley Way

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
Purley Way (Broad Green & Selhurst)	CRO 3JP	3.03ha	Retail stores and associated car park	Urban	Medium	Retail Estates & Business & Leisure Parks	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
Mixed use residential and retail development within the potential Valley Park Town Centre and environs		Potential for a new Town Centre in the Valley Park area is identified in the Purley Way Transformation Area and Croydon Local Plan. Over the lifetime of the Croydon Local Plan, reconfiguration of out of town retail warehouses in the borough will provide an opportunity for redevelopment with a mix of residential, community uses and retail. The site is located within the boundary of the Purley Way Transformation Area and development proposals should broadly align with the detailed Masterplan.			2022-2027	Site is subject to developer interest but there are a number of issues that need to be overcome before the site can be developed	685

349: Harveys Furnishing Group Ltd, 230-250 Purley Way

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character		
Purley Way (Waddon)	CR0 4XG	0.46ha	Retail stores and car parks	Urban	Medium	Industrial Estates; Retail Estates & Business & Leisure Parks		
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes	
Redevelopment of this area to a mixture of residential, retail and commercial use, healthcare facility (if required by the NHS) and community and part of a Waddon Marsh Town Centre environs. As the site is partly within a Flood Zone 3 it will be subject to the Sequential Test as part of the Strategic Flood Risk Assessment.		Potential for a new Town Centre in the Waddon Marsh area is identified in the Purley Way Transformation Area and Croydon Local Plan. Over the lifetime of the Croydon Local Plan, reconfiguration of out of town retail warehouses in the borough will provide an opportunity for redevelopment with a mix of residential, community uses and retail. The site is located within the boundary of the Purley Way Transformation Area and development proposals should broadly align with the detailed Masterplan.			Post 2026	Site is subject to developer interest but there are a number of issues that need to be overcome before the site can be developed	146	

Sites numbered between 351 and 400

351: Furniture Village, 222 Purley Way

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
Purley Way (Waddon)	CR0 4XG	0.71ha	Retail warehouse & car park	Urban	Medium	Industrial Estates; Retail Estates & Business & Leisure Parks	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
Redevelopment of this area to a mixture of residential, retail, healthcare facility (if required by NHS) and community uses to form the basis of a new residential community		Potential for a new Town Centre in the Waddon Marsh area is identified in the Purley Way Transformation Area and Croydon Local Plan. Over the lifetime of the Croydon Local Plan, reconfiguration of out of town retail warehouses in the borough will provide an opportunity for redevelopment with a mix of residential, community uses and retail. The site is located within the boundary of the Purley Way Transformation Area and development proposals should broadly align with the detailed Masterplan.			2027-2032	Site has no known developer interest and the Council will need to work with landowner to bring it forward	124

355: Decathlon, 2 Trafagar Way

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
Purley Way (Waddon)	CR0 4XT	1.35ha	Decathlon store & car park	Urban	Medium	Retail Estates & Business & Leisure Parks	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
Redevelopment of this area to a mixture of residential, retail, healthcare facility (if required by the NHS) and community uses to form the basis of a new residential community and part of the potential Waddon Marsh Town Centre and environs.		Potential for a new Town Centre in the Waddon Marsh area is identified in the Purley Way Transformation Area and Croydon Local Plan. Over the lifetime of the Croydon Local Plan, reconfiguration of out of town retail warehouses in the borough will provide an opportunity for redevelopment with a mix of residential, community uses and retail. The site is located within the boundary of the Purley Way Transformation Area and development proposals should broadly align with the detailed Masterplan.			2022-2027	Site is subject to developer interest but there are a number of issues that need to be overcome before the site can be developed	260

357: Norwood Heights Shopping Centre, Westow Street

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
Crystal Palace & Upper Norwood	SE19 3AH	1.46ha	Sainsbury's supermarket and smaller retail units	Urban	High	Retail Estates & Business & Leisure Parks; Urban Shopping Areas	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
Retail, replacement community use, residential and office		Site is a relatively low density site within the Primary Shopping Area of Crystal Palace District Centre which has potential for redevelopment. Residential development will help to meet the need for new homes in the borough. The site is within the Upper Norwood Triangle Conservation Area and immediate setting of the listed war memorial alongside other heritage assets. The development should respond to the character of the area to preserve or enhance the significance of the heritage assets. The Council's relevant Conservation Area Guidance and Management Plans will need to be adhered to.			Post 2032	Site has no known developer interest and the Council will need to work with landowner to bring it forward	Up to 135

372: Car park, Lion Green Road

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
Coulsdon	CR5 2NL	0.81ha	Car Park (within Coulsdon District Centre)	Suburban	Medium	Industrial Estates	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
Residential development		Residential development would help meet the need for new homes in the borough. The development should secure improvements and access to the adjacent railway embankment scheduled monument alongside heritage interpretation and improved landscape in its setting.			2021 - 2026	Site has planning permission but there are a number of issues that need to be overcome before the site can be developed	157

374: Reeves Corner former buildings, 104-112 Church Street

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
Croydon Opportunity Area	CR0 1RD	0.08ha	Vacant Land with designated Secondary Retail Frontage	Urban	High	Urban Shopping Areas	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
<p>Mixed use with residential to upper storeys and retail on ground floor. Self-contained residential basements and bedrooms at basement level are not permitted in areas that have 'potential for groundwater to occur at the surface' (BGS Susceptibility to Groundwater Flooding). A high risk of surface water flooding surrounds the site, particularly across the road network such as Cairo New Road and Church Street. There is one historic record of surface water flooding held by Croydon Council in this location.</p>		<p>Residential development will help meet the need for housing in the borough. Retail or a community use will assist in providing an active frontage to the ground floor. Previous use of the site was retail so new retail use is acceptable. The site is within the Church Street Conservation Area. And the setting of a number of listed and locally listed buildings including the Grade I Listed Croydon Minster. The development should respond to the character of the area, to preserve and enhance the significance of heritage assets. The Council's relevant Conservation Area Guidance and Management Plans will need to be adhered to.</p>			2027-2032	Site is subject to developer interest but there are a number of issues that need to be overcome before the site can be developed	Up to 21

393: Whitgift Centre, North End

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
Croydon Opportunity Area	CR0 1UB	8.8ha	Shopping Centre, four office towers and two multi-storey car parks	Central	High	Shopping centres, precincts	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
<p>Expansion of shopping centre, improved public realm and residential development and car parking provision. The majority of the site is shown to be at a very low risk. The surrounding areas are generally at a low risk of surface water flooding with the areas of the road network (i.e. Wellesley Road) being shown to be at high risk. There are three historic records of surface water flooding and one historic record of sewer flooding.</p>		<p>Planning permission for this site has recently expired. However, the landowners and their delivery partners are working closely with the Council and other stakeholders, to formulate a revised deliverable scheme for this strategic part of borough. This wil form a comprehensive major regeneration scheme for Croydon Metropolitan Centre which will secure an improved quality and expanded shopping centre along with new homes that will help to meet the need for new homes in the borough. The Sustainability Appraisal recommends that the impact of the proposal on the conservation area is mitigated through the heritage and townscape assessment.</p>			2027-2032	The planning permission has recently expired. The landowner is working with a range of stakeholder to formulate a revised scheme	650

396: Praise House, 145-149 London Road

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
Broad Green & Selhurst	CR0 2RG	0.25ha	Former office building of 4 floors currently with a community use with extension at rear last used as garage. Frontage used as tyre fitters.	Urban	High	Industrial Estates; Retail Estates & Business & Leisure Parks; Terraced houses and cottages	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
Redevelopment for mixed use residential and community use		Site has an existing community use that is protected. The redevelopment of this site would help to meet the need for new homes in the borough. Currently it is not likely to be viable so its development is not likely to be completed before 2026.			2027-2032	Site has planning permission but there are a number of issues that need to be overcome before the site can be developed	39

Sites numbered between 401 and 450

405: Royal Oak Centre

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
Purley	CR8 2PG	0.5ha	Single storey block with leisure and other uses	Urban	Medium	Industrial Estates; Large buildings with surrounding space	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
Residential development, and the retention and reconfiguration of existing uses and their floor space with no net loss of flood storage capacity		The redevelopment of this site could help to meet the need for new homes in the borough. The site lies outside of Purley District Centre so is not a suitable location for town centre uses including retail and offices. The Shopping Parade on the southern part of the site is proposed for de-designation as it does not have any shops in it. The current community use within the site should be included to assist sustainability in the local context. As the site is within a Flood Zone 3 it will be subject to the Exception Test as part of a Site Specific Flood Risk Assessment. Any development which involves an increase in building footprint should ensure there is no impact on the ability of the floodplain to store water. The Sustainability Appraisal recommends public transport improvements are made as part of the proposal to mitigate the site's low public transport accessibility rating.			Post 2032	Site has no known developer interest and the Council will need to work with landowner to bring it forward	99

410: 100 Brighton Road

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
Purley	CR8 4DA	0.19ha	Co-op funeral service premises	Urban	Medium	Urban Shopping Areas	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
Mixed use residential and retail development		Site has an existing retail use and has potential for intensification with the addition of residential units which will help to meet the need for new homes in the borough.			Post 2032	Site has no known developer interest and the Council will need to work with landowner to bring it forward	18

411: Palmerston House, 814 Brighton Road

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
Purley	CR8 2BR	0.07ha	Office Building	Urban	High	Large buildings with surrounding space; Medium rise blocks with associated grounds	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
Residential redevelopment		Site is an office in an edge of centre location where residential use is preferable. Residential development will help to meet the need for new homes in the borough. Conversion could be considered to reduce the environmental impacts of the development with flood mitigation measures. As part of the site is in Flood Zone 2 and 3 an Exception Test is required as part of a Site Specific Flood Risk Assessment. Any redevelopment of the site should seek to locate buildings in Flood Zone 1.			Post 2032	Site has no known developer interest and the Council will need to work with landowner to bring it forward	8

