

# WEST CROYDON MASTERPLAN

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## MEETINGS

### 2009

16 Oct Purespace surgery  
21 Oct Croydon Urban Summit 1  
22 Oct Church surgery  
22 Oct Project Board meeting  
30 Oct Network Rail surgery  
30 Oct PSH/Barratt surgery  
30 Oct TfL surgery  
04 Nov Vision workshop  
10 Nov CBRE surgery  
11 Nov Croydon Council surgery  
11 Nov Mapeley surgery  
17 Nov Stakeholder feedback  
19 Nov Project Board meeting  
25 Nov PSH surgery  
25 Nov Whitgift meeting  
09 Dec Croydon Urban Summit 2  
14 Dec Church surgery  
14 Dec DfL surgery  
14 Dec Croydon Council surgery  
14 Dec Network Rail surgery  
14 Dec TfL surgery  
15 Dec English Heritage meeting  
15 Dec Croydon Council surgery  
15 Dec PSH/Barratt surgery  
15 Dec Purespace surgery  
15 Dec Whitgift basement visit  
17 Dec Project Board meeting

### 2010

14 Jan Croydon Council meeting  
04 Feb Project Board meeting  
26 Feb TfL Transport Mini Summit  
11 Mar Project Board meeting  
17 Mar Public Realm Mini Summit  
22 Mar PSH/Barratt meeting  
22 Apr Project Board Meeting  
28 Jul Implementation Group  
27 Aug PSH/Barratt meeting  
11 Sep Public consultation drop-in  
18 Sep Public consultation drop-in  
18 Sep Public exhibition  
19 Sep Public exhibition  
25 Sep Public consultation drop-in  
02 Oct Public consultation drop-in  
08 Oct Public consultation drop-in

### 2011

13 Jan Implementation Group

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Aerial photograph showing the West 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,  
Transport & Sustainability,  
Croydon Council

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 preparing with the Greater London Authority and other key stakeholders.

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





The West 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 West Croydon area is vital to the success of regeneration plans for Croydon Metropolitan Centre and the borough as a whole. As a key transport hub in South London and gateway to central Croydon, West Croydon is crucial to providing capacity for growth, critical to movement networks, and defines perceptions of arrival in the CMC. Although secondary to East Croydon as a transport hub, West Croydon is a major facility that stands comparison with many other Outer London transport interchanges.

2.2.2 Approximately 2.5 million people use the railway station every year, with passenger numbers expected to increase to 3.33 million by 2016 following the arrival of East London Line/ London Overground services in 2010. 10.5 million passengers use the bus and tram stops at West Croydon every year, this is expected to increase to 14.8 million by 2025. Pedestrian activity in and around the interchange is high due to its close proximity to the main pedestrianised area and shopping centres in Croydon.

2.2.3 But West Croydon does not currently match up to its importance or potential. The area suffers from an extremely poor urban environment, a tired railway station, limited accessibility and inconvenient public transport interchange.

2.2.4 For these reasons Croydon Council has re-prioritised the comprehensive regeneration of West Croydon and the positive management and coordination of imminent change. West Croydon is one of the principal projects identified in the Council's successful bid for Growth Area Funding.

2.2.5 The arrival of the East London Line/ London Overground in summer 2010 has put Croydon on the tube map for the first time, and improved the area's accessibility with links to the London Underground network to the north. West Croydon's Public Transport Accessibility Level (PTAL) is 6b – the highest level of accessibility. Network Rail are planning improvements to make the station work better for the town centre and enhance access.

2.2.6 In addition, the area holds a series of under-developed sites, some of which have proposals coming forward, with the potential to bring about significant change in West Croydon, including introducing a mix of new uses and a sizeable new residential community. In this context, a West Croydon Masterplan Board formed of Croydon Council, Barratt Homes Limited/Portman Square Holdings, Design for London/ London Development Agency, Homes & Communities Agency, Mapeley/ BT, Network Rail, Prospect First, Purespace, St Michael and All Angels Church and Transport for London was set up to work together to develop a masterplan for the West Croydon Area.

2.2.7 The West Croydon Project Board is composed of all major landowners in the Masterplan area, and all public sector bodies contributing to the study.

2.2.8 The Council and its partners on the West Croydon Project Board believe that the way to make the most of the opportunities that West Croydon offers - and to transform it into the fantastic place that it should be - is to work to a robust masterplan that does the following:

- Articulates a shared vision
  - Provides an urban design development framework
  - Prioritises and includes phased proposals for a new high quality railway station and public transport interchange
  - Contributes to and integrates with the wider movement network
  - Sets out a public realm strategy
- All tied together with:
- A robust implementation and phasing strategy

2.2.9 The Project Board engaged a multi-disciplinary team led by East to develop the masterplan.

2.2.10 The masterplan focuses on coordinating proposals for the public realm, movement network, railway station, transport interchange and development sites and sets a robust framework for phased delivery of these as a suite of deliverable components.

Key to Control of Land Map Opposite

- 1 West Croydon Station and adjoining land: Owned by Network Rail.
- 2 Derby Road: Owned by Purespace.
- 3 Station Road: The site comprising 6-44 Station Road and Queens House car park is owned by Portman Square Holdings. Barratt Homes Limited have a development agreement for a residential scheme with ground floor retail.
- 4 St Michael and All Angels Church.
- 5 Delta Point: Office building owned by Mapeley, currently occupied by BT.
- 6 West Croydon Bus Station: Site predominantly owned by Croydon Council, currently leased to TfL.
- 7 Prospect First: Vacant office building and car park owned by CBRE Investors.
- 8 Other owners.



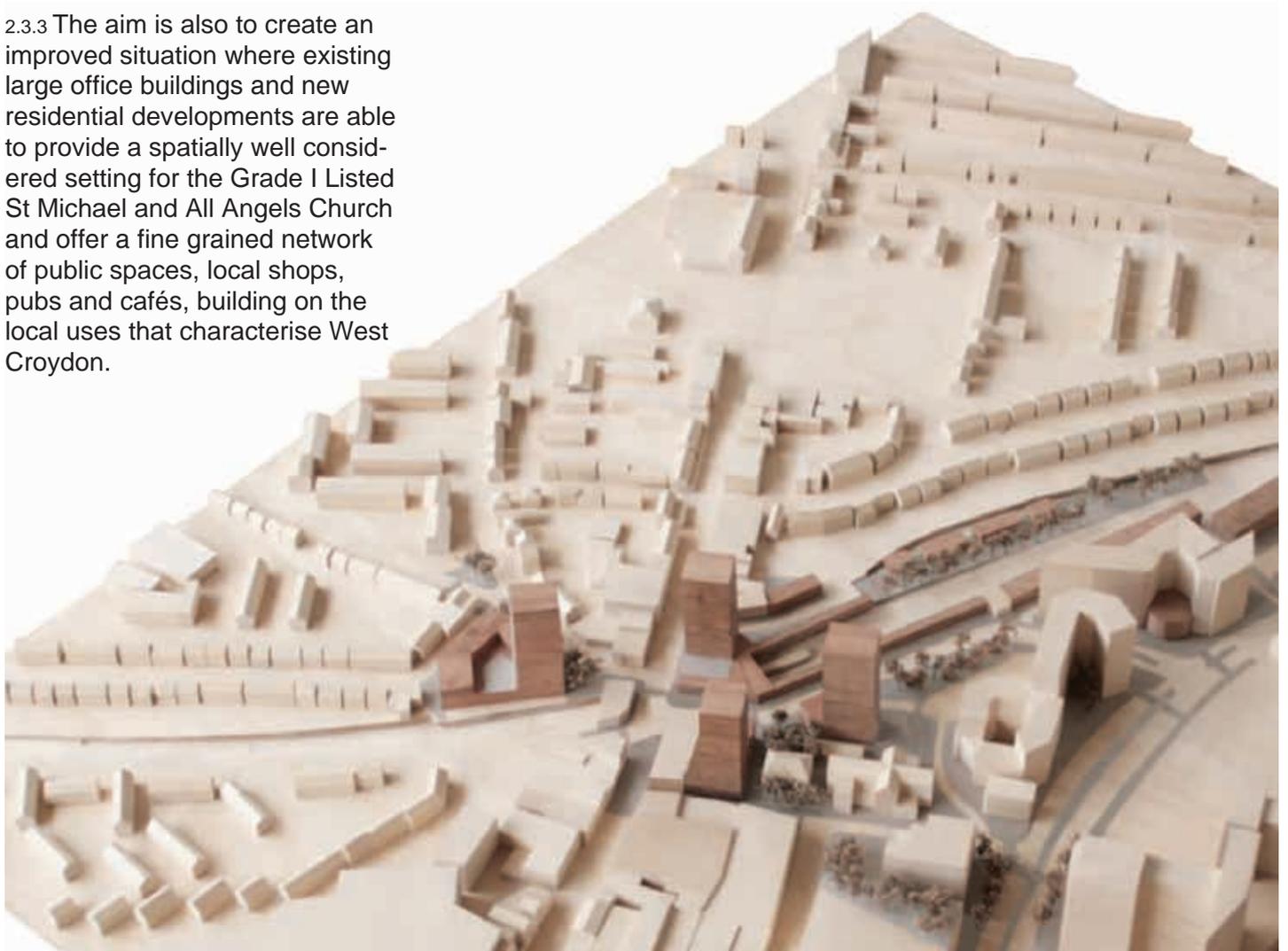
Control of land within the West Croydon Masterplan Area

## 2.3 SHARED VISION

2.3.1 This public realm led masterplan aims to improve Croydon wide connectivity and guide development already underway in West Croydon alongside improvements to the station, which from 2010 is the terminating point for the East London Line.

2.3.2 The vision is to create a rich, permeable public realm that is able to provide a range of opportunities for all people - young and old - within central Croydon, improve public transport interchange and provide new connectivity between the station, the residential areas around it and the shops along North End.

2.3.3 The aim is also to create an improved situation where existing large office buildings and new residential developments are able to provide a spatially well considered setting for the Grade I Listed St Michael and All Angels Church and offer a fine grained network of public spaces, local shops, pubs and cafés, building on the local uses that characterise West Croydon.



## 2.4 CONSULTATION & ENGAGEMENT

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

- Croydon Council
- CBRE Investors
- Homes & Communities Agency
- London Development Agency
- Mapeley
- Network Rail
- Portman Square Holdings / Barratt Homes
- Purespace Group
- St Michael and All Angels Church
- 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. A list of individual meetings and consultations is included at the front of this document.

2.4.3 The vision and headline principles of the West 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 into the Masterplan as it has developed.

2.4.4 The strategic principles emerging from the West Croydon Masterplan and West Croydon Equalities Impact Assessment have been fed into Croydon's Core Strategy and Infrastructure Delivery Plan (IDP)

as they have been developed, and have consequently been subject to public consultation. Relevant Core Strategy and IDP consultation responses relating to West Croydon have been considered as part of the Masterplans.

2.4.5 The West Croydon Masterplan has been subject to a series of CMC Masterplan Summits, which brought consultants and officers working on all of the Croydon Metropolitan Centre 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.

2.4.6 Public consultation on the draft West Croydon Masterplan was carried out from 6 September - 18 October 2010 in parallel with the draft East Croydon Masterplan, Core Strategy supplement, and Infrastructure Delivery Plan.

2.4.7 A series of public exhibitions, sessions and events featuring information on the West 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
- Drop-in Session, 18 September, Phoenix Centre, Upper Norwood
- Public Exhibition, 18 September, Taberner House
- Public Exhibition, 18 & 19 September, No.1 Croydon, Addiscombe
- Drop-in Session, 25 September, Fairfield Halls
- Drop-in Session, 2 October, Selsdon Hall, Selsdon
- Dedicated West Croydon

Session, 8 October, St Michael and All Angels Church Hall

2.4.8 An electronic version of the Masterplan document was made available for download from Council and Third City websites, and uploaded on to the Consultation Portal to allow people to make comments online. 197 individual comments were submitted by 46 separate consultees.

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

2.4.10 40 hard copies of the Masterplan were printed for use at dedicated Masterplan public consultation events, and made available at public libraries.

2.4.11 The draft West Croydon Masterplan has been revised in response to feedback from the public consultation exercise. All comments, representations, and responses from Public Consultation were collated in The West Croydon Consultation Log 2010 (available at [www.croydonthirdcity.co.uk](http://www.croydonthirdcity.co.uk))

2.4.12 The masterplanning team will continue to engage with key stakeholders, local residents, local businesses, developers and community groups within the West Croydon Masterplan area throughout the implementation of the plan.

# 2.5 STRATEGIC OBJECTIVES

2.5.1 Six strategic objectives have been identified by the Project Board to deliver the vision.

2.5.2 These strategic objectives underpin all recommendations and proposals set out in this masterplan.

## A NEW FRONT DOOR TO CROYDON

2.5.3 With the opening of the East London Line, Croydon is now on the tube map for the first time. West Croydon is the point of arrival and departure for the new line and together with its strategic role within Croydon Metropolitan Centre, it has potential to become a welcoming entrance with a strong presence on the high street. A better West Croydon Station would also help alleviate the pressure on East Croydon Station.

2.5.4 Crucial to any proposal is the aim to improve interchange between trains, trams and buses increasing connectivity, pedestrian capacity and comfort as well as to present the exceptional public transport provision in a better light.



A new station, a cluster of tall slender buildings and an improved public realm form a new front door to Croydon.

## BETTER INTEGRATION AND LINKS TO THE CENTRE

2.5.5 A new and improved station and transport interchange needs to be supported by better connections to North End and the Whitgift Centre, which draw the main flow of people.

2.5.6 Today flows are focussed on the busy junction of Station Road and North End where pedestrian space and crossings are severely restricted. New permeability, wider pavements, space for orientation and space for resting are required.



View across improved Station Road to St Michael's Square and Whitgift Passage which will add capacity to the public realm around the station.

## INCLUSIVE HIGH QUALITY PUBLIC REALM AND MORE SPACE FOR PEDESTRIANS

2.5.7 With a projected increase of 30% in public transport usage over the next fifteen years and the existing pavements already at capacity, it is vital to ensure more space for pedestrians in West Croydon, generally and within the transport interchange.

2.5.8 The public realm should be of high quality, supporting the notion of the area as a front door to Croydon and establishing a fine grained network of public spaces with active uses surrounding them able to maintain West Croydon's special qualities, its mix, and provide a new setting for St Michael and All Angels Church.



An improved setting could reveal the Grade I listed St Michael and All Angels Church as the 'centrepiece' of West Croydon.

## COORDINATED HIGH QUALITY BUILT ENVIRONMENT

2.5.9 The identified need for more housing in the CMC coupled with the excellent public transport links makes West Croydon a good location for new development.

2.5.10 New developments should be considered together in terms of uses, access, materiality and massing, and support the improvements to public realm and transport. They should be setting the scene for a new level of quality in the built environment while revealing and supporting the existing character of West Croydon.



The shape and texture of new development is key to creating a cluster of buildings that are specific to West Croydon, and maintain a human-scaled public realm.

## LOVE THE GOOD THINGS ABOUT WEST CROYDON

2.5.11 Development and improvement in West Croydon should not be at the expense of losing all of the current character. Care needs to be taken for proposals and their design to build on the existing topography and fine grain of shops and uses at ground floor level to build on the special character of West Croydon and to support and increase opportunities for the existing as well as new communities.

2.5.12 Buildings and institutions such as St Michael and All Angels Church which contribute positively to the character of the area should be supported and their role should be considered carefully when proposing changes.

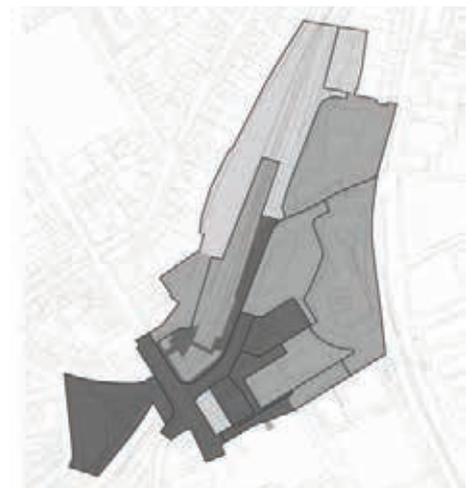


The locally listed facade on Station Road is significant to the texture and scale of the streetscape. Built in 1908, it was Croydon's first cinema.

## DELIVERABLE SHORT AND LONG TERM PLANS

2.5.13 A key objective for this masterplan is that it supports the emerging process of change in West Croydon already initiated by Project Board members individually and in collaboration - enabling strategic, place specific change on the ground in the short, medium and longer term.

2.5.14 Change in West Croydon will not be delivered all at once and it is important that a phased approach is developed to ensure sure that future opportunities are not lost by implementing short term change and improvements.



The expectation that the masterplan will be delivered gradually over time has influenced the strategy and proposals, but also means that continued Council and stakeholder ownership of the plan will be key to successful implementation.

## 2.6 POLICY CONTEXT

2.6.1 There are a number of documents which provide policy context for the West 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)

## 2.7 HISTORIC CONTEXT

2.7.1 West Croydon first became a transport interchange in the early 1800s with the opening of the Surrey Iron Railway in 1803, Croydon Merstham & Godstone railway in 1805, and Croydon Canal in 1809 which connected Croydon to the Surrey Canal and Rotherhithe. A large basin occupied the sites of the current rail and bus stations at the end of the route. The canal did however not prove a financial success and closed in 1836. The assets of the canal company were purchased by London and Croydon Railway which used most of the cutting for its new line from London Bridge to West Croydon that opened in 1839.

2.7.2 The original Victorian station buildings still exist today and are located to the east of the rail lines behind the Prospect First building.

2.7.3 To the west of the through lines to Surrey were sidings and a train and goods shed. It appears that the station building and sidings remained largely unchanged until the 1930s when an additional building with a footbridge across the railway lines was constructed to the north east of London Road. This is what forms the current station building.

2.7.4 Horsedrawn trams were introduced on London Road and North End in 1879 and upgraded to electric models in 1901. Tracks were later installed on Station Road and Tamworth Road but all tram traffic had ceased by 1951 to be replaced by trolleybuses. Trams were reintroduced in Croydon when Tramlink opened in 2000 running on Station Road and Tamworth Road.

2.7.5 It is likely the area of Station



West Croydon Station entrance and Station Road facade c1910



Junction of North End and Station Road c1930



Passenger trains through West Croydon

Road adjacent to the station building was always a focus for interchange with buses and trolley buses.

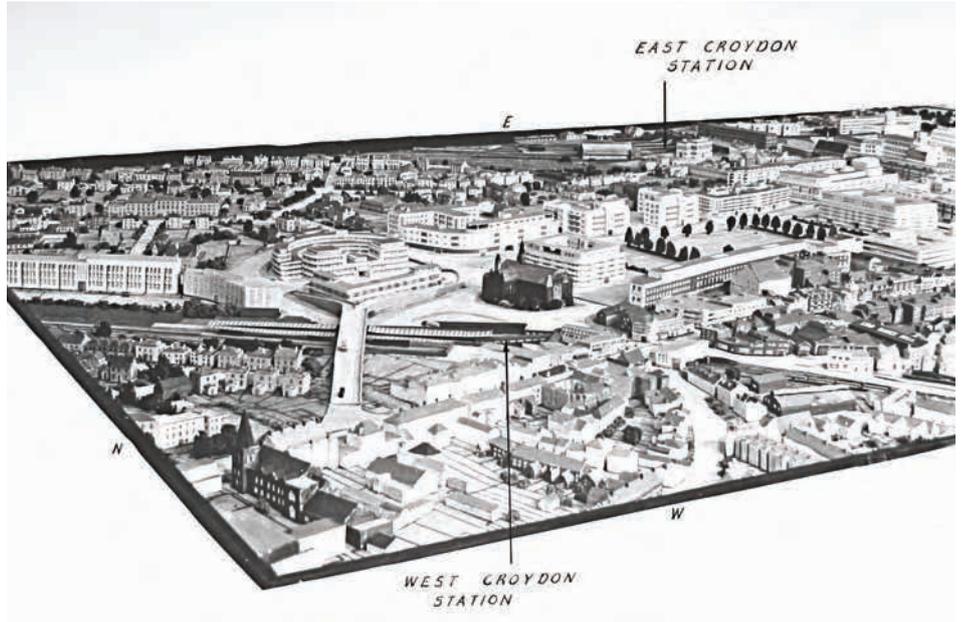
2.7.6 A formal bus station was in place by the early 1980s on the current site of Delta Point by which time a high capacity Wellesley Road had also been constructed.

### ST MICHAEL AND ALL ANGELS

2.7.7 The first service in what was to become the parish of St Michael and All Angels Church was held in a brewery stable's loft in 1871.

2.7.8 A wooden church was purchased from Folkestone in 1872. The now Grade I Listed St Michael and All Angels Church was designed by the architect John Loughborough Pearson and built between 1880 and 1895 to replace the wooden church.

2.7.9 The exterior is of red brick and Bath stone dressings with a tall nave and low aisles. It is cruciform in plan and has a stone shafted brick vaulted interior. The tower and spire designed by the architect have never been completed.



A 1950's masterplan for Croydon proposed a vehicular connection east-west over West Croydon station.



Pearson's original church design, exhibited at the Royal Society of Art in 1877, which includes a tall tower.



View of the east end of St Michael and All Angels Church from Wellesley Road which is a long standing West Croydon landmark and key to informal wayfinding.



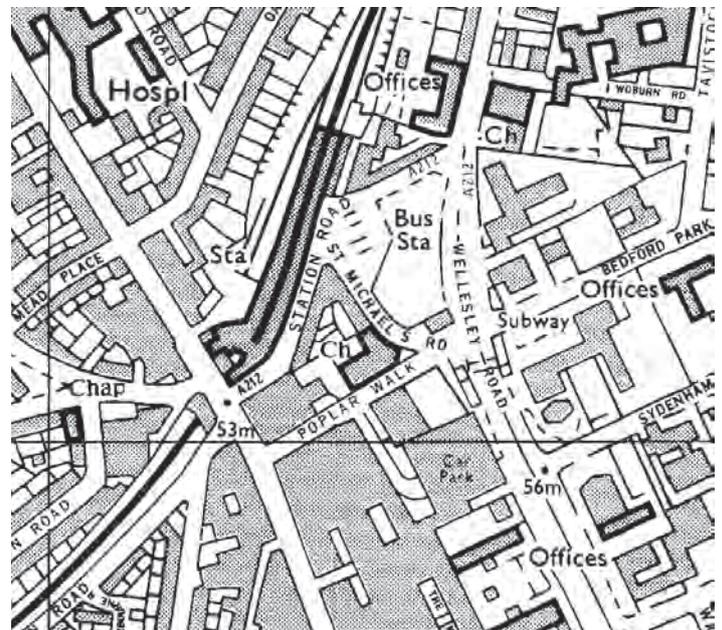
- 1868
- The original West Croydon Station was built east of the tracks. By 1868 the station had moved west of the tracks with a forecourt facing London Road.
  - The street pattern was largely the same as today with the exception of the bus station area.
  - Trams were running on London Road and North End.
  - A visual or accessible link is apparent between Station Road and Poplar Walk.



- 1910
- The area became denser on North End up towards the station.
  - The station forecourt was marginalised by infilling of the London Road frontage.
  - Tram began to run on Station Road and Tamworth Road.
  - The vicarage and new frontage on Station Road was constructed.
  - A new terrace replaced the nursery north of Station Road.



- 1941
- The station was demolished and the London Road frontage filled in.
  - Trolley buses replaced trams in Station Road and Tamworth Road.
  - The terrace on the corner of St Michaels/Station Road was demolished leaving a larger space around the middle of Station Road.



- 1983
- The current station layout was complete.
  - The tram tracks on London Road and North End were removed.
  - The area between St Michael's Road and Wellesley Road was used as a bus station.
  - The Whitgift Centre was built and Wellesley Road straightened out and widened.
  - The presence of office and retail buildings in central Croydon increased while residential uses retreated out of the centre, to the north of the railway.

## 2.8 WEST CROYDON TODAY

### WEST CROYDON-NESS

2.8.1 West Croydon is located at the northern edge of Croydon Metropolitan Centre and has developed a distinct local character with independent commercial ground floor uses located within a fine grained network of 2, 3 and 4 storey buildings alongside large floor plate commercial office uses within 8 and 9 storey commercial developments.

2.8.2 The mix of uses, buildings and spaces is extraordinary. It includes the Grade I Listed St Michael and All Angels Church, the old railway station, Victorian shops and 20th century additions such as commercial properties at North End, the painted steel clad bus station pavilion on its island and large office buildings along Wellesley Road. Beyond the masterplan area the landscape opens up to the Wandle Valley and large expanses of housing to the north west, and the Croydon Tall Building Zone (as defined in Croydon's UDP) to the south east. It is this specific mix of local and regional uses, building scales and spatial proximities that defines West Croydon-ness.



2.8.3 Station Road is an intimate street, which is characteristic of the low-rise grain of West Croydon, hosting small units of diverse retail on either side. The shops have both a distinct small-grained architectural and a unique retail character in the wider Croydon context of large shopping centres.



2.8.4 A window display in "Home Sweet Home", a fabric shop on Station Road. Colourful and independent displays contribute significantly to the pedestrian experience and the richness and originality of West Croydon.



2.8.5 Large numbers of children travel to and from school every day via the West Croydon transport interchange. This has a significant impact on the culture of West Croydon and its public realm which at the moment has not been designed with this user group in mind.



2.8.6 West Croydon Station has a single entrance leading on to the narrow pavement on London Road. The tram stop and bus station are located out of sight on Station Road.



2.8.7 The tram stop on Station Road is located on the existing narrow pavement far from the station entrance.



2.8.10 View of West Croydon's transport interchange from the seventh floor of Prospect First. Many of West Croydon's urban blocks are currently impenetrable either because of a large single building or a series of small but secure private compounds such as the church's car park.



2.8.13 View towards the centre which resides at the top of a gentle hill, resulting in the transport interchange and railway bridge forming a natural focus for West Croydon.

2.8.8 View toward North End from the junction by the station. There is a sense of vehicular rather than pedestrian priority within this key space in West Croydon which connects the wider area with Croydon Metropolitan Centre and the transport interchange.



2.8.11 Car parts are being sold within the centre of West Croydon from the old railway station building.



2.8.14 View from the platforms at West Croydon Station towards the large office buildings on Wellesley Road. The mix of scales and close proximities between varied uses is part of the special character of West Croydon.



2.8.9 West Croydon proximities. Properties on Station Road, St Michael and All Angels Church, and Lunar House seen from West Croydon Station.



2.8.12 The southbound railway tracks approaching West Croydon provide snippets of greenery along their edges and views over the Wandle Valley.



2.8.15 Large scale commercial office buildings in close proximity to the church.

## 2010 MAP

- 1 Network Rail land north of the railway is underused and does not add to the rich mix of uses within West Croydon.
- 2 Underused below-ground car park.
- 3 Narrow pavements on Station Road between the train and tram stations.
- 4 Bus Station
  - Poor public realm, crossings and connectivity
  - Lack of capacity
  - Oversized pavilion
  - Poor sightlines
  - Lack of secure cycle parking
  - Unanimated public realm due to a lack of activities within the public realm and an absence of active frontages
  - Narrow tram stop
- 5 Vacant building.
- 6 Large office block with poor entrances and public realm relationship.
- 7 Poor crossings on Wellesley Road.
- 8 The church's car park provides a poor setting for the church and detracts from the sense of West Croydon as an important centre.
- 9 The shops on Station Road include an interesting mix which is special to West Croydon and while the buildings are of an enjoyable scale and character they are poorly maintained.
- 10 Grade I Listed St Michael and All Angels Church.
- 11 Large impermeable block.
- 12 Low quality publicly accessible open space.
- 13 Key entrance to the Whitgift Centre - but of a poor quality.
- 14 Poplar Walk feels like a service road lacking care and active frontages.
- 15 The terraces on the high street where North End ends and London Road begins are of a consistent and pleasant scale that is characteristic to the entire stretch although shop fronts are of a low design quality.
- 16 The pavements at the London Road/ Station Road junction are narrow, cluttered and inadequate in terms of pedestrian capacity, orientation space, and comfortable and safe movement.
- 17 North End/Poplar Walk:
  - Poor pedestrian environment
  - Poor entrance to pedestrianised shopping street
  - Buses and delivery vehicles dominate
- 18 From the junction of Derby Road and London Road there are enjoyable views of the Wandle Valley.
- 19 Public House.
- 20 Vacant garage.
- 21 The shops on Derby Road are of an



enjoyable scale but they are poorly maintained.

22 Link to Wandle Park that ties in with the east/west CMC green link strategy.

23 Station:
 

- Only one entrance which is poorly connected to the tram stop and bus station
- Lack of secure cycle parking

24 Enjoyable locally listed Victorian facade.

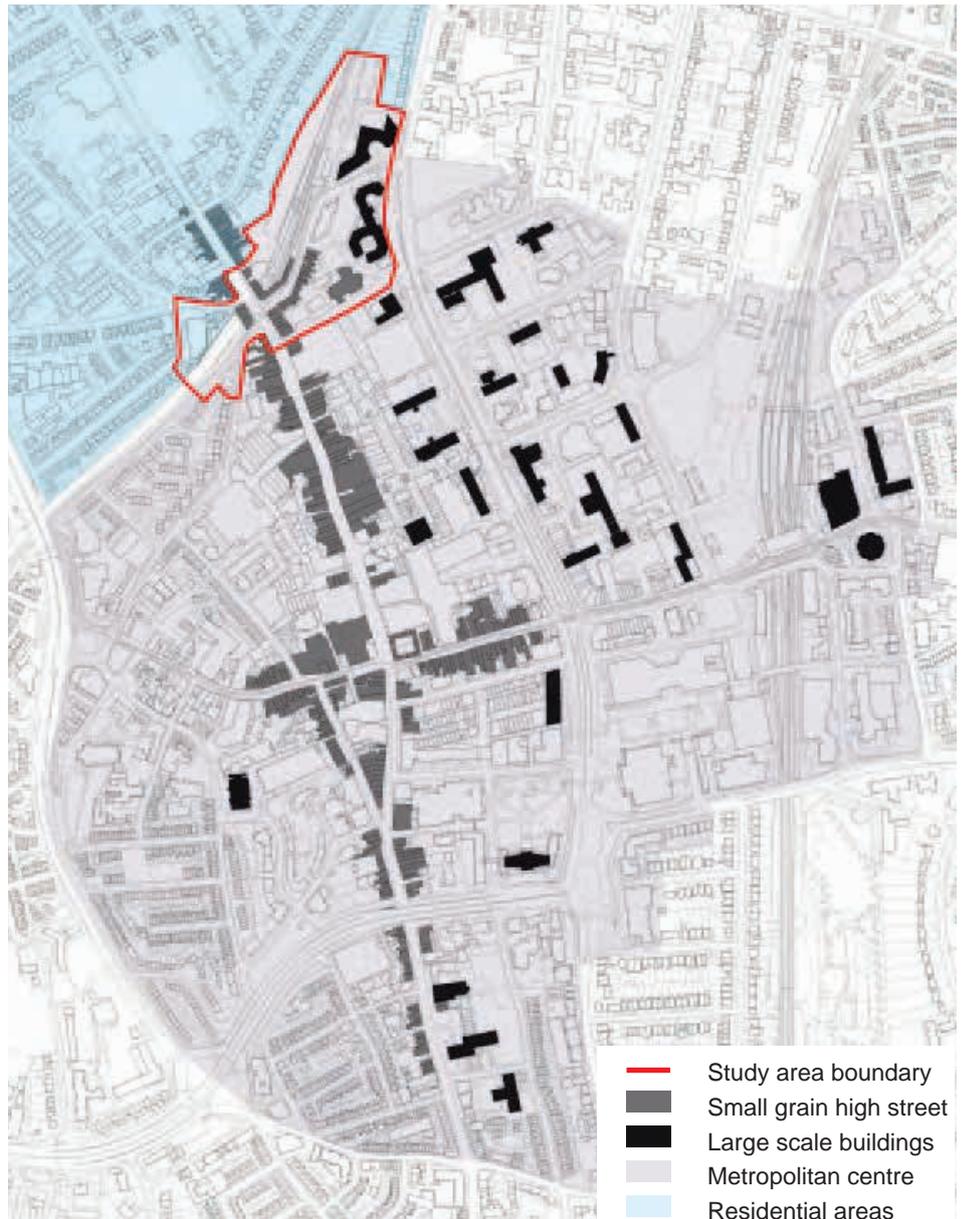
25 Public House.

