

A large, abstract orange shape that resembles a stylized map outline or a splash of paint, positioned behind the text. It has irregular, jagged edges and a solid orange color.

EAST CROYDON MASTERPLAN

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MEETINGS

JULY 2009

7 Inception Meeting
8 Project Board Meeting
21 Stanhope and Schrodgers
Focus Meeting

AUGUST 2009

4 Menta Focus Meeting
5 Project Board Meeting
19 Menta Focus Meeting
21 Stanhope and Schrodgers
Focus Meeting

SEPTEMBER 2009

8 Members Walkabout
9 Project Board Meeting
18 Stakeholder Open Day
19/20 Exhibition at No.1 Croydon

OCTOBER 2009

8 Project Board Meeting
21 Croydon Urban Summit 1
28 Menta Focus Meeting

NOVEMBER 2009

9 Project Board Meeting
13 Stanhope and Schrodgers
Focus Meeting
24 Menta Focus Meeting

DECEMBER 2009

7 Project Board Meeting
9 Croydon Urban Summit 2
17 Stanhope and Schrodgers
Focus Meeting

JANUARY 2010

26 Network Rail and Menta
Focus Meeting
27 Menta Focus Meeting

MARCH 2010

11 Project Board Meeting
17 Public Realm Summit
19 Stanhope and Schrodgers
Focus Meeting

MAY 2010

6 Project Board Meeting

JULY 2010

28 Project Board Meeting

JANUARY 2011

13 Implementation Group

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The East Croydon Masterplan Area

1.0 FOREWORD

1.1 FOREWORD

1.1.1 Croydon is unique. From major market town and residence of the Archbishops of Canterbury to dynamic Victorian County Borough and booming 60s commercial centre, a strong sense of civic identity and aspiration runs through Croydon's history. Croydon's potential lies somewhere between its twin roles as a leading sub-centre of outer London, and a significant and ambitious Metropolitan Centre in its own right. Croydon's vision is to be recognised as London's most enterprising borough – a place that offers rare opportunities as a focus for growth in one of the world's great cities.

1.1.2 Croydon already has all the right ingredients. It is London's biggest borough and has the biggest youth population in London. It is one of the top retail and commercial centres in London and provides one of the greatest ranges of homes; from low density suburbs to the south of the borough to higher density urban areas to the north. A borough made up of lots of interrelated places, each with its own distinct character, one third of Croydon's area is green space. Croydon also boasts some of the best transport connections in the UK, with London's only tram system, rail connections from East Croydon Station that take you to central London in 15 minutes and Gatwick in 20 minutes, and new connections to the East London Line / London Overground at West Croydon.

1.1.3 Within this context, Croydon Metropolitan Centre (CMC) in particular offers huge potential for positive change, with significant capacity for thousands of new homes, businesses, community facilities and a radically transformed public realm with new squares, streets and green

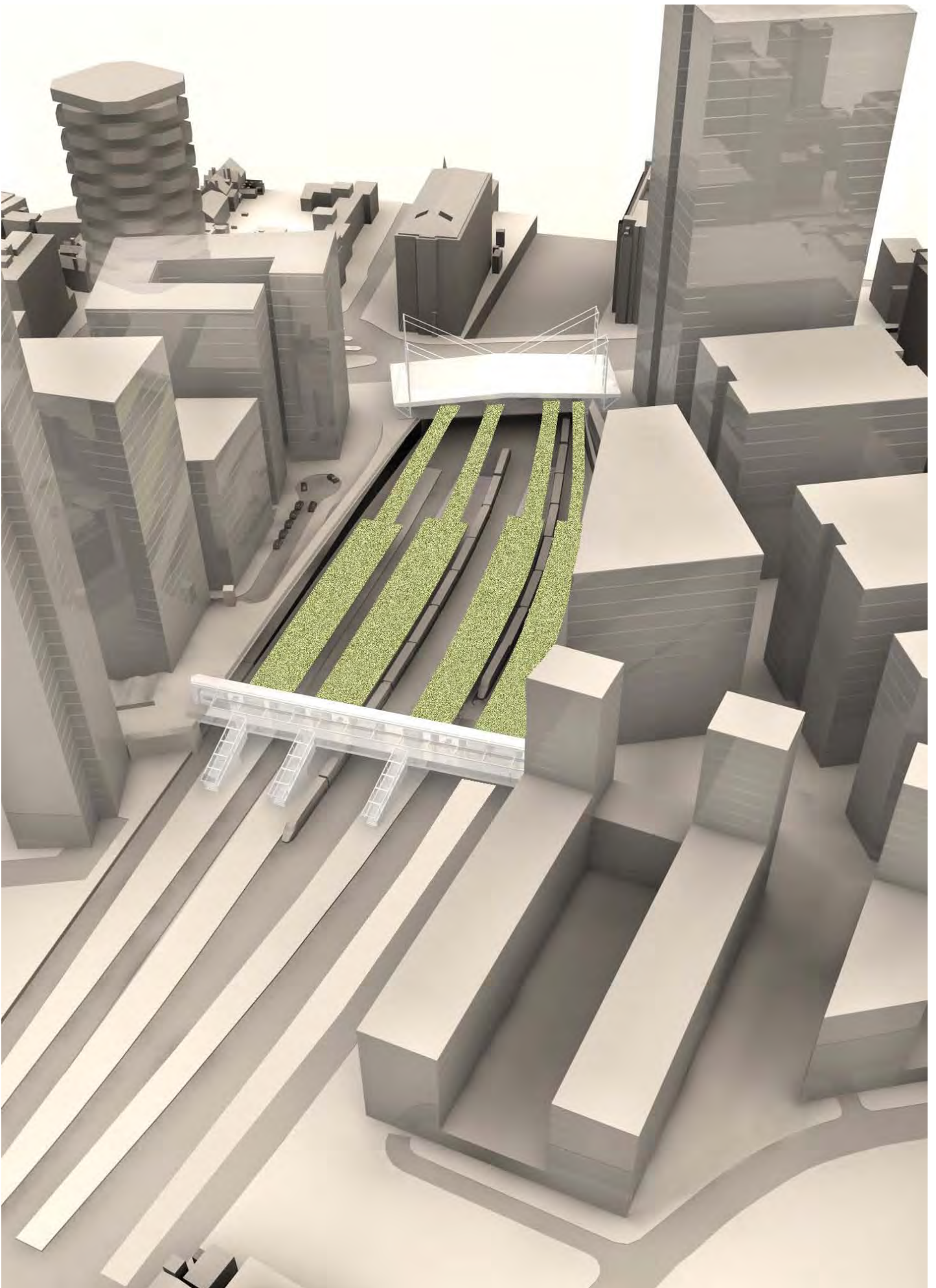
spaces. Change on the scale required needs clear leadership, a shared vision, a collaborative approach and a focus on delivery. This document is one of a series of master plans that do just that.

1.1.4 Developed in collaboration with our partners, Croydon's Metropolitan Centre master plans provide a clear vision that will generate shared enthusiasm and confidence but, more importantly, they are all about delivery. These coordinated master plans provide a robust framework for significant positive change in CMC over the coming years, and open up exciting new opportunities for involvement and investment that will benefit all those who choose to live, work or play in the Borough.

1.1.5 And we have already started. As a direct result of Croydon's innovative masterplanning process, we are working with Network Rail and have secured funding to deliver significant improvements at East Croydon Station. We are working with the Mayor to transform Wellesley Road from an urban motorway into a Great Space. And we are working with our development partners John Laing as part of our ground-breaking Croydon Urban Regeneration Vehicle (CCURV) to take the lead in getting development rolling in the Metropolitan Centre. Construction of a state-of-the-art Public Service Delivery Hub is already underway.

1.1.6 With the completion of these master plans, 2010 marks the beginning of an exciting decade of collaboration and delivery.

Councillor Jason Perry
Cabinet Member for Planning,
Conservation & Climate Change,
Croydon Council



Illustrative Model View of East Croydon Masterplan looking south (Indicative Only)



East Croydon Masterplan Public Engagement

2.0

SETTING THE SCENE

2.1 THE BIGGER PICTURE

2.1.1 Croydon is a set for major transformation. Existing and emerging Mayoral policy supports Croydon as a key place for delivering the potential of Outer London. Croydon Metropolitan Centre (CMC) is classified as a Strategic Office Location and an Opportunity Area in the London Plan, as well as a Strategic Outer London Development Centre in the Draft Replacement London Plan. The existing Croydon UDP defines a 'Tall Buildings Zone' within the CMC. Croydon has also secured Growth Funding.

2.1.2 Croydon's emerging Core Strategy sets the aspiration for Croydon to be London's most enterprising borough and defines it as a place of opportunity, a place to belong and a place with a sustainable future. The Core Strategy identifies Croydon Metropolitan Centre in particular as the place in the borough that provides the greatest opportunity for positive change, and is seen as having capacity for thousands of new jobs and homes, and includes options for enhancing the quality of the public realm, and providing enhanced facilities and amenities. These will include new educational, cultural, retail, business, leisure and community uses, underpinned by robust green and grey infrastructure.

2.1.3 The Mayor's strategies support Croydon's intentions for CMC to increase its residential population as well as continue as the major retail, office and regional transport interchange centre in South London.

2.1.4 Building on the themes set out in previous visionary work such as Vision 2020 and the Third

City Vision and responding to the opportunities for growth set out in the Core Strategy, a set of coordinated technical masterplans laying down the framework for delivery in CMC have been developed in partnership with public and private stakeholders.

2.1.5 These masterplans include East Croydon Masterplan led by Studio Egret West and the West Croydon Masterplan led by East, both of which create a welcoming public realm and coordinate development around Croydon's two major transport interchanges. College Green Masterplan led by Make and the Mid Croydon Masterplan, introduce mixed use to complement and enhance the CMC's cultural and learning offer. And the Wellesley Road Masterplan, led by OKRA, will unlock pedestrian movement by transforming the dual carriageway into a world-class urban space. Public realm improvements will extend to Wandle Park, where a regenerated green space will be re-connected to the metropolitan centre.

2.1.6 The masterplans are underpinned by a shared evidence base including Borough Wide and CMC Transport Strategies, and founded in collaborative working between partners and stakeholders.

2.1.7 It is intended that these masterplans will initially be adopted as Interim Planning Guidance, and subsequently inform an Opportunity Area Planning Framework (OAPF) for the CMC, which Croydon is looking to prepare with the Greater London Authority and other key stakeholders.

This document sets out the detail of the East Croydon Masterplan.





The East Croydon Masterplan in the context of the other Croydon masterplans and Opportunity Area Planning Framework

2.2 ROLE OF THE MASTERPLAN

2.2.1 The coordinated transformation of East Croydon - to provide a landmark urban quarter, delivery of a world class railway station, an efficient transport interchange and a well-connected and high quality public realm - is fundamental to the success of Croydon Metropolitan Centre and the borough as a whole.

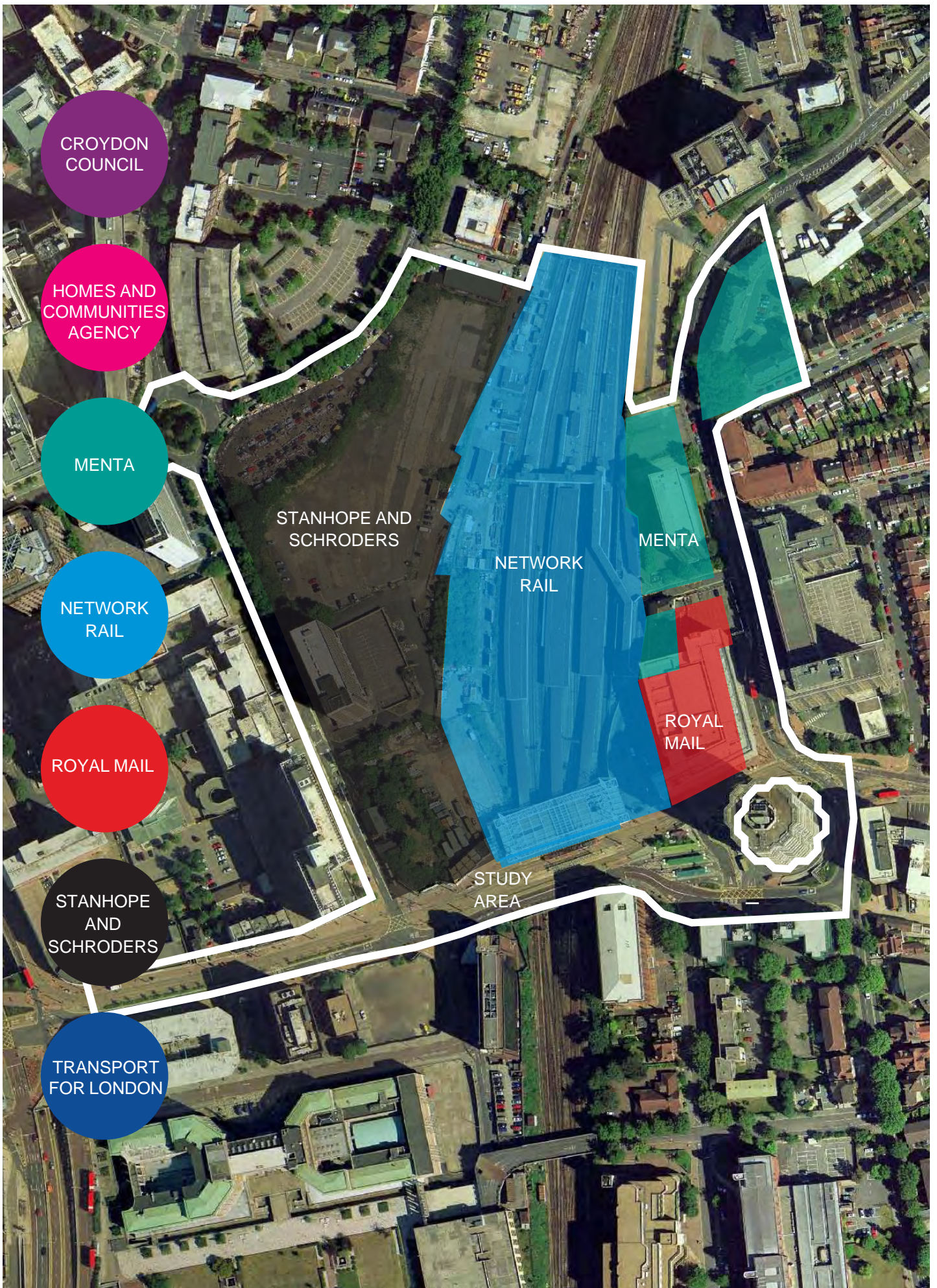
2.2.2 The existing railway station is at capacity. It is the third busiest interchange on the National Rail network, and the busiest station in Britain outside central London. If left unchanged, it will constrain Croydon's potential as an Opportunity Borough. Urgent action is needed for East Croydon Station to meet growing passenger demand. Initial improvements to address this are required as a stepping stone towards a far-reaching plan for the comprehensive redevelopment of a station fit for the 21st Century.

2.2.3 In addition the station itself, railway lands and adjacent sites offer significant regeneration potential and the opportunity to transform perceptions of Croydon. East Croydon is the borough's front door. The successful delivery of a new station and interchange, optimised development potential and a transformed and well-connected public realm requires a careful, coordinated and comprehensive approach. Having identified the need for a masterplan and secured Growth Area Funding (GAF), the Council formed an East Croydon Masterplan Project Board comprising Stanhope and Schrodgers, Menta, Transport for London, the Homes and Communities Agency (HCA), Croydon Council, Network Rail and Royal Mail to work together to deliver change.

2.2.4 The Project Board worked together to write a Masterplan Brief and selected a multi-disciplinary team led by Studio Egret West to develop:

- A shared vision for the East Croydon Area
- A robust masterplan
- A clear phasing and implementation strategy

2.2.5 The masterplan focuses on coordinating proposals for the public realm, the movement network, the railway station and the transport interchange at East Croydon and sets a robust framework for phased delivery of these as a suite of costed and deliverable components. Coordinated with a series of major, high quality, mixed use developments, the masterplan will enable the delivery of a new landmark urban quarter over the coming years.



Control of land within the East Croydon Masterplan Area

2.3 AGREED OBJECTIVES

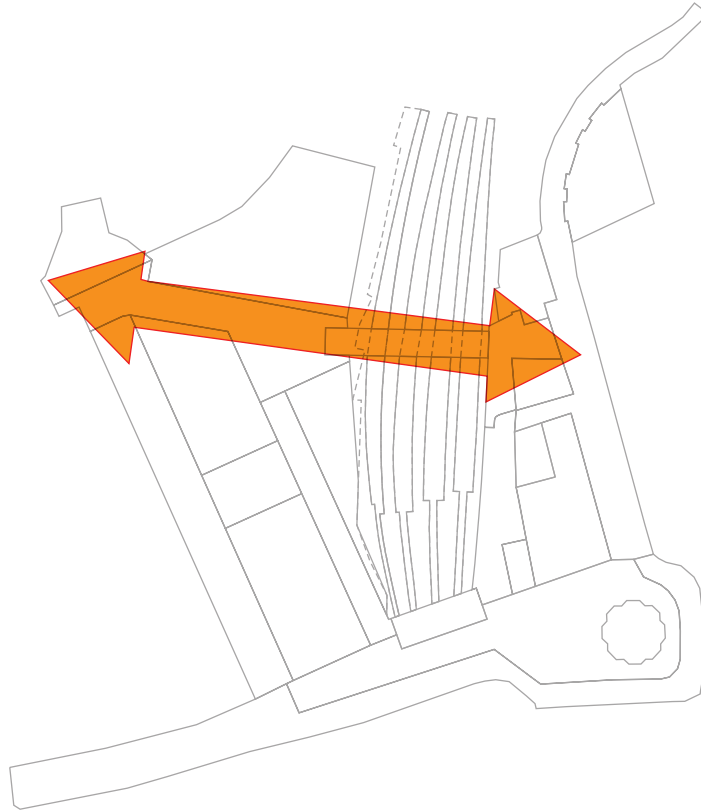
2.3.1 Over a ten month period, the East Croydon Masterplan Project Board have helped shape the masterplan and have agreed to a series of key moves that create the foundations for each party to work together in redeveloping East Croydon. Four headline principles were agreed after a comprehensive period of ideas testing. These are:

AN UNLOCKING EAST WEST LINK

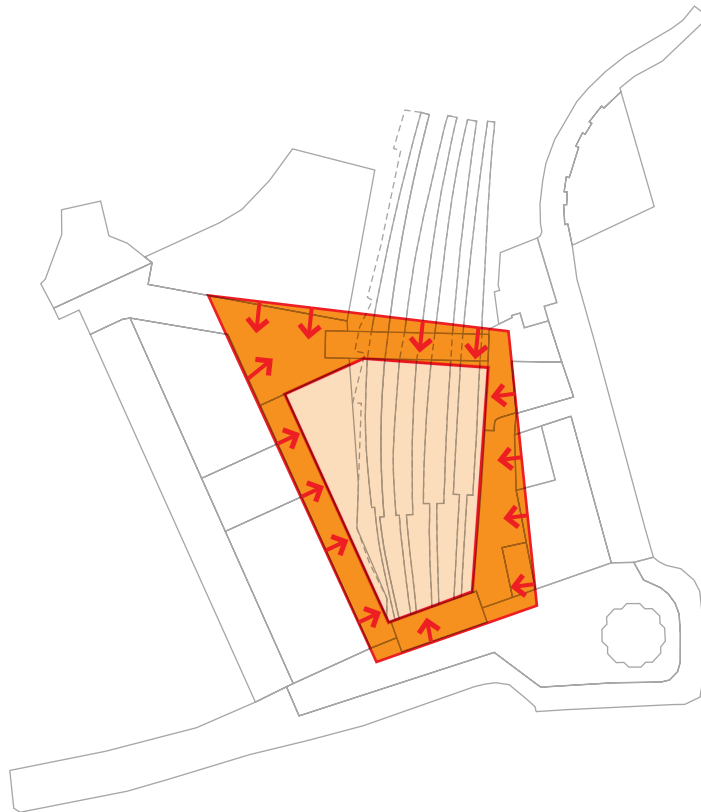
2.3.2 A new bridge to East Croydon station will turn a terminus style station into a true transport interchange with new access and egress points to the north of the existing concourse, improve platform to platform exchange; provide lift access and importantly create a new public east-west route linking Cherry Orchard road, through the Ruskin Square development to Lansdowne Road. The bridge will become a key piece of public realm in Croydon's movement network and a catalyst for unifying the relationships of the sites separated by the railway.

JOINED UP PUBLIC REALM

2.3.3 Coupled with the new bridge will be a ring of public realm that joins the existing station concourse and new bridge along the east and west sides of the station. This effects a relationship change of how the Ruskin Square and Cherry Orchard road developments interact with the station; encouraging new development to not turn its back on the station; instead to offer their entrances, retail front-ages, public spaces and routes to the loop of public realm that ties the adjacent sites together. The underlying theme here is of "station as square" rather than "station as back of house".



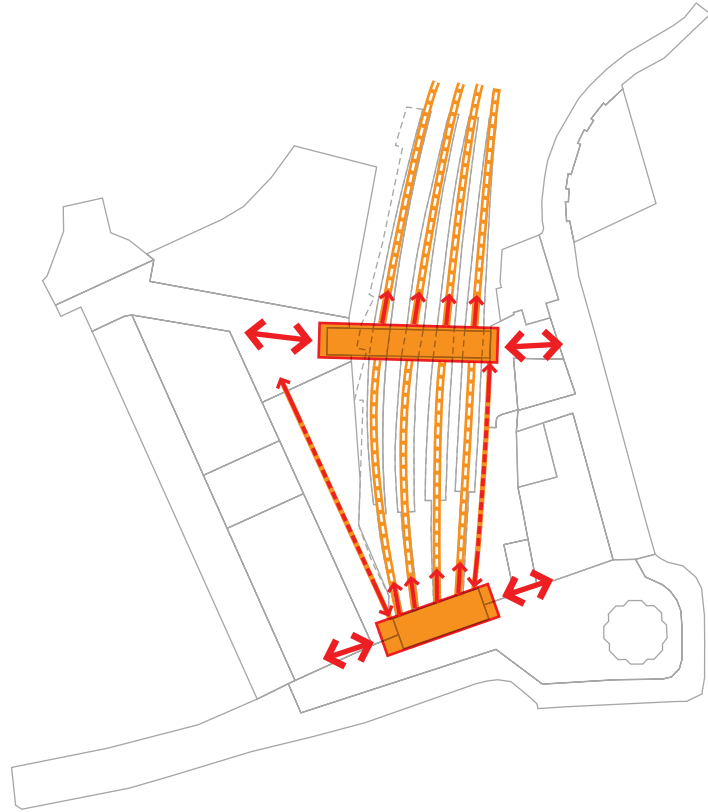
An East-West Link



Enhanced Public Realm

A 21ST CENTURY STATION

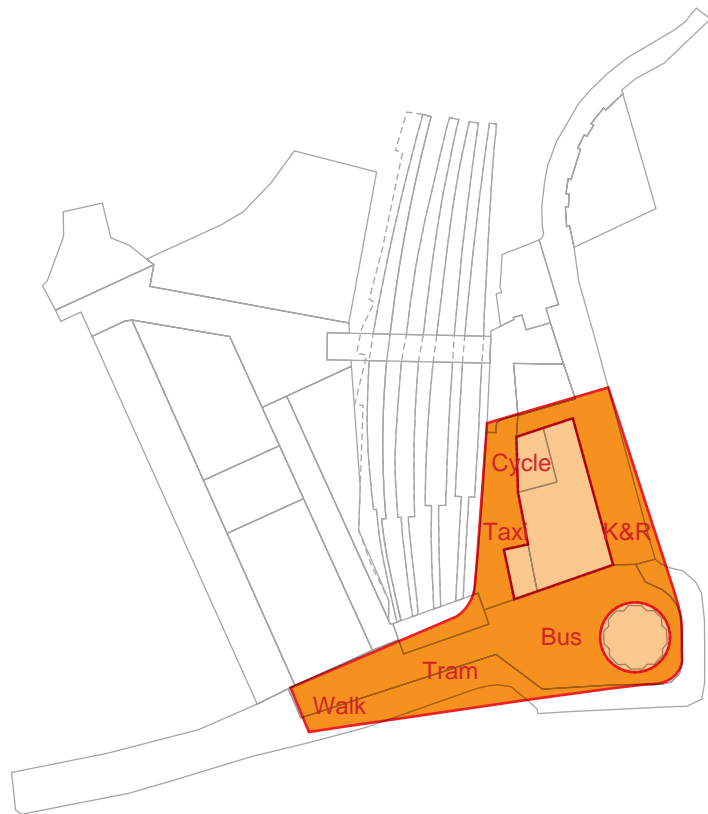
2.3.4 More than a singular building to move through, a 21st Century Station should provide the glue that unites different forms of mobility; a positive place to meet that overlaps with surrounding developments and public realm. With major investment, the existing ticket hall could be developed into an altogether new station concourse. In addition a new station would see the roof platforms reprovided with a greener solution and the potential to integrate a 4th island (7th and 8th platform) fully explored. However, “new” stations come at a considerable cost and the Project Board agreed that a pragmatic approach to remodelling the existing station is essential. Hence the framework ensures that a “new” station can emerge over time as related programmes and developments allow. With this in mind phase one funding relates to the commissioning of the new bridge and some internal alterations to the existing ticket hall.



A New Station

A CIVILISED TRANSPORT INTERCHANGE

2.3.5 East Croydon station provides the full range of services - tram, taxi, bus station, kiss and ride (private vehicle drop off/ pick up), cycle parking and national rail services - required to meet the function of transport interchange. However, these facilities are jumbled on top of each other; with overlapping movement patterns dividing rather than uniting the public realm to create a series of inhospitable spaces in and around the station. The Project Board fully supports turning this disparate collection of services into a civilised transport interchange where the pedestrian has clear priority in a free and decluttered public realm where each transport mode is apparent and accessible. The concept of a seamless “interchange square” will create a high quality arrival point to Croydon - “East Croydon Square”.



A Civilised Transport Interchange

2.4 PUBLIC ENGAGEMENT

2.4.1 An extended conversation with key stakeholders and the public has been crucial in shaping the East Croydon Masterplan. The Masterplan is based on a brief that was written collaboratively by the East Croydon Project Board made up of key partners and landowners critical to delivery:

- Croydon Council
- Homes & Communities Agency
- Menta
- Network Rail
- Royal Mail Group
- Stanhope and Schrodgers
- Transport for London

2.4.2 The Project Board has reviewed, guided and signed-off the Masterplan as it has developed, ensuring the result is a delivery-focused masterplan with genuine buy-in.

2.4.3 The vision and headline principles of the East Croydon Masterplan were subject to informal stakeholder and public engagement over Open House weekend 2009, when they formed part of a manned public display on the top floor of the NLA Tower / No.1 Croydon.

2.4.4 On 8th September, the Masterplan team led a walk and talk session with local councillors to establish key issues at an early stage in the process. Those invited / in attendance included:

- Cllr Steve O'Connell
- Cllr Jason Perry
- Cllr David Fitze
- Cllr Vidhi Mohan
- Cllr Susan Winborn
- Cllr Gavin Barwell (former)
- Cllr Maria Garcia (former)
- Cllr Russell Jackson (former)
- Cllr Andrew Price (former)
- Christophe Egret (SEW)
- Dan Brady (SEW)

- Martin Stockley (MSA)
- Mike Kiely (LBC)
- Neale Atkinson
- Finn Williams (LBC)
- Tim Naylor (LBC)
- Vincent Lacovara (LBC)

2.4.5 Then on 18th September the Masterplan team hosted a Stakeholders Open Day alongside an exhibition of emerging themes and principles. The material exhibited was the same material presented to Councillors on 8th September. In addition a large scale physical model was created to help people understand the scale of the project and the relationships between key components. Those invited / in attendance include:

- AIG Global Investment Group
- Bank of America
- BNP Paribas
- British Rail Residuary Body
- British Transport Police
- CBRE
- CCURV
- Cherryfield Meatpackers
- Croydon Business Improvement District
- Croydon College
- Croydon Economic Development Company
- Croydon Mobility Forum
- Croydon PCT
- Design for London
- Freshwater
- GLA
- JMP
- John Laing
- Jones Lang La Salle
- London Borough of Croydon Designing Out Crime
- London Borough of Croydon Environment, Economy, Transport
- London Borough of Croydon Highways and Signals
- London Borough of Croydon Planning Control
- London Borough of Croydon

Policy & Strategy

- London Borough of Croydon Traffic, transportation and road safety
- London Borough of Croydon Urban Design & Conservation
- London Travelwatch
- Metropolitan Police
- Mondial Assistance
- Nestle UK
- No. 1 Croydon
- OKRA
- Quatro
- Rosepride
- Savills
- Southern Rail
- Space Syntax
- Stiles Harold Williams
- Terrace Hill Developments Limited
- The Warehouse Theatre
- Waitrose
- Whitgift Foundation

2.4.6 Following this, in tandem with the London Open House Programme, from 18th to 20th September the same exhibition was opened to the general public. A large amount of interest was generated, with over 350 people attending, partly because they were able to see inside No.1 Croydon and take in the views. In summary:

- 'Pragmatism can be beautiful'.
- Many thought the emerging framework contained excellent ideas.
- There was agreement from all that East Croydon station needs an additional point of access and egress.
- As a proposition, a new east-west bridge, came as no surprise to all who commented.
- To many "it is an evident and essential move" which should be prioritised.
- A new bridge "should ease congestion within the main

station hall, be accessible by lifts and stairs serving routes to each end and each platform”.

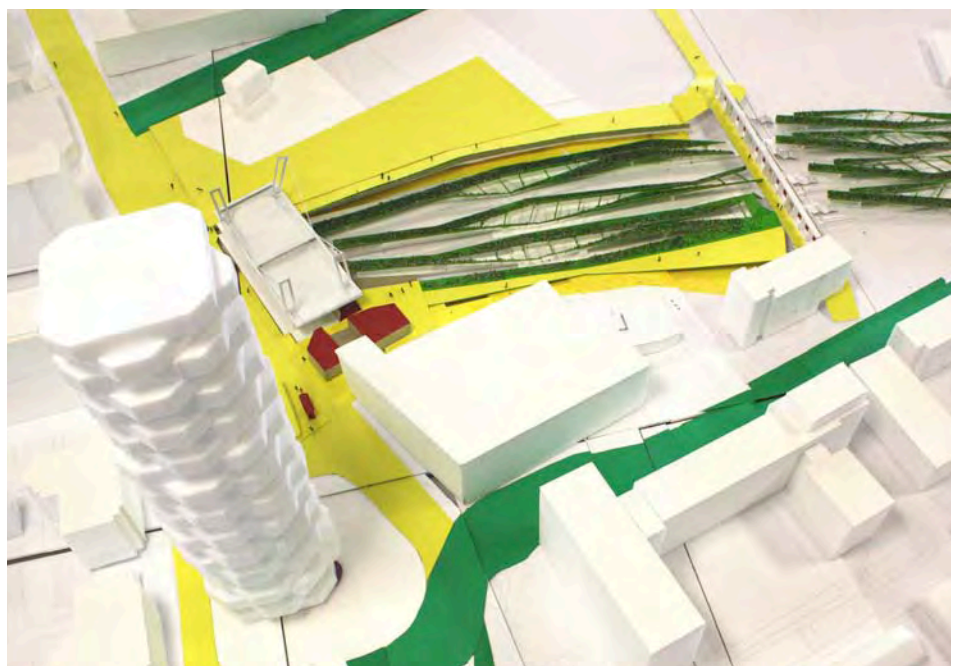
- The general aim to improve connectivity and public realm was welcomed with a particular focus on delivering a link to Lansdowne Road and removing barriers to crossing at George Street with the creation of an “interchange square”.
- The green roofs were supported as a good idea by many.
- Numerous people suggested a desire for more bus stops to the south of the bus hub, for alternative taxi ranks to just Billinton Hill (for example, on Dingwall Road) and extended tram platforms.
- There was a favourable response to the concept bridge design and its visual relationship with the existing station structure (also popular) and No.1 Croydon.
- There was a hunger to see change and many were “tired of nothing happening”.



Discussion around the model

2.4.7 The headline principles of the East Croydon Masterplan have been on public display at New London Architecture in central London, and have been published on the Croydon Third City Website. Comments from these events have been fed back in to the Masterplan as it has developed.

2.4.8 The strategic principles emerging from the East Croydon Masterplan have been fed in to Croydon’s Core Strategy as it has been developed and have been subject to public consultation through this. Relevant Core Strategy consultation responses relating to East Croydon have been considered as part of the Masterplans.



Model showing the public realm - Station Loop and Bridge

2.4.9 East Croydon Masterplan has been subject to a series of CMC Masterplan Summits, which brought consultants and officers working on all of the CMC Masterplans and studies together to coordinate their work, agree priorities and map dependencies. The Masterplan has been presented informally and formally to the GLA and CABE.

2.4.10 Public consultation on the draft East Croydon Masterplan was carried out from 6 September – 18 October in parallel with the West Croydon Masterplan, Core Strategy supplement, and Infrastructure Delivery Plan.

2.4.11 A series of public exhibitions, sessions and events featuring information on the East Croydon Masterplan were held in central Croydon and across the borough, attended by over 785 people in total:

- Drop-in Session, 11 September, Purley Baptist Church Hall, Purley
- Drop-in Session, 18 September, Phoenix Centre, Upper Norwood
- Public Exhibition as part of Open House Weekend, 18 September, Taberner House
- Public Exhibition as part of Open House Weekend, 18 & 19 September, No.1 Croydon, Addiscombe
- Drop-in Session, 25 September, Fairfield Halls
- Drop-in Session, 2 October, Selsdon Hall, Selsdon
- Dedicated East Croydon Session, 16 October, Fairfield Halls

2.4.12 Electronic versions of the Masterplan document were made available for download from Council and Third City websites, and uploaded on to the Consultation

Portal to allow people to make comments online. 373 individual comments were submitted by 90 separate consultees.

2.4.13 Web-based social media including facebook, youtube, and a blog were used to signpost to the Consultation Portal and corporate website, and supply regular contact and updates to stakeholders.

2.4.14 A press release was issued, as well as a special supplement in Your Croydon including information and illustrations for the East Croydon Masterplan.

2.4.15 40 copies of the Masterplan were printed for use at dedicated Masterplan public consultation events, and to be made available at public libraries.

2.4.16 All comments, representations, and responses from Public Consultation were collated in The East Croydon Consultation Log 2010 (available at www.croydon-thirdcity.co.uk).



The panoramic views from No.1 include a view down to East Croydon Station and highlight the visual impact of the platform roofs.

2.5 POLICY CONTEXT

2.5.1 There are a number of documents which provide policy context for the East Croydon masterplan or existing reports and documents which have been referred to in preparing the masterplan. These are as follows:

NATIONAL

- Planning Policy Statement 1 (PPS1): Delivering Sustainable Communities
- Planning Policy Statement 3 (PPS3): Housing
- Planning Policy Statement 4 (PPS4): Planning for Sustainable Economic Growth
- Planning Policy Statement 6 (PPG6): Planning for Town Centres
- Planning Policy Statement 9 (PPS9): Biodiversity and Geological Conservation
- Planning Policy Guidance 13 (PPG13): Transport
- Planning Policy Guidance 15 (PPG15) : Planning and the Historic Environment
- Planning Policy Statement 23 (PPS23): Planning and Pollution Control
- Planning Policy Statement 25 (PPS25): Development and Flood Risk
- DETR – By Design: Urban Design in the Planning System: Towards Better Practice
- The Urban Design Compendium & Urban Design Compendium 2
- Manual for Streets, Department for Transport (2007)
- English Heritage: Streets for All

REGIONAL

- London Plan (Feb 2008)
- Draft Replacement London Plan (Oct 2009) (Schedule of early suggested textual changes May 2010)
- Planning for a Better London

- Mayor's Transport Strategy (2010)
- South London Regional Development Framework (2006)
- Emerging TfL South London Sub-Regional Transport Strategy
- Transport for London Streetscape Guidance (2009)
- Streets for All (2005)
- Transport for London: Making London a Walkable City (2004)
- TfL Interchange Best Practice Guidelines (2008)

LOCAL

- London Borough of Croydon Unitary Development Plan, The Croydon Plan (2006)
- London Borough of Croydon Supplementary Planning Guidance, including SPG 11 Vision 2020

EXISTING REPORTS AND REFERENCE DOCUMENTS

- Third City, Alsop, Croydon Borough Council (2007)
- London Borough of Croydon's Community Strategy
- London Borough of Croydon Supplementary Planning Guidance
- CMCAAP Issues and Options Report, Croydon Borough Council (2008)
- Baseline Analysis of Urban Structure Layout and Public Spaces, Space Syntax (2007)
- Draft Croydon Transport Strategy, JMP Baseline Data Analysis (2008)
- Wellesley Road Competition, Stage 1 Brief (2008)
- South London Route Utilisation Strategy, Network Rail (2008)
- Draft Sussex Route Utilisation Strategy, Network Rail (2008)
- Brighton Main Line Route Utilisation Strategy, DfT (2006)

2.6 DEVELOPMENT CONTEXT

2.6.1 The Stanhope and Schroders land to the west has an existing planning permission for a mixed use development incorporating offices, residential and public realm. The plans have been reappraised through the masterplanning process and a new planning application in line with the East Croydon Masterplan is now due for submission.

2.6.2 A previous scheme for the Menta land to the east was withdrawn allowing a new scheme to be developed through the masterplanning process. A new planning application in line with the East Croydon Masterplan is now due for submission.

2.6.3 The illustrative masterplan presented on the following pages captures the principles of both schemes as they stand at March 2011.

2.7 HISTORIC CONTEXT

2.7.1 History teaches us that the approach to the East Croydon masterplan should be about evolution not revolution.

2.7.2 When looking back over the last 150 years of East Croydon's history, one can see changes occurring every ten to twenty years.

These respond to emerging agendas, regulations, lifestyles and increasing infrastructural demands.

2.7.3 It is within this context that we in 2009/2010 plan out the next "future" of East Croydon. Our best guess at the most appropriate solution for the next ten to twenty years worth of mobility, public space and private accommodation demands.

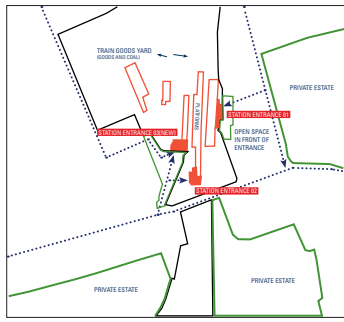
2.7.4 Flexibility is key whether in the provision of development parcels or in the overlaying of transport systems within public space. The following drawings illustrate East Croydon's incremental development so far...



Historic Photograph of East Croydon Station

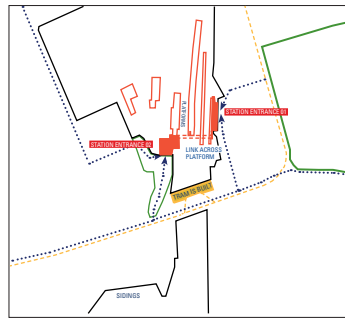


Photograph of East Croydon Station in 2010



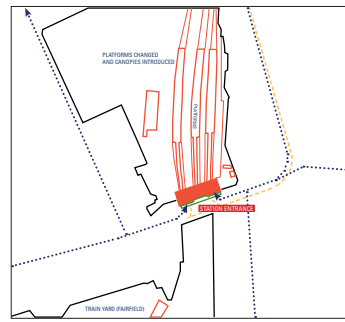
1868

East Croydon Station is built. Each platform has its own entrance.