416: Challenge House, 618 Mitcham Road

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
Broad Green & Selhurst	CR0 3AA	0.80ha	3-storey office building	Urban	Medium	Industrial Estates; Institutions with associated grounds; Terraced houses and cottages	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
Residential redevelopment or conversion. Conversion would need to adhere to Local Plan and London Plan Standards to improve the sustainability of the development.		Office use is not protected. The Council's preferred location for offices is in the New Town and East Croydon station areas of Croydon Metropolitan Centre and in District Centres. The redevelopment of this site will help to meet the need for new homes in the borough. The Sustainability Appraisal recommends public transport improvements are made as part of the proposal to mitigate the site's low public transport accessibility rating.			Post 2032	Site has no known developer interest and the Council will need to work with landowner to bring it forward	40

417: Stonemead House, 95 London Road

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
Croydon Opportunity Area	CR0 2RF	0.14ha	Vacant office building	Urban	High	Retail Estates & Business & Leisure Parks; Urban Shopping Areas	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
Residential		The redevelopment or conversion of the building could help to meet the need for new homes.			Post 2032	Site has no known developer interest and the Council will need to work with landowner to bring it forward	24

Sites numbered between 451 and 500

468: Grass area adjacent to, 55 Pawsons Road

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
Thornton Heath	CR0 2QA	0.27ha	Fenced off grass area to the rear of shops on Whitehorse Road and adjacent to estate 1 - 55 Pawsons Road and former depot at rear of 57 Pawsons Road	Urban	Medium	Medium rise blocks with associated grounds; Terraced houses and cottages; Urban Shopping Areas	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
Residential development		Residential development will help to meet the need for new homes in the borough. The Sustainability Appraisal recommends that development proposals should seek to ensure that any loss of open land is mitigated through alternative provision.			Post 2032	In Council ownership	30

471: Masonic Hall car park, 1- 1B Stanton Road

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
Broad Green & Selhurst	CRO 2UN	0.15ha	Private Car Park between 1 and 1 B Stanton Road, called Masonic Hall car park.	Urban	High	Large houses on relatively small plots; Terraced houses and cottages	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
Residential development		Residential development will help to meet the need for new homes in the borough. Delivery will be an issue with the land in private ownership and as a car park for a hall the Community Policy SP5 must be complied with. A Contaminated Land Assessment will be required.			Post 2032	Site has no known developer interest and the Council will need to work with landowner to bring it forward	16

489: Corinthian House, 17 Lansdowne Road

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
Croydon Opportunity Area	CR0 2BX	0.21ha	Locally listed office building	Central	High	Large buildings with surrounding space	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
Retention of offices with residential conversion, and/or hotel (with healthcare facility if required by the NHS) A locally listed building.		As a locally listed building redevelopment is not an acceptable option. In accordance with Policy SP3 of the Croydon Local Plan, office refurbishment/redevelopment and mixed use should be explored fully. The site lies within Croydon Metropolitan Centre close to East Croydon station but outside the Primary Shopping Area so all town centre uses except retail are acceptable in this location.			Post 2026	Site has no known developer interest and the Council will need to work with landowner to bring it forward	50

490: 95-111 Brighton Road

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
Purley	CR8 4HD	1.02ha	Public car park, demolished houses, retail units with residential above	Urban	Medium	Planned estates of semi detached houses; Transport Nodes; Urban Shopping Areas	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
Primary school (on up to 0.4ha of the site) and residential development, to be brought forward in one phase, and limited retail / food and drink (up to existing floor space)		The site is of a suitable size for a primary school, is in an area that has a high demand for school places and can make a significant contribution to meeting this demand. Residential development will help to meet the need for new homes in the borough.			Post 2032	Site is subject to developer interest but there are a number of issues that need to be overcome before the site can be developed	36

493: Pinnacle House, 8 Bedford Park

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
Croydon Opportunity Area	CR0 2AP	0.31ha	Office building	Central	High	Institutions with associated grounds; Large buildings with surrounding space	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
Mixed use of residential with offices on the ground floor		In accordance with Policy SP3 of the Croydon Local Plan 2018, office refurbishment/redevelopment and mixed use should be explored fully. The site lies within Croydon Metropolitan Centre close to East Croydon station but outside the Primary Shopping Area so all town centre uses except retail are acceptable in this location.			Post 2032	Site is subject to developer interest but there are a number of issues that need to be overcome before the site can be developed	158

495: Dairy Crest dairy, 823-825 Brighton Road

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
Purley	CR8 2BJ	0.34ha	Dairy depot with buildings fronting on to Brighton Road being a locally listed building	Urban	Medium	Compact houses on relatively small plots; Industrial Estates; Large houses on relatively small plots; Medium rise blocks with associated grounds; Terraced houses and cottages	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
Conversion of buildings fronting Brighton Road to studio space (with potential for a Creative and Cultural Industries Enterprise Centre serving Purley) with new light industrial units to the rear		The buildings fronting Brighton Road are locally listed so conversion is the only acceptable option. Policy SP3 of the Croydon Local Plan sets out the need for a Cultural and Creative Industries Enterprise Centre in Purley and the conversion of the buildings on Brighton Road could lend themselves to studio spaces. The Sustainability Appraisal recommends public transport improvements are made as part of the proposal to mitigate the site's low public transport accessibility rating. As the site is within a Flood Zone 3 it will be subject to the Sequential Test as part of the Strategic Flood Risk Assessment.			Post 2032	Site is subject to developer interest but there are a number of issues that need to be overcome before the site can be developed	n/a

499: Croydon University Hospital Site, London Road

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
Thornton Heath	CR7 7YE	8.17ha	Various hospital and medical associated buildings along with a staff car park on Bensham Lane	Urban	Medium	Industrial Estates; Large buildings with well defined building line and adjacent to other buildings; Medium rise blocks with associated grounds; Retail Estates & Business & Leisure Parks	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
Consolidation of the hospital uses on a smaller area of the site with enabling residential development on remaining part subject to there being no loss of services provided by the hospital in terms of both quantity and quality		In order to fund improvements to the existing hospital buildings residential development on part of the site may be required. This option is dependent on their being no loss of services provided by the hospital both in terms of quantity and quality. The site has been identified by the NHS as being in an area with a need for additional healthcare facilities. The inclusion of healthcare facilities should be explored with the NHS before development takes place.			2027-2032	Site is part of a partners' Estate Strategy	372

Sites numbered between 501 and 1000

502: Coombe Farm, Oaks Road

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
Shirley	CRO 5HL	2.84ha	Former school and hostel buildings	Suburban	Low	Green Infrastructure; Institutions with associated grounds	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
Residential development so long as the development has no greater footprint, volume or impact on openness on the Metropolitan Green Belt than the existing buildings on the site		Although the site is in the Green Belt, it already has built form. Residential development will help to meet the need for new homes in the borough.			2022-2027	Site is subject to developer interest but there are a number of issues that need to be overcome before the site can be developed	9

504: Stroud Green Pumping Station, 140 Primrose Lane

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
Shirley	CR0 8YY	0.72ha	Thames Water pumping station (which is a Locally Listed Building) and surrounding land	Suburban	Medium	Green Infrastructure; Industrial Estates; Planned estates of semi detached houses	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
<p>Residential development (including the conversion of the Locally Listed pumping station) if the site is no longer required for its current use in the future. It should be noted that ordinary watercourses have not have been included in the fluvial modelling of the River Wandle and therefore a fluvial flood risk from this watercourse may be present.</p>		<p>This site does not meet the criteria for designation as Metropolitan Open Land as it does not contribute to the physical structure of London, it does not include open air facilities which serve the whole or significant parts of London and it does not contain features or landscapes of national or metropolitan importance. For this reason it has been assessed by the same criteria as other non-Metropolitan Open Land sites and is considered acceptable for development. Residential development will help to meet the need for new homes in the borough. The locally listed building should be converted in a sensitive manner that responds to its special interest. Development in the grounds would need to demonstrate that it can be accommodated in a manner that responds to the locally listed building and preserves or enhances its setting.</p>			Post 2032	Site is subject to developer interest but there are a number of issues that need to be overcome before the site can be developed	Up to 24

683: Purley Back Lanes, 16-28 Pampisford Road

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
Purley	-	0.62ha	Single Storey Garage Engineering works at Russell Hill Place, car park and domestic garages at rear of Tudor Court, Russell Hill Parade. Two four storey detached houses in use as D1 facilities on Pampisford Road.	Urban	High	Large houses on relatively small plots; Urban Shopping Areas	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
Residential development and public car park including new industrial units to replace those currently on the site		Part of the site is currently an operational town centre employment site where there is a presumption against residential development. However, development of the site could enable the replacement of the industrial units with more modern and more accessible premises whilst providing new homes that are needed to meet the borough's need for housing.			Post 2032	Site is subject to developer interest but there are a number of issues that need to be overcome before the site can be developed	99

937: Kempsfield House, 1 Reedham Park Avenue

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
Kenley and Old Coulsdon	CR8 4BQ	0.19ha	Former Croydon Council children's home	Suburban	Low	Institutions with associated grounds; Mixed type flats; Planned estates of semi detached houses	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
Residential development		Residential development to help meet the need of the borough. The community use of the site is protected by Policy SP5 of the Croydon Local Plan 2018. The Sustainability Appraisal recommends public transport improvements are made as part of the proposal to mitigate the site's low public transport accessibility rating.			2022-2027	Site is subject to developer interest and an application is pending decision.	12