## CHARACTER

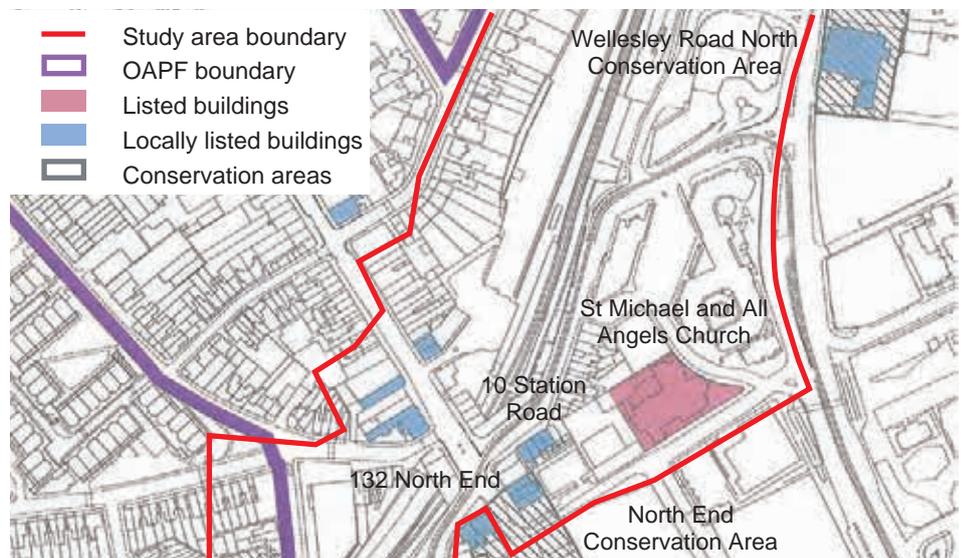
2.8.16 West Croydon is dominated by two main scales. Wellesley Road is home to large scale buildings forming long slab towers loosely positioned on their sites. Disengaging at ground level, these towers block visibility across town. Delta Point and Prospect First buildings are part of this language, forming awkward shapes at the corner of Wellesley Road.

2.8.17 The small grain of North End and London Road, in contrast to Wellesley Road, is an area of street defining buildings with active ground floor uses. The residential areas to the north of the masterplan area and the west of the tracks follow this pattern with 2 - 3 storey high buildings that follow a regular street pattern.

2.8.18 Within the area, the church sits within a fenced church garden alongside other ancillary buildings creating a well defined area. Alongside this, the bus station features as an open island with poor waiting facilities and no visible connection to the station entrance.



Conservation Area and Listed Buildings Map



Conservation Area and Listed Buildings Map

## GROUND FLOOR USES

2.8.19 The two bands of Wellesley Road and North End/London Road are equally visible in the uses map, with Wellesley Road predominantly accommodating office uses and North End/London Road showing a strong retail presence. Residential uses can be found mainly outside the metropolitan centre boundary to the north and west.



Ground floor uses map



## BUILDING HEIGHTS

2.8.20 From the building heights map it is possible to see a clear distinction between the band of taller buildings along Wellesley Road and the 3-5 storey buildings along North End/London Road. Outside of these two bands lower residential buildings are predominant.



Building heights map



## TALL BUILDINGS IN CROYDON

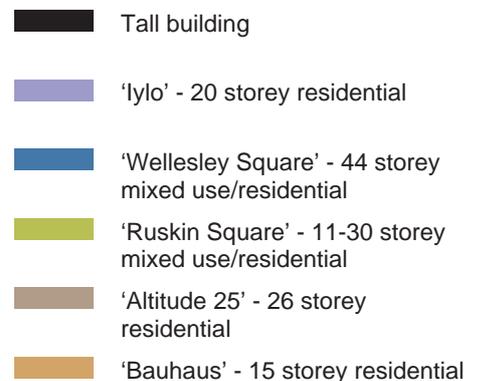
2.8.21 Tall buildings in Croydon mainly centre around Wellesley Road and are within the CMC boundary and the Tall Building Zone. However there are exceptions located outside the Tall Building Zone including some newly built residential towers

2.8.22 Part of West Croydon is within the Tall Building Zone. Parallel to this, North End contains a band of 3-5 storey buildings.

2.8.23 The tall buildings along Wellesley Road share similar characteristics in their shape, orientation and cladding.



High rise residential schemes:  
Recently completed and with planning permission



## SWOT ANALYSIS

### STRENGTHS

- Excellent transport links by train, bus and tram.
- Distinct character.
- Strong local community and community uses such as the church.
- Mix of residential, retail and office uses.
- Proximity to Croydon Metropolitan Centre uses such as the shopping centres and large scale employment uses.
- Grade I Listed church of great heritage value.
- Committed landowners and emerging shared approach through the West Croydon Project Board collaboration.

### OPPORTUNITIES

- Improved station presence and transport interchange capacity.
- Improved setting for the church.
- Improved public realm and pedestrian safety.
- Improved environmental sustainability through maximising soft landscaping, tree planting, green roofs and walls as well as sustainable drainage systems and sub-surface infrastructure.
- Improved community cohesion and better connections to Handcroft Road and Wandle Park.
- New facilities for all age groups - young and old - within the public realm and new developments.
- Developments of high quality contributing to the distinct character of West Croydon.
- Developments along the railway that could revitalise the special mix of local uses and character of the area.
- Developments could strengthen West Croydon's role within the Croydon Metropolitan Centre and contribute to meeting

housing targets.

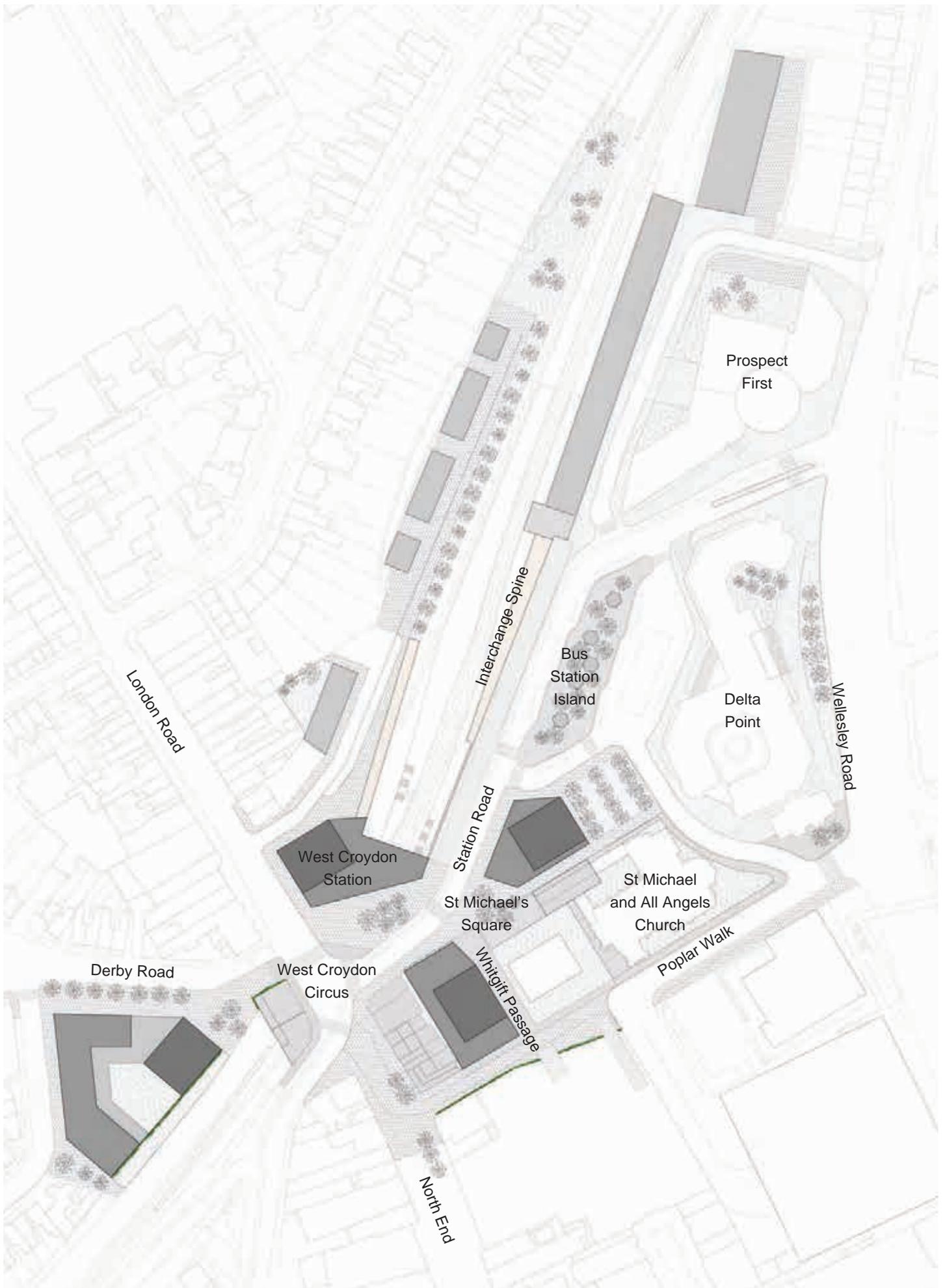
- Promote a diverse entertainment offer in the area.

### WEAKNESSES

- Perception that the area lacks strengths.
- Poor station presence.
- Poor interchange between transport modes.
- Poor public realm and unsafe environment for pedestrians.
- Poor links to North End, Wellesley Road and the Whitgift Centre.
- Poorly maintained building stock.

### THREATS

- Long term ambitions could be hindered by non-strategic moves.
- If not carefully coordinated and considered in terms of the shared vision and the strategic objectives re-development could detract rather than add to the qualities and strengths of West Croydon.
- Interchange between transport modes and wider permeability could remain limited unless funding is identified and proposals are implemented.
- Failure to identify funding therefore impeding delivery.



The West Croydon Masterplan (illustrative)

# 3.0

## THE MASTERPLAN

# 3.1

## A PUBLIC REALM LED MASTERPLAN

3.1.1 A shared commitment to transforming the public realm at West Croydon has led the design development of the masterplan.

3.1.2 It has become evident that the public realm is central to opportunities for improving West Croydon.

3.1.3 The provision of a specific, interconnected and high quality public realm will ensure an integrated public transport interchange, a place for existing and new communities to live, work and play - including provisions for the many young people passing through the area every day - and will set the context for a number of high quality new developments, as well as enhancing the best of West Croydon's existing built heritage .

3.1.4 The complex nature of West Croydon requires a public sector led masterplanning process where public and private stakeholders work closely with the Council to achieve collective ambitions for the place as a whole at the same time as delivering individual projects to meet individual aspirations.

3.1.5 West Croydon's development sites hold the key to delivering the public realm and integrated public transport interchange in terms of new routes, widened pavements, active frontages and increased quality.

3.1.6 New development also provides the opportunity to enrich the uses and activities at West Croydon, including significantly increasing the number of people living there. In turn, this could increase safety through strengthening of the community, natural surveillance, and supporting the local economy.

3.1.7 West Croydon sits on the edge of two existing character areas; the high rise area of the CMC and neighbouring low rise residential areas.

3.1.8 The masterplan proposes a family of slender new tall buildings on low rise plinths, placed around the station and West Croydon Circus. The urban form, design and uses of new development will strengthen connections between different existing character residential, retail and office areas, and help generate an enhanced sense of place.

3.1.9 The West Croydon masterplan has been developed on the basis of a set of agreed principles set out in the preceding section:

- The Shared Vision (2.3)
- The agreed Strategic Objectives (2.5)
- The Historic Context (2.7)
- West Croydon Today (2.8)
- Live stakeholder aspirations

3.1.10 The following pages set out the key ingredients of the masterplan:

- i) A high quality public realm,
- ii) Improved pedestrian movement
- iii) Integrated public transport
- iv) A cluster of tall slender towers on plinths

3.1.11 It should be noted that all proposals within the masterplan are subject to Development Control, Conservation Area and Planning policies, consultation on specific proposals with English Heritage etc.

## 3.2 THE KEY INGREDIENTS

### I) HIGH QUALITY PUBLIC REALM

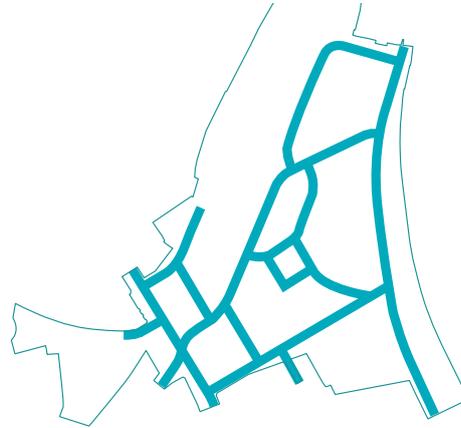


3.2.1 The existing extent of public realm is limited, particularly around West Croydon interchange.



3.2.2 New, well-connected and purposeful public spaces are key to developing the existing rich mix of ground floor uses in West Croydon. This include spaces that connect and reveal St Michael and All Angels Church as a West Croydon landmark, provide capacity for orientation and movement, as well as high quality pocket spaces for people to enjoy throughout the day and young people travelling to and from school.

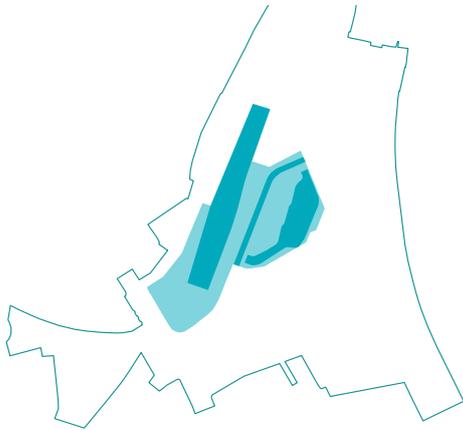
### II) IMPROVED PEDESTRIAN MOVEMENT



3.2.3 New passages will provide increased permeability between the public transport interchange and the surrounding areas along widened pavements and improved crossings.

3.2.4 These new links will make wayfinding easier for local people and visitors, and will support a fine grained network of existing and new ground floor uses.

### III) INTEGRATED PUBLIC TRANSPORT



3.2.5 Pulling together public transport provision into an integrated public transport interchange is key to the masterplan.

3.2.6 There will be a clear visual and physical relationship between the three main modes of transport at West Croydon; train, tram and bus.

3.2.7 The interchange will be based around a generous public realm connecting a new open train station and a re-configured bus island and tram stop. New crossings and wider, straightened and dropped kerb pavements along Station Road will provide step free access between the trains, trams and buses.

3.2.8 Proposals for the interchange will be developed with reference to Transport for London's Interchange Best Practice Guidance 2009.

3.2.9 Increasing the capacity of the public realm will improve pedestrian waiting, orientation, and movement through a coherent series of generous, active and safe spaces such as the new Interchange Spine.

### IV) A CLUSTER OF TALL SLENDER TOWERS ON PLINTHS



3.2.10 A cluster of tall slender buildings on plinths that fit into their context will provide accommodation for more people living in central Croydon.

3.2.11 Through careful coordinated design these buildings will read as a West Croydon 'cluster' and give new definition to West Croydon as a neighbourhood.

3.2.12 The group of new developments around West Croydon Circus resemble a family of buildings both in terms of their appearance and in terms of what uses they provide.

3.2.13 Building on the rich mix of ground floor uses in West Croydon today all new buildings around Station Road / North End / London Road will have a plinth with public / commercial ground floor uses of a height that relates to the street level context.

3.2.14 New developments will open up new public spaces and improve pedestrian permeability. The plinths will maintain and improve active uses at ground level.

# 3.3 A SERIES OF COMPONENTS

3.3.1 Critically, the West Croydon masterplan is made up of a series of interlocking deliverable components. Each component can be delivered independently or together as a family group. Either way, components can be assembled and introduced as a when the key players have secure funding and market demand to build. Chapter 4 details each of the component pieces of the masterplan.

3.3.2 The following sections 3.4 to 3.10 set out the parameters that should guide development in the West Croydon area and the proposed approach to delivery and phasing.

WC1	West Croydon Station	58
WC2	West Croydon Circus	64
WC3	Bus Station Island	67
WC4	St Michael's Square	70
WC5	Poplar Walk	73
WC6	Station Road	75
WC7	Whitgift Passage	78
WC8	Derby Road	80
WC9	Delta Point	83
WC10	Network Rail	85
WC11	Prospect First	87
WC12	St Michael & All Angels	89



Indicative masterplan showing a set of deliverable components

# 3.4 MOVEMENT PARAMETERS

## CHARACTER

3.4.1 West Croydon is an important movement hub within the wider CMC.

3.4.2 At West Croydon buses are dominating the vehicular traffic movement pattern and a large area is taken up by the bus station.

3.4.3 The station has changed a number of times over the years and is currently located on London Road with its only entrance leading onto a narrow and cluttered pavement.

3.4.4 While there is a high level of public transport provision, connections between the station and tram/bus stops are poor. Little attention has been given to interchange between these modes.

3.4.5 Interchange with buses extends beyond the main bus station and includes important stops on Poplar Walk and the west of London Road which should be considered as integral parts of a wider interchange.

3.4.6 Pavements are generally narrow and pedestrian movement is underprioritised. The junction by the station is particularly busy as north, south, east, west vehicular, tram and pedestrian routes meet at the only bridge across the railway.

3.4.7 Large areas are used for parking by the station and around the church. These surface car parks are large pockets of space with singular entrances and singular use. They are not integrated within the public realm. There are also two large multi-storey carparks - a private below ground carpark by Prospect First and a publicly

accessible carpark off Wellesley Road.

## OPPORTUNITIES

3.4.8 One of the opportunities of the masterplan is to significantly improve the current shortcomings in the existing movement network with the primary focus being on interchange between train, bus and tram. This would increase the sustainable transport provision for West Croydon, Croydon Metropolitan Centre and the residential neighbourhoods around as a whole.

3.4.9 Specific opportunities include:

- Increased permeability and capacity for pedestrians, especially within and around the station.
- Better wayfinding.
- Better crossings.
- Sheltered, secure and some on-street cycle parking in positions convenient for interchange between modes.
- Increased capacity for interchange between modes.
- Increased capacity for the tram.
- Increased capacity for the buses.
- Coordinated car club provision for new residential developments.
- Improved relationship between car parking provision and the public realm.

## PARAMETERS

3.4.10 Based on the character and opportunities key movement related objectives embedded within the masterplan are:

- A railway station building that has a strong visual presence

and relates to London Road, Station Road and North End.

- A space in front of the station entry/exit that functions as place for arrival, departure, orientation and meeting.
- A generous space within the station building that allows for the movement of passengers and provides step free access to the platforms.
- A taxi rank and kiss & ride facilities (drop off) by the station.
- Sheltered, secure cycle parking primarily for those using this as a feeder mode for onward trips by train, tram and bus, in positions convenient for interchange between modes.
- Convenient cycle provisions including on-street and cycle routes.
- A permeable and generous walking network with improved crossing facilities that eases pedestrian movement through the area and between modes.
- Opportunities for well designed, coordinated and integrated signage and wayfinding to aid interchange, but designed to minimise clutter
- A tram stop that allows for the future introduction of three car trams and provides increased waiting space for passengers.
- Active uses in the vicinity of the tram stop to make this a more comfortable waiting environment for passengers.
- A bus station that increases stop capacity, creates more usable waiting space for passengers and maintains the current standing spaces for buses.
- Improved access between West Croydon station and bus stops on the west side of London Road.
- General retention of the

current vehicular circulation arrangements.

- Shared surface to North End (south of Station Road junction) and Poplar Walk (west of Whitgift Car Park access).
- Passive provision for two-way traffic on Poplar Walk in the future (east of Whitgift Car Park), subject to implementation of a satisfactory right-hand turn from Wellesley Road, and a turning head for church traffic.
- Retention of current access arrangements to private car parks and servicing areas.
- Provision for weddings and funerals at the church.

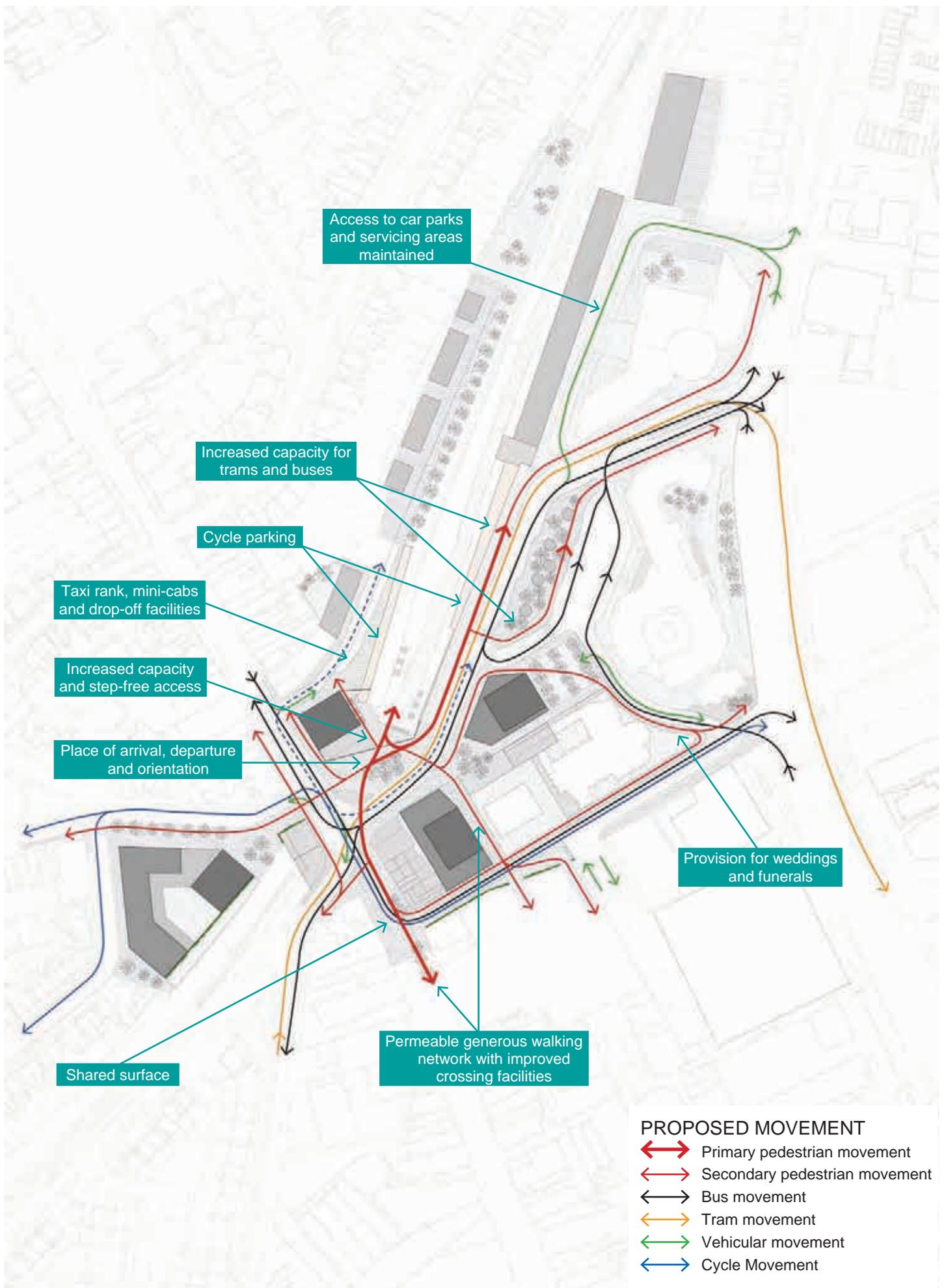
3.4.11 Objectives and proposals within the masterplan - including position and design of pavements, crossings, highway proposals, tram, bus, station and cycling infrastructure and facilities - are subject to further testing, detail design and traffic modelling

## PARKING

3.4.12 Due to West 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. Provision of car parking needs to be considered at a wider scale through the OAPF. In addition individual developments will be expected to demonstrate how car parking space demand can be accommodated. All new developments within the Masterplan area will be encouraged to incorporate car club provision.

3.4.13 The Blue Badge Poplar Walk Car Park is privately owned by Portman Square Holdings. Should the site be developed, the Council

will seek to reprovide Blue Badge disabled parking in an accessible location / locations in central Croydon. Specific proposals for the relocation of Blue Badge disabled parking are not made in the West Croydon Masterplan as this is an issue that needs to be addressed at a strategic level for Croydon Metropolitan Centre as a whole through the Parking Strategy for the emerging Croydon Opportunity Area Planning Framework.



Indicative masterplan showing proposed movement

# 3.5 PUBLIC REALM PARAMETERS

## CHARACTER

3.5.1 There are special qualities to the public realm within West Croydon that are significantly different to the rest of the CMC. West Croydon has distinct qualities as a centre in its own right.

3.5.2 The built environment of Croydon Metropolitan Centre is often characterised by object buildings placed apparently randomly - or with a lack of definition - on the ground, with little relationship to each other or to the public realm in which they sit.

3.5.3 In West Croydon these characteristics apply to the eastern area, the bus station and large office buildings. Both Station Road and Poplar Walk lose their definition within the Tall Building Zone.

3.5.4 Within the western part of West Croydon the public realm has a rich local texture of independent shops, varied spaces and colourful clutter. This richness is both special and worth preserving as well as problematic and in need of reconsideration to ensure a sustainable economy, high quality, sense of care and safety as well as adequate capacity and permeability.

3.5.5 Despite the amount of un-built accessible land there are few pockets of useful public space and a lack of provision for the many young people using West Croydon, moving to and from school.

## OPPORTUNITIES

3.5.6 A multi-functional public realm could be created that:

- is of a high quality,

- brings together public transport,
- increases permeability and wider connectivity,
- better wayfinding,
- provides new opportunities for existing and new communities,
- support local business,
- offers spaces and activities within the public realm for young people, and
- offers opportunities for increased soft landscaping, biodiversity and sustainable management.

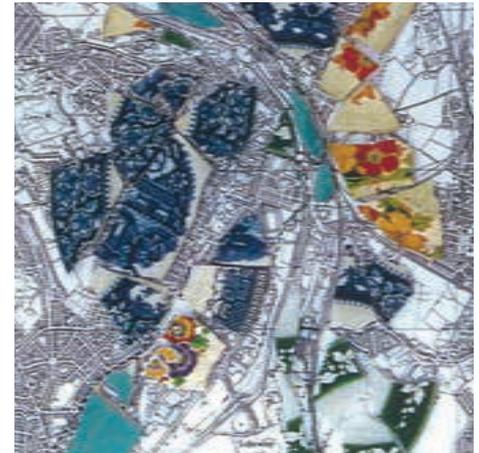
3.5.7 A key opportunity for public realm proposals within West Croydon is to establish strong relationships between buildings and 'their ground'.

3.5.8 Each building's 'ground' is proposed not only as defined by ownership boundaries but as spatial extents that knit together and relate to the wider context. In many cases this could be achieved by using a distinct ground material, that reflects the building it surrounds, from the building facade to the kerb.

3.5.9 This is an opportunity to create a series of interlocking compounds able to structure the public realm while accepting the lack of a traditional street pattern and that many existing large office buildings are set back from the footways.

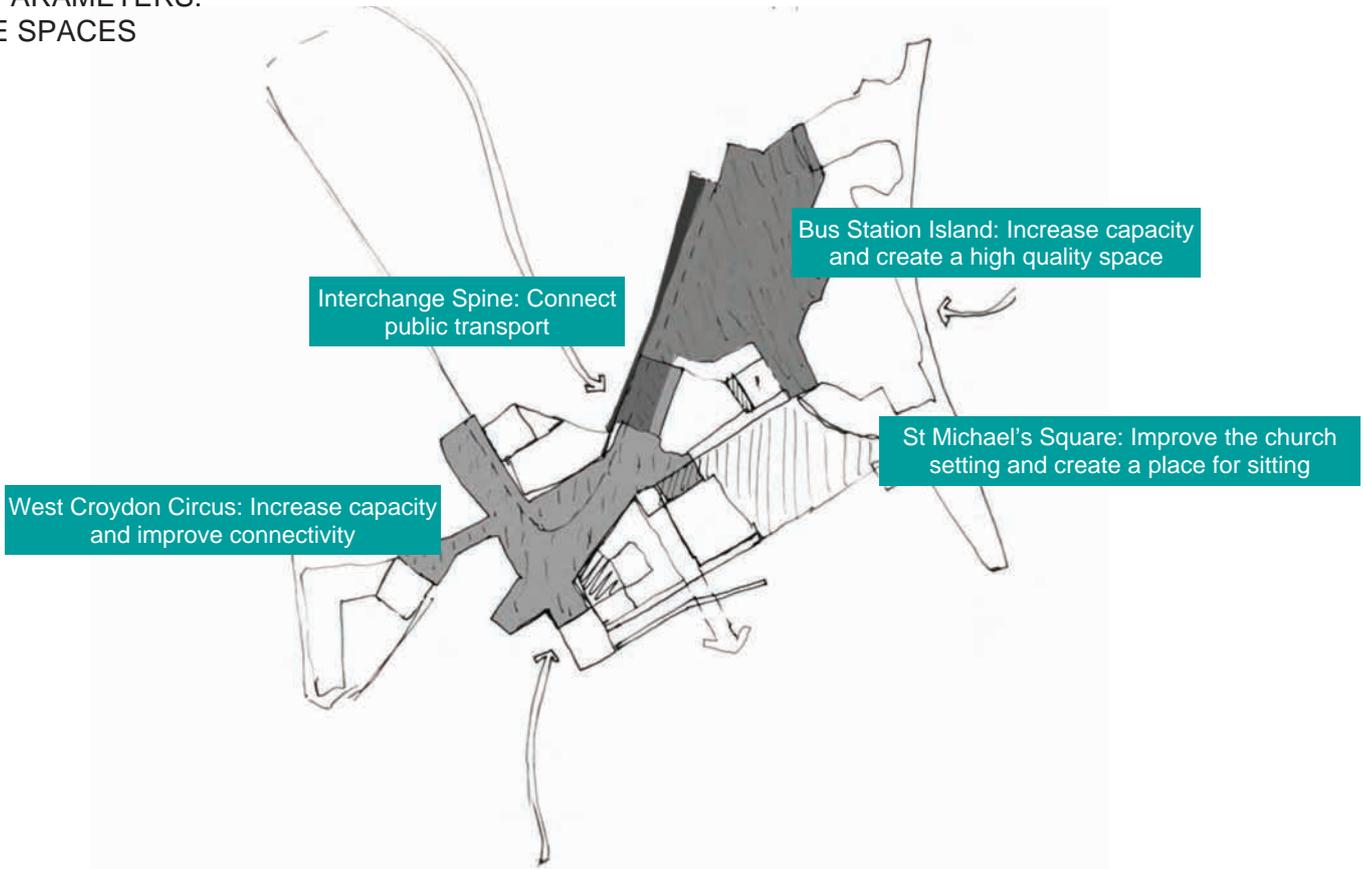
3.5.10 In West Croydon the public realm improvements must also be guided by the transport and movement requirements alongside the opportunities for creating the distinct, high quality public spaces described above.

3.5.11 Especially around the station and bus station interchange, movement requirements will

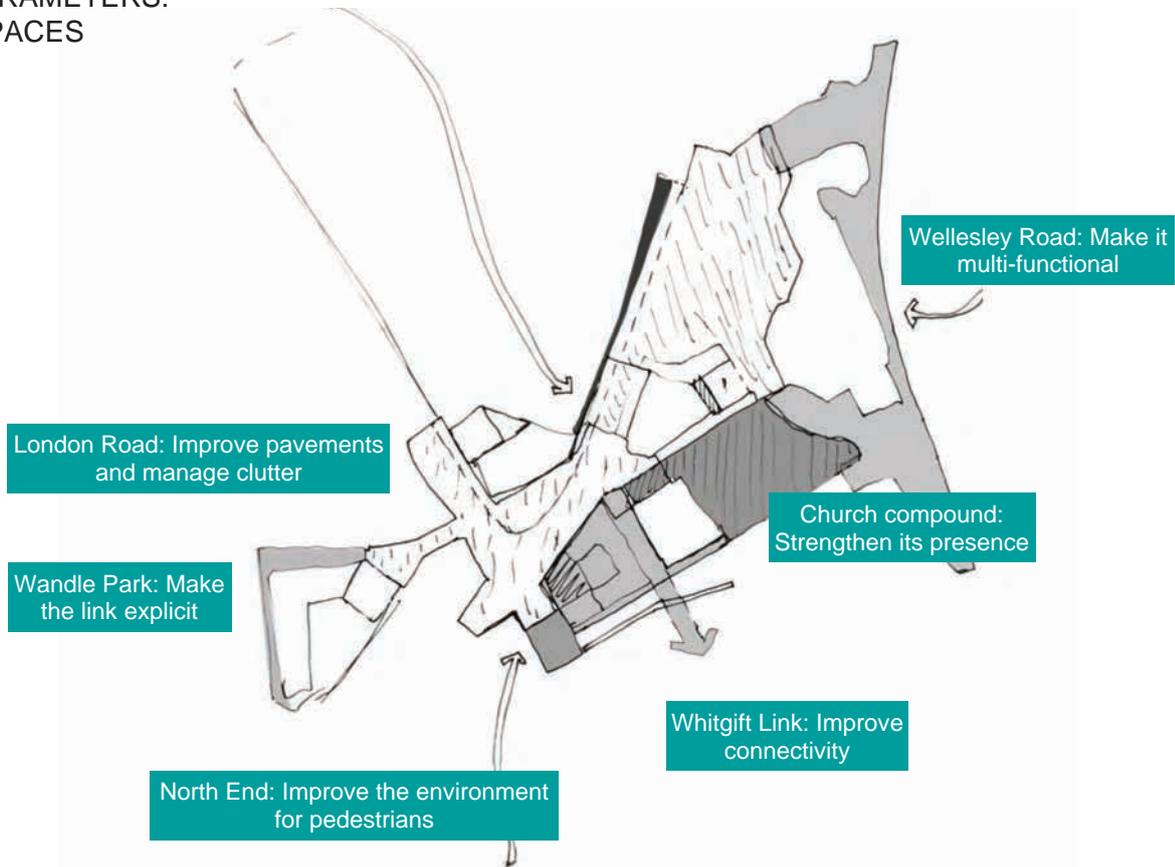


Example of a spatial strategy where building compounds are defined as interlocking pieces in a public realm mosaic as opposed to individual objects dislocated from the ground and each other.