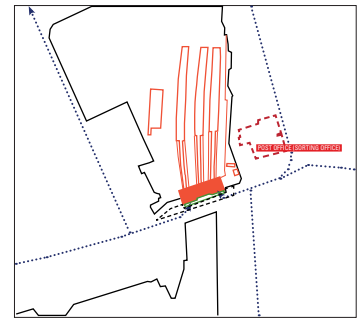
1890

The tram is introduced along George Street. The station now has 2 entrances west and east of the platforms.



1910

A new station building is built on George Street and the 3 platforms that are still there today are built.



1933

The post office sorting building is built.



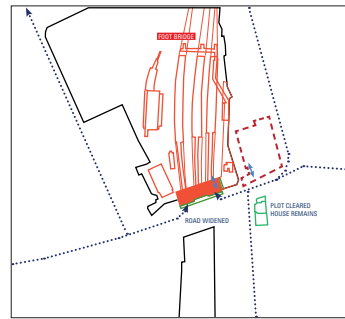
1941

The station boundaries reduce.



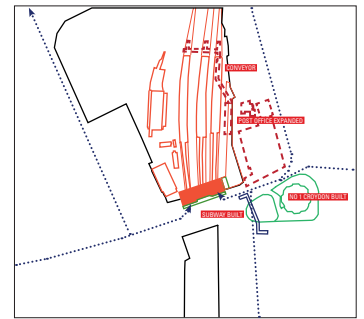
1953

An extra platform on the east side is built.



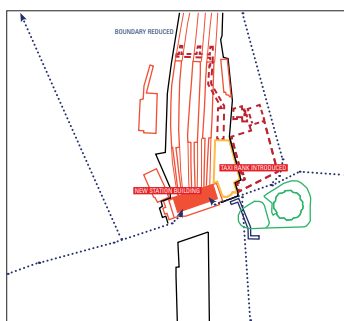
1966

George Street bridge is widened and the site of No.1 Croydon is cleared. The tram is removed.



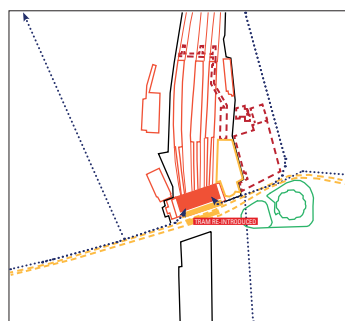
1972

No 1 Croydon is built, the post office has expanded into auxiliary buildings and a post conveyor is built over the station platforms. A subway is built to cross George Street.



1996

A new station building is built and the taxi rank is introduced on Billinton Hill.

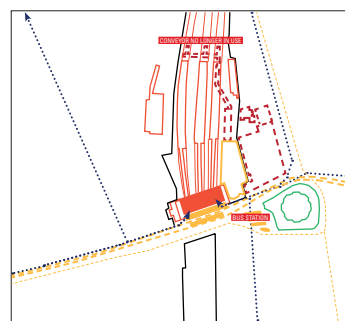


1999

The tram is re-introduced in front of East Croydon station.

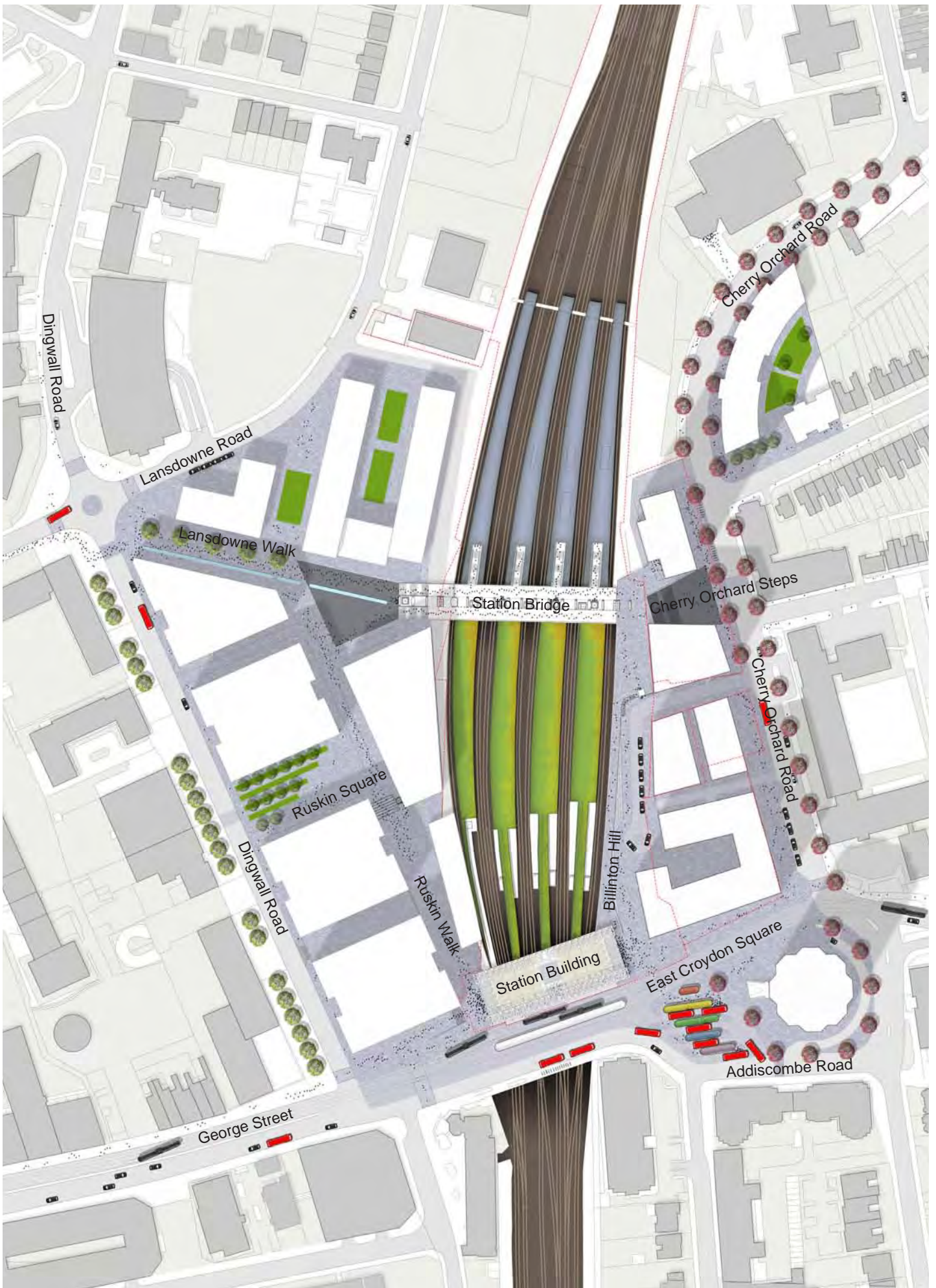
A bus station with 4 brightly coloured canopies is built.

The post office conveyor belt is now un-used.



2009

East Croydon station prepares itself for the next generation.



The East Croydon Masterplan (Illustrative)

3.0

THE MASTERPLAN

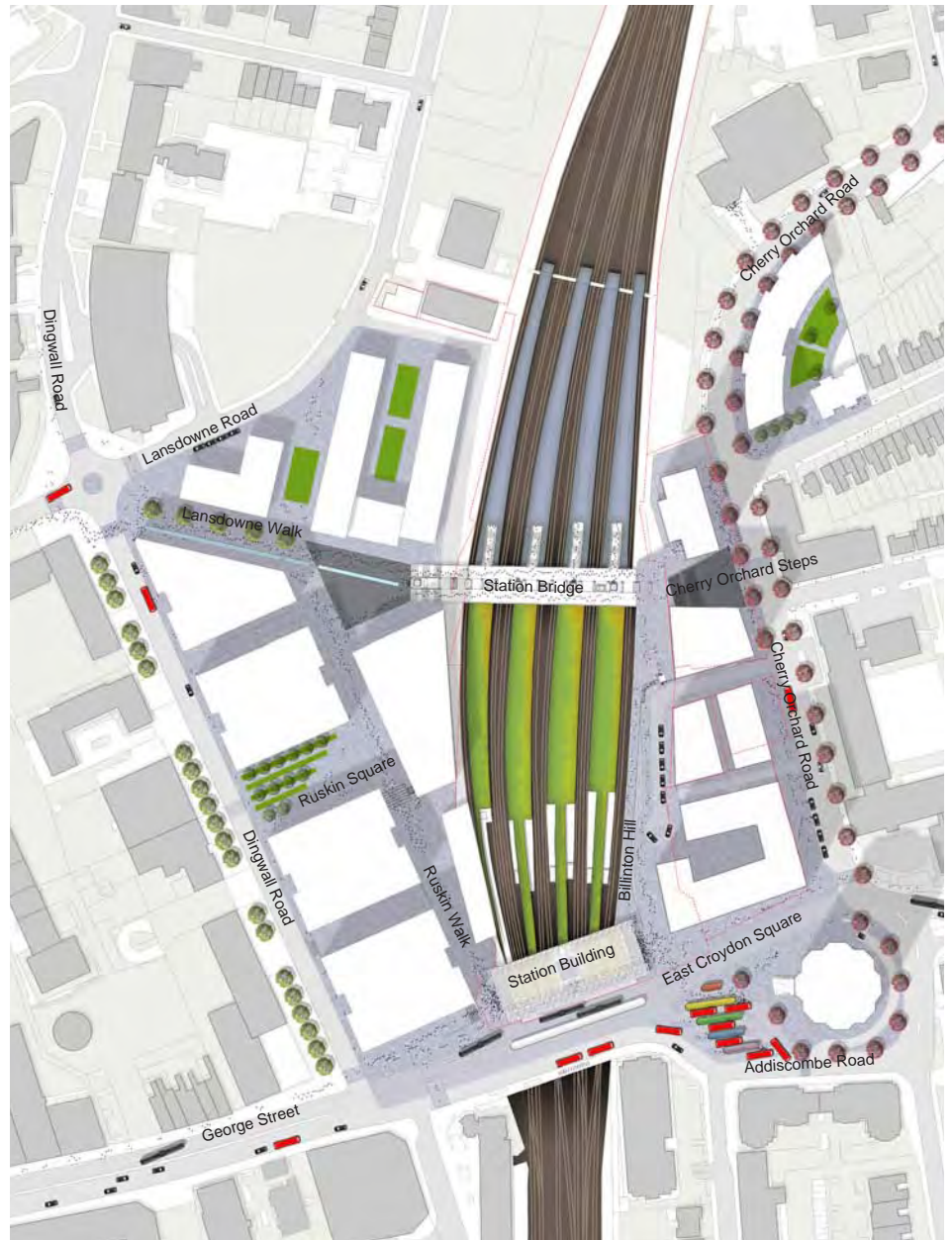
3.1 A DELIVERABLE MASTERPLAN

3.1.1 Following a series of aspirational visions that have re-branded and given optimism to “the third city’s” future, the East Croydon masterplan aims to redefine the ‘station quarter’ pragmatically with a strong focus on public realm and station / interchange enhancements. The glue between the potential large scale developments on either sides of the track.

3.1.2 The overarching framework of the masterplan is a loose grid of similarly scaled development parcels, an urban mesh that picks up the latent grid inherent to Croydon’s planning.

3.1.3 The East Croydon masterplan is all about delivery: a) because it has been developed with key landowners / stakeholders; and b) because it has been carefully devised to be delivered in phases as components. For example, with funding available and the Project Board in full agreement, the first component, EC1 - a new pedestrian bridge and east-west link - is already progressing toward realisation.

3.1.4 The East Croydon masterplan can be likened to a completed jigsaw, where each piece is fundamental to the delivery of the whole, however, there is flexibility as to when many of the pieces are placed. Where each piece extends into the next linkages are formed seamlessly to underpin the completed station quarter. All the components of the masterplan unite, allowing development to come forward in a cohesive manner to further establish the key moves of: east-west link; a ring of public realm around the station; a new transport “interchange square” and an enhanced station fit for the 21st century.



The Illustrative Masterplan

3.2 A SERIES OF COMPONENTS

3.2.1 The East Croydon masterplan has been structured to allow a series of interventions or components to interlock to deliver stepped change. It demonstrates an understanding of the climate in which we find ourselves, where capital is hard to come by. Gone are the times when an entire masterplan could be implemented in one clean sweep.

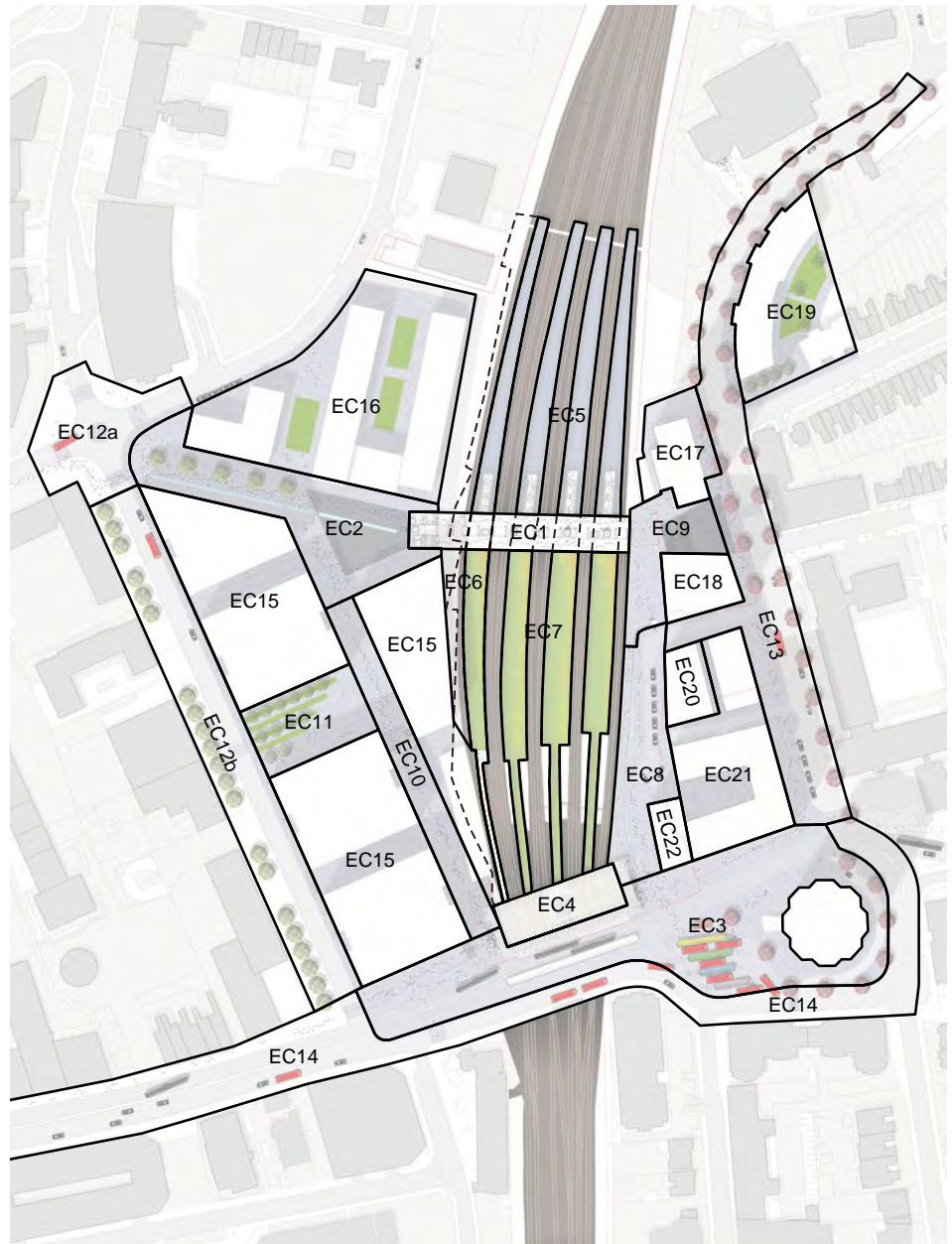
3.2.2 Each component in the East Croydon masterplan can be delivered independently, or together as a family group. Either way, components can be assembled and introduced as and when the key players have secured funding and market demand to build. Joined up thinking; joined up development.

3.2.3 The success of the East Croydon masterplan will be judged through the delivery of the 'Now' phase which will see the first set of components or first pieces of the jigsaw - the pedestrian bridge; station improvements; East Croydon "interchange" Square phase 1 de-cluttering and a new link to Lansdowne Road - being delivered within the next five years.

3.2.4 As funding becomes available and as market demand allows, the other pieces of the jigsaw can come forward. Chapter 4 details each of the component pieces of the masterplan, to explain further their objectives, design, parameters, relationships and the players responsible for their delivery.

3.2.5 This chapter details the movement, public realm and development parameters that guide the masterplan and one iteration of how it may be built out.

- EC1 Station Bridge
- EC2 Lansdowne Walk
- EC3 East Croydon Square
- EC4A Station Upgrade: Decluttering
- EC4B Station Upgrade: Remodelling
- EC5 Platform Upgrade
- EC6 A 4 Island, 8 Platform Station
- EC7 Green Platform Canopies
- EC8 Billinton Hill
- EC9 Cherry Orchard Steps
- EC10 Ruskin Walk
- EC11 Ruskin Square
- EC12 Dingwall Road
- EC13 Cherry Orchard Road
- EC14 George Street
- EC15 Ruskin Square Commercial
- EC16 Ruskin Square Residential
- EC17 Plot A
- EC18 Plot B
- EC19 Plot D
- EC20 Plot C
- EC21 Royal Mail Site
- EC22 Network Rail Site



An inventory of all the components

3.3 MOVEMENT PARAMETERS

3.3.1 Addressing transport and its layout across East Croydon is vital in the creation of a 21st Century Station. Removing the conflicts that currently exist and reducing the space that is unnecessarily taken up is vital both to allow the development of the station in preparation for increased demand but also to create new arrangements for the other forms of transport to allow them to grow as well. However there remain wider transport issues to be addressed such as limiting factors on broader rail capacity at Windmill Bridge Junction and along the rail corridor south of East Croydon.

3.3.2 There is a need to improve connections to other parts of Croydon including connections to the southwest to the College Green development and Mid-Croydon beyond and to the west to Wellesley Road and West Croydon. Devising a solution at East Croydon which is coordinated with and complements these other schemes is vital in ensuring effective and efficient use of public realm and budgets in delivering them.

3.3.3 The implementation of certain “movement” measures is essential in the development of the East Croydon Masterplan and others are measures that would result in a considerable improvement in the environment, but are not required for delivery of the Masterplan. Those that are essential to the Masterplan include:

- Introducing a new station pedestrian bridge to increase permeability and capacity.
- Contraction and modification of the existing taxi turning head at Billinton Hill.
- Refining and extending the bus station to increase its capacity.

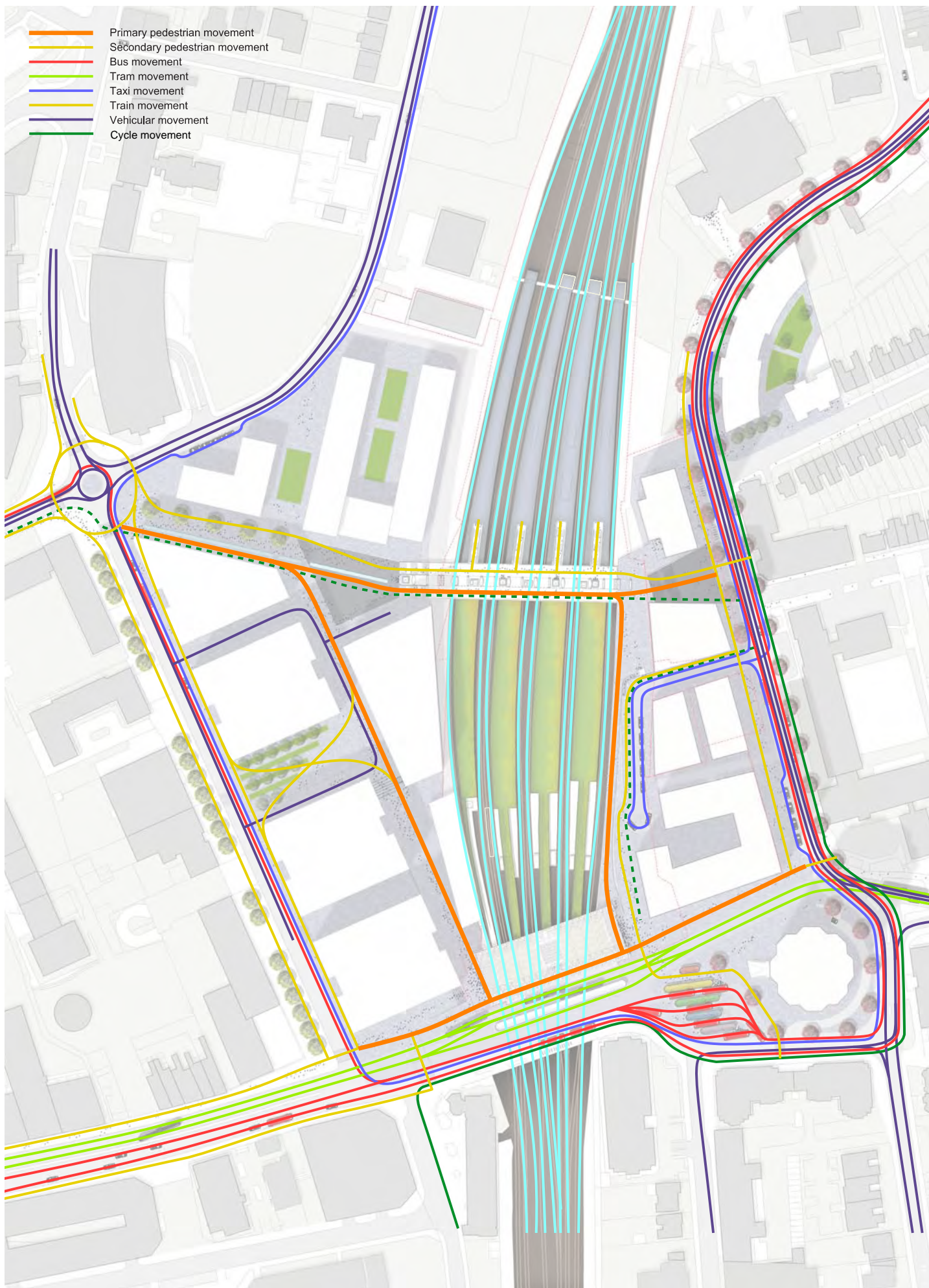
- Provision of bus stops in the vicinity of the new station entrance
- Provision for bus standing capacity in the vicinity of Dingwall Road
- Extending the tram stop to accommodate four car trams.
- Provision of secure cycle parking
- De-cluttering the existing public realm to create seamless connections between modes.
- Civilising the Dingwall Road / Lansdowne Road junction and the Dingwall Road / George Street junction.

3.3.4 Those items that would improve the environment for pedestrians, increasing accessibility and movement would include:

- Dispersal of the taxi services to include a possible rank north of the Dingwall Road / Lansdowne Road roundabout.
- Relocation of the Kiss and Ride facility and taxi drop off to Cherry Orchard Road.
- Better crossings on George Street, Dingwall Road and Cherry Orchard Road.
- Creating an environment that values pedestrians and cycling.

3.3.5 Due to East Croydon’s very high Public Transport Accessibility Level (PTAL), the use of private cars for new developments will be discouraged by minimising car-parking for new developments. Controlled car parking zones in surrounding residential areas will be established and the plan seeks to encourage the use of car-pools.

3.3.6 The Movement Parameters constitute the starting point for detailed design development through individual schemes.



Movement Parameters

3.4 PUBLIC REALM PARAMETERS

3.4.1 The majority of the public realm moves within the Masterplan have been guided by the transport and movement requirements. The public transport interchange is part of the public realm and the transport parameters are key to the public realm parameters. The overarching concept of “station as square” makes this relationship all the more paramount.

3.4.2 This said, the scale of developments envisaged on either side of the station are such that new public spaces have also been incorporated into the newly formed loose grid of streets, squares and key pedestrian links. New developments are encouraged to respond positively to this framework in terms of entrances and active frontage. The public realm should provide opportunities for a diverse community and people of all ages - young and old. A high quality public realm is expected throughout, through the use of high quality finishes, natural materials, and simple, legible design.

3.4.3 Vegetation should be maximised throughout the masterplan area through measures including soft landscaping, significant tree planting, green roofs and green walls. Public realm should take full regard of associated technical considerations such as sub-surface infrastructure including Sustainable Urban Drainage Systems to mitigate flood risk. The protection and enhancement of biodiversity should be considered in the design of public realm, development and temporary uses for sites in accordance with PPS9.

3.4.4 There are three key streets that deserve to be upgraded over time. These are:

- George St / Addiscombe Rd
- Dingwall Rd
- Cherry Orchard Rd

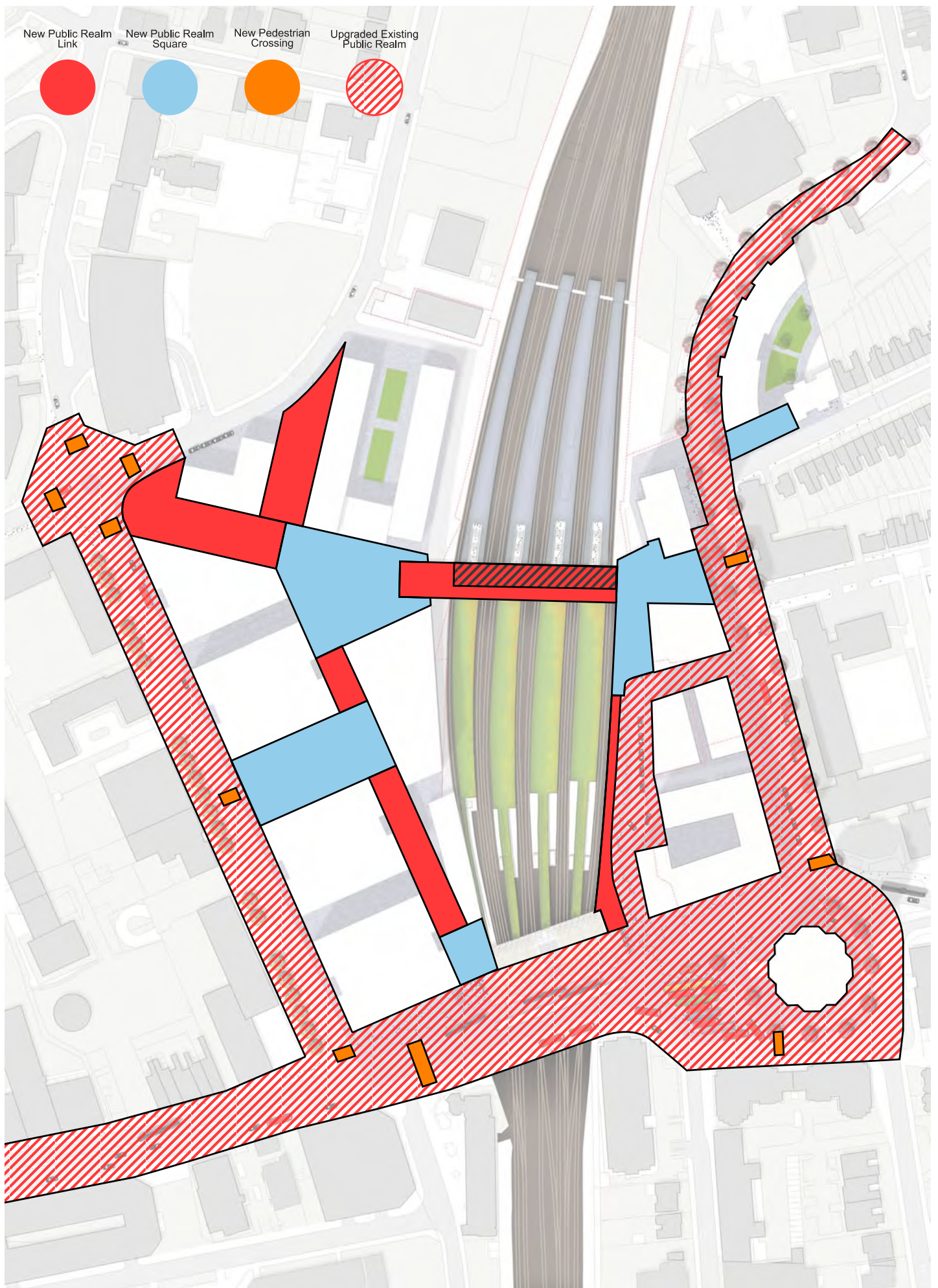
New pedestrian crossings are proposed as part of each of these street upgrades.

3.4.5 There are four key squares that create meeting places. These are:

- East Croydon Square - the transformation of the stations cluttered forecourt into a seamless arrival space.
- Ruskin Square - the heart of the Stanhope and Schrodgers development where two routes intertwine.
- Lansdowne Square - a breathing space at the foot of the new station bridge steps (as part of the Lansdowne Walk).
- Cherry Orchard Steps - the gathering point of the Menta development where a grand stair leads to a south facing terrace.

3.4.6 There are three key pedestrian dominated links (with limited vehicular access for taxis and servicing). These are:

- Lansdowne Walk - connecting the station bridge to Lansdowne Road, Wellesley Road and the Whitgift Shopping Centre.
- Ruskin Walk - connecting the station bridge to the station concourse on the western side of the tracks via the Ruskin Square development.
- Billinton Walk - connecting the station bridge to the station concourse via an elevated link that provides level access to the station and creates a substantial area of sheltered, secure cycle parking beneath alongside the revised taxi rank.



Public Realm Parameters

3.5 DEVELOPMENT PARAMETERS

3.5.1 As a public-realm and public transport-led masterplan, the scope of the East Croydon Masterplan is focused on the ground and first floors of development. As such the development parameters concentrate on setting appropriate footprints, relationships between buildings and ground floor uses, and access and servicing arrangements.

3.5.2 The majority of the development parcels within the East Croydon Masterplan are positioned within the Tall Building Zone in the existing Croydon UDP. The parcel furthest to the east (EC19 – Plot D) falls outside Croydon’s Tall Building Zone. Excellent transport connections mean the masterplan area has the highest Public Transport Accessibility Level (PTAL) of 6b. There is therefore an expectation that proposals for tall buildings will come forward.

3.5.3 The masterplan layout of the ground and first floors development has been informed by the expectation that proposals for tall buildings will come forward. The masterplan does not prescribe building heights as these will be determined for each development subject to planning considerations and compliance with policy. For the successful design of tall buildings the following policy framework should be consulted:

- The National Planning Policy Framework, which encourages greater density at places with good public transport (in particular PPS1, PPS3, PPS6 and PPG13).
- The Mayor’s Draft Replacement London Plan; Policy 7.7 Location and Design of tall and large buildings.
- The existing Croydon Plan UDP

policies CMC5-CMC16 and Croydon UDP Tall Buildings Zone.

- The Croydon Opportunity Area Tall Buildings Strategy within the Mayor’s emerging Croydon Opportunity Area Planning Framework.
- Emerging LDF policy documents: The Urban Renewal policy on tall buildings; Emerging CMC Site Allocations and Development Management DPDs will supersede UDP policies when the Core Strategy is adopted.
- CABE ‘Guidance on Tall Buildings’ (2007).

3.5.4 To a certain extent, market forces will influence the timing and level of development coming forward on the sites around East Croydon station. Applications for tall or large buildings will be required to carry out environmental impact assessments that demonstrate that the proposals will mitigate any adverse environmental and climatic affects to their surroundings.

3.5.5 Specific guidance on the character and design of development is not within the scope of the masterplan. However all new buildings within the masterplan area will be required to have the highest quality architectural design, detailing, and materials given the significance of their location.

3.5.6 Croydon’s policy for affordable and mixed housing is contained within the emerging Core Strategy and forthcoming Development Management DPD.

3.5.7 The character of the surrounding areas to the north, south, east and west of the East Croydon area will be taken into consideration for

all planning applications submitted. The scale, mass and bulk of tall buildings should relate well to the form, proportion, composition, scale and character of surrounding buildings.

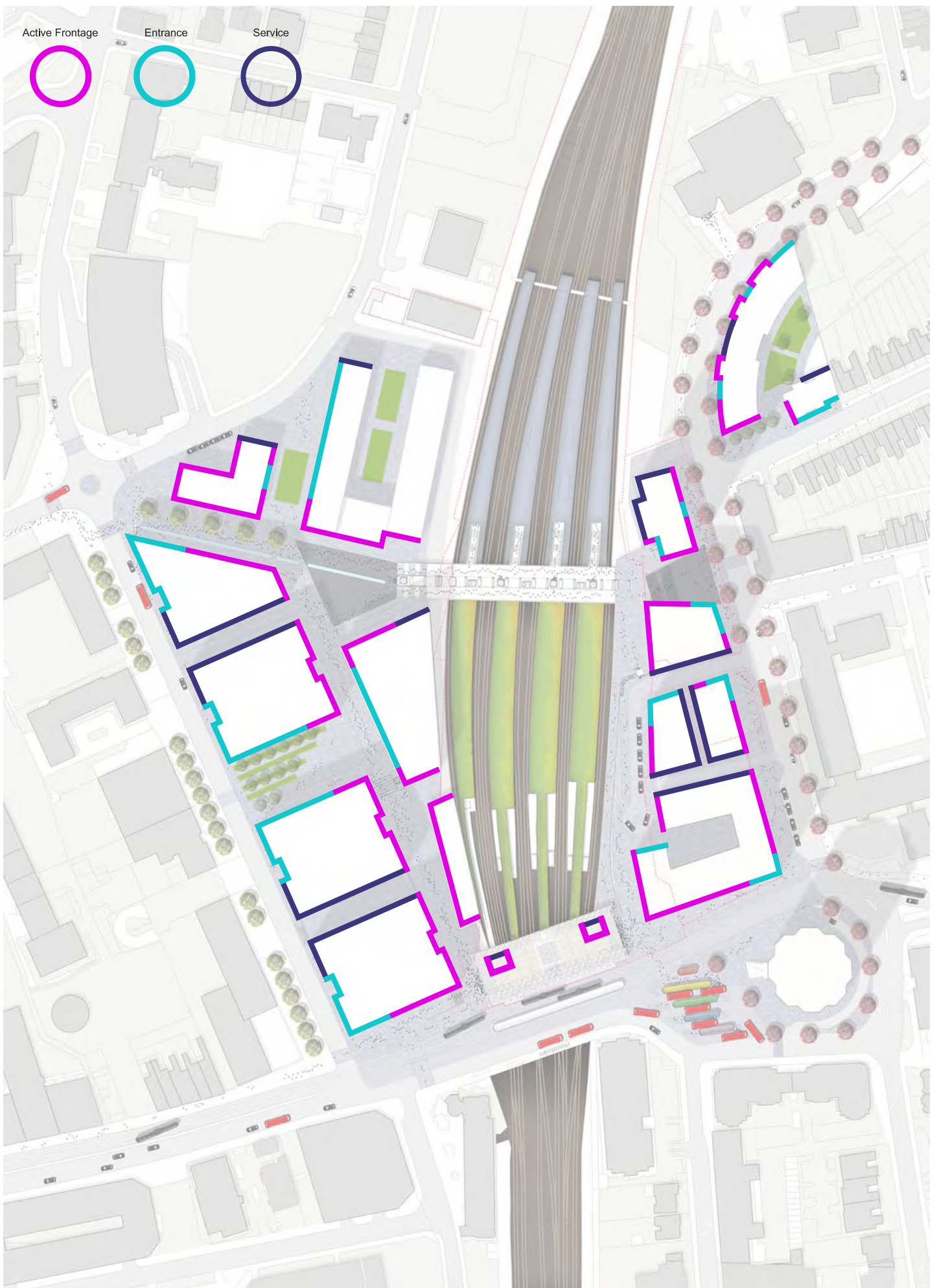
3.5.8 The development parameters diagrammatised here therefore focus on the lower and upper ground floors and summarise the need for active frontages (retail, leisure or community uses) and entrances (to office or residential buildings) on all the key routes throughout the station quarter.

3.5.9 It is particularly important to ensure that small active uses such as shops and cafés are provided for on Lansdowne Walk and Ruskin Walk. Similarly EC18 and EC20 should include active uses that spill out onto the upper terrace level and Billinton Hill.

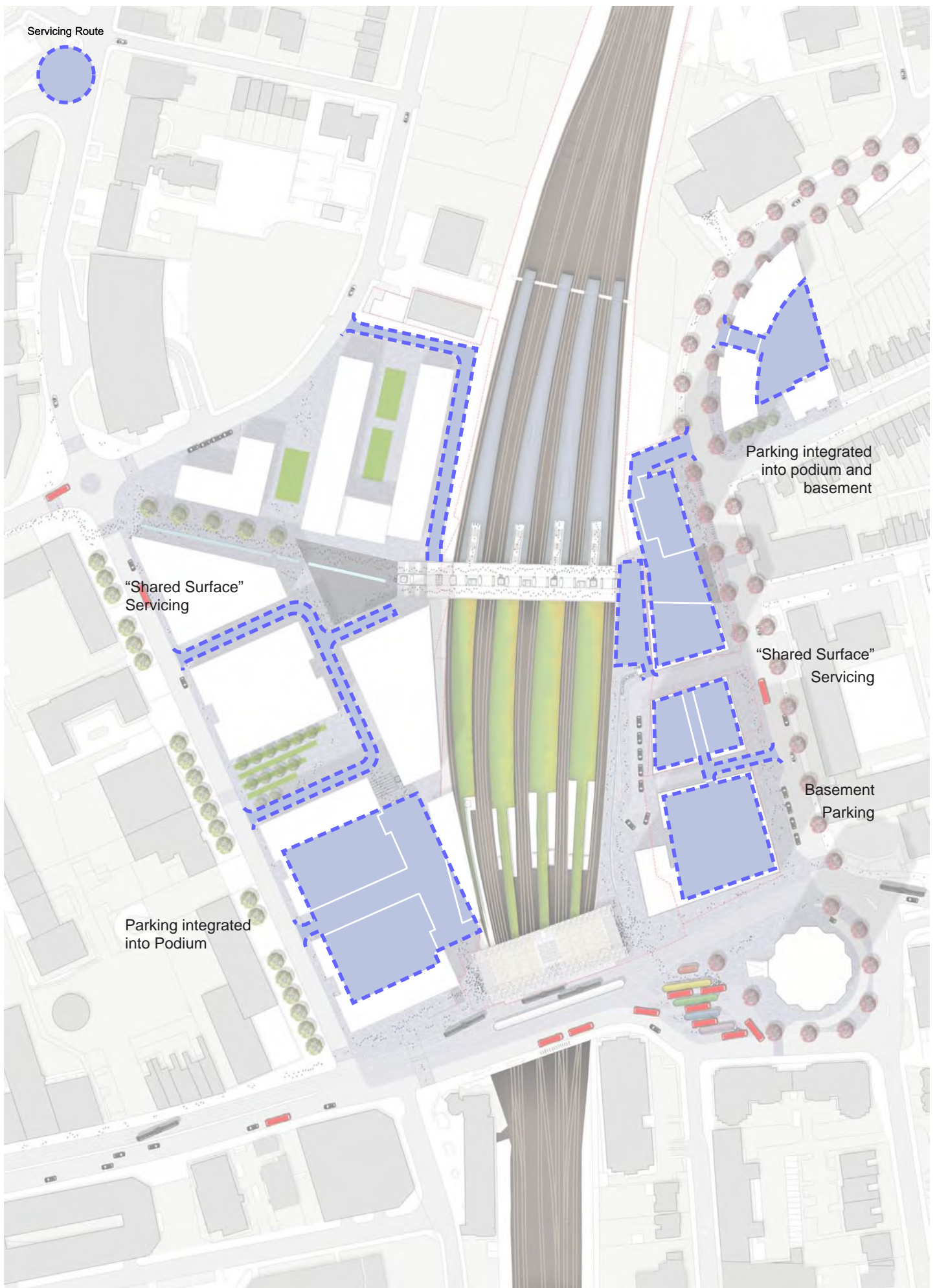
3.5.10 Community cohesion and well being are promoted by increasing the provision of inclusive, accessible public realm in the area, and linking communities to the east with central Croydon through improved pedestrian links. The regeneration of longstanding vacant sites through both temporary improvements and a mix of new permanent uses including community facilities will help provide cohesion to build a strong new sustainable community at East Croydon.

