



THE OLD TOWN MASTERPLAN

SUPPLEMENTARY PLANNING DOCUMENT

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ADAMS AND SUTHERLAND
COLLIERS
GARDINER AND THEOBALD

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Figure 1: Old Town Masterplan Study Area (Photograph taken in 2011)

1.0

FOREWORD



View looking along Church Street towards the Minster

1.1 FOREWORD

1.1.1 I am delighted to introduce the Old Town Masterplan. It is planning guidance that will help ensure that future development of the built environment of Old Town will be of a high quality. This in turn will help enrich quality of life and benefit the local community and economy for years to come. Prepared alongside the Conservation Area Appraisals and Management Plans for the three conservation areas in Old Town, this document helps give Old Town's heritage assets the recognition and protection they deserve.

1.1.2 The Old Town Masterplan is a different kind of masterplan to other masterplans produced by Croydon Council because the area it covers has key differences from the other masterplan study areas. Firstly, there is much less large-scale development potential in Old Town than was identified in other masterplans, because of the significant number of heritage assets in the area. Instead, there are a significant number of infill development opportunities that, if realised and designed to respect the historic character of Old Town, will greatly assist in knitting the urban fabric of the area back together, improving its appearance and, where appropriate, delivering new homes. Secondly, unlike the other masterplan areas, the Old Town Masterplan area has a large existing residential and business community which has resulted in a lot more community engagement during the preparation of the Old Town Masterplan than was conducted on previously produced masterplans. This has ensured that the document has been informed by local knowledge and the strengths and issues of Old Town identified by its community

have been understood. I would like to take this opportunity to thank the local community and the Old Town Masterplan Stakeholder Project Board for their active involvement throughout the process of the production of the Old Town Masterplan and their valued contributions to the document.

1.1.3 In addition to the guidance for development, I am very supportive of the proposals to improve the public realm and walking and cycling provision. The attractiveness of our streets and public spaces is crucial to creating successful places.

The Old Town masterplan also defines the role Old Town will play in the wider area of the Town Centre. As the population of Croydon Town Centre grows the historic assets and public open spaces of Old Town will play an important amenity role for existing and future residents. In addition, Old Town provides an important opportunity to widen the offer and appeal of the Town Centre to residents and visitors. It is important that Old Town plays a complementary role to the redeveloped retail core and wider regeneration of Croydon Town Centre.

1.1.4 Work is already underway on several of the public realm projects outlined in the masterplan which are due to be implemented by 2015. I look forward to other components of the masterplan being delivered in the near future as more investors come to appreciate the character, historic charm and unique offer of Croydon's Old Town.



Councillor Alison Butler
Cabinet Member for Homes and
Regeneration



Flower stall at Surrey Street Market

2.0

SETTING THE SCENE

2.1 THE BIGGER PICTURE

2.1.1 Old Town lies within Croydon Metropolitan Centre; an area which is set for major transformation. Mayoral policy identifies Croydon Metropolitan Centre as a key place to deliver the potential growth of Outer London with Croydon Metropolitan Centre and its immediate surroundings designated as an Opportunity Area in the London Plan. The Croydon Opportunity Area Planning Framework (OAPF) was adopted as Supplementary Planning Guidance to the London Plan in January 2013 and adopted as a Supplementary Planning Document to the Croydon Local Plan: Strategic Policies in April 2013. It indicates that the Opportunity Area has the capacity for an additional 7,300 homes to be built to house 17,000 new residents (see map overleaf). Croydon Council has attracted significant private and public funding to help guide and deliver this change including £18m investment from the Mayor of London to upgrade the area's public realm as part of the Council's £50m Connected Croydon Programme.

2.1.2 The Croydon Local Plan: Strategic Policies (CLP1) Development Plan Document (DPD) was adopted in April 2013. It sets the vision 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". CLP1 identifies Croydon Metropolitan Centre in particular as the place in the borough that provides the greatest opportunity for positive change to the built environment with the potential for thousands of new homes and the creation of thousands of new jobs.

2.1.3 CLP1 and the OAPF both

recognise that for Croydon Metropolitan Centre to attract investment and new residents, the public realm – streets, green spaces and other public spaces - require significant updating and upgrading; and that it needs to be easier and safer to move around by foot and bicycle. The documents also indicate the requirement to retain and enhance educational, cultural, retail, business, leisure and community facilities and amenities as well as provide infrastructure to mitigate the development planned for Croydon Metropolitan Centre. The Mayor of London's strategies and London Plan support Croydon's intentions for Croydon Metropolitan Centre to continue as the major retail, office and regional transport interchange centre in South London commensurate to its designation as an Opportunity Area.