KEY PARAMETERS:  
CORE SPACES



KEY PARAMETERS:  
LINK SPACES



influence new and existing developments. In these instances there are some requirements to adjust site boundaries and development plots to create adequate capacity, permeability and the appropriate quality of public realm.

**COMPOUND STRATEGY**

3.5.11 Materials should reflect their built context to provide a locally specific, high quality landscape able to ‘ground’ the building(s) they relate to.

**NARRATIVE AND QUALITY**

3.5.12 Proposals should support the existing qualities of West Croydon, its rich mix and strategic improvements (West Croydon Circus, the Interchange Spine and Bus Station Island).

3.5.13 Spatial interventions should aim to build on the specialness of their locality (such as the wonder of angels at St Michael’s Square by St Michael and All Angels Church which could be explored with mirrors reflecting the church, its grounds and the sky).

3.5.14 High quality materials, granite kerbs and good workmanship should be applied throughout.

**CAPACITY AND PERMEABILITY**

3.5.15 Proposals should create better permeability (Whitgift link and Wellesley Road crossings), include adequate pavement widths (generally 5m within the interchange area), crossings that follow desire lines (e.g. diagonally across Station Road to North End), and generous public spaces for orientation (station forecourt), resting (St Michael’s Square), and waiting (Bus Station Island).

**WAYFINDING**

3.5.16 Proposals should improve wayfinding in West Croydon through development of a legible townscape and public realm, and through carefully designing and coordinating signage using the Legible London system.

**YOUTH**

3.5.17 Proposals should address all users of the public realm but there is a special need to provide for the intense use by young people travelling to and from school.

**SAFETY**

3.5.18 Proposals should increase the sense of safety through adequate white lighting, clear sight lines, and active frontages to provide natural surveillance.

**WEST CROYDON-NESS**

3.5.19 Proposals should reveal and support current uses within West Croydon (i.e. by opening up the church Hall community café to the public and accommodating independent retail and other uses within new developments and the



Interchange Spine). New publicly accessible interior spaces could be designed as part of the public realm.

## CLUTTER

3.5.20 Decluttering should focus on street furniture and signage while allowing local shops, cafés and restaurants to spill onto the pavement where possible (subject to appropriate risk assessments).

## BIODIVERSITY

3.5.21 Vegetation should be maximised throughout the masterplan area through measures including soft landscaping, significant tree planting, green roofs and green walls, taking full regard of technical considerations such as sub-surface infrastructure, drainage and maintenance.

3.5.22 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.

## CHURCH SETTING

3.5.23 Proposals should improve the setting of the church and increase its presence within West Croydon and on Wellesley Road.

## DE-CLUTTER

3.5.24 Quick wins to improve the public realm in West Croydon can be achieved by de-cluttering pavements. Signage in one area can often be grouped onto existing sign posts or lamp posts. This will lessen the number of columns obstructing the footways. Similarly, there is a lot of guard railing in West Croydon that is obstructive both for pedestrians as well as

visually. Decluttering subject to appropriate risk assessments.

## PROVISION

3.5.25 If coherently designed, the public realm has the potential to provide a lot of space for pedestrian movement and supporting transport uses such as bicycle parking, signage and specific small-scale West Croydon uses which enliven the public realm.

## TEMPORARY USES

3.5.26 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 West Croydon and benefit the surrounding community.

## MANAGEMENT

3.5.27 An upgrade in the quality of West Croydon's public realm will need to be sustained through correspondingly high quality management and maintenance. New developments within the Masterplan area will be expected to submit robust management plans as part of the planning process to guarantee the long-term success of public realm.



West Croydon-specific uses that enliven the public realm can be accommodated within the Interchange Spine.



On-street bicycle parking can be provided for within the proposed improved and enlarged public realm where carefully designed and positioned



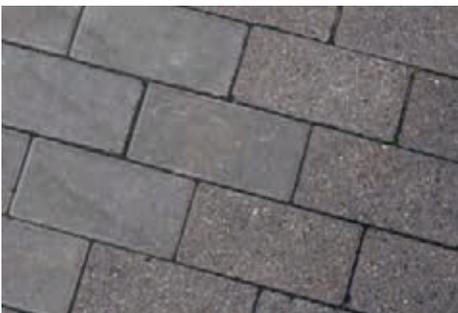
Similarly, youth provision can be provided for within the proposed improved and de-cluttered public realm.



Site-specific signage can improve pedestrian links. This would be appropriate for the link to Wandle Park, which should be made explicit.

## 3.5.28 TONE AND TEXTURE

High quality and site-specific materials reflect the special qualities of their environment and so enhances the sense of place. This is important for key public spaces such as St Michael's Square and Whitgift Passage.



All examples by East.

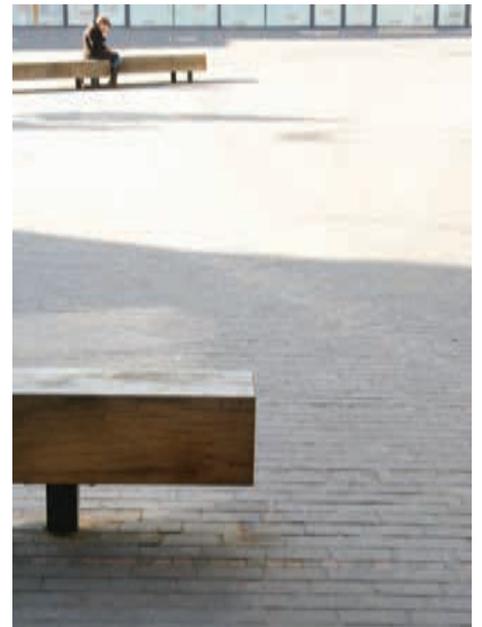
## 3.5.29 DETAILS

Attention to detail throughout the public realm will enhance the sense of place and demonstrate the level of care warranted by West Croydon.



## 3.5.30 FURNITURE AND SEATING

High quality and site-specific furniture reflect the special qualities of the environment and so enhances the sense of place, e.g. raised edges of planters. This is important for key public spaces such as St Michael's Square and Whitgift Passage.



# 3.6 DEVELOPMENT PARAMETERS

## CHARACTER AND VOLUME

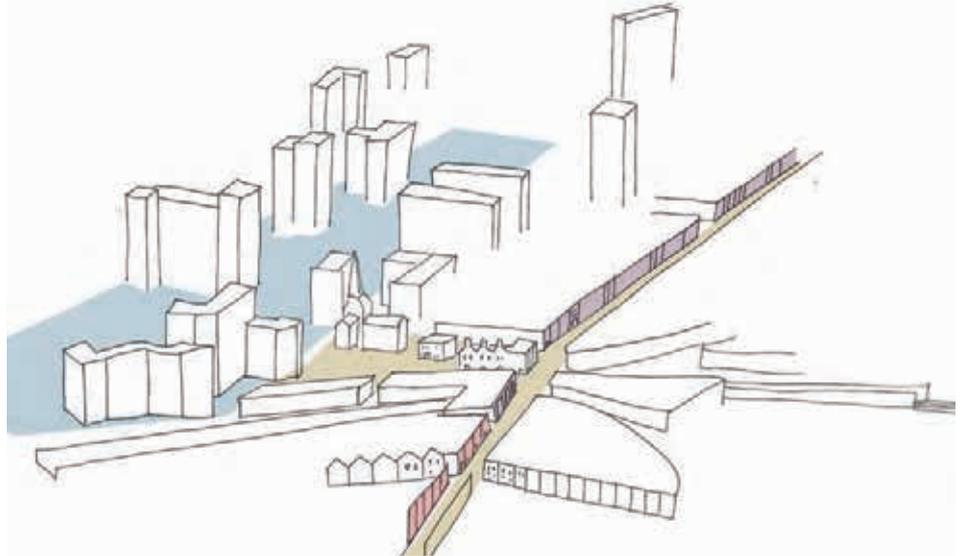
3.6.1 The character assessment in this document has identified two scales of buildings, which are typical for West Croydon: large tall buildings in the vicinity of Wellesley Road and small grain three to four storey traditional high street buildings defining North End, London Road and Station Road. The masterplan seeks to introduce guidance for new developments in the study area, which ensures that they relate to both of these existing scales and that they mediate between them. This approach allows West Croydon to develop its own distinct character without being unsympathetic towards the adjacent areas.

3.6.2 Particular considerations will have to be taken into account during the design process for each component and any development located in the vicinity of St Michael and All Angels Church, which is Grade I Listed, will have to carefully consider its setting in consultation with English Heritage.

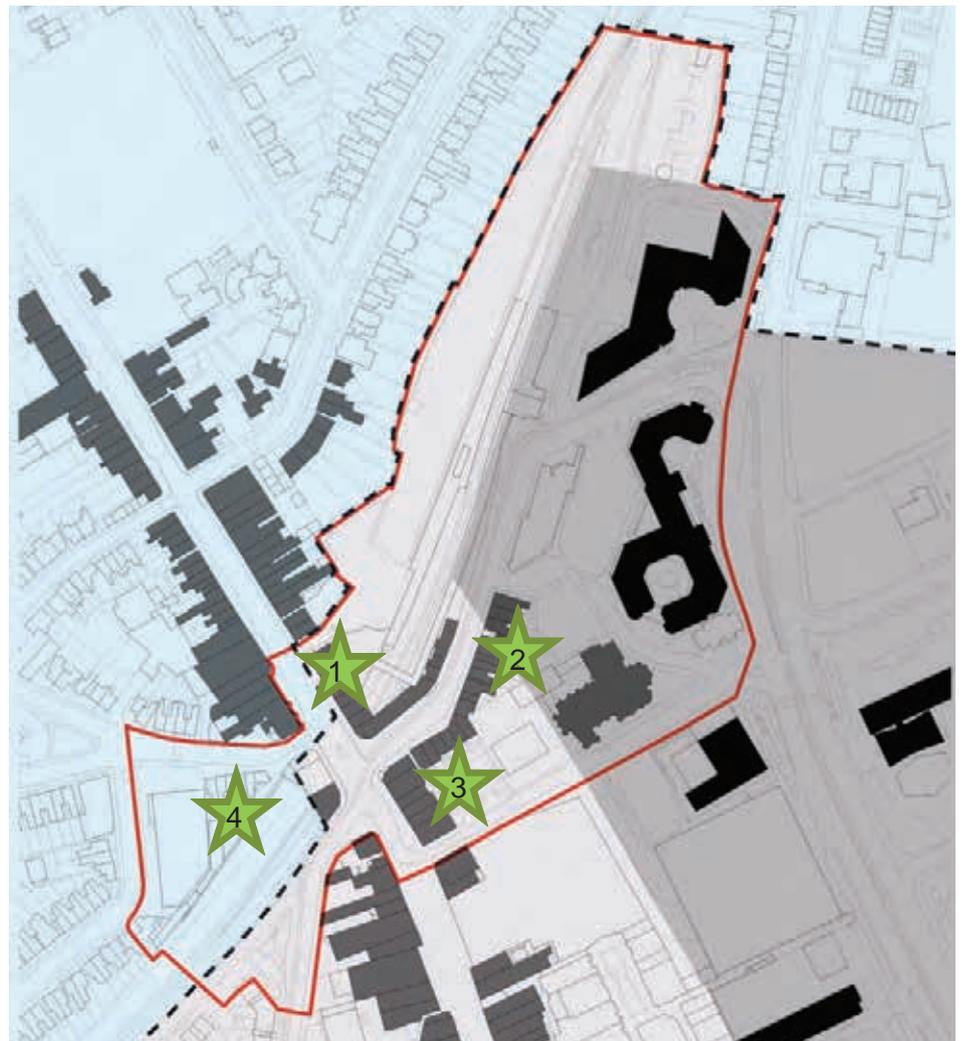
## DEVELOPMENT OPPORTUNITIES

3.6.3 The four main development sites in West Croydon are positioned within the North End vicinity of West Croydon, which predominantly has 2-4 storey buildings on small individual plots. New development would typically be expected to be in-keeping with this scale.

3.6.4 However, planning policy suggests residential development at higher densities in the area with the aim to sustain and enhance the vitality and viability of the metropolitan centre providing much



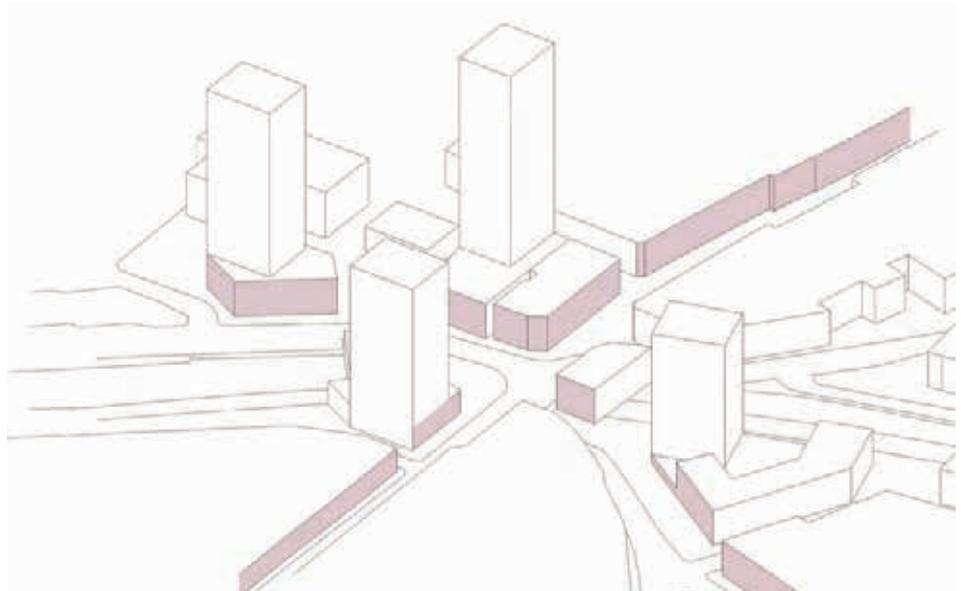
Two scales: Wellesley Road and North End



Tall buildings can only work in West Croydon as a careful cluster. Four sites have been identified as appropriate locations for a tall building:

- 1 WC1 West Croydon Station (pg58)
- 2 WC6 Station Road development (pg75)
- 3 WC7 North End development (pg78)
- 4 WC8 Derby Road development (pg80)

needed housing in sustainable locations. The National Planning Policy Framework (in particular PPS1, PPS3, PPS6 and PPG13) underpins the government’s approach to land use planning, which encourages greater density at places with good public transport. The emerging Croydon Core Strategy proposes increased residential densities within the metropolitan centre, the London Plan identifies Croydon as an Opportunity Area and as a “growth area”. West Croydon’s close proximity to West Croydon Station provides the PTAL levels, which encourage high density residential development.



Plinth

3.6.5 As discussed in section 2.8 West Croydon Today of this document, half of the masterplan study area and particularly the four identified development sites are largely outside of the Tall Building Zone defined in the UDP Croydon Plan (which may be revised as part of a future Croydon Metropolitan Centre Opportunity Area Planning Framework). In order to respond to the planning policies cited above, this masterplan proposes to extend the Tall Building Zone to include a cluster of tall buildings around West Croydon Station subject to the design guidance also set out in this document.



Cluster of tall buildings

3.6.6 This would not only provide the promoted residential provision near a transport hub within the metropolitan centre but would also provide a landmark to the area and thus would add to the legibility of the townscape. The cluster would mark the location of the station and transport hub as well as the boundary between the residential areas to the West and the metropolitan centre.



Indicative section through London Road/ North End

3.6.7 Although this masterplan proposes the extension of the Tall Building Zone on the one hand, it stresses on the other hand the importance of a strictly defined zone for tall buildings to ensure a focused townscape and protection of the quality and consistency of low rise zones. As West Croydon is at the intersection of different scales any development forming part of the cluster of tall buildings will be required to address the existing prevailing low scale of the high street and adjacent housing areas.

3.6.8 On the following pages four parameters are set out, whereby their order reflects their hierarchy:

- Parameter 1: Plinth
- Parameter 2: Slender towers
- Parameter 3: Quality
- Parameter 4: Cluster character

The parameters are followed by design considerations for tall buildings, supported by visual analysis of their cluster character and placemaking role at West Croydon.

**PARAMETER 1: PLINTH**

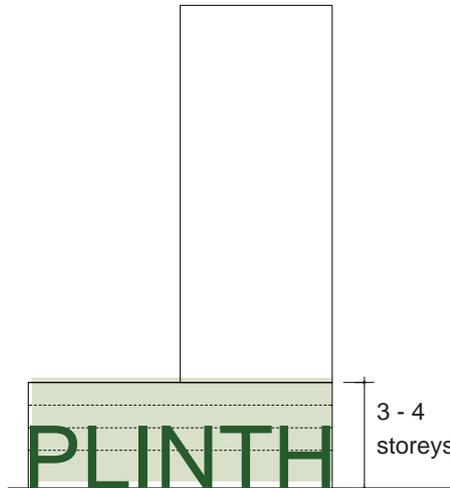
3.6.9 All development should have a plinth of generally three or four storeys, but more importantly that relates to the high-street-scale of North End and London Road and to adjacent residential streets such as Derby Road. These volumes should be placed at the back of pavement giving clear definition to the public space.

Maximum height:

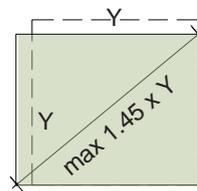
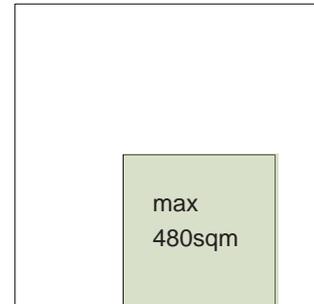
- Generally three to four storeys, relating to the height and scale of the immediate context

Minimum height:

- Two storeys



Proposed plinth proportions



Proposed rectangular footprint



High street scale: London Road



Residential scale: Oakfield Road



High street scale: North End



Residential scale: Derby Road



High street scale: North End



Residential scale: Derby Road

## PARAMETER 2: SLENDERNESS

3.6.10 The development could either stop at plinth height or if any additional volume is to be placed on the plot the following guidance applies:

3.6.11 The towers should be slender to allow views of the sky, and prevent the impression of a 'wall of development' from all angles. Therefore the footprint proportion should be compact and the tower pencil-like rather than slab-like. The following test is a method for assessing slenderness:

3.6.12 Towers do not to exceed a footprint of an area of 480 square metres (gross external area) including internal and/ or external balconies.

3.6.13 The diagonal dimension of the footprint of a tower does not exceed  $1.45 \times \sqrt{\text{of footprint area}}$ .

3.6.14 The maximum diagonal acceptable is  $1.45 \times \sqrt{480\text{sqm}} = 31.7\text{m}$

3.6.15 The most rectangular proportion a 480sqm tower could have is  $25.5 \times 18.8$  metres, which gives a diagonal of 31.7 metres.

3.6.16 The masterplan expects towers up to 20 storeys on the Derby Road site and 25 on the remaining three sites, subject to further testing. However, this rule is secondary to the slenderness rule.



Slab-like towers in Wellesley Road blocking views



Wijnhaven Area in Rotterdam. A slenderness rule set out in a masterplan has assured a permeable cluster of tall buildings, which allows views of the sky.

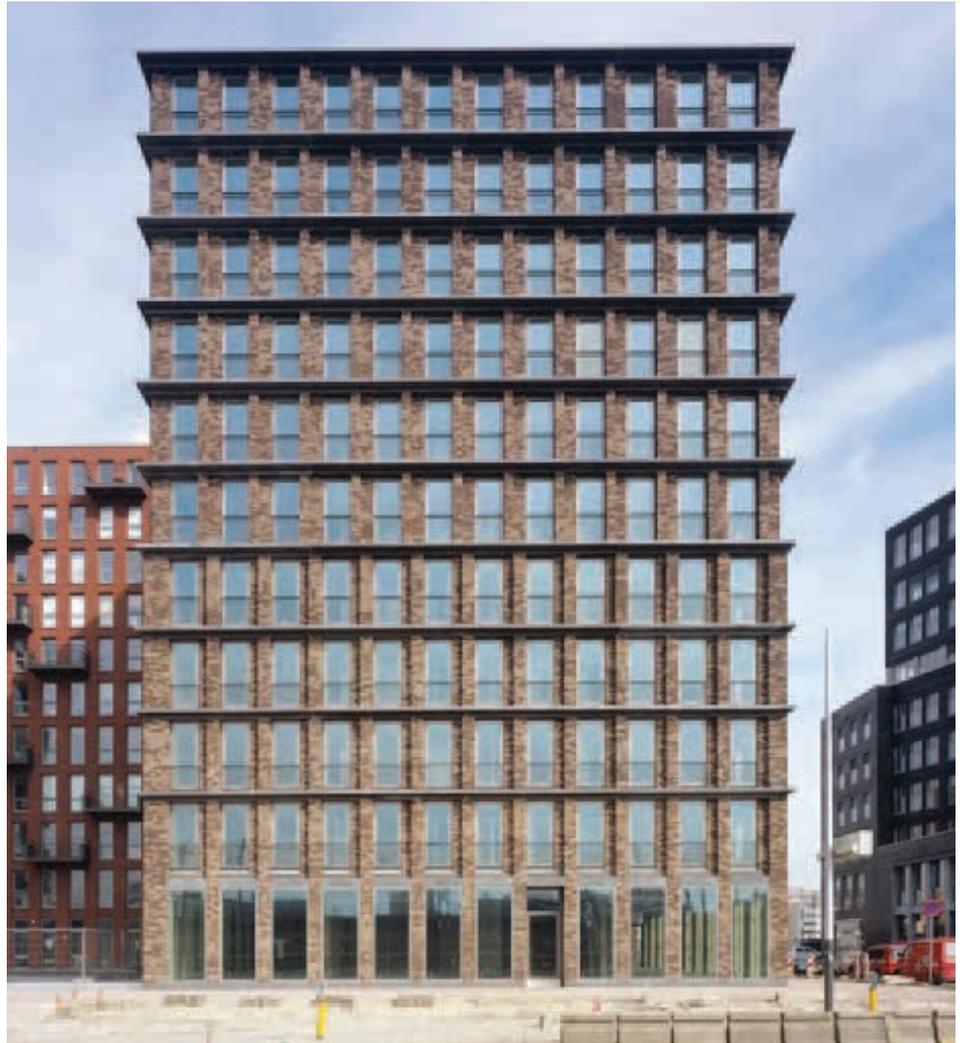
### PARAMETER 3: QUALITY

3.6.17 The quality of tall buildings is paramount due to their impact on immediate surroundings as well as long distance views. All development within the Masterplan area should be designed, detailed and constructed to the highest quality. The CABE/English Heritage Guidance on Tall Buildings sets out the following criteria:

3.6.18 *"The architectural quality of the building including its scale, form, massing, proportion and silhouette, facing materials and relationship to other structures. The design of the top of a tall building will be of particular importance when considering the effect on the skyline. The design of the base of a tall building will also have a significant effect on the streetscape and near views."*

3.6.19 *"The sustainable design and construction of the proposal. For all forms of development, good design means sustainable design. Tall buildings should set exemplary standards in design because of their high profile and local impact. Proposals should therefore exceed the latest regulations and planning policies for minimising energy use and reducing carbon emissions over the lifetime of the development. The long-term resource and energy efficiency of tall buildings will be enhanced if their design can be adapted over time."*

3.6.20 *"The credibility of the design, both technically and financially. Tall buildings are expensive to build, so it is important to be sure that the high standard of architectural quality required is not diluted throughout the process of procurement, detailed design, and construction. Location, use, the commitment of the developer, and ability and*



Residential block in Amsterdam using high quality durable materials. The facade is designed with recessed and projecting elements providing depth and resulting in interesting effects of light and shade. Architects: Wingender Hovenier



Facade study. Architects: Maccreanor Lavington

*expertise of the consultant team will have a fundamental bearing on the quality of the completed building.”*

3.6.21 In addition, the masterplan encourages application of:

- Natural durable materials
- High quality finishes with visual texture and variation
- Depth to the facade
- Generous openings

#### PARAMETER 4: CLUSTER CHARACTER

3.6.22 The four tall buildings proposed for the West Croydon area are to act as markers for the West Croydon transport hub and as a gateway into the metropolitan centre.

3.6.23 In order to take on this role, the group of buildings should appear as a cluster of buildings of one family. The slender character set out by Parameter 2 is the first and most important link between them. Height, footprint shape, volume, facade texture and colour might vary. However, the masterplan encourages that the buildings should have additional attributes in common to actively form a cluster. The following pages show illustrations of how different combinations of attributes could create a successful cluster.



A cluster of towers in Zürich



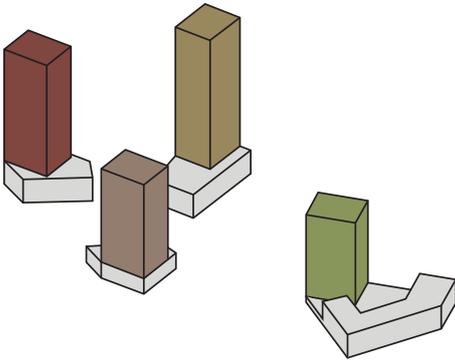
Middle and bottom: A cluster of towers mark the location of Ypenburg Centre. The coherent character of the buildings provides a strong identity. The Hague, Netherlands. Architects: Rapp + Rapp

## A) SIMILARITY IN VOLUME

3.6.24 The cluster character could be created by all four towers having similar volumes (footprint, silhouette). This would allow more flexibility in terms of facade treatment (texture, colour).

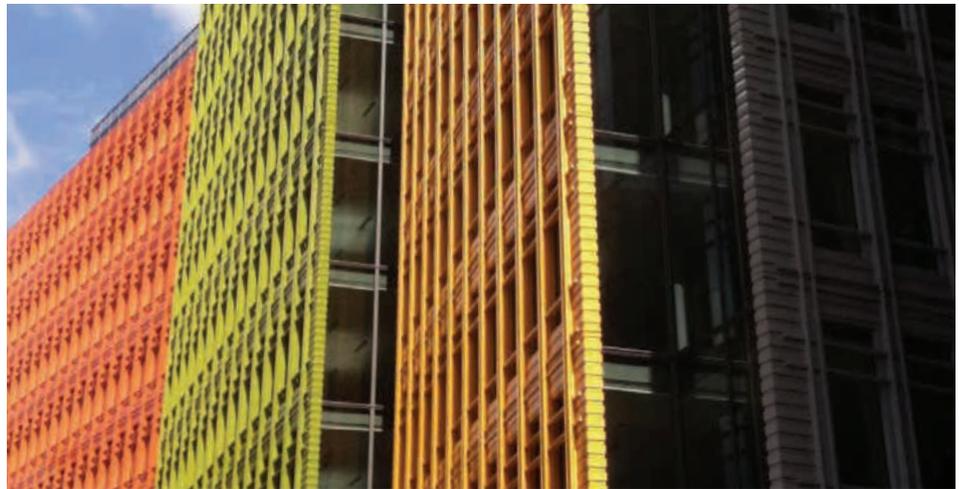
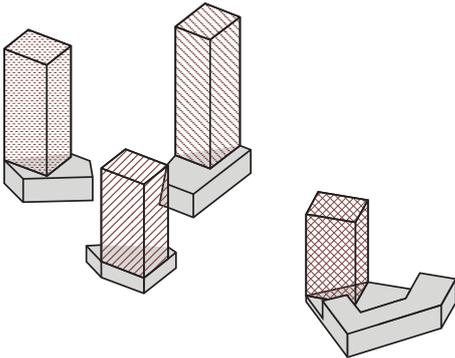
### Example A1

- Similar footprint
- Similar silhouette
- Similar texture
- Different colour



### Example A2

- Similar footprint
- Similar silhouette
- Different texture
- Similar colour



Similar volumes and facade textures are differentiated by colour. Architects: David Chipperfield Architects & Renzo Piano Building Workshop



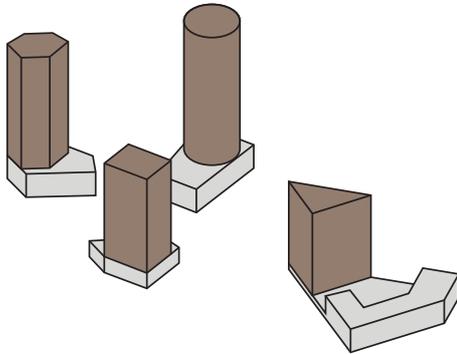
A similar facade texture ties these buildings together. Architects: Steidle & Partner

## B) SIMILAR FACADE TREATMENT

3.6.25 The cluster character could be created by all four towers having similar facade treatment (texture, material, colour). This would allow more flexibility in terms of volumes (height, footprint, silhouette).

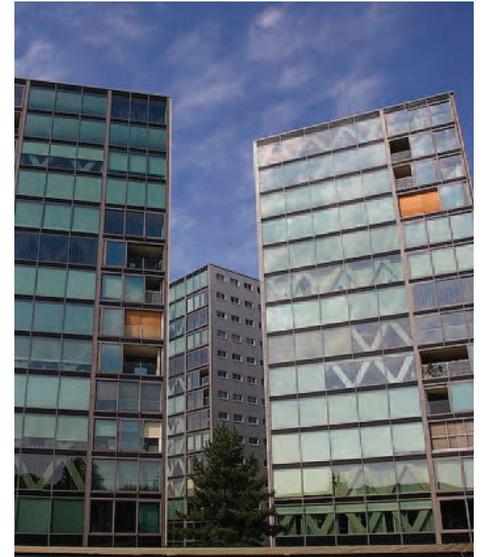
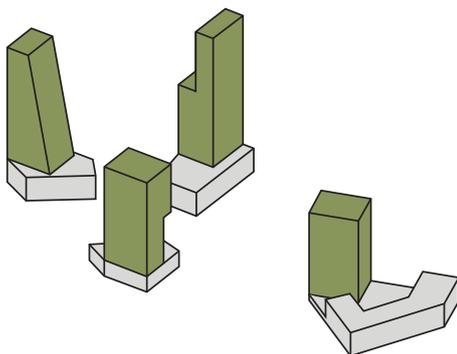
### Example B1

- Different footprint
- Similar silhouette
- Similar texture
- Similar colour



### Example B2

- Similar footprint
- Different silhouette
- Similar texture
- Similar colour



## DESIGN CONSIDERATIONS

3.6.26 The following pages set out a series of design considerations that should be taken into account for proposals for tall buildings in West Croydon. This list is not exhaustive.

## POLICY FRAMEWORK

3.6.27 Proposals for tall buildings will need to observe the current and emerging policy framework, which in May 2011 includes:

- National policies PPS1, PPS3, PPS6 and PPG13 which encourage greater density at places with good public transport.
- The Mayor's Draft Replacement London Plan; Policy 7.7 Location and Design of Tall and Large buildings.
- The existing Croydon Plan UDP policies CMC4-CMC16 and Croydon UDP Tall Buildings Zone.
- The Mayor's emerging 'Croydon Opportunity Area Tall Buildings Strategy' for the Croydon Opportunity Area Framework.
- Croydon's emerging Core Strategy, Site Allocations DPD and Development Management DPD.
- English Heritage CABE 'Guidance on Tall Buildings' (2007).

## PLANNING PROCESS

3.6.28 The building heights illustrated in this Masterplan are indicative only, and do not necessarily mean that proposals of a similar scale would be acceptable in planning terms. All development proposals for new tall or large buildings will be expected to include townscape analysis justifying the proposed height, and an assessment that demonstrates



London Road looking south: illustrative massing



London Road looking south in 2011

how any environmental impacts are minimised and mitigated.