3.5.11 The Development Parameters constitute the starting point for detailed design development through individual schemes.

3.5.12 Also highlighted are the potential servicing and parking areas. The one storey level change from George Street to the heart of the Ruskin Square site creates



Development Parameters



Parking / Servicing Parameters

3.6 DELIVERABILITY

an opportunity to integrate parking and servicing into podium levels. To the north, the residential parcel could accommodate parking at street level or within a podium (with communal gardens above) with the proviso that active frontage is achieved on Lansdowne Walk. “Shared surface” servicing should seamlessly integrate into the design of the public realm.

3.5.13 On the east side of the station, the Cherry Orchard Road development is likely to integrate its parking requirements within basement and podium. The existing Network Rail / Southern servicing will be reprovided underneath the Cherry Orchard Steps / Billinton Link.

3.5.14 Croydon Council is exploring the scope of a district energy scheme that would provide low carbon low-cost heat and power to new developments in Croydon Metropolitan Centre. The scheme would be run by an Energy Services Company and based on gas-fired combined heat and power plant at locations to be confirmed. Should the scheme be implemented, Croydon will expect all commercial and residential developments to be technically compliant to connect to a district energy scheme. Further to this Croydon will expect developments to adhere its district energy policy contained within the Local Development Framework.

3.5.15 All new buildings will be encouraged to optimise the use of green and brown roofs to mitigate the impacts of climate change, improve views from high blocks and encourage bio diversity. Developments should include Sustainable Urban Drainage Systems to mitigate flood risk.

3.6.1 Each of the components and the masterplan as a whole have been developed with the strategic objective of deliverability in mind.

3.6.2 Key to this has been the close collaboration with public and private stakeholders through individual meetings, regular Project Board meetings and discussion as well as outline costings and viability assessments.

3.6.3 A number of development scenarios for East Croydon have been tested. The process led to a preferred scenario which subsequently has been through a process of refinement and adjustments.

3.6.4 The key objectives for the deliverability of the East Croydon masterplan are:

- Maximising outcomes for East Croydon in its wider context in terms of public realm provision, quality and public transport capacity.
- Identifying the hard, social and green infrastructure required to support development in the Masterplan area in alignment with Croydon’s Infrastructure Delivery Plan.
- Ensuring that private developments are complimentary but independently achievable.
- Ensuring that phased development does not jeopardise longer term aspirations.

3.6.5 On the following pages a programme of phased implementation is set out in terms of what could happen now, soon and what could happen later. Elements within this programme of phasing are interchangeable to some extent and it would be desirable if all aspects of the masterplan were implemented in the short to medium term.

3.7 PHASING: NOW

3.7.1 The key components that are recommended for immediate delivery are:

EC1 STATION BRIDGE

3.7.2 The new pedestrian bridge creates additional capacity in the station, helps unlock redevelopment of the existing concourse and opens up a much desired east-west route, initiating movement through the Ruskin Square site.

EC2 LANSDOWNE WALK

3.7.3 Initial implementation of a pedestrian connection between Lansdowne Road and the Station Bridge in conjunction with opening of the new station entrance, ultimately delivering a new high quality connection to include the place making new square. In the first instance, this might involve a temporary landscaping solution.

EC12 ADINGWALL ROAD - NORTH

3.7.4 Public realm improvements to the roundabout at the junction of Dingwall Road and Lansdowne Road to enhance walking and cycling connectivity between the new East Croydon bridge and Wellesley Road at-grade crossing. Reprovision of the Dingwall Road bus stop further north will improve interchange with the new station entrance, and additional taxi and disabled drop-off facilities in the vicinity of the western station entrance will relieve existing facilities on Billinton Hill.

EC3 EAST CROYDON SQUARE (PHASE 1)

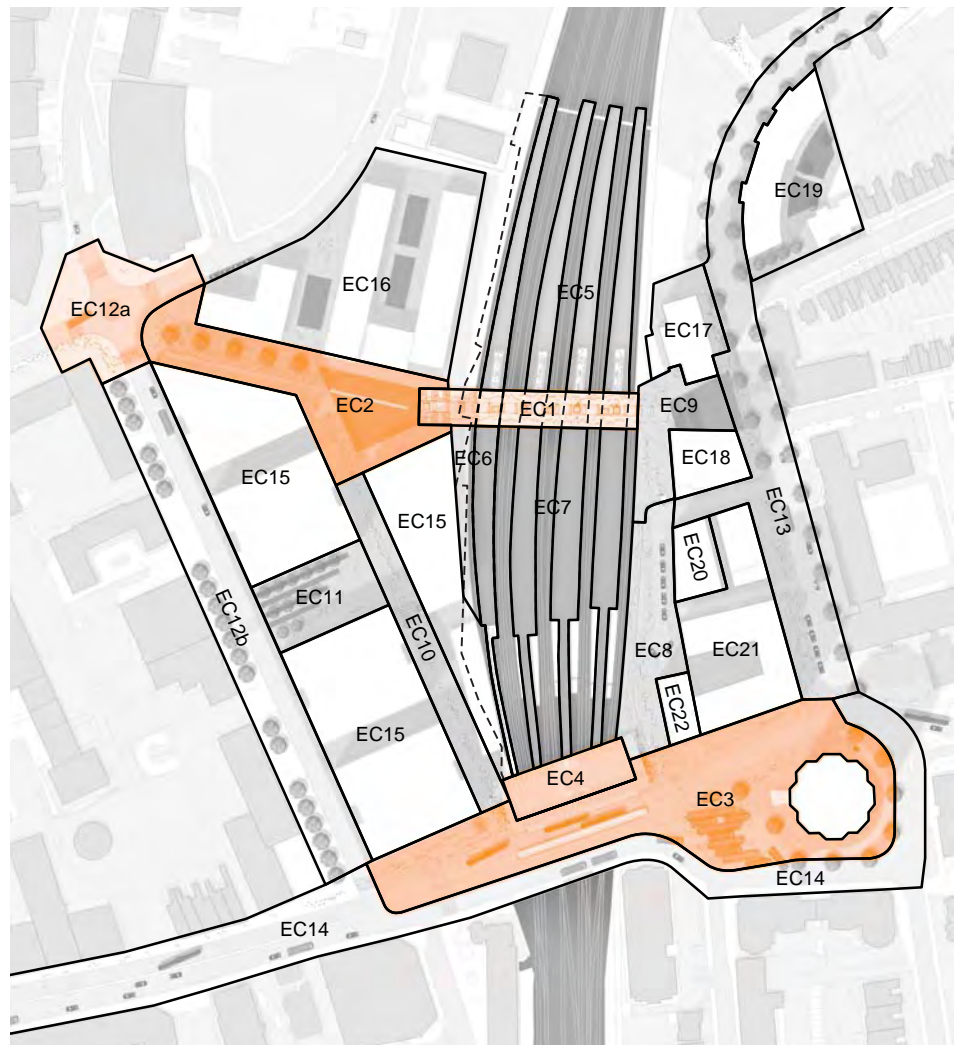
3.7.5 Creation of a high quality arrival space outside the existing East Croydon Station concourse with much improved interchange,

wayfinding, and sense of place. The removal of clutter will allow better use of the pavements to ease pedestrian congestion, allowing better use of the public realm that already exists around East Croydon Station.

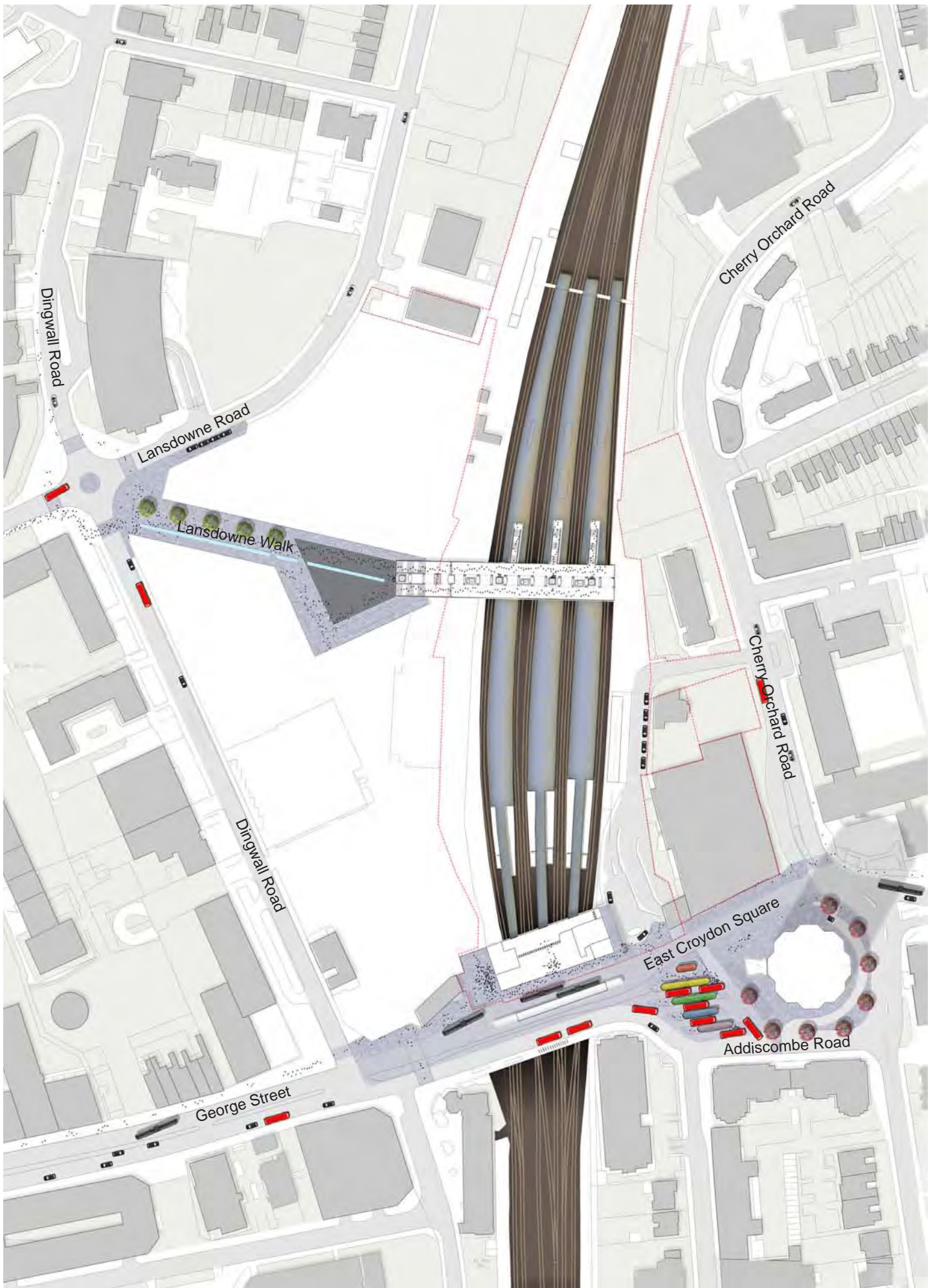
EC4A STATION UPGRADE - DECLUTTERING

3.7.6 Reducing congestion in the station ticket hall through extending and repositioning the gateline to give passengers more space on the platform side of the ticket barriers. Improved wayfinding by re-positioning key signage and platform information. Removal of barriers to interchange between train and trams.

3.7.7 Temporary improvements to development sites and meantime uses are encouraged in the short-term where these can act as a catalyst for longer-term regeneration. Where possible temporary improvements should build on the existing context of East Croydon and benefit the surrounding community.



Components expected to come forward "now" in the context of the illustrative masterplan.



Illustrative plan showing "Now".

3.8 PHASING: SOON

3.8.1 The key components that are recommended for delivery soon are:

EC8 BILLINTON HILL

3.8.2 'Soon' will transform the poor quality environment on Billinton Hill into a seamless interchange space with a rationalised Taxi and Kiss & Ride layout. A new walkway structure will be provided adjacent to platform 6 integrating a cycle hub, and giving level access between the existing station concourse and East Croydon Footbridge.

EC9 CHERRY ORCHARD STEPS

EC13 CHERRY ORCHARD RD

EC17 PLOT A

EC18 PLOT B

EC19 PLOT D

EC20 PLOT C

3.8.3 'Soon' sees an eastern link - Cherry Orchard Steps - being added to the station bridge, which releases its southern side as a public thoroughfare to complete half of the loop around the station.

3.8.4 To accompany this we may see the completion of the majority of the Menta development creating a critical mass of accommodation on the eastern side of the station quarter.

3.8.5 As part of this development it seems appropriate that Cherry Orchard Road itself is given a makeover.

EC10 RUSKIN WALK - NORTH

EC11 RUSKIN SQUARE

EC15 RUSKIN SQUARE COMMERCIAL - PHASE 1

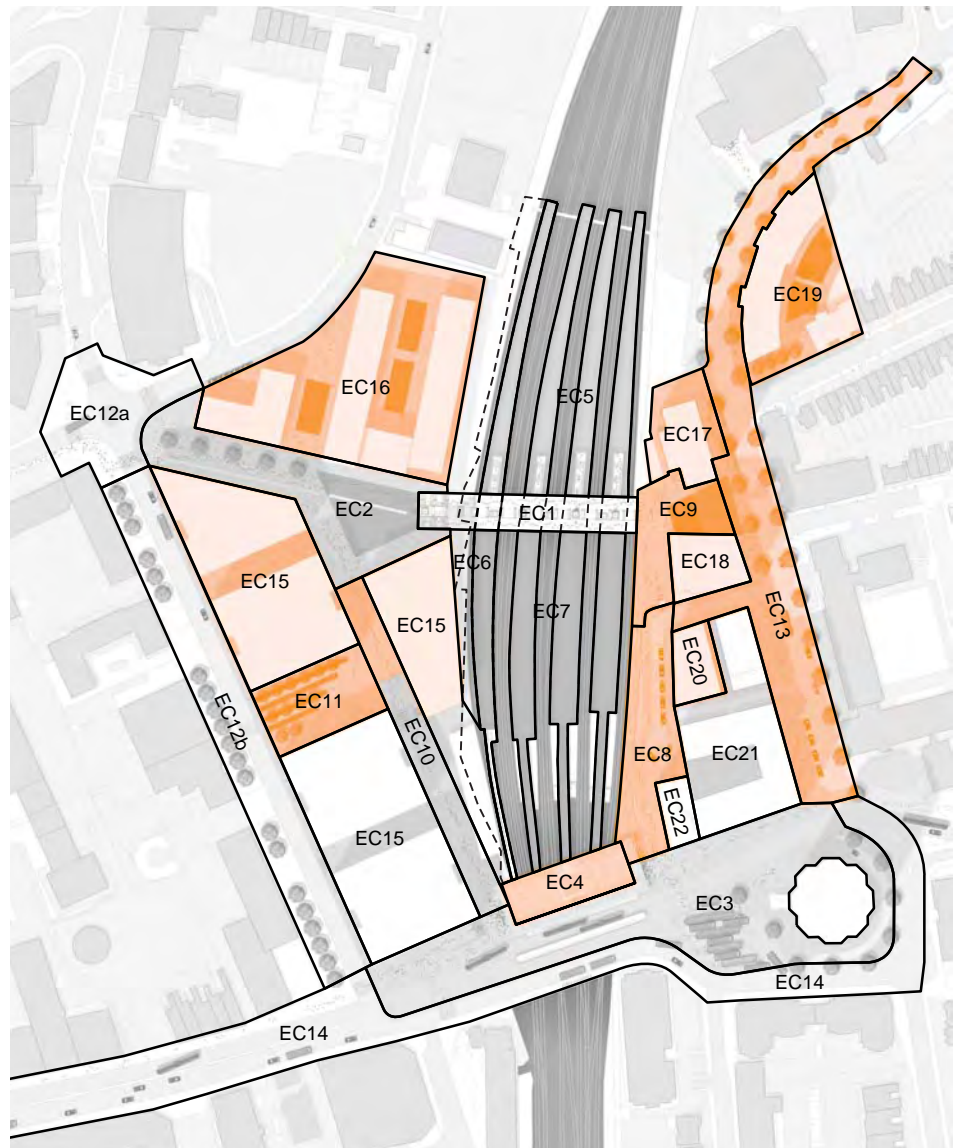
EC16 RUSKIN SQUARE RESIDENTIAL

3.8.6 Within the Ruskin Square development, we may see completion of a first phase of residential

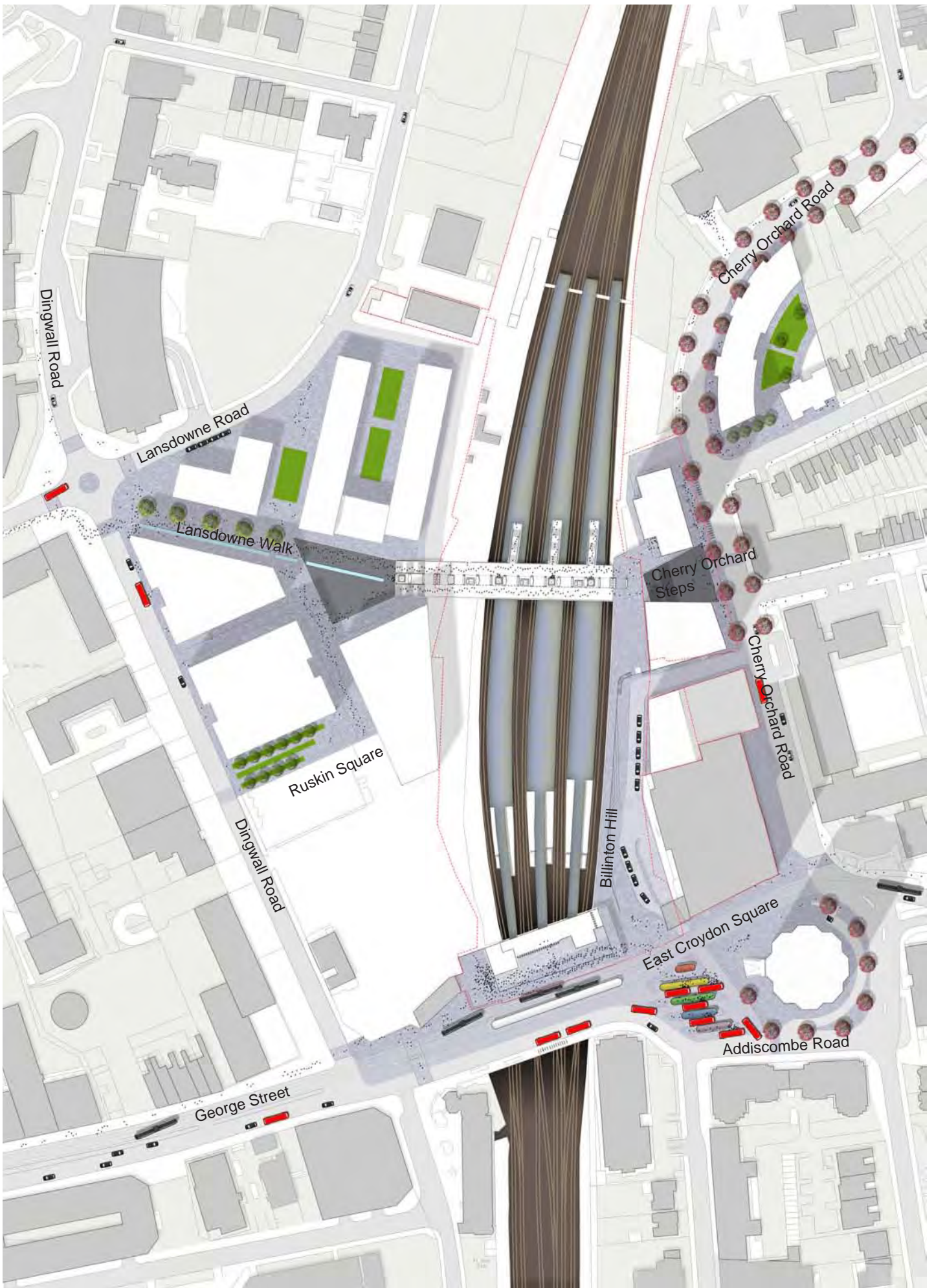
development and commercial development hanging off the crucial north-south Lansdowne Walk route and releasing the potential of Ruskin Square as a public space.

EC4B STATION UPGRADE - REMODELLING

3.8.7 The existing ticket hall is remodelled more comprehensively to provide a more open east-west link. Reconfiguration of the existing retail and ticket office can enable the opening up of the concourse under the existing white steel structure. A clear glazed frontispiece will allow better wayfinding to taxis, buses, tram and cycles.



Components expected to come forward "soon" in the context of the illustrative masterplan.



Illustrative plan showing "Soon".

3.9 PHASING: LATER

3.9.1 The key components that are identified for delivery in the longer term are:

- EC10 RUSKIN WALK (SOUTH)
- EC12BDINGWALL ROAD
- EC15 RUSKIN SQUARE COMMERCIAL (PHASE 2)

3.9.2 The second and final phase of large scale office development, building on the identity of Ruskin Square, unlocks the Ruskin Walk that completes the loop of public realm around the station. In addition, given the substantial level of development proposed in this part of the station quarter it seems appropriate to invest in the gentle upgrade of Dingwall Road to provide a decent setting for adjacent developments.

EC14 GEORGE STREET

3.9.3 Decluttering George Street and improving crossing points can create a generous, high quality pedestrian route from the new arrival space at East Croydon Station to Croydon's cultural quarter and retail centre.

- EC21 ROYAL MAIL SITE
- EC22 NETWORK RAIL SITE

3.9.4 With major tenants investing in Croydon, the time will be right for the redevelopment of the Royal Mail / Network Rail sites to the East of the station building - A substantial mixed use building has the opportunity to come forward if the Royal Mail can find an appropriate home elsewhere.

3.9.5 Comprehensive redevelopment of the Royal Mail site will allow the provision of a taxi drop-off and kiss & ride facility on Cherry Orchard Road, which will need to be considered in detail at that stage. The Cherry Orchard Road facility will allow completion

of the reconfiguration of the Billinton Hill taxi pick-up arrangements.

- EC5 PLATFORM UPGRADE
- EC7 GREEN PLATFORM CANOPIES

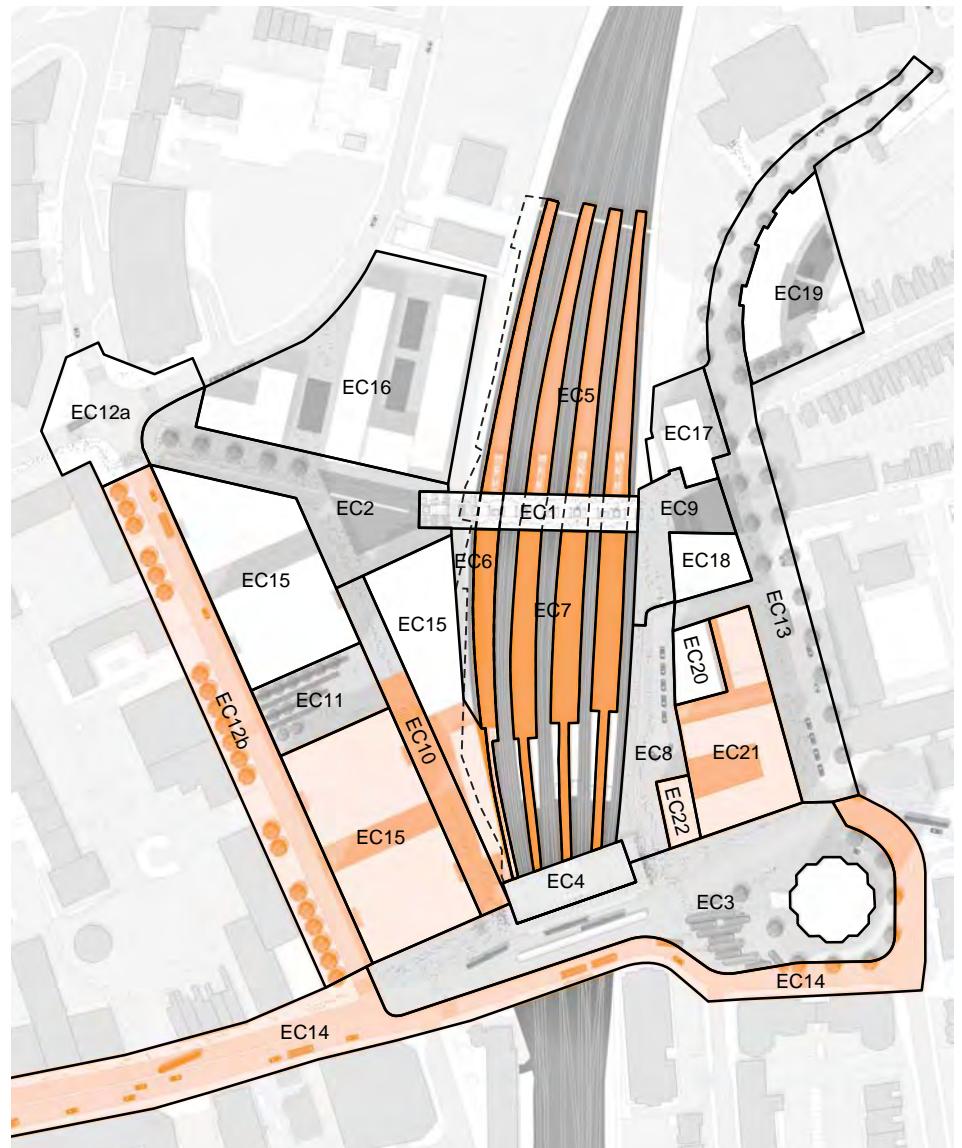
3.9.6 With significant and high rise office and residential addresses on either side of the station, the valley formed by the railway will come under increasing scrutiny. In the longer term it could be redefined as an urban park: to enjoy as a fifth elevation to the new development either side of the tracks.

3.9.7 The existing platform canopies could be reconstructed with green

roofs and with increasing use of the centre and upper portions of the platform there could be justification for new canopies being introduced to the north of the bridge.

EC6 A 4 ISLAND, 8 PLATFORM STATION

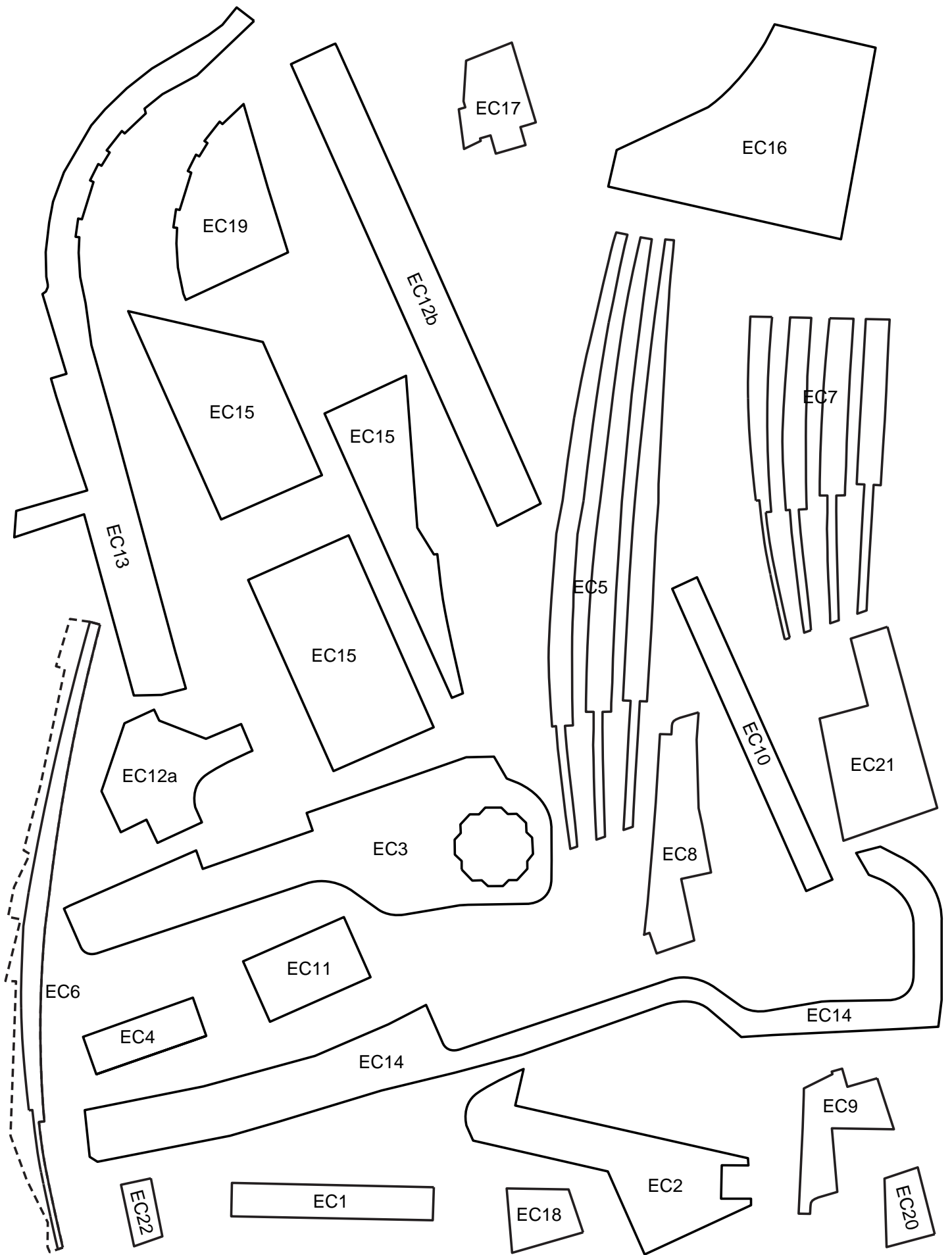
3.9.8 Due to the scale of the development built out by this later phase, as well as the estimated growth in passenger demand across the rail network, it is likely that East Croydon Station will be required to expand from a three island six platform station to a four island, eight platform station.



Components expected to come forward "later" in the context of the illustrative masterplan.



Illustrative plan showing "Later".



4.0

THE COMPONENTS

4.1 INTRODUCTION TO THE COMPONENTS

4.1.1 In order to facilitate a phased approach to delivery of the masterplan the components that make it up have been identified according to primary land holdings and are presented in detail in this chapter.

- EC1 Station Bridge
- EC2 Lansdowne Walk
- EC3 East Croydon Square
- EC4A Station Upgrade:
Decluttering
- EC4B Station Upgrade:
Remodelling
- EC5 Platform Upgrade
- EC6 A 4 Island, 8 Platform
Station
- EC7 Green Platform Canopies
- EC8 Billinton Hill
- EC9 Cherry Orchard Steps
- EC10 Ruskin Walk
- EC11 Ruskin Square
- EC12A Dingwall Road - North
- EC12B Dingwall Road - South
- EC13 Cherry Orchard Road
- EC14 George Street
- EC15 Ruskin Square
Commercial
- EC16 Ruskin Square
Residential
- EC17 Plot A
- EC18 Plot B
- EC19 Plot D
- EC20 Plot C
- EC21 Royal Mail Site
- EC22 Network Rail Site

4.1.2 On the following pages each component is described within the following parameters:

PHASE

Indicative phasing: Now, Soon or Later

PRIORITY

High, Medium or Low

TYPE

1 of 5 types: Development / Public Realm / Social Infrastructure / Transport / Utilities

OBJECTIVES

Why it is needed. A statement of the objectives of the project in relation to the wider masterplan.

DESCRIPTION

What it is. A full description of the project including character and materiality.

PARAMETERS

How it works. Parameters to define the key dimensions, proportions and physical attributes.

RELATED COMPONENTS

Projects that need to happen before and projects that are unlocked or enabled to happen after.

LEAD

Single organisation responsible for delivery.

DELIVERY PARTNERS

Any other stakeholders supporting or funding the project

STAKEHOLDERS

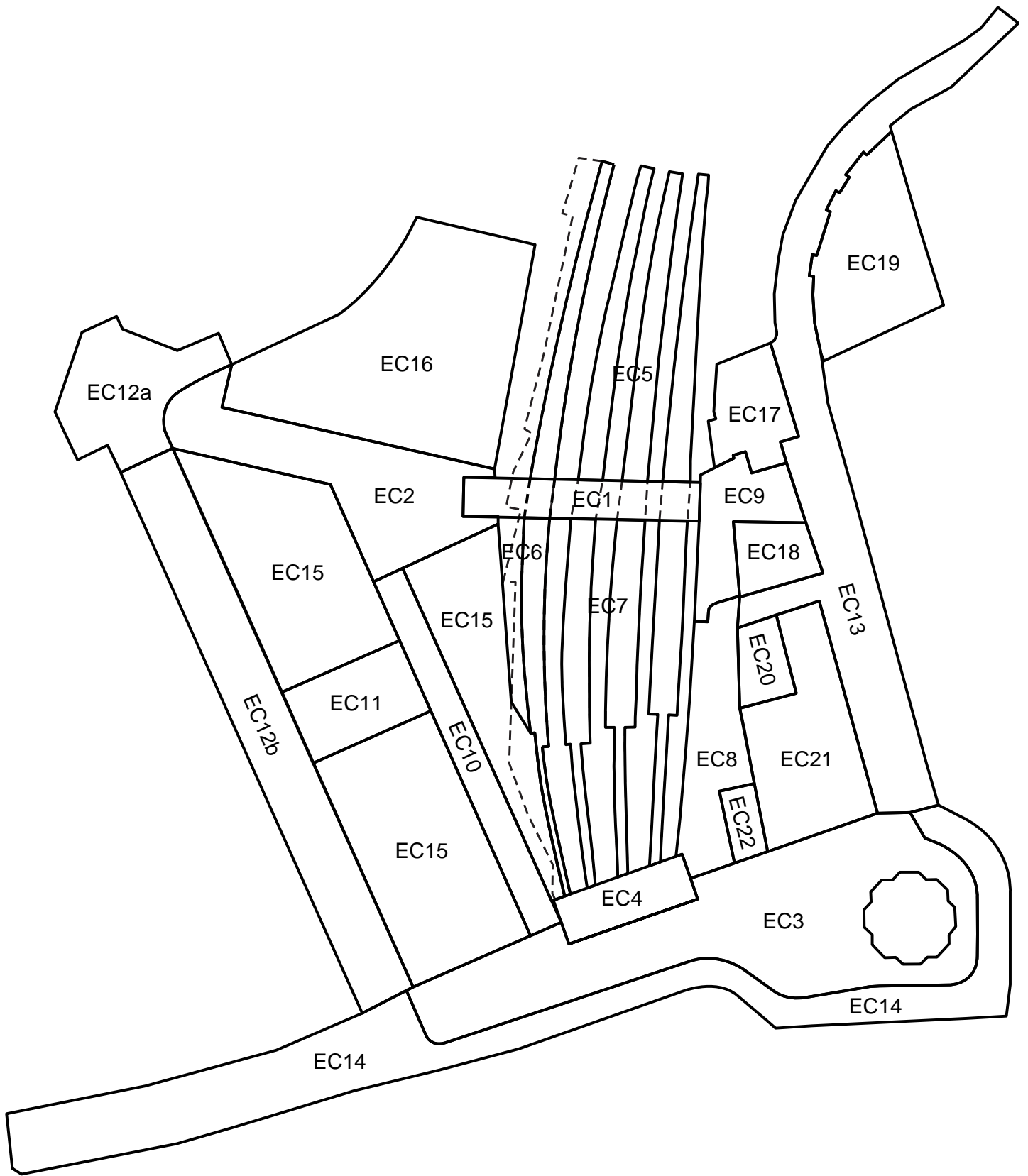
Interested parties or groups to be consulted or seek approval.

FUNDING

Identified or potential funding sources. Where LB Croydon are indicated this may include other sources of public funding and planning obligations.

MANAGEMENT

Responsible body for the management and maintenance of the project following completion, and any specific considerations.



EC1 STATION BRIDGE

PHASE: Now

PRIORITY: High

TYPE: Public Realm / Transport

OBJECTIVES

- To create a strong east-west pedestrian link.
- To assist East Croydon Station transform from a terminus building to an interchange.
- To provide passenger / pedestrian congestion relief within the main station building.
- To provide level access to all platforms.

DESCRIPTION

The demolition of redundant GPO Conveyor and lift shafts and modifications to existing operational station / railway infrastructure to accommodate a new, DDA compliant, footbridge across the existing station providing access / egress to / from the existing platforms and from new entrance / exits on both sides of the station.

PARAMETERS

- The station bridge consists of a narrow (4m) wide vierendeel span beam truss, with wide (6m) cantilevering walkways on either side. The southern walkway is public, non ticketed and the northern walkway is ticketed.
- The permanently open public route integrates into the public realm, with clear way finding and generosity of space.
- The vierendeel structure gives flexibility throughout the phasing with the main spine acting as super conduit for the necessary fit out. It is suitable for push launching as the method of erection, allowing passenger flow on platforms below whilst permitting the material supply and construction from the deck above. The structure also has the ability to sustain the removal

of an intermediate support in the event of train derailment.

- Provide DDA compliant access to all station platforms via lifts.
- Allow for ease of management and maintenance to ensure a secure and clean environment.
- Allow a fourth island to be integrated at a later date.
- Designed to be a clear emblematic structure that unites the white silhouettes of No.1 Croydon and East Croydon main station. It is beautifully utilitarian in its finishes with servicing, information display and retail contained within the central spine.