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 and policies for growth set out in CLP1 and London Plan, a set of co-ordinated masterplans laying down guidance for the delivery in Croydon Metropolitan Centre have been developed. The masterplans are underpinned by a shared evidence base and founded on collaborative working between partners and stakeholders.

2.1.5 The East Croydon Masterplan and the West Croydon Masterplan, provide guidance for how a welcoming public realm should be created and potential development around Croydon's two major railway stations and transport interchanges. The Mid Croydon and the Fair Field

Masterplan indicate mixed uses to complement and enhance the Croydon Metropolitan Centre's cultural and learning offer.

2.1.6 The masterplans and other Croydon Council strategies have generated a suite of interconnected public realm projects being delivered by the Connected Croydon Programme. A number of Connected Croydon projects have already been completed, including Legible London signage, the Connect2 walking and cycling route, the new footbridge and entrance to East Croydon Station and the regeneration of Wandle Park - which included the deculverting of the River Wandle. Forthcoming Connected Croydon projects due to be completed over the next few years include the civilising of Wellesley Road – the dual carriageway that separates the East of Croydon Metropolitan Centre from the rest of the area - the upgrading of Church Street, London Road and South End high streets; and improvements to the St. John's Memorial Garden.



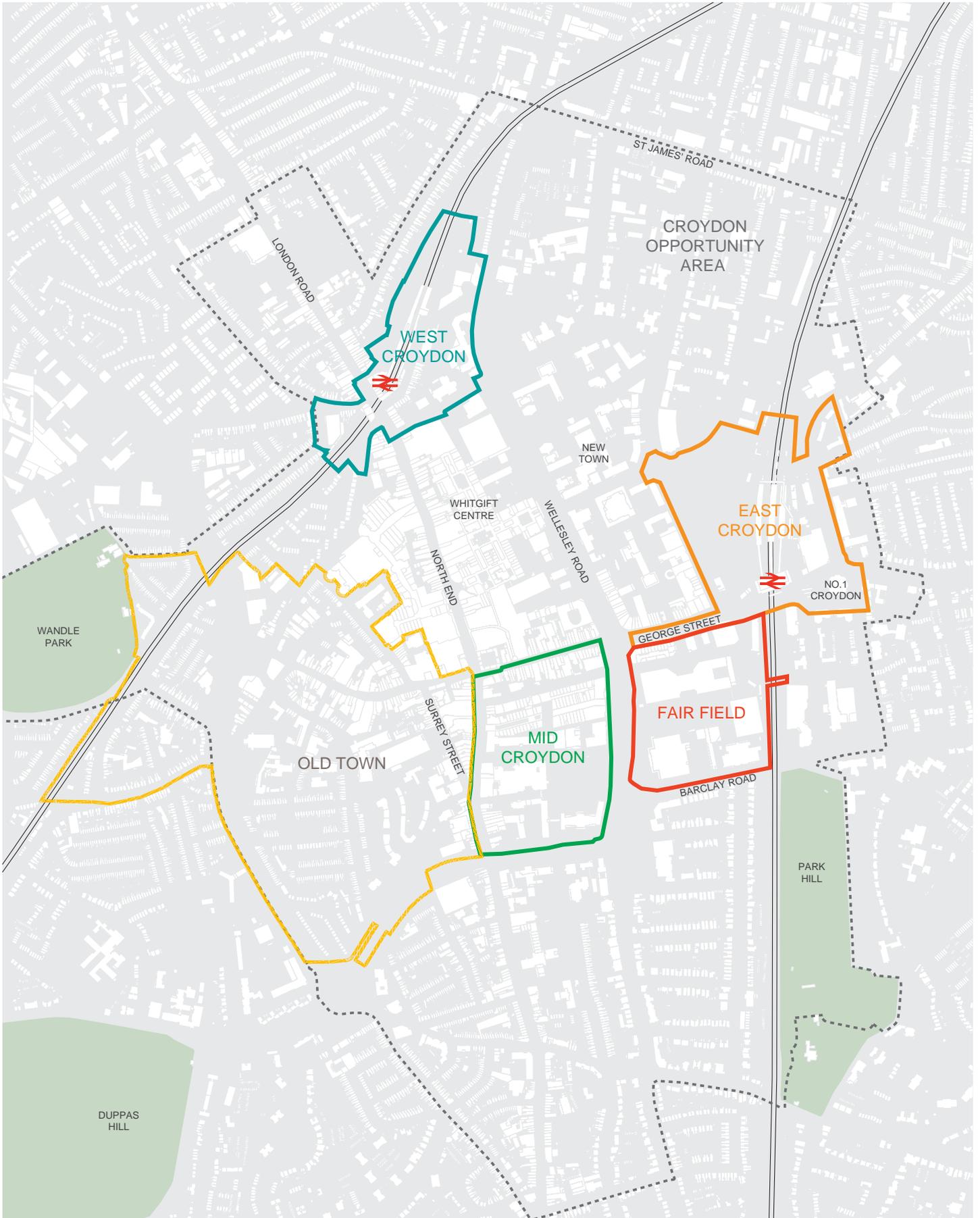


Figure 2: The Old Town Masterplan study area in the context of surrounding masterplan study areas and the Opportunity Area

2.2 ROLE OF THE MASTERPLAN

2.2.1 The Old Town Masterplan Supplementary Planning Document guides how the built environment of Old Town could be improved for residents, workers, shoppers and visitors. It supplements the planning policy context of the Croydon Local Plan, London Plan and other relevant strategies.

2.2.2 The Old Town Masterplan promotes heritage-led regeneration and enhancing the area's other existing strengths as a place - its public spaces, historic street market and other independent retail. It suggests how the heritage assets of the area should be preserved, enhanced and celebrated to raise the profile of the area's heritage. This should strengthen the distinct identity of Old Town.

2.2.3 The heritage assets and public spaces of Old Town will play an increasingly important role over the forthcoming years for the whole of the Metropolitan Centre as more high-density developments are built to meet Croydon's housing need that are likely to have minimal private amenity space. The residents of these area will benefit from the heritage assets and public spaces located within walking distance in Old Town.

2.2.4 There is some potential for residential development in Old Town, but not of the same scale as other areas within the opportunity area.

