

DRAFT FOR CONSULTATION

NORTH END QUARTER MASTERPLAN FRAMEWORK

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NOVEMBER 2024

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“With clear outcomes, objectives and processes in place, the area can be remodelled to become a pioneering inclusive, resilient, and unique destination for all, which revives central Croydon’s bold and visionary heritage, with innovation and biodiversity at its heart.”

Croydon Future of Destination Retail, November 2020

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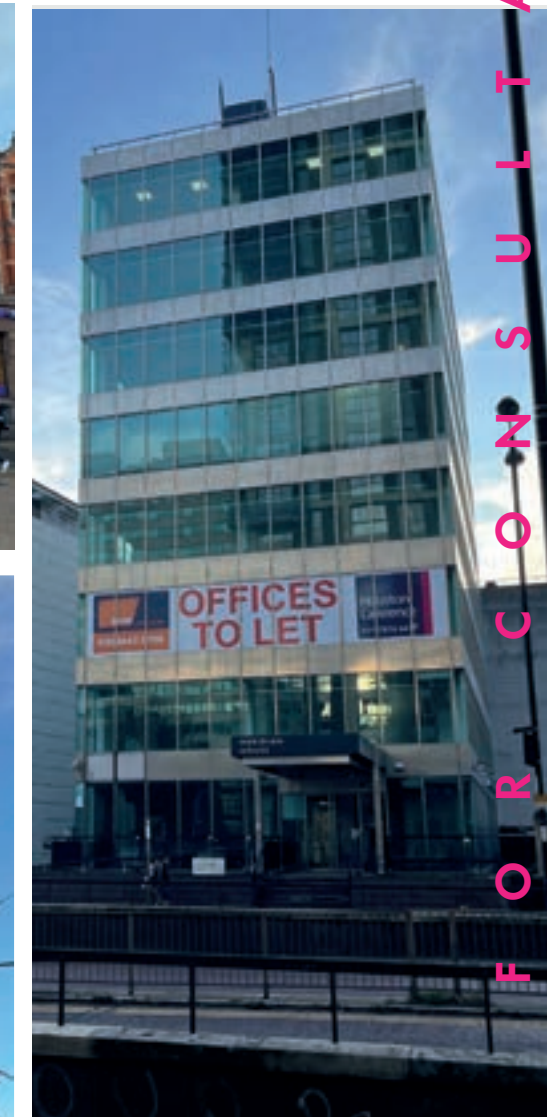
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“The North End area will become a pioneering inclusive, resilient, and unique destination for all, which revives central Croydon’s bold and visionary heritage, with innovation and biodiversity at its heart. It will be a highly productive quarter that helps tackle climate change, improves public health and well-being, celebrates diversity and fosters social and community cohesion through all stages and parts of its development.”

Vision statement, Croydon Future of Destination Retail, November 2020

“We firmly believe that our high streets and town centres can have a better and more balanced future ahead of them... This will require a shift from the retail focused activities of high streets and town centres today to new uses and purposes which foster greater social interaction, community spirit and local identity and characteristics.”

High streets and town centres in 2030 Inquiry; Housing, Communities and Local Government Committee, Feb 2019



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1 Introduction

1.1 Role and purpose of the Masterplan Framework

This Masterplan Framework ("MF") has been prepared by URW in collaboration with Croydon Council to help promote and steer the long-term regeneration and transformation of the North End Quarter (NEQ) in Croydon.

Situated at the heart of both Croydon town centre and the wider Croydon Opportunity Area, the NEQ has been earmarked for radical transformation for some time. In recent years, approvals for major redevelopment proposals have been secured but not implemented. Compounded by changing retail habits, this has contributed to an uncertain future for the town centre's two primary shopping centres and North End. The result has been the gradual decline of the town centre with steadily decreasing levels of investment.

This uncertainty reflects the increasingly turbulent nature of retail and town centre economics. With the growth of on-line retailing and the demise of major high street names, town centres and high streets across the country have been under increasingly intense strain.

The COVID pandemic was a powerful catalyst, further accelerating the pace of change. Post-COVID and recessionary challenges, combined with multi-faceted local public health and social inequality issues compound these challenges.

The case for radical and transformative change is therefore a compelling one. Croydon town centre is the largest Metropolitan Centre in London, but with vacancy levels continuing to increase, the structure and format of the town centre is in need of urgent review.

First opening in stages between 1968 and 1970, the Whitgift Shopping Centre has become a symbol and physical manifestation of an outdated town centre format. However, with

the Whitgift Centre alone covering an area of approximately 7 Ha, the site and wider 20 Ha NEQ area present huge opportunities for the town to evolve, reform, reposition and go further than before.

This MF responds directly to the policy framework and priorities outlined in the emerging Croydon Local Plan and most particularly the NEQ Transformation Area. The MF is intended to be a flexible yet ambitious document which sets out the key parameters and principles to facilitate the long term transformation of a critical part of Croydon Town Centre.

Once endorsed, the MF will act as material consideration for future planning applications. The written principles in the MF are expected to guide and inform the preparation of future planning applications. The figures prepared in support of the written principles show, for indicative purposes, how they could be applied on the ground with exact details of future designs will be confirmed through future planning applications. The MF will also support the Council's Town Centre Regeneration Framework.

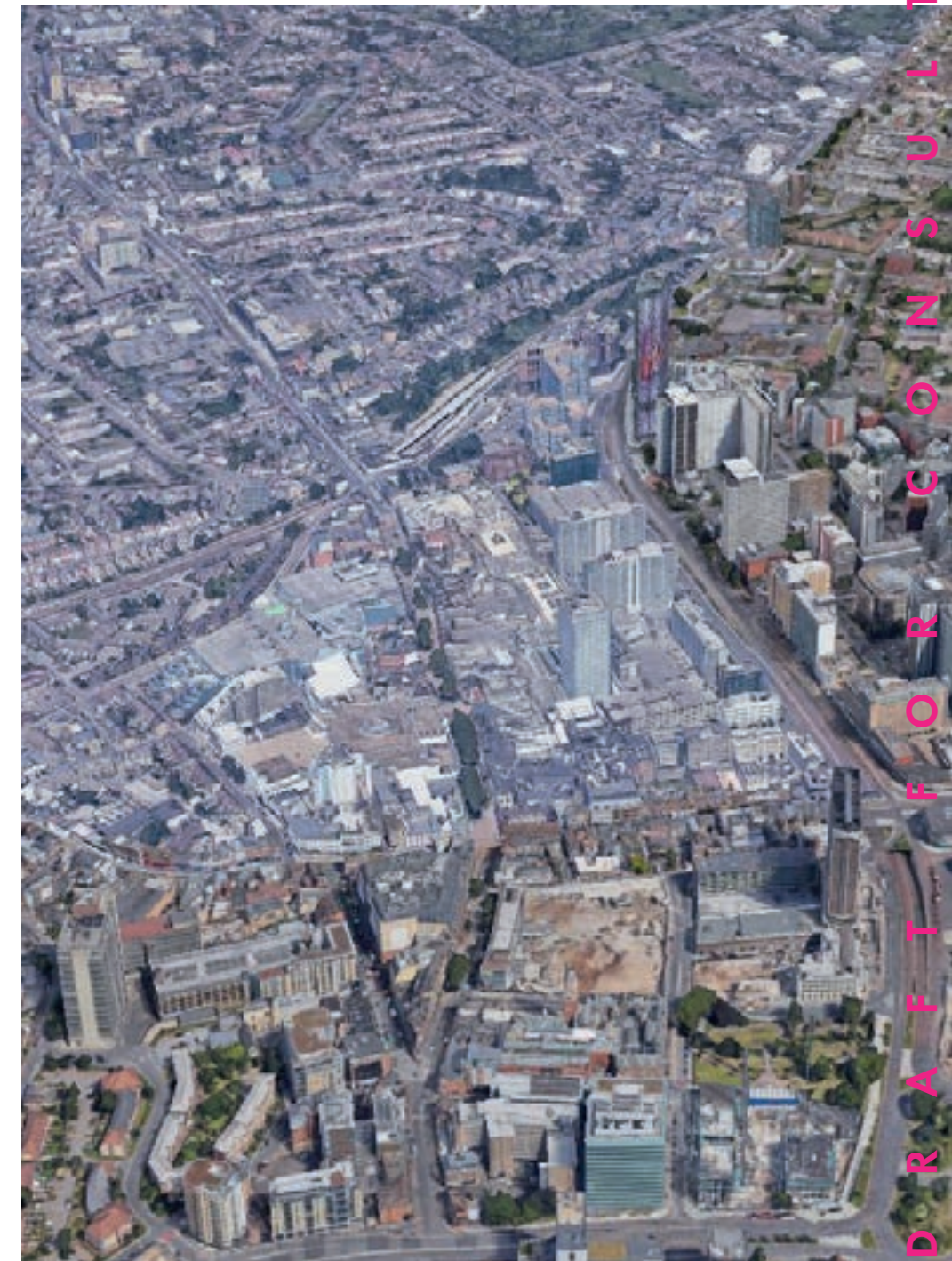


Fig 1 Aerial photograph of Croydon town centre (© Google Earth)

1.2 Area overview

The Borough

Croydon is an expansive, historic borough located at the southern edge of the London region. Once a market town, it is now a densely populated hub with a vibrant urban centre. It is bordered by the London Boroughs of Sutton, Merton, Lambeth, Southwark and Bromley; and the Surrey local authorities of Tandridge and Reigate & Banstead.

Since the 2011 census, the population of Croydon has increased by 7.5% to around 390,700 (2021), making it the most populous borough in London.

Croydon town is one of fourteen Metropolitan Centres in London, and as such, has significant cultural and economic impact on London. It is known for its thriving entertainment and arts scenes.

The Croydon OAPF states that the town centre has approximately 550,000 sqm of commercial floorspace, including more retail floorspace than any other Metropolitan Centre – 30,000 sqm more retail floorspace than Stratford. However, vacancy levels are also amongst the highest of all Metropolitan Centres.

The Town Centre

The town centre has excellent transport connections and presents great opportunities for growth. It has a distinctive local character and includes a variety of building styles and architectural approaches which add to the areas uniqueness.

Between the 1950’s and 1980’s the town centre became a leading London Metropolitan Centre offering a large commercial, retail and civic function on a London scale.