945: Waitrose, 110-112 Brighton Road

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
Coulsdon	CR5 2NB	0.27ha	Waitrose supermarket	Urban	Medium	Urban Shopping Areas	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
Residential, retail, car parking		The site has been identified by the NHS as being in an area with a need for additional healthcare facilities. Residential development would help to meet the need for new homes in the borough. The site has an existing retail use.			2027-2032	Site is subject to developer interest but there are a number of issues that need to be overcome before the site can be developed	66

946: Stubbs Mead Depot, Factory Lane

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
Purley Way (Waddon)	CR0 3RL	2.71ha	Council Depot with parking area, and six buildings and one bay of fuel pumps.	Urban	High	Industrial Estates	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
Mixed residential and employment (industry and warehousing)		The employment use is a protected use and therefore need to be retained on the site. The redevelopment of this site could help to meet the need for new homes in the borough. The provision of flood prevention measures is required to improve the sustainability of the development. Self-contained residential basements and bedrooms at basement level are not permitted in areas that have 'potential for groundwater to occur at the surface'.			Post 2032	In Council ownership	385

948: 230 Addington Road

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
Selsdon	CR2 8LL	0.11ha	Disused art deco dance hall last used as a car repair garage	Suburban	Medium	Suburban Shopping Areas	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
Residential with retail on ground floor (up to 3 units)		Residential development will help to meet the need for new homes in the borough. Retail development will help to re-establish the primary shopping area of the district centre given the site's Main Retail Frontage designation.			2022-2027	Site is subject to developer interest but there are a number of issues that need to be overcome before the site can be developed	26

950: Norfolk House, 1-28 Wellesley Road

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
Croydon Opportunity Area	CR0 2AE	0.68ha	Retail/commercial and hotel uses of 2 - 11 storeys. Wellesley Road elevation is within a Main Retail Frontage, and George Street elevation is within a Secondary Retail Frontage. Part of the site is locally listed.	Central	High	Urban Shopping Areas	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
Mixed use development to include retail, residential, office and hotel uses.		The site is located in an area where mixed use development is acceptable and redevelopment of the site would rejuvenate this key site. The Locally Listed Building should be retained and converted. New development on the site should seek to respond to the special architectural and historic interest of the Locally Listed Building			Post 2032	Site is subject to developer interest but there are a number of issues that need to be overcome before the site can be developed	133

951: 1485-1489 London Road

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
Norbury	SW16 4AE	0.03ha	2 story buildings with 3 retail units and 3 two bedroom flats above fronting London Road and at the rear an existing two storey supermarket facing Fairview Road	Urban	Medium	Terraced houses and cottages; Urban Shopping Areas	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
Redevelopment for residential and retail		The site is suitable for mixed use development with retail development and a community use on the ground floor with residential accommodation on the upper floors. Previous use of the site was retail and would be acceptable as it is also partly within a Primary Shopping Area. Community use would add to the network of community facilities throughout the borough and new homes would help alleviate the need for new homes in the borough. The buildings fronting on to London Road contribute to the Local Heritage Area and should be retained and converted as part of the proposal.			2022-2027	Site is subject to developer interest but there are a number of issues that need to be overcome before the site can be developed	24

952: 103 - 111A High Street Croydon CR0 1QG

Place	Postcode	Size	Site description	Type of location	Public Transport Accessibility	Local character	
Croydon Opportunity Areas	CR0 1QG	0.08ha	Three storey mixed use site comprising of town centre uses on ground floor (including retail) and commercial and residential on upper floors.	Central	High	Town centre uses, close to tall office buildings that are being converted to residential uses, adjacent to a flyover	
Description of option		Justification for option			Anticipated phasing of development	Evidence of deliverability	Indicative number of homes
Mixed use residential and commercial floor space (.e.g. A, B & D class uses)		Located within a highly sustainable location and high developer interest in site, who are intending to formulate and submit a mixed use scheme for site.			2022-27	Site is subject to developer interest and an application is likely to be submitted.	121

Appendix 8 – Delivery matrix

Policy	What will be delivered	Who will deliver it	How it will be delivered	When it will be delivered	Where it will be delivered	What we will do if the policy is not being delivered
SP1 - The Places of Croydon	New developments that contribute to an enhanced sense of place and improved local character	Croydon Council Developers Landowners Neighbourhood Forums Public bodies Neighbouring local authorities Businesses Service Providers	A range of policies to promote high quality new development through the pre-application and development management process. Future policies will be guided by the borough Character Appraisal, other place-based evidence and the LDF, including the Croydon Local Plan's Detailed Policies and Proposals and future Neighbourhood Plans.	2019-2039	All Places	Review Croydon Local Plan within 5 years of adoption and borough Character Appraisal Provide further assistance to Neighbourhood Plans to help implement policy
	Growth in homes, jobs and services	Croydon Council Developers Landowners Service providers Infrastructure providers Neighbourhood Forums Registered Providers Service providers Businesses	Other policies forming part of the Local Development Framework Croydon Opportunity Area Planning Framework	2019-2039	Primarily in Croydon Opportunity Area, including approximately a third of the borough's residential growth, with Waddon, Purley, and Broad Green & Selhurst, and Thornton Heath and Coulsdon, accommodating medium and moderate residential growth and, to a more limited extent in the other Places	Review Croydon Local Plan 2018 Provide further assistance to Neighbourhood Plans to help implement policy Work with infrastructure providers to deliver infrastructure necessary to support Places of Croydon

Policy	What will be delivered	Who will deliver it	How it will be delivered	When it will be delivered	Where it will be delivered	What we will do if the policy is not being delivered
SP2 - Homes	A total of 37,736 new homes between 2019 and 2039	Developers Landowners Registered providers Croydon Council GLA	Allocating land for new homes in the Croydon Local Plan's Detailed Policies and Proposals and to guide development of new homes Working with developers and landowners through the development management process to secure the best use of land in Croydon	2019-2039	All Places	Review policy in Croydon Local Plan 2018 Review Community Infrastructure Levy requirements Apply planning obligations requirements more flexibly
	11,384 homes on allocated sites outside of Croydon Opportunity Area including preferred unit mix (tenure and size)	Croydon Council GLA Developers Landowners	Croydon Council will allocate sites for new homes in the Detailed Proposals of the Croydon Local Plan 2018 in partnership with GLA, developers and landowners	2019-2039	All Places except Croydon Opportunity Area	Delivered in Croydon Local Plan 2018
	14,500 homes on allocated sites inside Croydon Opportunity Area including preferred unit mix (tenure and size)	Croydon Council GLA Developers Landowners	Croydon Council will allocate sites for new homes in Croydon Local Plan's Detailed Policies and Proposals in partnership with GLA, developers and landowners	2019-2039	Croydon Opportunity Area	Delivered in Croydon Local Plan 2018

Policy	What will be delivered	Who will deliver it	How it will be delivered	When it will be delivered	Where it will be delivered	What we will do if the policy is not being delivered
	25% of all new homes to be social or affordable rented homes (with a minimum of 10,395 in total) and 15% of all new homes to be intermediate affordable homes for low cost shared home ownership, intermediate rent or starter homes (with a minimum of 6,237 new homes)	Developers and Croydon Council working in partnership with Registered Providers	Planning obligation agreements with developers Croydon Council New Build Programme Registered Providers build programmes	2019-2039	All Places	Review policy in Croydon Local Plan 2018 and in particular the requirements for on-site provision of affordable homes Apply other planning obligations requirements more flexibly Work with Registered Providers to seek other funding sources for affordable homes
	Mechanism for calculating commuted sums for affordable housing	Croydon Council	Non-statutory guidance on Planning Obligations and Community Infrastructure Levy	2019-2039	All Places	Non-statutory guidance on Planning Obligations

Policy	What will be delivered	Who will deliver it	How it will be delivered	When it will be delivered	Where it will be delivered	What we will do if the policy is not being delivered
	<p>Framework for provision of homes including approach to mix of homes across borough</p> <p>Framework for provision of homes including minimum design and amenity standards for family homes</p>	Croydon Council will set framework	Croydon Local Plan's Detailed Policies and Proposals	2019-2039	All Places	Delivered in Croydon Local Plan 2018
	Provision of affordable homes	Developers and Croydon Council working in partnership with Registered Providers	<p>Planning obligation agreements with developers</p> <p>Croydon Council New Build Programme</p> <p>Registered Providers build programmes</p>	2019-2039	All Places	<p>Review policy in Croydon Local Plan 2018</p> <p>Update Affordable Housing Viability Assessment</p> <p>Review Housing Strategy</p>
	36 new pitches for Gypsy and Travellers	Croydon Council	Croydon Council allocates land for new pitches in the Croydon Local Plan's Detailed Policies and Proposals. Provision of pitches on a site dependent either on a private development or a Registered Provider.	2019-2039	All Places	<p>Review Croydon Local Plan 2018</p> <p>Re-appraise availability of land in borough to identify new sites for Gypsy and Traveller pitches</p> <p>Work with Registered Providers and public sector land owners in Croydon to identify other potential for new pitches</p>

Policy	What will be delivered	Who will deliver it	How it will be delivered	When it will be delivered	Where it will be delivered	What we will do if the policy is not being delivered
SP3 - Employment	Innovation and investment into the borough will be increased	Croydon Council Coast to Capital Local Enterprise Partnership Developers Landowners	Croydon Council will allocate land for employment activities and Enterprise Centres in the Croydon Local Plan's Detailed Policies and Proposals Coast to Capital LEP will assist with promotion	2019-2039	Croydon Opportunity Area and Coulsdon	Review policy in Croydon Local Plan 2018 Review Economic Development Strategy Apply planning obligations requirements more flexibly
	A network of Enterprise Centres	Croydon Council Coast to Capital Local Enterprise Partnership Studio space providers Landowners	Croydon Council will allocate land Coast to Capital LEP will assist with promotion Studio space providers will provide Enterprise Centres	2019-2039	Croydon Opportunity Area, Purley, Crystal Palace & Upper Norwood and South Norwood/ Portland Road	Review policy in Croydon Local Plan 2018 Review Economic Development Strategy