MASTERPLAN STUDY AREA

2.2.5 Old Town itself is not an administrative area and therefore does not have an official boundary. It is acknowledged that the area known as Old Town stretches further west

and south beyond the Old Town Masterplan study area. However, the study area has been selected because it is considered that this is where there is most need for supplementary planning guidance for the built environment and the most opportunity for improvement at present.

2.2.6 The Old Town Masterplan indicates parameters for development of the buildings, streets and public spaces in Old Town and describes how movement in, out and around the area could be improved with a focus on upgrading pedestrian and cycling routes. Guidance is not prescriptive regarding specific building layouts, architecture styles or landscape designs. All visualisations are indicative and guide how development might look. The Croydon Opportunity Area Framework's technical evidence suggests that Old Town has the capacity to accommodate approximately 400 new homes and the Masterplan provides further guidance for the design of new residential accommodation in the area.

2.2.7 The Old Town Masterplan does not make proposals for changes to the management of the area for example parking charges, policing, public realm maintenance, street cleaning and waste collection as these are not planning matters.

2.2.8 There are three conservation areas within the Old Town Masterplan study area - Central Croydon, Church Street and Croydon Minster. A detailed and up-to-date understanding of the special character, current condition and future management requirements for these conservation areas has been

essential to the preparation of the Masterplan. Conservation Area Appraisals and Managements Plans (CAAMPs) Supplementary Planning Documents have been prepared for each of them alongside the Masterplan.

2.2.9 The process of preparing the Old Town Masterplan has been collaborative. It has been guided by Croydon Council and the Stakeholder Project Board which is comprised of a range of landowners, businesses, institutions and statutory organisations with an interest in the area. They are:

Croydon Council
BT
Church House Business Centre
Clowater
Croydon Minster
Croydon Old Town Business Association
Durkan
English Heritage
Greater London Authority (GLA)
House of Reeves
Q-Park
Rosepride
Transport for London (TfL)
The Whitgift Foundation

2.2.10 The Old Town Masterplan Supplementary Planning Document has been produced in accordance with the Planning and Compulsory Purchase Act 2004 (as amended) and the Town and Country Planning (Local Planning) (England) Regulations 2012. Furthermore, the Old Town Masterplan Supplementary Planning Document has been produced in accordance with the Planning and Compulsory Purchase Act 2004 (as amended) and the Environmental Assessment of Plans and Programmes Regulations 2004 and European Directive 2001/42/EC.