However, the town centre’s prominence has since declined - largely as a result of a decrease in demand for office space in the area and the emergence of Canary Wharf as an alternative office location. This led to an increase in vacant office space and a related fall in the numbers of people working, and travelling into, the town centre. Also, today much of the retail offer is tired and does not live up to its potential. It offers neither occupiers nor shoppers the type of quality retail experience or accommodation that is required or expected. These shortcomings need to be addressed.

Croydon is a significant transportation hub, with a number of fast train services, including a 14 minute service to London Bridge, 16 minutes to London Victoria and 15 minutes to Gatwick Airport. Tramlink services and buses also provide convenient links to surrounding neighbourhoods.

In recent years, Croydon has undergone regeneration aimed at enhancing its urban landscape, improving infrastructure, and attracting investment. This regeneration needs to continue particularly within the MF area – a key part of the town centre.

Overall, transformation of the NEQ offers the potential to provide a vibrant mix of retail, dining, cultural, community, recreational and residential opportunities which celebrates the town centre’s history and heritage and transforms the area into a more sustainable and resilient centre for all who live, work and visit there. Regeneration of the NEQ should strengthen Croydon’s positions as London’s largest Metropolitan Centre.



Fig 2 The southern end of North End, looking south

1.3 Spatial scope

Through freeholds and long leasehold interests, URW's land ownership extend across the Whitgift and Centrale shopping centres and is shown on the adjacent plan. The MF is being advanced by URW to provide the basis for future planning applications and inform infrastructure and other development activity in the vicinity.

However, the principles set out in this MF have been set for the NEQ transformation area as a whole, consistent with the emerging Local Plan, as shown on the adjacent plan.

Furthermore, it is recognised that in setting masterplan principles for the NEQ area and the URW landownership, it is necessary to understand the relationship with the wider area e.g. land uses, movement and connectivity, public realm, heritage, etc. Therefore, whilst the focus of this MF is on the NEQ area, regard has been given to the characteristics of the wider area to ensure a holistic and well rounded approach is adopted.

This MF has been prepared by URW, in collaboration with Croydon Council, to facilitate the regeneration of the NEQ.

The content of the MF has been informed by a specialist consultant team including:

Masterplanner
Allies and Morrison

Civils & Utilities
Arup

Planning
Quod

Transport
WSP

Quantity Surveyors
Turner and Townsend Alinea



Fig 3 Boundaries of the extent of land owned by URW within the North End Quarter

2 Setting the scene

2.1 The vision for North End Quarter

The NEQ is Croydon town centre's primary comparison retail location. Historically, the area has been a thriving destination representing all that is uniquely Croydon - a place of creativity and innovation, with a strong community focus and civic nature which is reflected in its historic buildings and streets. Today, however, much of the NEQ feels tired and doesn't offer occupiers or shoppers the type of experience or accommodation that they expect. The transformation of the NEQ offers an opportunity to improve this experience, and to build on the town's unique character and spirit through the creation of a vibrant and distinctive mixed-use destination which celebrates 'Croydoness' and supports youth and creativity, local culture and grassroots activity.

The NEQ also has a wider role to play in revitalising the town centre and benefiting local existing communities by providing enhanced retail, leisure, amenity, workspace, and a mix of high quality new homes of all tenures. These uses will be supported by a network of high quality streets and

spaces, offering enhanced greening, connectivity and accessibility. New development will protect and respect Croydon's important heritage assets.

As the NEQ evolves, activity will be maintained through temporary activities and meanwhile uses, including the use of vacant shops until more permanent retailing can be established.

The emerging Local Plan promotes the regeneration and reinvigoration of the NEQ in line with the London Plan status as an Opportunity Area and Metropolitan Centre. It recognises that significant comprehensive change is required, and that this needs to be done in a coordinated manner. It is envisioned that significant change would require a mixture of demolition and redevelopment, renewal and refurbishment.

Growth of the NEQ will attract more people to shop and live in Croydon. This will support enhanced economic performance for existing businesses across the town centre and beyond. Additional people will result in greater footfall that will be able to support new spin-off uses.

Examples of high quality mixed-use regeneration - each providing animated streets and spaces which sensitively respond to and celebrate the distinctive character, history and qualities of their respective communities and neighbourhoods whilst offering attractive amenity space where people want to spend time.



Pancras Square, King's Cross



Elephant and Castle



Granary Square, King's Cross



Keybridge House, London



Elephant and Castle



Neasden, London

2.2 Strategic Objectives

Five strategic objectives underpinning this Masterplan Framework have been identified. These have been formulated in response to the detailed analysis of the opportunities and constraints within and around the North End Quarter together with the objectives of the emerging Croydon Local Plan's NEQ policy framework. These strategic objectives are as follows:



connectivity



public realm



**mix of, and
transition
between, uses**



**street frontage
and character**



phasing



CONNECTIVITY

Breaking up currently impermeable blocks to deliver a primary east-west route with supporting secondary routes ensuring the NEQ is fully integrated into the surrounding network of streets and spaces

Redevelopment of the Whitgift Centre offers the potential to dramatically and permanently improve east-west connections in Croydon town centre - a primary objective of the Masterplan Framework.

Whilst complex, delivering this connection will play a fundamental role in improving the accessibility, permeability and safety of the town centre for the benefit of all users.

Creating new crossings over, and improving the environment along Wellesley Road is a key part of establishing a high quality, safe and permanently open pedestrian connection between East Croydon and Croydon Old Town.

In addition to this primary objective, new and improved secondary connections should also be secured where possible, making direct linkages where appropriate with surrounding routes to ensure the NEQ's transformation fully integrates with the wider town.



PUBLIC REALM

Creating a variety of vibrant, safe, ecologically rich and connected spaces

North End will remain the area's primary north-south public route and historic high street but redevelopment of the shopping centres presents exciting opportunities to create a variety and hierarchy of new complementary spaces.

The phased redevelopment of the NEQ will deliver a network of safe, connected spaces and ecological corridors including a major new public space as part of the redevelopment of the Whitgift Centre. This will be complemented by improved smaller existing and new spaces across the area.

This new public realm network will be managed to support community life, biodiversity and be designed to be flexible so as to support a wide range of activities, events, temporary uses and meanwhile activities throughout the day and into the evening to help draw in visitors and expand the public offer.





MIX OF, AND TRANSITION BETWEEN, USES

The NEQ will be more active, diverse and vibrant with retail, community, commercial and residential uses all making important contributions

The high street axis of North End will maintain its town centre function in a transformed North End Quarter.

Redevelopment and refurbishment will consolidate the retail offer and diversify the range of community and other complementary uses and town centre activities.

Given the long-term nature of this radical transformation, phased delivery will incorporate a managed programme of meanwhile and temporary uses which will help to activate and animate key streets, spaces and buildings.

High density mixed residential communities will be incorporated, supported by complementary amenities and facilities. New affordable and mixed tenure homes will deliver a sustainable and diverse range of dwelling types and sizes.



STREET FRONTAGE AND CHARACTER

Create a new town centre townscape which improves the setting of heritage assets whilst delivering sustainable growth in the heart of the town

North End will retain its primary retail frontage status with other retail and diverse town centre uses providing active frontage on other important public routes.

Redevelopment and refurbishment will respond positively to the particular heritage assets across the area and prevailing scale in the town centre.

The tallest buildings within the NEQ will be located on the east side of the area, towards East Croydon, with sensitively scaled massing towards Croydon Old Town.





PHASING

A managed phasing strategy will deliver short-term environmental and placemaking improvements whilst seeking to avoid long-term town centre disruption in the heart of the town

Early investments in the public realm will deliver an improved town centre environment whilst longer term phases are being progressed.

Interim and temporary uses will have an important role to play in a dynamic delivery strategy which will need to be kept under review to help ensure long term deliverability.



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2.3 Planning Policy guidance



2.3.1 London Plan (2021)

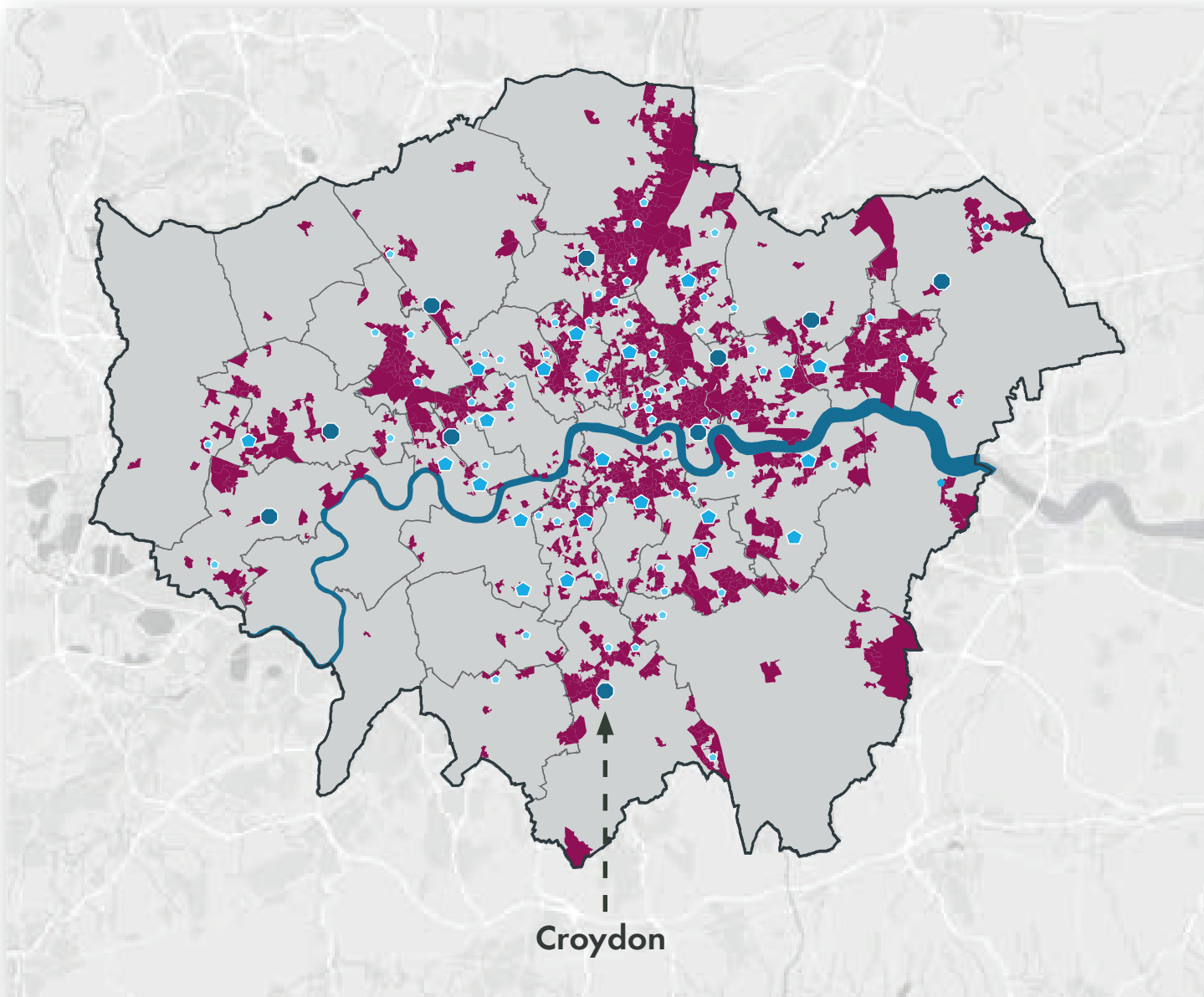
The London Plan identifies Croydon as a key Opportunity Area ("OA"), a Metropolitan town centre and a Strategic Area for Regeneration.