RELATED COMPONENTS

The following projects are assisted or unlocked by the bridge:

- EC2 Lansdowne Walk
- EC4 Station Upgrade
- EC5 Platform Upgrade
- EC6 A 4 Island, 8 Platform Station
- EC7 Green Platform Canopies
- EC8 Billinton Hill
- EC9 Cherry Orchard Steps
- EC10 Ruskin Walk
- EC15 Ruskin Square Commercial
- EC16 Ruskin Square Residential
- EC17 Plot A
- EC18 Plot B

LEAD: Network Rail

DELIVERY PARTNERS

LB Croydon
Transport for London
Royal Mail

STAKEHOLDERS

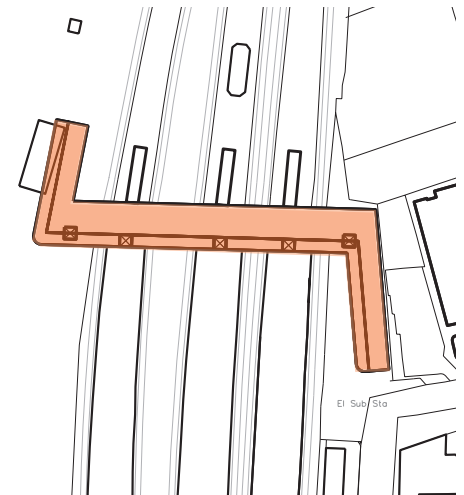
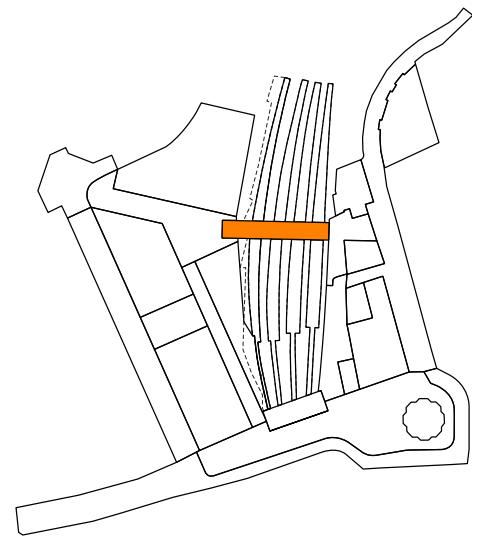
LB Croydon
Stanhope and Schrodgers
Menta
Train Operating Company

FUNDING

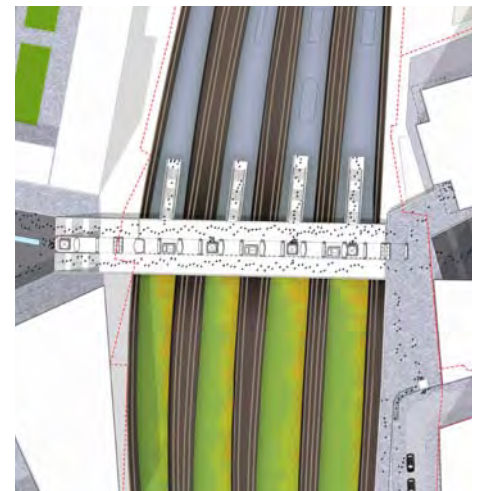
Network Rail
LB Croydon

MANAGEMENT

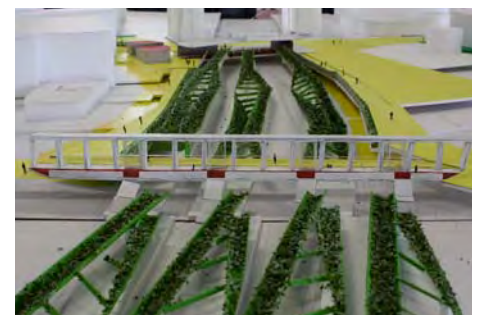
Network Rail



Remove the redundant GPO Conveyor



Replace with a new station bridge

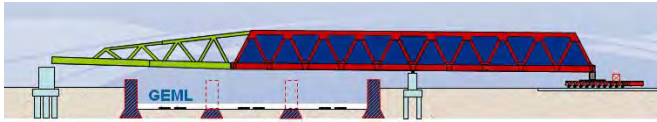


Concept model of the new station bridge

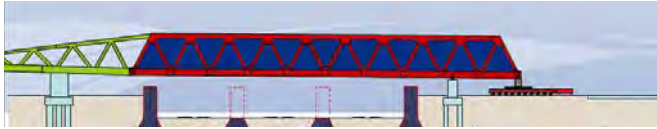
Push Launch - Stage 1



Push Launch - Stage 2



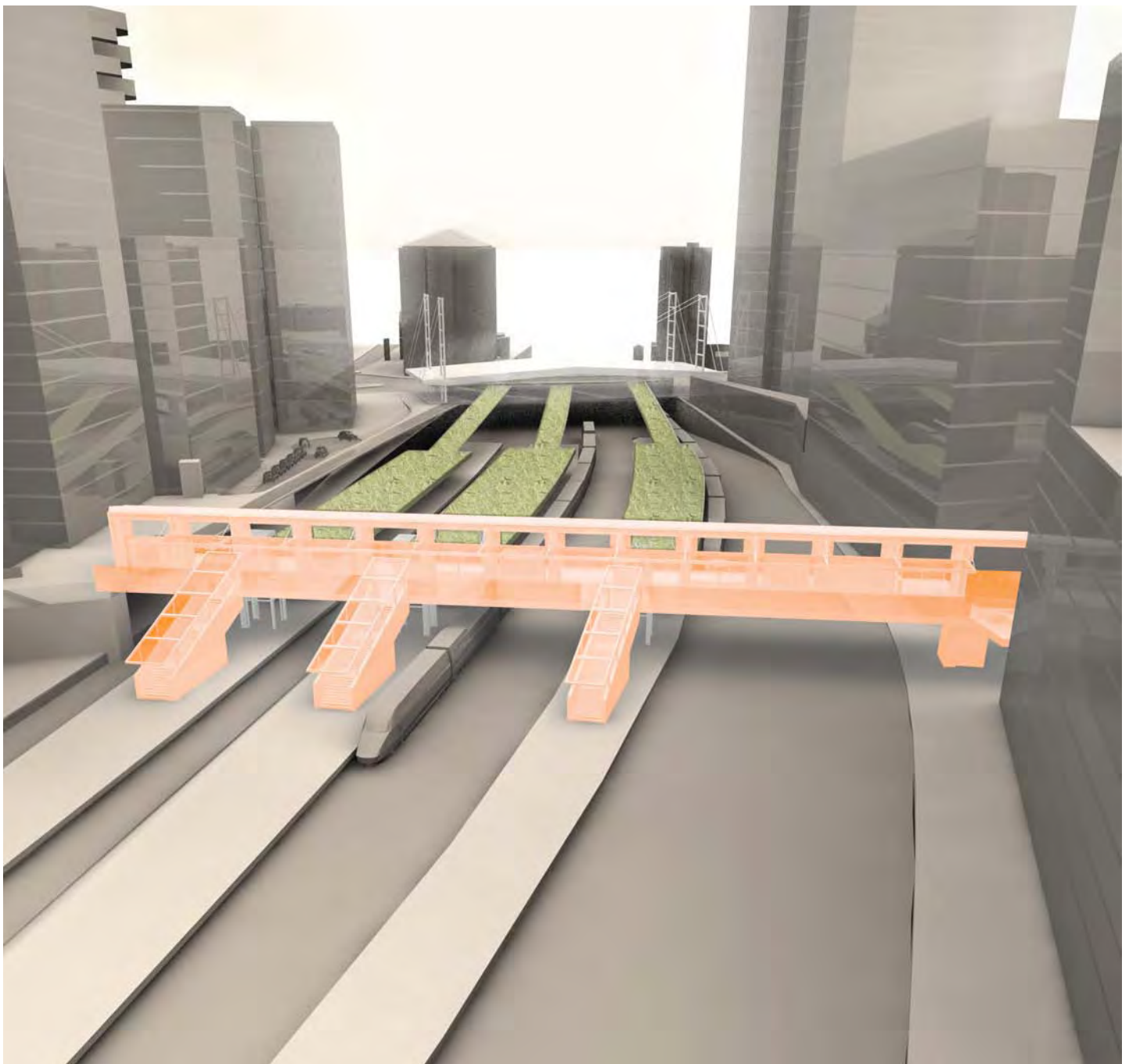
Push Launch - Stage 3



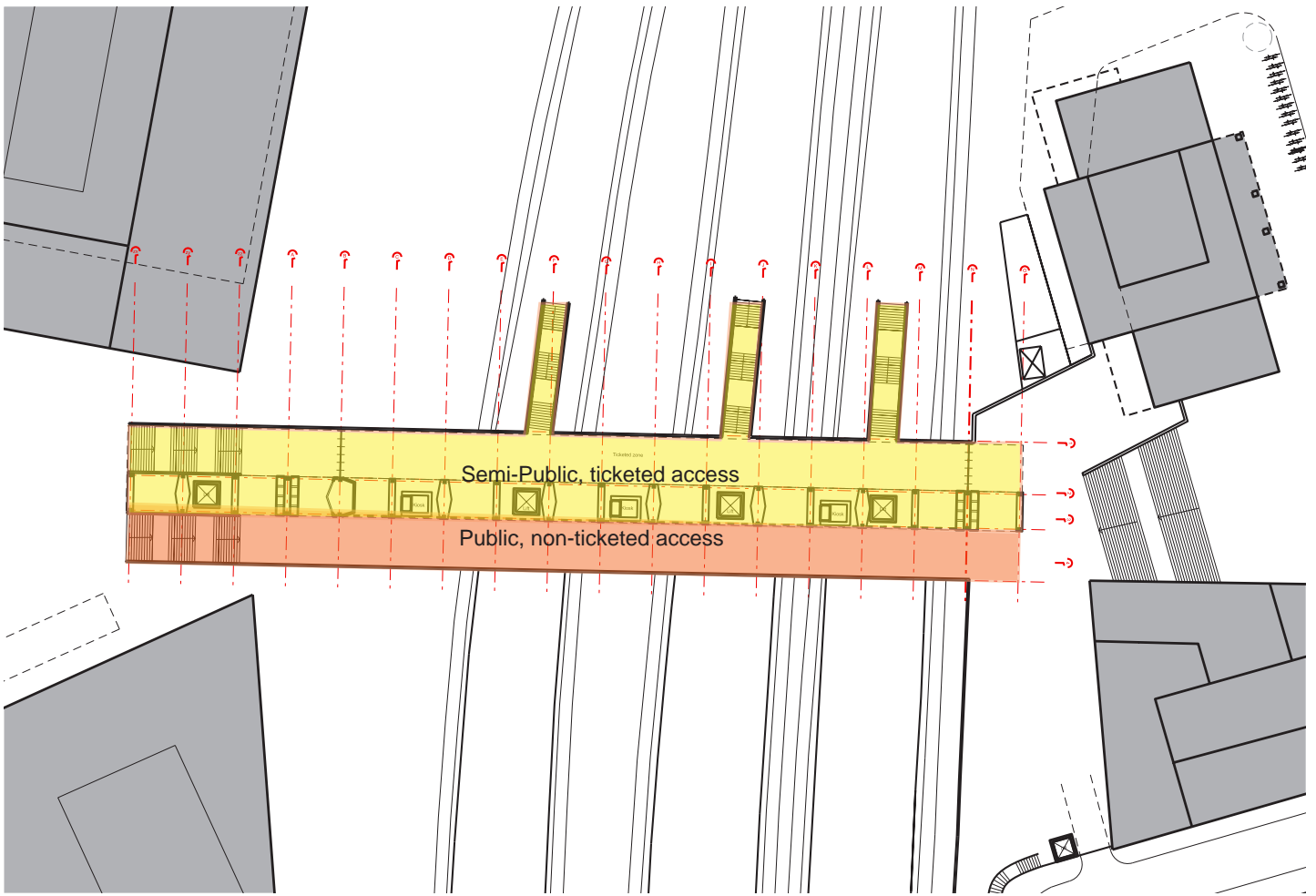
Push Launch staging diagrams as used at GE19 bridge in Shoreditch, London



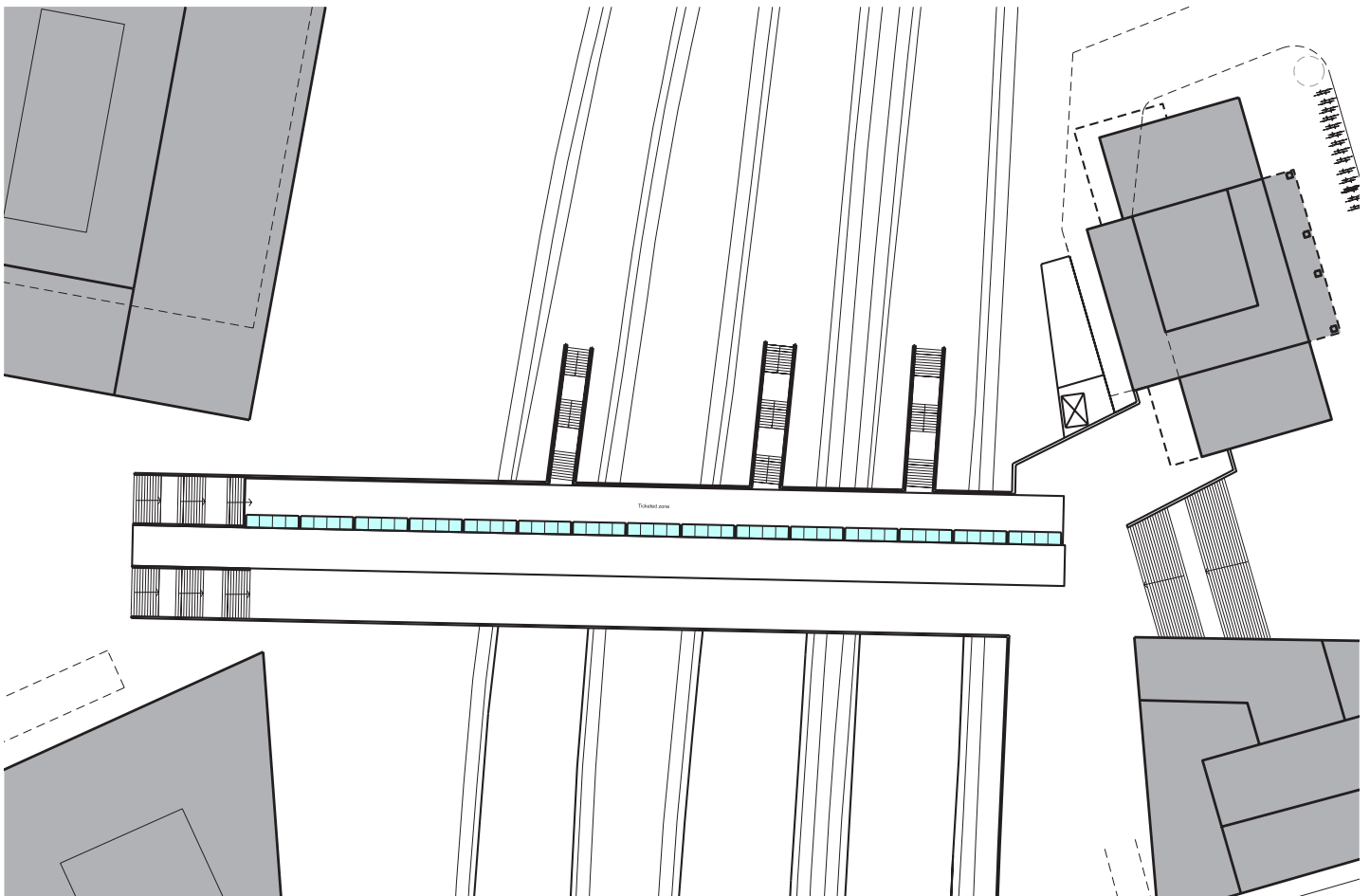
Push Launch construction technique used at GE19 bridge in Shoreditch, London



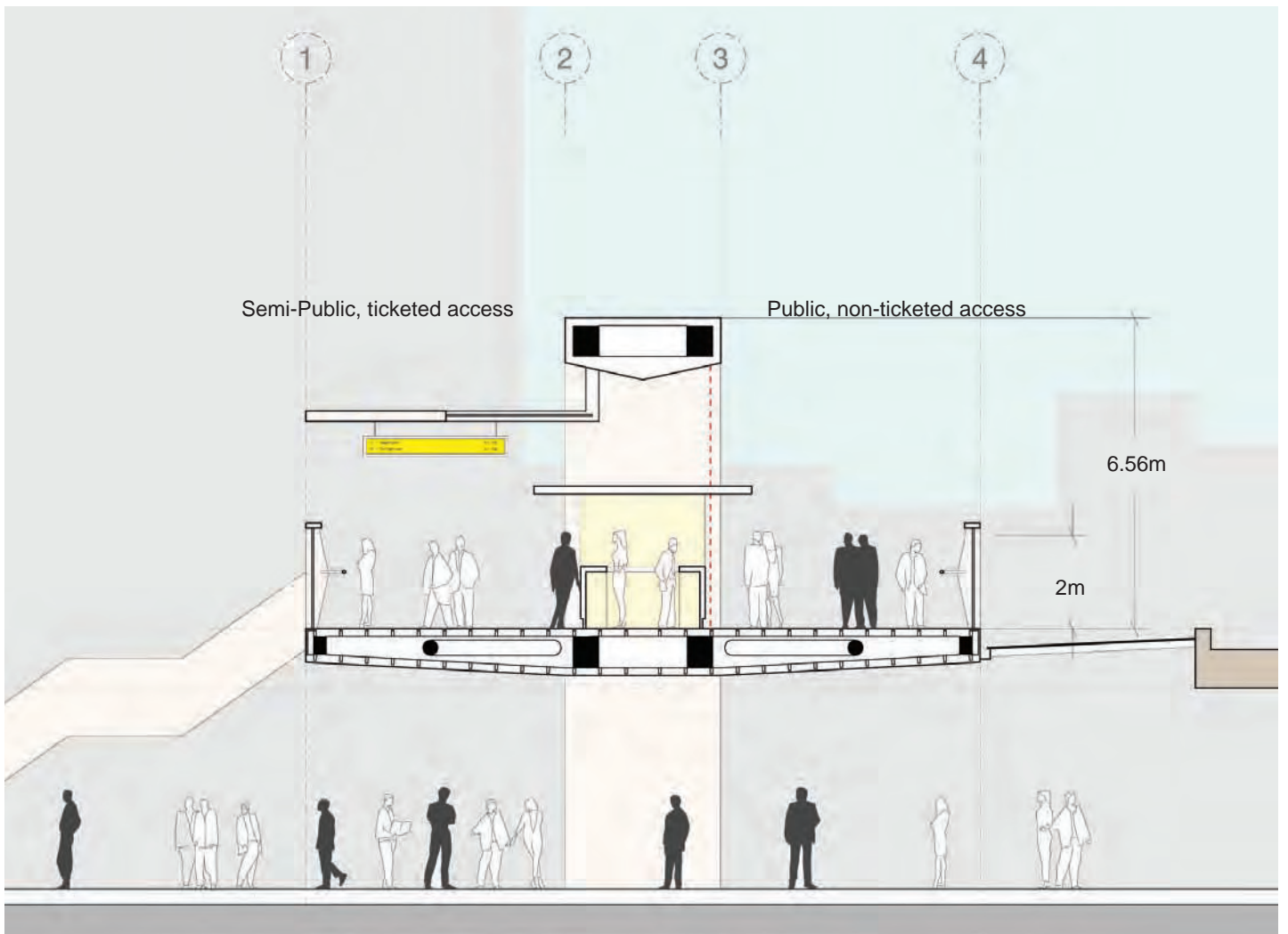
Model view of EC1: Station Bridge looking south (Indicative Only)



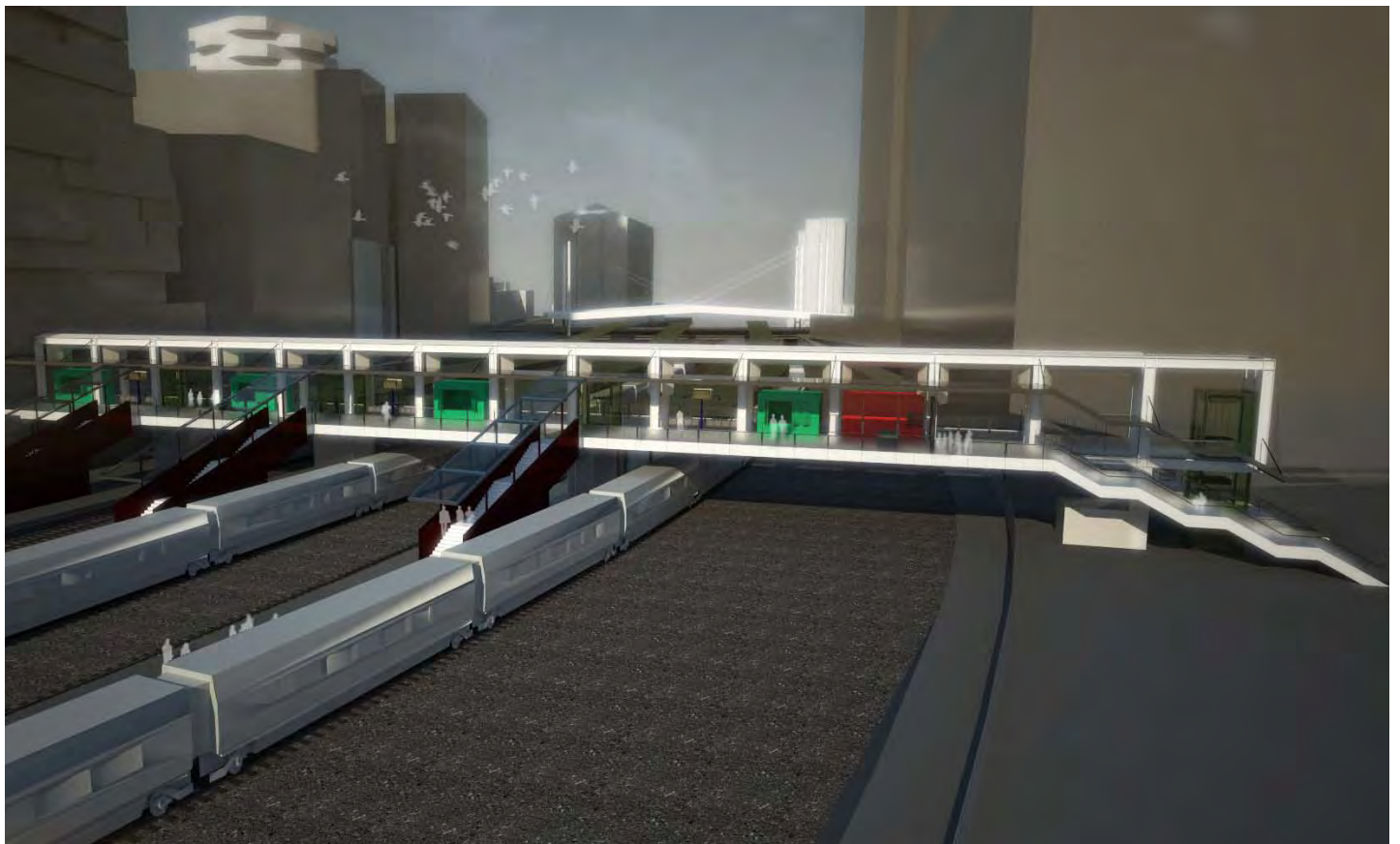
Bridge Deck Plan



Roof Plan



Section through bridge



Perspective view of Station Bridge looking south



View of Station Bridge looking south from platform 5 (Indicative Only)



View of Station Bridge looking east along northern side - semi-public, ticketed (Indicative Only)

EC2 LANSDOWNE WALK

PHASE: Now

PRIORITY: High

TYPE: Public Realm

OBJECTIVES

- Create a direct and delightful route from East Croydon to West Croydon and the Whitgift Centre.

DESCRIPTION

A significant new pedestrian thoroughfare, the Croydon equivalent of More London's route from London Bridge to City Hall.

PARAMETERS

- As much animated use and natural surveillance as possible, including retail.
- Robust design to carry high volume of pedestrian flow.
- High quality public realm
- Improved pedestrian crossing

from Lansdowne Walk to Lansdowne Road.

- Vegetation to be maximised through maintaining or replacing, and enhancing soft landscaping and tree planting

RELATED COMPONENTS

- EC1 Station Bridge
- EC12 Dingwall Road
- EC15 Ruskin Square Commercial
- EC16 Ruskin Square Residential

LEAD

Stanhope and Schrodgers

DELIVERY PARTNERS

LB Croydon

STAKEHOLDERS

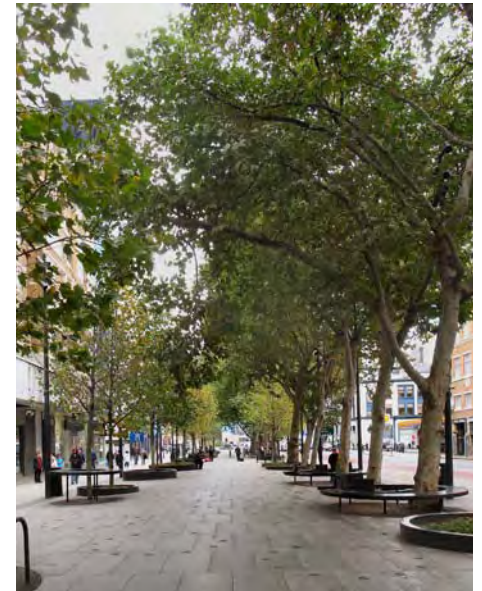
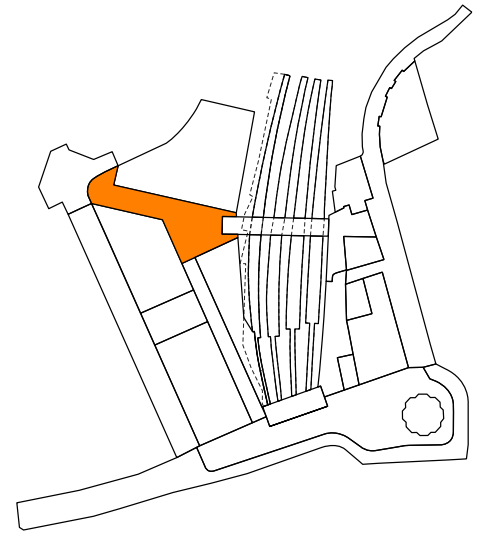
LB Croydon
Homes and Communities Agency

FUNDING

Stanhope and Schrodgers

MANAGEMENT

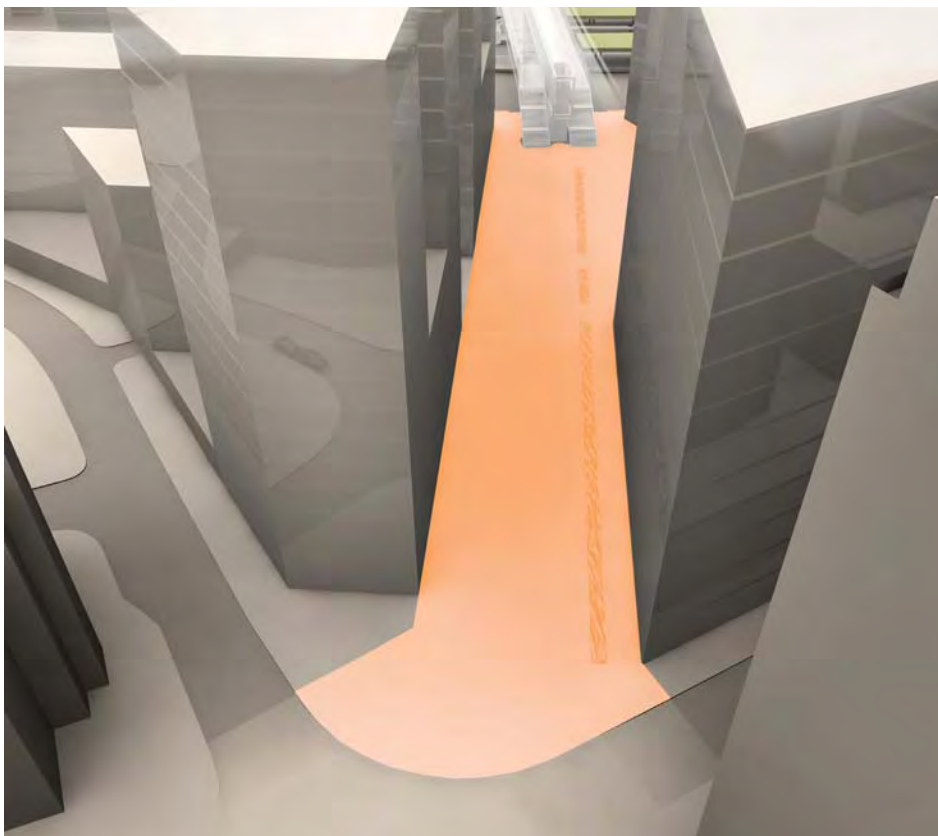
Stanhope and Schrodgers
LB Croydon



Promenade of Light, Old Street



New Islington, Manchester



Model view of EC2: Lansdowne Walk looking east (Indicative Only)

EC3 EAST CROYDON SQUARE

PHASE: Now & Soon

PRIORITY: Medium to High

TYPE: Public Realm / Transport

OBJECTIVES

- To create a high quality arrival to Croydon, with improved wayfinding and sense of place.
- To create a civilised space where one transport mode does not dominate any other.
- To create a space that helps people make seamless and simple connections between transport modes.

DESCRIPTION

The area in front of the existing station concourse operates as an interchange between train, tram, bus and taxi but becomes congested at peak times. The careful removal of superfluous clutter and where possible reducing the carriageway width of George Street / Addiscombe Road in line with Manual for Street guidance will make more space for pedestrians, ease congestion, and allow better use of the public realm. The removal of pedestrian barriers will open up desire lines and allow the area to be perceived as one continuous space for interchange. Over time, conflicts between different modes of transport will be reduced by re-routing traffic that currently crosses the tram tracks and bus station back up Billinton Hill.

PARAMETERS

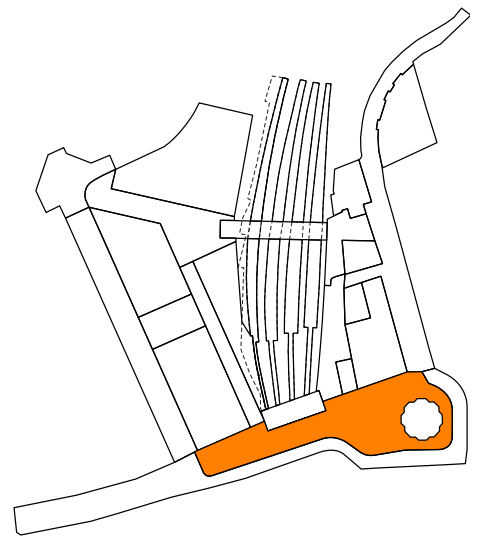
- The perimeter of the shared surface square is defined by the carriageway of George Street / Addiscombe Road.
- The square incorporates the tramway and platform. The illustrative masterplan provides for an extension of the platform.
- Through filling in the subway on Addiscombe Road and

reconfiguring the pavement there is potential to add an additional bus stand to the existing bus pick up / drop off area. The colourful canopies are retained, a new one added and the square is extended to incorporate underused space in front of No. 1 Croydon (currently occupied by 2 visitor spaces).

- Carriageway width reduced where possible. Ensure width allows for manoeuvre of large vehicles including buses and makes sufficient space available for vehicles to pass cyclists.
- Care to be taken not to remove street furniture that performs an essential wayfinding function
- Vegetation to be maximised through maintaining or replacing, and enhancing soft landscaping and tree planting
- Shared surface proposals to be carefully considered in context of the high frequency of bus and taxi movements.

RELATED COMPONENTS

- EC4 Station Upgrade
- EC8 Billinton Hill
- EC14 George Street
- EC15 Ruskin Square Commercial
- EC21 Royal Mail Site
- EC22 Network Rail Site



LEAD: LB Croydon

DELIVERY PARTNERS

Transport for London
Network Rail

STAKEHOLDERS

LB Croydon
Transport for London
Network Rail
Stanhope and Schrodgers

FUNDING

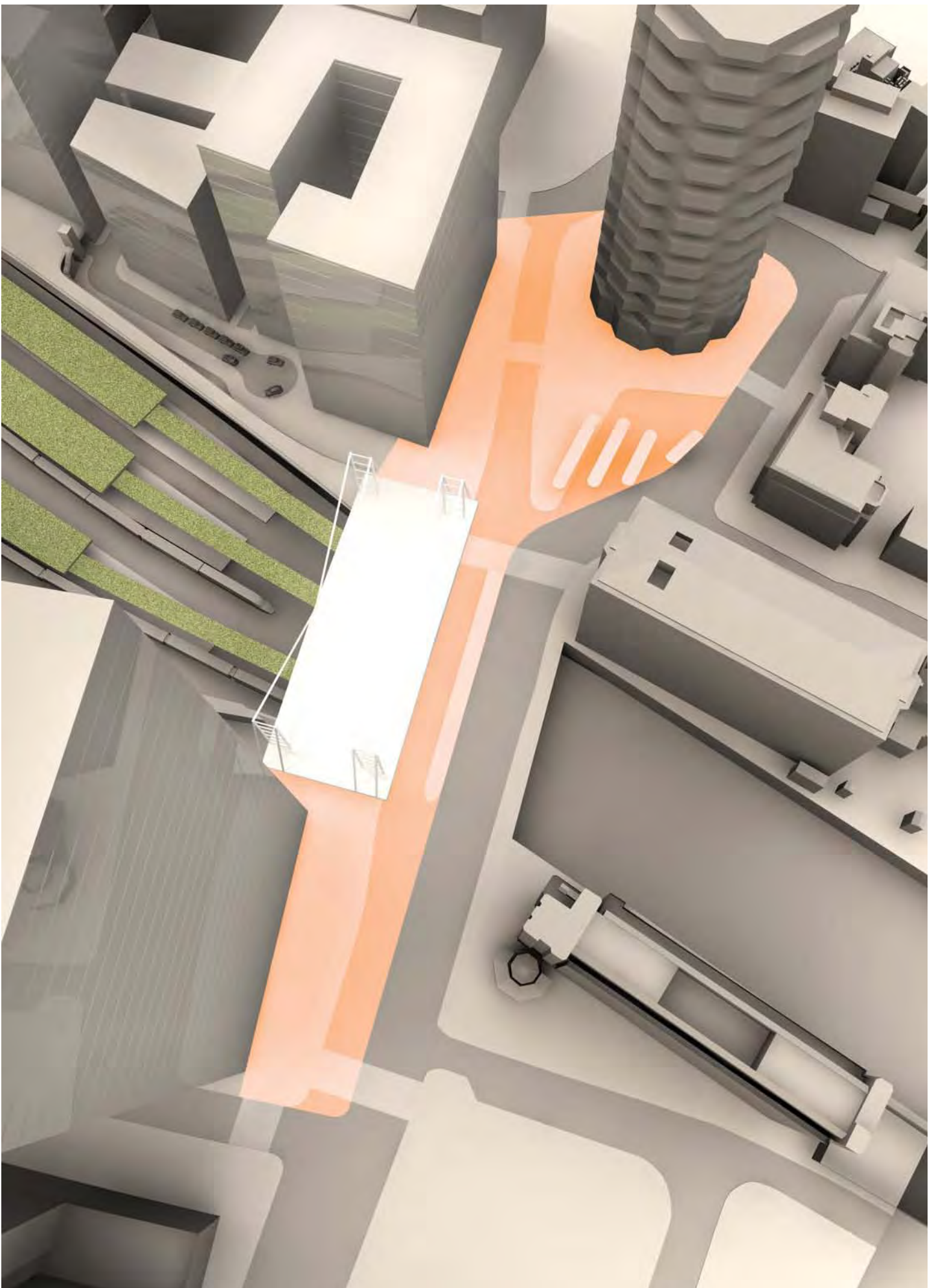
LB Croydon
Transport for London
(from existing potential LIP funding for works around stations)

MANAGEMENT

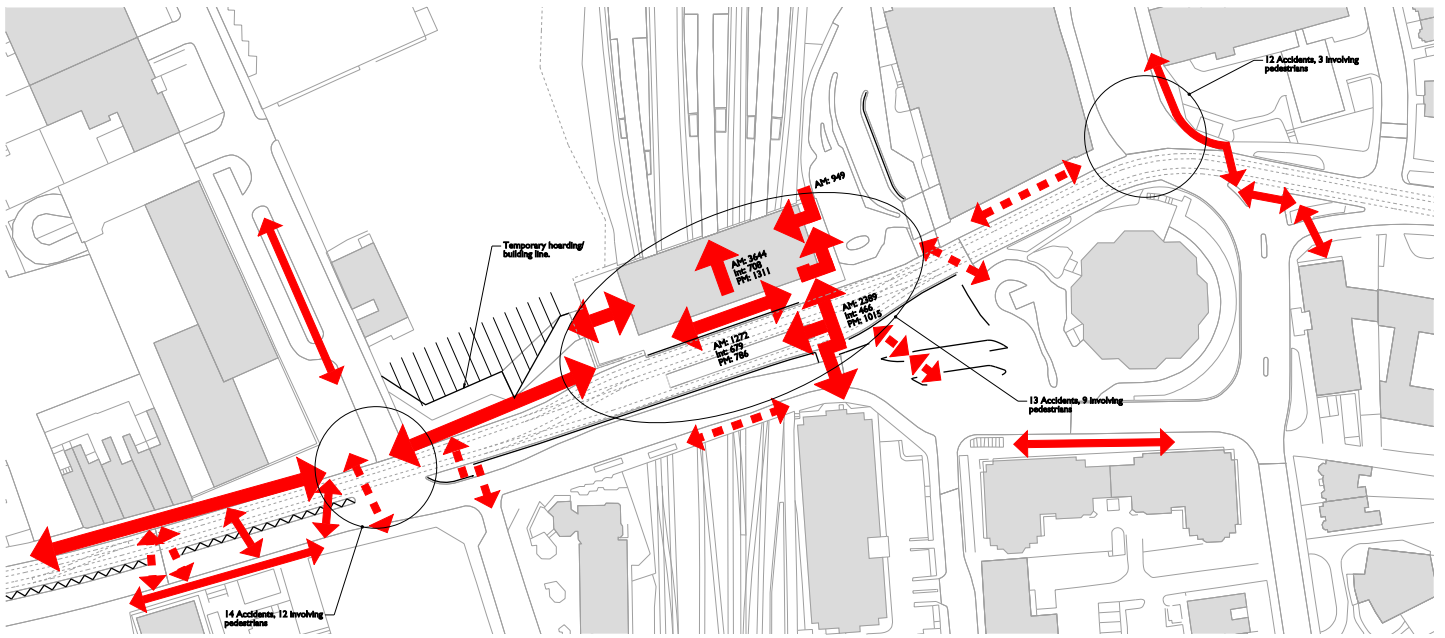
LB Croydon



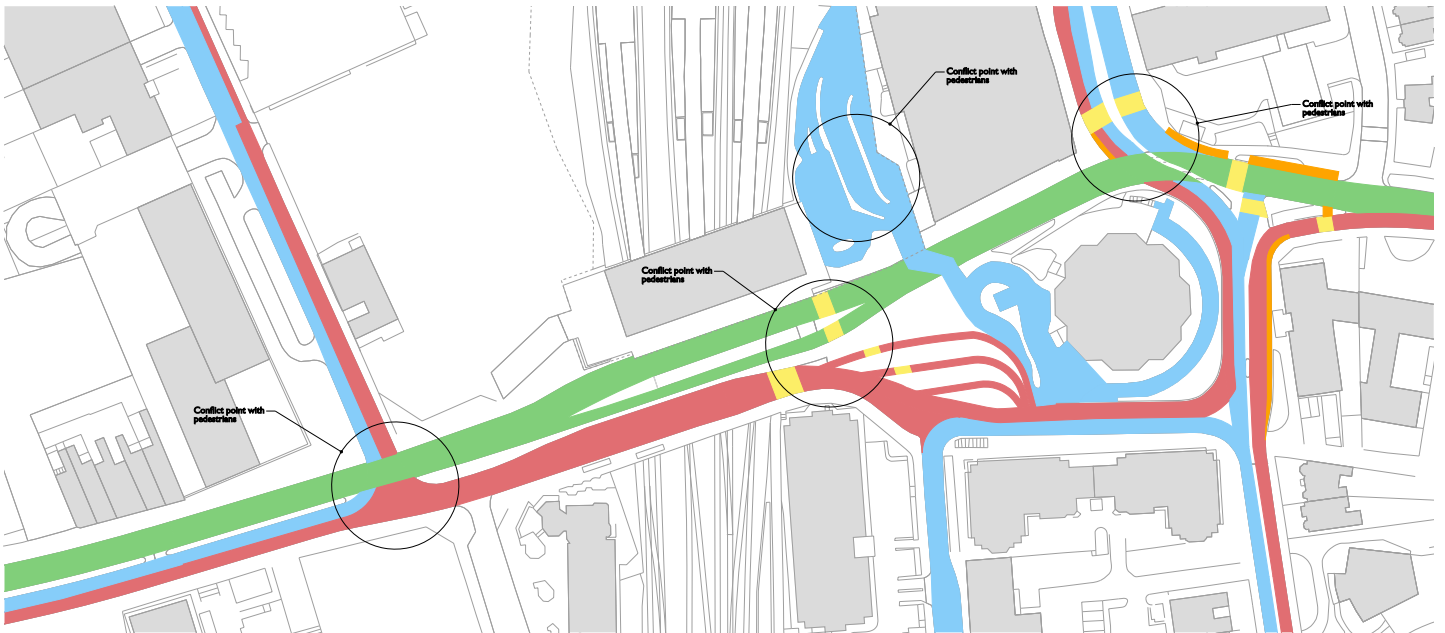
Plumstead Road, Woolwich



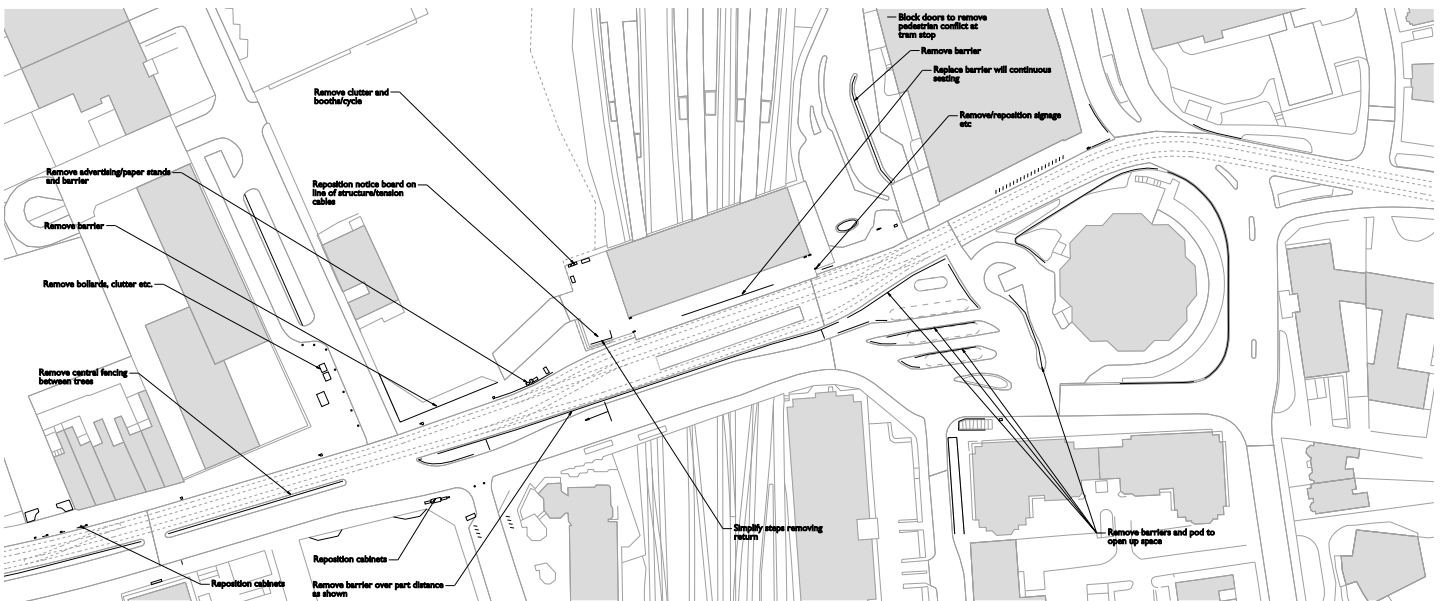
Model view of EC3: East Croydon Square from above (Indicative Only)