2.3 THE VISION

Old Town will be Croydon's thriving historic heart, with a flourishing independent business community and attractive neighbourhoods. Its retail and food and drink offer will complement that of North End and South End.

Old Town will be a cultural destination for Croydon and beyond, with high profile and popular heritage assets used creatively to fulfil their full potential as catalysts for the area's success.

Old Town will be well integrated with the town centre and with surrounding neighbourhoods. It will be accessible, enjoyable and feel safer to walk and cycle to and around. It will also be accessible by public transport and private motor vehicles.

Old Town's public realm – its streets, squares green and open spaces – will be attractive places, befitting Croydon's historic heart and providing for visitors and residents alike. Old Town will be a place where people will enjoy spending time outside.

2.4 STRATEGIC OBJECTIVES

2.4.1 Five objectives have been identified by the Stakeholder Project Board and the masterplanning team to deliver the vision for Old Town which will improve quality of life and support economic growth in Old Town and the surrounding area. The five objectives underpin all recommendations and guidance set out in this Masterplan.

AN ATTRACTIVE PLACE TO LIVE

2.4.2 Provide new homes in Old Town, integrated sensitively in to existing neighbourhoods. Existing community amenities should be retained and enhanced. New facilities – indoors and outdoors - should be created which will have important community value for residents of Old Town, Croydon Metropolitan Centre and the surrounding area.



HIGH QUALITY PUBLIC REALM

2.4.3 The public realm in Old Town should be high quality, hard-wearing and attractive, to encourage community use, bring activity to streets and spaces and enhance the setting of Old Town's heritage assets. Existing green spaces should be retained and enhanced and access to them and nearby parks – especially Wandle Park - should be improved.



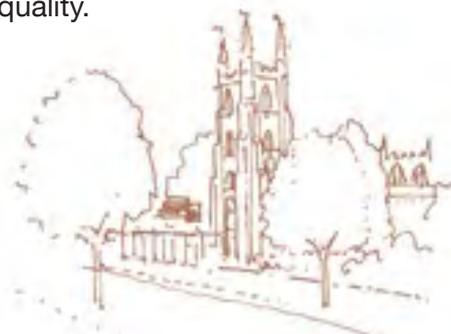
A PLACE FOR BUSINESS

2.4.4 Create an environment that nurtures and supports existing businesses with suitable spaces and venues for small start-ups and new businesses, complementing the wider commercial offer of Croydon Metropolitan Centre. Surrey Street Market should be at the heart of this, with a strategy for investment in and promotion of the market.



HERITAGE CHARACTER AND DESTINATIONS

2.4.5 Enhance Old Town's historic streets, spaces and buildings in order to maximise historic character. In particular, invest in the interpretation of Old Town's landmark buildings as destinations to encourage people to visit and enjoy them. Finding new uses for vacant historic buildings such as the Surrey Street Pumping Station is a priority. New development should respect and enhance Old Town's important heritage character and be of the highest quality.



BETTER CONNECTED

2.4.6 Overcome the sometimes fragmented, inaccessible and inhospitable nature of parts of Old Town by substantially improving pedestrian and cycle routes and environments, improving access to public transport and rationalising provision for private motor vehicles, including access to car parks. Reduce the barrier effect of Roman Way and the A232. Improve local accessibility by removing one way systems.



2.5 OLD TOWN TODAY

2.5.1 Croydon’s Old Town is located to the south-west of Croydon Metropolitan Centre and is a distinctive part of the town centre. The Old Town Masterplan Study area is broadly located between High Street and Roman Way to the east and west, respectively, and Centrale shopping centre and the A232 flyover to the north and south, respectively. It also includes the residential areas to the west of Roman Way, which link Croydon Metropolitan Centre to green open space at Wandle Park.

2.5.2 ‘Old Town’ is the historic but unofficial name given to this area in Croydon Metropolitan Centre which contains significant heritage assets including Croydon Minster (1867-1912, although medieval elements still exist), the Surrey Street Pumping Station (1851), Old Palace School (originated 14th century) and the historically significant Surrey Street Market (first market listed 1276). These heritage assets provide character, distinctiveness and patina. The area is also characterised by the remnants of a small-scale medieval urban grain that has resulted in narrow plots, lanes and yards.

2.5.3 This historical significance is reflected in the three designated conservation areas (Croydon Minster, Church Street and Central Croydon) that cover a large part of Old Town, and over 80 statutorily listed or locally listed buildings in the area. The Minster and Old Palace School, are Grade I listed (see figure 4 for a plan of these heritage assets in the Old Town area).