The OA is identified as a significant location with development capacity that will deliver high commercial and residential growth, equating to c.10,500 jobs and c.14,500 new homes.

Croydon Metropolitan Town Centre (Policy SD8) is identified as an area with a focus for high order comparison goods as well as high density employment, leisure and residential uses.

The London Plan is supported by a range of guidance documents including:

- 'Optimising Site Capacity' which promotes a design-led approach to setting site-specific design parameters to provide clarity over future design;
- 'Housing Design standards' which assists interpret London Plan housing-related policies including placemaking and public realm;
- 'Public London Charter' which sets out principles for the management of safe, accessible and attractive public spaces.



Strategic Areas for Regeneration

- Strategic areas for regeneration

Town Centres in Strategic Areas for Regeneration

- Metropolitan
- Major
- District

Fig 5 The London Plan (2021) and its Strategic Areas for Regeneration

2.3.2 OAPF (2013)

The Croydon OAPF acts as supplementary planning guidance to the London Plan. The NEQ is located within the Retail Core, envisaged to become a mixed-use, retail-led destination. Although the circumstances are different to when the document was first adopted, in particular the changes to the retail sector, many design principles continue to be applicable such as the need for a mix of uses with a specific focus on residential homes, new and improved streets and amenity spaces, and a comprehensive approach to development that supports tall buildings, subject to design criteria being addressed.



Fig 6 Croydon Opportunity Area Planning Framework (2013)

- COA boundary
- Public realm improvements**
- High Street- London Road to South End
- High Street- Church Street to George Street
- Wellesley Road
- New and improved streets
- Station improvements
- New and improved amenity spaces
- New Town and East Croydon area**
Mixed-use area – commercial (office / hotel) and residential
- Retail Core area**
Retail-led area with a strong mix of other uses including residential, hotel and leisure
- Mid Croydon and Fairfield**
Mixed-use area including residential, civic uses community, leisure with small-scale retail and commercial uses
- Residential led area**

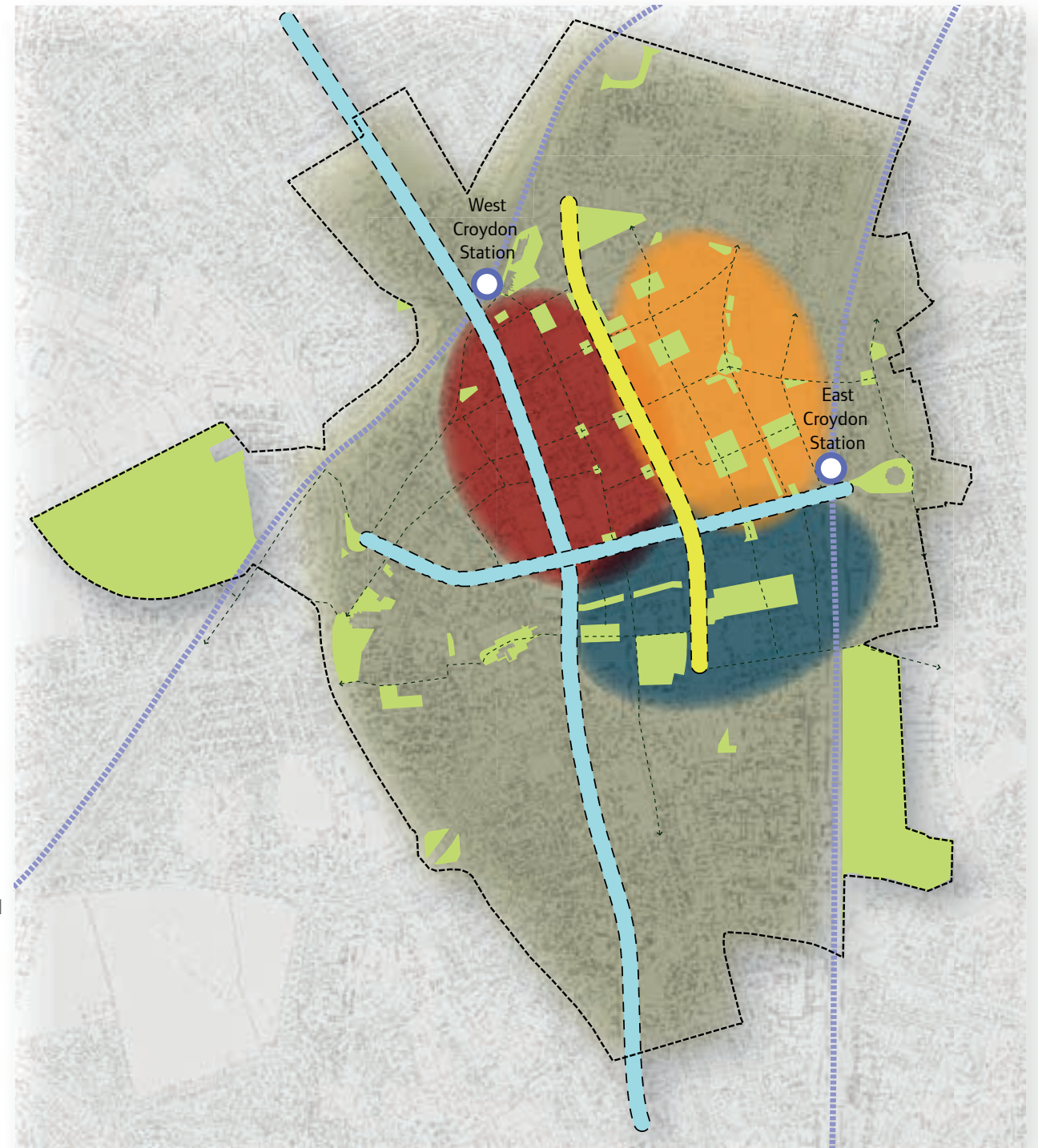


Fig 7 Indicative illustration of OAPF objectives

2.3.3 Revised Local Plan (Regulation 19)

The Revised Local Plan (Regulation 19) identifies 'Transformation Areas' which are to be a focus of investment and growth. The NEQ is identified as one such Transformation Area.

Policies for the NEQ are set out in a dedicated chapter which promotes coordinated transformation and regeneration.

The draft policies recognise the evolving nature of town centre environments and the need for a wider range of land uses which improves the offer of retail and town centre uses alongside a introduction of a new residential population.

This MF has been prepared in direct response to the policy and guidance outlined in the Revised Local Plan (Regulation 19). It provides a sustainable, flexible and long-term framework for change that responds to the local context of Croydon as well as broader consumer trends and environmental issues.

Croydon town centre is already subject to a series of existing masterplans. - Mid Croydon; Fairfield; East Croydon; West Croydon; and, Old Town.

These masterplans set out parameters and principles to guide the revitalization of those areas reflecting the specific circumstances and characteristics of each. This MF acts to fill the 'masterplanning gap' within the town centre.



Fig 8 Revised Local Plan (Regulation 19) (2024)

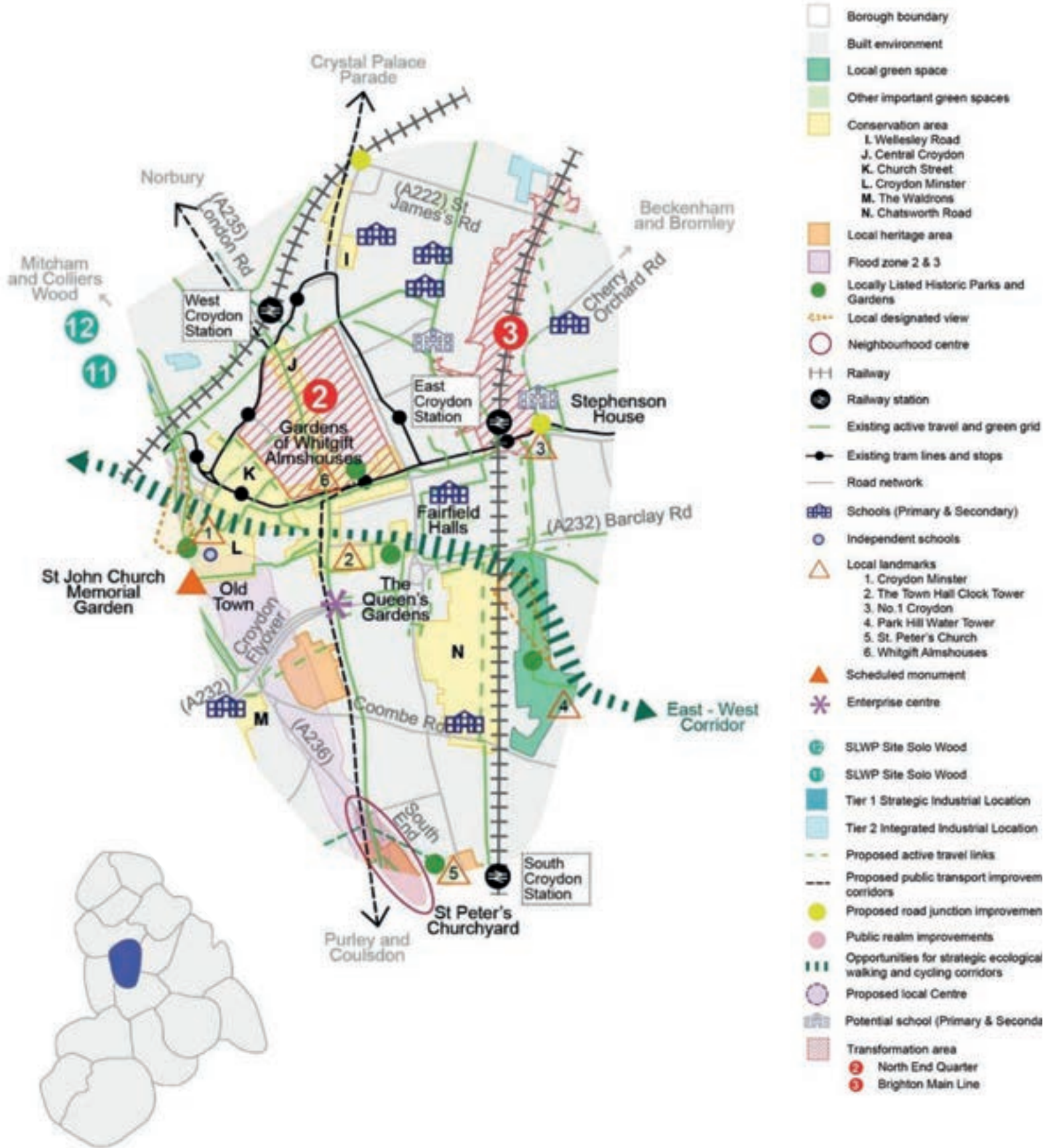


Fig 9 Revised Local Plan (Regulation 19) (2024) - Places of Croydon, Croydon Opportunity Area figure