Policy	What will be delivered	Who will deliver it	How it will be delivered	When it will be delivered	Where it will be delivered	What we will do if the policy is not being delivered
	Protection of industrial and warehousing land and premises	Croydon Council	Croydon Council will use the Development Management process to protect existing industrial and warehousing land and premises from change of use or redevelopment to non Class B uses	2019-2039	All Places	Review policy in Croydon Local Plan 2018 Review Economic Development Strategy Work with Croydon Council's Economic Development service to promote industrial areas
	Workshop/studios for Class B industrial uses in town centre locations	Croydon Council Developers Landowners Coast to Capital Local Enterprise Partnership	Policy encouraging development in these locations Coast to Capital LEP will assist with promotion	2019-2039	Croydon Metropolitan Centre and all District and Local Centres	Review policy in Croydon Local Plan 2018 Review Economic Development Strategy Work with the Croydon Council's Economic Development service to promote workshop space
	Remodelled Fairfield Halls	Croydon Council Fairfield Halls	Croydon Council Capital Programme College Green Masterplan	2012-2020	Fairfield Halls	Review Croydon Council Capital Programme Seek other sources of funding for remodelling
	Use of empty buildings and cleared sites by creative industries and cultural organisations	Croydon Council Voluntary sector partners Private sector partners Landowners Property Agents	Where Croydon Council is the land owner it will seek to ensure this happens. Where the Council is not the land owner, it will use its Development Management function to promote this activity.	2019-2039	All Places	Review policy in Croydon Local Plan 2018

Policy	What will be delivered	Who will deliver it	How it will be delivered	When it will be delivered	Where it will be delivered	What we will do if the policy is not being delivered
	Town centre health checks	Croydon Council GLA	Undertake town centre health checks in partnership with GLA and relevant neighbouring boroughs to consider the vitality of existing town centres and in accordance with Policy 2.15 of the London Plan, also consider the case for identifying new centres.	2019-2039 (every 3 to 5 years)	All Places except Kenley & Old Coulsdon	Review policy in Croydon Local Plan 2018
	Define the boundaries of Primary Shopping Areas	Croydon Council	In the Croydon Local Plan's Detailed Policies and Proposals	2011-2017	Croydon Metropolitan Centre and all District and Local Centres	Delivered in Croydon Local Plan 2018
	Focus town centre uses in Croydon Metropolitan Centre, District and Local Centres	Croydon Council London borough of Lambeth London borough of Bromley				

Policy	What will be delivered	Who will deliver it	How it will be delivered	When it will be delivered	Where it will be delivered	What we will do if the policy is not being delivered
	Reduced levels of vacancy amongst Class A units within Croydon Metropolitan Centre and the District and Local Centres	Croydon Council Retailers Property Agents	Business Improvement Districts stimulating developer interest and promoting the centres Regular town centre 'health checks' and the Croydon Monitoring Report will instigate a boundary review if the number of vacant shops units becomes a sustained and significant issue	2019-2039	Croydon Metropolitan Centre and all District and Local Centres	Review policy in Croydon Local Plan 2018
	Up to 30,500m ² of new and refurbished office floor space in Croydon Metropolitan Centre and up to 7,000m ² of new and refurbished office floor space in District Centres	Croydon Council GLA Developers Landowners Coast to Capital Local Enterprise Partnership	The Croydon Local Plan 2018 promotes a flexible approach to development in Croydon Metropolitan Centre with Opportunity Area Planning Framework promoting conversion of surplus office space to other uses Promoting refurbishment of remaining office buildings and development of new floor space Coast to Capital LEP will assist with promotion	2019-2039 2019-2039	Croydon Metropolitan Centre Croydon Metropolitan Centre and all District Centres	Review policy in Croydon Local Plan 2018 Review Opportunity Area Planning Framework Review Economic Development Strategy Apply planning obligations requirements more flexibly Increased promotion of office space in Croydon

Policy	What will be delivered	Who will deliver it	How it will be delivered	When it will be delivered	Where it will be delivered	What we will do if the policy is not being delivered
	Healthy and vibrant Croydon Metropolitan Centre and the surrounding area	Croydon Council Retailers Businesses Landowners	Policies to promote a wide range of complementary town centre uses and bring forward the upgrading of retail and office stock. This is supplemented by the Croydon Opportunity Area Planning Framework, the relevant Masterplans, and the Croydon Local Plan's Detailed Policies and Proposals and a Public Realm Framework.	2019-2039	Croydon Opportunity Area	Review Croydon Local Plan 2018

Policy	What will be delivered	Who will deliver it	How it will be delivered	When it will be delivered	Where it will be delivered	What we will do if the policy is not being delivered
SP4 - Local Character	High quality new development which respects and enhances Croydon's varied local character and contributes positively to public realm, landscape and townscape to create sustainable communities.	Croydon Council Developers	A range of policies in the Croydon Local Plan's Detailed Policies and Proposals to promote high quality new development. This will be supplemented by the Croydon Opportunity Area Planning Framework, Public Realm framework and the relevant Masterplans.	2019-2039	All Places	Review policy in Croydon Local Plan 2018
	Vacant buildings/ sites will be utilised for temporary activities	Croydon Council Developers Voluntary sector partners Private sector partners Landowners Property agents	Where Croydon Council is the land owner it will seek to ensure this happens. Where the Council is not the land owner, it will use its Development Management function to promote this activity.	2019-2039	All Places	Review policy in Croydon Local Plan 2018

Policy	What will be delivered	Who will deliver it	How it will be delivered	When it will be delivered	Where it will be delivered	What we will do if the policy is not being delivered
	Improved quality public realm	Croydon Council Developers Landowners	Croydon Local Plan's Detailed Policies and Proposals sets out a range of policies detailing the standards to which public realm improvements must adhere. This is supplemented by the Croydon Opportunity Area Planning Framework, Public Realm Framework and the relevant Masterplans. The Community Infrastructure Levy will part fund public realm improvements.	2019-2039	All Places	Review Croydon Local Plan 2018 Review Regulation 123 list (identifying infrastructure that Community Infrastructure Levy will fund) and consider funding public realm improvements via planning obligations instead
	Heritage assets will be protected and utilised	Croydon Council Landowners Developers Historic England Amenity Societies	Croydon Local Plan's Detailed Policies and Proposals includes a range of policies setting out the extent and nature of protection for Croydon's heritage assets as well as guidance on ensuring the continued use of heritage assets. This is supplemented by the Croydon Opportunity Area Planning Framework, Conservation Area Appraisals and Management Plans and the relevant Masterplans.	2019-2039	All Places	Review Croydon Local Plan 2018 and Development Management processes

Policy	What will be delivered	Who will deliver it	How it will be delivered	When it will be delivered	Where it will be delivered	What we will do if the policy is not being delivered
SP5 - Community Facilities and Education	Developments that provide healthy living by including walking and cycling, good housing design, sufficient open space and opportunity for recreation and sound safety standards, and the retention of existing community facilities	Croydon Council Developers	Croydon Local Plan's Detailed Policies and Proposals Planning Obligations Community Infrastructure Levy	2019-2039	All Places	Review policy in Croydon Local Plan 2018
	New development will be expected to contribute to the provision of infrastructure needed to support growth in accordance with the priorities identified by the Infrastructure Delivery Plan	Croydon Council Developers Service providers Infrastructure providers NHS	Croydon Local Plan's Detailed Policies and Proposals Planning Obligations Community Infrastructure Levy	2019-2039	All Places	Review policy in Croydon Local Plan 2018 Review Infrastructure Delivery Plan (including priorities) Work with service providers to promote more co-locating of facilities

Policy	What will be delivered	Who will deliver it	How it will be delivered	When it will be delivered	Where it will be delivered	What we will do if the policy is not being delivered
	Community Infrastructure Levy	Croydon Council	Collecting Community Infrastructure Levy from new development	Introduced in 2013	All Places	Review Community Infrastructure Levy charging schedule
	The provision and improvement of places of worship	Local faith organisations/ groups with the support of Croydon Council	Croydon Local Plan's Detailed Policies and Proposals	2019-2039	All Places	Review policy in Croydon Local Plan 2018
	The temporary occupation of empty buildings for community uses	Croydon Council Landowners Developers Voluntary sector Property agents	Croydon Local Plan's Detailed Policies and Proposals	2019-2039	All Places	Review policy in Croydon Local Plan 2018
	Sites for additional schools	Croydon Council Free Schools Academies	Croydon Local Plan's Detailed Policies and Proposals Education Estates Strategy	2019-2039	All Places	Review policy in Croydon Local Plan 2018, School Estates Strategy Work with neighbouring local authorities to find school places in areas with spare capacity outside of borough
	Children's Centres and pre-school facilities will be enhanced and updated	Croydon Council Private Sector	Capital Funding (Public & Private)	2019-2039	In areas with deficiency in access to these facilities	Review policy in Croydon Local Plan 2018 Reassess School Estates Strategy
	Children's Centres and pre-school facilities will be provided			2019-2039		