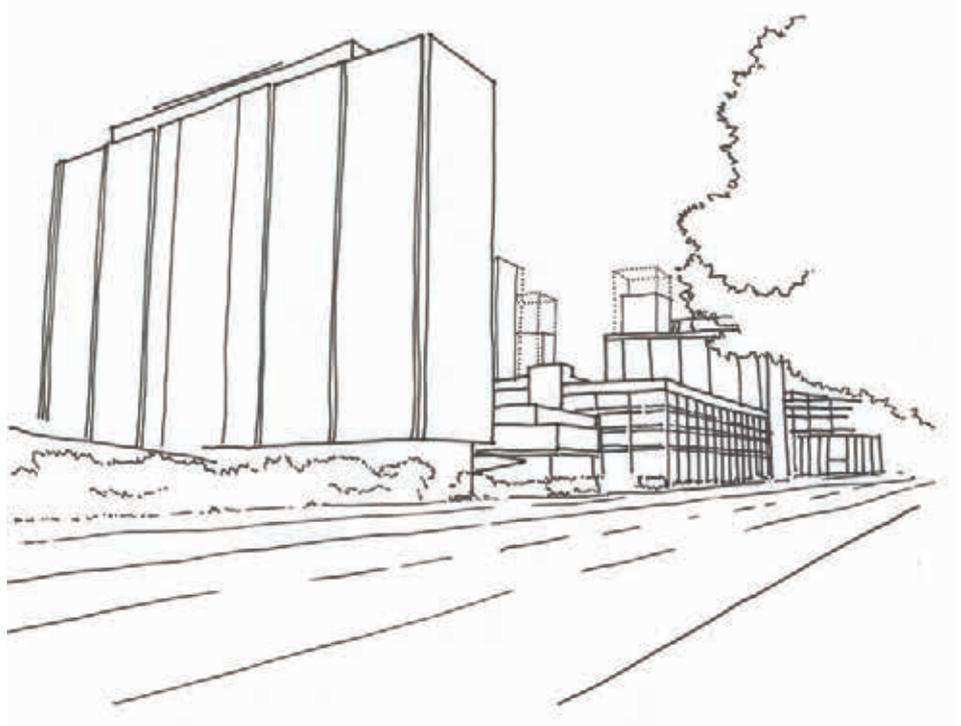
### IMPACT ON THE SETTING OF HISTORIC ASSETS

3.6.29 Particular considerations will have to be given to any development located in the vicinity of St Michael and All Angels Church, which is Grade I Listed. The design should be developed in consultation with English Heritage, Croydon Council and St Michael and All Angels Church. All proposals in this masterplan are subject to these negotiations.

3.6.30 There is potential for the Grade I Listed St Michael and All Angels Church to play a more prominent role in defining the sense of place of West Croydon. Proposals for tall buildings should be considered as part of a composition that preserves and enhances the setting of St Michael and All Angels, by for example opening up views of the church, improving access, and complementing the skyline of the area. Impacts on other heritage assets such as the Central Croydon Conservation Area, Wellesley Road North Conservation Area, and Locally Listed Buildings including Station Road frontages will also be important considerations.

### IMPACT ON TOWNSCAPE

3.6.31 The character of the surrounding areas to the north, south, east and west of proposed new development 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. The suitability of proposals will be assessed in relation to short,



Wellesley Road looking north-west: illustrative massing



Wellesley Road looking north-west in 2011

medium and long-distance pre-agreed and verified views.

## IMPACT ON PUBLIC REALM

3.6.32 Tall buildings should not cause excessive overshadowing to surrounding open spaces. Particular attention should be paid to controlling downdrafts and other aspects of the microclimate surrounding the proposal. Well designed plinths should mediate between taller elements and the human scale at street level with active frontages and other measures that contribute to a public realm that feels comfortable and safe.

## IMPACT ON NEIGHBOURING HOMES

3.6.33 All new development proposals will be considered sensitively in relation to potential adverse impacts on existing adjoining occupiers, with particular regard to local residents. Proposals should be designed to maintain existing residents' aspect, daylight and privacy as far as possible, and will be expected to demonstrate how any impacts have been minimised and mitigated.

## ACCOMMODATION

3.6.34 Croydon's emerging Core Strategy applies minimum standards for residential development to ensure new housing is accessible, sustainable, and well designed, including compliance with the London Housing Design Guide and Code for Sustainable Homes Level 4. Any developments within the Masterplan area will be expected to meet these standards.

3.6.35 Outdoor amenity and play space: Due to the restricted sites outdoor amenity provision for



North End looking north: illustrative massing



North End looking north in 2011

residential developments will have to be carefully considered and discussed with Croydon Council.

3.6.36 Balcony balustrades should be designed to minimise visual clutter from items stored on balconies, and should be integrated into the architecture of developments.

## PARKING

3.6.37 Carparking/servicing: In this constrained location particular attention will have to be paid to the provision of car parking (particularly disabled) and servicing strategies (refuse/deliveries). See Movement Parameters above.

## DISTRICT ENERGY

3.6.38 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.

3.6.39 Further to this Croydon will expect developments to adhere its district energy policy contained within the Local Development Framework.



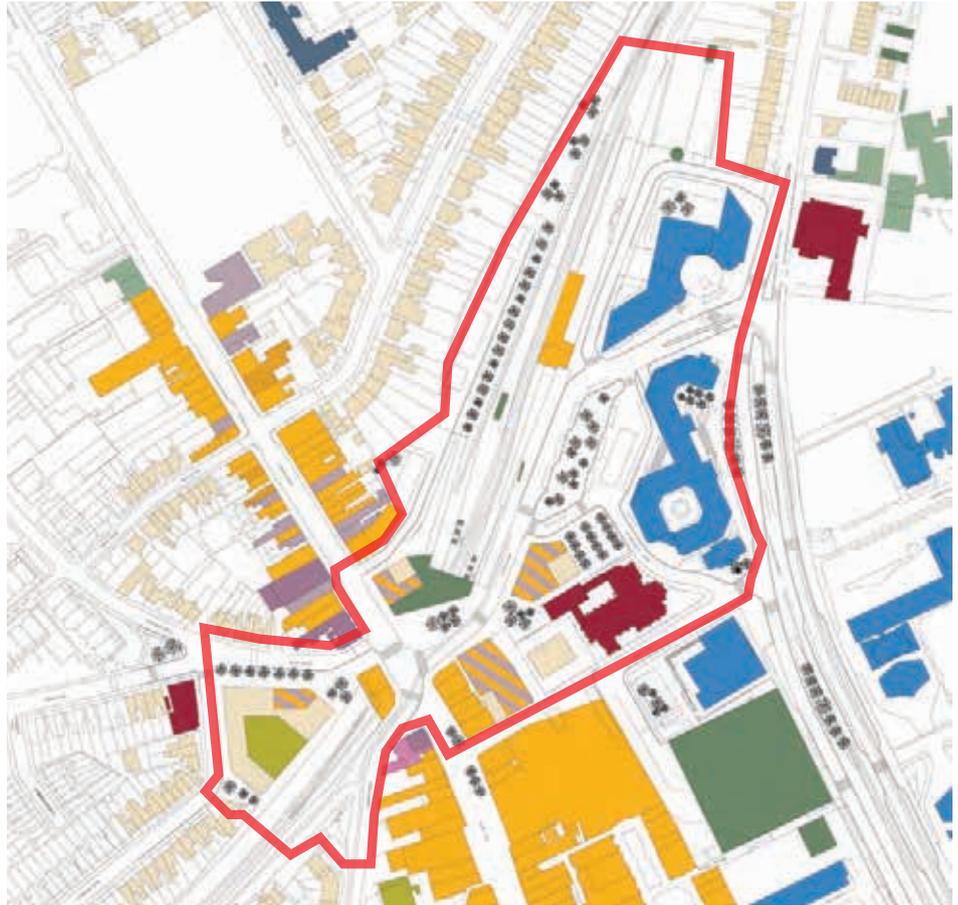
Derby Road looking east: illustrative massing



Derby Road looking east in 2011

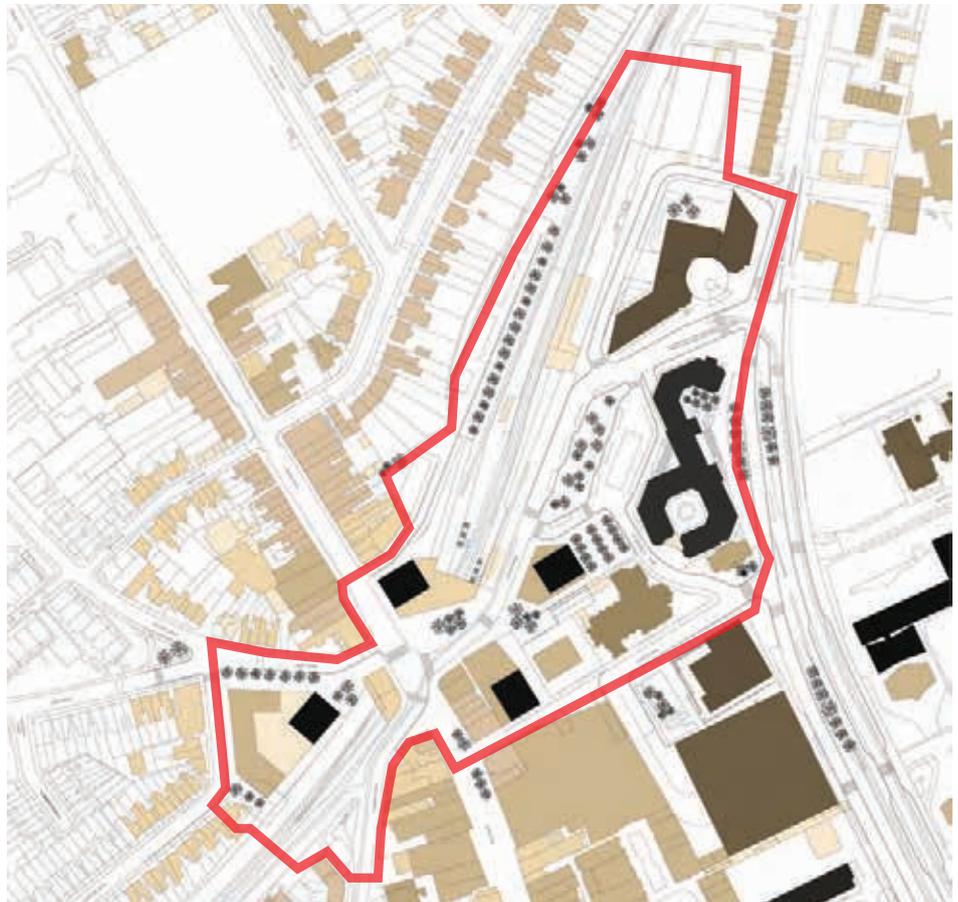
## PROPOSED GROUND FLOOR USES

- Residential
- Office
- Specialist retail
- Retail
- Educational
- Transport
- Vacant
- Healthcare
- Hotel
- Pub, bar
- Restaurant, café
- Religious
- Light industrial



## PROPOSED BUILDING HEIGHTS

- 1 storey
- 2 storey
- 3 storey
- 4 storey
- 5 storey
- 6 storey
- 7 storey
- 8 storey
- 9 storey
- 10 storey
- 12 storey
- 15 storey
- 17 storey +



## 3.7 DELIVERY

3.7.1 The masterplan has been developed with the strategic objective of deliverability in mind.

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

3.7.3 A number of options for West Croydon have been tested. This process led to a preferred scenario which subsequently has been through a process of refinement and adjustments.

3.7.4 The key objectives for the deliverability of the masterplan for West Croydon are:

- Maximising outcomes for West Croydon and its wider context in terms of public realm provision, quality and public transport capacity.
- Ensuring that private developments are achievable in terms of timing, land ownership and profitability.
- Ensuring that phased development does not jeopardise longer term aspirations.

3.7.5 On the following pages a programme of phased implementation is set out in terms of what should happen now, soon and 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.

3.7.6 The proposed preferred phasing is flexible so as to accommodate inevitable changing circumstances, such as the development management processes, ongoing discussions with stakeholders, detailed design, testing and modelling and a changing economic and funding landscape.

### DEVELOPMENT PARCELS

3.7.7 The West Croydon Masterplan incorporates the following strategic sites and surrounding public realm (see illustrative land ownerships diagram overleaf):

- 1 West Croydon Station and adjoining land: Owned by Network Rail. The station is in need of improvements. Development opportunities exist on land adjacent to station and on land on eastern and western side of tracks.
- 2 Derby Road: Owned by Purespace Group.
- 3 Station Road: The site comprising 6-44 Station Road and Queens House car park (Poplar Walk) is owned by Portman Square Holdings. Barratt Homes have a development agreement for a residential scheme with ground floor retail.
- 4 St Michael and All Angels Church: church (Grade 1 Listed), Church Hall, St Michaels Court (flats) and car park between the church and the bus station.
- 5 Delta Point: Office building owned by Mapeley, currently occupied by BT.
- 6 West Croydon Bus Station: Site predominantly owned by Croydon Council, currently leased to TfL. TfL also 'own' rights to operate the tramway across the area as laid out in the Tramlink Act.
- 7 Prospect First: Vacant office building and car park owned by CBRE Investors. Recent permission granted for new atrium entrance and fire stairs.
- 8 Other owners.



Illustrative land ownerships in 2010 overlaid onto the proposed masterplan.

## VIABILITY AND FUNDING

3.7.8 In order to establish viability parameters, a series of residential and retail options were tested. These included a variety of scales of development and also reflected physical and masterplanning options.

3.7.9 The options tested represented a significant scale of development alongside significant changes to the transport infrastructure and public realm. The fundamental test was whether the entire masterplan proposal would be self supporting as a commercial scheme, or would require support through mainstream public funding.

3.7.10 The finding was that the larger development options went furthest to support infrastructure and public realm proposals. However, public funding would be required. This finding is based on the scale and cost of infrastructure and public realm proposals being proportionally greater, at West Croydon, than would be typical for the scale of development suggested.

3.7.11 The expansion of the masterplan area to include development sites in the wider area has been considered to increase the catchment area for S106 contributions.

3.7.12 The potential for a wider mix of uses, including a hotel, has been considered. Inclusion of this did not fundamentally change the viability assessment.

## KEY FINDINGS

3.7.13 The key findings from this exercise were:

- The proposed upgrade of the railway station represents the single largest cost.
- The proposed infrastructure will serve an area beyond the immediately surrounding properties.
- The study area is a significant point of arrival for the wider West Croydon area. It is also a significant public transport interchange. The proposals would result in a better quality and capacity of interchange for a wider public transport network.
- The evaluation was also carried out within a context of struggling market values. This is particularly true at this point in the development cycle for residential flats, which development proposals for the area strongly emphasize.
- A range of development scales were considered, while infrastructure and public realm costs worked within a narrower set of costs.
- Larger rather than smaller development schemes will better support local improvements.
- None of the options would entirely support the full range of public realm and transport improvements.
- Property owners can be expected to provide public realm improvements on their sites and contribute to the upgrade of immediately adjacent pedestrian areas.
- Mainstream public transport funding will be required – particularly for the railway station upgrade and public transport interchange. Croydon Council intend to work closely with

Network Rail and TfL on this.

- Croydon Council may consider broadening the catchment area for S106 contributions to support public works here as scheme components also benefits other sites in a 500 - 800 metre radius. This would provide another source of support.
- Croydon Council may also consider extending the Business Improvement District approach applied to the CMC to provide a supplementary revenue stream to support public realm improvements.
- A negotiated approach will be required to balance private sector contributions to wider community and social infrastructure, local infrastructure and public realm and other policy requirements.
- Periodic re-evaluation of findings will be required, particularly given ongoing movement in property values.

Note: this feasibility exercise was carried out in response to GVA Grimley's instructions to carry out initial appraisals on the subject site. This initial feasibility study has been undertaken for comparative feasibility purposes only and does not constitute a formal valuation. This advice is exempt from the current RICS Valuation Standards and as such cannot be regarded as, or relied upon as a valuation. The values quoted above are not to be relied upon for any purposes other than the preliminary purpose of evaluating options. They should not be used for land purchase or Accounting purposes and not referred to in any public or published documents such as Accounts.

## 3.8 PHASING: NOW (1-5 YEARS)

3.8.1 The key components that are recommended for immediate delivery are station and public realm improvements to increase capacity of the public transport interchange and ensure better connections between the transport interchange and its wider context.

**WC1**  
Improvements to West Croydon Station including a new entrance/exit onto Station Road and reclaimed land for use as a widened tram stop and the first phase of the Interchange Spine.

**WC2**  
Improved pedestrian crossings on and traffic signal timings to synchronize pedestrian movement across West Croydon Circus. Dropped kerbs to create a shared space on North End, with a focus on pedestrian comfort and access.

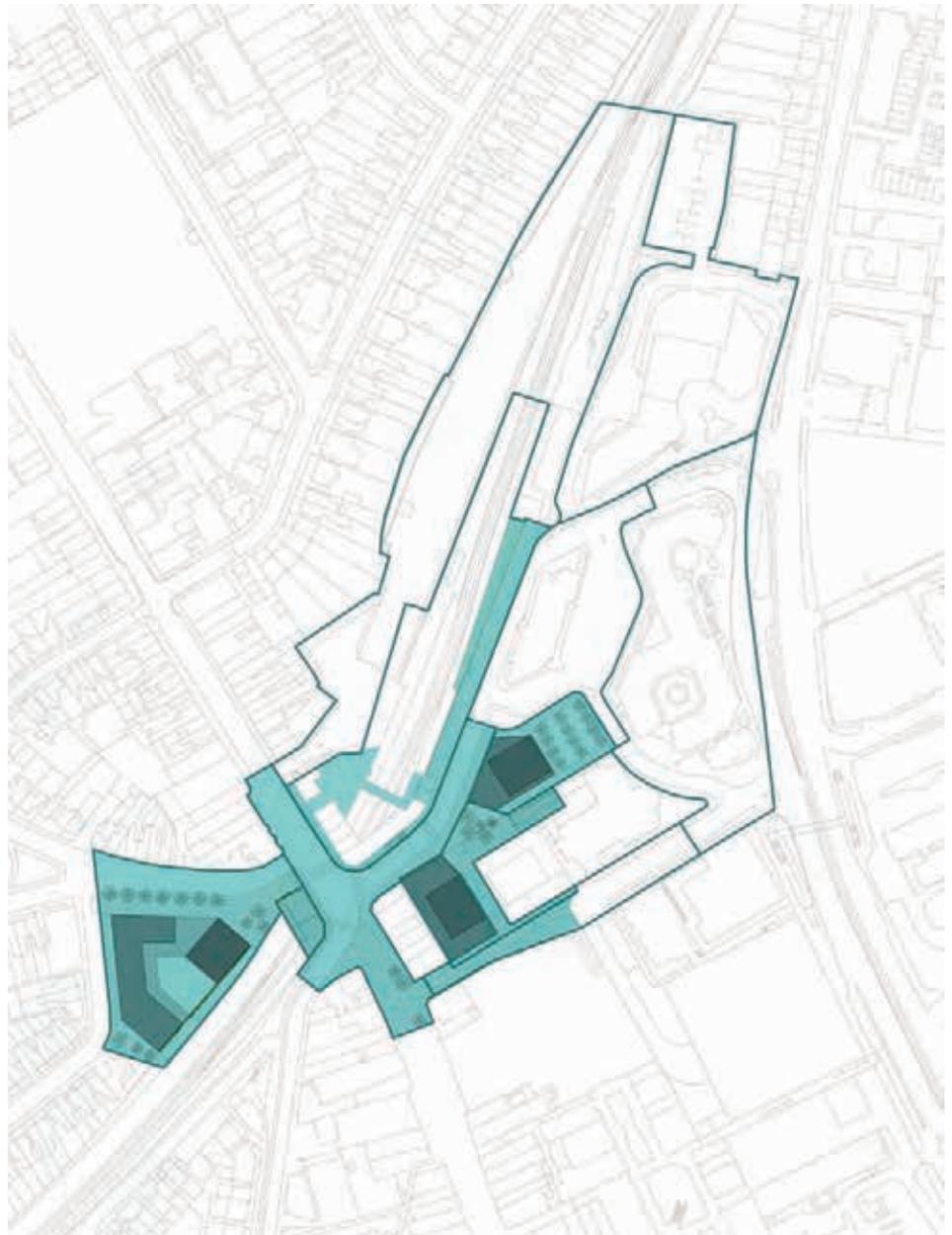
**WC4**  
Whitgift Passage and St Michael's Square implemented in combination with WC6 and WC7, including reworking the interior of the Church Hall to create an active frontage to St Michael's Square.

**WC5**  
First Phase: Changing the west half of Poplar Walk into a shared space, with focus on pedestrian comfort and access.

**WC6**  
Station Road development safeguarding land to the north for future implementation of WC3. Re-landscaping of the church car park to improve sightlines to the church and encourage natural surveillance.

**WC7**  
Whitgift Passage development retaining historic, locally listed façade on Station Road.

**WC8**  
Derby Road development with associated public realm improvements, including the purchase and demolition of the corner property on the bridge to allow increased pedestrian movement westwards from West Croydon Circus.



Phasing: recommendations for early implementation overlaid on the masterplan

## 3.9 PHASING: SOON (5-10 YEARS)

3.9.1 The key components that are recommended for delivery soon are public realm and bus station improvements to further increase capacity of the public transport interchange and to ensure better connections between West Croydon and its wider context, alongside new mixed use developments to key development sites.

### WC1

Comprehensive redevelopment of the station building, related residential development and public space joining to West Croydon Circus.

### WC3

Reconfigured bus island, pavilion building and tram track layout. Subject to testing and ongoing discussions with TfL.

### WC5

Second phase: Potential south-bound turn into Poplar Walk from Wellesley Road and implementation of two-way traffic to eastern half of Poplar Walk. Potential new Marks & Spencer entrance fronting Poplar Walk and Whitgift Passage.

### WC9

Re-landscaping the environs of Delta Point facing Wellesley Road and the Bus Station.

### WC10

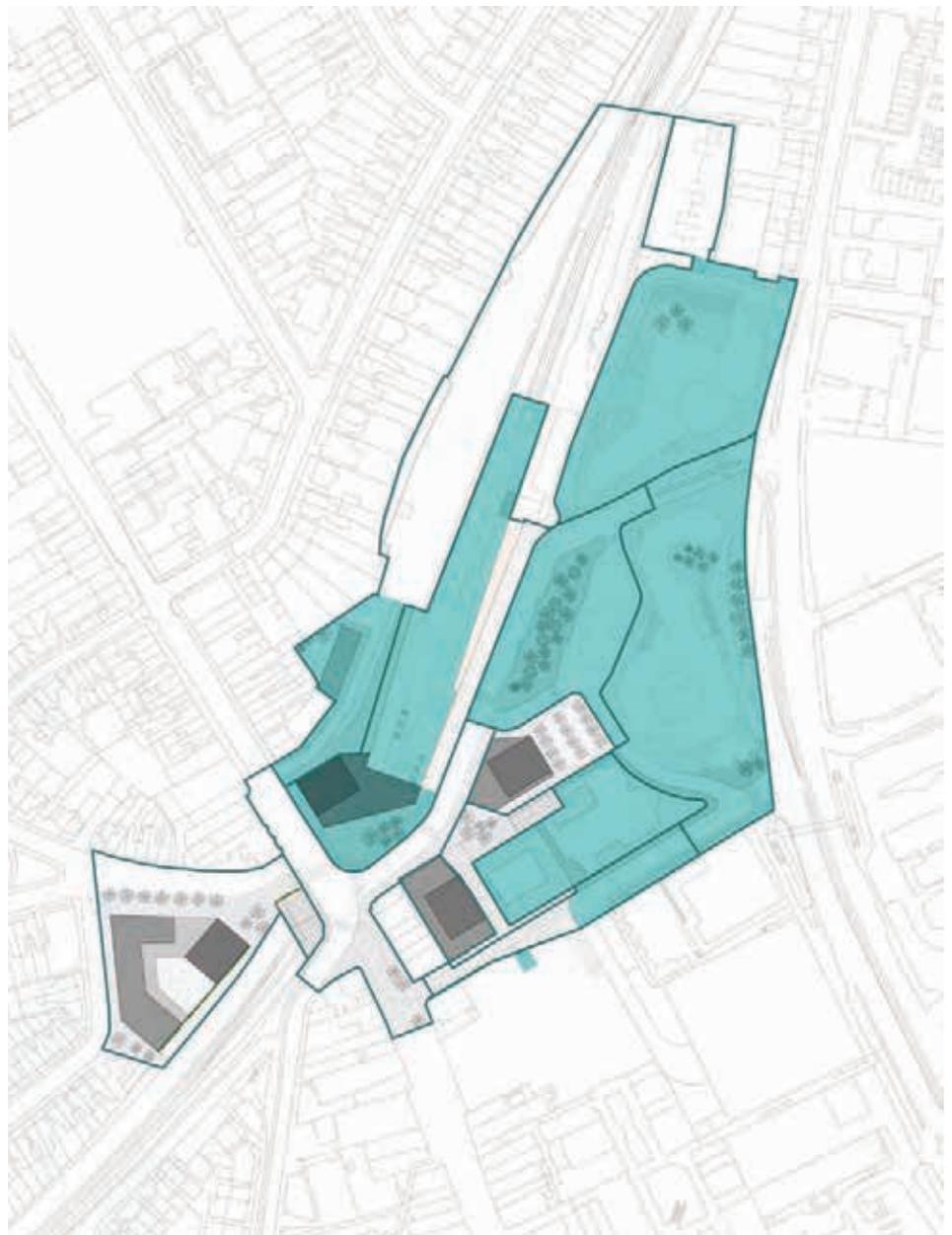
New taxi, cab and drop-off facility with associated development and public realm improvements, including a northern station entrance and Interchange Spine.

### WC11

Upgrading the public realm along Station Road and Wellesley Road outside Prospect First.

### WC12

Repaving the environs of St. Michael and All Angels Church with a material highlighting the presence of the nearby church.



Phasing: recommendations for medium term implementation overlaid on the masterplan

## 3.10 PHASING: LATER (10+ YEARS)

3.10.1 The key components that are identified for delivery in the longer term are a new railway siding mixed use developments to the north of the masterplan area and their associated public realm.

### WC10

Pending implementation of new track on west side of the railway cutting, a new mixed-use development opportunity may be feasible, linking into the previous implementation of WC1.

### WC11

Development opportunities for Network Rail and Prospect First on eastern side of railway, including associated new road layout, landscaping and public realm improvements.



Phasing: recommendations for longer term implementation overlaid on the masterplan

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:

## COMPONENTS

- WC1 West Croydon Station and Interchange Spine
- WC2 West Croydon Circus
- WC3 Bus Station Island
- WC4 St Michael's Square
- WC5 Poplar Walk
- WC6 Station Road Development
- WC7 Whitgift Passage Development
- WC8 Derby Road Development
- WC9 Delta Point
- WC10 Network Rail Development
- WC11 Prospect First
- WC12 St Michael and All Angels

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.



West Croydon Masterplan components

# WC1 WEST CROYDON STATION & INTER- CHANGE SPINE

PHASE: Now & Soon

PRIORITY: High

TYPE: Transport/Development/  
Public Realm

## OBJECTIVES

- 1 Improved interchange between modes.
- 2 Accessibility for all users.
- 3 Increased public transport and public realm capacity, connectivity and quality.
- 4 Stronger station presence on the high street.
- 5 High quality tall residential development on London Road – one of four towers forming the West Croydon Cluster marking the West Croydon transport interchange and western entry point into the metropolitan centre.
- 6 Residential development providing housing within the metropolitan centre.
- 7 Retail/restaurant uses to ground floor adjacent to station providing active frontage.
- 8 Deliverability.

## DESCRIPTION

This component is made up of four elements:

- West Croydon Station.
- Interchange Spine connecting the station with the tram stop and bus station.
- Cycle parking and taxi rank.
- Tall residential development adjacent to the station.

The current station is located at the corner of North End and Station Road. Its only entrance is leading onto the narrow pavement of North End and the connectivity with buses, tram, cycle parking and taxi ranks is poor.

## WEST CROYDON STATION

The East London Line terminates at the station from mid 2010 and the role of West Croydon Station within Croydon Metropolitan Centre is intended to grow as improved permeability and new residential developments will increase passenger numbers.

Network Rail has already considered options for improvements to the station and proposals within

this masterplan build on these. A phased approach is proposed to ensure that improvements to the interchange could be delivered in the short term without jeopardising comprehensive future improvements to the station and West Croydon as a whole. In the longer term a new station is recommended on the corner of North End/Station Road to form part of an integrated public transport interchange.



Photo montage of proposed new station on the corner of North End and Station Road. The station forms part of the public realm alongside proposals for West Croydon Circus (WC2) and the tall tower forms part of the West Croydon Cluster of four similar tall buildings around the circus.

It is recommended that the new station forms part of the public realm through:

- An open permeable facade that addresses both North End/ London Road and the public transport interchange.
- Provision of adequate forecourt space for passengers to orientate themselves alongside other users of the public realm.
- Adequate connections to secure cycle parking, kiss and ride bays and taxi ranks.

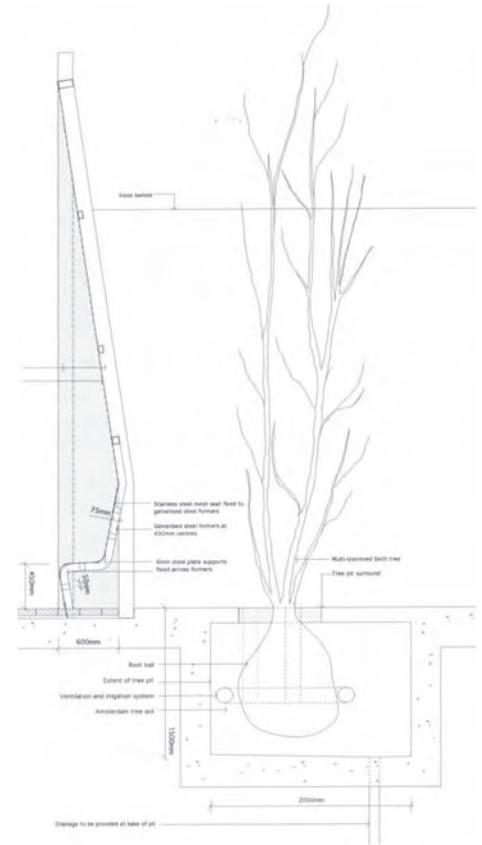
**INTERCHANGE SPINE**

To improve the way finding between the station and the bus/ tram station an Interchange Spine is proposed along Station Road. This spine is proposed constructed on land along the railway platform where opportunities for rationalising the boundary treatment and introduction of a retaining wall are already being considered by Network Rail. The Interchange Spine would form an inhabited

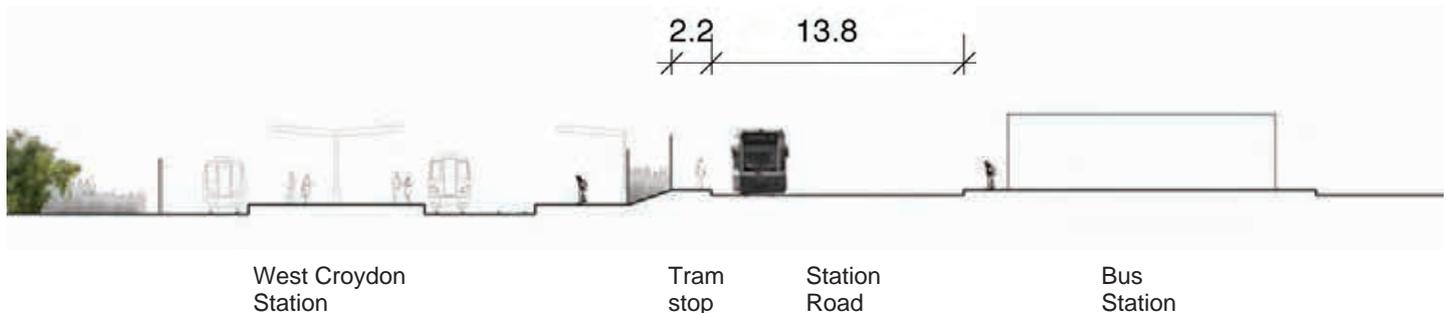
fence accommodating station and independent West Croydon specific uses such as coffee shops, news agents, waiting areas and a cycle hub providing sheltered, secure cycle parking in a convenient location for interchange between modes and carefully designed and positioned so as not to clutter footway space.

A phased approach is proposed to ensure that quick wins could be achieved while longer term opportunities for creating a significant new character area within West Croydon are maintained.