Draft Strategic Policy NEQ SP1: Transforming the North End Quarter

The draft policy sets out the strategic context for the transformation of NEQ. The policy seeks “the significant change and redevelopment” of the NEQ led by an initial masterplan to deliver at least 1,250 new homes and other town centre uses including retail floorspace.

Development and meanwhile uses will be encouraged as part of a proposal linked to the phasing of a larger development to ensure that the town centre remains active throughout the phases of redevelopment. The policy also seeks to ensure that infrastructure requirements associated with new development are met to deliver/mitigate comprehensive redevelopment of the area.

The policy, amongst other things, requires:

- The redevelopment of NEQ to build upon its historical context to create attractive spaces suitable for a commercial and town centre uses, as well as residential homes.
- North End is to serve as a primary frontage, with the areas behind being for new neighbourhoods.
- New routes through the site that are permeable open active town centre streets.
- Facilitate connections with the rest of the Croydon Opportunity Area through improved pedestrian and cycling permeability.
- Higher density development, with tall buildings focused towards the eastern side of the Whitgift Centre.
- An improved public realm network at a range of scales to benefit both new occupants and visitors.
- Heritage assets to be used as a key factor in the design of the development, balanced against the transformational change sought across the NEQ area.

The MF acts as the initial masterplan anticipated in Policy NEQ SP1, effectively acting as the bridge between the Local Plan and the submission of a planning application for all or parts of the NEQ area.

Draft development management policies DM1 to DM5 set out more specific requirements for development across the NEQ.

DM1 North End - is to accommodate primary frontages at ground floor, provide 24hr presence, retain and enhance the former Alders facade and celebrate the view of the Town Hall Complex and Clocktower, respect the setting of St Michael and All Angels Church, and protect the setting of the Almshouses;

DM2 Central Neighbourhood - the area bound by North End, Poplar Walk, Wellesley Road and George Street is to create a new residential neighbourhood, within a network of streets and spaces, including a 24hr east west route;

DM3 Poplar Walk - is to accommodate active frontages, that work with the land level changes and respect adjacent heritage assets including St Michaels and All Angels Church. A strategic cycle route is to be integrated;

DM4 Wellesley Road - development is to reduce the dominance of road traffic through the introduction of active frontages, limit the impact of car parking and servicing, with tall buildings complementing the surrounding townscape and respecting heritage assets; and

DM5 George Street - seeks the creation of a distinctive historical entrance into the quarter, with development informed by the surrounding heritage assets.

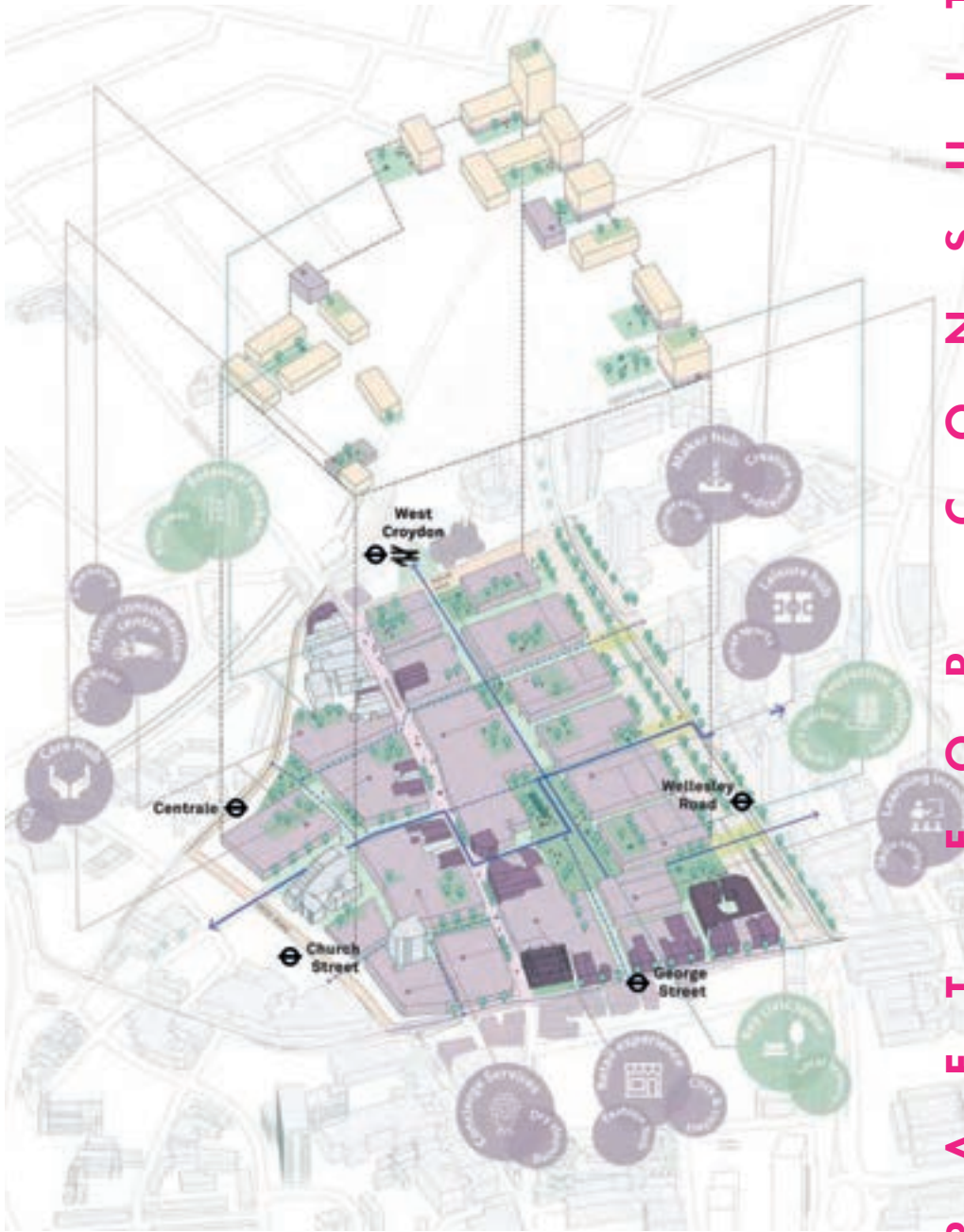


Fig 10 Illustrative vision for North End Quarter taken from Croydon Future of Destination Retail (2020)

2.3.4

Economic context

Croydon Economic Inward Investment Plan - Unlocking Croydon’s Potential (2024)

The Croydon Inward Investment Plan has been prepared by PRD to help guide Croydon Council’s activities with partners, local businesses, developers, and investors who operate in, or hope to operate in, Croydon. The plan provides principles and outcomes for inward investment over the next three years, as well as more specific initiatives to drive positive change towards these outcomes.

The three principles are as follows:

- P1: Investment needs to work harder for all
- P2: Practical short-term actions are essential to lay the groundwork for long-term positive change
- P3: Partnerships and collaboration are critical to unlocking Croydon’s opportunities and getting the right investment in the right places

Within the framework set by the investment principles of ‘Unlocking Croydon’s Potential’, the Council and partners will deliver against three priority outcomes over the three-year Investment Plan period.

The three priority outcomes are as follows:

- O1: Croydon is positioned and promoted as THE place for opportunity in London and the South East
- O2: Each of the distinctive areas that make up Croydon is able to better meet current and future needs
- O3: Croydon’s communities, partnerships, and economy are able to better realise their potential

Each priority outcome also provides details about relevant actions already underway and priority opportunities for the Council and partners to pursue within the three-year plan period.

Croydon Economic Evidence Base (2024)

In order to inform the 2024 Inward Investment Plan, PRD developed an economic evidence base, analysing quantitative social, demographic, and economic data from the last five to 10 years. The document contains four broad sections, produced using data gathered from the Office for National Statistics,the Consumer Data Research Centre, CoStar, and Realyse:

Croydon’s economy: activities, covering changes in jobs, businesses, and specific sectors in recent years, as well as changes to the availability and quality of employment space.

Croydon’s economy: residents, covering the occupations of residents, their level of qualifications, & likelihood of homeworking, as well as deprivation & unemployment rates, where newcomers from abroad settle and where young people live. Residential property market trends are also explored.

Croydon’s economy: work & study, covering where Croydon’s inbound and outbound commuters travel to/from for work. Resident and worker earnings growth is compared, as are rates of in -work poverty and student attainment, and the borough’s economic connection with Gatwick airport.

Town centres & other data, covering town centre & public transport accessibility levels; the variation and resilience of footfall and spending levels in town centres and high streets, as well as crime and waste flow statistics.