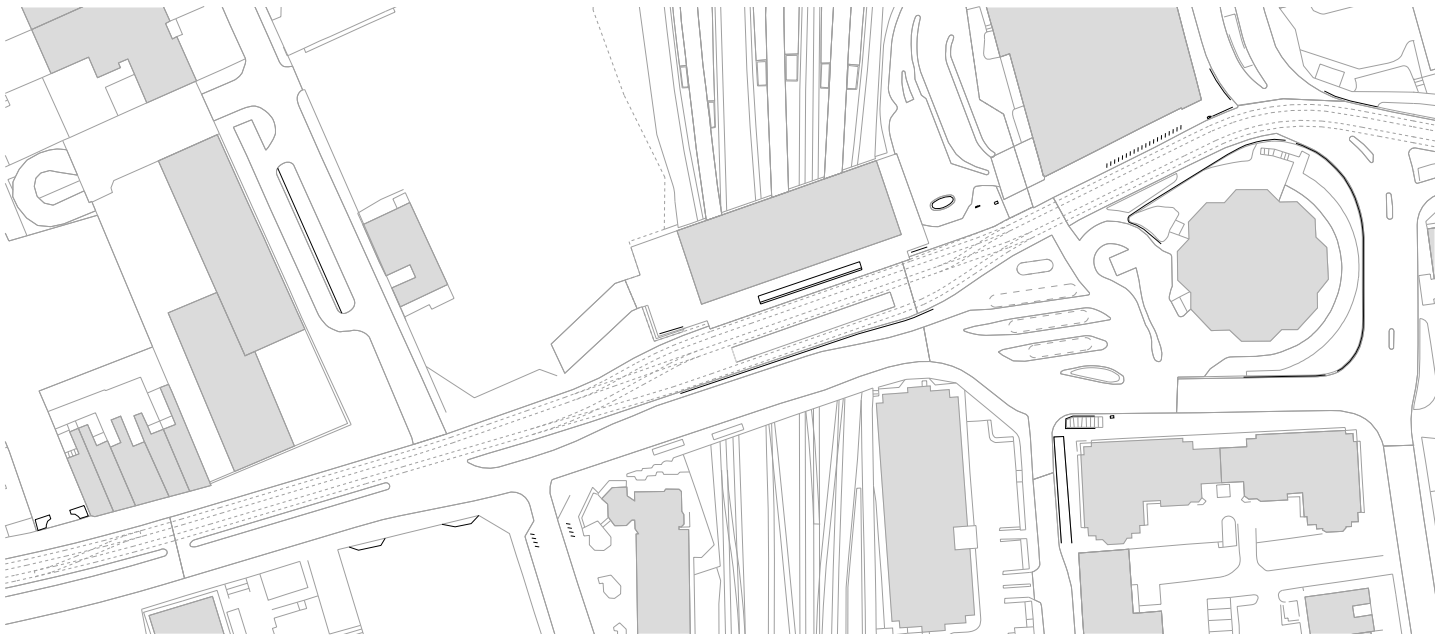
Existing Movement Patterns



Conflicts of Various Transport Modes



Existing Barriers to Movement



Proposed Decluttering (subject to safety audits as appropriate)



Proposed Resurfacing to create a seamless space (Indicative Only)

EC4A STATION UPGRADE - DECLUTTERING

PHASE: Now

PRIORITY: High

TYPE: Transport

OBJECTIVES

- Ticket hall decluttering
- Internal alterations to the existing station ticket hall to facilitate improved passenger circulation.

DESCRIPTION

As well as the obvious function as gateway to the trains, the main ticket hall provides a significant amount of retail, albeit of varying quality. It also provides some operational support space and a manned ticket office. Additional retail and an Information Centre are provided in outlying buildings.

The first phase redevelopment of the existing station ticket hall will involve creating more space for passengers by reconfiguring the gateline, repositioning key signage and platform information, and seeking to rationalise retail provision.

Moving the gateline further south will create more space for passengers on the platform side of the ticket barriers. Additional ticket gates can also be added at the eastern end of the gateline. Barriers to passenger movement between modes, particularly between trams and trains, should be removed where possible.

There will be a need for further detailed modelling to confirm the capacity of the new de-cluttered ticket hall to accommodate forecast passenger demand.

PARAMETERS

- The ticket hall should feel like an extension of East Croydon Square with minimal barriers between inside and outside.
- Improved wayfinding, signage and passenger information displays.
- Increased number of gateline ticket barriers.
- Provision of seating in or around the existing concourse.
- Re-provision of visitor centre / information point in or around the remodelled ticket hall.
- The existing roof structure forms the covering for the station concourse allowing activity below to flow out into the public realm.

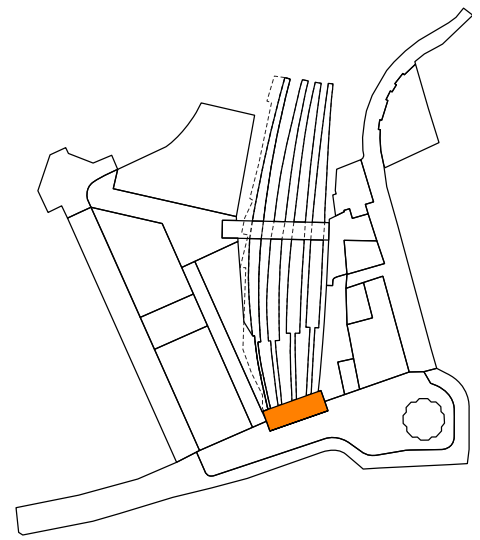
RELATED COMPONENTS

EC3 East Croydon Square
EC5 Platform Upgrade
EC7 Green Platform Canopies

LEAD: Network Rail

DELIVERY PARTNERS

Transport for London



STAKEHOLDERS

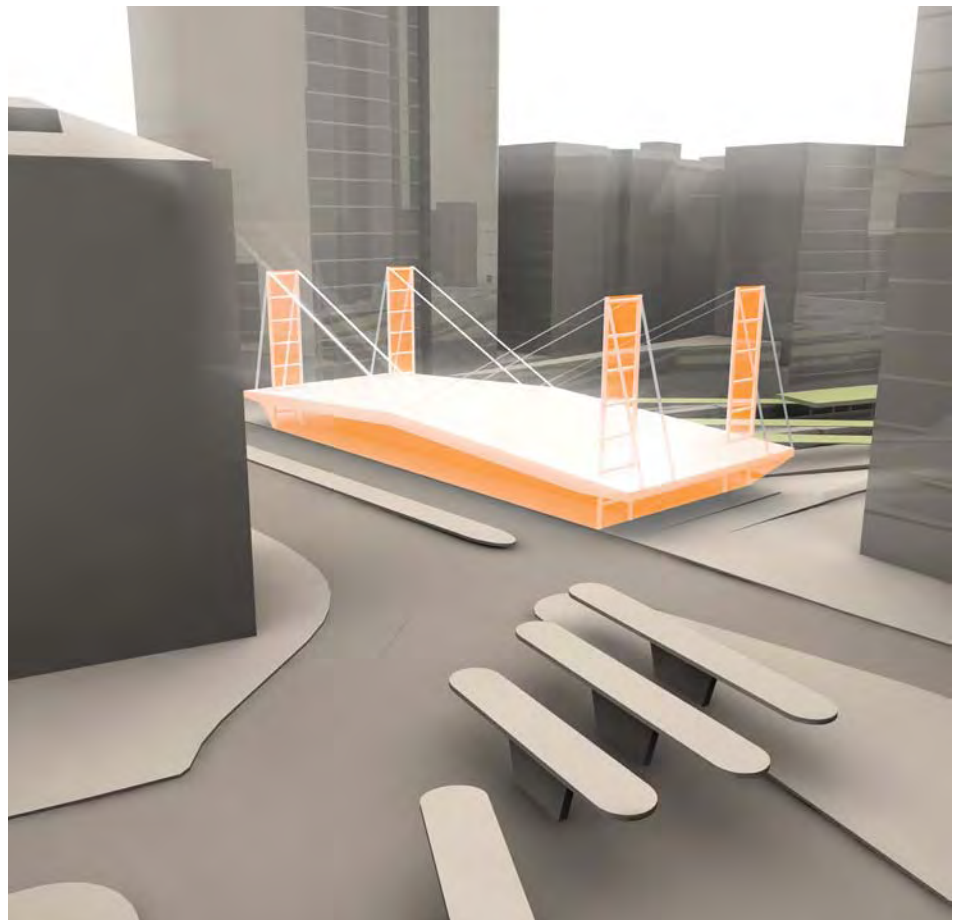
LB Croydon
Transport for London
Train Operating Company

FUNDING

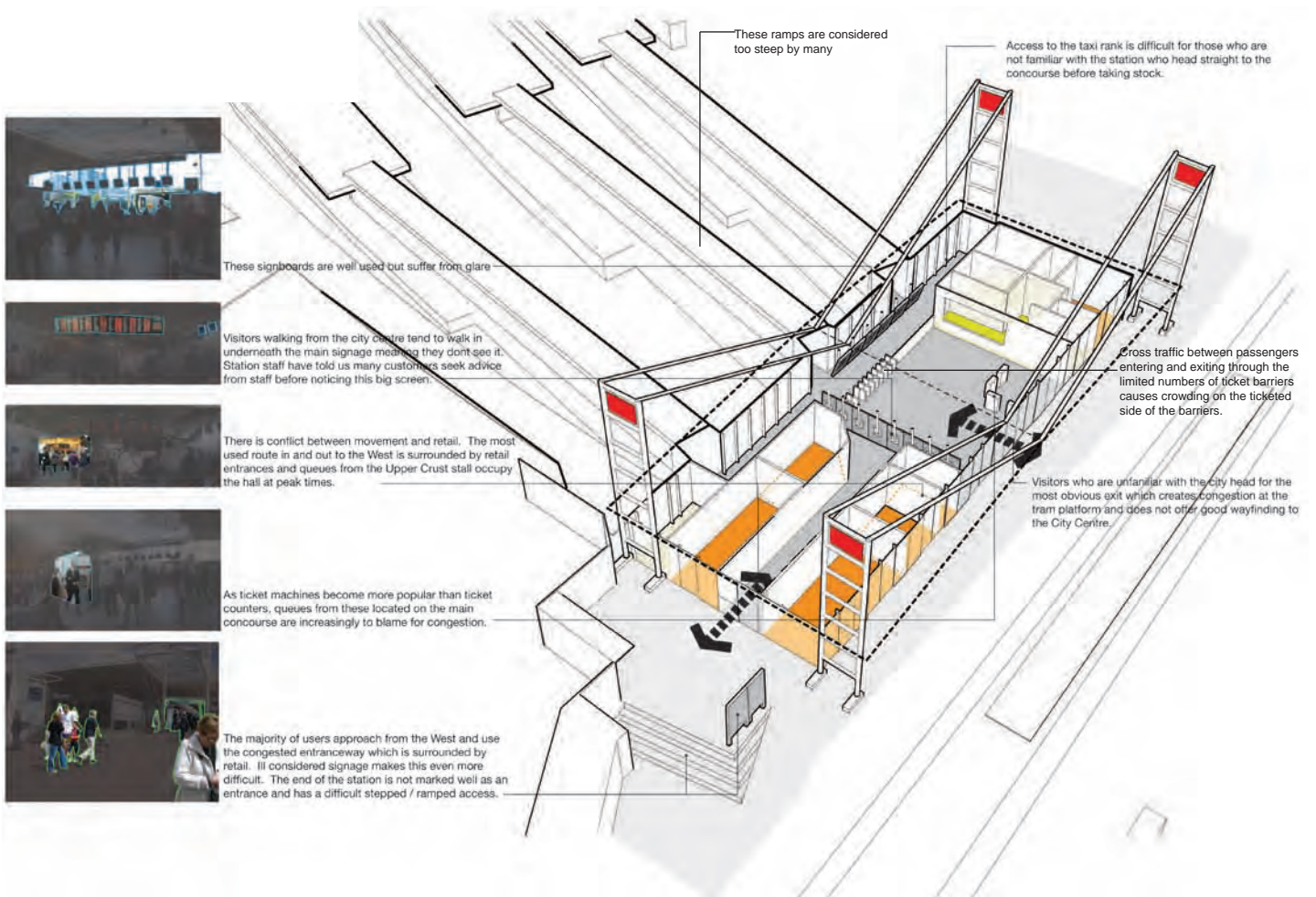
Network Rail
LB Croydon

MANAGEMENT

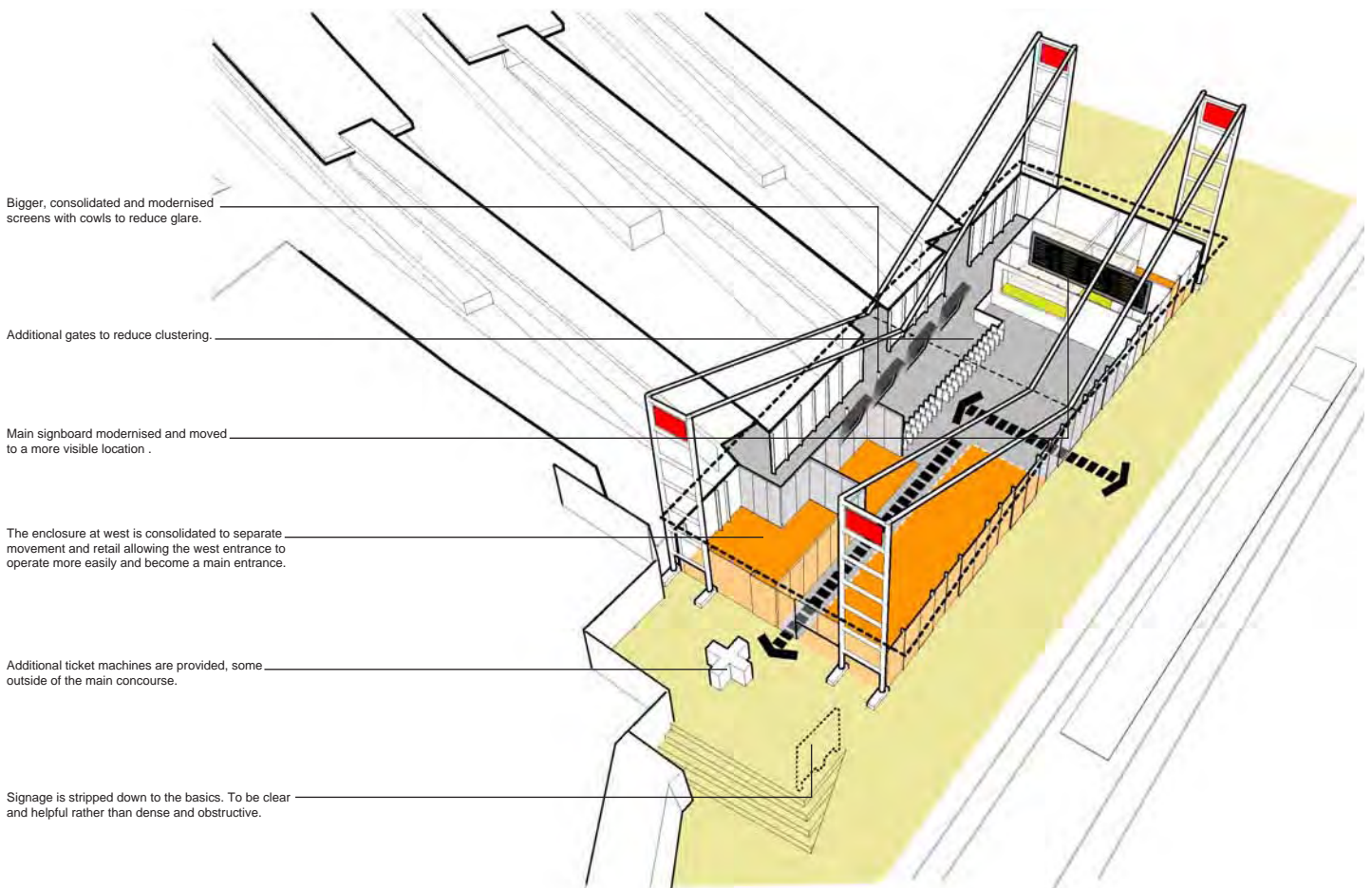
Network Rail



Model view of EC4: Station Upgrade looking north-west (Indicative Only)



Existing Concourse: Health Check



Proposed Concourse: Schematic First Phase (Now)

EC4B STATION UPGRADE - REMODELLING

PHASE: Soon

PRIORITY: Medium to High

TYPE: Transport / Public Realm

OBJECTIVES

- Comprehensive remodelling of the ticket hall following initial decluttering to open up routes / desire lines.

DESCRIPTION

The existing ticket hall is remodelled providing the east-west link. Whilst retail provision on the concourse is now reduced, additional provision from the new buildings on the hitherto vacant site allows the offer to diversify and improve.

This later phase development

of the station would see a newly remodelled ticket office; more ticket machines and an eastern entrance and exit to establish a clear glazed frontispiece to allow better wayfinding to taxis, buses, tram and cycles.

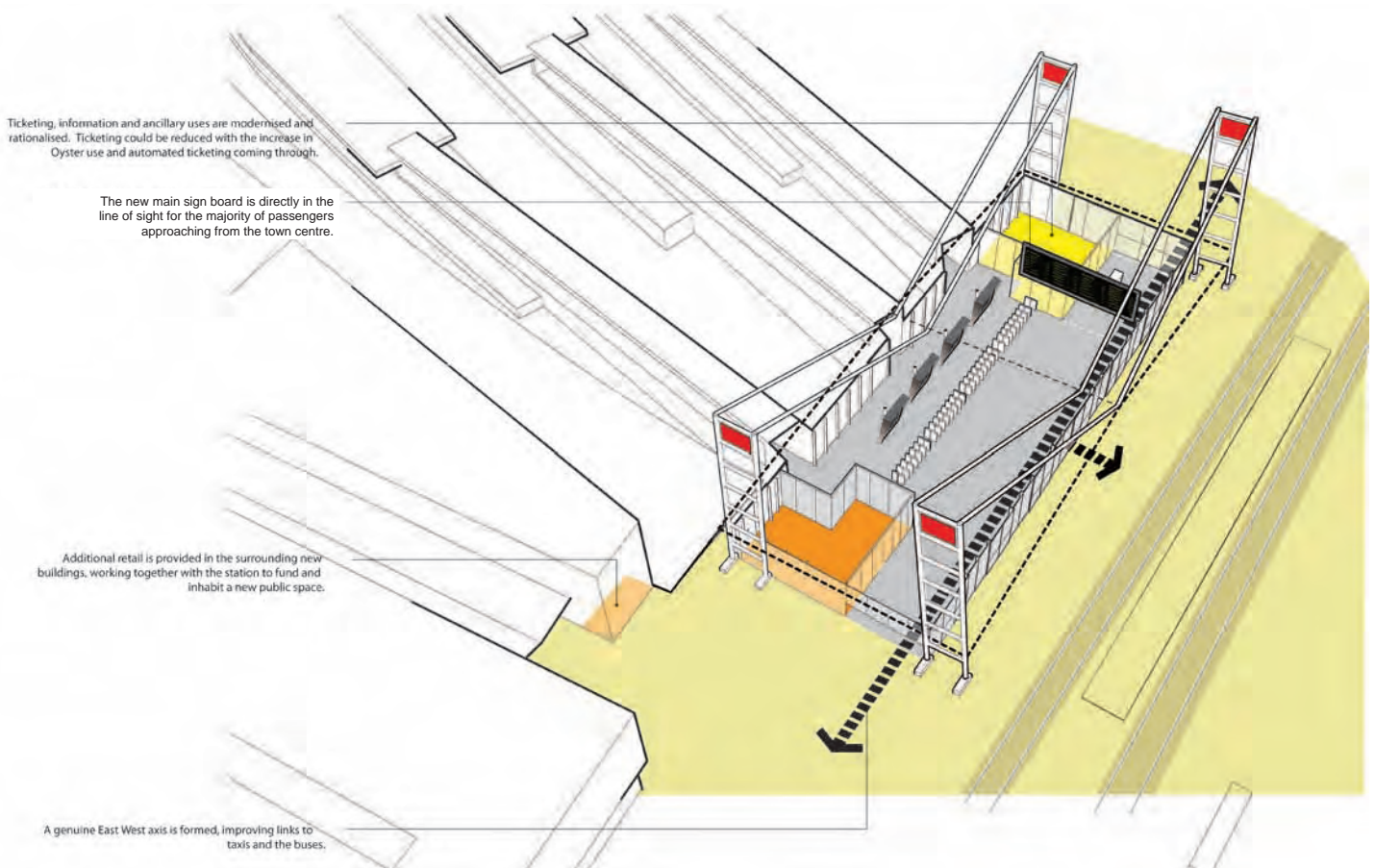
Further discussions will be required with Network Rail to ascertain the potential financial compensation that may be payable to Network Rail for the loss of retail income on the ticket hall. The decluttering of the station ticket hall will benefit all who visit Croydon and use East Croydon station, and hence the financial burden of realising this opportunity should be borne by all of the stakeholders who stand to benefit, such as LB Croydon; Stanhope and Schrodgers, Menta; Network Rail; Terrace Hill; Minerva; Croydon College and CCURV.

Over the longer-term, there is potential for comprehensive redevelopment of the existing

station concourse by extending the concourse deck northwards, setting the concourse back from the tram stop, and providing escalators down to platforms.

PARAMETERS

- The station is to be an extension of interchange square, a fluid environment from inside to outside.
- Obstructive retail to be removed from the existing ticket hall where possible, and re-provided elsewhere if necessary.
- Non-DDA compliant ramps to be improved or replaced as part of longer-term comprehensive redevelopment.
- The existing roof structure forms the covering for the station concourse allowing activity below to flow out into the public realm.
- Should the station concourse be comprehensively redeveloped in the longer-term, incorporation or re-use of the existing light-weight steel structure should be considered.



Proposed Concourse: Schematic First Phase (Soon)

RELATED COMPONENTS

- EC3 East Croydon Square
- EC5 Platform Upgrade
- EC7 Green Platform Canopies

LEAD

Network Rail

DELIVERY PARTNERS

Transport for London

STAKEHOLDERS

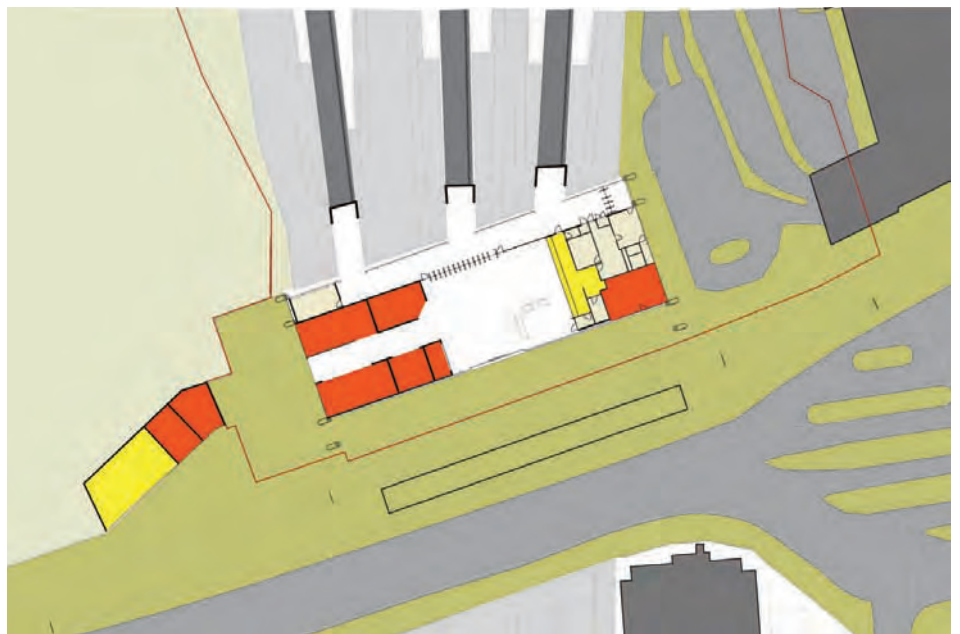
- LB Croydon
- Transport for London
- Train Operating Company

FUNDING

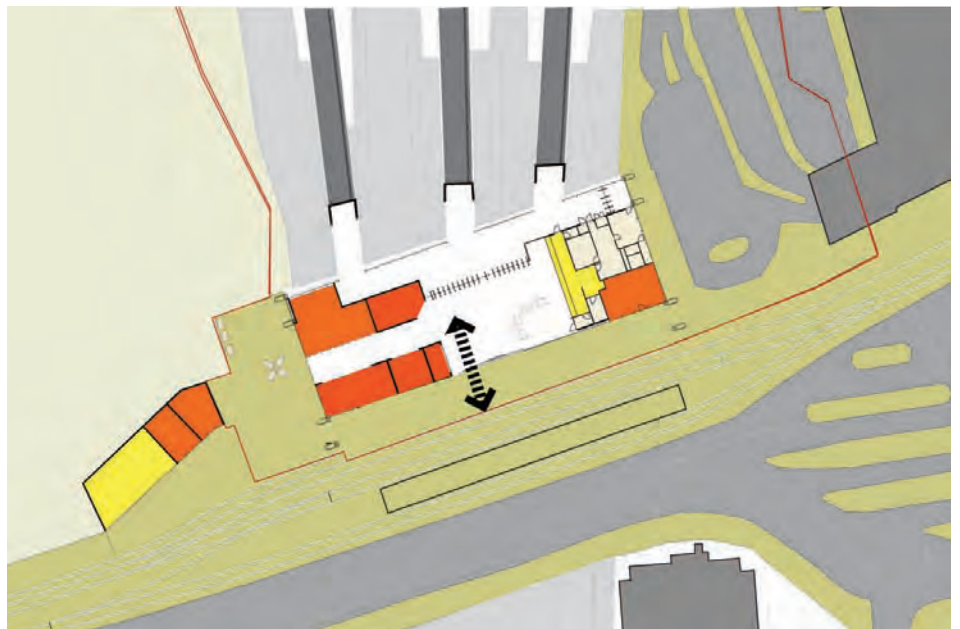
Network Rail

MANAGEMENT

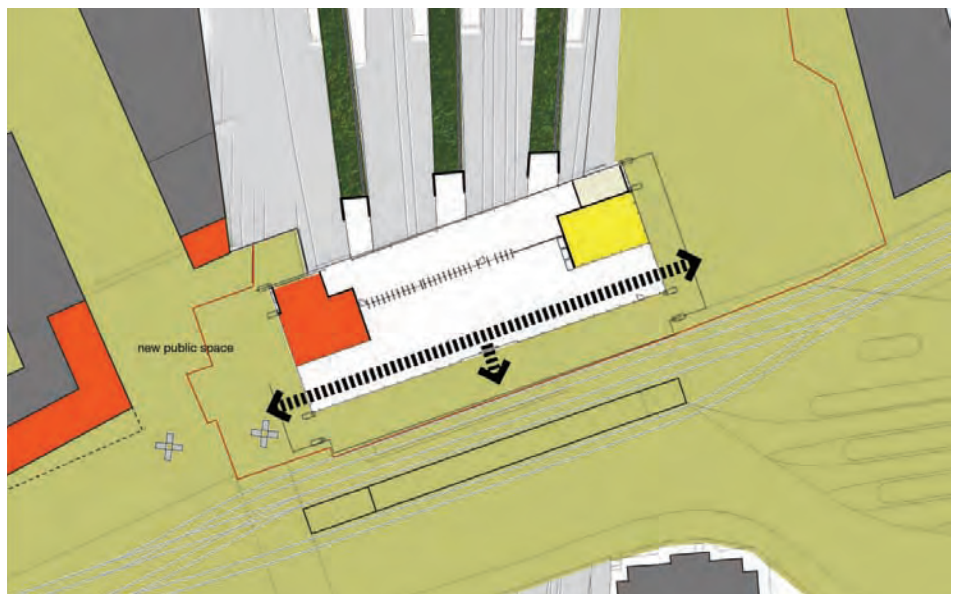
Network Rail



Existing Concourse Plan



Illustrative Concourse Plan (Now)



Illustrative Concourse Plan (Soon)

EC5 PLATFORM UPGRADE

PHASE: Later

PRIORITY: Medium

TYPE: Transport

OBJECTIVES

- Create an enhanced visual and spatial experience with clear wayfinding, transparency and improved lighting.
- Declutter the existing platforms.
- Improve ease of getting on and off trains for passengers with reduced mobility.

DESCRIPTION

The station health check identified an overly cluttered platform environment that could be consolidated with a unified signage, information, advertising and furniture strategy. Retail units could play their part in the overall assembly with unified housings and controlled signage.

PARAMETERS

- Renewal should be undertaken after understanding a holistic architectural approach for East Croydon station rather than ad-hoc alterations.
- Re-development of platforms should integrate and link concourse to the new station bridge.
- Retail areas on platforms to be made more permeable to facilitate passenger movement.
- Address gap between trains and platform level particularly on platforms 1 & 2, for example by platform build-ups in some areas.

RELATED COMPONENTS

- EC1 Station Bridge
- EC4 Station Upgrade
- EC6 A 4 Island, 8 Platform Station

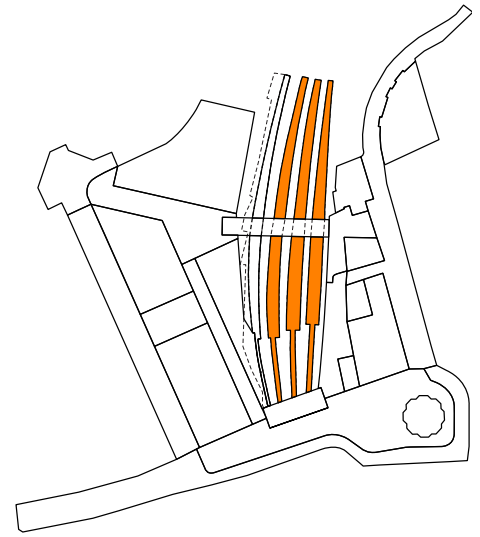
LEAD

Network Rail

STAKEHOLDERS
LB Croydon
Train Operating Company

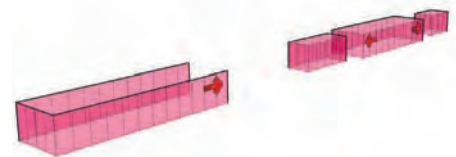
FUNDING
Network Rail

MANAGEMENT
Network Rail



MAKING THE ENCLOSURES WORK HARDER

At present, the station enclosures only work to solve their own brief as advertisement or concealment. By making them the vessel for advertising vitrines, the necessary task of raising revenue by advertising is accomplished without the many standalone vitrines around the platform which cause obstruction. By placing the vitrines behind the glass, they are easily accessed for replacement of posters yet are protected from tampering.



RATIONALISING AND BRANDING THE ENCLOSURES

Whilst each enclosure has a different task to fulfill, there's no reason why they can't all be simplified and made to look alike, to reduce the number of messages the first time visitor needs to process. By unifying them in colour, we can start to 'brand' the individual platforms in different shades to help wayfinding, as well as adding super-sized graphics to the newly smooth surfaces which aren't cluttered up by frames.



MODERNISING AND REGULARISING INFORMATION

At the moment, train information is provided by outdated boards which can only display one type of information. Different types of information are shown in centralised but irregular locations, leading to people gathering together at platform crossing points.

New boards, arranged at regular intervals can help to resolve this in such a way that even a first time visitor can find their next train without going back to concourse level.



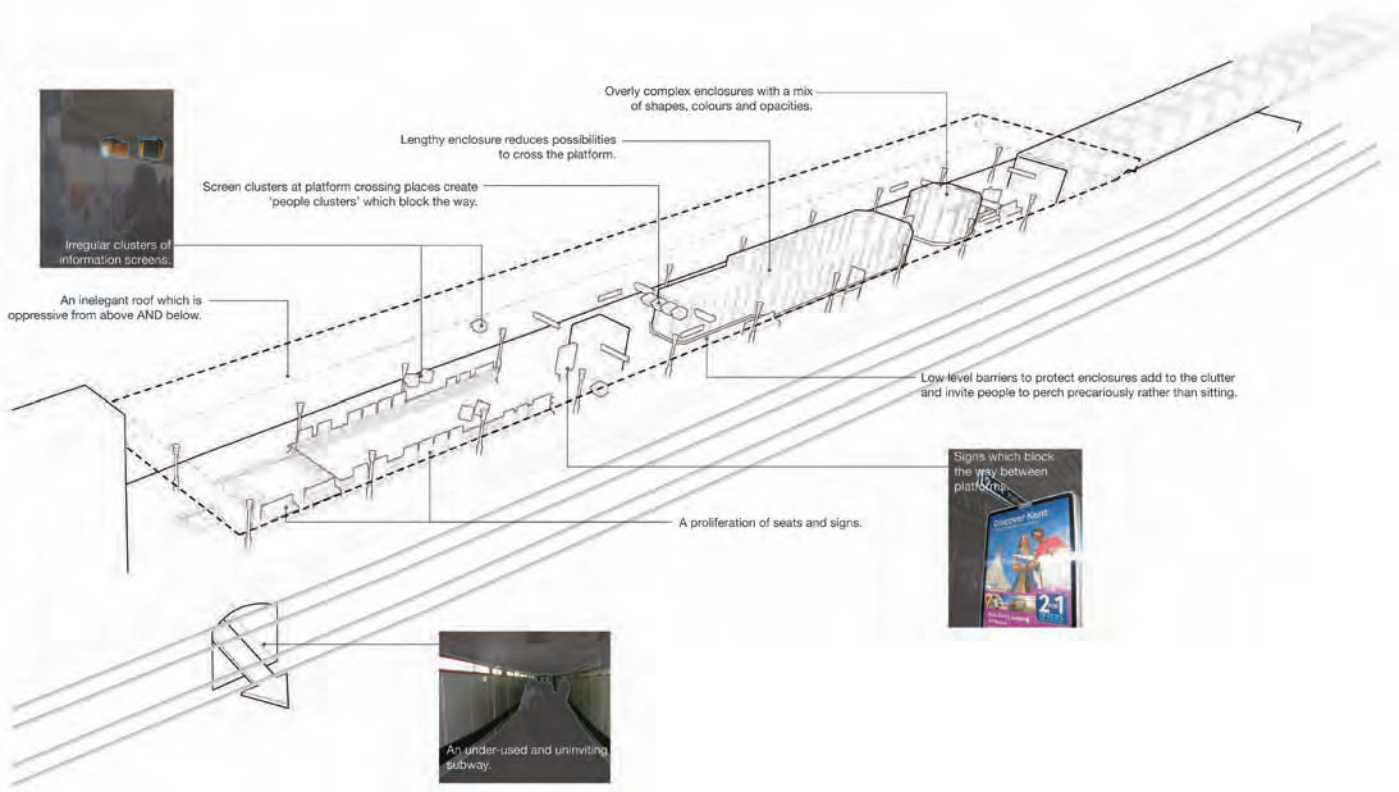
MAKING THE BENCHES WORK HARDER

Some signage, the sort that needs to be big and bold, could be cross programmed with the benches, reducing one layer of clutter on the station. Also, instead of providing low level rails to protect the glass enclosures from trolleys, why not use a functional bench instead?