2.5.4 The Old Town study area (approximately 23 hectares) currently has a residential

population of approximately 3,000, accommodated mainly in the southern part of the Old Town Masterplan study area where a substantial amount of attractive Victorian terraced housing still remains. Other residential accommodation is provided in higher density newer development, generally towards the edges of the study area.

The population of Old Town has a young profile with a significant percentage of well-educated residents (NVQ Level 4 +). This group of typically, recent graduates and young

professionals, generally have higher levels of disposable income that if offered the right mix of local bars, restaurant and cultural venues could provide a significant boost to business viability in Old Town. Similarly the large number of full-time students, whose income tends to be spent locally, suggests further opportunity to develop a service offer that appeals to these groups (see figure 3).

2.5.5 Old Town has a high proportion of retail and independent shops, focused along Church Street and Surrey



Old Palace school has fabric surviving from the 14th century onwards (Grade I listed)



Surrey Street market provides valuable activity and produce

OCCUPATIONS OF OLD TOWN RESIDENTS	%
Managerial, Admin & Professional Occupations	35%
Intermediate Occupations	14%
Small Employers and Own Account Workers	7%
Lower Supervisory and Technical Occupations	6%
Routine & Semi-Routine Occupations	20%
Never Worked and Long-Term Unemployed	9%
Full-Time Students	9%

Figure 3: Occupation of Old Town, source: Colliers Old town Property Analysis 2013



Croydon Minster is a key asset for Old Town set adjacent to St. John’s Memorial Garden