Fig 11

[Clockwise] Croydon Economic Inward Investment Plan extract; Economic Inward Investment Plan cover; Croydon Economic Evidence Base

2.3.5 Croydon Masterplanning

Five key themes emerge of direct relevance to the MF, as follows:

- 1. Connectivity:** The importance of breaking up currently impermeable urban blocks, creating new crossings and improving the environment along Wellesley Road, and most importantly, the creation of a New Town to Old Town route.
- 2. Public realm:** Creating a network of safe, connected spaces and ecological corridors including a new anchor civic space as part of the redevelopment of the Whitgift Centre.
- 3. Mix of, and transition between, uses:** Future retail to be focussed to strengthen the North End axis, with diverse and complementary town centre uses across the wider Quarter.
- 4. Street frontage:** North End to remain as the main retail frontage with active frontages created on the east side of the Quarter, including along Wellesley Road.
- 5. Phasing:** The need for a long-term strategy which incorporates early wins associated with public realm improvements and interim uses/activities supported by longer term major development phases, to ensure deliverability.

The NEQ Masterplan Framework covers the central part of the town centre which sits between and is surrounded by the suite of other town centre masterplan areas, as shown in Fig 12. The thresholds and linked between these areas is a key consideration for this document and the transformation of the NEQ. In the planning, design and delivery of new masterplan and movement orientated improvements, great care will be needed to ensure Croydon becomes a more legible, permeable, safe, integrated and connected place.

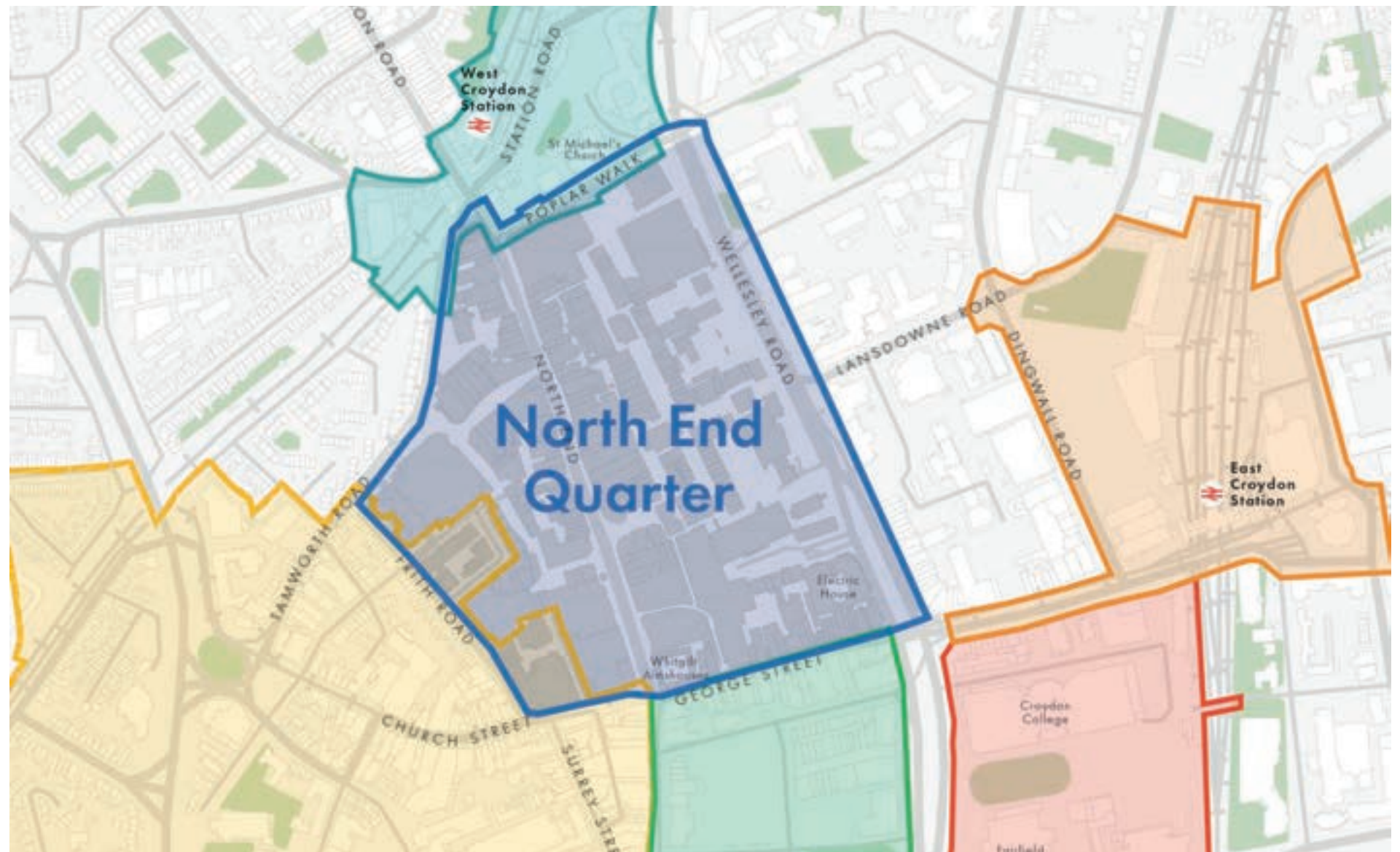


Fig 12 Croydon town centre masterplan context showing the NEQ in the context of existing masterplans

1. Old Town Masterplan SPD (2014)
2. West Croydon Masterplan SPD (2014)
3. Fair Field Masterplan SPD (2013)
4. Mid Croydon Masterplan (2012)
5. East Croydon Masterplan (2011)

2.3.6 Croydon Tall Buildings Study (2024)

The London Plan requires boroughs to set out tall building policies which do two principal things:

- 1. They define the height at which new buildings would be considered to be tall. This definition can vary depending on the location but must not be less than a height of 21 metres.
- 2. They define locations that might be considered appropriate for new tall buildings;

As part of the evidence base for the Local Plan Review, a Tall Buildings Study (March 2024) has been prepared.

Tall buildings in the Town Centre

Croydon town centre is confirmed as an appropriate location for new tall buildings, with three zones being identified, each with their own distinct building height ranges. The MF area extends across each of these three discrete zones, as shown in the adjacent plan.

The tall building ranges established in the Croydon Tall Buildings Study is shown in Fig 13. The study locates one of two ‘Inner Core Zones’ across part of the NEQ. Paragraph 12.6.6 of the Tall Buildings Study states that within this zone “it may be possible to consider some exceptionally tall buildings, up to 138m (equivalent to 45 storeys). These would sit alongside other existing or consented exceptionally tall developments in this zone, but these buildings should remain the exception”.

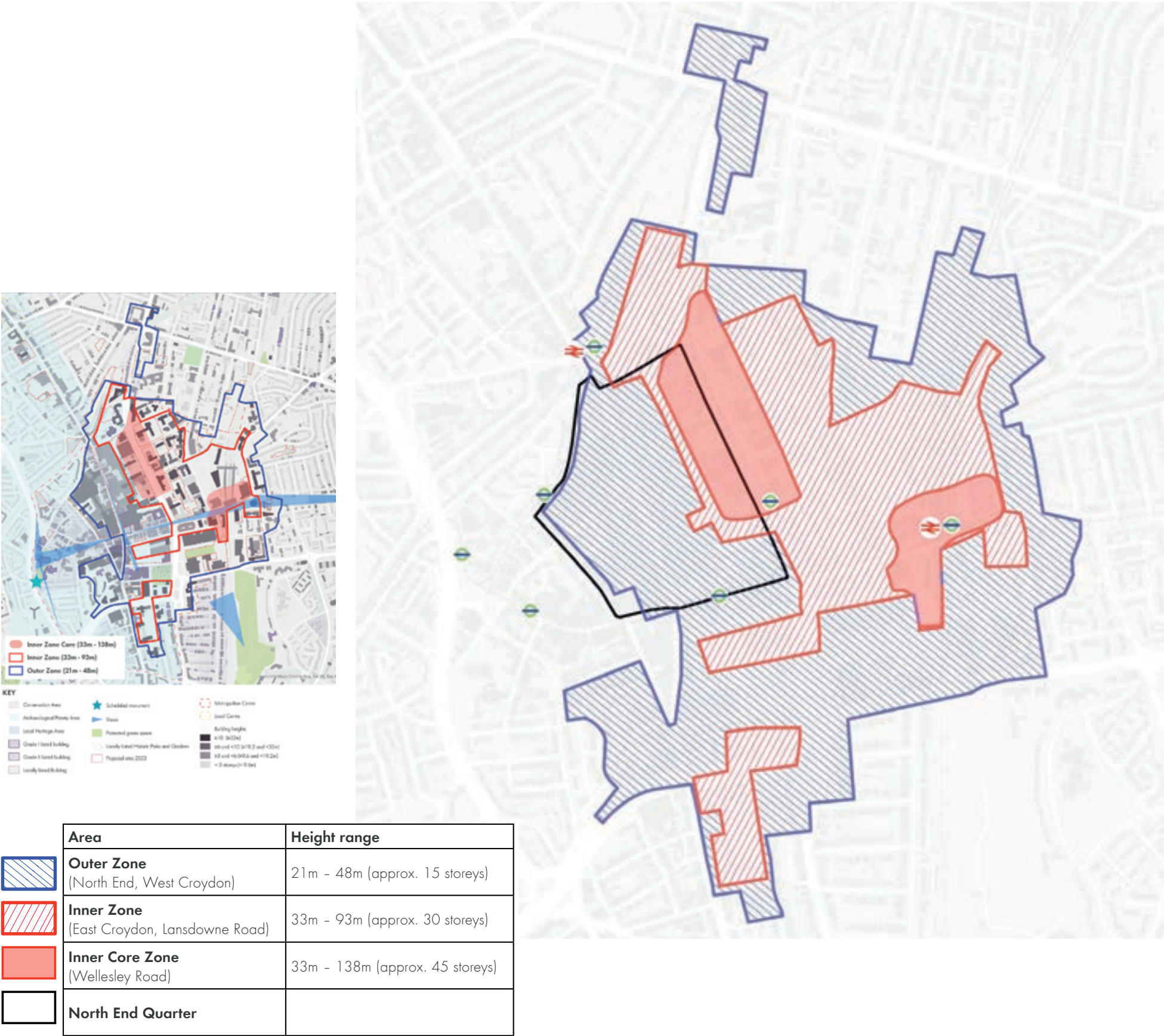


Fig 13 Croydon Tall Buildings Study guidance for Croydon town centre

2.3.7 Central Croydon Conservation Area Appraisal and Management Plan (2014)

Adopted as an SPD in 2014, the Central Croydon Conservation Area Appraisal and Management Plan (CCCAAMP) examines the characteristics of the Central Croydon Conservation Area, including its context, historic development, townscape, streetscape and architecture. It identifies qualities that make the area special and assesses its current condition.