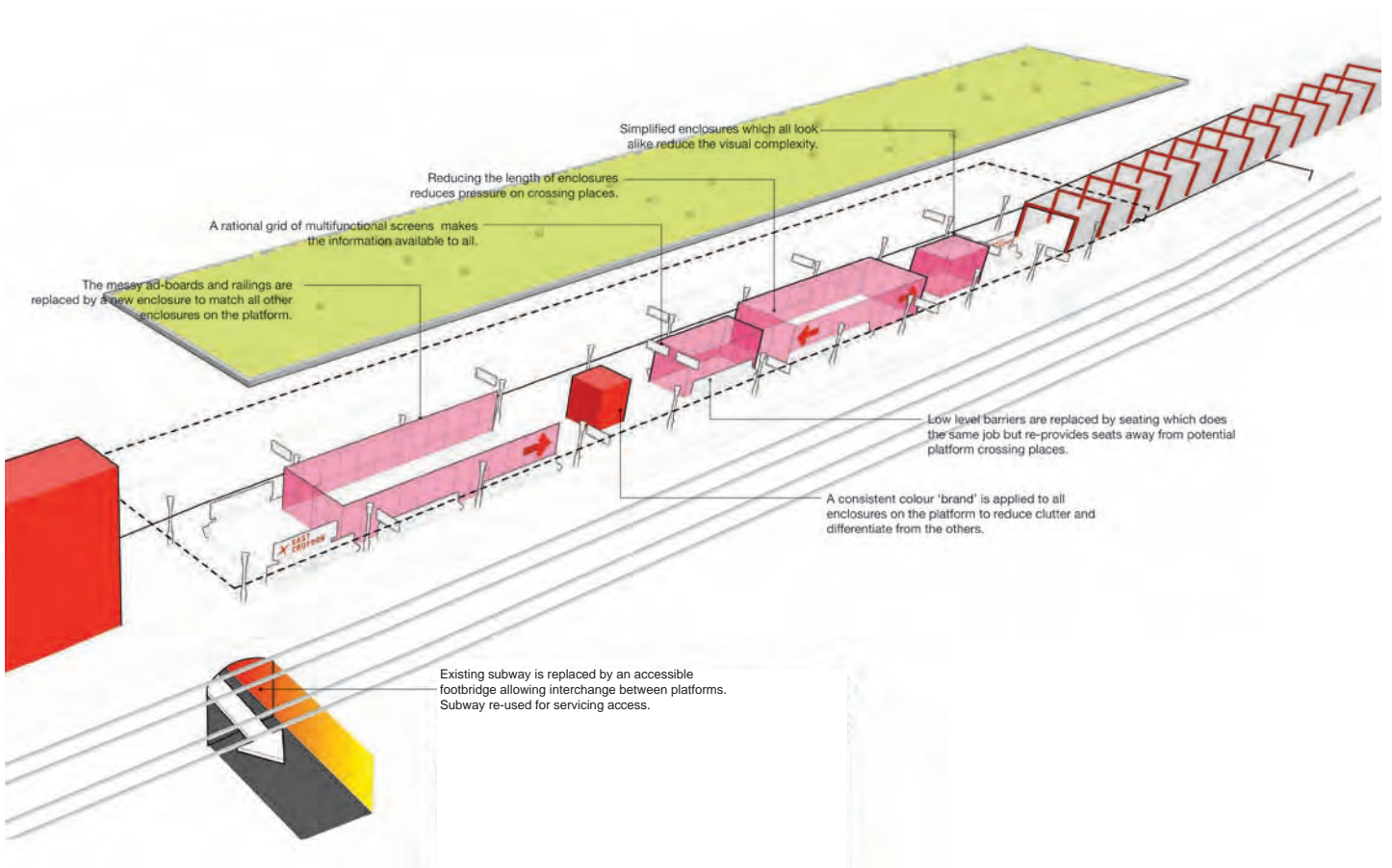


- Retail / Operational
- Wayfinding
- Signage
- Seating

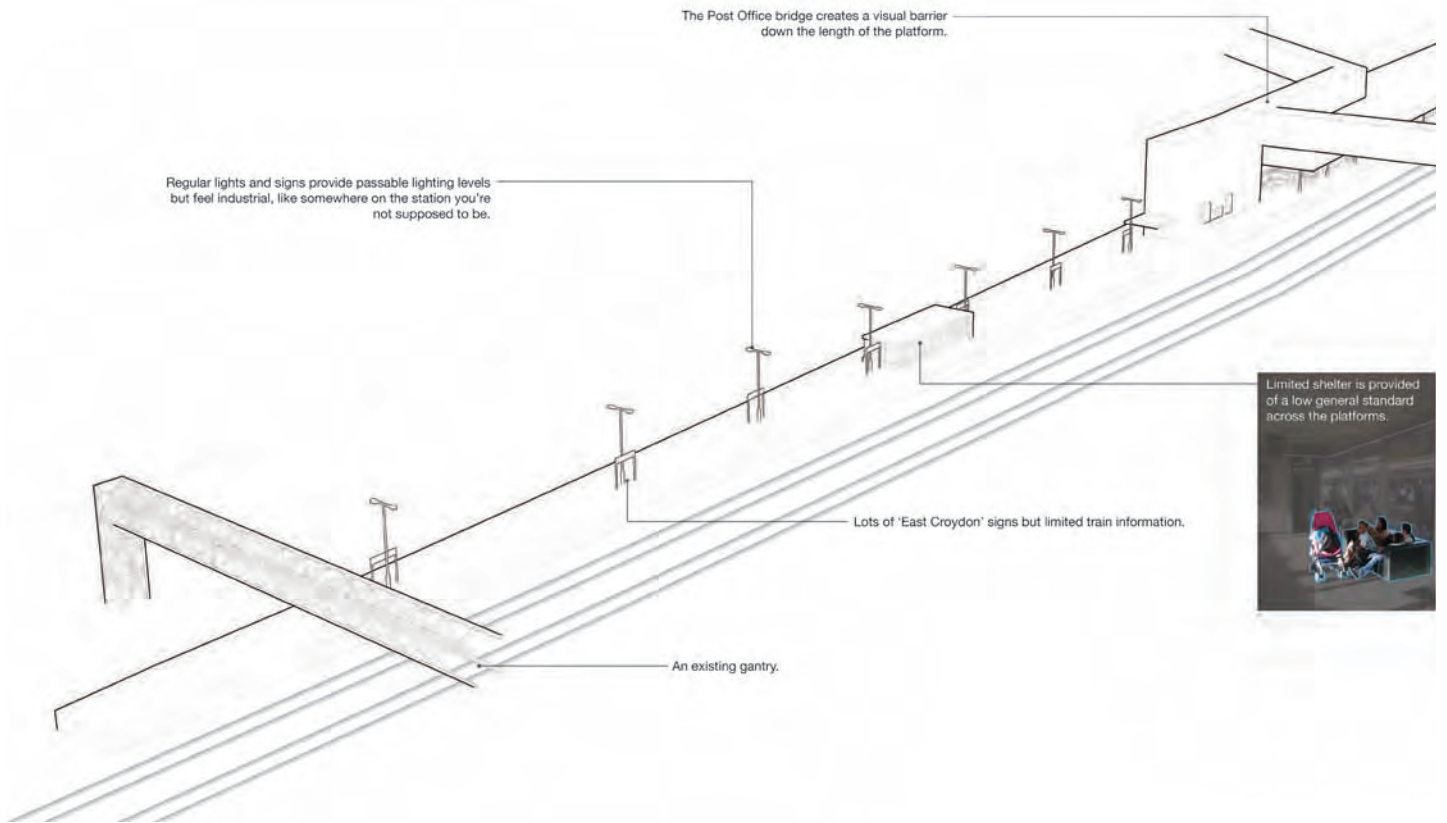
Diagram showing the clutter on the existing platforms



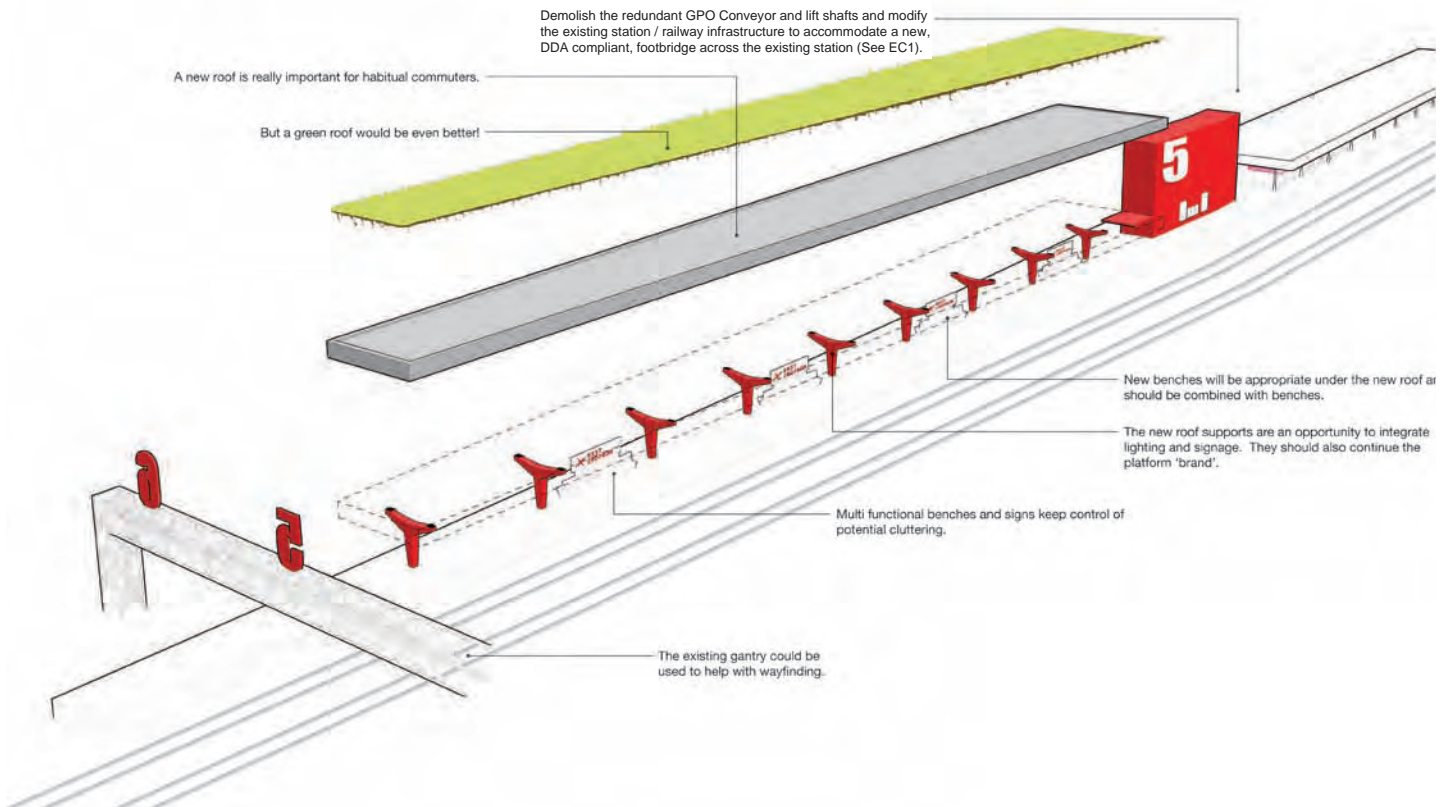
Existing Platform Layout: South End



Proposed layout at southern end of platforms



Existing Platform Layout: North End



Potential additional green canopies to northern end of Platforms

EC6 A 4 ISLAND, 8 PLATFORM STATION

PHASE: Later

PRIORITY: Low to Medium

TYPE: Transport

OBJECTIVES

- A four island, eight platform station

DESCRIPTION

Network Rail have a long term aspiration to provide an 8 track, 4 island platform at East Croydon station as set down in the Brighton Main Line Route Utilisation Strategy, February 2006.

The masterplan safeguards this future operational requirement and the alternative 7 track enhancement with 3 island platforms and a single sided platform which may also be employed in the future.

Network Rail have articulated the eight stages of trackworks required to achieve the 4 island, 8 platform Station. These are shown overleaf.

PARAMETERS

- Passive provision for lift locations and headroom must be integrated into the design of the station bridge.
- Passive provision for structural spans of the new bridge to allow for the new platform.
- Study to determine whether works would be required to modify George St bridge in order to deliver 4th island platform.

RELATED COMPONENTS

- EC1 Station Bridge
- EC4B Station Upgrade: Remodelling
- EC5 Platform Upgrade
- EC7 Green Platform Canopies
- EC15 Ruskin Square Commercial

LEAD: Network Rail

STAKEHOLDERS

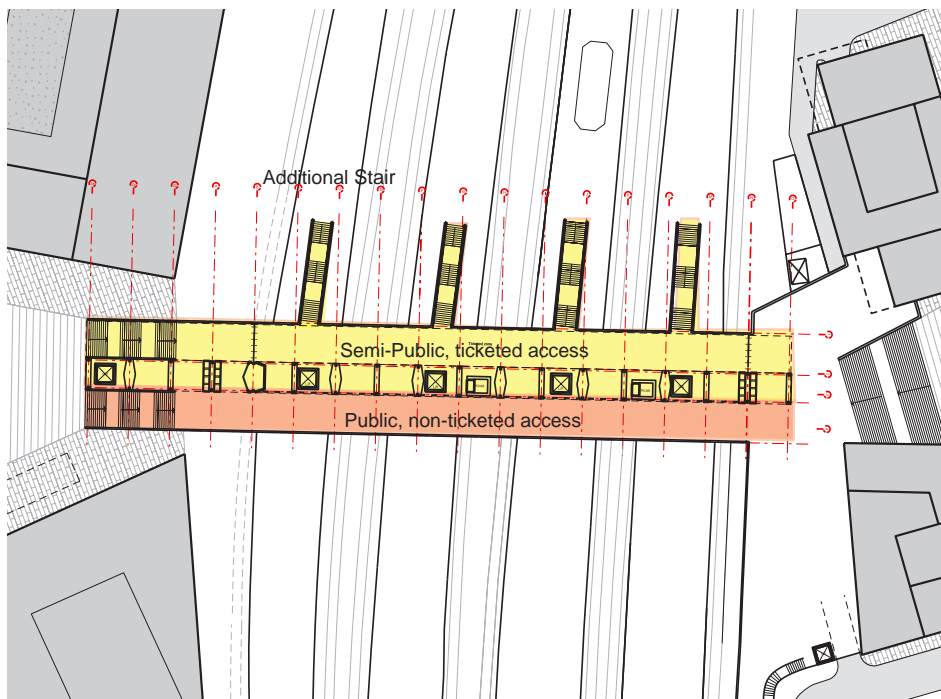
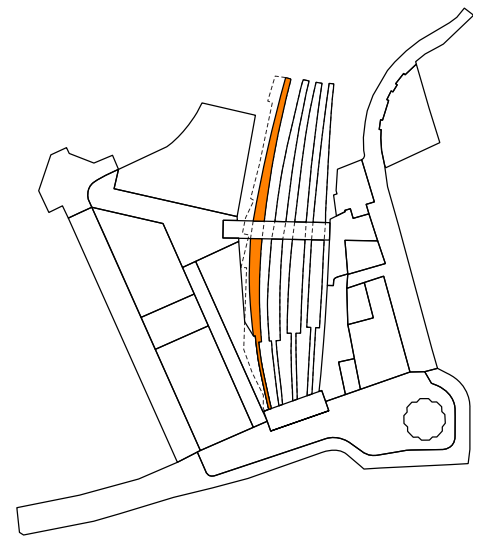
- LB Croydon
- Stanhope and Schroders
- Train Operating Company

FUNDING

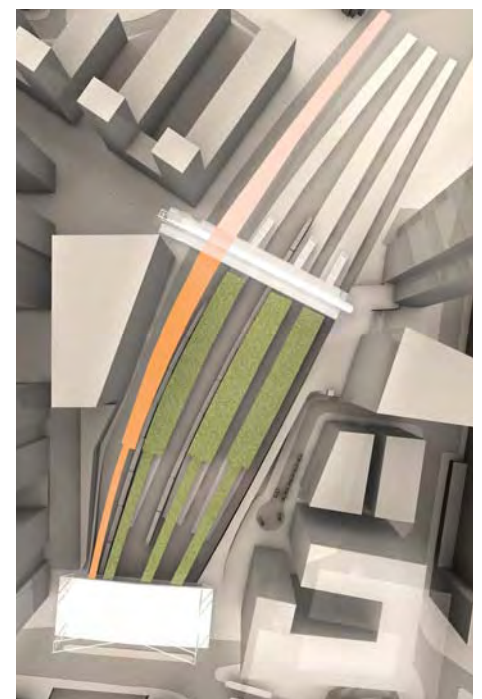
Network Rail

MANAGEMENT

Network Rail

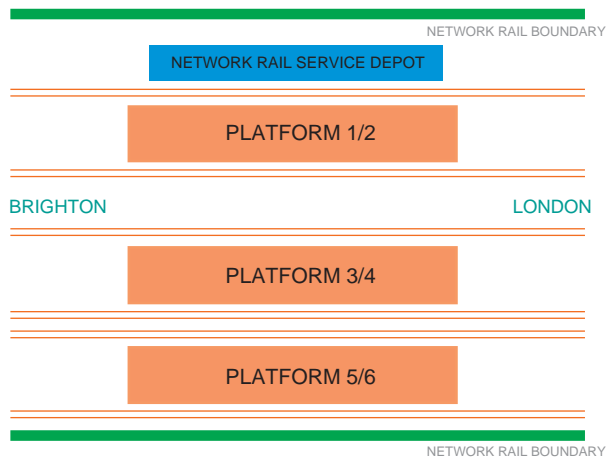


Plan showing how the new station bridge could be retrofitted to service the 4th island

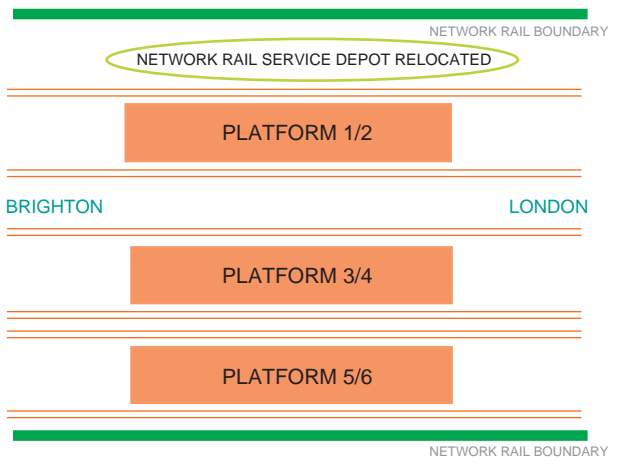


Model view of EC6: 4th Island from above (Indicative Only)

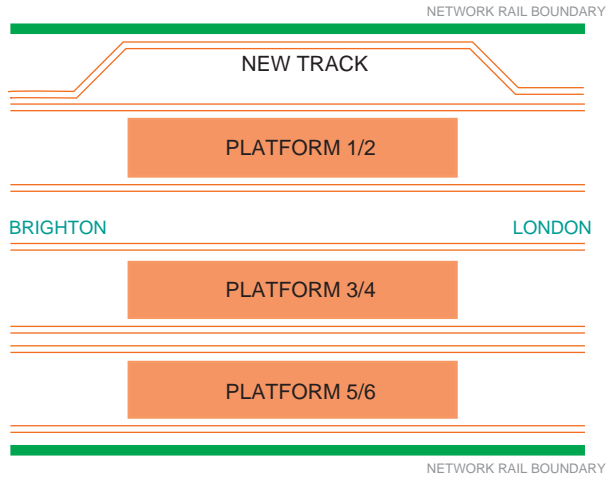
Stage 1: Relocate the Network Rail Maintenance Depot



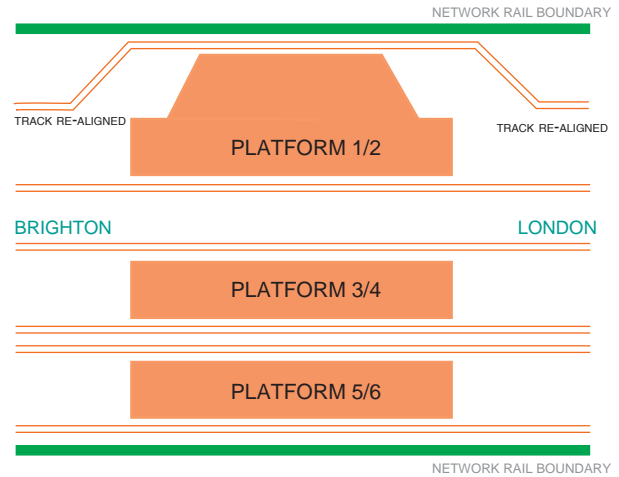
Stage 2: Maintenance Depot relocated and its area cleared



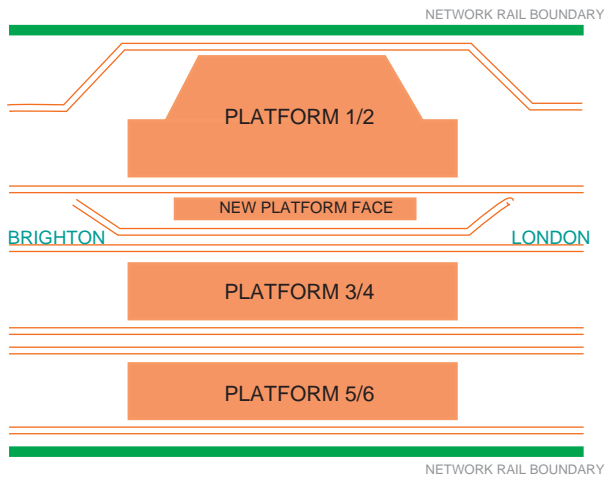
Stage 3: Create a new platform face and new track to the West



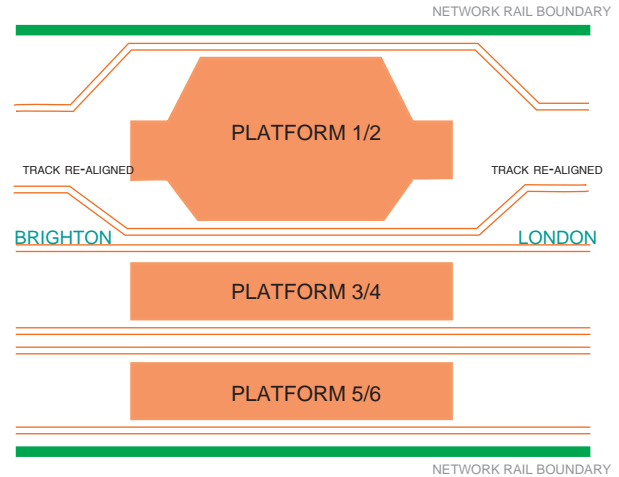
Stage 4: Re-align new track; remove old track; create enlarged platform



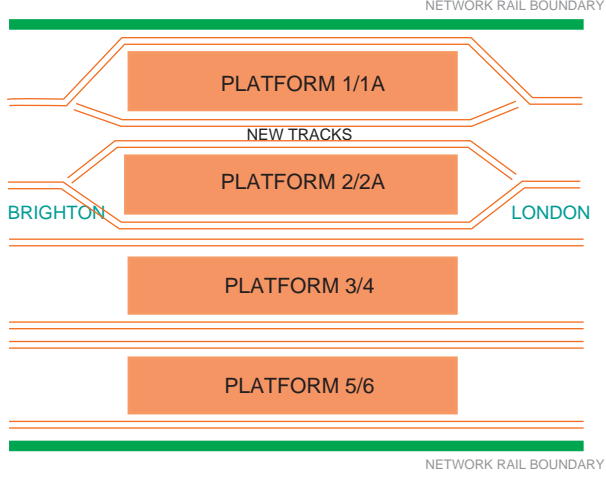
Stage 5: Create new platform face and new track to the East



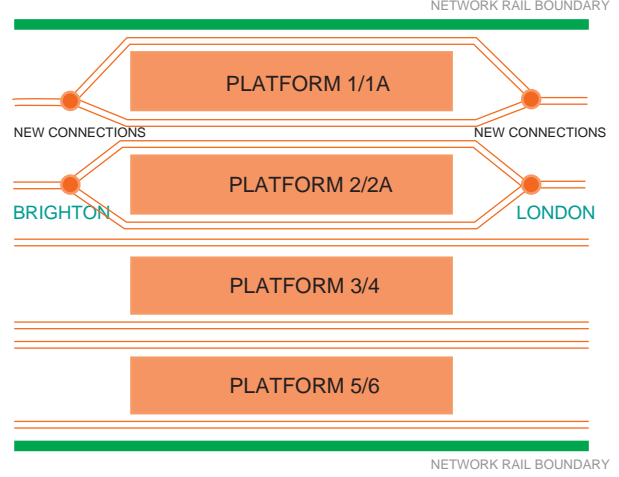
Stage 6: Connect new track; remove old track; further enlarge new platform



Stage 7: Split platform to create two new islands and insert new tracks



Stage 8: Connect the new tracks



EC7 GREEN PLATFORM CANOPIES

PHASE: Later

PRIORITY: Low

TYPE: Social Infrastructure / Transport

OBJECTIVES

- Replace existing (south) canopies between the new bridge and concourse.
- To add visual and ecological amenity to the station roofs which are highly visible from the surrounding public realm and proposed high density, high rise development.

DESCRIPTION

For many office workers and residential dwellers, the station will be the equivalent of a giant square upon which to gaze. The current station roofs look terrible. The roofs will inevitably have to be replaced one day. It is in everyone's interest that when this happens they can fulfil their full ecological potential. Green roofs are one way of transforming this situation at the same time bringing much needed vegetation to Central Croydon. A piece of countryside in the city!

PARAMETERS

- The existing canopy structure is not suitable for retrofitting a green roof design.
- Vegetation to be maximised through soft landscaping of green roofs.
- A new deeper roof structure with integrated irrigation systems and access ladders for maintenance.
- Existing drainage services should be adequate as green roofs focus on water retention. A survey should be carried out to determine their capacity.
- Management and maintenance to be carefully considered and

integrated into the design of the green platform canopies.

- Allow for access to future fourth island platform from Southern Concourse.

RELATED COMPONENTS

EC1 Station Bridge

EC4A Station Upgrade: Decluttering

EC4B Station Upgrade: Remodelling

EC5 Platform Upgrade

EC6 A 4 Island, 8 Platform Station

EC8 Billinton Hill

And those gaining visual amenity:

EC15 Ruskin Square Commercial

EC16 Ruskin Square Residential

EC17 Plot A

EC18 Plot B

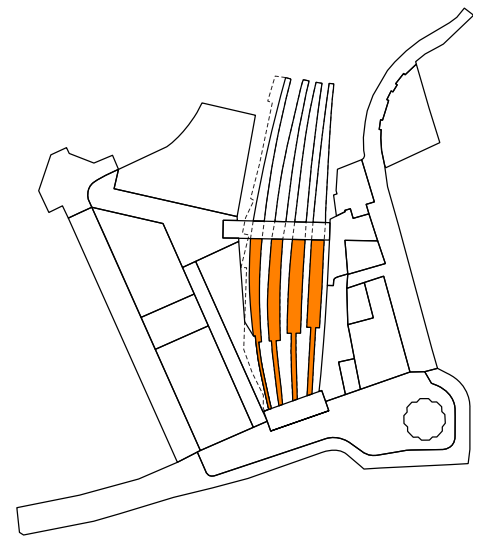
EC19 Plot D

EC20 Plot C

EC21 Royal Mail Site

EC22 Network Rail Site

LEAD: Network Rail



DELIVERY PARTNERS / FUNDING

LB Croydon

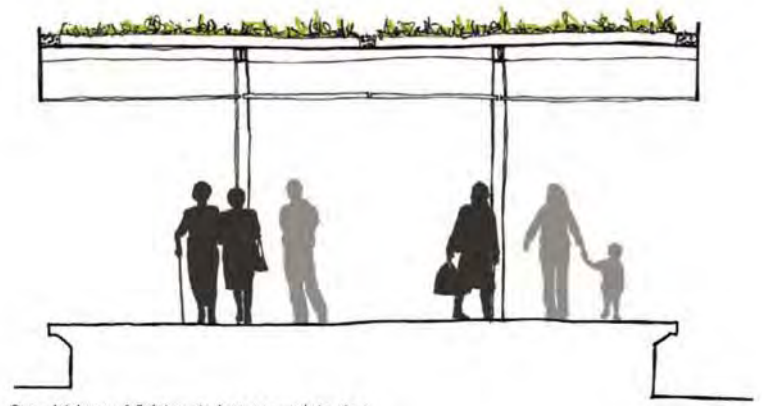
STAKEHOLDERS

LB Croydon

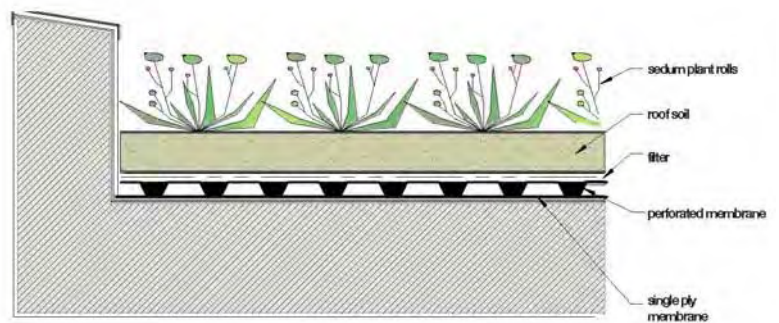
Train Operating Company

MANAGEMENT

Network Rail



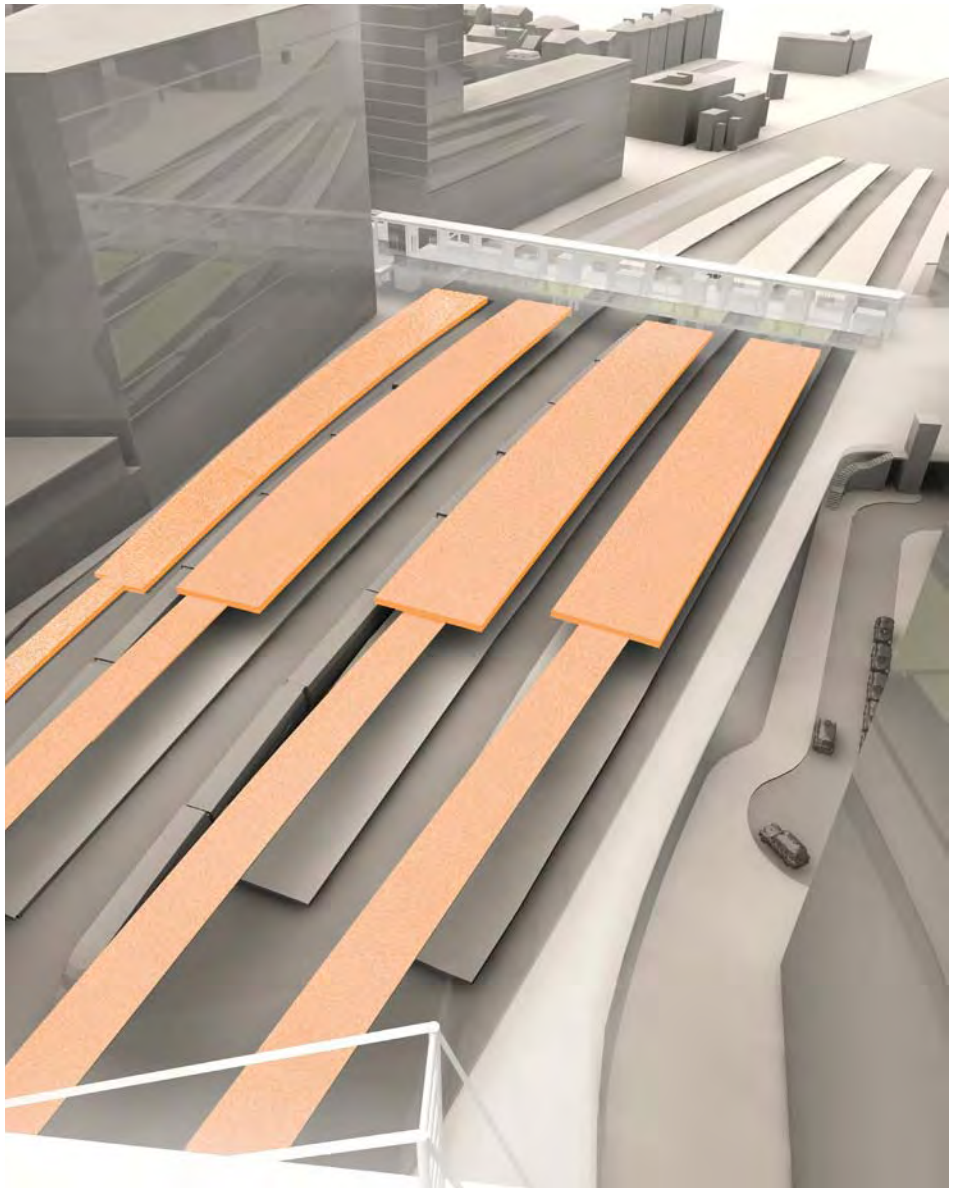
Completely new fully integrated canopy and structure.



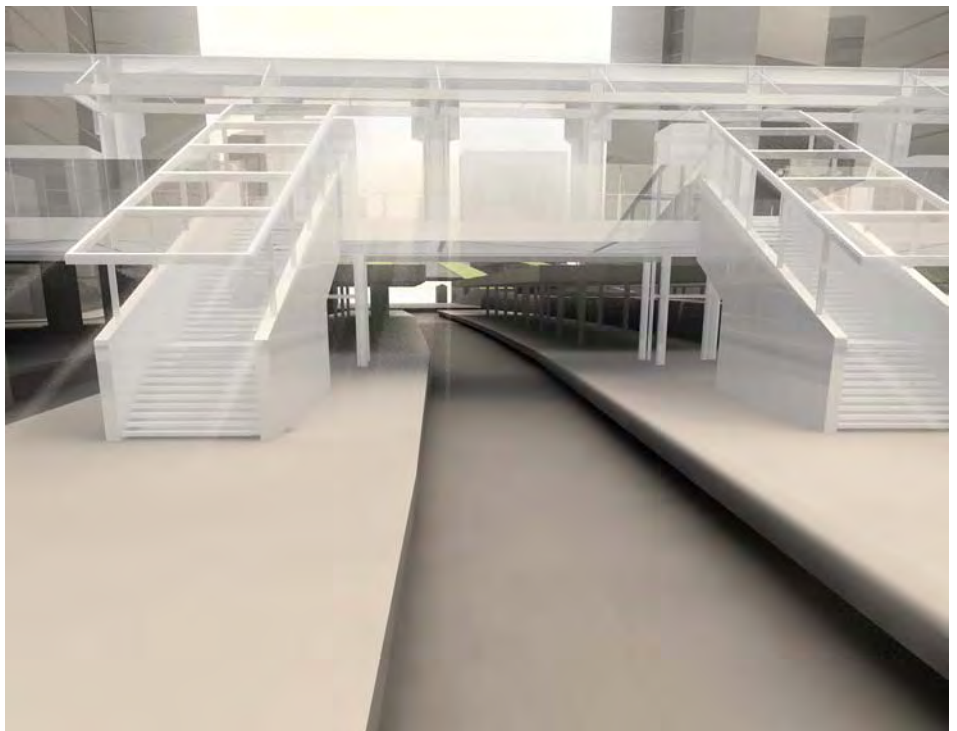
Indicative Section of Green Platform Canopy



Examples of green roofs and stations



Model view of EC7: Green Platform Canopies looking north (Indicative Only)



Model view of EC7: Green Platform Canopies looking south (Indicative Only)

EC8 BILLINTON HILL

PHASE: Soon

PRIORITY: High

TYPE: Public Realm / Transport

OBJECTIVES

- To provide level access between the existing station concourse and new footbridge, more efficient Taxi and Kiss & Ride arrangements.
- Offer an alternative to the existing steep, unrelieved ramps to platforms.
- Provide a sheltered and secure bike store utilising the level change to create a new bicycle hub incorporating a bike hire / repair facility, and 150 cycle parking spaces subject to demand analysis and operational assessment
- Retain easy access to a taxi facility in close proximity to the station, but create space and allow the station to breathe.
- Reprovide a covered storage area for Network Rail / Southern and servicing for platform retail.
- Reduce the impact of the noisy station edge for the benefit of the development plots to the east.
- Integrate Cherry Orchard Steps seamlessly into the new station bridge and create a setting for social interaction outside EC20.

DESCRIPTION

Transformation of the poor quality environment on Billinton Hill into a seamless interchange space, with a rationalised Taxi and Kiss & Ride layout, and new high quality surfacing. A new walkway structure will be provided adjacent to platform 6 giving level access between the existing station concourse and East Croydon Footbridge (EC01), which are at the same level. A cycle hub including secure parking and repair facilities will be provided underneath the walkway. Stairs

and a lift to also be provided at the north end of Billinton Hill to give access to the terrace level.

PARAMETERS

- Resolve level change between the walkway and slope of Billinton Hill with usable public realm such as a folded plane of steps / seating.
- Cycle facilities to be provided underneath the walkway (head-room is approximately 6 metres at maximum).
- Balustrades on both sides should be designed to complement the design of the Bridge.
- Vegetation to be maximised through maintaining or replacing, and enhancing soft landscaping and tree planting.
- Ensure positioning of trees does not obstruct pedestrian flows.
- Developments to the east of the railway would be expected to contribute towards improvements to Billinton Hill, including level access to the Bridge, cycle facilities, and a rationalisation of the road layout.
- It is envisaged that the relocation of kiss & ride and taxi drop-off to Cherry Orchard Road, and new taxi turnaround on Billinton Hill, would be delivered in association with the redevelopment of the Royal Mail site (EC21).