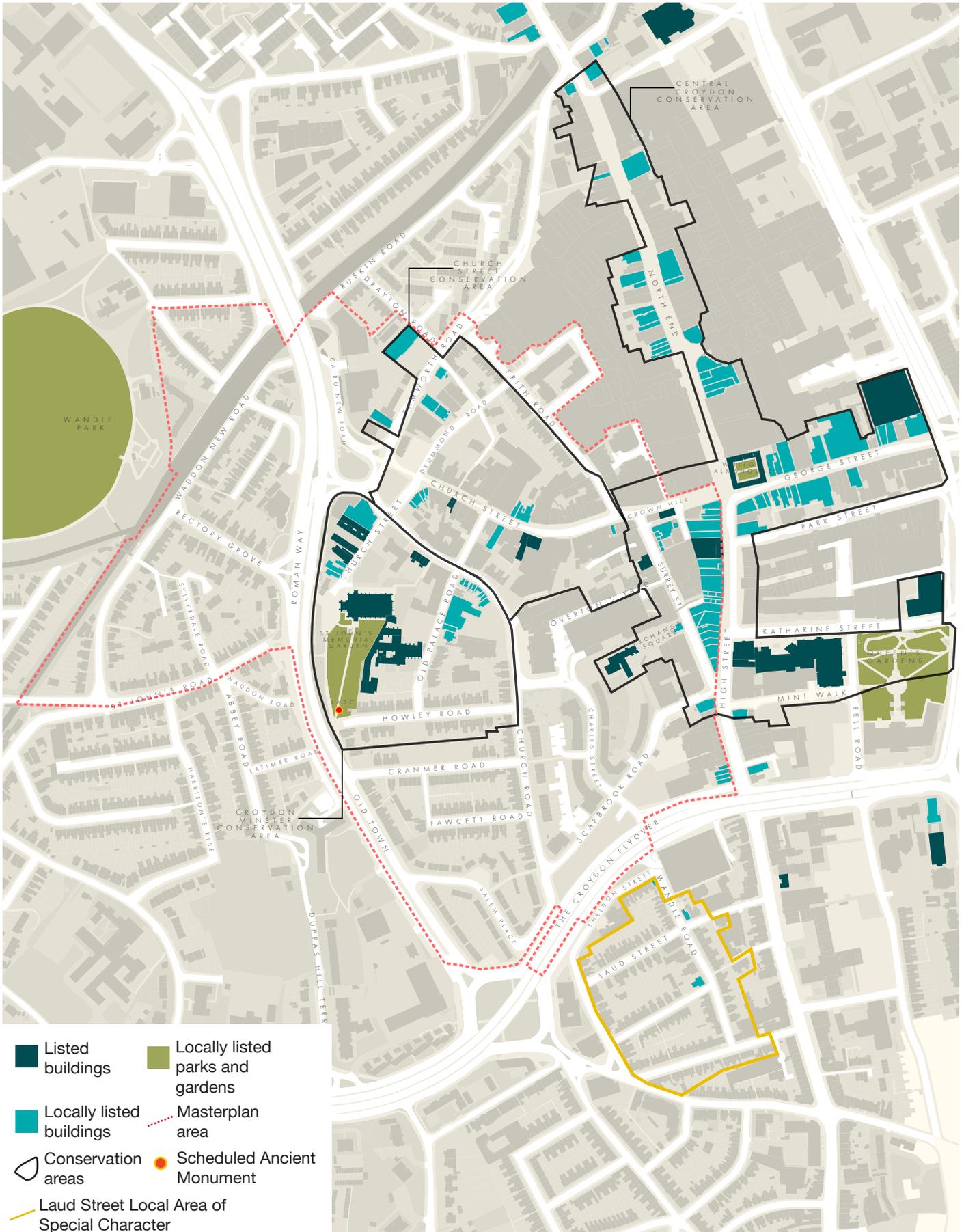


Figure 4: Conservation area boundaries, listed building and locally listed buildings in Old Town

Street. These shops serve the local residential population well, indicated by a high footfall levels on the streets. Around 50,000 people per week pass through Surrey Street and 22,800 walk through the junction of Church Street and Old Palace Road. The shops contribute variety and colour to the pedestrian experience. Surrey Street Market is also a key asset for this part of Croydon Metropolitan Centre, providing activity and animating Old Town. The market operates six days a week and offers a wide variety of fruit and vegetables, flowers, plants and household goods and some cooked food.

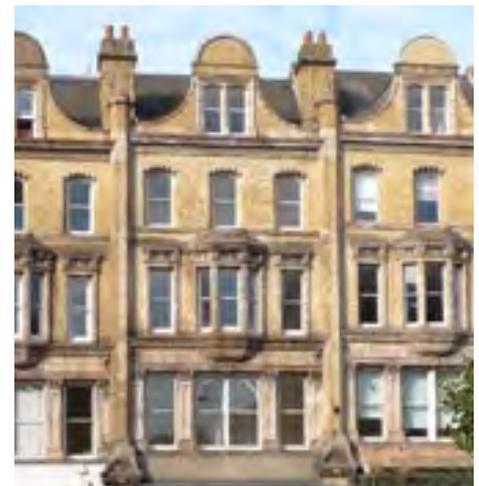


Independent shops on Church Street in attractive Victorian, Edwardian and Georgian buildings. Church Street Tram stop provides good accessibility to the area

2.5.6 Matthew's Yard is located in Exchange Square and provides a modern workspace, a café and bar and a cultural venue in Old Town. Matthews Yard plays an important role as an incubator for small businesses in the area and is an asset in this part of Old Town, drawing visitors throughout the day and during the evening. It is home to Croydon's growing Tech City organisation (www.croydontechnology.com) which aims to make Croydon an accommodating home for early-stage digital and technical startups.



The former almshouses and the Rose and Crown Pub building at the end of Church Street



Grand locally listed historic facades on the High Street

2.5.7 Old Town's evening economy is focused on High Street, it

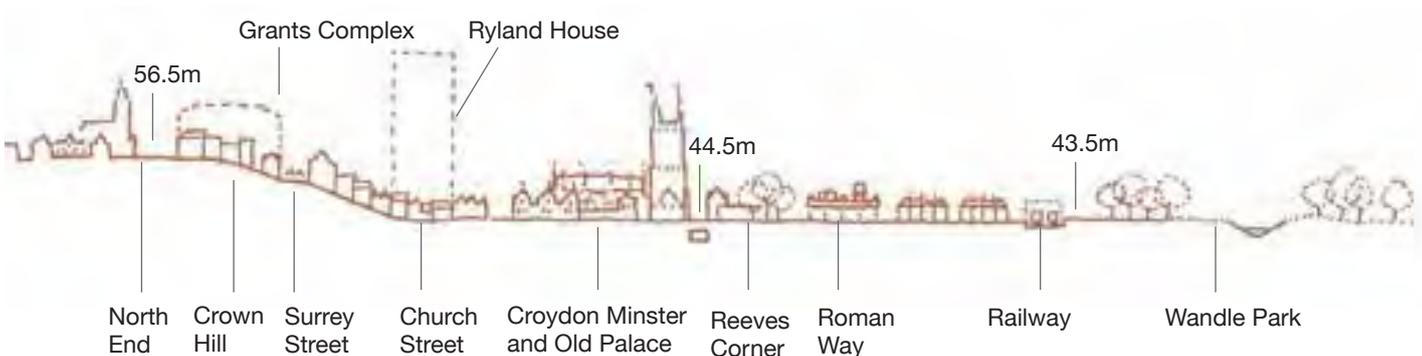


Figure 5: Sketch section drawing to show the change in topography and character between North End and Wandle Park