Policy	What will be delivered	Who will deliver it	How it will be delivered	When it will be delivered	Where it will be delivered	What we will do if the policy is not being delivered
SP6 - Environment and Climate Change	Development of district energy networks in areas of high heat density within the borough	Croydon Council Developers Energy Providers	Croydon Local Plan's Detailed Policies and Proposals Croydon Council will work with developers through the development management process to work towards provision of district energy networks in the borough Community Infrastructure Levy could part fund development of network	2011-2021	Croydon Opportunity Area	Review Croydon Local Plan 2018
				2019-2039	Places with high heat density or areas where future development will increase heat density	
	Installation of sustainable drainage systems (SuDS) for all new development including conversions	Croydon Council Developers Freeholders of residential and commercial property Thames Water Sutton and East Surrey Water	Croydon Local Plan's Detailed Policies and Proposals Croydon Council will work with partners and developers through the development management process to work towards provision of SuDS to fulfil the requirements of the Flood Water Management Act 2010	2019-2039	All Places	Review Croydon Local Plan 2018

Policy	What will be delivered	Who will deliver it	How it will be delivered	When it will be delivered	Where it will be delivered	What we will do if the policy is not being delivered
	Safeguarding groundwater Source Protection Zones	Croydon Council The Environment Agency Thames Water Sutton and East Surrey Water	Croydon Local Plan's Detailed Policies and Proposals Croydon Council will work with the Environment Agency through the development management process to ensure groundwater and aquifers are protected	2019-2039	All Places	Review Croydon Local Plan 2018
	De-culvert sections of the River Wandle, Norbury Brook and Caterham Bourne	Croydon Council Developers The Environment Agency GLA Thames Water Neighbouring local authorities	Funding and planning obligations have been secured to de-culvert sections of the River Wandle within Wandle Park and the adjoining New South Quarter development. A pre-feasibility assessment has been carried out for sections of the Norbury Brook within Norbury Park, with further assessment required of the initial options. Capital funding, CIL, planning obligations and enabling development are required.	River Wandle (2011-2013), Norbury Brook and Caterham Bourne (2013-2031)	Norbury, Thornton Heath, Waddon, Croydon Opportunity Area, Purley, Kenley and Old Coulsdon	Review policy in Croydon Local Plan 2018

Policy	What will be delivered	Who will deliver it	How it will be delivered	When it will be delivered	Where it will be delivered	What we will do if the policy is not being delivered
	Enhanced access improvements for the boroughs ponds, open water and water heritage sites	Croydon Council Developers The Environment Agency GLA	Development management process and progress of the Downlands and Wandle Valley Green Grid Area Frameworks	2019-2039	Places with ponds and open water	Review Croydon Local Plan 2018
	Overland flow paths, surface water ponding areas, urban watercourse buffer areas and multi-use flood storage areas	Croydon Council Developers The Environment Agency GLA Thames Water Sutton and East Surrey Water Neighbouring local authorities	Development management process, progress of the London Downlands and Wandle Valley Green Grid Area Frameworks and detailed policy/guidance within the Croydon Local Plan's Detailed Policies and Proposals to fulfil requirements of the Flood Water Management Act 2010	2019-2039	All Places	Review Croydon Local Plan 2018
	Preferred locations in collaboration with the neighbouring boroughs of Merton, Kingston and Sutton to maximise self-sufficiency in managing the waste generated	Croydon Council Royal borough of Kingston upon Thames London borough of Merton London borough of Sutton Developers South London Waste Partnership	Private sector delivery will be guided by the South London Waste Plan DPD Applications made outside of this process will be subject to policy in the Croydon Local Plan 2018 and South London Waste Plan DPD	(plan period for the South London Waste Plan DPD) and 2021-2036	Broad Green and Selhurst, Waddon, South Croydon, Purley, Coulsdon, Addington	As set out in South London Waste Plan

Policy	What will be delivered	Who will deliver it	How it will be delivered	When it will be delivered	Where it will be delivered	What we will do if the policy is not being delivered
	Protection and enhancement of aggregates recycling facilities	Croydon Council	The South London Waste Partnership will be guided by the South London Waste Plan DPD Applications made outside of this process will be subject to policy in the Croydon Local Plan 2018 and South London Waste Plan DPD	2019-2039	Purley	Review policy in Croydon Local Plan 2018

Policy	What will be delivered	Who will deliver it	How it will be delivered	When it will be delivered	Where it will be delivered	What we will do if the policy is not being delivered
SP7 - Green Grid	Improved access and links between and through green spaces. Deliver the All London Green Grid through development of the London Downlands and Wandle Valley Green Grid Area Frameworks Accessible open spaces.	Croydon Council GLA Other local authorities City of London Natural England South London Partnerships London Wildlife Trust Groundwork Wandle Valley Forum Wandle Valley Regional Park Trust Wandle Trust The Environment Agency National Trust Thames Water Historic England Sustrans Downland Countryside Management Project Developers Landowners	Croydon Local Plan's Detailed Policies and Proposals Croydon Council will work with partners to progress work on the Downlands and Wandle Valley Green Grid Area Frameworks Development management processes, masterplans, capital funding, planning obligations and Community Infrastructure Levy	2019-2039	All Places	Review Croydon Local Plan 2018, Downlands and Wandle Valley Green Grid Area Frameworks, the Biodiversity Action Plan and internal Development Management processes

Policy	What will be delivered	Who will deliver it	How it will be delivered	When it will be delivered	Where it will be delivered	What we will do if the policy is not being delivered
	Improve the quality, function and offer of open spaces across the borough	Croydon Council City of London Voluntary Sector Partners Private Sector Partners Landowners	Croydon Local Plan's Detailed Policies and Proposals Masterplans, capital funding, planning obligations and Community Infrastructure Levy	2019-2039	All Places	Review Croydon Local Plan 2018
	Street tree planting and installation of green roofs/ walls to assist urban cooling and new publicly accessible open spaces	Croydon Council Developers Transport for London Voluntary Sector Partners Private Sector Partners Landowners	Croydon Local Plan's Detailed Policies and Proposals Requirements for BREEAM will assist the delivery of this policy Transport for London Local Implementation Plans Public Realm Framework	2019-2039	All Places	Review Croydon Local Plan 2018 Review Design/ Landscape Guidance

Policy	What will be delivered	Who will deliver it	How it will be delivered	When it will be delivered	Where it will be delivered	What we will do if the policy is not being delivered
	<p>Protection and enhancement of sites of biological and geological diversity.</p> <p>Improved quality of current sites through habitat management.</p> <p>Increase in size of wildlife areas of existing sites.</p> <p>The creation of new areas for wildlife.</p> <p>Reduction in the pressure on sensitive wildlife sites by improving the buffer areas around sites and the naturalisation of landscapes.</p>	<p>Croydon Council</p> <p>GLA</p> <p>City of London</p> <p>Natural England</p> <p>South London Partnerships</p> <p>London Wildlife Trust</p> <p>Groundwork</p> <p>Wandle Valley Forum</p> <p>Wandle Valley Regional Park Trust</p> <p>Wandle Trust</p> <p>The Environment Agency</p> <p>National Trust</p> <p>Thames Water</p> <p>Historic England</p> <p>Downland Countryside Management Project</p> <p>Developers</p> <p>Landowners</p> <p>'Friends of' Group</p> <p>British Trust of Conservation Volunteers</p>	<p>Croydon Local Plan's Detailed Policies and Proposals</p> <p>Development management processes, masterplans, capital funding, planning obligations, Community Infrastructure Levy and projects within the emerging Biodiversity Action Plan</p>	2019-2039	All Places	<p>Review Croydon Local Plan 2018, Downlands and Wandle Valley Green Grid Area Frameworks, the Biodiversity Action Plan and internal Development Management processes</p>

Policy	What will be delivered	Who will deliver it	How it will be delivered	When it will be delivered	Where it will be delivered	What we will do if the policy is not being delivered
	<p>Protection and enhancement of allotments, community gardens, green spaces, and woodland.</p> <p>Food growing, tree planting and forestry including the temporary utilisation of cleared sites.</p> <p>Incorporation of growing spaces at multiple floor levels, including edible planting in residential schemes.</p> <p>Flexible landscaping so that spaces may be adapted for growing opportunities.</p>	<p>Croydon Council GLA City of London Natural England South London Partnerships London Wildlife Trust Groundwork Wandle Valley Forum Wandle Valley Regional Park Trust Wandle Trust The Environment Agency National Trust Downland Countryside Management Project Developers Landowners 'Friends of' Groups British Trust of Conservation Volunteers Allotment Societies</p>	<p>Croydon Local Plan's Detailed Policies and Proposals</p> <p>Capital Growth initiative, capital funded projects, Community Infrastructure Levy, the development management process, masterplans and projects within the emerging Biodiversity Action Plan</p>	<p>2011-2012 (Capital Growth) 2019-2039</p>	<p>All Places</p>	<p>Review Croydon Local Plan 2018, Downlands and Wandle Valley Green Grid Area Frameworks, the Biodiversity Action Plan and internal Development Management processes</p>

Policy	What will be delivered	Who will deliver it	How it will be delivered	When it will be delivered	Where it will be delivered	What we will do if the policy is not being delivered
SP8 - Transport and Communication	Enhancement of the borough's sub-regional transport role	Croydon Council Developers Transport for London Network Rail Landowners Developers Neighbouring local authorities	Croydon Opportunity Area Planning Framework Croydon Local Plan's Detailed Policies and Proposals Local Implementation Plan Capital Funded Projects Masterplans Planning Obligations Community Infrastructure Levy Influencing national rail policy Input into Rail Utilisation Study	2019-2039	Croydon Opportunity Area	Review Croydon Local Plan 2018 and Opportunity Area Planning Framework
	Management of urban growth to high PTAL areas and co-locating facilities in order to reduce the need to travel	Croydon Council Transport for London Landowners Developers Neighbouring local authorities	Croydon Opportunity Area Planning Framework Croydon Local Plan's Detailed Policies and Proposals	2019-2039	All Places	Review Croydon Local Plan 2018