RELATED COMPONENTS

- EC1 Station Bridge
- EC9 Cherry Orchard Steps
- EC17 Plot A
- EC18 Plot B
- EC20 Plot C
- EC21 Royal Mail Site
- EC22 Network Rail Site

LEAD

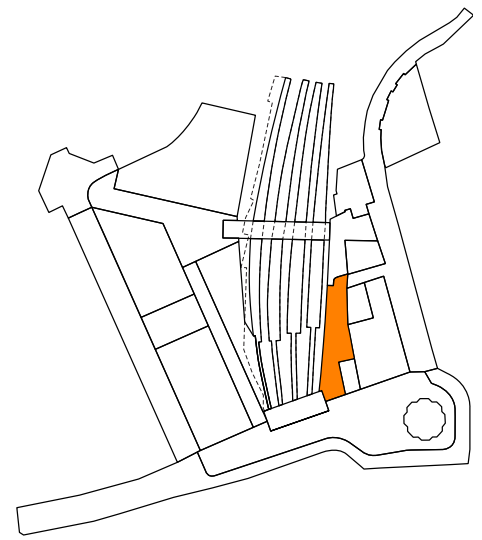
LB Croydon

DELIVERY PARTNERS

Network Rail
Royal Mail
Menta

STAKEHOLDERS

Network Rail



Royal Mail
Menta
Transport for London
Train Operating Company

FUNDING

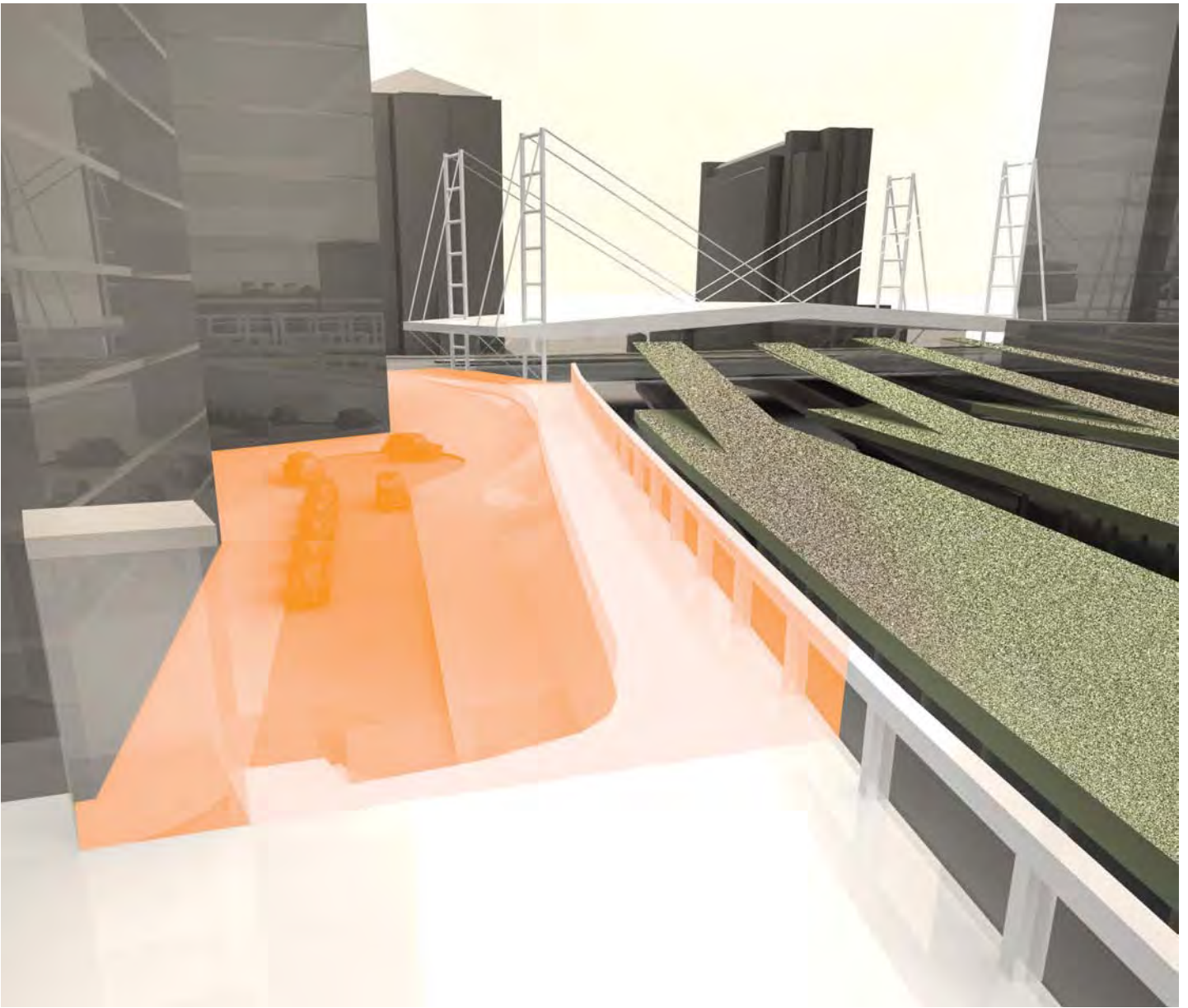
Network Rail
Transport for London
LB Croydon

MANAGEMENT

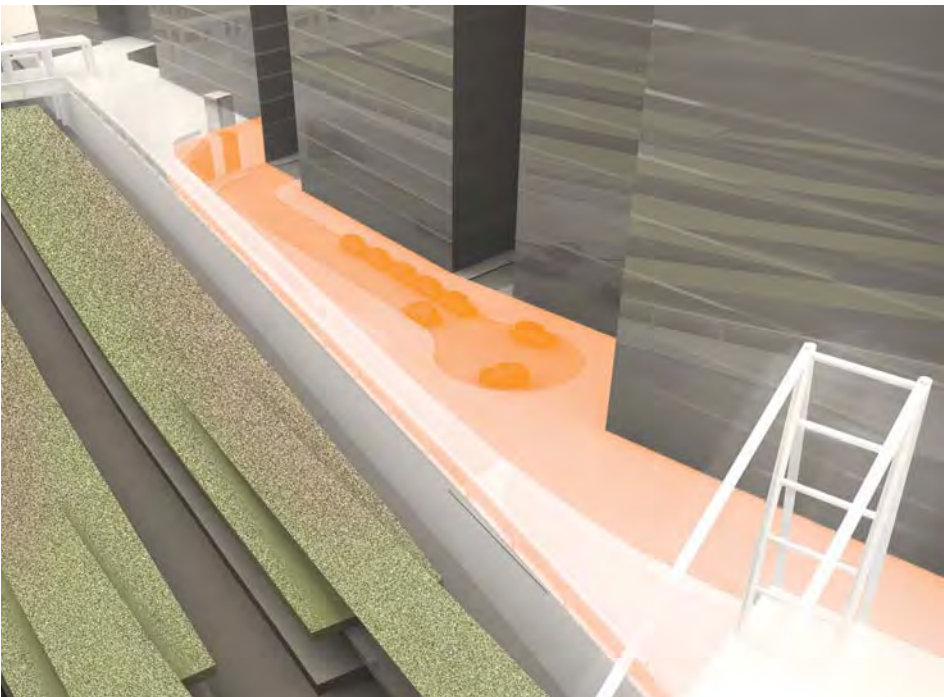
Network Rail
LB Croydon



The High Line, New York



Model view of EC8: Billinton Hill looking south from the raised terrace (EC9) (Indicative Only)



Model view of EC8: Billinton Hill looking north east (Indicative Only)



EC9 CHERRY ORCHARD STEPS

PHASE: Soon

PRIORITY: High

TYPE: Public Realm

OBJECTIVES

- To deliver a direct east-west connection from Wellesley Road to Cherry Orchard road.
- To frame the view of the new station bridge from the street.
- To create a generous and striking entrance to the Menta Cherry Orchard Road Development.
- To create DDA compliant access from Cherry Orchard Road to the new station bridge.

DESCRIPTION

A linear route with lift and stepped access will run through the new development.

A grand stair / concourse will create memorable entrance to the development - a moment of ascension; A transitional moment between the very public domain of the station and the high quality Plot A and B environments. It will also bring nobility and breathing space to the otherwise quite challenging 7 metre climb between two tall buildings bringing station users up from Cherry Orchard Road to the level of the new station bridge. Allows Plot B to spill out onto upper terrace level.

PARAMETERS

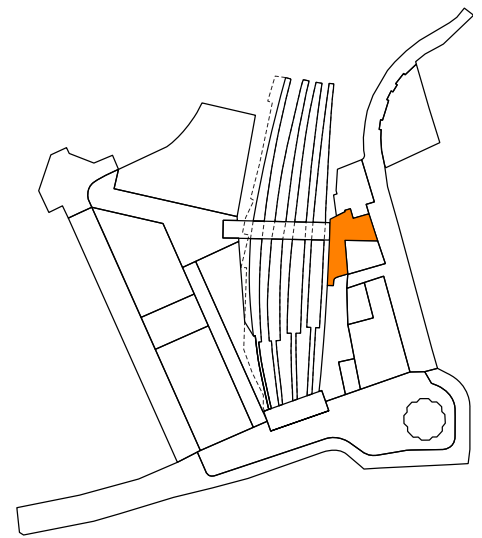
- Provision of generously proportioned steps with large landings allowing secondary uses, in addition to two clearly visible publicly accessible lifts.
- The width of the stairs is formed by the residual space between two potentially tall buildings. Environmental impact testing

should be carried out to determine what measures need to be introduced to ensure the steps and terrace are comfortable environments.

- Design of steps to ensure safety in all weather conditions.
- Animation of the space through generous ground floor commercial spaces will be delivered to underpin the vitality of the new connection.
- Re-provision of National Rail servicing facilities under steps and existing building re-roofed by Plot B entrance.
- Vegetation to be maximised through maintaining or replacing, and enhancing soft landscaping and tree planting. Any tree planting on plinth areas to be provided by engineering tree-pits / raised planters.

RELATED COMPONENTS

- EC1 Station Bridge
- EC8 Billinton Hill
- EC17 Plot A
- EC18 Plot B
- EC19 Plot D



LEAD: Menta

DELIVERY PARTNERS

LB Croydon
Network Rail

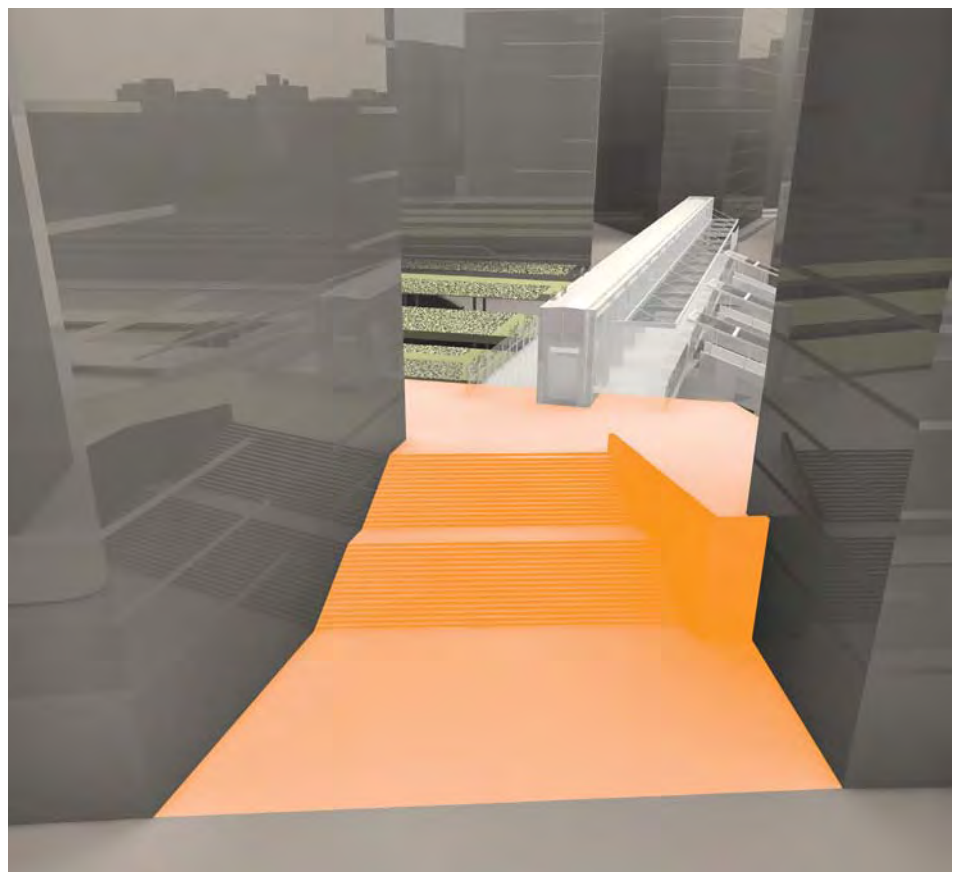
STAKEHOLDERS

LB Croydon
Network Rail

FUNDING: Menta

MANAGEMENT

Menta



Model View of Cherry Orchard Steps looking west (Indicative Only)

EC10 RUSKIN WALK

PHASE: Later

PRIORITY: Medium

TYPE: Public Realm

OBJECTIVES

- A crucial north-south pedestrian link that will complete the loop of public realm around the station.

DESCRIPTION

A crucial north south pedestrian link in between the large scale commercial developments of Ruskin Square. Provides alternative route to Dingwall Road North from East Croydon Station

PARAMETERS

- Connection between East Croydon Square and Lansdowne walk.
- Steps down to Ruskin Square and integrated lift to ensure inclusive access.

- Design of steps to ensure safety in all weather conditions.
- High level of animation with possibility of station related retail.
- Vegetation to be maximised through maintaining or replacing, and enhancing soft landscaping and tree planting. Any tree planting on plinth areas to be provided by engineering tree-pits / raised planters.

RELATED COMPONENTS

- EC4 Station Upgrade
- EC11 Ruskin Square
- EC15 Ruskin Square Commercial
- EC16 Ruskin Square Residential

LEAD: Stanhope and Schroders

STAKEHOLDERS

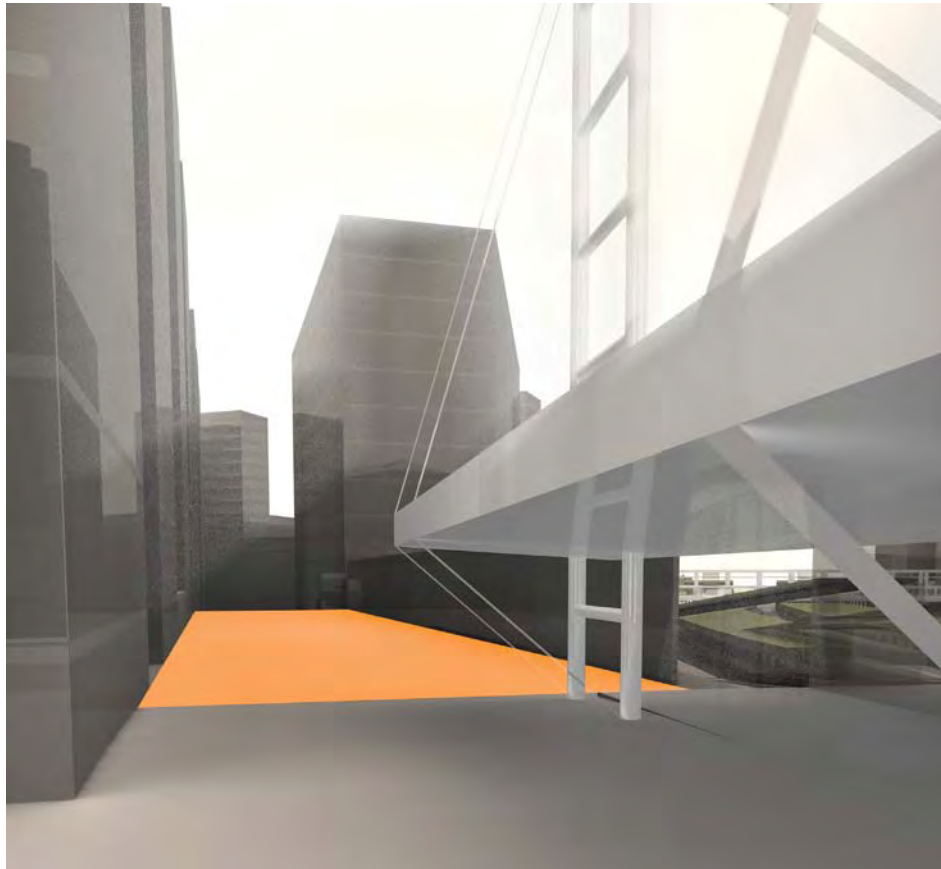
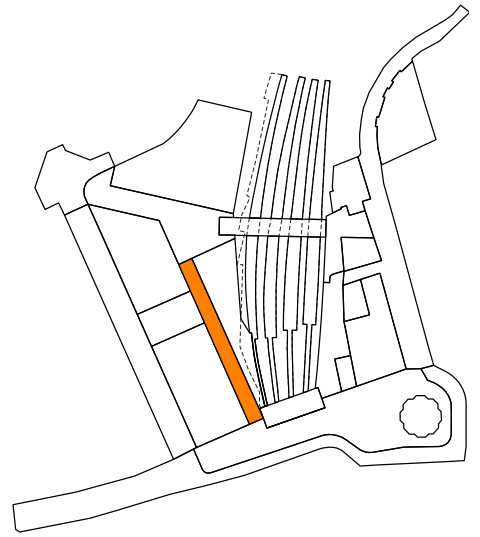
LB Croydon

FUNDING

Stanhope and Schroders

MANAGEMENT

Stanhope and Schroders



Model View of Ruskin Walk looking north (Indicative Only)



More London, Southwark

EC11 RUSKIN SQUARE

PHASE: Soon

PRIORITY: Medium

TYPE: Public Realm

OBJECTIVES

- To create a central focus to the Ruskin Square development;
- To deliver a new square for Croydon.

DESCRIPTION

A new square for Croydon at the heart of the Ruskin Square development and at a crucial criss-crossing of paths across the site.

PARAMETERS

- The size of Ruskin Square should relate to the scale of adjacent development
- The square's orientation and scale of the surrounding development means that half of the square may be permanently in shade. It is recommended that this is considered in the detailed design and that any seating or soft green space is located on the sunny side closer to Dingwall Road.
- Vegetation to be maximised through maintaining or replacing, and enhancing soft landscaping and tree planting
- Given the uniformity of the surrounding buildings, it could be interesting to consider a more organic design for the square
- The square needs to be designed to host a whole variety of lunchtime, evening and weekend events.

RELATED COMPONENTS

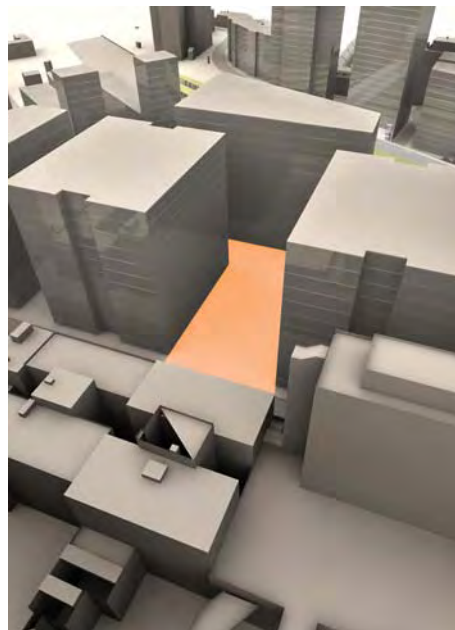
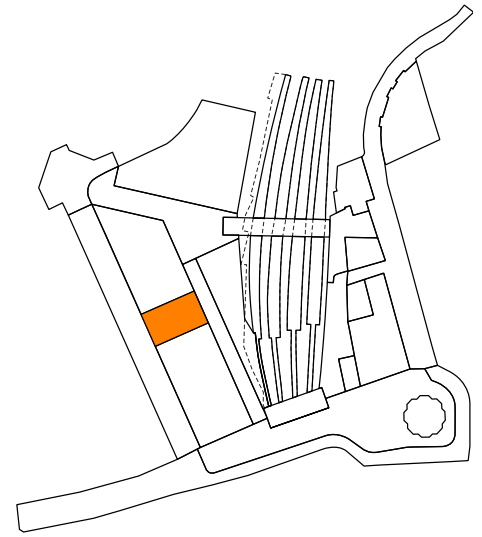
- EC10 Ruskin Walk
- EC12 Dingwall Road
- EC15 Ruskin Square Commercial
- EC16 Ruskin Square Residential

LEAD
Stanhope and Schrodgers

STAKEHOLDERS
LB Croydon
The Warehouse Theatre

FUNDING
Stanhope and Schrodgers

MANAGEMENT
Stanhope and Schrodgers



Model View of Ruskin Square looking east (Indicative Only)



More London, Southwark



Bishops Square, Spitalfields

EC12A DINGWALL ROAD - NORTH

PHASE: Now

PRIORITY: High

TYPE: Public Realm

OBJECTIVES

- Improve pedestrian and cycling connections between the new East Croydon Footbridge and central Croydon, along Lansdowne Road.
- Transform the junction of Dingwall Road and Lansdowne Road into a pedestrian-friendly open space.
- Improve public transport interchange by introducing facilities in the vicinity of the western entrance to the new East Croydon Footbridge.

DESCRIPTION

The junction of Dingwall Road and Lansdowne Road is currently dominated by a large roundabout which obstructs pedestrian movement. With the arrival of the western link to the new footbridge through the Ruskin Square site, the junction will become an important route to Wellesley Road and central Croydon.

A reconfigured roundabout and different surface treatment to the carriageway can increase the amount of usable public realm, and improve the crossing from Lansdowne Walk to Lansdowne Road.

PARAMETERS

- High Quality Materials
- Additional crossings
- Introduce taxi facilities at the junction of Lansdowne Road / Dingwall Road to take advantage of links to the station across the Ruskin Square site and to help release capacity at Billinton Hill.
- Vegetation to be maximised

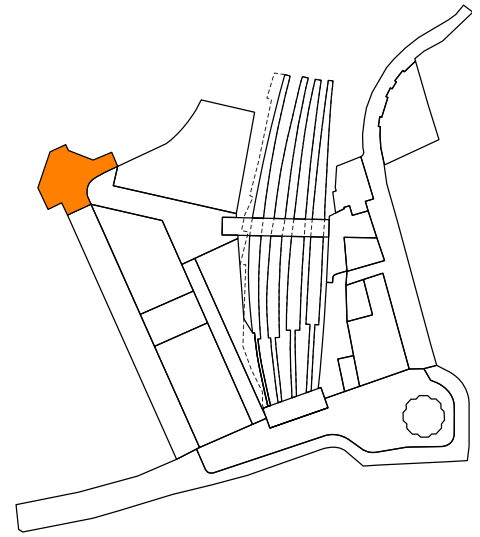
through maintaining or replacing, and enhancing soft landscaping and large-scale tree planting.

- Carriageway width to ensure that manoeuvre for large vehicles including buses remains possible and sufficient space is available for vehicles to pass cyclists.
- Improved high quality accessible bus stop facilities along Dingwall Road in proximity to the new station entrance.
- Provision for bus standing capacity in the vicinity of Dingwall Road.
- Would benefit from provision of an 'at-grade' pedestrian crossing from Lansdowne Road across Wellesley Road to the Whitgift Centre.

RELATED COMPONENTS

- EC2 Lansdowne Walk
- EC15 Ruskin Square Commercial
- EC16 Ruskin Square Residential

LEAD: LB Croydon



DELIVERY PARTNERS

Stanhope and Schrodgers

STAKEHOLDERS

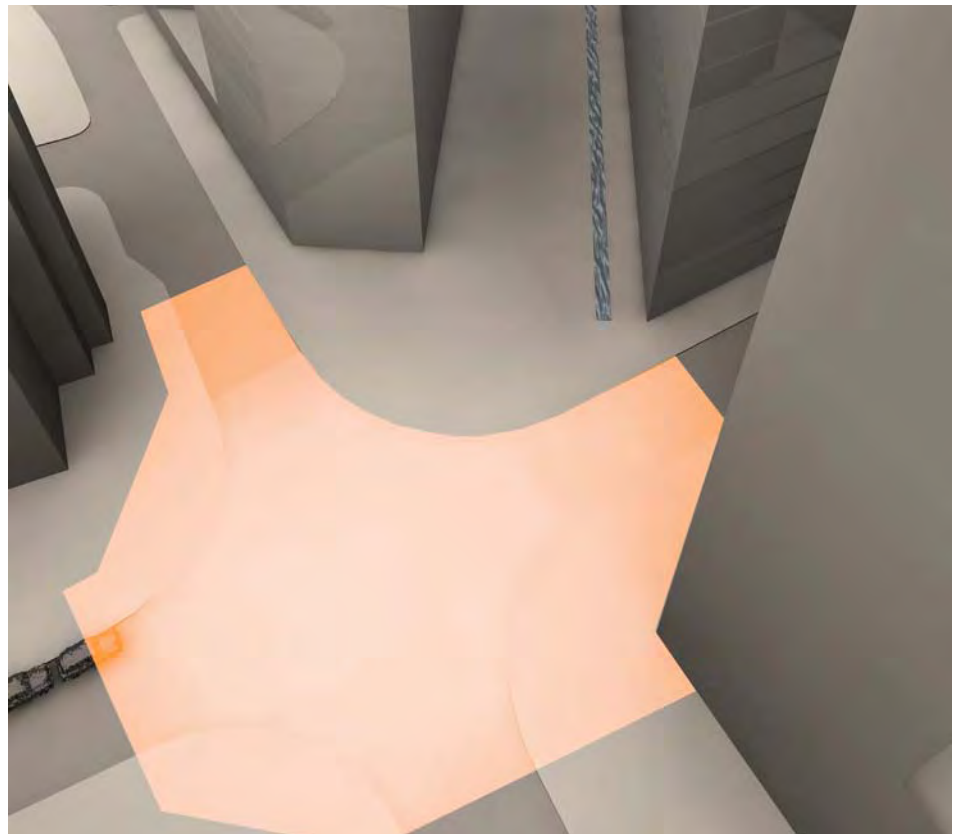
Stanhope and Schrodgers
Landowners on Dingwall Road
Transport for London

FUNDING

LB Croydon
Funding in association with developments in local area

MANAGEMENT

LB Croydon



Model View of the junction of Dingwall Road and Lansdowne Road looking east (Indicative Only)

EC12B DINGWALL ROAD - SOUTH

PHASE: Later

PRIORITY: Low

TYPE: Public Realm

OBJECTIVES

- Improve the quality of the public realm on this “road” to transform it into a more noble street that can be enjoyed by pedestrians.
- Introduce substantial greenery along Dingwall Road.
- Enable links to the potential series of ‘urban rooms’.
- Provide positive relationship with Ruskin Square through the highest quality of finish.

DESCRIPTION

There is the opportunity for a wide pavement, with clutter, bollards and raised planters removed to create a prime pedestrian promenade with a continuous walking experience. In contrast to Cherry Orchard, this road will use much taller, robust and darker coloured trees as a strong vertical element. They will give it a slightly different feeling but with the same ground plane materials and paving patterns to create identity as part of the station area.

PARAMETERS

- High Quality Materials
- Additional crossings
- Vegetation to be maximised through maintaining or replacing, and enhancing soft landscaping and large-scale tree planting.
- Carriageway width to ensure that manoeuvre for large vehicles including buses remains possible and sufficient space is available for vehicles to pass cyclists.
- Improved high quality accessible bus stop facilities along Dingwall Road in proximity to

- the new station entrance.
- Provision for bus standing capacity in the vicinity of Dingwall Road.

RELATED COMPONENTS

EC2 Lansdowne Walk
EC14 George Street
EC15 Ruskin Square
Commercial

LEAD

LB Croydon

DELIVERY PARTNERS

Stanhope and Schrodgers

STAKEHOLDERS

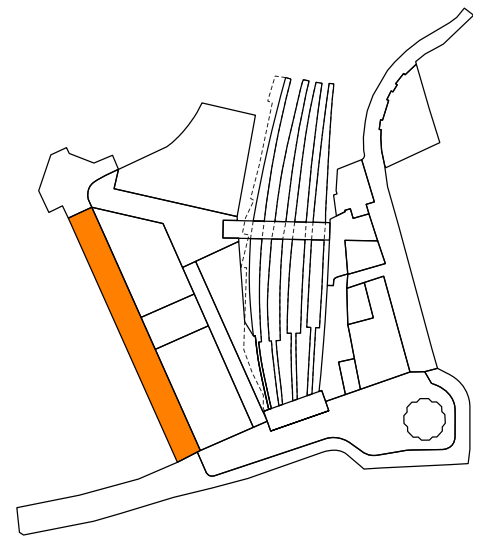
Stanhope and Schrodgers
Landowners on Dingwall Road
Transport for London

FUNDING

LB Croydon
Funding in association with developments in local area

MANAGEMENT

LB Croydon



Model View of Dingwall Road looking north (Indicative Only)



Pancras Road, London

EC13 CHERRY ORCHARD ROAD

PHASE: Soon

PRIORITY: Low

TYPE: Public Realm

OBJECTIVES

- To transform Cherry Orchard Road “Road” to a civil “street” that can be enjoyed by pedestrians and cyclists as well as cars
- Introduce greenery through tree planting to give Cherry Orchard Road a distinct character.
- Ensure benefits from regeneration of the East Croydon area extend to the eastern fringe of the masterplan area and reach communities in Addiscombe.
- To relocate Taxi Drop Off and ‘Kiss & Ride’.
- To make room for additional tree planting (subject to utilities and tramway over head line equipment)

DESCRIPTION

The southern end of Cherry Orchard Road could be redesigned to maintain the important ‘Kiss & Ride’ facility in a location that reduces conflict with pedestrians entering and existing the station, avoiding conflict with taxis and Royal Mail vehicles and also removes the need for the kiss & ride vehicles to cross in front of No. 1 Croydon. This measure allows the release of vital public realm to the west of the station for use by the public, improves environment and also safety for those on foot and cycle. It will also improve the effectiveness of the kiss & ride facility, if appropriately managed. It will also improve the effectiveness of the taxi facility through the provision of a dedicated drop-off point on Cherry Orchard Road, adjacent to the new kiss & ride site.

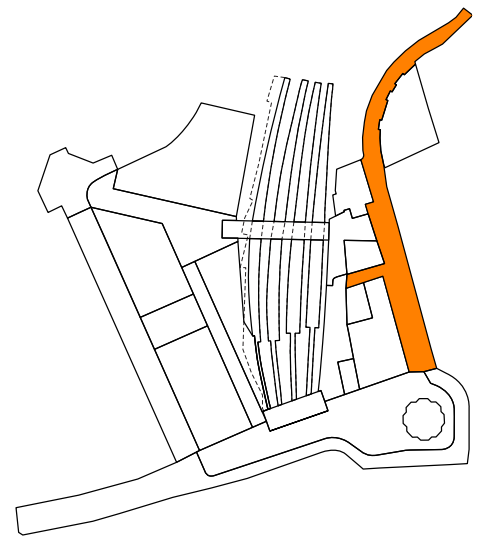
Tree planting of a consistent species, for example flowering Cherry Trees which blossom in spring time, will dominate the streetscape giving it a uniform but distinct character.

PARAMETERS

- Vegetation to be maximised through maintaining or replacing, and enhancing soft landscaping and tree planting.
- Trees should be a consistent species, preferably a flowering or ornamental Cherry that bears no fruit.
- Additional crossing.
- Provision of adequate kiss & ride and taxi drop-off facilities, subject to demand analysis and operation.
- Improved high quality accessible bus stop facilities along Cherry Orchard Road including provision of facilities nearer the new station entrance.
- Good levels of lighting to the connection between Cherry Orchard Road and Billinton Hill.

RELATED COMPONENTS

EC9 Cherry Orchard Steps
EC17 Plot A
EC18 Plot B
EC19 Plot D
EC20 Plot C
EC21 Royal Mail Site



LEAD

LB Croydon

DELIVERY PARTNERS

Menta
Royal Mail

STAKEHOLDERS

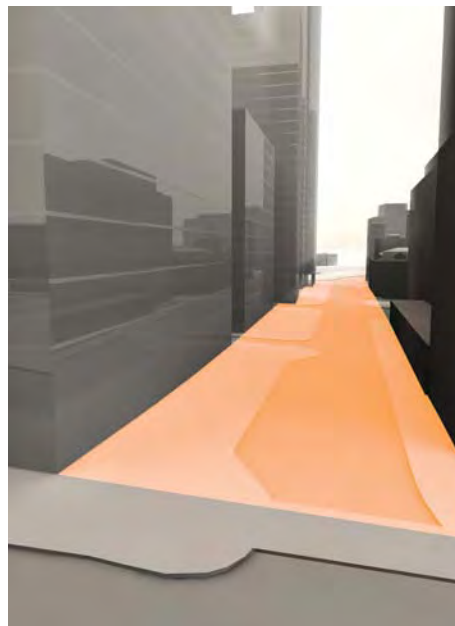
Transport for London
Menta
Royal Mail

FUNDING

LB Croydon
Funding in association with developments in local area

MANAGEMENT

LB Croydon



Model View of Cherry Orchard Road looking north (Indicative Only)



Flowering Cherry Trees

EC14 GEORGE STREET / ADDISCOMBE ROAD

PHASE: Soon

PRIORITY: Medium

TYPE: Public Realm / Transport

OBJECTIVES

- Transform the cluttered and confused area surrounding the existing East Croydon Station concourse into a high quality, seamless and efficient interchange and arrival place.
- Create a more legible arrival space wayfinding, and sense of place.
- Improve pedestrian connections between East Croydon Station and the town centre along George Street.

DESCRIPTION

George street is the main artery into Croydon's town centre from East Croydon station, with the majority of pedestrian flows focused along the northern pavement, which is heavily cluttered with street furniture. The long term vision for George street seeks to unify the whole with a new landscape that distinguishes the route from Wellesley Road to the station. Barriers to pedestrian flow are removed, pavement widths are increased and quality finishes help create a civilised space routing into Croydon's town centre.

PARAMETERS

- A crossing opposite Croydon College adjacent to Suffolk House, subject to operational assessment.
- At grade pedestrian crossing opposite No.1 Croydon to replace subway. Creation of additional bus stop / stand using land take from filling in the subway.
- A crossing opposite the

- important College Road link South to College Green.
- Improved street lighting.
- Improvements to westbound bus stops on the southern side of George Street bridge.
- Vegetation to be maximised through maintaining or replacing, and enhancing soft landscaping and tree planting.

RELATED COMPONENTS

EC3 East Croydon Square
EC15 Ruskin Square
Commercial

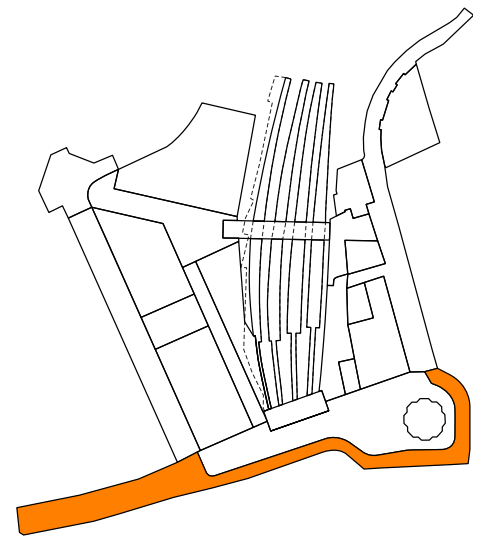
LEAD: LB Croydon

DELIVERY PARTNERS

Transport for London

STAKEHOLDERS

Transport for London

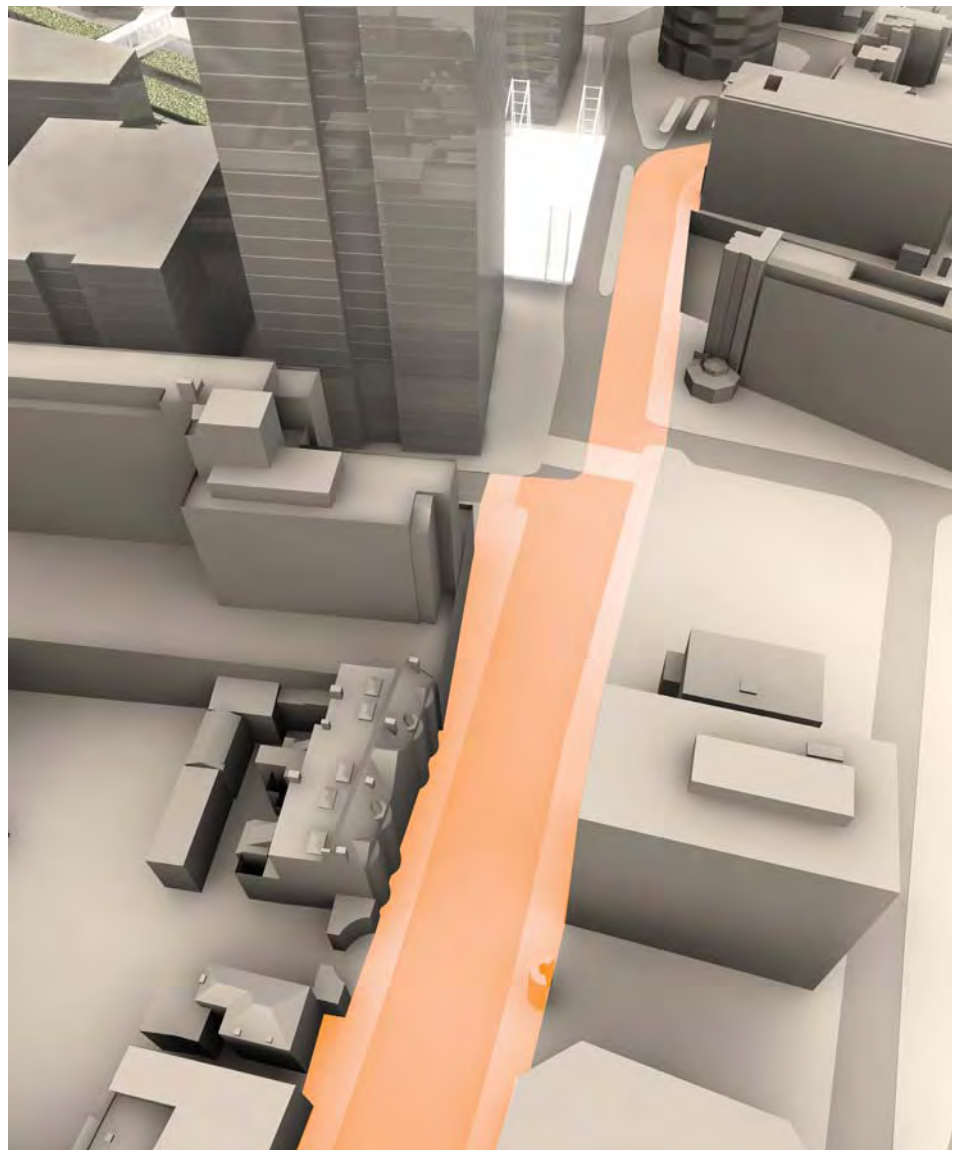


FUNDING

LB Croydon
Transport for London

MANAGEMENT

LB Croydon



Model View of George Street / Addiscombe Road looking east (Indicative Only)

EC15 RUSKIN SQUARE COMMERCIAL

PHASE: Soon & Later

PRIORITY: Medium

TYPE: Development

OBJECTIVES

- Stanhope and Schrodgers aspire to develop this substantial brownfield site to fulfil Croydon's need for modern, high-quality office space to retain and attract businesses.

DESCRIPTION

The Ruskin Square development will deliver an optimal amount of new office accommodation at the heart of Croydon.

PARAMETERS

- In its indicative masterplan configuration, the development is intended to offer large footprint, efficient and flexible office buildings. In its current configuration, the development is contained in 5 buildings.
- It is envisaged that the office buildings are generally mid rise. Fronting George Street, Stanhope and Schrodgers have an aspiration for a taller building reflecting the site's location within a tall building zone. The exact height of this component will be subject to the quality and acceptability of the tall building design, to be determined through the planning application process.
- Provision of a new theatre through the development.
- Vegetation to be maximised through maintaining or replacing, and enhancing soft landscaping and tree planting, or other measures such as green roofs.
- Technical compliance with a potential CMC District Energy scheme and adherence to Croydon's district energy policy.