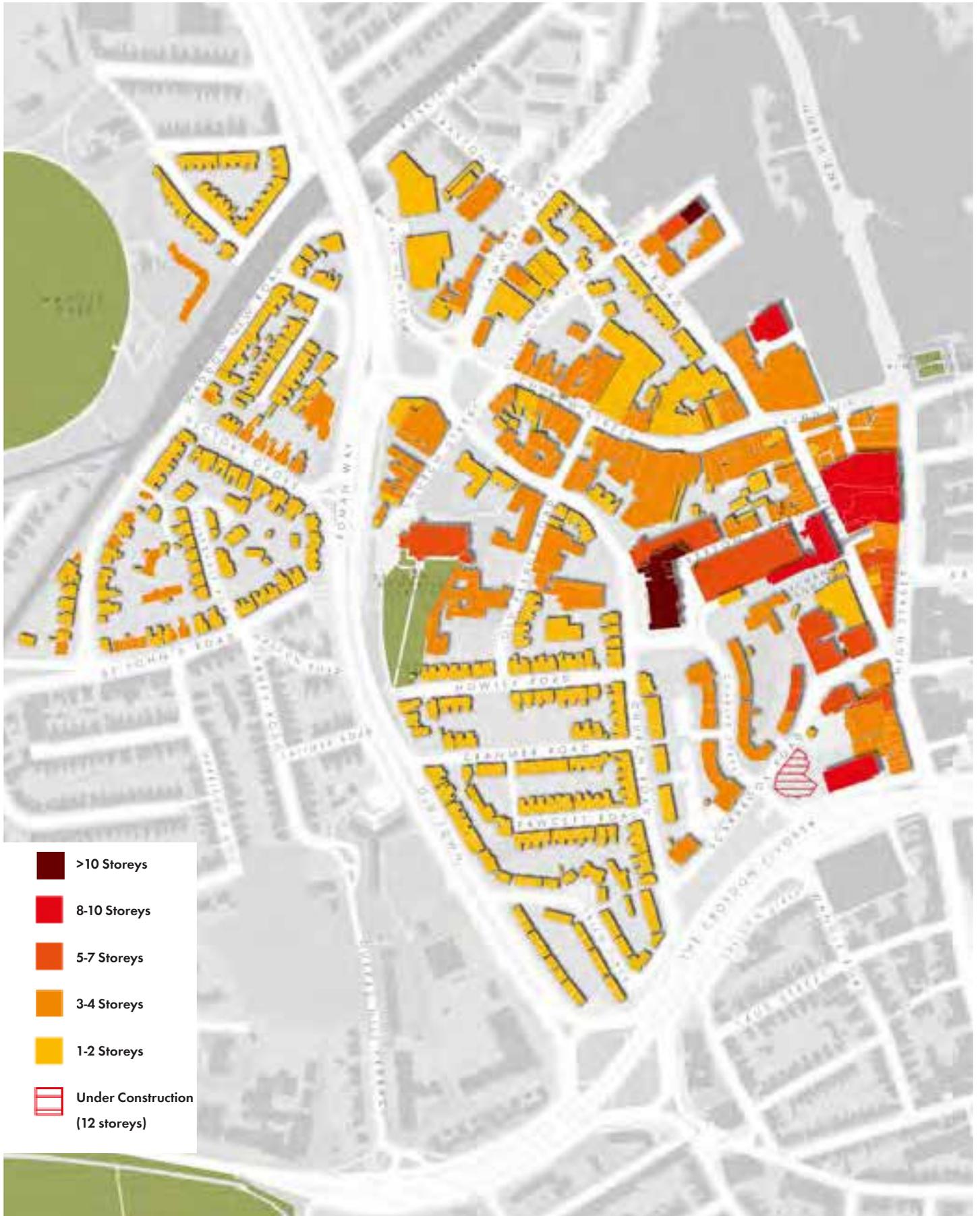


Figure 6: Indicative existing building heights in Old Town

attracts many young people at the weekend and towards the end of the week. It brings life to the streets although sometimes this includes anti-social behaviour.

2.5.8 Old Town is within easy walking distance of both East Croydon and West Croydon stations and has very good public transport links. The Tramlink network runs through the area and The area is also served by a number of bus routes.