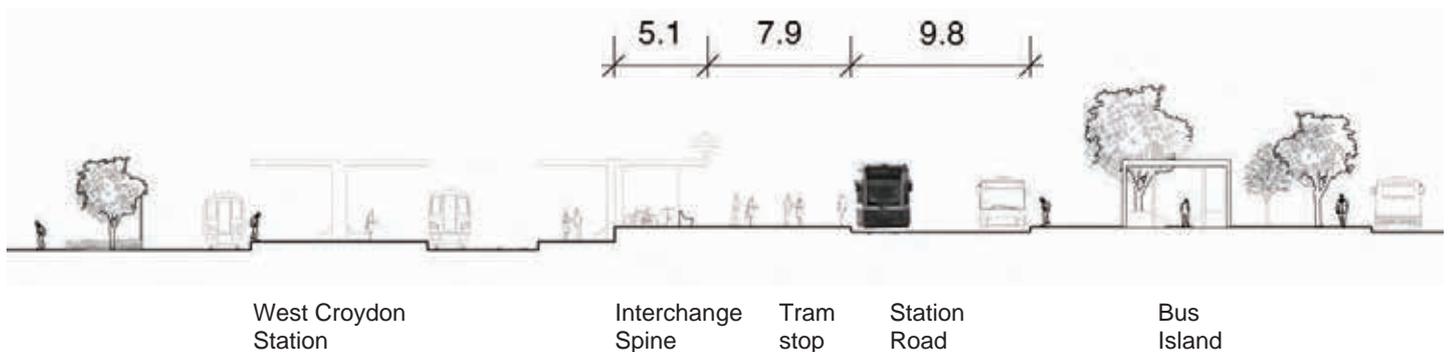
In the longer term it is proposed to straighten the tram tracks to enable a better interchange with buses, three car trams by the stop, and to complete the Interchange Spine as more space would become available. Any realigned tram tracks should include a 25m min. curve radius, with a preferred radius of 28m.



Example of a fence able to accommodate seating.



EXISTING SITUATION: Indicative section through existing Station, Tram Stop and Bus Station



PROPOSED: Indicative section of the station platforms, Interchange Spine and Bus Station Island

## CYCLE PARKING & TAXI RANK

North of the track a structure similar to the Interchange Spine is proposed to contain secure cycle parking, mini-cab office etc alongside a taxi rank.

## RESIDENTIAL DEVELOPMENT

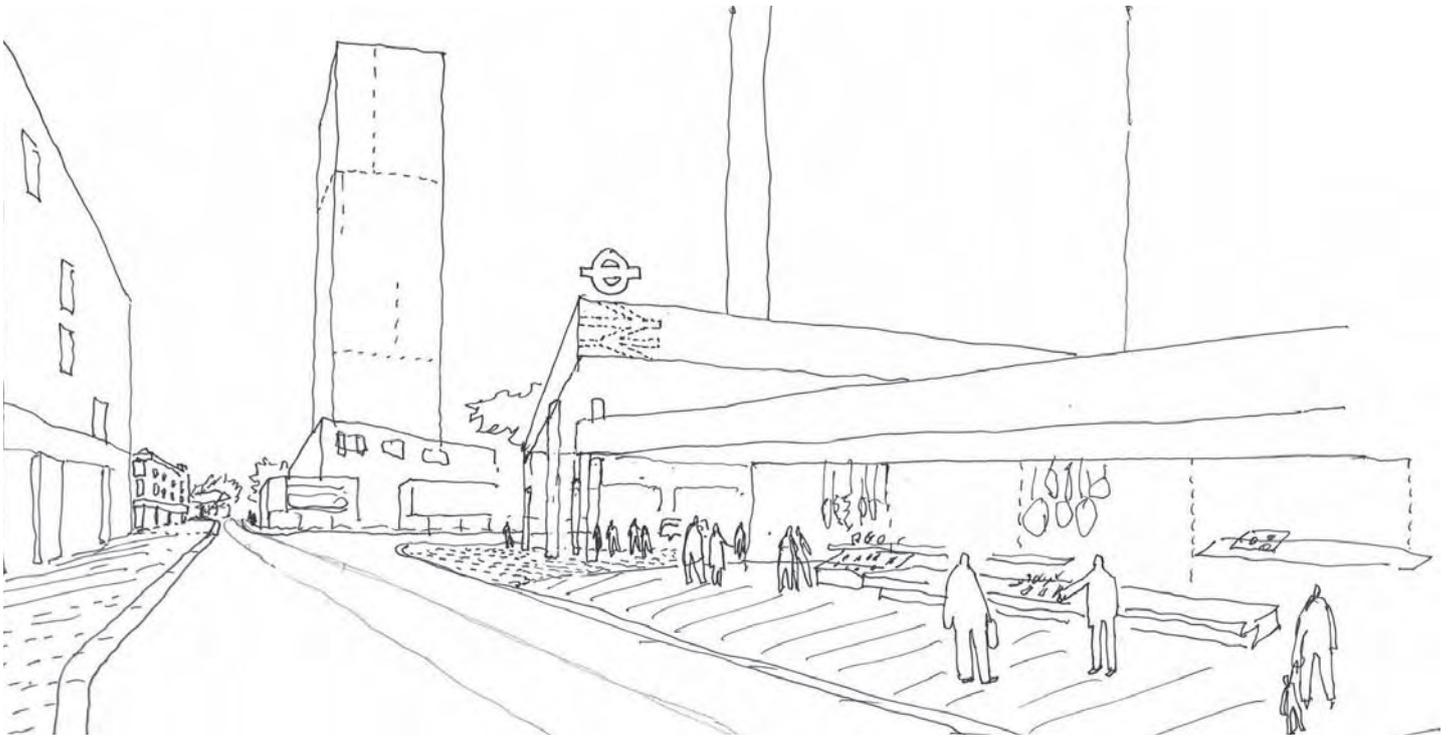
A residential tower up to 25 storeys high is proposed to the north of the station concourse. It is one of four towers proposed, forming West Croydon Cluster marking the West Croydon transport interchange and western entry point into the metropolitan centre. The ground floor should be occupied by retail/A3 uses providing active frontage to London Road

All significant development proposals in the Masterplan area will be expected to submit a Construction Management Plan, which should be coordinated with other developments to maximize efficiencies and minimise impacts on the area.

## PARAMETERS

Parameters for the station and Interchange Spine include:

- The new station building would create a deck over the railway lines to accommodate a ticket hall, ticket office, toilets, gateline and passenger circulation space. The deck level is set at a nominal 53.5m AOD, 6m above the existing rail level. The deck level may need to be increased to 54.0m to meet European Interoperability Requirements although the clearance beneath the London Road overbridge also needs to be considered in this context.
- Step-free access to be provided to all platforms via new passenger lifts. New stairs to replace existing stairs and ramps, with ambition to provide escalators subject to funding. Accessible public toilet facilities should be provided within the train station.
- Proposals would need to accommodate Network Rail proposals for track alterations and align with the operation of the East London Line extension.
- A taxi rank and kiss & ride facility would be provided in the area that is currently the station car park. Stairs and a lift would provide access from this area to the Ticket Hall.
- Sheltered, secure and some on-street cycle parking should be provided at a number of locations; the public space in front of the station entrance, the taxi rank/kiss & ride area and the Interchange Spine on Station Road. This should be located for convenient interchange between modes and carefully designed and positioned so as not to clutter footway space.
- The station itself is proposed to be designed as part of the wider public realm using high quality public realm materials within



Sketch view from Station Road towards North End with the Interchange Spine on the right. The Interchange Spine connects the station and the tram/bus station and is able to accommodate uses relevant to the station environment such as waiting areas, coffee shops, fruit stalls and bike repair workshops.

the ticket hall and providing views across the railway cutting through large windows within the back wall.

- The Interchange Spine and widened western footway on Station Road are proposed created by using land in the ownership of Network Rail between the existing back of footway and the canopy to Platform 4 of the station.
- A topographical survey of this area is required to accurately determine the space available and the level differences that need to be accommodated. Further design development is then required to identify constraints from the existing station structures and any underground utilities and to establish the structural form of the Interchange Spine.

Parameters for the residential building include:

- Design of the tall building to be carefully considered in relation to the scale and use of North End, London Road and Oakfield Road.
- Design of the tall building to follow development parameters set out in this document (3.6 Development Parameters).
- Minimise engineering impacts on West Croydon Road Bridge.
- Technical compliance with a potential Croydon Metropolitan Centre (CMC) district energy scheme and adherence to Croydon's policy on district energy.
- Due to the constrained nature of the site particular consideration will have to be given to car-parking provision, play space and outdoor amenity space to serve the residential element of this component.
- The roof above the ticket hall

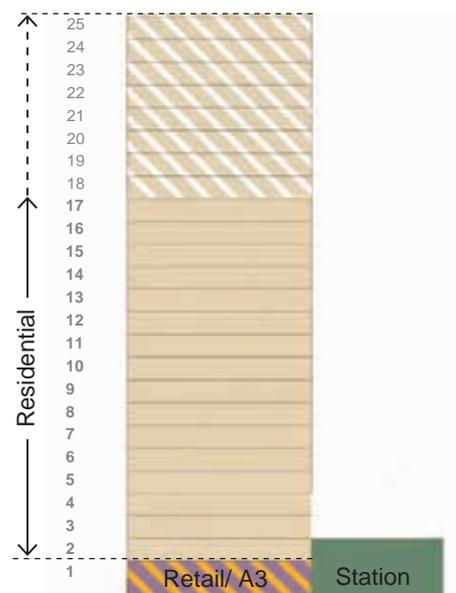
is proposed to accommodate a communal garden for the residential tower.

- Conservation area and other planning designations.

Parameters for the public realm and transport include:

- Public realm materials should be of a high quality with granite kerbs.
- Street furniture should be kept to a minimum to avoid clutter, and where necessary carefully designed and coordinated to maximise effectiveness. Opportunities for place specific seats should be explored.
- Signage and wayfinding should be well designed, coordinated and integrated with the public realm. Croydon Council is working with TfL to implement 'Legible London' signage throughout central Croydon. Redundant signage should be removed and where necessary replaced with the Legible London system.
- Lights should be fixed to buildings where possible.
- The orientation space in front of the station should be designed with passive provision for a tram extension north on London Road (i.e. adequate building set back as shown in the master-plan - also see appendix).
- Vegetation should be maximised through maintaining or replacing, and enhancing soft landscaping and tree planting, as well as other measures such as green roofs.
- Opportunities within the public realm for people of all ages - young and old - should be explored.

The new tram stop area should be long enough (up to 50m) to accommodate three car trams in



Indicative uses and height diagram

the future. The passenger waiting area is proposed to be a minimum of 5m in depth and would contain the standard Tramlink passenger waiting and information facilities. These could be accommodated in Interchange Spine behind. Any realigned tram tracks should include a 25m min. curve radius, with a preferred radius of 28m.

The carriageway of Station Road is proposed to be a minimum of 7.5m widening further on the approach to the Station Road/North End junction in order to accommodate the tracking of buses turning left from London Road/North End. Footways on Station Road are proposed to be a minimum of 5m with a pedestrian crossing of Station Road provided near the Whitgift Passage. Further design development, traffic and pedestrian modelling is required to confirm the design and position and determine whether this would be a controlled or uncontrolled facility.

Station Road southbound has no restriction in terms of access and so a mixture of private vehicles, service vehicles and buses use

this route. Historically it has been suggested that south of the access to Prospect First this route could become a public transport route only but with permits to allow servicing of properties further south on Station Road, North End and via the Whitgift basement the reality is that a traffic restriction of this nature would be extremely difficult if not impossible to enforce. It is therefore proposed that Station Road remain unrestricted in terms of access. The provision of a right turn from Wellesley Road into Poplar Walk in the longer-term would remove a significant portion of the traffic that currently uses Station Road and would ease movement for pedestrians.

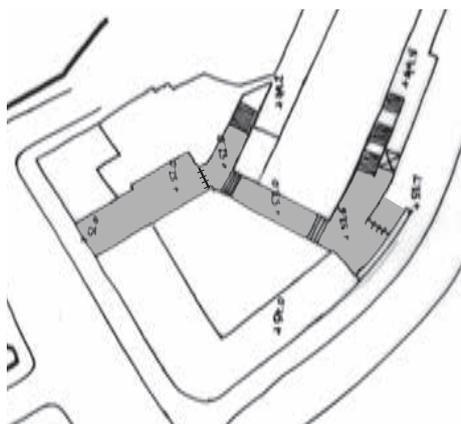
#### IMPROVEMENTS TO ACCESS ALREADY UNDERWAY

In the short term, a scheme to improve the existing disabled access entrance to Platform 1 from Station Road is currently being taken forward by London Rail, funded by TfL Interchange. In the proposal, two Wide Aisle Gates will be installed, and the existing door removed. A ticket vending machine is planned to be located outside this entrance. This will facilitate better interchange with the tram stop, and shorten the walking time between the railway station and the bus station.

#### PHASING OPTIONS

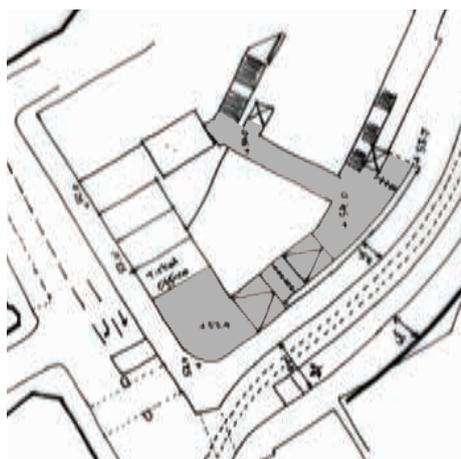
In addition, two short-term options for improvements have been identified. The decision to progress with either shorter-term option should take into account the extra investment needed for a comprehensive redevelopment of the station (as set out in the Masterplan) weighed against the future costs of potentially abortive work.

#### SHORT TERM OPTION 1



The first of these is to limit capital investment in the short term to preserve capital for the preferred option as set out on the previous pages. This would achieve one of the key strategic objectives in the short term by providing a second entrance connecting the station with the tram stop and Bus Station Island while also maintaining a North End entrance. It would require additional staff in the short term as the two gatelines would be apart.

#### SHORT TERM OPTION 2



Another option is the existing Network Rail proposal. This option could accommodate a new development on the corner of London Road and the station car park access. The existing buildings

within Network Rail ownership on the corner of North End and Station Road would be replaced with new station passenger facilities.

The primary entrance, ticket hall, ticket office and toilets would be located on the North End/Station Road corner. A secondary entrance would be located on Station Road creating a more immediate connection with the tram stop and bus station. Two ticket barriers would be provided and changes in level dealt with using 1:20 ramps within the passenger circulation space.

The existing footbridge across the railway lines would be retained but the deck level raised to remove the existing steps. New stairs and lifts would replace existing stairs and ramps to provide access to the platforms.

A taxi rank and kiss and ride facility could be provided in the area that is currently the station car park although this would be some distance from the station entrance on London Road. Cycle parking could be located in the Interchange Spine on Station Road or at the taxi rank/kiss and ride area should this be provided. This option requires significant capital investment and may jeopardise the subsequent viability of the preferred option described on the previous pages.

#### RELATED COMPONENTS

- WC2 West Croydon Circus
- WC3 Bus Station Island
- WC4 St Michael's Square
- WC6 Station Road Development
- WC7 Whitgift Passage Development
- WC 8 Derby Road Development
- WC10 Network Rail Development

The station development and Interchange Spine could be phased.

To accommodate the northern tram extension and provide adequate orientation space, the station would need to be pulled back from Station Road.

To straighten the tram tracks to accommodate a three car tram stop the Bus Station Island would need to be implemented.

The design of the tower has to be considered in relation to the other three of the four towers forming the West Croydon Cluster WC6, WC7 and WC8 as set out in section 3.6 Development Parameters in this document.

To implement the cycle parking and taxi rank the current use of the area for car parking would need to be reconsidered.

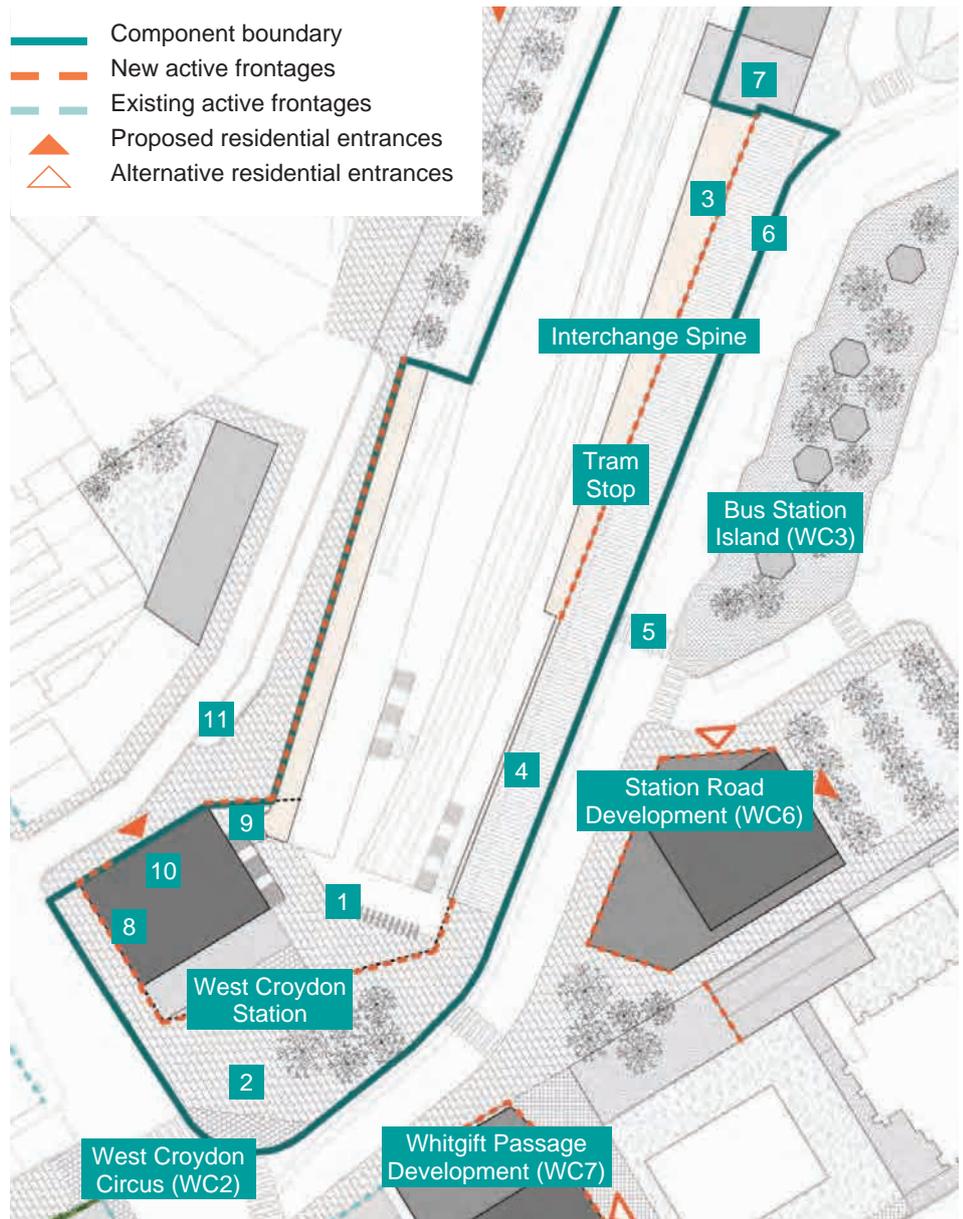
**LEAD**  
Network Rail

**DELIVERY PARTNERS**  
To be confirmed

**STAKEHOLDERS**  
Croydon Council  
Transport for London  
West Croydon TOC

**FUNDING**  
Funding streams to be confirmed.

**MANAGEMENT**  
Managed and maintained by Network Rail or Transport for London - to be confirmed.



Indicative plan of proposed new station and Interchange Spine.

**KEY TO PROPOSALS**

- |   |   |
|---|---|
| <ol style="list-style-type: none"> <li>1 A generous double height ticket hall and entrance to the station that forms part of the public realm through a new high quality ground treatment stretching from the kerb, across the forecourt to the platform stairs and lifts.</li> <li>2 Station forecourt with adequate orientation space and new diagonal crossing to North End, subject to further testing and detail design.</li> <li>3 Interchange Spine able to accommodate uses relevant to the station environment such as waiting areas, coffee shops, fruit stalls, sheltered secure cycle storage and a bike repair workshop.</li> <li>4 Wide pavement connecting the station, tram stop and Bus Station Island along the Interchange Spine, designed as a large piece of kerb infrastructure.</li> </ol> | <ol style="list-style-type: none"> <li>5 Wide controlled crossing to the Bus Station Island, subject to further testing and detail design.</li> <li>6 Relocated tram tracks to enable three car trams at the stop, improve the tram routing, pavement widths and bus station layout.</li> <li>7 Existing building and use maintained to support the special West Croydon character.</li> <li>8 Retail frontage to London Road and station interior.</li> <li>9 Access to taxi rank, kiss and ride and secure cycle parking.</li> <li>10 Residential tower above retail use on North End.</li> <li>11 Taxi rank / kiss &amp; ride, sheltered, secure cycle storage and uses similar to the Interchange Spine.</li> </ol> |
|---|---|

# WC2 WEST CROYDON CIRCUS

PHASE: Now & Soon

PRIORITY: High

TYPE: Transport/Public Realm

## OBJECTIVES

- 1 Creating a high quality public space that enables easy movement and holds together West Croydon's key uses and new developments.
- 2 A strong relationship between the public realm and new internal public spaces.
- 3 Increased public transport and public realm capacity and connectivity.
- 4 Improved crossings.
- 5 Support and enhance the existing diverse culture of London Road."
- 6 Deliverability.

## DESCRIPTION

The junction between North End and Station Road is a bottleneck in terms of pedestrian flows as well as perception of West Croydon. London Road also suffers from narrow, cluttered footways which create an obstacle to pedestrian movement, particularly for those with reduced mobility. For many this area is the front door to West Croydon and the wider Metropolitan Centre and it requires urgent attention to unlock West Croydon's potential.

While this component focuses on the public realm, surrounding developments, their ground floor uses, extents, materiality, massing and quality are also key to transforming West Croydon Circus and the masterplan as a whole.

A diagonal crossing and single green phase traffic lights allowing pedestrian movement across

all roads at the same time are proposed to ensure ease of movement for pedestrians alongside the trams and buses. These proposals are key to all options and phases for the space.

In the longer term the public realm strategy for West Croydon Circus aims to establish a unified generous space with high quality materials and pavements flush with the carriageway across North End.

The shape of the spaces will be determined by the phasing and implementation of West Croydon Station (WC1) and the Whitgift Passage Development (WC7). It is therefore anticipated that the proposal will develop over time.

The space should feel open and uncluttered, designed for movement and bringing people and ground floor uses to the foreground. Lights should be fixed

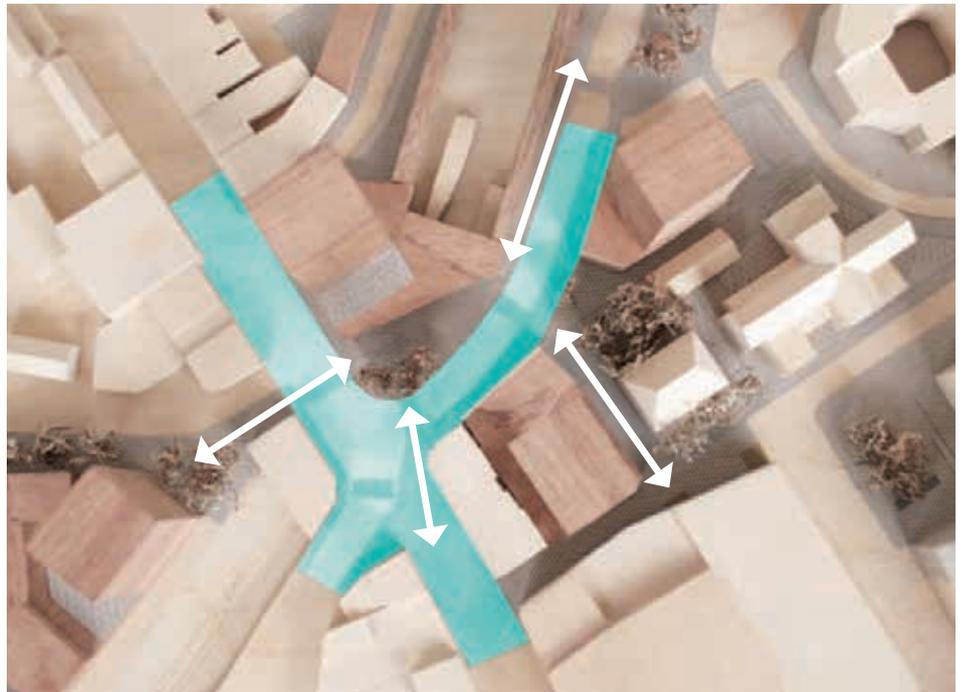
to buildings or the structures that hold the over-head tram cables. Signage and street furniture should be limited.

High quality materials should be used and the space should be considered as West Croydon's front door and an anchor to the pedestrianised North End.

## PARAMETERS

The Station Road/North End junction improvement is proposed to include direct pedestrian crossings, subject to further testing and detail design, with particular attention given to the link from the new station entrance to North End and to the tram and Bus Station Island.

The improved junction should be implemented without pedestrian guardrails and with minimal street clutter. Parameters for the public realm include:



Model photo of West Croydon Circus as a high quality public space that enable easy movement and hold together surrounding uses and the proposed West Croydon Cluster of four tall buildings.

- Public realm materials should be of a high quality with granite kerbs.
- There should be a flush relationship between pavements and carriageway where possible.
- Street furniture should be kept to a minimum to avoid clutter, and where necessary carefully designed and coordinated to maximise effectiveness. Opportunities for place specific seats should be explored.
- Signage and wayfinding should be well designed, coordinated and integrated with the public realm. Croydon Council is working with TfL to implement 'Legible London' signage throughout central Croydon. Redundant signage should be removed and where necessary replaced with the Legible London system.
- Lights should be fixed to buildings where possible.
- The orientation space in front of the station should be designed with passive provision for a tram extension north on London Road (i.e. adequate building set back as shown in the masterplan).
- Vegetation should be maximised through maintaining or replacing, and enhancing soft landscaping and tree planting, as well as other measures such as green roofs.
- Opportunities within the public realm for people of all ages - young and old - should be explored.

Improvements to London Road north of West Croydon Circus should declutter and decongest the public realm:

- Make it easier for pedestrians to walk along footways and cross London Road.

- Maintain a road carriageway that reduces delays to buses.
- Retain on-street waiting and loading provision, but minimise its impact on pedestrian and bus movement.
- Introduce new street trees where practical.
- Support and enhance the special character and diverse culture of West Croydon.

It is proposed to allow buses to turn left from North End into Station Road. Consideration should also be given to allowing trams to make the same manoeuvre to facilitate a future Tramlink extension. A layout that accommodates this movement is not compatible with the existing Network Rail station proposals as the existing narrow pavements would be reduced further.

Further design development and traffic modelling is required to demonstrate the feasibility of the junction improvements.

#### BRITISH TELECOM

Services are generally beneath the footways. Relocation/diversion would be required on Station Road to accommodate the Interchange Spine. Relocation/diversion would be required to accommodate the new layout at the Station Road/North End junction.

#### GAS

Gas mains are generally beneath footways. Relocation/diversion would be required to accommodate the new layout at the Station Road/North End junction.

#### FOUL/SURFACE WATER

##### SEWERS

Sewers are generally beneath the carriageway. Relocation/

diversion likely on the northern half of Station Road to accommodate the new tramway alignment. Relocation/diversion would be required to accommodate the new layout at the Station Road/North End junction.

#### WATER

Water mains are generally beneath footways or on the edge of the carriageway. Relocation/diversion would be required to accommodate the new layout at the Station Road/North End junction.

#### ELECTRICITY

Information only available for the northern part of Station Road. Services are generally beneath the footways. Relocation/diversion would be required on Station Road to accommodate the Interchange Spine.

#### RELATED COMPONENTS

- WC1 West Croydon Station and Interchange Spine
- WC3 Bus Station Island
- WC4 St Michael's Square
- WC5 Poplar Walk
- WC6 Station Road Development
- WC7 Whitgift Passage Development
- WC8 Derby Road Development

West Croydon Circus could be developed over time as the place is changing. The fundamental aspirations for improved pedestrian movement should be applied to all related components at all stages.

Opportunities for a single green phase and improved crossings alongside decluttering of street furniture and better management of shop overspill onto the pavement should be explored independently of other related components.

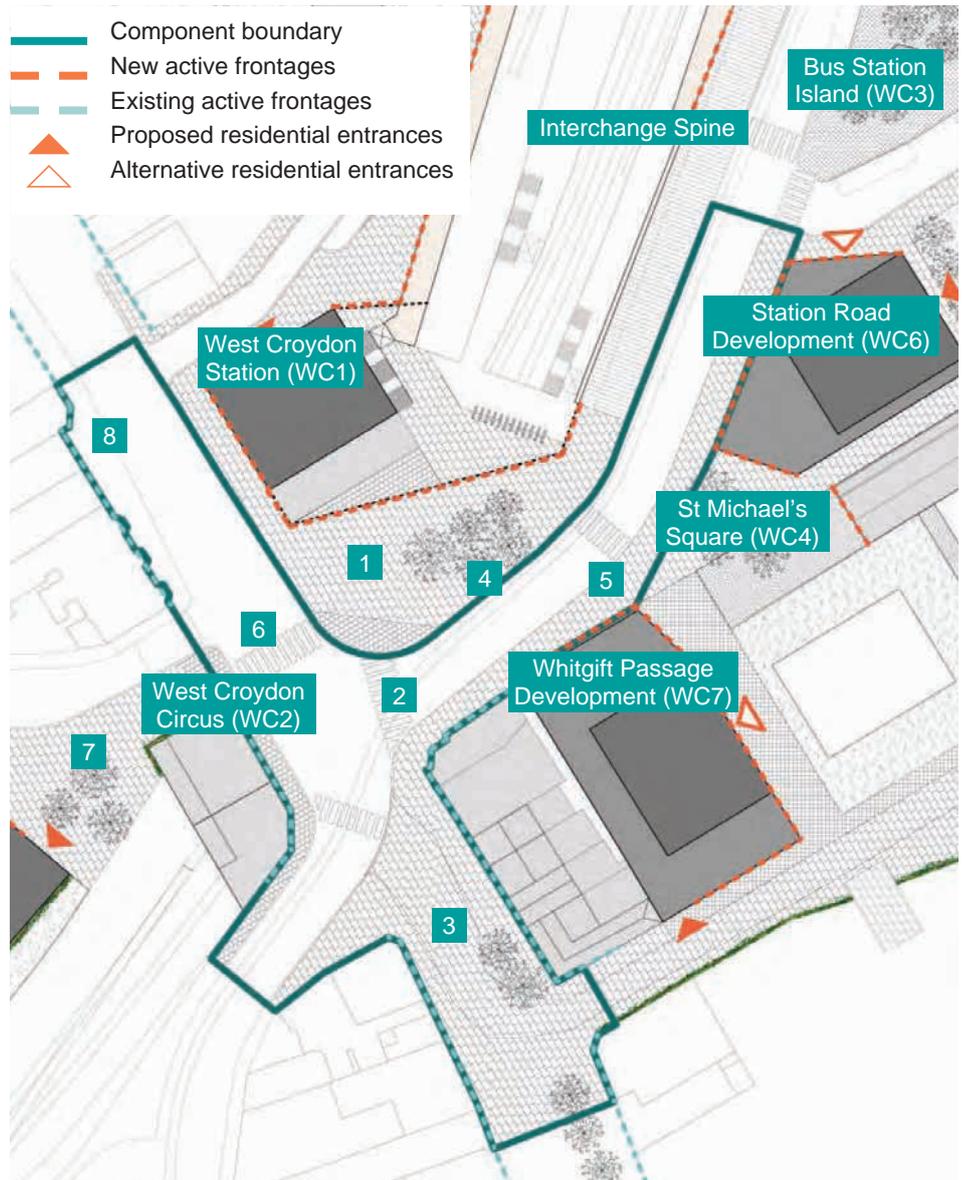
**LEAD**  
Croydon Council

**DELIVERY PARTNERS**  
Network Rail  
Transport for London

**STAKEHOLDERS**  
Barratt Homes  
Portman Square Holdings  
Pure Space

**FUNDING**  
To be confirmed.

**MANAGEMENT**  
Managed and maintained by  
Croydon Council with delivery  
partners and stakeholders.



Indicative plan of proposed West Croydon Circus.

**KEY TO PROPOSALS**

- 1 Station forecourt with adequate orientation space.
- 2 Diagonal crossing to North End, subject to further testing and detail design.
- 3 Shared surface to North End to connect with the new station forecourt.
- 4 Wide crossing and pavements flush with the carriageway on Station Road, subject to further testing and detail design.
- 5 Wide pavement connecting West Croydon Circus, St Michael's Square, Whitgift Passage and the new public interior of the Whitgift Passage Development.
- 6 Wide crossing and generous connection to the Derby Road development with green wall treatment and Wandle Park sign to exposed party wall to increase the visibility of the east/west green link to Wandle Park, subject to further testing and detail design.
- 7 Public space in front of the Derby Road development (WC8).
- 8 Wider decluttered footways and improved servicing arrangements along London Road.