RELATED COMPONENTS

- EC1 Station Bridge
- EC4B Station Upgrade: Remodelling
- EC7 Green Platform Canopies
- EC6 A 4 Island, 8 Platform Station
- EC10 Ruskin Walk
- EC11 Ruskin Square
- EC12 Dingwall Road
- EC16 Ruskin Square Residential

LEAD

Stanhope and Schrodgers

STAKEHOLDERS

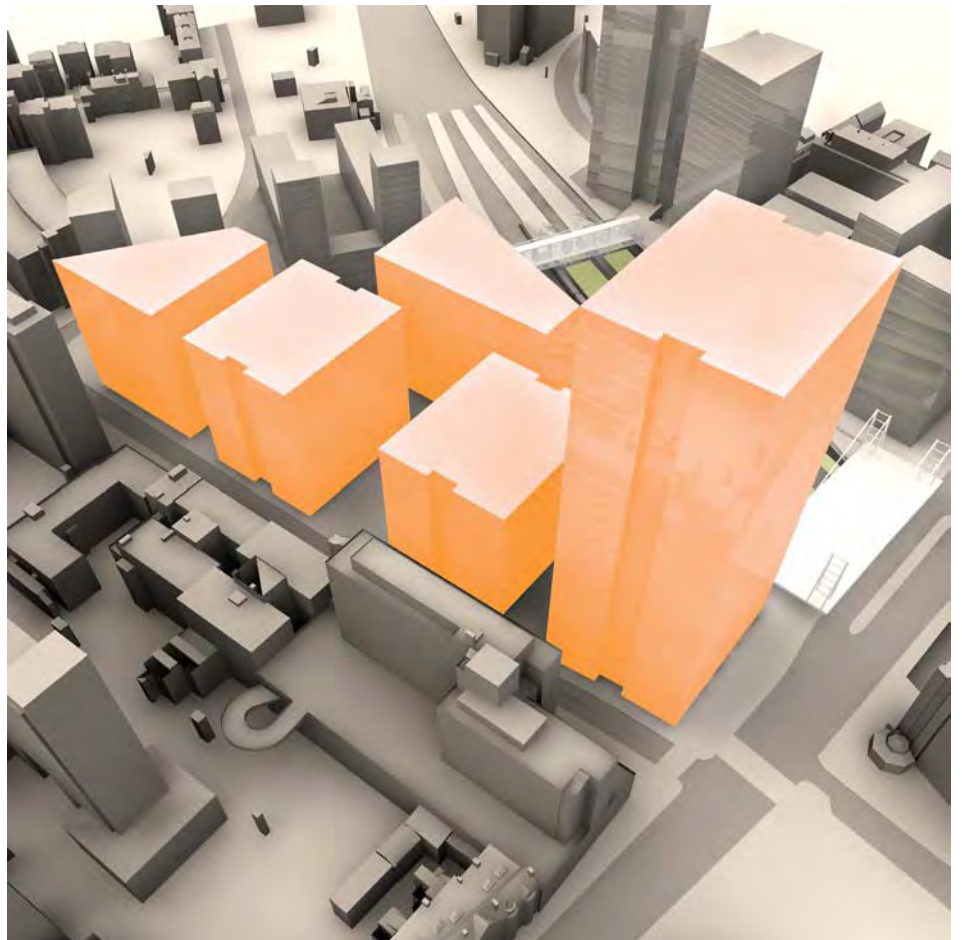
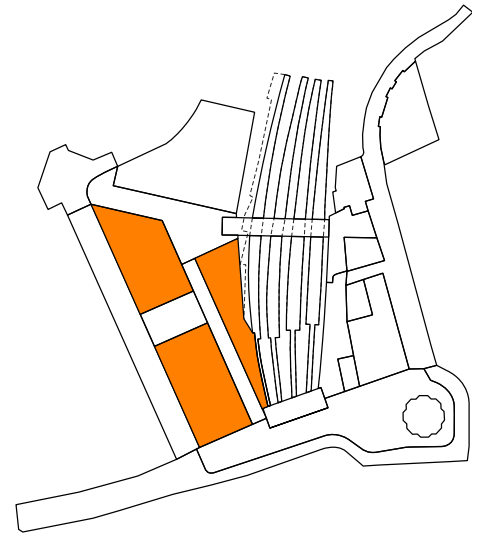
LB Croydon
Warehouse Theatre

FUNDING

Stanhope and Schrodgers

MANAGEMENT

Stanhope and Schrodgers



Model View of Ruskin Square Commercial looking north-east (Indicative Only)

EC16 RUSKIN SQUARE RESIDENTIAL

PHASE: Soon

PRIORITY: Medium to High

TYPE: Development

OBJECTIVES

- Stanhope and Schroders aspire to develop this substantial brownfield site to deliver a high density urban residential scheme in close proximity to the station.

DESCRIPTION

The Ruskin Square residential development will deliver high quality accommodation, together with a mix of complementary uses and amenities for residents and the public, and associated public realm.

PARAMETERS

- In its indicative form, four residential point blocks articulate the Lansdowne Link, before stepping down to residential finger blocks. Residential infill blocks face onto the Lansdowne Walk.
- Opportunities for active frontage and entrances onto this street should be maximised.
- Vegetation to be maximised through maintaining or replacing, and enhancing soft landscaping and tree planting, or other measures such as green roofs
- Technical compliance with a potential CMC District Energy scheme and adherence to Croydon's district energy policy.
- Aspiration to establish a north-south pedestrian link from Lansdowne Road to Ruskin Walk.

RELATED COMPONENTS

- EC1 Station Bridge
- EC2 Lansdowne Walk
- EC7 Green Platform Canopies
- EC10 Ruskin Walk
- EC12 Dingwall Road
- EC15 Ruskin Square Commercial

LEAD

Stanhope and Schroders

STAKEHOLDERS

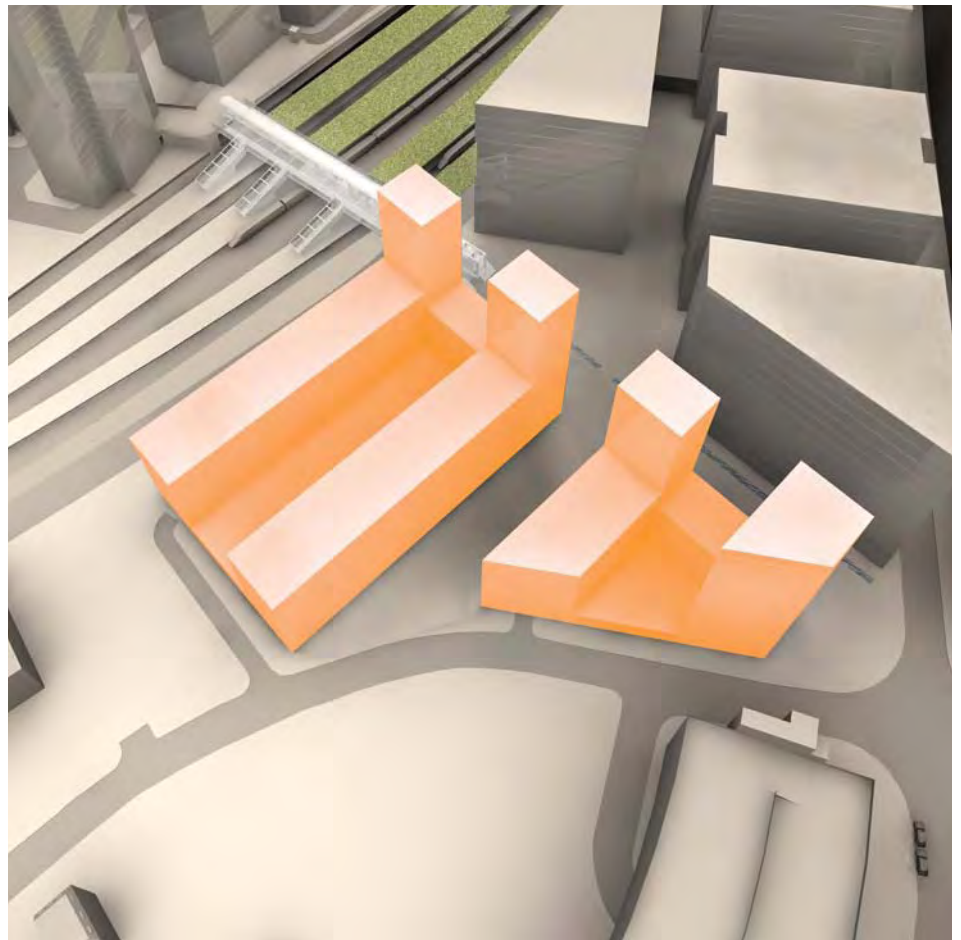
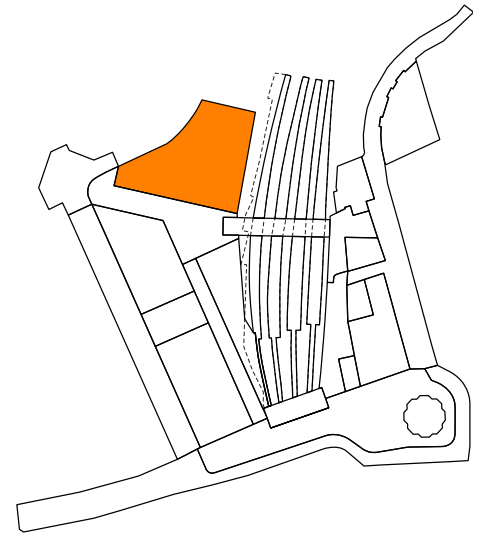
LB Croydon
Homes and Communities Agency

FUNDING

Stanhope and Schroders

MANAGEMENT

Stanhope and Schroders



Model View of Ruskin Square Residential from above (Indicative Only)

EC17 CHERRY ORCHARD PLOT A

PHASE: Soon

PRIORITY: Medium

TYPE: Development

OBJECTIVES

- Menta aspire to deliver a landmark tall building in this location, fitting the local masterplan context

DESCRIPTION

The redevelopment of the former Amy Johnson House site provides the opportunity to deliver a landmark tower and unlock the eastern link to the new bridge.

PARAMETERS

- The building fronts a new generous east-west route – the Cherry Orchard Steps (EC9)
- Menta's aspiration is to deliver tall building. The exact height of this component will be subject to the quality and acceptability of the tall building design, to be determined through the planning application process.
- Given the constraints of the plot, semi private amenity space for residents will need to be provided at higher levels.
- To be delivered in conjunction with Cherry Orchard Steps (EC9) in its entirety, subject to agreement with Network Rail.
- Servicing will be provided from Cherry Orchard Road and integrated at basement and ground levels.
- Technical compliance with a potential CMC District Energy scheme and adherence to Croydon's district energy policy.
- A building in this location should signify the importance of the new entrance to East Croydon Station and connection to CMC via Cherry Orchard Steps

RELATED COMPONENTS

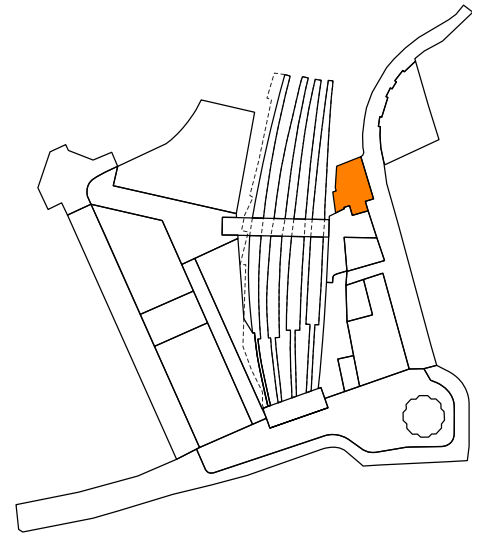
- EC1 Station Bridge
- EC8 Billinton Hill
- EC9 Cherry Orchard Steps
- EC13 Cherry Orchard Road
- EC18 Plot B
- EC19 Plot D

LEAD
Menta

STAKEHOLDERS
LB Croydon

FUNDING
Menta

MANAGEMENT
Menta



Model View of Plot A looking south (Indicative Only)

EC18 PLOT B

PHASE: Soon

PRIORITY: Medium

TYPE: Development

OBJECTIVES

- Menta aspire to deliver a landmark tall building in this location, fitting the local masterplan context

DESCRIPTION

The redevelopment of the former Amy Johnson House site provides the opportunity to deliver a landmark development and unlock the eastern link to the new bridge.

PARAMETERS

- The building fronts a new generous east-west route – the Cherry Orchard Steps (EC9).
- To be delivered in conjunction with Cherry Orchard Steps (EC9) in its entirety, subject to agreement with Network Rail
- It is likely that a 5 m tall ground floor commercial space would integrate with the Cherry Orchard Steps (EC9) and include cafe, restaurant and bar associated with Plot B
- Vegetation to be maximised through maintaining or replacing, and enhancing soft landscaping and tree planting, or other measures such as green roofs.
- Technical compliance with a potential CMC District Energy scheme and adherence to Croydon's district energy policy.
- A building in this location should signify the importance of the new entrance to East Croydon Station and connection to CMC via Cherry Orchard Steps

RELATED COMPONENTS

- EC1 Station Bridge
- EC7 Green Platform Canopies
- EC8 Billinton Hill

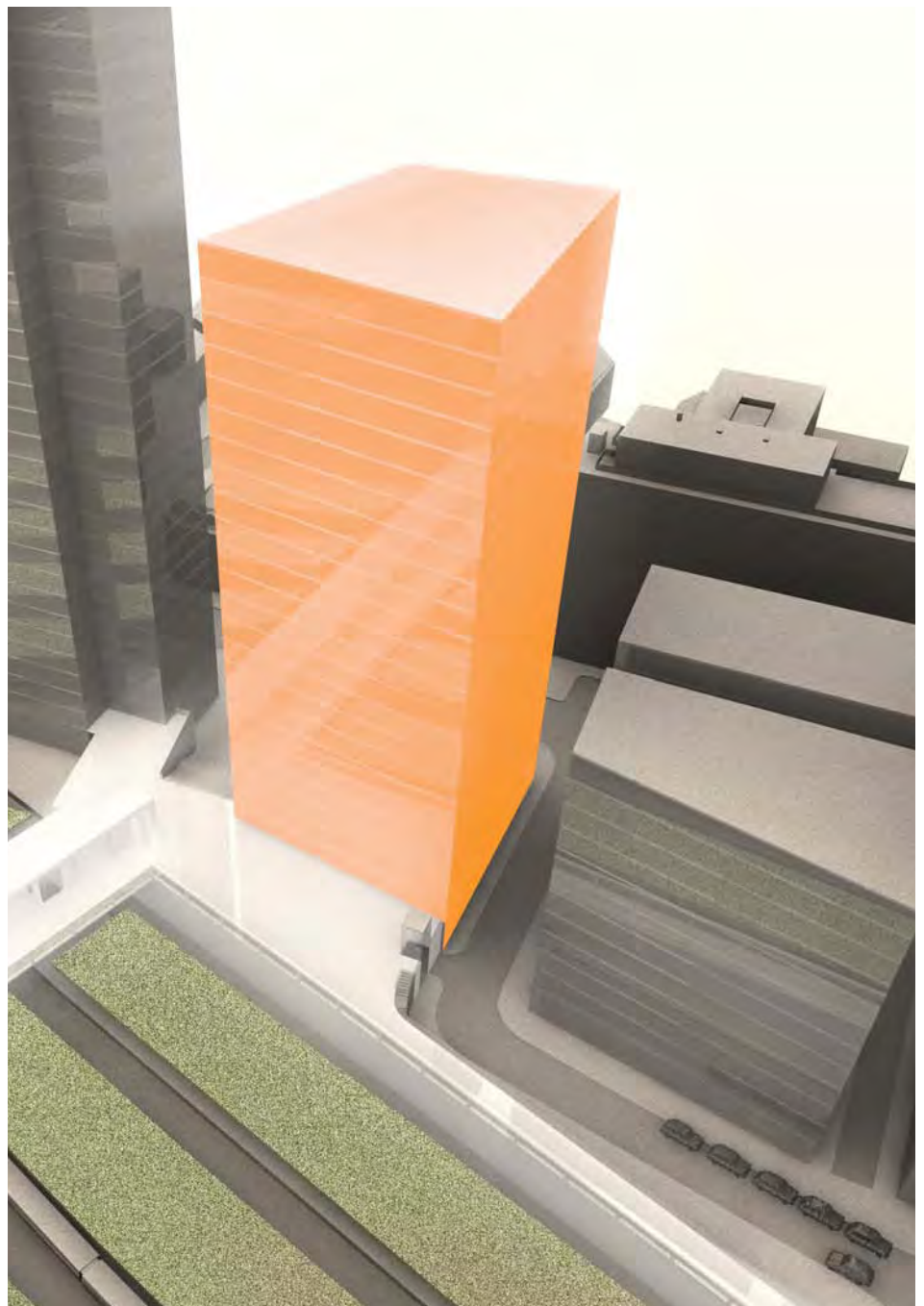
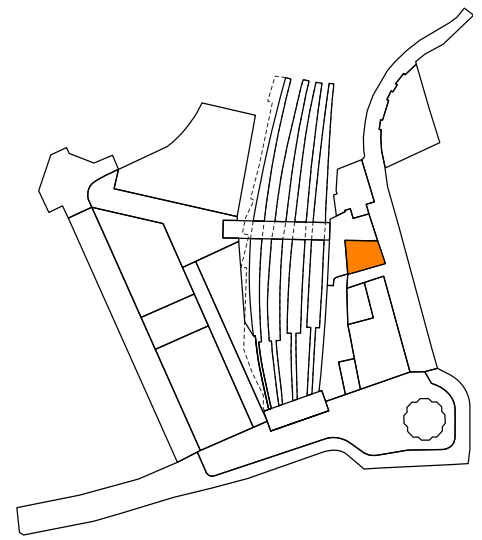
EC9 Cherry Orchard Steps
EC13 Cherry Orchard Road
EC18 Plot B
EC19 Plot D
EC20 Plot C

LEAD
Menta

STAKEHOLDERS
LB Croydon

FUNDING
Menta

MANAGEMENT
Menta



Model View of Plot B looking east (Indicative Only)

EC19 PLOT D

PHASE: Soon

PRIORITY: Low

TYPE: Development

OBJECTIVES

- Menta aspire to deliver an optimal amount of new housing close to the transport interchange.

DESCRIPTION

Redevelopment of three low rise mansion blocks to create a higher density.

PARAMETERS

- This component falls outside Croydon's Tall Building Zone and hence the development should be low to medium rise.
- The design of the buildings should define the curve of Cherry Orchard Road as it arrives at the station quarter. The indicative masterplan shows a strong crescent form that defines the street.
- Provision of a community facility.
- Technical compliance with a potential CMC District Energy scheme and adherence to Croydon's district energy policy.
- A building in this location should mark the transition from low-rise residential to larger scale of development in CMC
- Mature trees on site make a significant contribution to the amenities of the area, and should be properly and fully considered as part of any proposals for the site.
- Vegetation to be maximised through maintaining or replacing, and enhancing soft landscaping and tree planting, or other measures such as green roofs.

RELATED COMPONENTS

EC1 Station Bridge

EC7 Green Platform Canopies
EC8 Billinton Hill
EC9 Cherry Orchard Steps
EC13 Cherry Orchard Road
EC18 Plot B
EC20 Cherry Orchard Road

LEAD

Menta

STAKEHOLDERS

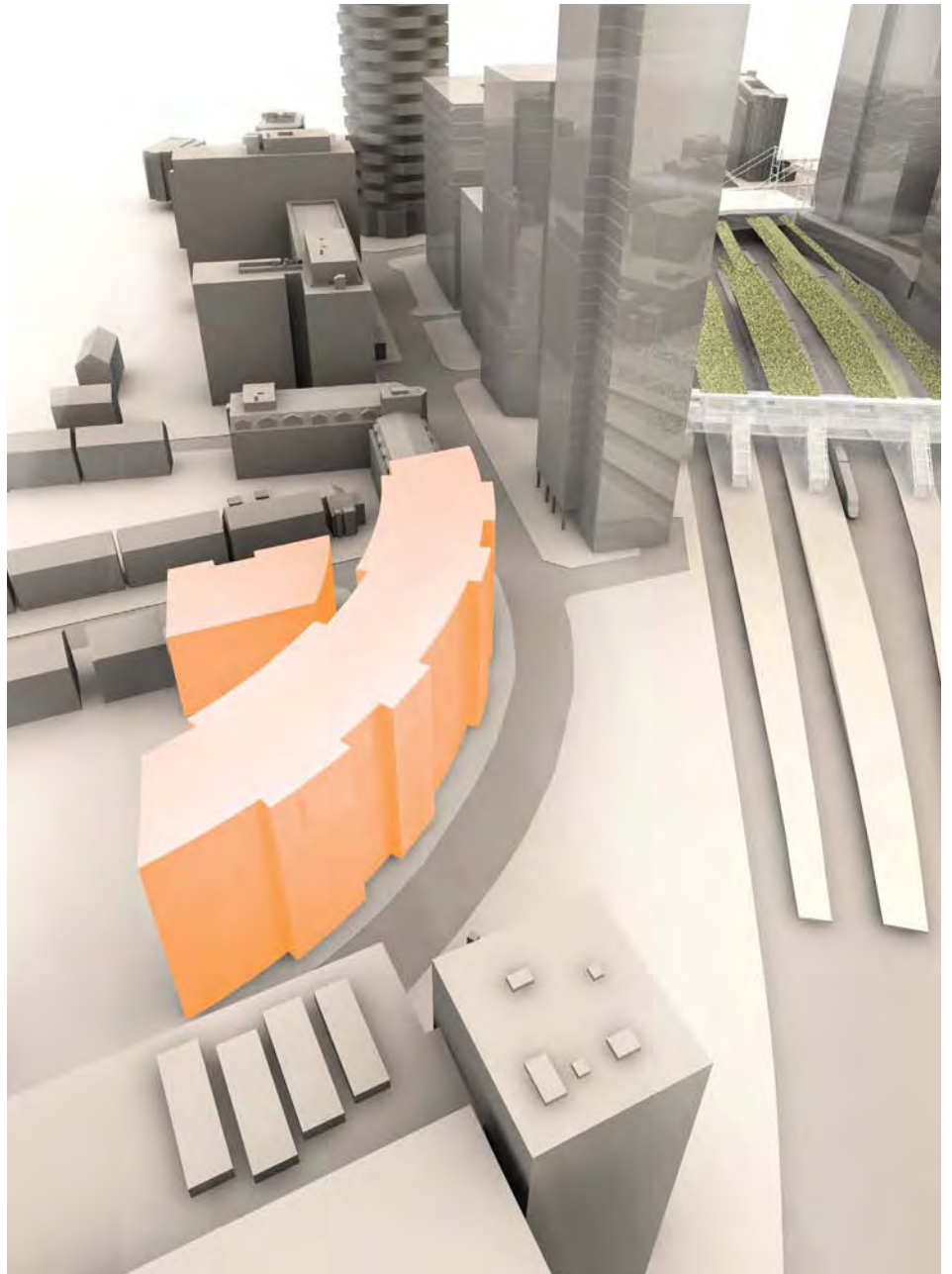
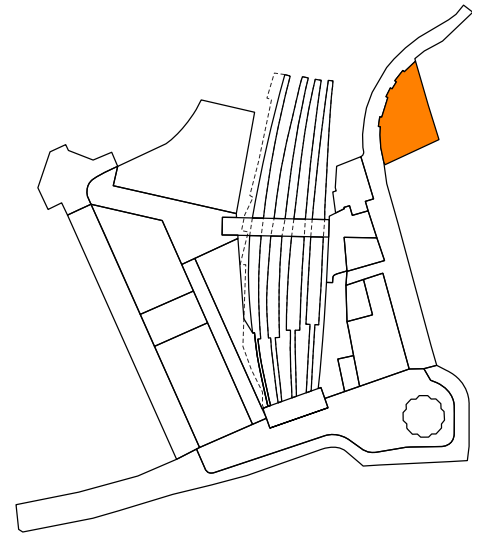
LB Croydon
Homes and Communities Agency

FUNDING

Menta

MANAGEMENT

Menta



Model View of Cherry Orchard Residential looking south (Indicative Only)

EC20 PLOT C

PHASE: Soon

PRIORITY: Low

TYPE: Development

OBJECTIVES

- Menta aspire to redevelop the Porter and Sorter Pub into a mixed use building.

DESCRIPTION

A single aspect housing block. Ground floor Retail/commercial usage.

PARAMETERS

- The parcel is immediately adjacent to the Royal Mail car park site hence can only be single aspect unless a joint venture development is agreed allowing a conjoined courtyard / perimeter block format to come forward.
- The building should have a positive, west facing aspect with an active ground floor use fronting Billinton Hill, preferably a public house.
- Technical compliance with a potential CMC District Energy scheme and adherence to Croydon's district energy policy.
- A building relating to the scale of development on the east side of Cherry Orchard Road, and stepping down from adjacent taller buildings
- Vegetation to be maximised through maintaining or replacing, and enhancing soft landscaping and tree planting, or other measures such as green roofs

RELATED COMPONENTS

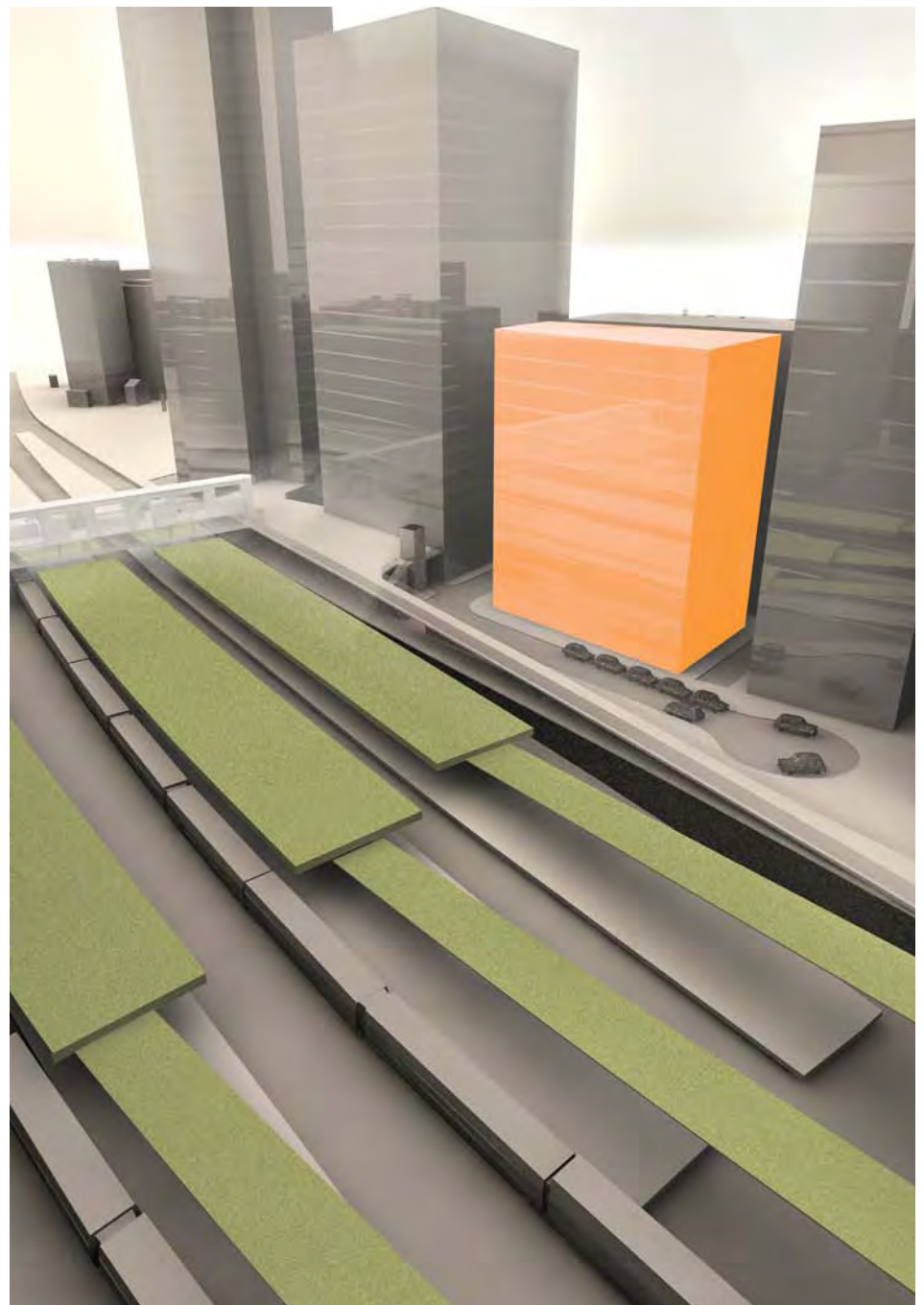
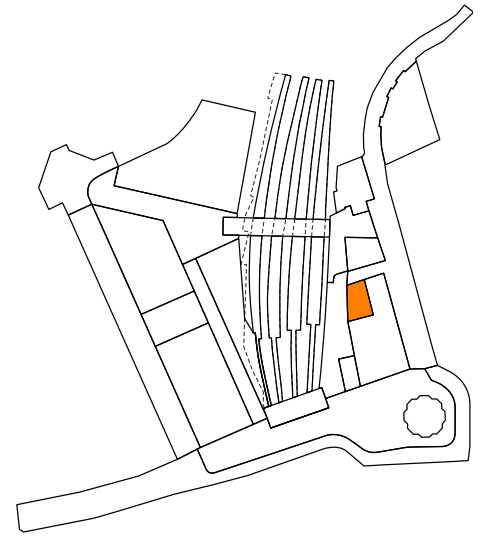
- EC1 Station Bridge
- EC7 Green Platform Canopies
- EC8 Billinton Hill
- EC9 Cherry Orchard Steps
- EC13 Cherry Orchard Road
- EC18 Plot B
- EC21 Royal Mail Site

LEAD
Menta

STAKEHOLDERS
LB Croydon
Transport for London
Royal Mail

FUNDING
Menta

MANAGEMENT
Menta



Model View of Plot C looking north-east (Indicative Only)

EC21 ROYAL MAIL SITE

PHASE: Later

PRIORITY: Low

TYPE: Development

OBJECTIVES

- The existing Royal Mail building is an important site within the Masterplan. The inclusion of the site in a future redevelopment scheme can make a very positive contribution to the overall improvement of the transportation interchange as well as creating a long term facility for commercial activity in Croydon.

DESCRIPTION

The Royal Mail building continues to remain operational at the current time hence operational requirements remain paramount. Royal Mail vehicles currently access the site off Cherry Orchard Road using Billinton Hill and exit to Addiscombe Road over the tram tracks and bus station.

Although informal discussions have been held with other interested parties in the area in the past, Royal Mail has not made any formal agreements and does not wish to be associated at this stage with any other proposed scheme, or developer.

The Royal Mail Building is integral to the service it provides for the community throughout Croydon. To contemplate its inclusion in the Masterplan it will require an alternative strategically located site in central Croydon to maintain customer service. Any alternative will need to be provided before any redevelopment proposals come forward.

PARAMETERS

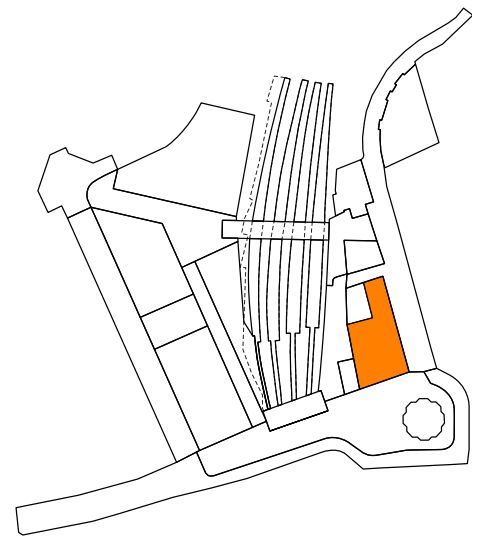
- If the Royal Mail building and adjacent car park was

redeveloped it would release two development parcels with approximate floorplates of 2220m² (46m by 43m) and 545m² (16m by 33m).

- On the parcel fronting onto the new East Croydon Square a tall building could be achieved. The exact height of this component will be subject to the quality and acceptability of the tall building design, to be determined through the planning application process.
- On the post office car park parcel further north, a mid rise building could be achieved in tandem with the development of Plot C, or separately with single aspect accommodation (facing east).
- The building line on Cherry Orchard Road is established by the needs of the proposed taxi drop off and kiss and ride facility. The building line on East Croydon Square is set by the need for clear views towards the station building and its opened up concourse. After the first three floors (10m), there is potential for the floorplate to overhang East Croydon Square.
- A 16 metre deep floorplate around an atrium is illustrated in the plan to show the potential for a mixed use building and for the Royal Mail and Network Rail parcels to be conjoined.
- Technical compliance with a potential CMC District Energy scheme and adherence to Croydon's district energy policy.
- Vegetation to be maximised through maintaining or replacing, and enhancing soft landscaping and tree planting, or other measures such as green roofs

RELATED COMPONENTS

- EC1 Station Bridge
- EC3 East Croydon Square
- EC7 Green Platform Canopies
- EC8 Billinton Hill
- EC13 Cherry Orchard Road
- EC22 Network Rail Site



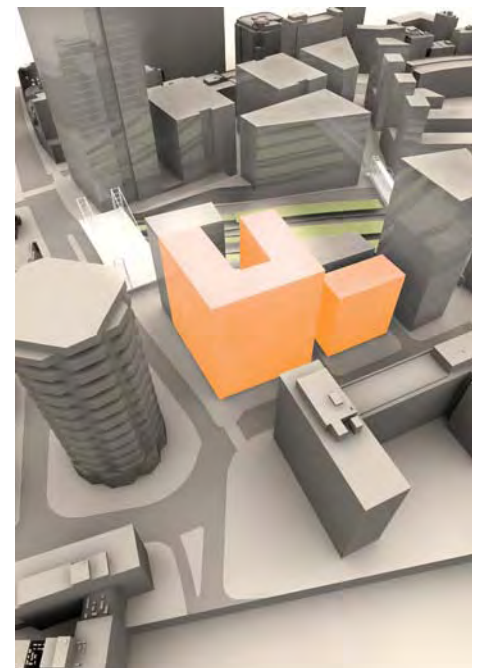
LEAD
Royal Mail

DELIVERY PARTNERS
To be agreed

STAKEHOLDERS
LB Croydon
Network Rail
Menta
Transport for London

FUNDING
Royal Mail

MANAGEMENT
Royal Mail



Model View of the Royal Mail Site looking west (Indicative Only)

EC22 NETWORK RAIL SITE

PHASE: Later

PRIORITY: Low to Medium

TYPE: Development

OBJECTIVES

- Network Rail aspire to retain the development potential of this site to underpin long term investment in station enhancements.

DESCRIPTION

Network Rail has an option to work in association with Royal Mail on a joint development site at the top of Billinton Hill skirting the new East Croydon Square to produce development value that could contribute to railway station enhancements.

PARAMETERS

- Following the 16m minimum width for the Billinton Link, a 450m² (15m by 30m) floorplate development parcel is created at the top of Billinton Hill.
- Given the agenda to invest development value back into fabric of the station, Network Rail may have the aspiration to bring forward a tall building. If so, the exact height of this component will be subject to the quality and acceptability of the tall building design, to be determined through the planning application process.
- Technical compliance with a potential CMC District Energy scheme and adherence to Croydon's district energy policy.
- Vegetation to be maximised through maintaining or replacing, and enhancing soft landscaping and tree planting, or measures such as green roofs

Active frontage will be key in this corner location as it articulates both East Croydon Square and the Billinton Link.

RELATED COMPONENTS

- EC3 East Croydon Square
- EC7 Green Platform Canopies
- EC8 Billinton Hill
- EC21 Royal Mail Site

LEAD: Network Rail

DELIVERY PARTNERS

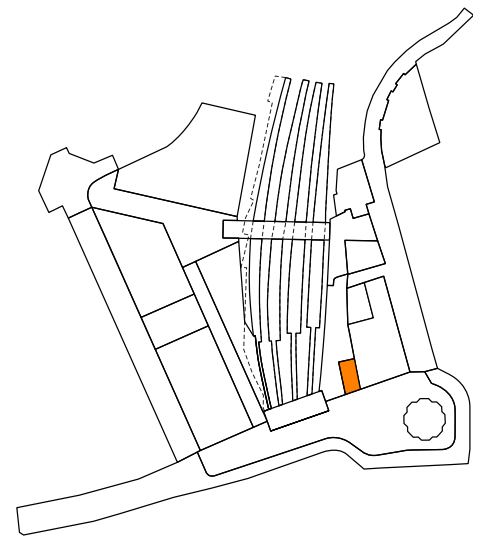
To be agreed

STAKEHOLDERS

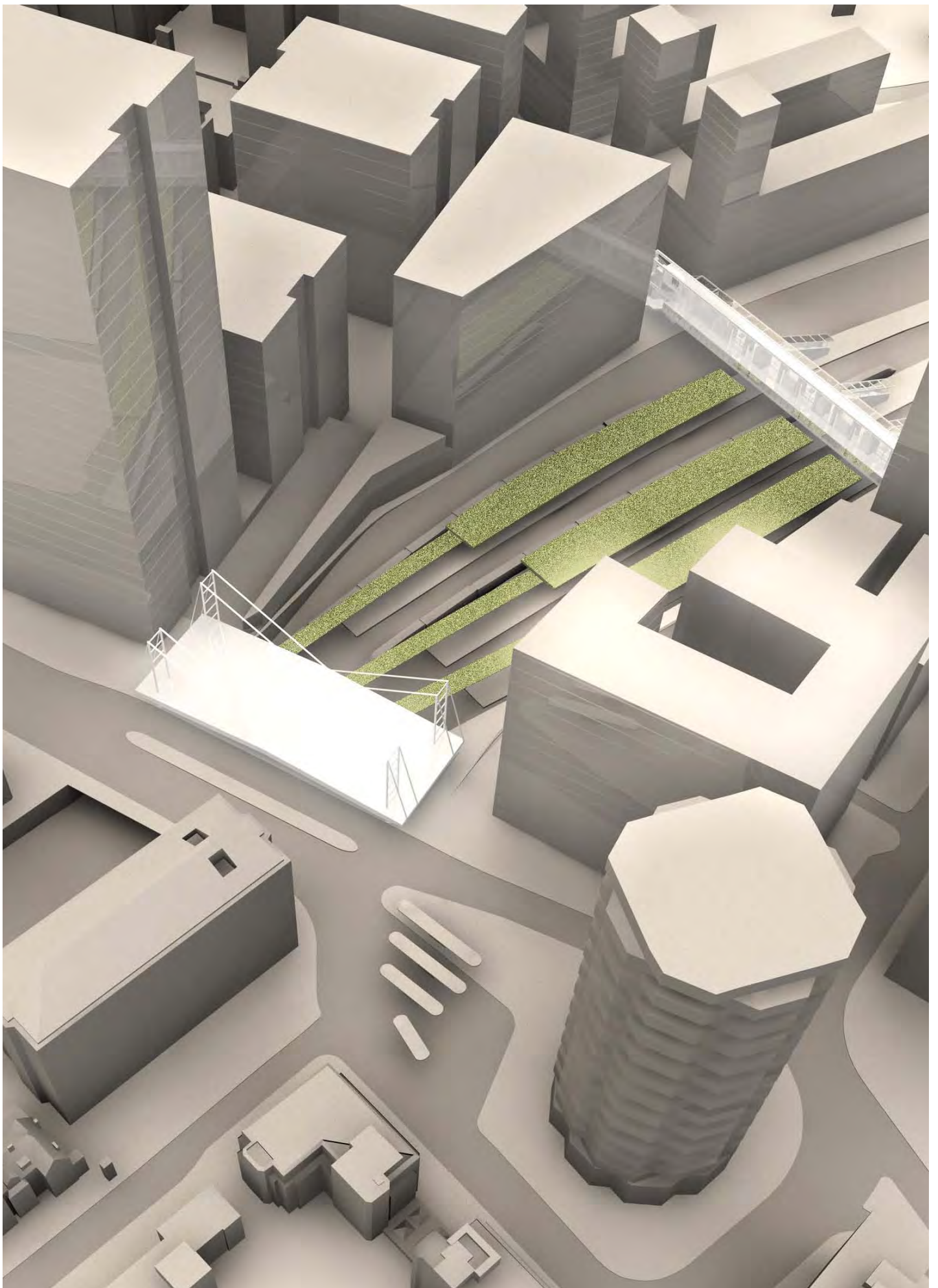
- LB Croydon
- Royal Mail
- Transport for London

FUNDING: Network Rail

MANAGEMENT: Network Rail



Model View of the Network Rail Site looking east (Indicative Only)



5.0

NEXT STEPS

5.1 NEXT STEPS

5.1.1 The following points set out the key commitments required to implement the masterplan following public consultation and adoption by Croydon Council:

- East Croydon Project Board to continue to meet on a quarterly basis or as and when necessary as the East Croydon Implementation Group to secure funding for, guide, and ensure coordinated delivery of the masterplan.
- Network Rail to lead on the design and delivery of EC1: Station Bridge, together with delivery partners and stakeholders.
- Croydon Council to coordinate the masterplan with other Croydon Metropolitan Centre (CMC) masterplans, CMC Transport Strategy, Decentralised Energy Strategy and Public Realm Strategy through a future Opportunity Area Planning Framework.
- Croydon Council to negotiate with developers through Development Management to secure and deliver appropriate development and associated projects.



Model view of the new Station Bridge looking east from Lansdowne Walk

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This report is available online at:
www.croydon.gov.uk/planningandregeneration/croydons-planning-policy-framework/masterplans/

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