Policy	What will be delivered	Who will deliver it	How it will be delivered	When it will be delivered	Where it will be delivered	What we will do if the policy is not being delivered
	Improvement in the borough's Wi-Fi, fibre optic broadband and mobile broadband	Croydon Council Tele-communications Suppliers Utilities Providers Landowners Developers	In partnership with private investors, utilities providers and tele-communication partners	2019-2039	All Places	Review Croydon Local Plan 2018 and Opportunity Area Planning Framework
	Improved permeability, connectivity and way finding with enhanced crossings, footpaths, strategic walking routes and links through green spaces	Croydon Council Developers Transport for London Neighbouring local authorities	Croydon Opportunity Area Planning Framework Croydon Local Plan's Detailed Policies and Proposals Masterplans Local Implementation Plan Capital Funded Projects Planning Obligations Community Infrastructure Levy	2019-2039	All Places	Review Croydon Local Plan 2018 and Opportunity Area Planning Framework

Policy	What will be delivered	Who will deliver it	How it will be delivered	When it will be delivered	Where it will be delivered	What we will do if the policy is not being delivered
	Accessible, safe, and convenient direct routes to transport interchanges, schools and community facilities	Croydon Council Developers Landowners Transport for London Network Rail Neighbouring local authorities	Croydon Opportunity Area Planning Framework Croydon Local Plan's Detailed Policies and Proposals Masterplans Local Implementation Plan Capital Funded Projects Planning Obligations Community Infrastructure Levy	2019-2039	All Places	Review Croydon Local Plan 2018 and Opportunity Area Planning Framework
	Enhanced and expanded cycle network with new routes through development sites Segregated/priority cycle lanes	Croydon Council Transport for London Sustrans Developers Network Rail GLA Neighbouring local authorities	All London Green Grid Area Frameworks including Green Grid projects Opportunity Area Planning Framework Croydon Local Plan's Detailed Policies and Proposals Local Implementation Plan Capital Funded Projects Planning Obligations Community Infrastructure Levy	2019-2039	All Places	Review Croydon Local Plan 2018 and Opportunity Area Planning Framework, East/West Croydon Masterplans, and Downlands and Wandle Valley Green Grid Area Frameworks

Policy	What will be delivered	Who will deliver it	How it will be delivered	When it will be delivered	Where it will be delivered	What we will do if the policy is not being delivered
	<p>Cycle alighting and parking at public transport interchanges including cycle hubs at East and West Croydon stations</p> <p>Improved cycle facilities at the borough's schools, colleges and railway stations</p>	<p>GLA Croydon Council Transport for London Developers Landowners Network Rail</p>	<p>Croydon Local Plan's Detailed Policies and Proposals</p> <p>Local Implementation Plan</p> <p>Opportunity Area Planning Framework</p> <p>Capital Funded Projects</p>	2019-2039	All Places	Review Croydon Local Plan 2018
	<p>Extra capacity on the Tram network and reduced congestion</p> <p>Promotion of extensions of Tramlink to Streatham, Brixton, Tooting, Bromley, Sutton, and Crystal Palace</p>	<p>Croydon Council GLA Transport for London Neighbouring local authorities</p>	<p>Relieving bottlenecks on the network and increased frequencies of tram services</p> <p>Extra carriage in each tram</p> <p>Working with Transport for London to facilitate extension of tram network including safeguarding of land</p> <p>Additional funding from Planning Obligations and Community Infrastructure Levy</p>	2019-2039	Croydon Opportunity Area, Broad Green and Selhurst, Waddon, Addiscombe, South Norwood & Woodside, Addington, Thornton Heath and Norbury	Review Croydon Local Plan 2018 and Opportunity Area Planning Framework

Policy	What will be delivered	Who will deliver it	How it will be delivered	When it will be delivered	Where it will be delivered	What we will do if the policy is not being delivered
	<p>Improved interchange facilities, pedestrian links and increased capacity at East and West Croydon railways stations and to East Croydon and the area north for Brighton Main Line Railway</p> <p>Access and movement improvements in areas next to rail stations</p>	<p>Croydon Council Transport for London Developers Landowners Network Rail</p>	<p>Opportunity Area Planning Framework Croydon Local Plan's Detailed Policies and Proposals Local Implementation Plan Capital Funded Projects Planning Obligations Community Infrastructure Levy</p>	2019-2039	<p>Croydon Opportunity Area, Norbury, Thornton Heath, South Norwood & Woodside, Waddon, South Croydon, Purley, Coulsdon, Addington, Kenley & Old Coulsdon, and Sanderstead</p>	<p>Review Croydon Local Plan 2018 and Opportunity Area Planning Framework, and East/West Croydon Masterplans</p>

Policy	What will be delivered	Who will deliver it	How it will be delivered	When it will be delivered	Where it will be delivered	What we will do if the policy is not being delivered
	<p>New bus stops/standing at West Croydon</p> <p>Improvements to orbital bus routes</p> <p>Improved bus interchange and improvements to bus stops and stands in Croydon Opportunity Area</p>	<p>Croydon Council</p> <p>Transport for London</p> <p>Network Rail</p>	<p>Croydon Opportunity Area Planning Framework</p> <p>Croydon Local Plan's Detailed Policies and Proposals</p> <p>Masterplans</p> <p>Local Implementation Plan</p> <p>Capital Funded Projects</p> <p>Planning Obligations</p> <p>Community Infrastructure Levy</p>	2019-2039	<p>Croydon Opportunity Area, Broad Green & Selhurst, Waddon, Addiscombe, South Croydon, Norbury, Thornton Heath, Purley and Coulsdon</p>	<p>Review Croydon Local Plan 2018 and Opportunity Area Planning Framework, and East/West Croydon Masterplans</p>
	<p>Electric Vehicle infrastructure</p>	<p>Croydon Council</p> <p>Transport for London</p> <p>Neighbouring local authorities</p>	<p>Croydon Local Plan's Detailed Policies and Proposals</p> <p>Croydon Capital Funded Projects</p> <p>Planning Obligations</p> <p>Community Infrastructure Levy</p>	2019-2039	<p>All Places</p>	<p>Review Croydon Local Plan 2018</p>
	<p>Improved taxi ranks/ waiting and coach parking interchanges at East and West Croydon</p>	<p>Network Rail</p> <p>Developers</p> <p>Landowners</p>	<p>Croydon Opportunity Area Planning Framework</p> <p>Masterplans</p>	2019-2039	<p>Croydon Opportunity Area</p>	<p>Review Croydon Local Plan 2018</p> <p>Review Opportunity Area Planning Framework</p>

Policy	What will be delivered	Who will deliver it	How it will be delivered	When it will be delivered	Where it will be delivered	What we will do if the policy is not being delivered
	Improved conditions for pedestrians, cyclists, public transport and freight at pressure points in the street network, including key junctions	Croydon Council Transport for London Sustrans Network Rail	Croydon Opportunity Area Planning Framework Croydon Local Plan's Detailed Policies and Proposals Masterplans Local Implementation Plan Capital Funded Projects Planning Obligations Community Infrastructure Levy	2019-2039	All Places	Review Croydon Local Plan 2018

Appendix 9 – Monitoring framework

Policy (Where we want to be)	The outcomes that we want	The indicators we will use to monitor the desired outcomes	The targets for the outcomes	The Places that the targets relate to
SP1 - The Places of Croydon	New development in the borough to contribute to enhancing a sense of place and improving the character of the area	The percentage of approved applications for major developments in the borough where Policy SP1.2 is cited as a reason for granting permission	100%	All Places
	Growth in homes, jobs and services will be directed to places with good concentrations of existing infrastructure or areas where there is capacity to grow with further sustainable infrastructure investment within the plan period to 2036	Net additional development (either unit or floor space) by use class and by Place	There should be a higher proportion of growth in Croydon Opportunity Area, including approximately a third of the borough's residential growth with Waddon, Purley, Broad Green & Selhurst, Thornton Heath and Coulsdon accommodating medium and moderate residential growth	

Policy (Where we want to be)	The outcomes that we want	The indicators we will use to monitor the desired outcomes	The targets for the outcomes	The Places that the targets relate to
SP2 - Homes	41,800 new homes	The number of new homes completed in the borough	Annual average of 2,079 homes between 2019 and 2039	All Places
		Completion of the Croydon Local Plan's Detailed Policies and Proposals	Completion of the Croydon Local Plan's Detailed Policies and Proposals allocating land for at least 11,384 homes outside of Croydon Opportunity Area and 14,000 homes within the Opportunity Area	All Places
	A choice of homes being built in the borough to address the borough's need for affordable homes	The number of new homes completed in the borough by tenure	25% of all new homes to be social or affordable rent	All Places
			15% of all new homes to be intermediate shared ownership, intermediate rent or starter homes	All Places
		Amount of money from commuted sums received and number of affordable homes provided from this income	The total sum of affordable homes provided on site, on donor sites and via commuted sums should result in the equivalent of the borough-wide minimum provision on all sites with 10 or more new homes	All Places
	A choice of homes being built in the borough to address the borough's need for homes of different sizes	The number of new homes completed in the borough by size of home	30% of new homes to have 3 or more bedrooms	All Places

Policy (Where we want to be)	The outcomes that we want	The indicators we will use to monitor the desired outcomes	The targets for the outcomes	The Places that the targets relate to
	New homes meet the needs of the residents over a lifetime	The percentage of homes achieving the minimum standards set out in the Mayor's Housing Supplementary Planning Guidance and National Technical Standards (2015) (or equivalent)	100%	All Places
		The percentage of wheelchair homes completed in the borough	10%	All Places
	Meeting the need for gypsy and traveller pitches	The number of authorised pitches for Gypsies and Travellers in the borough	36 authorised pitches for Gypsies and Travellers by 2033	All Places