# WC3 BUS STATION ISLAND

PHASE: Now & Soon

PRIORITY: High

TYPE: Transport/Public Realm

## OBJECTIVES

- 1 Maintained and improved functionality.
- 2 Improved interchange between modes.
- 3 Accessibility for all users.
- 4 Increased public transport and public realm capacity and connectivity.
- 5 A high quality public space.
- 6 Increased capacity for buses.
- 7 More space for passengers and pedestrians.
- 8 Deliverability.

## DESCRIPTION

The key elements within this component are the enlarged and relocated Bus Station Island with

new passenger waiting facilities and driver welfare facilities. The proposal also includes improved pedestrian connections between the Bus Station Island, the tram stop and the surrounding footways.

Initially it is proposed to improve the existing bus station to increase capacity by reducing the size of the bus island pavilion and reducing streetscape clutter. In the longer term it proposed to change the layout of the Bus Station Island to increase capacity for both passengers, buses and trams. This would go hand in hand with relocating the tram tracks and finalising the implementation of the Interchange Spine. The increased capacity could reduce the need for buses on Poplar Walk.

The Bus Station is proposed designed as an 'island' with bound

gravel surfacing, trees and pavilions accommodating driver and passenger facilities.

## PARAMETERS

The new bus station layout has been designed in accordance with Transport for London guidance. Eight single stops have been created compared to the existing five single stops and one double stop. The proposal therefore increases the stopping capacity as well as significantly improves pedestrian connections to the tram stop and surrounding footways. Re-provision of this facility also gives the opportunity to provide more usable and open facilities for bus passengers.

Under the proposed layout the current operation of the bus station in terms of the routing and stopping of services would remain



Model photo of Bus Station Island with trees and pavilions accommodating passenger and driver facilities.

as existing. An alighting stop would continue be provided on St Michael's Road. The existing provision of ten bus stands would be maintained.

A new controlled pedestrian crossing would be provided at the southern end of the Bus Station Island, subject to further testing and detail design.

This would connect the island to the tram stop and the footways on both sides of Station Road. This facility would be achieved by extending the island southwards requiring an agreement on land usage with adjacent landowners.

Further design development, traffic and pedestrian modelling is required to demonstrate the impact of this proposal. TfL in particular are concerned about the cumulative effect of these and other signals on bus and tram journey times.

Parameters for the Bus Station Island public realm include:

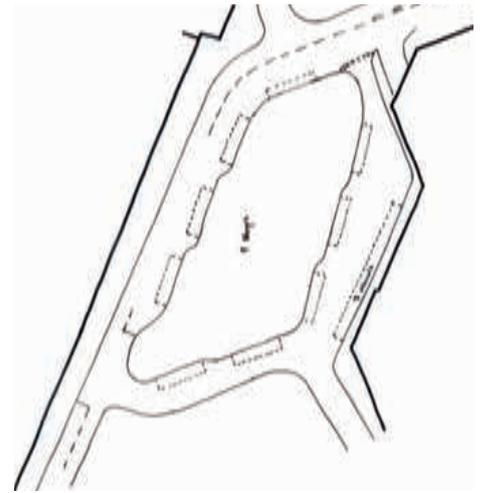
- Public realm materials should be high quality with granite kerbs.
- It should be explored how the public realm could be designed to make the Bus Station feel like an 'island'.
- Sheltered passenger waiting area and all other facilities that require a building should be accommodated within a series of small pavilions.
- Provision of accessible public toilet facilities within the redeveloped bus station.
- Provision of information point in the remodelled bus station.
- Street furniture should be kept to a minimum to avoid clutter, and where necessary carefully designed and coordinated to maximise effectiveness.

Opportunities for place specific seats should be explored.

- Signage and wayfinding should be well designed, coordinated and integrated with the public realm. Croydon Council is working with TfL to implement 'Legible London' signage throughout central Croydon. Redundant signage should be removed and where necessary replaced with the Legible London system.
- Lights should be fixed to pavilions, canopies and buildings where possible.
- Vegetation should be maximised through maintaining or replacing, and enhancing soft landscaping and tree planting, as well as other measures such as green roofs.
- Opportunities within the public realm for people of all ages - young and old - should be explored.
- The Bus Island proposals, phasing of implementation and related proposals for public transport are subject to the results of the CMC Transport Strategy, further detailed testing and ongoing discussions with TfL.

While the Bus Station Island proposals may be implemented in the medium term, interim improvements could include adjustments to the buildings to create more exterior space for waiting, visibility and limit street furniture and other clutter created by infrastructure.

## BUS STATION OPTION B



Options for relocating bus standing away from West Croydon Bus station are being investigated at a wider strategic level through ongoing work with Transport for London as part of the Croydon Opportunity Area Planning Framework. If bus standing could be removed at West Croydon it would be possible to further increase the capacity of the bus island by providing 9 stops as in the illustration above.

See section 3.7 Delivery for an illustrative ownership plan relating to the Option A.

**RELATED COMPONENTS**

- WC1 West Croydon Station and Interchange Spine
- WC2 West Croydon Circus
- WC5 Poplar Walk
- WC6 Station Road Development
- WC9 Delta Point
- WC10 Network Rail Development
- WC11 Prospect First

The proposals for the Bus Station Island are dependent on an agreement on land usage with adjacent landowners.

Another key dependency is the proposal for three car trams and associated adjustments to the tram track alignment and tram stop. Any realigned tram tracks should include a 25m min. curve radius, with a preferred radius of 28m.

**LEAD**

Transport for London

**DELIVERY PARTNERS**

Croydon Council

**STAKEHOLDERS**

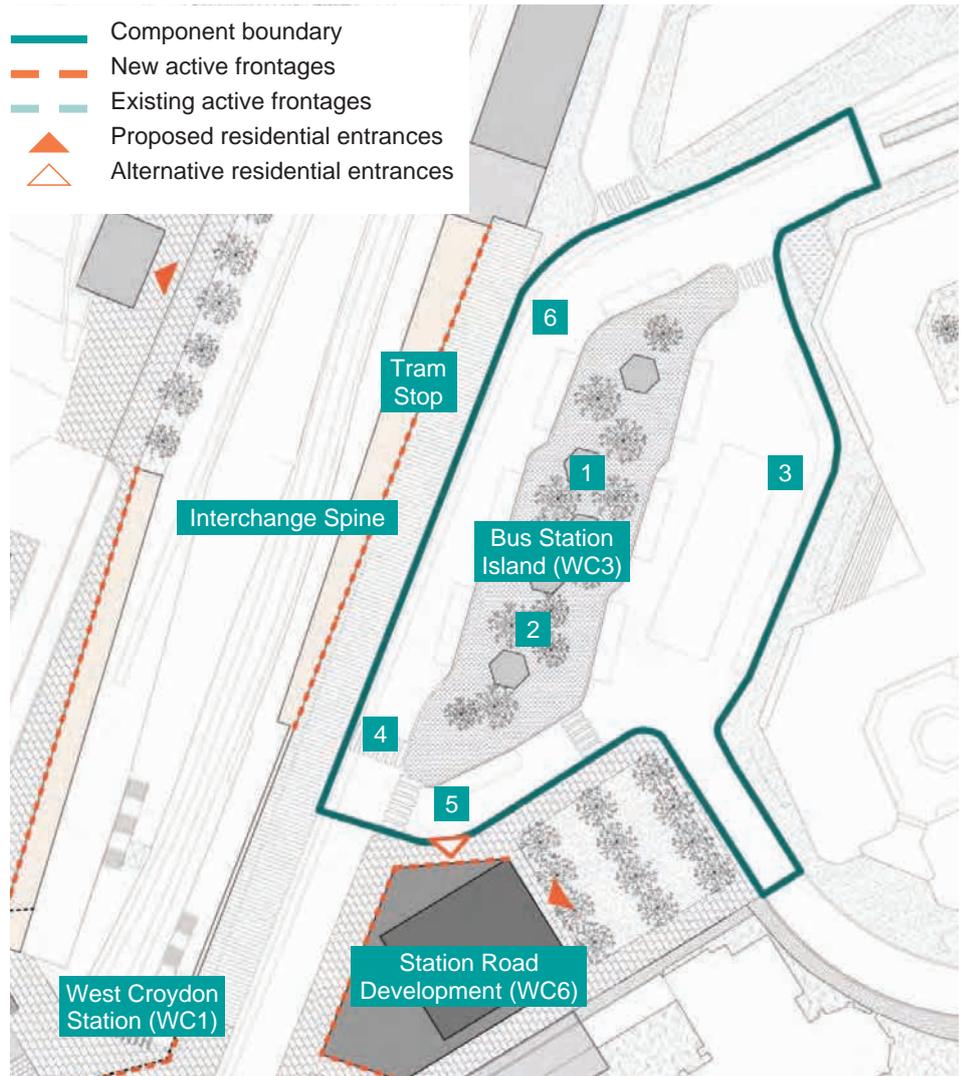
- Portman Square Holdings
- Barratt Homes
- Network Rail
- St Michael and All Angels Church Mapeley

**FUNDING**

To be confirmed.

**MANAGEMENT**

Managed and maintained by Transport for London.



Indicative plan of proposed Bus Station Island (Option A)

**KEY TO PROPOSALS**

- 1 Bus Station Island able to accommodate 8 buses.
- 2 Trees and pavilions accommodating passenger and driver facilities.
- 3 Bus stands.
- 4 Wide controlled crossing located to allow a three car tram at the tram stop, subject to further testing and detail design.
- 5 Wide crossings from the island to improve connectivity to the wider area.
- 6 Relocated tram tracks to improve tram routing, pavement width, enable the Interchange Spine and improved bus station layout.

# WC4 ST MICHAEL'S SQUARE

PHASE: Now

PRIORITY: High

TYPE: Transport/Public Realm

## OBJECTIVES

- 1 A high quality public space.
- 2 Increased public realm capacity and connectivity.
- 3 Revealing the church - improved setting for the Grade I Listed St Michael and All Angels Church.
- 4 High quality public realm to support new commercial uses proposed as part of the Station Road and Whitgift Passage Developments.
- 5 A strong relationship between the public realm and new public interiors.
- 6 Deliverability.

## DESCRIPTION

St Michael's Square is key to the masterplan proposals as it is part of the series of new and improved public spaces 'hanging off' West Croydon Circus and the Interchange Spine. St Michael's Square creates an important opening for the Whitgift Passage, a new link through to Poplar Walk and the Whitgift Centre and opens up views towards the church. Revealing the church as a 'centre-piece' in West Croydon from Station Road and from Wellesley Road is key to the identity and improved way finding in the area.

The square is made up of land owned by Portman Square Holdings and the church and it is proposed the proximity of these ownerships and different characters is revealed in the design of the square. While the area in church ownership could be paved in bricks to match the church with moss growing in the gaps, the area

relating to the Whitgift Passage Development (WC7) could be paved in in-situ concrete stretching from the public realm deep into the new ground floor retail unit.

St Michael's Square would act as a buffer between Station Road and the flats on Poplar Walk. It is also proposed to re-configure and open up the Church Hall which already acts as a café for the church community to address the new square.

The proposals for Whitgift Passage tie in with the Poplar Walk proposals (WC5), which in the short term include improvements to the existing Whitgift Centre entrance. In the longer term a new entrance to the centre through Marks & Spencer could be considered directly opposite the proposed Whitgift Passage.

## PARAMETERS

- The square is set out to relate to the geometry of Station Road and West Croydon Circus as per the masterplan drawing.
- The Whitgift Passage is located as close to the end of St Michael's Court as possible and have a width of minimum 7.5 meters to ensure adequate daylight and tie in with St Michael's Square.
- Landscaping including planting should help create a buffer that protects the amenity of existing residents of St Michael's Court.
- Public realm materials should be of a high quality with granite kerbs.
- There should be a flush relationship between pavements and carriageway where possible.
- Materials on the ground should stretch from deep inside the



Model photo showing St Michael's Square and the Whitgift Passage.

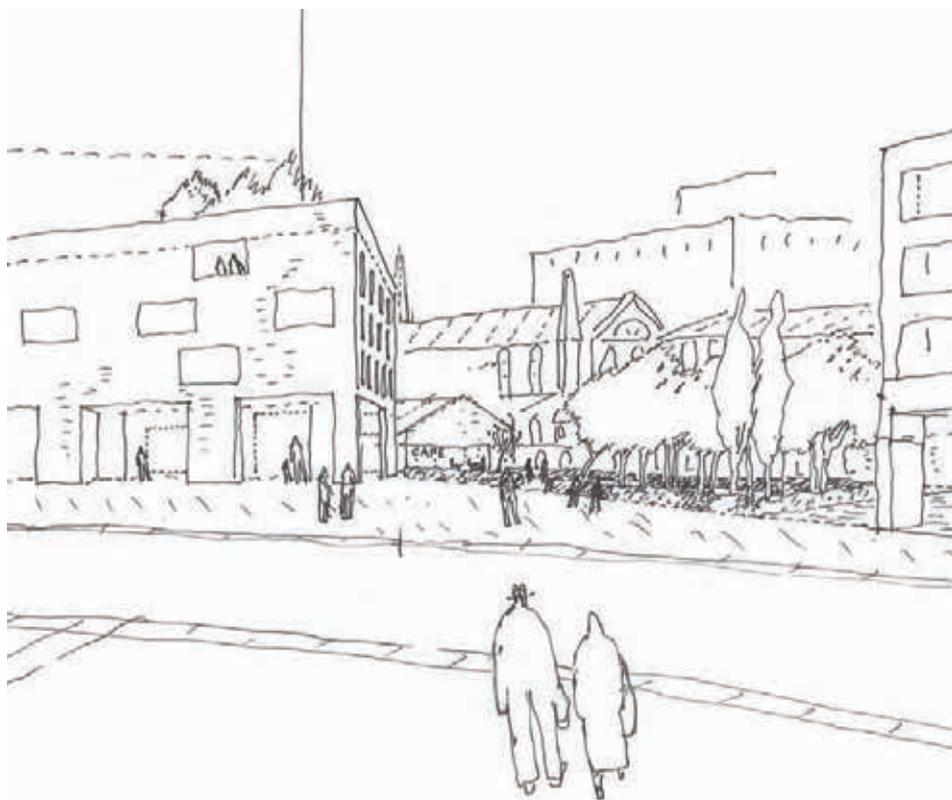
new retail unit (WC7) out onto the Whitgift Passage.

- The part of the square in church ownership should be paved in a material specific to the church compound.
- Street furniture should be kept to a minimum to avoid clutter, and where necessary carefully designed and coordinated to maximise effectiveness. Opportunities for place specific seats should be explored.
- Signage and wayfinding should be well designed, coordinated and integrated with the public realm. Croydon Council is working with TfL to implement 'Legible London' signage throughout central Croydon. Redundant signage should be removed and where necessary replaced with the Legible London system.
- Lights should be fixed to buildings where possible..
- Vegetation should be maximised through maintaining or replacing, and enhancing soft landscaping and tree planting, as well as other measures such as green walls.
- Opportunities within the public realm for people of all ages - young and old - should be explored.
- Management plan in place to ensure Whitgift Passage will be adequately managed and maintained.
- All new development fronting onto St Michael's Square and Whitgift Passage will be expected to provide active frontages providing natural surveillance.

#### RELATED COMPONENTS

WC1 West Croydon Station and Interchange Spine

WC2 West Croydon Circus



Indicative drawing looking across Station Road towards St Michael and All Angels Church. The proposed link to the Whitgift Centre would improve permeability and ease congestion on North End as well as tie the new ground floor retail unit within the Whitgift Passage Development together with the Whitgift Centre entrance on Poplar Walk.

- WC3 Bus Station Island
- WC5 Poplar Walk
- WC6 Station Road Development
- WC7 Whitgift Passage Development

The project is dependent on the Station Road and Whitgift Passage Developments and an agreement with the church on land use and reconfiguration of the Church Hall.

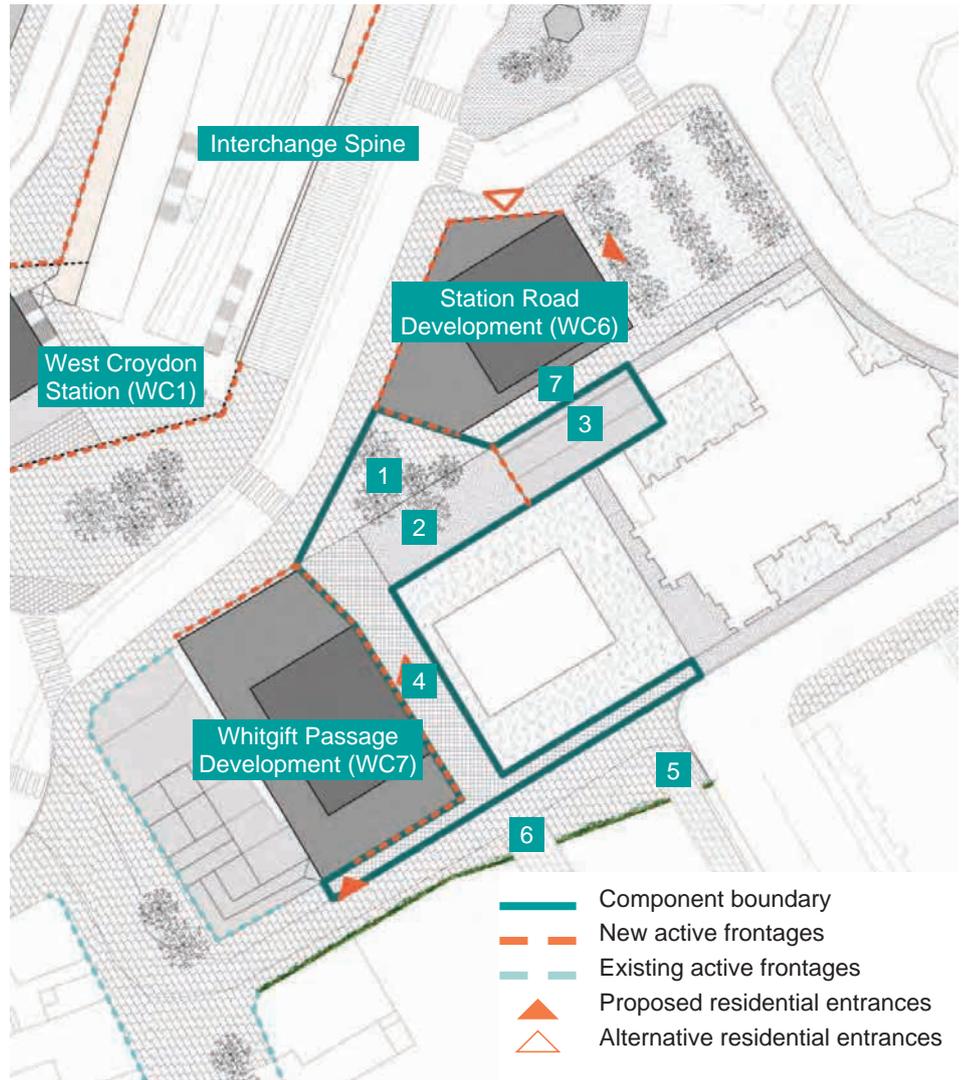
**LEAD**  
 Portman Square Holdings  
 Barratt Homes

**DELIVERY PARTNERS**  
 Croydon Council  
 St Michael and All Angels Church

**STAKEHOLDERS**  
 Marks & Spencer

**FUNDING**  
 Planning obligations

**MANAGEMENT**  
 Privately managed and maintained or subject to agreement with Croydon Council the square and passage could be adopted.



Indicative plan of proposed St Michael's Square

**KEY TO PROPOSALS**

- 1 St Michael's Square.
- 2 St Michael's Square within church ownership - potentially paved in bricks to match the church with moss growing in the gaps.
- 3 Church Hall; re-configured and opened up to the square.
- 4 Whitgift Passage paved with a high quality material stretching from the public realm deep into the new ground floor retail unit which is proposed as part of the Whitgift Passage Development.
- 5 Improved entrance to the Whitgift Centre - public route (WC5).
- 6 Possible future direct entrance to the Whitgift Centre - Marks & Spencer route.
- 7 Church Passage; a secure semi-private route associated with the Station Road development.

# WC5 POPLAR WALK

PHASE: Now and Later

PRIORITY: Medium

TYPE: Public Realm

## OBJECTIVES

- 1 A high quality public space.
- 2 Increased public realm capacity and connectivity.
- 3 Revealing the church - an improved setting for the Grade I Listed St Michael and All Angels Church.
- 4 High quality public realm to support new commercial uses proposed as part of the Whitgift Passage Development.
- 5 Deliverability.

## DESCRIPTION

It is proposed to improve the public realm of Poplar Walk by treating the part of the carriageway that links the proposed Whitgift Passage Development (WC7) and the Whitgift Centre with a shared surface. Existing traffic arrangements will be maintained.

It is proposed to pave North End and the western half of Poplar Walk in high quality and robust paving able to accommodate vehicular traffic. It is also proposed to improve the entrance to the Whitgift Centre, clad its northern wall with a green screen and in the longer term allow for a direct access to the centre via Marks & Spencer.

It is proposed that the paving materials on the northern pavement relate to the adjacent compounds.

It is also proposed to pave the area of public realm between St Michael's Road and Wellesley Road adjacent to Alhambra House with the same high quality material as St Michael's Square and

pavements around the church to increase the church's presence on Wellesley Road as a landmark.

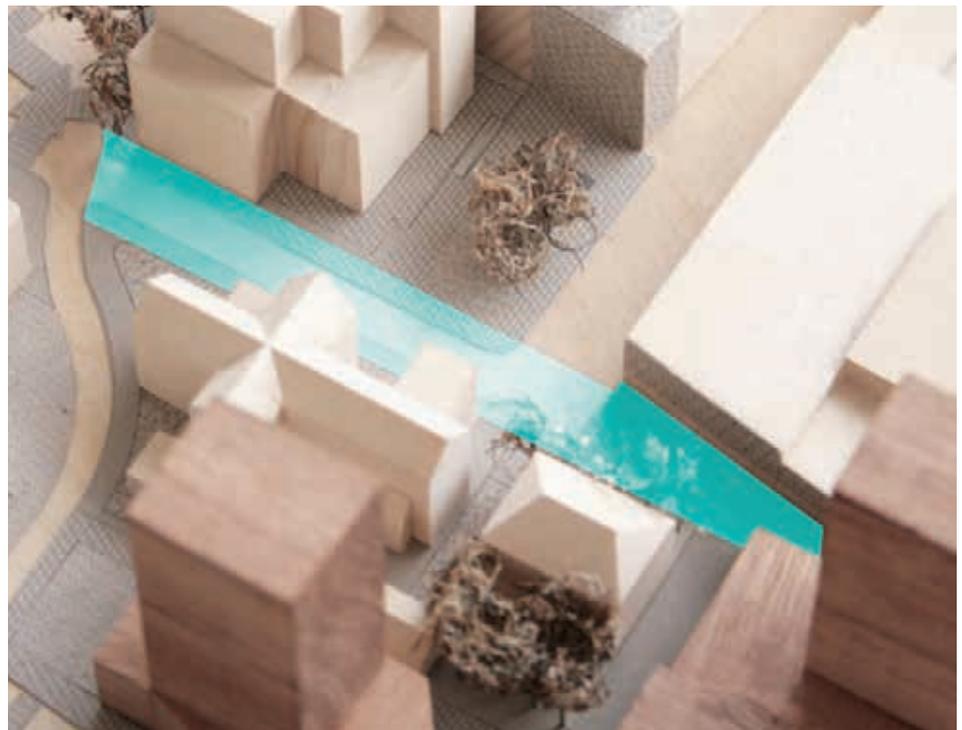
Though outside the masterplan area, the publicly accessible open space south of Poplar Walk could be considered for improvements. Facilities for both youth and older people could potentially be housed in the corner of the multi-storey car park, subject to further development with the land owners/operators.

## PARAMETERS

- Maintain access and servicing arrangements for St Michael's Court residents.
- Make adequate provision for vehicles associated with church events.
- Robust shared surface able to withstand turning of buses and heavy vehicles.
- Public realm materials should be high quality with granite kerbs.
- The part of the square in church ownership should be paved in a material specific to the church

compound.

- Street furniture should be kept to a minimum to avoid clutter, and where necessary carefully designed and coordinated to maximise effectiveness. Opportunities for place specific seats should be explored.
- Signage and wayfinding should be well designed, coordinated and integrated with the public realm. Croydon Council is working with TfL to implement 'Legible London' signage throughout central Croydon. Redundant signage should be removed and where necessary replaced with the Legible London system.
- Lights should be fixed to buildings where possible..
- Vegetation should be maximised through maintaining or replacing, and enhancing soft landscaping and tree planting, as well as other measures such as green walls.
- Opportunities within the public realm for people of all ages - young and old - should be explored.



Model photo showing Poplar Walk component seen from the north.

**RELATED COMPONENTS**

- WC2 West Croydon Circus
- WC3 Bus Station Island
- WC4 St Michael's Square
- WC7 Whitgift Passage Development
- WC9 Delta Point

**LEAD**

Croydon Council

**DELIVERY PARTNERS**

Transport for London

**STAKEHOLDERS**

- Barratt Homes
- Green Park House
- Marks & Spencer
- NCP Car Parks
- Portman Square Holdings
- St Michael and All Angels Church
- Whitgift Centre

**FUNDING**

To be confirmed

**MANAGEMENT**

Croydon Council



Indicative plan of proposed Poplar Walk improvements.

**KEY TO PROPOSALS**

- 1 Shared surface.
- 2 Green wall to Marks & Spencer above window height. Facilities for cars in relation to weddings and funerals at the church.
- 3 High quality paving as part of WC7 compound.
- 4 High quality paving as part of church compound.
- 5 High quality paving to increase the presence of the church on Wellesley Road (WC9).
- 6 Improved entrance to the Whitgift Centre - public route (WC5).
- 7 Possible future direct entrance to the Whitgift Centre - Marks & Spencer route.

# WC6 STATION ROAD DEVELOPMENT

PHASE: Now

PRIORITY: High

TYPE: Development

## OBJECTIVES

- 1 A high quality building development adding to the immediate environment as well as to the wider area.
- 2 A 3-4 storey plinth in keeping with existing context.
- 3 Footprint of plinth set out to allow additional pedestrian routes, interchange capacity and public space: Bus Station Island (WC3), St Michael's Square/Whitgift Passage (WC4).
- 4 One of four towers forming the West Croydon Cluster marking the West Croydon transport interchange and western entry point into the CMC.
- 5 Residential development providing housing within the metropolitan centre.
- 6 Retail/restaurant uses to ground floor providing active frontage.
- 7 The church has stated that it considers that it requires the existing number of car parking spaces to meet its needs.
- 8 Improved church car park with new tree planting and public access.
- 9 Church safety improvements through natural surveillance by residents of church grounds and car park.
- 10 Deliverability.

## DESCRIPTION

Positioned to the south of the site is the Grade I Listed St Michael and All Angels Church. Any new development will have to carefully consider the setting of this protected building.

The potential development consists of a three/four storey shoulder height building with a tower above. The plinth is formed to provide a public space (St Michael's Square) and the connection to the Whitgift Passage and allows for an enlarged bus interchange.

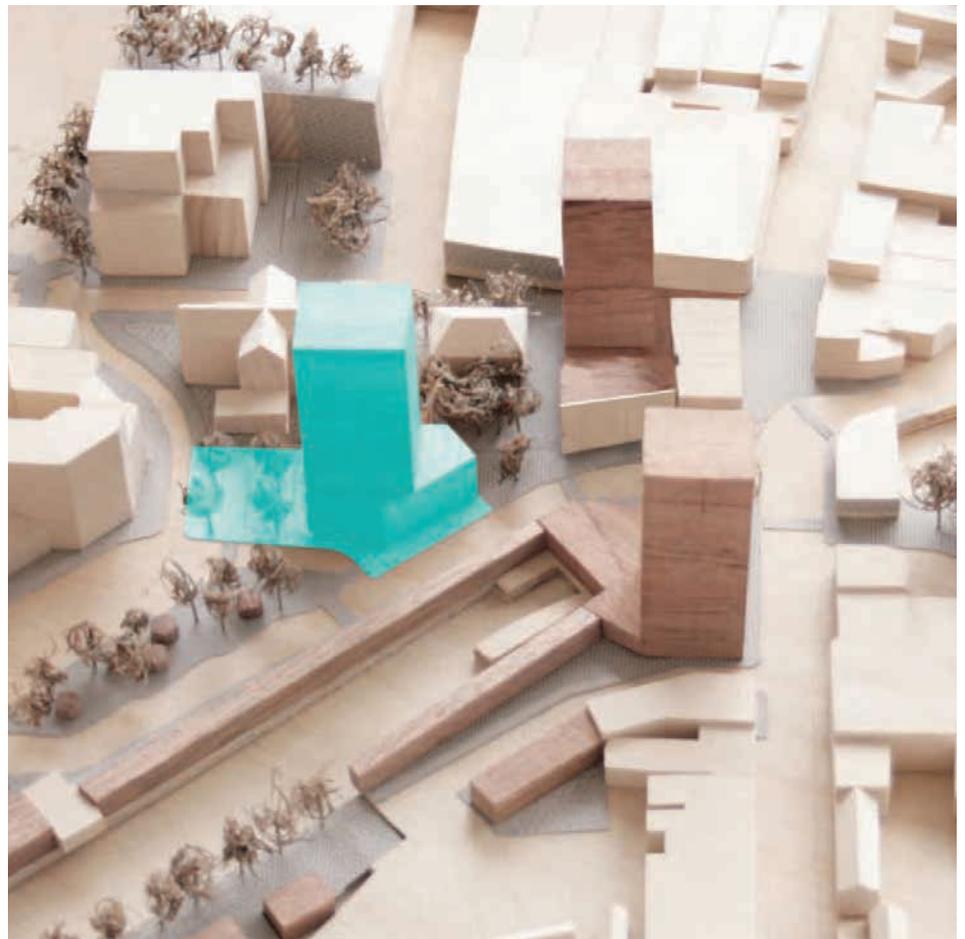
A secure semi-private path is made along the boundary with the church, creating a link to the car park/rear entrance of the church and a possible entrance to the proposed tower.

The plinth addresses the public spaces around it. It mediates between the 3/4 storey high context and the tall building element. The tall building is placed on the north eastern edge of the

plinth and addresses the church car park. Together with Delta Point the tower frames the view of the church's prominent rose window.

Uses include retail/A3 uses at ground level with commercial or residential to the remaining floors within the plinths and residential uses in the tall building. The entrance to the residential units is proposed from the church car park to animate the space and to improve natural surveillance to the area. Alternatively the entrance could be placed onto station Road or from St Michael's Square.

The car park is proposed remodelled. It is proposed to replace the boundary wall with bollards to maintain controlled vehicular



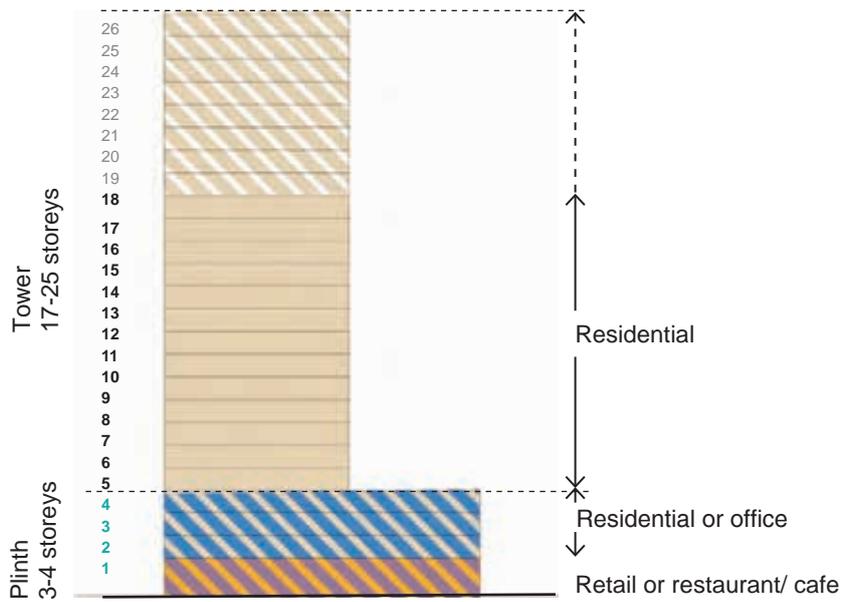
Model photo showing Station Road development seen from the north.

access while allowing pedestrian movement through the space and bringing the church to the foreground visually. Trees are proposed within the space to improve the environment and tie in with proposals for the Bus Station Island (WC3).