CHARACTER AREAS

2.5.9 The character areas are generally defined by building use and typology. It is acknowledged that these areas are blurred and overlap at their boundaries. (See figure 7 on the following page.)

1. SURREY STREET CHARACTER AREA

2.5.10 The Surrey Street character area is defined by the variety of historic buildings, narrow alleyways and industrial yards and the market activity. The market provides colour, variety and activity in this part of Old Town.

2.5.11 Exchange Square, with the Surrey Street Pumping Station at its centre, was created in 2009 with the development of the surrounding new flats, opening up an old yard to create an attractive hard landscaped open space.

2.5.12 Crown Hill is the main entry point to Old Town from North End and is characterised by its steep slope down Church Street. This part of Old Town marks a shift in character from Mid Croydon.

2. TAMWORTH ROAD CHARACTER AREA

2.5.13 This character area forms the northern edge of Old Town and has a mixed and fragmented

character. It includes residential streets, small business units and the rear of the Centrale shopping Centre. Tamworth Road itself is characterised by the group value of several attractive Victorian buildings including a former school, a former Mission Chapel, a public house and a Baptist Chapel.

2.5.14 Frith Road marks the shift in character from the retail core north- east of Old Town. The Frith Road and the Keeley Road shops are part of Old Town's independent shopping offer. The overscaled ramps and blank frontages of the Centrale shopping centre on the north side of the road are harmful to the domestic character of the south side of the street.

2.5.15 Drummond Road and Tamworth Place contain more modern developments that generally sit more awkwardly on their sites in relation to surrounding open car parking and service yards.

3. CHURCH STREET AND REEVES CORNER CHARACTER AREA

2.5.16 Church Street provides a more independent and value oriented retail offer to that of the primary retail high street of North End. Its winding course has a continuous commercial frontage which is made up of a mixture of Georgian, Victorian and 20th century buildings.

2.5.17 Reeves Corner is a junction where several roads meet and where Church Street turns south towards the Minster. The site has been cleared following the civil disturbances in 2011 and has a temporary greening scheme. It is a

prominent site and a key entrance to Old Town and the wider Croydon Metropolitan Centre from Roman Way.

2.5.18 Church Road follows the course of one of the former Wandle streams and today has a mixed character of buildings of varied architectural styles.

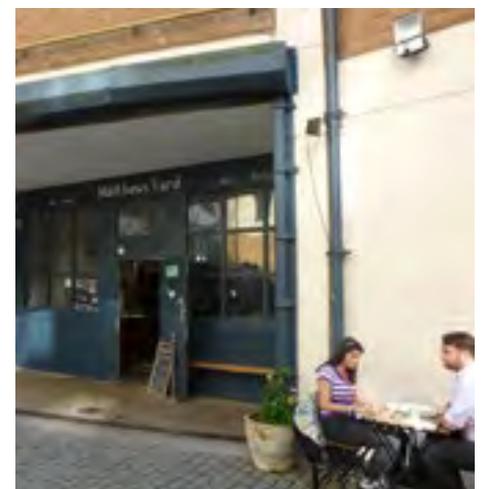
4. THE MINSTER QUARTER CHARACTER AREA

2.5.19 Croydon Minster is the most important landmark in Old Town because of its scale, historic and architectural significance and views of it. The Minster, the Old Palace School and the other historic buildings around Minster Green form a significant historic part of Old Town. The Minster lies adjacent to St John's Memorial Garden, the largest area of green space within Old Town.

2.5.20 Attractive Victorian houses form the southern boundary of the character area and part of the setting of the Minster.

5. OLD TOWN EASTERN RESIDENTIAL CHARACTER AREA

2.5.21 This character area generally



Matthew's Yard in Exchange Square is a workspace, café and bar and a cultural venue in Old Town

KEY TO CHARACTER AREAS:

- 1. Surrey Street
- 2. Tamworth Road
- 3. Church Street and Reeves Corner
- 4. The Minster Quarter
- 5. Old Town Eastern Residential
- 6. Old Town Western Residential

provides higher density homes in larger and generally more modern blocks.

character. It includes Victorian terraced housing as well as lower density 20th century family homes.

6. OLD TOWN WESTERN RESIDENTIAL CHARACTER AREA

2.5.22 This character area has two sites which have a similar



Figure 7: Character areas existing in Old Town



Figure 8: Sketch plan of the Old Town area now, with key landmarks drawn in three-dimensions