The Appraisal not only sets out a detailed description of the special character of the area, it also provides an overview of the condition of the area and the threats facing its special character and appearance. Guidelines for development, maintenance and enhancement of the Central Croydon Conservation Area are outlined with its Management Plan.

The CCCAAMP highlights that the concentration of heritage assets along the North End and George Street frontages are primary considerations for the transformation of the NEQ. The CCCAAMP identifies that opportunities exist to enhance the character of the conservation area through redevelopment of buildings within and adjacent to the conservation area which currently detract from its special character.

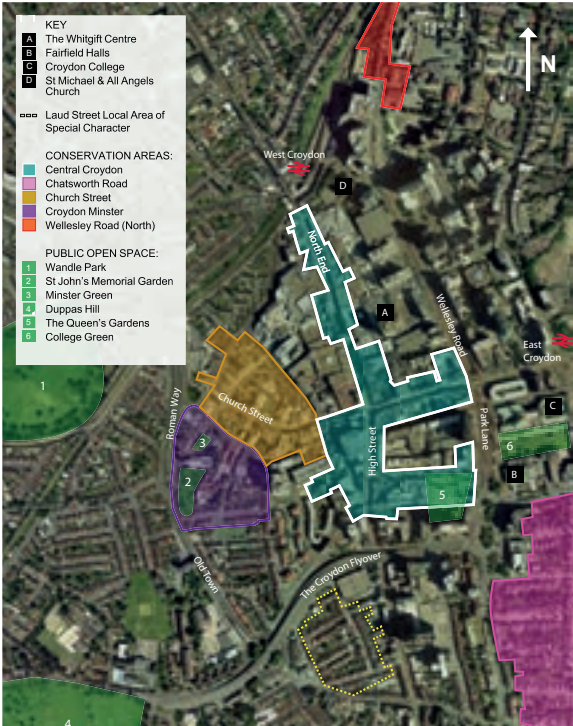


Fig 14 Aerial photograph showing Central Croydon Conservation Area in its wider conservation areas context

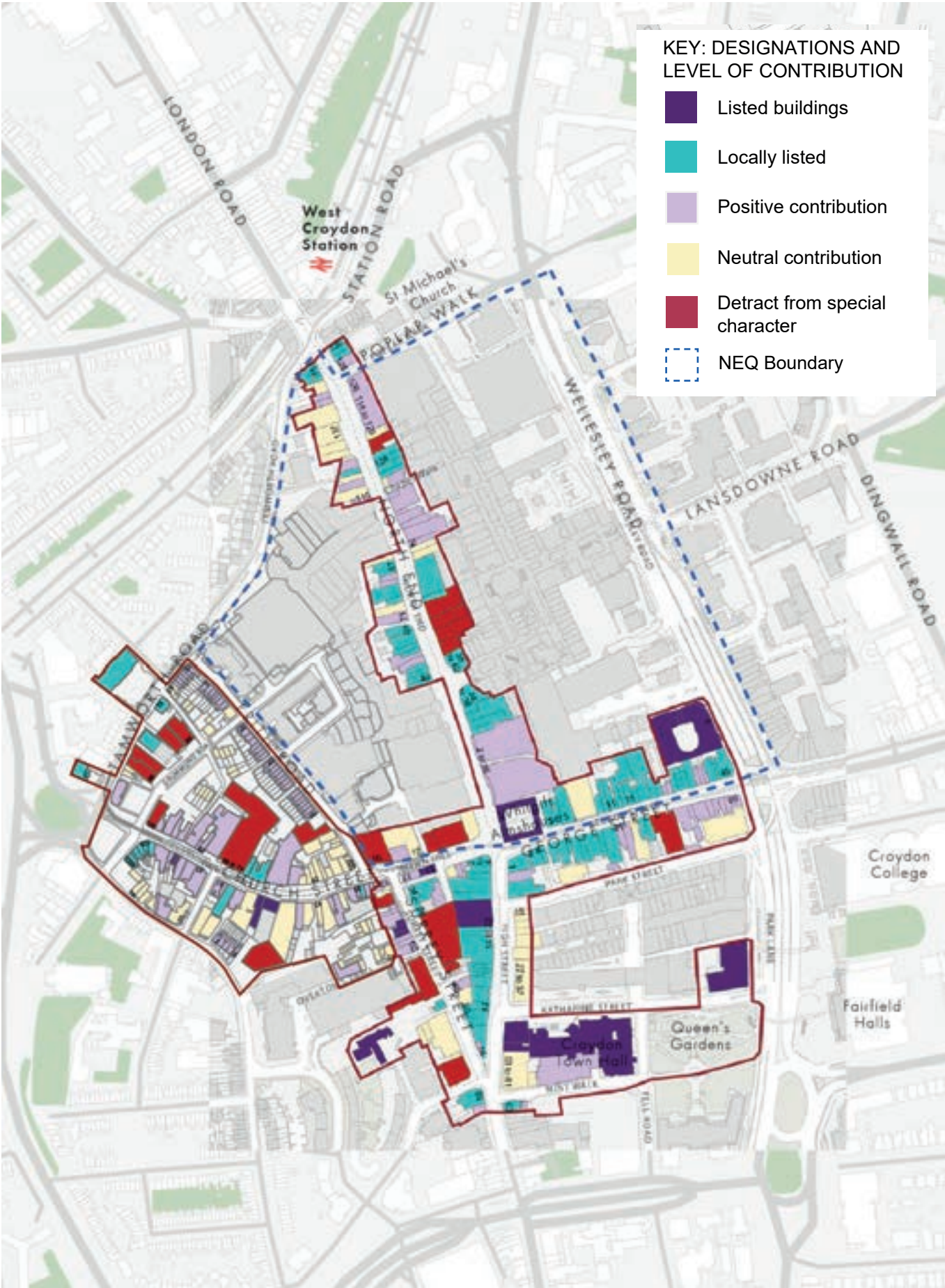


Fig 15 Designations and the contribution buildings within the Central Croydon Conservation Area and the Church Street Conservation Area make to its special character

2.4 An ever-evolving Croydon

2.4.1 Overview of the historical development of Croydon

Early history

Croydon began as a small Saxon settlement and subsequently developed into one of Surrey's principal market towns during the medieval and early modern periods. The main driver behind the town's early development was the patronage of the Archbishops of Canterbury, who had a summer residence at Croydon Palace until 1780.

The archbishops were responsible for establishing the first market charters, concentrated in the open triangular area between High Street, Surrey Street and Crown Hill, and also founded schools and almshouses. In 1596 Archbishop John Whitgift founded the Hospital of the Holy Trinity, commonly known as the Whitgift Almshouses, on the corner of George Street and North End. The building is now Grade I listed, and the John Whitgift Foundation has continued to influence the development of central Croydon.

The town was conveniently located between the City of London and the south coast. By the end of the 18th century, the town had a wide range of markets, fairs, and inns to accommodate the influx of traders and travellers. As congestion increased, and the character of the town centre became more commercial, the market expanded northwards to larger plots available on George Street and North End.

During the early-19th century, the Industrial Revolution and expansion of London's suburbs inspired some modest industrial development in Croydon. The Surrey Iron Railway arrived in 1803 and the Croydon Canal opened in 1809, both of which enabled the transport of agricultural and industrial goods to central London. However, both had closed by the 1840s and, on 5th June 1839 'Croydon' station (now named West Croydon) opened on the London and Croydon Railway, quickly followed by the 'New

Croydon' station (now East Croydon) which opened on 12th July 1841 on the newly constructed London and Brighton Railways.

The two stations transformed the area by virtue of improving connections with central London. By the mid-19th century Central Croydon had emerged as an important commercial hub and commuter town. Two large high-end department stores, Kennards (later Debenhams) and Allders were constructed on North End during the 1850s and 60s. Residential development in the form of terraces and detached and semi-detached villas were laid out on new streets extending from the High Street.

Development was still largely concentrated around the medieval crossroads formed by North End and High Street, running north-south, and Church Street and George Street, running east-west. These main streets were supplemented by a network of secondary streets and lanes.

The town centre was flanked to the east and west by the railway lines, following the extension of the London and Croydon Railway in 1847 by the London, Brighton & South Coast Railway. The 1872 Ordnance Survey map shows Croydon following its expansion during the first half of the 19th century.

The new railway infrastructure coupled with Croydon's incorporation as a borough in 1883 was the catalyst for significant residential, commercial and civic redevelopment towards the end of the 19th century. In the 1890s a new Town Hall and police station were built by the Borough Corporation on the site of the former Central Croydon Station (1868-1890) in Katherine Street. Development had spread and intensified further along the main routes into the town centre, including Park Lane (formerly Park Terrace), George Street and Wellesley Road.



Fig 16 John Whitgift, Archbishop of Canterbury (1583-1604)



Fig 17 Photographs of North End in 1860

The Croydon Improvement Act in July 1890 enabled the Corporation to purchase land compulsorily in the market area. The redevelopment included the widening of the High Street (1896) and an almost entirely new frontage to the west side of the High Street with the new Grants department store (built 1895) as its centrepiece. Elsewhere, George Street, Surrey Street and Middle Street were also redeveloped with ornate Victorian commercial buildings, albeit in a more piecemeal fashion and on the fine grain of the existing medieval plots.

By the end of the 19th century, the High Street/North End and George Street had been established as the town's principal shopping streets, boasting three large high end department stores and various other commercial premises. According to the 1897 Ordnance Survey map, much of the backland areas behind the main commercial streets had evolved into a series of ad hoc yards and workshops, while residential development had spread beyond the confines of the historic town centre in all directions.



Fig 18 1870s Ordnance Survey map



Fig 19 1900s Ordnance Survey map



Fig 20 1940s Ordnance Survey map

The metropolitan character of central Croydon was further confirmed when electric tram lines were laid in 1901 along North End and George Street. The sprawl of residential development continued into the 20th century. This is shown on the 1913 Ordnance Survey map, which shows the replacement of large villas with smaller terraces, as well as the increase in industrial associated development close to East Croydon Station and on the site of Fairfields. During this period Croydon had a vibrant night-life with many places of entertainment. In the 1930s, new residential precincts were laid out to the north and south of George Street. The aerial image of 1938 depicts the townscape of the area at this time.