## PARAMETERS

Parameters for the building include:

- Development to follow development parameters set out in this document (3.6 Development Parameters).
- Development to be considered in relation to St Michael and All Angels Church and in consultation with English Heritage.
- Development actively to address all directions (and not to turn its back to the church or church car park). The largest distance possible to be maintained between the tower and the Church Hall.
- Development to allow for public space required for increased Bus Station Island, footpath along Station Road, and St Michael's Square.
- Development to provide ground floor active frontages such as retail or A3 uses fronting the church car park and St Michael's Square.
- Servicing of building to be considered.
- Technical compliance with a potential Croydon Metropolitan Centre (CMC) district energy scheme and adherence to Croydon's policy on district energy.
- Footprint of the tower must not exceed 60% of the building's plinth footprint.
- Height of plinth to correspond to the residential apartment building on Poplar Walk.



Indicative uses and height diagram

- Development to consider existing residential units in the vicinity, maintaining existing residents' aspect, daylight and privacy as far as possible.
- Existing tree screening should be maintained and extended where necessary.
- Vegetation should be maximised through measures such as green roofs.
- Due to the constrained nature of the site particular consideration will have to be given to car parking provision, play space and outdoor amenity space.
- Conservation area and other planning designations and regulations.
- English Heritage consent.

Parameters for the public realm include:

- Car parking provision for the church to be maintained.
- The quality of Church car park to be improved with new trees (for example smaller species of Lime / Tilia) and pedestrian access through it allowing movement along desire lines.

- Public realm materials should be of a high quality with granite kerbs.
- There should be a flush relationship between pavements and carriageway on Station Road.
- Street furniture should be kept to a minimum to avoid clutter, and where necessary carefully designed and coordinated to maximise effectiveness. Opportunities for place specific seats should be explored.
- Signage and wayfinding should be well designed, coordinated and integrated with the public realm. Croydon Council is working with TfL to implement 'Legible London' signage throughout central Croydon. Redundant signage should be removed and where necessary replaced with the Legible London system.
- Lights should be fixed to buildings where possible.
- Vegetation should be maximised through maintaining or replacing, and enhancing soft landscaping and tree planting.
- Opportunities within the public

realm for people of all ages  
- young and old - should be explored.

**RELATED COMPONENTS**

- WC2 West Croydon Circus
- WC3 Bus Station Island
- WC4 St Michael's Square
- WC7 Whitgift Passage Development

WC6 needs to be delivered to allow the increased sized of the WC3 Bus Station Island.

WC6 needs to be delivered to allow the introduction of St Michael's Square and Whitgift Passage (WC4)

The design of the WC6 tower has to be considered in relation to the other three of the four towers forming the West Croydon Cluster WC1, WC7 and WC8 as set out in section 3.6 Development Parameters in this document.

The design of the plinth to be considered in relation to WC7 Whitgift Passage Development.

**LEAD**

Portman Square Holdings  
Barratt Homes

**DELIVERY PARTNERS**

Croydon Council  
St Michael and All Angels Church

**STAKEHOLDERS**

Transport for London

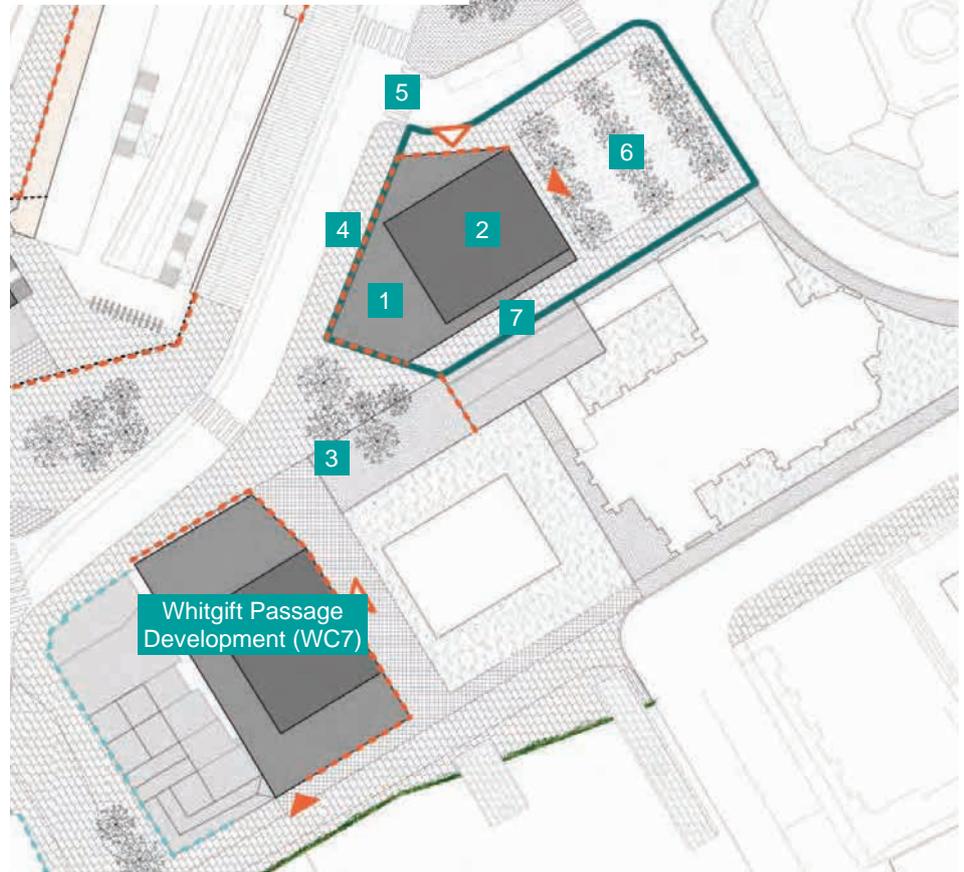
**FUNDING**

Privately funded.

**MANAGEMENT**

Privately managed and maintained. St Michael and All Angels Church to manage and maintain car parking provision.

-  Component boundary
-  New active frontages
-  Existing active frontages
-  Proposed residential entrances
-  Alternative residential entrances



Indicative plan of proposed Station Road development.

**KEY TO PROPOSALS**

- 1 Three/four storey plinth building (residential or office) with retail/A3 uses on ground floor.
- 2 Residential tower (up to 25 storeys high).
- 3 St Michael's Square and Whitgift Passage (WC4): Square and passage to allow view to St Michael and All Angels Church and open up a route between the station and the Whitgift Centre.
- 4 Wide footpath to allow pedestrian movement to and from bus station.
- 5 Wide pedestrian crossing to extended bus station (WC3), subject to further testing and detail design.
- 6 Church car park with new tree planting and public access to all sides.
- 7 Church Passage: a secure semi-private route associated with the Station Road development.

# WC7 WHITGIFT PASSAGE DEVELOPMENT

PHASE: Now

PRIORITY: High

TYPE: Development

## OBJECTIVES

- 1 Utilise site currently used as a car park for development.
- 2 A high quality building development adding to the immediate environment as well as to the wider area.
- 3 A 3-4 storey plinth in keeping with existing context.
- 4 Footprint of building set out to shape new public spaces: St Michael's Square/Whitgift Passage (WC4).
- 5 Open up new views to St Michael and All Angels Church.
- 6 One of four towers forming the West Croydon Cluster marking the West Croydon transport interchange and western entry point into the CMC.
- 7 Retail/A3 uses to ground floor providing active frontage and extending retail provision.
- 8 Residential development providing housing within the metropolitan centre.
- 9 Deliverability.

## DESCRIPTION

The site consists of a row of two storey gable ended Edwardian terraced buildings facing Station Road, which is currently occupied by shops (10 Station Road) and a vacant site facing Poplar Walk currently used as a car park.

To the southwest it borders onto the Central Croydon Conservation Area. Number 132 North End is locally listed.

Positioned to the east of the site is the Grade I Listed St Michael

and All Angels Church. Any new development will have to carefully consider the setting of these protected buildings.

The masterplan proposes to retain the façade of 10 Station Road and to place a three/ four story development behind it.

A residential tower is proposed to be placed on the eastern corner of the site facing Poplar Walk. It would be one of four proposed to form the West Croydon Cluster. Retail/A3 uses are proposed to occupy the ground floor stretching from Station Road to Poplar Walk and either residential or commercial (B1) uses can be placed on the 1st to 3rd floor.

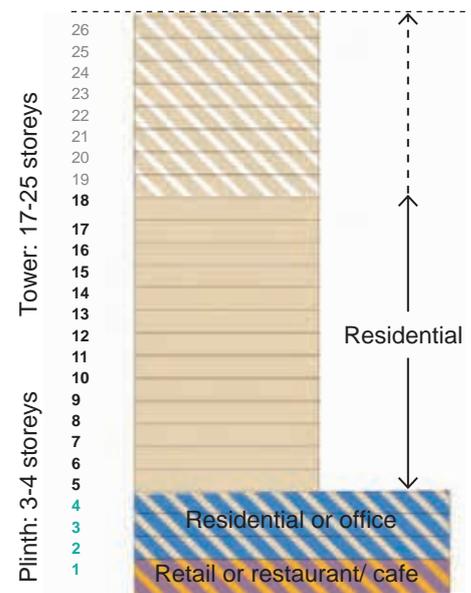
Careful regard will need to be paid to proximities to adjacent buildings and their occupants and to the associated rights to light issues

The opportunity for a hotel in this location may be considered.

Blue Badge disabled parking that would be lost through the development of the site should be replaced in an accessible location/ locations in Croydon Metropolitan Centre. A strategy for the re-provision of Blue Badge disabled parking should be set out through the emerging Croydon Opportunity Area Planning Framework.

## PARAMETERS

- Development to follow parameters set out in this document (3.6 Development Parameters)
- Development to be considered in relation to St Michael and All Angels Church and in consultation with English Heritage.
- Development to consider existing residential units in the vicinity,



Indicative uses and height diagram

maintaining existing residents' aspect, daylight and privacy as far as possible.

- Existing tree screening should be maintained and extended where necessary.
- Development to allow for public space required for St Michael's Square/ Whitgift Link (WC4).
- Development to provide ground floor active frontages such as retail or A3 uses fronting the St Michael's Square and Whitgift Passage.
- Development to actively address all directions.
- Technical compliance with a potential Croydon Metropolitan Centre (CMC) district energy scheme and adherence to Croydon's policy on district energy.
- Servicing of the building to be considered.
- Height of plinth to correspond to the residential apartment building on Poplar Walk.
- Vegetation should be maximised through measures such as green roofs.
- Due to the constrained nature of

the site particular consideration will have to be given to car-parking provision, play space and outdoor amenity space to serve the residential element of this component.

- Conservation area and other planning designations and regulations
- English Heritage consent.

**RELATED COMPONENTS**

- WC1 West Croydon Station and Interchange Spine
- WC2 West Croydon Circus
- WC4 St Michael's Square
- WC5 Poplar Walk
- WC6 Station Road Development
- WC8 Derby Road Development

WC7 needs to be delivered to allow the introduction of St Michael's Square and Whitgift Passage (WC4).

The design of the WC7 tower has to be considered in relation to the other three of the four towers forming West Croydon Cluster WC1, WC6 and WC8 as set out in section 3.6 Development Parameters in this document. Design of plinth to be considered in relation to WC6 Station Road Development.

**LEAD**

Portman Square Holdings  
Barratt Homes

**DELIVERY PARTNERS**

Croydon Council  
St Michael and All Angels Church

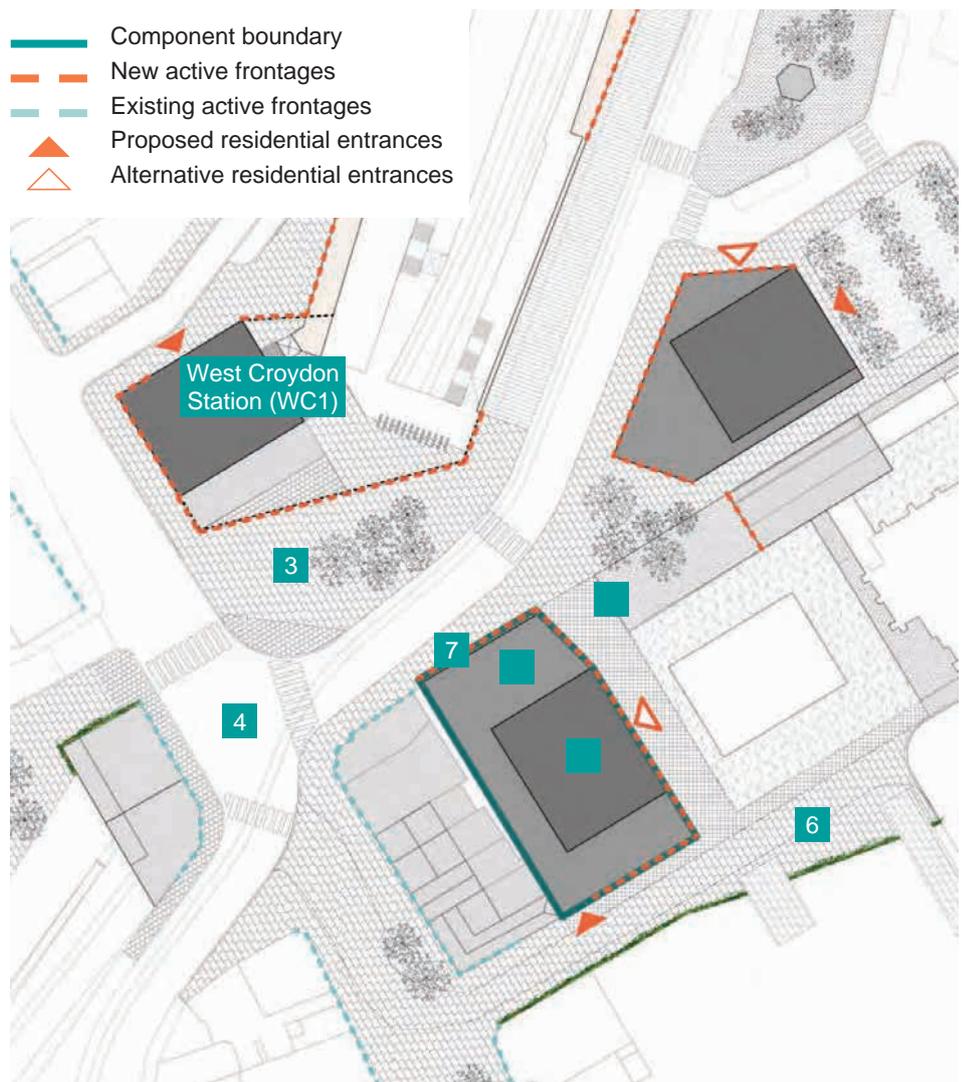
**FUNDING**

Privately funded.

**MANAGEMENT**

Privately managed and maintained.

- Component boundary
- - - New active frontages
- - - Existing active frontages
- ▲ Proposed residential entrances
- △ Alternative residential entrances



Indicative plan of proposed Whitgift Passage development.

**KEY TO PROPOSALS**

- 1 Three/four storey plinth building (retail use on ground floor, residential or office use above).
- 2 Residential tower (up to 25 storeys high) with the retail use on ground floor.
- 3 Station forecourt with adequate orientation space.
- 4 West Croydon Circus (WC2): improved pedestrian crossings, subject to further testing and detail design.
- 5 St Michael's Square and Whitgift Passage (WC4): square and passage to allow view to St Michael and All Angels Church and open up a route between the station and the Whitgift Centre.
- 6 Shared surface section of Poplar Walk (WC5).
- 7 Retained façade of locally listed building.

# WC8 DERBY ROAD DEVELOPMENT

PHASE: Now

PRIORITY: Medium

TYPE: Development/Public Realm

## OBJECTIVES

- 1 A high quality residential development adding to the immediate environment as well as to the wider area.
- 2 A plinth of approximately 3 to 4 storeys, relating to the scale of the existing context and positioned on the site so it clearly defines the public spaces.
- 3 Opportunity for retail or community use on ground floor of Derby Road providing active frontage.
- 4 Opportunity for regular residential entrances to Clarendon Road activating the street.
- 5 One of four towers forming West Croydon Cluster marking the West Croydon transport interchange and western entry point into the metropolitan centre.
- 6 Good quality public realm environment with an improved pedestrian route to and from the station and to Wandle Park along Derby Road.
- 7 Deliverability.

## DESCRIPTION

The development is located north of the railway in area that is dominated by low, mainly residential buildings. As part of the West Croydon Cluster opportunities for building a slender tall building should be explored.

The development consists of a three/ four storey shoulder height block with a tower positioned towards the entrance to Derby Road from London Road and a low

rise four storey building forming the street elevation along Derby Road and Clarendon Road. Uses include housing with community use or retail on the ground floor.

Car parking spaces can be placed in the centre of the block covered by a garden deck giving opportunity for shared outdoor amenity space. Maisonette units with private outdoor space onto the garden deck could be located in the low block.

To connect the development with the proposed West Croydon Circus (WC2), provide adequate access and give visibility to its ground floor uses it is proposed remove the northern unit of the short terrace above the railway.

A green wall and special signage could highlight the Wandle Park link on the high street. Should the northern tram extension be implemented the entire terrace fronting

London Road would need to be demolished and rebuilt - see the appendix.

## PARAMETERS

Parameters for the building include:

- Proposals to follow development parameters set out in this document (3.6 Development Parameters).
- Development on this site has to consider the relationship to the adjacent low rise residential buildings carefully.
- Development to consider existing residential units in the vicinity, maintaining existing residents' aspect, daylight and privacy as far as possible.
- The appearance and the massing of a development on this site has to be carefully considered due to the sloping nature of the site.
- Consistent frontage onto Derby Road and Clarendon Road.
- Tower to be located towards



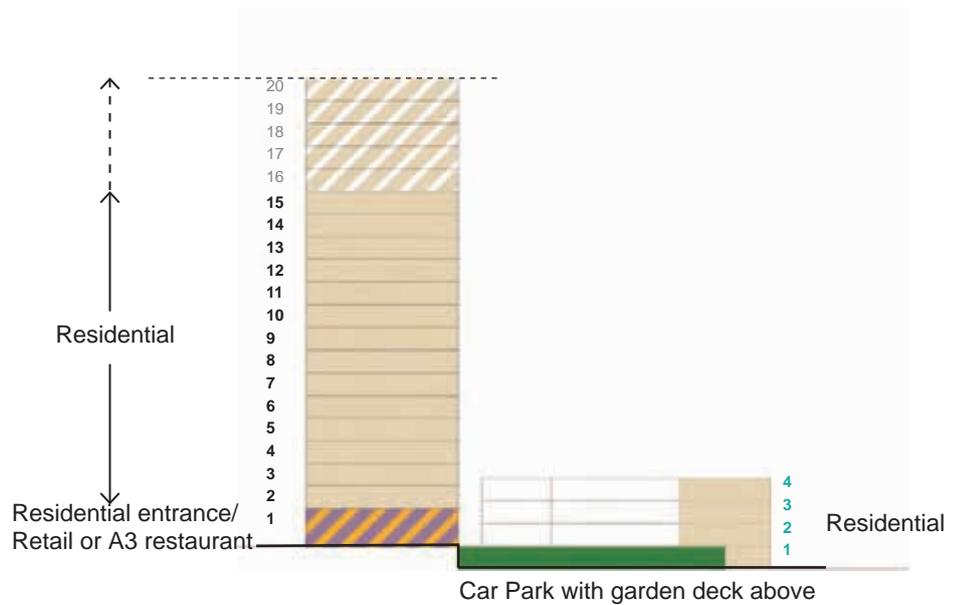
Model photo showing the Derby Road Development.

the London Road end of Derby Road.

- Proximity to the railway to be considered.
- Carpark at centre of block to be covered with garden deck providing outdoor amenity space to residents.
- Technical compliance with a potential Croydon Metropolitan Centre (CMC) district energy scheme and adherence to Croydon's policy on district energy.
- Vegetation should be maximised through maintaining or replacing, and enhancing soft landscaping and tree planting, as well as other measures such as green roofs.
- Conservation area and other planning designations and regulations.

Parameters for the public realm include:

- A generous route to the station should be provided.
- A clear and generous route to Wandle Park should be provided.
- A paved area providing sufficient setting to the development should be provided.
- Public realm materials should be of a high quality with granite kerbs.
- Street furniture should be kept to a minimum to avoid clutter, and where necessary carefully designed and coordinated to maximise effectiveness. Opportunities for place specific seats should be explored.
- Signage and wayfinding should be well designed, coordinated and integrated with the public realm. Croydon Council is working with TfL to implement 'Legible London' signage throughout central Croydon. Redundant signage should be



Indicative uses and height diagram

removed and where necessary replaced with the Legible London system.

- Lights should be fixed to buildings where possible.
- Vegetation should be maximised through maintaining or replacing, and enhancing soft landscaping and tree planting.
- Opportunities within the public realm for people of all ages - young and old - should be explored.

**RELATED COMPONENTS**

- WC1 West Croydon Station
- WC2 West Croydon Circus
- WC6 Station Road Development
- WC7 Whitgift Passage Development

**LEAD**

Purespace Group

**DELIVERY PARTNERS**

Network Rail

**STAKEHOLDERS**

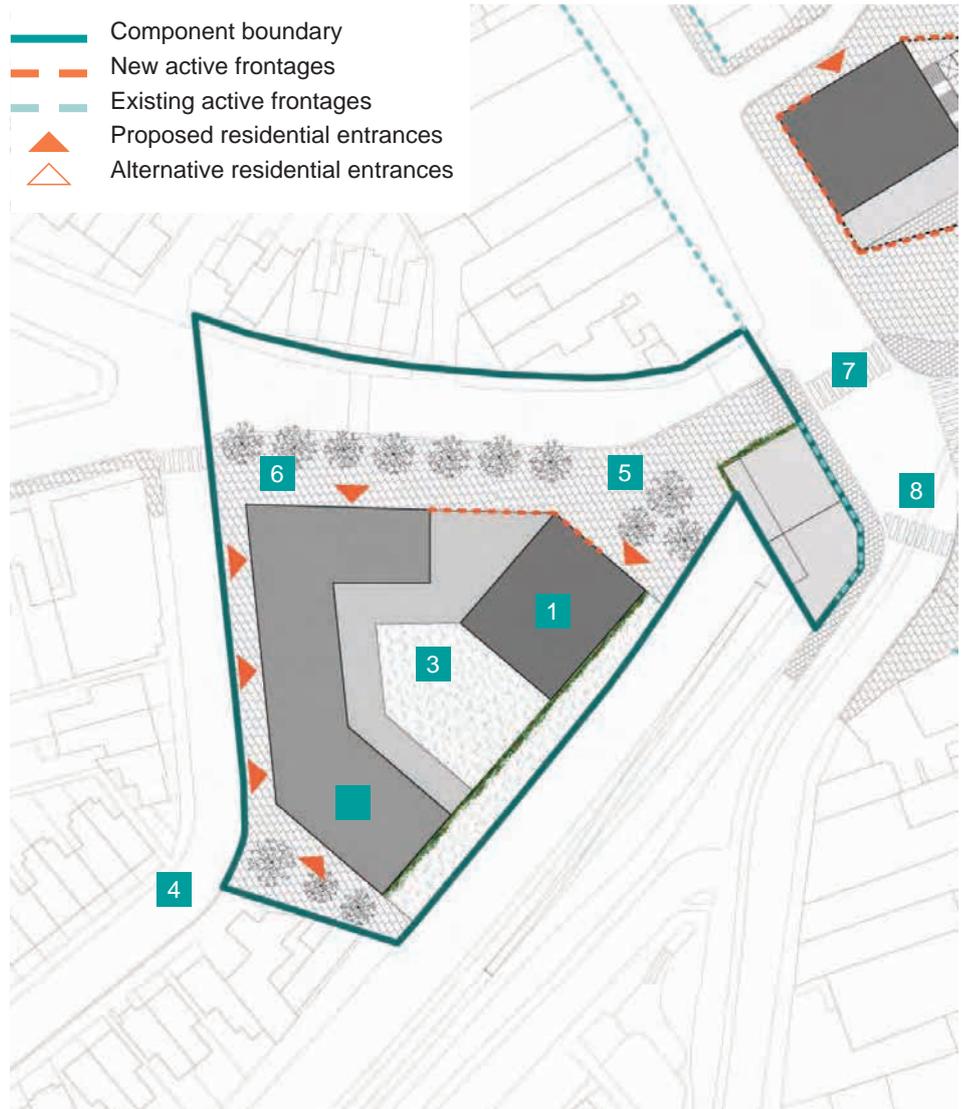
Croydon Council

**FUNDING**

Privately funded.

**MANAGEMENT**

Privately managed and maintained.



Indicative plan of proposed Derby Road development.

**KEY TO PROPOSALS MAP:**

- 1 Residential tower (up to around 20 storeys high) with the potential of retail or community uses on ground floor.
- 2 Approximately 3 to 4 storey residential building relating to the scale of the surrounding context with the potential of maisonettes on ground and first floor with private garden space to rear.
- 3 Garden deck with car parking beneath.
- 4 Route to Wandle Park.
- 5 Generous paved area in front of entrance to residential tower providing sufficient space for group of trees.
- 6 Generous pavements providing sufficient space for group of trees; green link to Wandle Park.
- 7 Generous crossing to West Croydon Station (WC1), subject to further testing and detail design.
- 8 West Croydon Circus (WC2).

# WC9 DELTA POINT

PHASE: Now, Soon and Later

PRIORITY: Low

TYPE: Transport/Public Realm

## OBJECTIVES

- 1 Improved public transport and public realm capacity, connectivity and quality.
- 2 Revealing the church - an improved setting for the Grade I Listed St Michael and All Angels Church.
- 3 Deliverability.

## DESCRIPTION

Proposals for Wellesley Road to tie in with the Wellesley Road Masterplan. The proposals will be developed further as part of this project as well as the CMC Transport Study in terms of cycle routes, crossing designs, public transport corridors, bus standing, carriageway width etc.

Key to the project is to improve the Delta Point compound to ensure

that the public realm relates to the building and its access points. As part of the improvements to the Wellesley Road space increased tree planting is proposed.

It is also proposed to pave the area of public realm between St Michael's Road and Wellesley Road adjacent to Alhambra House with the same high quality material as St Michael's Square and pavements around the church to increase the church's presence on Wellesley Road as a landmark.

## PARAMETERS

The proposal is that improved pedestrian crossing facilities be provided at the Wellesley Road/ Station Road junction.

This would comprise removal of the existing staggered arrangement and replacement with a direct crossing. Further design development, traffic and pedestrian modelling and a safety assessment is required to demonstrate the

feasibility of this proposal.

- Public realm materials should be of a high quality with granite kerbs.
- There should be a flush relationship between pavements and carriageway where possible.
- Highway signage and street furniture should be limited. Opportunities for place specific seats should be explored.
- Lights should be fixed to buildings where possible.
- Vegetation should be maximised through maintaining or replacing, and enhancing soft landscaping and tree planting, as well as other measures such as green roofs.
- Opportunities for young people within the public realm should be explored.

## RELATED COMPONENTS

- WC3 Bus Station Island
- WC5 Poplar Walk
- WC11 Prospect First



Model photo showing the Delta Point from the south-west.

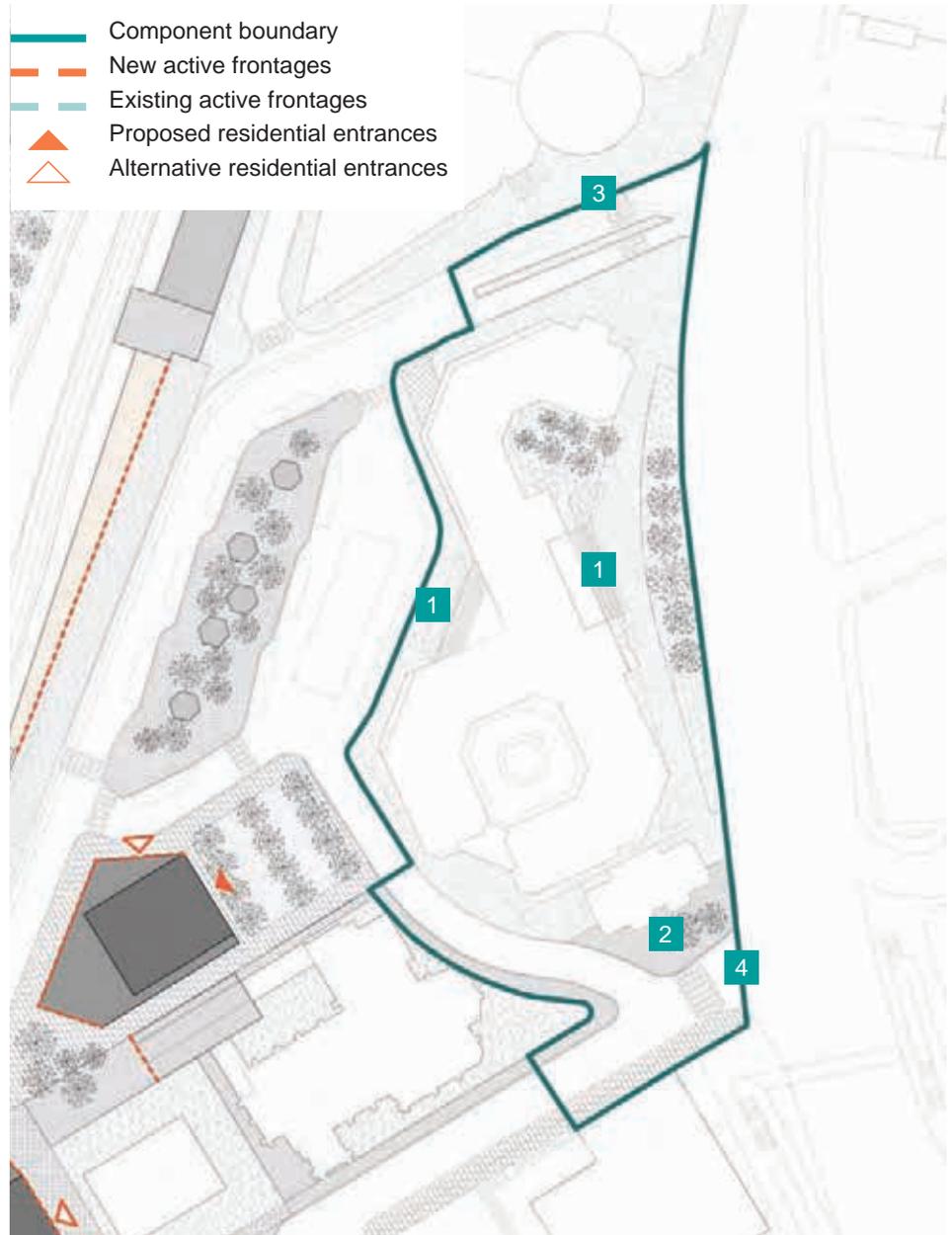
**LEAD**  
Croydon Council

**DELIVERY PARTNERS**  
Transport for London

**STAKEHOLDERS**  
Berkeley Homes  
Delta Point  
Whitgift Centre

**FUNDING**  
To be confirmed.

**MANAGEMENT**  
Managed and maintained by  
Croydon Council.



Indicative plan of proposed Delta Point improvements.

**KEY TO PROPOSALS:**

- 1 Improved Delta Point setting and access arrangement.
- 2 High quality paving to increase the presence of the church on Wellesley Road.
- 3 Improved entrance to Prospect First yard as part of improvements associated with the redevelopment of the building as well as the potential Network Rail development.
- 4 Improved crossings/new right turn into Poplar Walk, subject to further testing and detail design.

# WC10 NETWORK RAIL SIDINGS DEVELOPMENT

PHASE: Soon

PRIORITY: Low

TYPE: Development/Public Realm

## OBJECTIVES

- 1 Development utilising under-used land.
- 2 Introduction of activity providing natural surveillance and improving safety to the area.
- 3 Provision for employment use.
- 4 Community provision.
- 5 Residential development providing housing within the metropolitan centre.
- 6 Increase in accessibility, usability and mixed use activity building on the special West Croydon-ness.
- 7 Deliverability.

## DESCRIPTION

The land either side to the railway is underutilised and this component seeks to suggest potential uses. However, due to the close proximity to the train traffic careful consideration needs to be given to the kind of development. It needs to respond to the physical and planning constraints. Proposal will need to be considered in conjunction with West Croydon Station and Interchange Spine proposals (WC1) which include a tall residential tower and station uses such as taxi rank and kiss & ride facilities.

Along the western side of the tracks any development will have to take the potential track extension into account. Development could range from B1, D1, D2 uses to a gated residential development. Two storey commercial units or up to four storey residential buildings could be placed alongside a gated access road.

Along the eastern side of the tracks two storey commercial units (B1, D1, D2 uses) providing activity on the Prospect First road would be desirable.