Policy (Where we want to be)	The outcomes that we want	The indicators we will use to monitor the desired outcomes	The targets for the outcomes	The Places that the targets relate to
SP3 - Employment	Innovation and investment will be encouraged	The number of Innovation (based on Standard Industrial Classification (SIC) code with exact definition to be developed), jobs in the borough	An increase of 5% by 2021 and 10% by 2031 from the 2012 baseline	All Places
	Strong protection for the borough's stock of industrial/warehousing premises	The amount of floor space in industrial/warehousing use in Tiers 1 to 4 Locations	No net loss of floor space for industrial and warehousing activity across the 4 tiers – greater flexibility in Tier 4 and Tier 2 will lead to loss of industrial/warehousing floor space. This should be offset by Tier 3 additions and by intensification in Tier 1.	All Places
	Growth and expansion of the creative and cultural industries sector in Croydon	The number of Creative & Cultural Industries (detailed SIC code definition to be developed) jobs in the borough	An increase of 5% by 2021 and 10% by 2031 from the 2012 baseline	All Places
		Delivery of the Creative & Cultural Industries and Enterprise Centres	All 4 Enterprise Centres to be delivered by 2021 to enable growth needed to reach 2031 target	Croydon Opportunity Area, Crystal Palace & Upper Norwood, Purley, South Norwood & Woodside
	Remodelled Fairfield Halls	Completion of the remodelling of Fairfield Halls	Fairfield Halls remodelled by 2020	Croydon Opportunity Area
	The temporary occupation of a number of empty buildings and cleared sites by creative industries and cultural organisations	The number of empty buildings and cleared sites used by creative industries and cultural organisations in Croydon Opportunity Area	By 2021 and thereafter, at least 10% of vacant commercial floor space and at least one cleared development site to be in use by creative industries and/or cultural organisations	All Places

Policy (Where we want to be)	The outcomes that we want	The indicators we will use to monitor the desired outcomes	The targets for the outcomes	The Places that the targets relate to
	Development of new and refurbished office floor space in Croydon Metropolitan Centre and District Centres	Amount of vacant Class B1 floor space within Croydon Opportunity Area and the District Centres	Vacancy level no greater than 12% by 2021 and no greater than 8% by 2031 and thereafter	Croydon Opportunity Area, Addington, Addiscombe, Coulsdon, Crystal Palace & Upper Norwood, Norbury, Purley, Selsdon, South Norwood & Woodside, and Thornton Heath
		Net increase in office floor space by 2031	Up to 30,500m ² by 2031 new and refurbished floor space in Croydon Metropolitan Centre and 7,000m ² new and refurbished floor space in District Centres	
	Retail vitality and viability of Croydon Metropolitan Centre, District and Local Centres	Amount of vacant Class A1 to A5 floor space within District and Local Centres	Vacancy level no greater than 12% by 2021 and no greater than 8% by 2031 and thereafter	All Places except Kenley & Old Coulsdon and Waddon

Policy (Where we want to be)	The outcomes that we want	The indicators we will use to monitor the desired outcomes	The targets for the outcomes	The Places that the targets relate to
SP4 - Local Character	Development of a high quality, which respects and enhances Croydon's varied local character and contributes positively to public realm, landscape and townscape to create sustainable communities	The percentage of approved applications for major developments in the borough where Policy SP4.1 or Policy SP4.2 are cited as a reason for granting permission	100%	All Places
		The percentage of approved applications for major developments in the Croydon Opportunity Area where Policy SP4.4 is cited as a reason for granting permission	100%	Croydon Opportunity Area
	Tall buildings to take account of local area	The percentage of approved applications for tall buildings in the borough where Policies SP4.5 and SP4.6 are cited as a reason for granting permission	100%	All Places
	Resist the loss of, strengthen the protection of and promote improvements to heritage assets and their settings	Changes to designation of heritage assets	No net loss	
	Change in number of heritage assets at risk in borough	No increase in number of heritage assets at risk in borough		
SP5 - Community Facilities and Education	Provision for sufficient places for children's education in the borough	Capacity of pre-school, primary and secondary schools/centres compared to the need for places for children's education	A 5% excess of capacity over need at all times	All Places
	The temporary occupation of a number of empty buildings and cleared sites by community organisations	The percentage of empty buildings in new developments or changes of use of cleared sites used by community organisations in the borough	Net increase in percentage of empty buildings in use for community organisations	All Places

Policy (Where we want to be)	The outcomes that we want	The indicators we will use to monitor the desired outcomes	The targets for the outcomes	The Places that the targets relate to
SP6 - Environment and Climate Change	Reduction in CO ₂ emissions	Development of a district heating network	Development of a district heating network in Croydon Metropolitan Centre	Croydon Opportunity Area
		% of major developments incorporating a site-wide communal heating system and network connection	100%	All Places
	High standards of sustainable design and construction	Percentage of dwellings and commercial buildings meeting the new National Technical Standards (2015) and London Plan requirements (or equivalent) or BREEAM 'Excellent'	100% of new development to achieve the new National Technical Standards (2015) and London Plan requirements (or equivalent) or BREEAM 'Excellent'	All Places
	Sustainable drainage systems (SuDS) for all development	Percentage of new dwellings and commercial buildings meeting the requirement for SuDS to be installed	100% of new dwellings and commercial buildings to meet the requirement for SuDS to be installed	All Places
	Clean aquifers and groundwater	Number of developments granted permission against Environment Agency advice per year	All new development to comply with Environment Agency Source Protection Zone policy	All Places
	Reestablishment of waterways	Metres of de-culverted waterways per year	Net increase in de-culverted waterways	Norbury, Thornton Heath, Waddon, Croydon Opportunity Area, Kenley & Old Coulsdon and Purley
	Improved adaptation to flood events	Number of flood storage schemes and highways improvement schemes implemented per year	Establishment of safe corridors and flood storage space in the borough's Critical Drainage Areas (as identified in the Surface Water Management Plan)	All Places

Policy (Where we want to be)	The outcomes that we want	The indicators we will use to monitor the desired outcomes	The targets for the outcomes	The Places that the targets relate to
	Moving towards self-sufficiency in managing waste	Diversion of biodegradable waste from landfill	Working towards the Mayor's zero municipal waste to landfill target by 2025	All Places
	Increased recycling rates	Recycling and composting of household waste and recovery of municipal waste	Working towards the Mayor's zero waste to landfill target by 2031 Recycling targets will be reviewed for the period 2020-2031 to be in conformity with local, regional and national targets	All Places
SP7 - Green Grid	Improved pedestrian, cycle and equestrian access between and through green spaces	Number of new Green Grid links established per year	Net gain each year	All Places
	Urban greening (including green roofs and walls) to ameliorate the urban heat island effect	Number of new street trees planted in the public highway in Croydon, Square metres of new green roofs/ walls installed per year	Reduction in the urban Heat Island Effect by meeting Mayoral targets: Increase tree cover by 5% by 2025 from 2009 levels	All Places
	Enhanced biodiversity and geological diversity Expanded and improved wildlife areas and the creation of new wildlife areas	Percentage of borough designated as deficient in access to nature	Maintain baseline populations/coverage whilst seeking increases	All Places
		Populations of selected species/ Biodiversity Action Plan priority species		
Plant diversity/Biodiversity Action Plan priority habitats – Total extent and condition				
Protected areas - Total extent of protected areas and condition of Sites of Special Scientific Interest				

Policy (Where we want to be)	The outcomes that we want	The indicators we will use to monitor the desired outcomes	The targets for the outcomes	The Places that the targets relate to
	Enhanced allotments, community gardens, and woodland	New growing spaces provided per year (including new allotment plots and growing areas provided in new development)	All residents to be within 15 minute walk time of good quality provision (Minimum site sizes: 0.4ha or 0.025ha per plot)	All Places
Increases in local food growing, tree planting and forestry	Total of 198.65ha required over the plan period			
Growing areas, edible planting and flexible landscaping designed into new developments to increase food production				

Policy (Where we want to be)	The outcomes that we want	The indicators we will use to monitor the desired outcomes	The targets for the outcomes	The Places that the targets relate to
SP8 - Transport and Communication	Reduction in travel through development concentrated in high PTAL areas	Proportion of new development by use class and floor space or unit numbers by PTAL area	Majority of new development to be located in PTALs 4, 5, 6a or 6b	All Places
	Fast and reliable Wi-Fi, fibre optic broadband and mobile broadband	Bandwidth of broadband in Croydon Metropolitan Centre and District Centres	Bandwidth comparable to the City, Canary Wharf and Stratford	Croydon Opportunity Area, Addington, Addiscombe, Coulsdon, Crystal Palace & Upper Norwood, Norbury, Purley, Selsdon, South Norwood & Woodside, and Thornton Heath
	Improved conditions for walking and enhanced pedestrian experience	Mode share (main mode of trip) by borough of residence (% of residents' trips by main mode)	Top 10 of the 33 London boroughs	All Places
		Number of improved crossings in Croydon Opportunity Area, District Centres and around schools	An increase year on year	
		Number of pedestrian streets created from underused side streets and delivery lanes in Croydon Opportunity Area and District Centres	An increase year on year	Croydon Opportunity Area, Addington, Addiscombe, Coulsdon, Crystal Palace & Upper Norwood, Norbury, Purley, Selsdon, South Norwood & Woodside and Thornton Heath