Croydon in wartime

Croydon had been an important strategic location in the First World War (1914-1918) because of Croydon Aerodrome, one of a small number of airfields which were created to protect London against Zeppelin airship raids.

The inter-war period had seen central Croydon’s character diversify further, as it became a centre for metal working, car manufacture and other industries associated with nearby Croydon Aerodrome (opened 1920). However, this new-found industrial activity made Croydon even more vulnerable to bombing during the Second World War.

Croydon Aerodrome was closed to civil aviation at the beginning of the Second World War in 1939. It was used throughout the war as a fully operational front-line fighter airfield. The aerodrome and the surrounding area were a target of the Luftwaffe and suffered numerous aerial bomb attacks throughout the war. Records suggest that more than 1,300 bombs were dropped on the borough of Croydon in just eight months.

While the centre of Croydon largely escaped any major destruction, sporadic bomb damage did occur. After the war, the townscape and character of central Croydon was totally reconfigured through an ambitious redevelopment programme.

Post-war Croydon

The Corporation had ambitious plans for central Croydon during the post-war years. The 1956 Croydon Corporation Act fast-tracked reconstruction through providing the local authority (the Croydon Corporation) with the power to compulsorily purchase land for development. This principally focussed on the 45 acres of land to the east of Wellesley Road. The change was facilitated by the 1956 Croydon Act and, similar to Manzoni in Birmingham, was driven by the ideals and vision of one man, James Marshall. The Council leased land for offices, with there being no adopted masterplan and only an architect’s panel commenting on schemes from 1961.

The Corporation subsequently embarked on a campaign to develop Croydon town centre and take on the overflow from central London. Large areas were cleared away to make way for new modernist blocks, high rise offices, and a large new shopping centre, the Whitgift Centre; all built during the 1960s and 1970s. There were also significant changes to transport infrastructure including the creation of major road gyratory and carriageways such as Park Lane and the widening of Wellesley Road. Croydon was amalgamated into Greater London in 1965. These relatively modern interventions result in a town centre island of coarse-grained buildings with large footprints in amongst earlier suburban development.



Fig 21 Aerial photograph of Croydon town centre, 1938



Fig 22 Redevelopment underway in Croydon, c.1960s

Department store heritage

Kennards, Croydon's first department store, first opened in 1853 and pioneered the concept of experience retail. Alders on North End soon followed, opening in 1862. A third department store, Grants of Croydon, opened on the High Street in 1895 and was considered the Harrods of its generation during the First World War. The store was said to provide all the uniforms for the Royal Air Force and was regularly visited by the Royal Family. It was also the first store in the UK to have its own generator-supplied electricity.

Kennards was eventually purchased by a Debenhams subsidiary in 1928 and re-branded to Debenhams in 1973. The store combined with the neighbouring Drummond Shopping Centre and a nearby former C&A Store to form the new Centrale Shopping Centre which opened in 2004. Following in C&A's wake, Debenhams didn't reopen following the COVID pandemic and the space is now a Next Beauty Hall store.

Alders grew rapidly in the latter part of the C19th, expanding along North End. The shop was sold in 1908 to J. W. Holdron and F. C. Bearman who oversaw further growth until it was sold again in 1921 to the Lawrence family. The North End facade was erected in 1926 and in 1932 an arcade from North End to George Street was completed. Growth and expansion continued and in the 1960s/70s it had become the third-largest department store in the UK, after Harrods and Selfridges. The store continued to evolve through further ownership changes in the decades that followed until its eventual closure in 2012.

By the 1980s, retail competition forced Grants out of business and the store closed its doors in 1985 and remained empty until 2000.

The Whitgift Centre

In 1965 (under the terms of the London Government Act 1963) the County Borough of Croydon was abolished and the area was transferred to Greater London and combined with the Coulsdon and Purley Urban District to form the London Borough of Croydon. The

Whitgift Shopping Centre in 1968-70 (now rebuilt) was one of the first shopping centres to be constructed in the newly absorbed market towns.

The section of George Street to the east of Wellesley Road was one of the first sites to be developed in the late 1950s as part of the Corporation's vision of "a mini-Manhattan". The town centre masterplan included the new ring road which, while only ever partially built, transformed the leafy Wellesley Road into the busy dual carriageway and underpass that survives today.

Marshall was directly involved with the development of the Whitgift Centre on the site of the old Middle School/Trinity School of John Whitgift. The school moved between 1965 and 1968 from its North End site to new premises in Shirley Park. The school buildings, including the Blomfield centrepiece, were demolished and the extensive grounds given over to the development of what was the largest shopping mall in Greater London until 2008.

The original shopping centre was designed by Fitzroy Robinson, a prolific commercial architect, and completed in stages between 1966 and 1970. The centre was then extensively rebuilt in the 1990s to a scheme designed by architects Dawe and Geddes and covered by a new glass roof. With two storeys of retail and a full basement for vehicle access, the complex includes four office slab blocks on Wellesley Road and the 20-storey point block (Centre Tower) located towards the middle of the site.

Croydon today

Croydon is currently experiencing a second phase of modern redevelopment which is encouraged by the town centre's status as a Metropolitan Centre, and the identification of the Croydon Opportunity Area. The town centre now comprises a vibrant mix of historic, post-war, and modern development accommodating a range of residential and commercial uses. This includes the recent delivery of Ten Degrees (delivered by Greystar), the adjacent Enclave development, Saffron Square (delivered by Berkeley Group) and Queens Quarter (a collaboration between HUB and Bridges Fund Management).



Fig 23 The site of the Whitgift Centre in the 1947 OS map



Fig 24 Whitgift Grammar School in the early-20th century

Croydon today



Fig 25 The Surrey Street Pumping Station



Fig 26 Rear view of St Michael and All Angels



Fig 27 Station Road mixed use re-development



Fig 28 The Ruskin Square governmental hub



Fig 29 Internal view of Box park



Fig 30 Twin residential developments adjacent to the railway



Fig 31 Aerial view showing the scale of development within Croydon



Fig 32 View of the market along Surrey Street

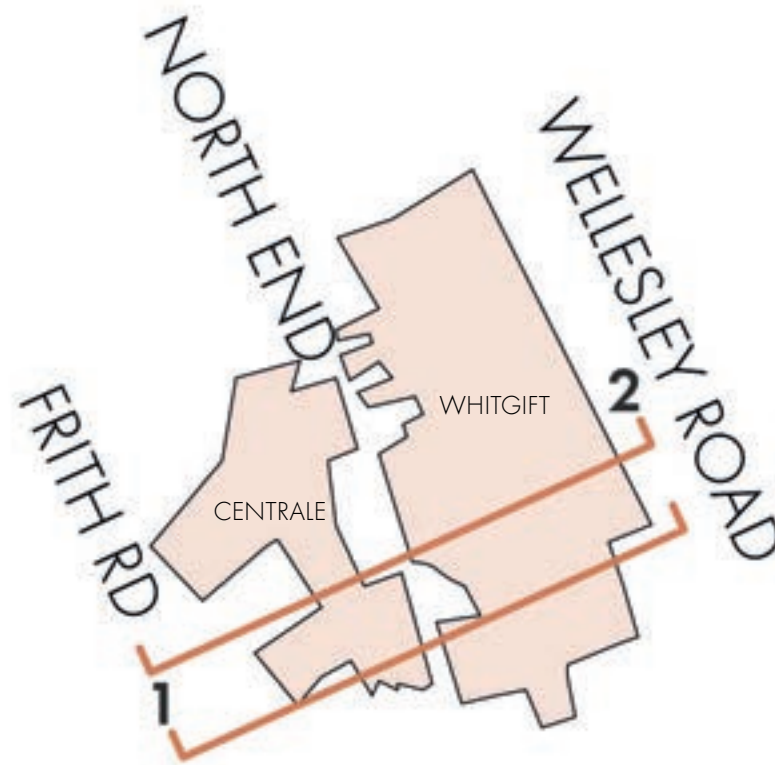
2.4.2 A complex legacy

The site's natural topography, along with its history of buildings and basements, have left a complex legacy. The site generally slopes down from east to west while both the Whitgift Centre and the Centrale Shopping centres work across multiple levels. Each also has significant areas of basement that again operate at multiple levels.

Future redevelopment will need to balance the resolution of site levels and retained structures against the broader aspiration for a strong, legible, clear and well-connected network of routes and spaces.

The Whitgift Centre's basement structure is particularly complex. Associated constraints which need to be fully understood include exclusion zones around existing walls on the Wellesley Road frontage, the structural integrity of separate but interconnected parts of the existing basement complex, and the relationship the existing basement has with underground servicing and utilities.

Opportunities should be explored to exploit the existing structure where possible without compromising the need for radical transformation. A level change of approximately 4m exists between North End and Wellesley Road. Levels continue to fall east to west across the Centrale Shopping Centre towards Croydon Old Town with levels at Frith Road typically 4m to 5m further below North End. Across the two shopping centres, these level changes are currently navigated through a combination of escalators, gently sloping floors, steps and elevators.



- Office
- Retail
- Circulation
- Car park
- Service / BOH

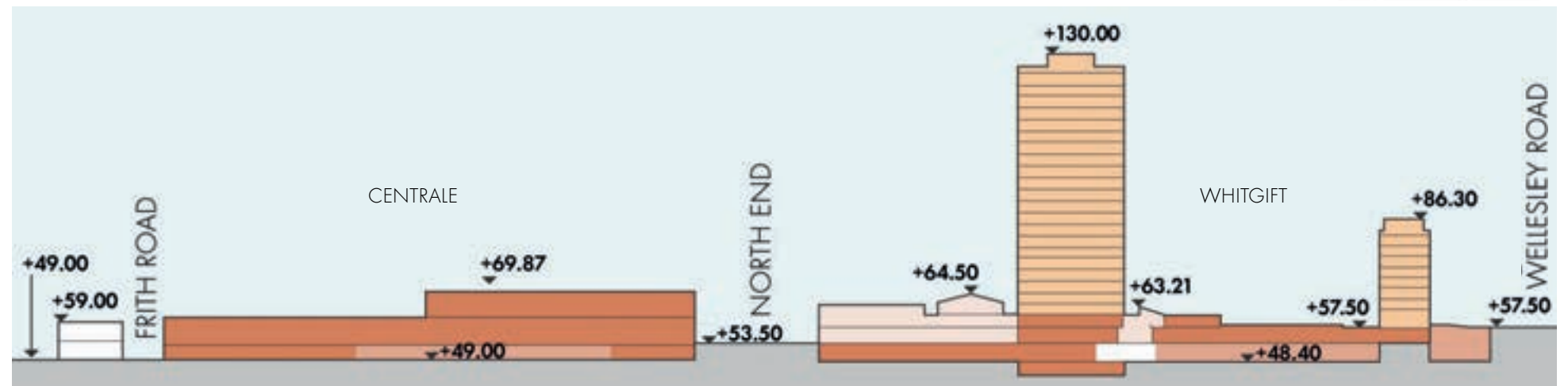


Fig 33 Section 1 from Frith Road to Wellesley Road, cutting across the southern ends of both Whitgift and Centrale Shopping Centres with a total change in level of approximately 8.5m from west to east



Fig 34 Section 2 from Frith Road to Wellesley Road, cutting across the more central part of both Whitgift and Centrale Shopping Centres with a total change in level of approximately 9m from west to east

2.4.3 Existing structures

Existing Whitgift Centre basement

The existing Whitgift Centre basement is structurally highly complex. This presents both constraints and opportunities for the transformation of the NEQ. These include the following:

Strengths and opportunities

- **Exploiting level changes:** The existing basement takes advantage of level changes across the site, with levels falling from east to west. Parking and servicing areas have been tucked away in basement levels which exploit these level changes which is an efficient approach to space planning.
- **A huge investment:** Basements are very expensive structures to create. The basement represents a huge existing investment in the site which redevelopment and refurbishment can potentially take advantage of. However, there are very significant embodied carbon and financial implications associated with resolving the basement arrangement.