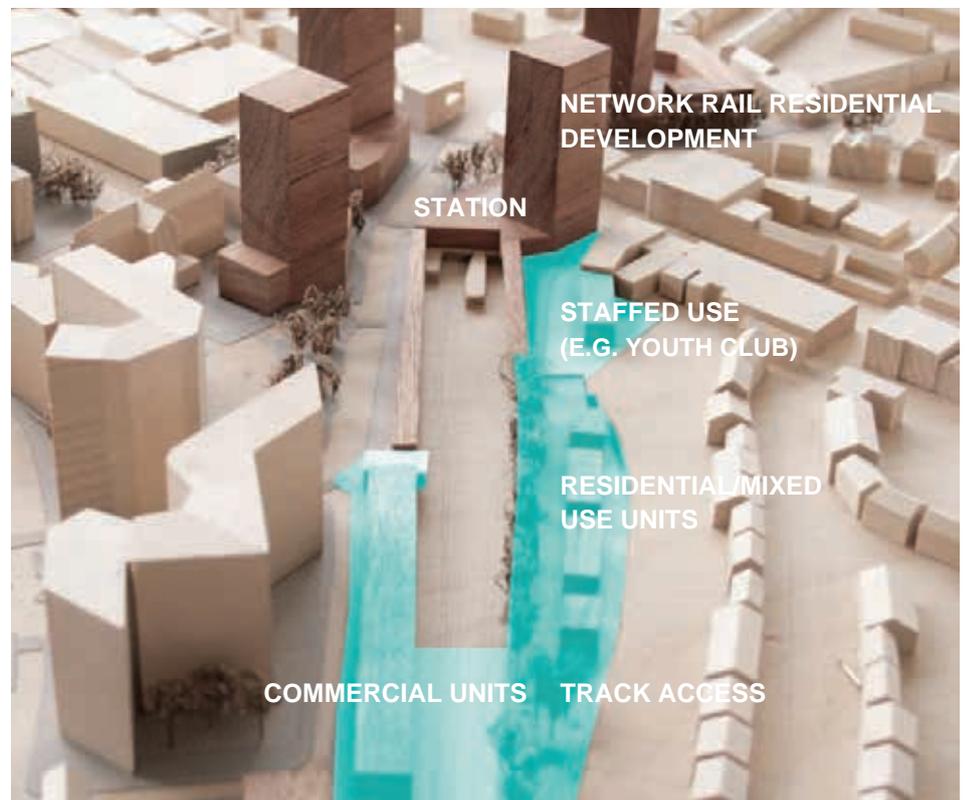
A staffed facility such as a youth club is proposed opposite the taxi rank to increase natural surveillance of the area, which effectively is a cul-de-sac.

## PARAMETERS

- Maintaining NR access to tracks and safeguarding future track extensions.
- Topographical constraints of sites to be considered.
- Development to be carefully designed considering the close proximity to the train tracks and station.
- Feasibility of residential units will need to be demonstrated based

on the assumption that a track extension will required at some point in the future.

- Proximity to existing residential properties on Oakfield Road to be considered
- Public realm materials should be of a high quality with granite kerbs.
- Street furniture should be kept to a minimum to avoid clutter, and where necessary carefully designed and coordinated to maximise effectiveness. Opportunities for place specific seats should be explored.
- Signage and wayfinding should be well designed, coordinated and integrated with the public realm. Croydon Council is working with TfL to implement 'Legible London' signage throughout central Croydon. Redundant signage should be



Model photo looking south-west. The railway land includes development of mixed use units and green open space safeguarding land for future tracks. Interchange facilities are accommodated in two thin 'spines' either side of the station.

removed and where necessary replaced with the Legible London system.

- Lights should be fixed to buildings where possible.
- Vegetation should be maximised through maintaining or replacing, and enhancing soft landscaping and tree planting, as well as other measures such as green roofs.
- Opportunities within the public realm for people of all ages - young and old - should be explored.
- Due to the constrained nature of the site particular consideration will have to be given to car-parking provision, play space and outdoor amenity space to serve the residential element of this component.
- Conservation area and other planning designations and regulations.

#### RELATED COMPONENTS

- WC1 West Croydon Station and Interchange Spine
- WC2 West Croydon Circus
- WC3 Bus Station Island
- WC6 Station Road Development
- WC11 Prospect First

WC1 West Croydon Station: The interfaces with WC1 need to be carefully considered. Access to the western parts of the Railway Siding Development is alongside West Croydon Station and a rear entrance to the station should be placed to connect directly to the taxi rank and cycle parking facilities.

WC11 Prospect First: Access to commercial units along the eastern side of the railway tracks needs to be developed with Prospect First.

**LEAD**  
Network Rail

**DELIVERY PARTNERS**  
Prospect First



Indicative plan of proposed Network Rail Development

**STAKEHOLDERS**  
Croydon Council

**FUNDING**  
To be confirmed.

**MANAGEMENT**  
Managed and maintained by Network Rail.

#### KEY TO PROPOSALS:

- 1 Planted area safeguarded for track extension.
- 2 Service yard and track access.
- 3 Mixed use units and yards.
- 4 Staffed use (e.g. community facility) to increase natural surveillance.
- 5 Commercial units and associated improvements to the Prospect First yard space.

# WC11 PROSPECT FIRST

PHASE: Later

PRIORITY: Low

TYPE: Development/Public realm

## OBJECTIVES

- 1 Improved public realm.
- 2 Residential development providing housing within the metropolitan centre.
- 3 Improved office provision.
- 4 Deliverability.

## DESCRIPTION

The existing office building is being refurbished to provide office suitable for the current market. A new foyer area is being added.

A two storey housing development is proposed to be placed above the existing below ground car park to the north of the site.

The poor public realm within the Prospect First compound and yard spaces is proposed to be improved to tie in with the residential development, the proposed Railway Siding Development (WC10) and to give a sense of care and opportunity for recreational use by users of the surrounding developments.

## PARAMETERS

- Two storey residential development above underground car park to consider adjacent residential buildings.
- Design of residential development to take proximity to railway into account.
- Structural constraints of underground carpark to be considered.
- Access to Network Rail tracks to be considered.
- Public realm materials should be of a high quality with granite kerbs.

- Lights should be fixed to buildings where possible.
- Technical compliance with a potential Croydon Metropolitan Centre (CMC) district energy scheme and adherence to Croydon's policy on district energy.
- Vegetation should be maximised through maintaining or replacing, and enhancing soft landscaping and tree planting, as well as other measures such as green roofs.
- Opportunities within the public realm for people of all ages - young and old - should be explored.
- Due to the constrained nature of the site particular consideration will have to be given

to car-parking provision, play space and outdoor amenity space to serve the residential element of this component.

## RELATED COMPONENTS

- WC1 West Croydon Station and Interchange Spine
- WC3 Bus Station Island
- WC9 Delta Point
- WC10 Network Rail Development

Proposals for public realm improvements to be coordinated with public realm relating to WC9 Delta Point, WC3 Bus Station Island and WC1 West Croydon Station and Interchange Spine.

Coordination is required with WC10 Network Rail Sidings



Model photo showing Prospect First from the west.

Development to provide access to commercial development (B1, D1, D2 uses).

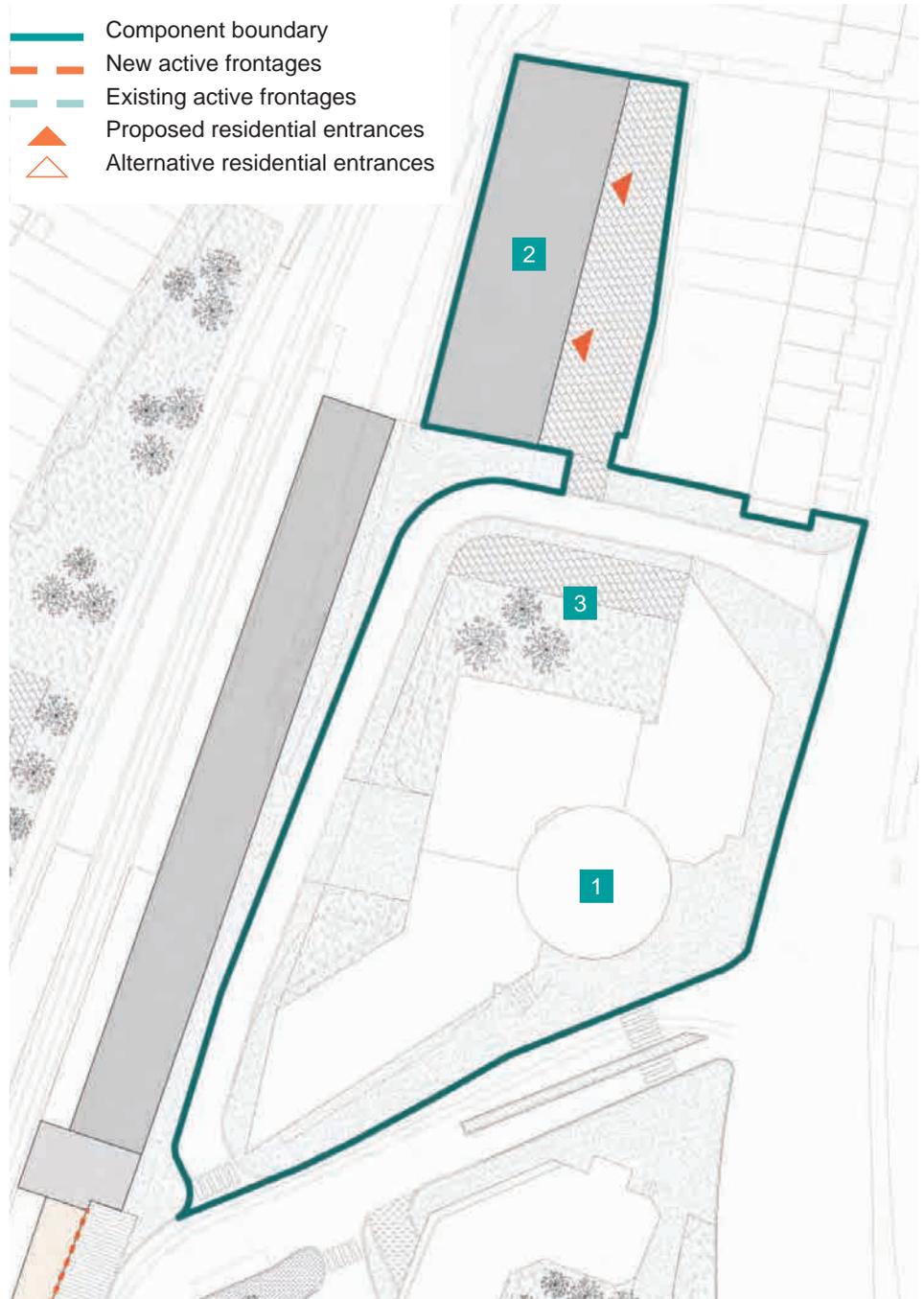
LEAD  
CBRE Investors

DELIVERY PARTNERS  
Croydon Council

STAKEHOLDERS  
Network Rail

FUNDING  
To be confirmed.

MANAGEMENT  
Privately managed and maintained except adopted highways.



Indicative plan of Prospect First

**KEY TO PROPOSALS:**

- 1 Improved Prospect First setting and access arrangement..
- 2 Residential development.
- 3 Improved Prospect First yard space.

# WC12 ST MICHAEL AND ALL ANGELS

PHASE: Now

PRIORITY: High

TYPE: Social Infrastructure/ Public Realm

## OBJECTIVES

- 1 Preserve and enhance the setting of the Grade I Listed St Michael and All Angels Church.
- 2 Open up views to the church to strengthen its placemaking role in West Croydon.
- 3 Create high quality public realm that complements uses within the church.
- 4 Ensure access arrangements support the operation of the church.
- 5 Allow for potential completion of Pearson's original tower and spire design.

## DESCRIPTION

The Masterplan will enhance the setting of the Grade I listed St Michael & All Angels Church by creating new links to improved public spaces, reconfiguring the Church Hall and opening up views of the church from the surrounding area. The church is of great national historic architectural significance and has the highest level of statutory heritage protection; it should be treated as an integral component of the West Croydon Masterplan.

St Michael and All Angels Church was designed in 1876 by the architect John Loughborough Pearson and built in 1880-85. Pevsner describes the church as 'particularly fine' with an interior that is 'one of Pearson's finest, and one of the most satisfying of its date anywhere.' (Pevsner and Cherry, London 2: South, 1983).



Station Road looking south-east: illustrative massing



Station Road looking south-east in 2011

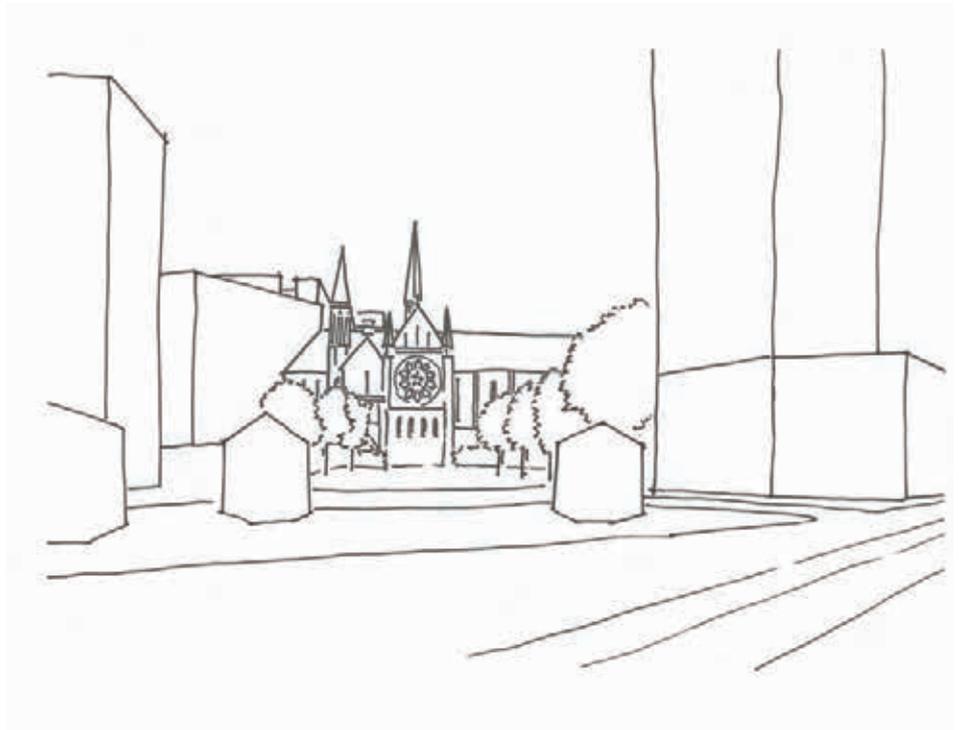
The church is cruciform in plan, with chapels running off the East transepts and an ambulatory apse. The interior is brick-vaulted throughout, with vaulting shafts rising from the ground without interruption. The shafts cross the string courses that run the length of the triforium level, resulting what Pevsner calls 'a harmonious interaction of verticals and horizontals in the tradition of medieval Gothic'.

Externally there are two turrets with spires over the East ends of the chancel aisles and a flèche over the crossing that rises to 38m from the floor of the nave. The exterior has many interesting features including lancet windows and plate tracery. The features are accentuated by the high quality materials present: red brick with Bath stone dressings. The main entrance to the church is by the south porch, which is the incomplete base of what according to Pearson's original designs would have been a much larger tower topped with a spire.

Substantial weight will be given to the preservation, protection and maintenance of the listed building which makes an important contribution to the heritage of the borough and its townscape. Particular attention will be paid to the effect new development would have on the Grade I listed building with regard to respecting the setting and character of the surrounding area. Transitions in scale and form between the church and new developments need to be carefully thought out.

Proposals to improve the setting of the church include:

- Parts of public realm in church ownership to be paved in



West Croydon tram stop looking south: illustrative massing



West Croydon tram stop looking south in 2011

materials of a high quality and specific to the church and the church compound.

- Opportunities for place specific street furniture to be explored to enhance the setting of the listed church.
- Opening up carefully composed new views of the church from West Croydon Circus and the tram stop and bus station.
- Conditions, S106 contributions/ CIL sought to provide for the improvement of the setting of the Grade I listed building.
- Create St Michael's Square to give the church and Church Hall a public address facing West Croydon Station.
- Careful adaptations to boundary treatments to improve the visibility and security of the church.
- Improved lighting scheme to illuminate the church after dark.



Junction of Poplar Walk and Wellesley Road looking west: illustrative massing

#### PARAMETERS

- Proposed development should enhance the setting and character of St Michaels and All Angels Church.
- Development near listed buildings should meet the highest quality of architecture, public realm, local context and character.
- All works to the listed building and its setting should be carried out to the highest standard under proper supervision and by specialist labour where appropriate.
- Make adequate provision for vehicles associated with church events.
- Highway, wayfinding signage and street furniture should be kept to a minimum to avoid clutter, but should be carefully designed and coordinated to maximise the setting of the listed building whilst protecting and retaining the character of



Junction of Poplar Walk and Wellesley Road looking west in 2011

the area. Where it is necessary, signage and wayfinding should be well designed, coordinated and integrated with the public realm.

- Vegetation should be maximised through maintaining or replacing and enhancing soft landscaping and tree planting, as well as other measures such as green walls.

**RELATED COMPONENTS**

- WC3 Bus Station Island
- WC4 St Michael's Square
- WC5 Poplar Walk
- WC6 Station Road Development
- WC7 Whitgift Passage Development

**LEAD**

St Michael and All Angels Church

**DELIVERY PARTNERS**

- Croydon Council
- Portman Square Holdings
- Barratt Homes

**STAKEHOLDERS**

Residents of St Michael's Court

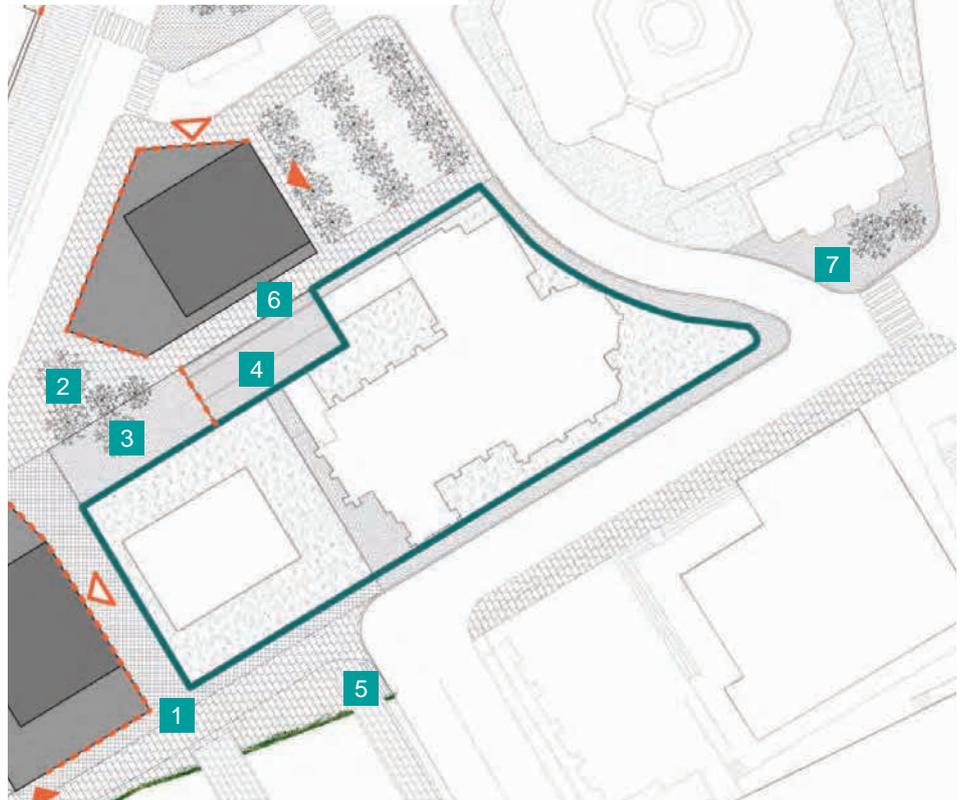
**FUNDING**

CIL/Planning obligations

**MANAGEMENT**

St Michaels and All Angels Church

- Component boundary
- New active frontages
- Existing active frontages
- Proposed residential entrances
- Alternative residential entrances



Indicative plan of St Michael and All Angels Church

**KEY TO PROPOSALS**

1. Wide pavement connecting West Croydon Circus, St Michael's Square, Whitgift Passage and the new public interior of the Whitgift Passage Development.
2. St Michael's Square.
3. St Michael's Square within Church ownership- potentially paved in bricks to match the church with moss growing in the gaps.
4. Church Hall reconfigured and opened up to the square.
5. Improved entrance to the Whitgift Centre (WC5).
6. Church Passage: a secure semi-private route associated with the Station Road development.
7. High quality paving to increase the presence of the church on Wellesley Road.

# 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:

- West Croydon Project Board to continue to meet on a quarterly basis, or as and when necessary, as the West Croydon Implementation Group to secure funding for, guide, and ensure coordinated delivery of the masterplan.
- Croydon Council to coordinate the masterplan with other Croydon Metropolitan Centre (CMC) masterplans, CMC Transport Strategy, District 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.
- Further design and assessment of proposals to improve West Croydon interchange, including adjusting the alignment of Tramlink lines in coordination with proposals for Wellesley Road, revising the layout and operation of the Station Road/London Road junction taking into account any other new pedestrian crossings, and designing the new Bus Station Island within the TfL Interchange Best Practice Guidelines 2009.
- Network Rail to lead on further design and assessment of a new or improved station building. This will need to consider station planning guidelines, engineering constraints, constructability, costs and a business case.
- Croydon Council to further consider youth provision within West Croydon in relation to the One Square Mile project, and the CMC as a whole.
- Croydon Council to consider mechanisms for keeping all residents and businesses within the Masterplan area informed about progress with implementation and any future development proposals, for example an email newsletter or community focus group.

# 6.0

# APPENDIX

# 6.1 TRAM EXTENSION

6.1.1 Extending the tram north on London Road would compromise the station forecourt and Network Rail's parade of shops on the railway bridge due to the required tram radii.

6.1.2 The existing Network Rail buildings on the south side of the bridge would need to be demolished to allow sufficient footway space but could be rebuilt, and should not exceed the surrounding high street scale of two storeys.

6.1.3 Any realigned tram tracks should include a 25m min. curve radius, with a preferred radius of 28m.

6.1.4 It is necessary that any developments at West Croydon should avoid preventing any future tram extensions. Any plans should be compliant with the content of the Mayor's Transport Strategy and TfL's sub-regional work.

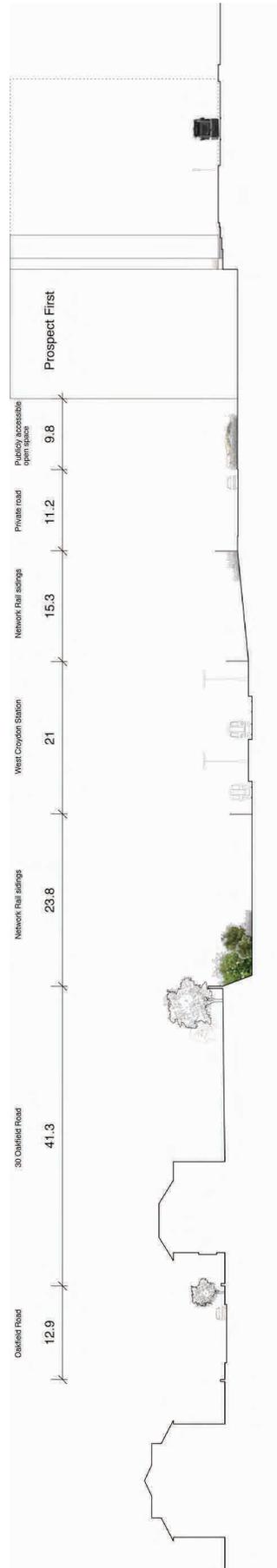
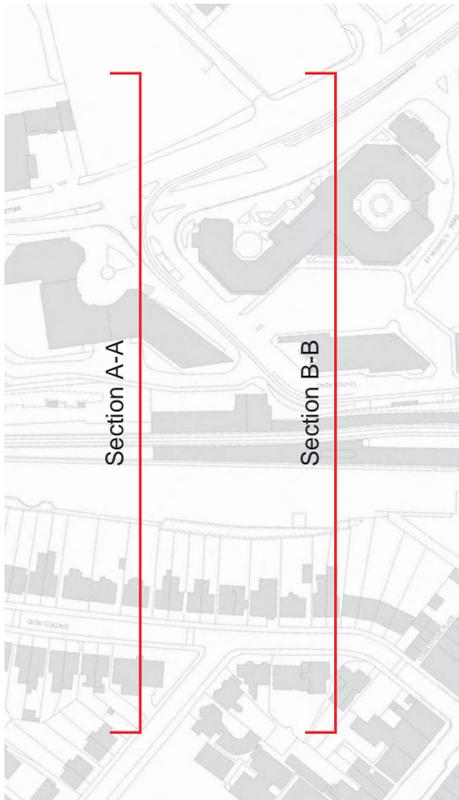


# 6.2 SECTIONS THROUGH THE RAILWAY CUTTING

6.2.1 Indicative sections through the railway cutting illustrate the proposed increase of the public realm as well as how developments in the railway cutting sidings may be incorporated.

6.2.2 Section A-A illustrates the area around Prospect First and the junction between Station Road and Wellesley Road.

6.2.3 Section B-B illustrates the area around the Bus Island, Delta Point and the Interchange Spine.



Existing Section A-A

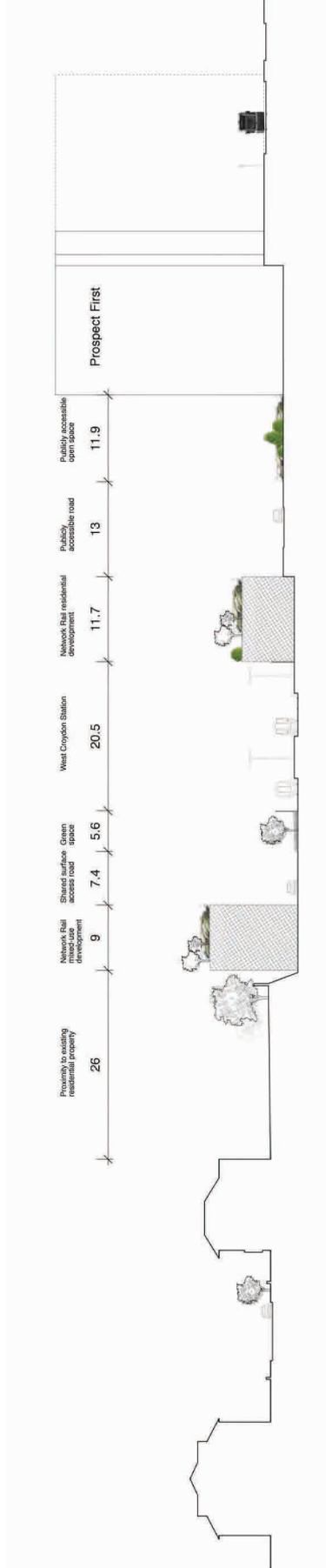


Existing Section B-B

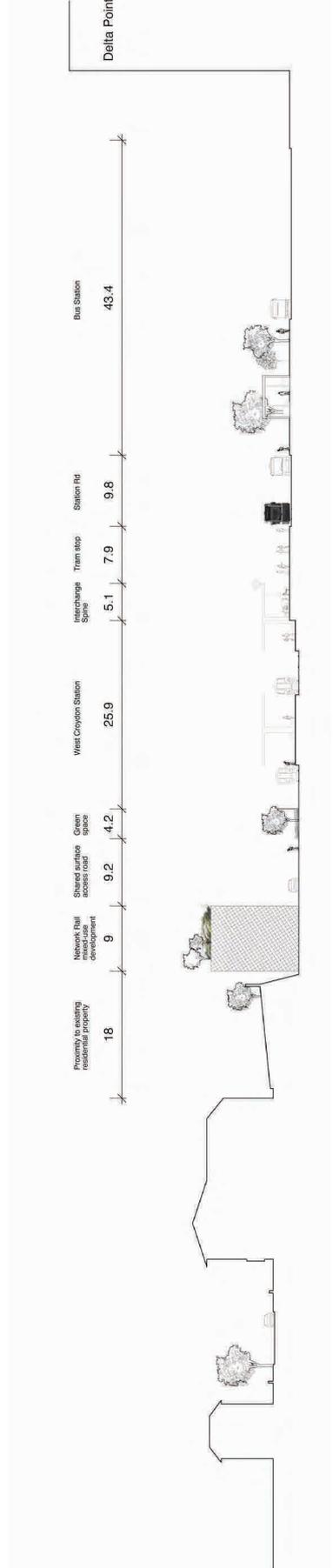


Section A-A

Section B-B

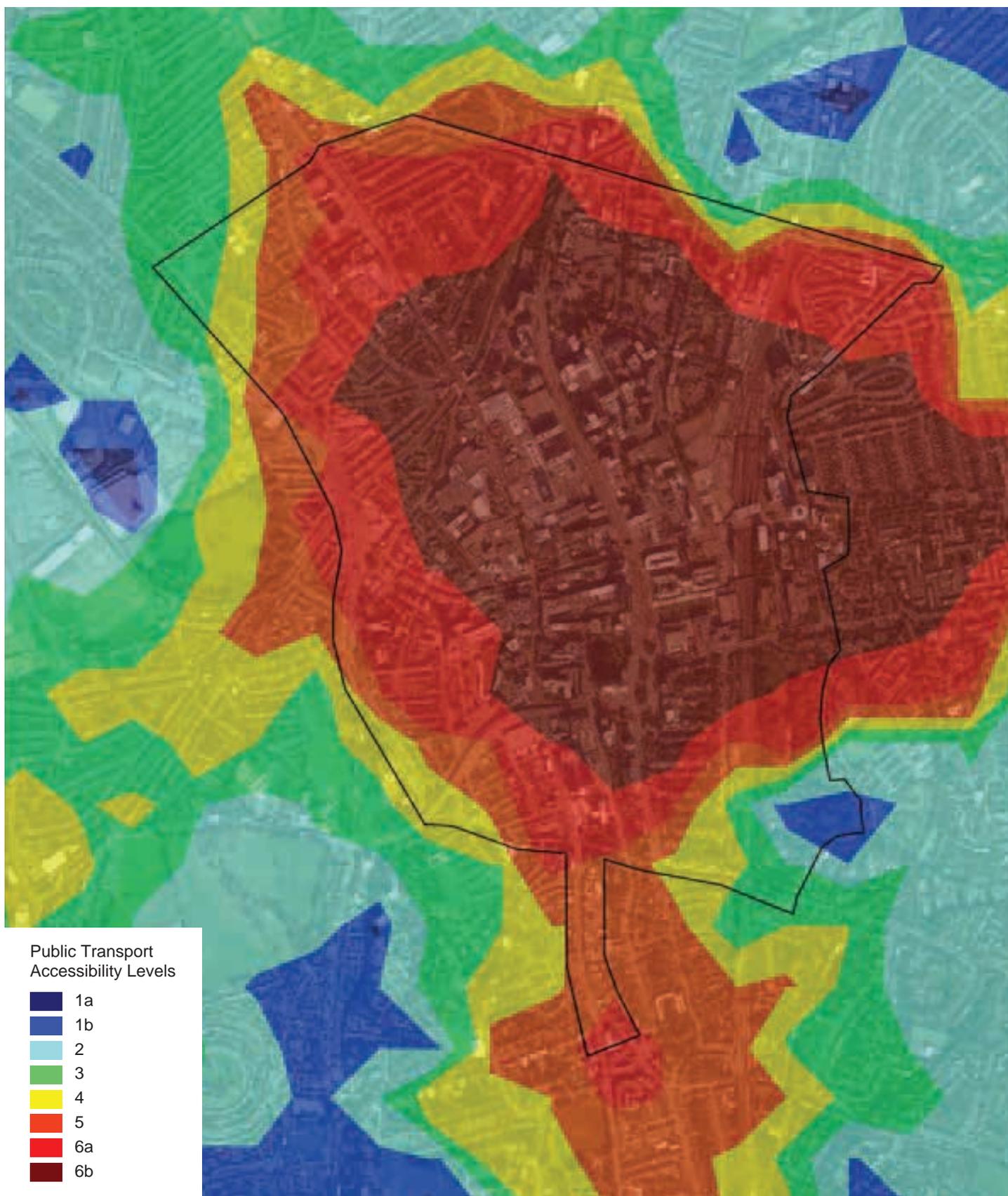


Proposed Section A-A



Proposed Section B-B

# 6.3 PTAL



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JUNE 2011  
Adopted as Interim Planning  
Guidance 11 July 2011

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