Policy (Where we want to be)	The outcomes that we want	The indicators we will use to monitor the desired outcomes	The targets for the outcomes	The Places that the targets relate to
	New and improved cycle infrastructure	Cycling trips as percentage of all London residents' trips by borough origin	Mayor's objective of a 400% increase in cycle journeys	All Places
		Mode share (main mode of trip) by borough of residence (% of residents' trips by main mode)		
		Establishment of cycle hubs at East and West Croydon stations	New cycle hubs at East and West Croydon stations	
	Extra capacity on Tram network and Tram extensions to Streatham, Brixton, Tooting, Bromley, Sutton and Crystal Palace	Tram capacity improvement projects per year	Increase in tram capacity per year	Croydon Opportunity Area, Broad Green & Selhurst, Crystal Palace & Upper Norwood, Waddon, Addiscombe, South Norwood and Woodside, Addington, Thornton Heath and Norbury
		Tram extensions to Streatham, Brixton, Tooting, Bromley, Sutton, and Crystal Palace	Opening of extension	
		Mode share (main mode of trip) by borough of residence (% of residents' trips by main mode)	Top 10 of the 33 London boroughs	
	Improvements to bus services in Croydon	New bus stand and stopping facilities at West Croydon	Introduction of new bus stand and stopping facilities	Croydon Opportunity Area
		Estimated total annual vehicle delay on Transport for London's network of interest	Year on year reduction and top 10 of the 33 London boroughs	All Places
		Mode share (main mode of trip) by borough of residence (% of residents' trips by main mode)	Top 10 of the 33 London boroughs	

Policy (Where we want to be)	The outcomes that we want	The indicators we will use to monitor the desired outcomes	The targets for the outcomes	The Places that the targets relate to
	Improve air quality and decarbonise private transport	Number of electric vehicle charging points available in the borough	Increase in electric charging points each year	All Places
		Greenhouse gas emissions for transport, showing principal sources and per capita emissions for resident population	Mayor's 60% CO ₂ emissions reduction over 1990 levels by 2025, moving towards the UK target of 80% by 2050	
	Improved conditions for all modes at pressure points in the street network and at key junctions	Average vehicle speeds (flow-weighted) during the weekday morning peak on locally managed 'A' roads by local authority	Top 10 of the 33 London boroughs	All Places

Appendix 10 removed

Appendix 11 – Housing Trajectory

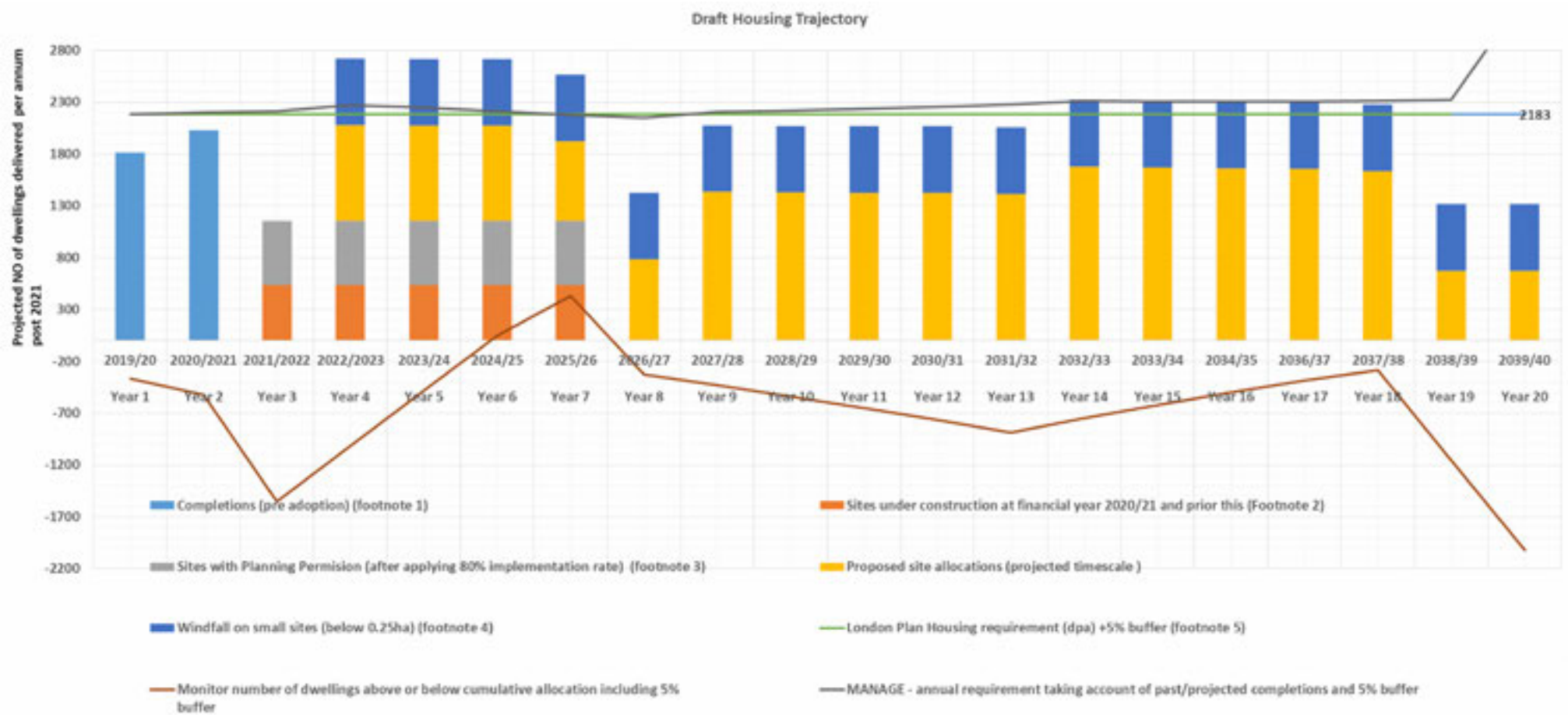
Housing Supply (To be factually updated at submission)

	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10	Year 11	Year 12	Year 13	Year 14	Year 15	Year 16	Year 17	Year 18	Year 19	Year 20	Total	
Source of Supply	2019/20	2020/21	2021/22	2022/23	2023/24	2024/25	2025/26	2026/27	2027/28	2028/29	2029/30	2030/31	2031/32	2032/33	2033/34	2034/35	2036/37	2037/38	2038/39	2039/40	Total	
Completions (pre adoption) (footnote 1)	1815	2029																				
Sites under construction at financial year 2020/21 and prior this (Footnote 2)			537	537	537	537	537															
Sites with Planning Permission (after applying 80% implementation rate)			616	616	616	616	616															
Proposed site allocations (projected timescale)				928	922	920	770	785	1436	1431	1430	1430	1418	1681	1668	1665	1659	1637	676	675	21133	
Windfall on small sites (below 0.25ha) (footnote 4)				641	641	641	641	641	641	641	641	641	641	641	641	641	641	641	641	641	641	10897
London Plan Housing requirement (dpa) +5% buffer (footnote 5)	2183	2183	2183	2183	2183	2183	2183	2183	2183	2183	2183	2183	2183	2183	2183	2183	2183	2183	2183	2183	2183	43659
total housing capacity of all supply per annum (footnote 6)	1815	2029	1153	2722	2716	2714	2564	1426	2077	2072	2071	2071	2059	2322	2309	2306	2300	2278	1317	1316	41639	
Cumulative housing capacity	1815	3844	4997	7719	10435	13150	15714	17140	19217	21289	23360	25431	27490	29812	32121	34427	36727	39006	40323	41639		
Cumulative target	2183	4366	6549	8732	10915	13098	15281	17464	19647	21830	24013	26195	28378	30561	32744	34927	37110	39293	41476	43659		
"Monitor number of dwellings above or below cumulative allocation including 5% buffer"	-368	-522	-1552	-1013	-480	52	433	-324	-429	-540	-652	-765	-888	-749	-623	-500	-383	-287	-1153	-2020		
MANAGE - annual requirement taking account of past/projected completions and 5% buffer	2183	2202	2212	2274	2246	2215	2179	2150	2210	2222	2237	2255	2279	2310	2308	2308	2308	2311	2327	3336		

Footnotes

1. This is based on provisional data provided of completions for the April 2019 to March 2021. This will be subject to change at a future date, based on verified data from GLA.
2. This based on provisional site start data provided for April 2020 to March 2021. Verified site start data for April 2019 to March 2020 needs to be included. Provisional starts data for older permissions between 2016 -19 (excluded 2018/19 financial year) was used with older permissions sifted out based on officer knowledge and soundness. Provisional data will be subject to change at a future date, based on updated verified data from GLA.
3. Provisional data of site with permissions was used for period between April 2019 to April 2020 and will be subject to change in the future, based on verified data from GLA. Data for permissions for period from April 2020 and March 2021 (and after this) needs to be included. This also included data for extant permissions from 2018/19 onwards until March 2020 (FYR 2019/20), after an officer soundness sift. An 80% implementation rate was applied based on past completion trends data of permissions.
4. This was based on a London Plan Policy H2 small sites target of 641 (*17 years) dwellings per annum. This is not based on past trends of windfall completions on sites below 0.25ha, which indicatively suggest a supply of 750 per annum. No assumptions have been applied to take account of potential windfall sites above 0.25ha.
5. In line with para 74a of the NPPF (2021) , a 5% buffer was applied to the London Plan target, to ensure choice and competition in the market for potential housing land supply.
6. Further sites may be included into the future supply from a Brownfield Land Register.

Housing Trajectory – Plan monitor manage



Croydon Local Plan

Published by: London Borough of Croydon, Bernard Weatherill House, 8 Mint Walk, Croydon, CR0 1EA
www.croydon.gov.uk/localplan
ldf@croydon.gov.uk
Tel: 020 8407 1385

CROYDON
www.croydon.gov.uk