Weaknesses and threats

- **Highly complex:** The existing basement is a result of multiple phases of development over many years. This has resulted in a highly complex arrangement with multiple level changes and important structural, servicing and infrastructure elements being embedded within the design of the existing basement. The complex arrangement makes adaptation and reconfiguration difficult and constrained.

- **Utilities and infrastructure:** The existing basement arrangement has been designed around not only the buildings above which it supports but also the beneath-ground statutory utilities. The alignments of these essential services will remain a key consideration for any alternations and adaptations to the basement design and operation.

As one example, an extensive basement complex sits beneath the Whitgift site. Constructed over different time periods, the majority of the shopping centre basement is c.8m below Wellesley Road, with large retaining walls forming the perimeter, and a series of inner retaining walls managing the level changes within the basement. A large servicing route, currently for HGVs servicing the Centre, runs north-south with access/egress ramps on Poplar Walk (north) and Wellesley Road (south).

These existing below-ground buildings and structures will necessarily inform the location of buildings and spaces above ground. Potential retention of the existing service road might inform the north-south route at ground level, the existing retaining wall might inform the location of taller buildings, the existing steps in basement level might inform future basement uses and ground levels above.

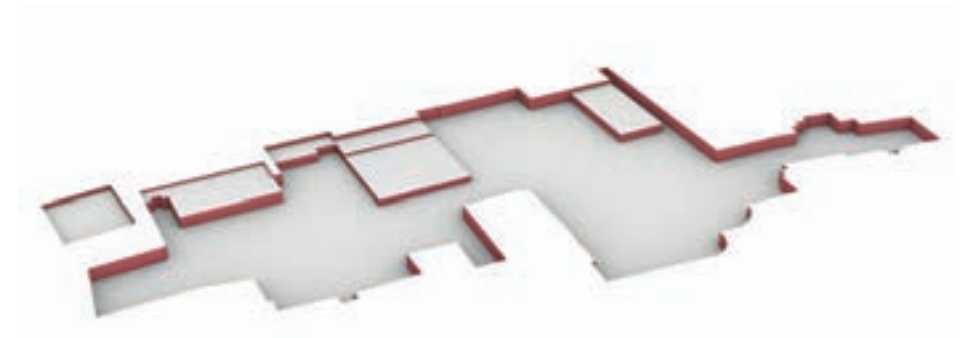


Fig 35 The multi-level existing basement below the Whitgift Centre and Alders

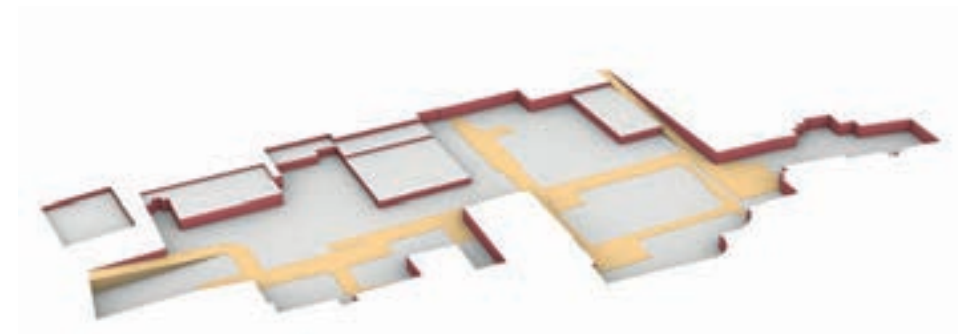


Fig 36 Established service routes through the existing basement

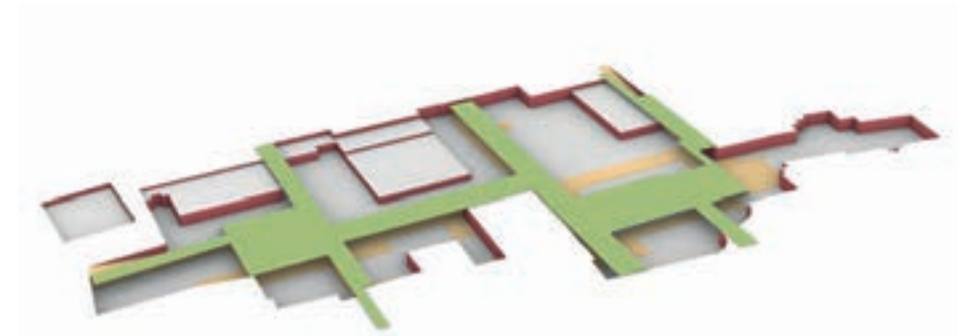
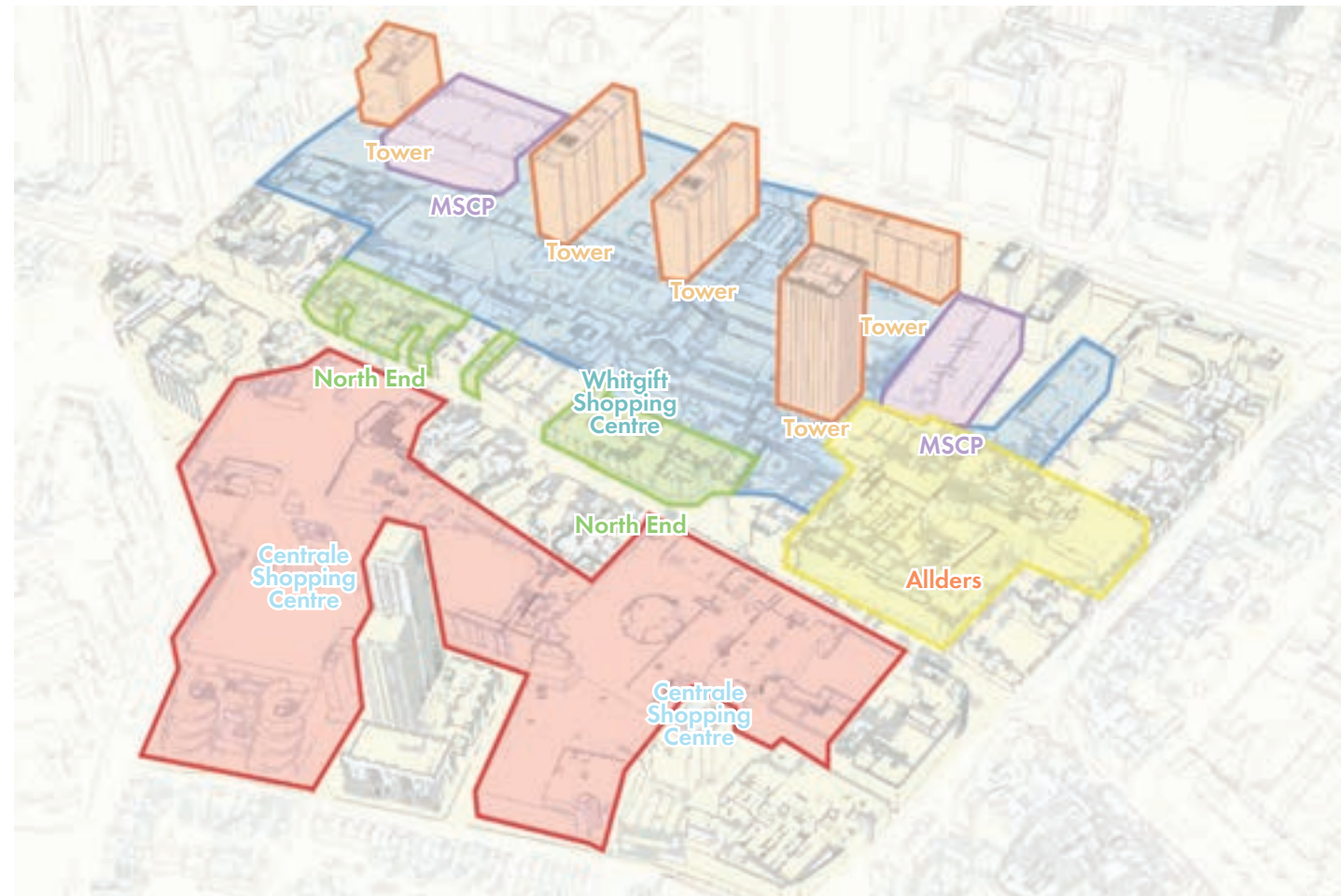


Fig 37 Atrium and public routes through the existing Whitgift Centre

Fig 38 Typologies of existing built assets across NEQ in URW ownership



Other existing buildings across the NEQ

The buildings highlighted in Fig 38 represent the principal components falling with URW's current ownership. They are presented in broad categories, or building types.

As more detailed masterplanning is progressed across the NEQ, decisions will need to be made on whether existing buildings should be retained and refurbished or demolished for redevelopment to provide the necessary transformational change.

The factors that contribute to such decisions are complex and multi-faceted. Viability will always be a primary determinant but the relative benefits of retention can be assessed across a range of other relevant factors and criteria.

The adjacent diagrams present an illustrative picture of how relative assessments of potential benefits might be made. These are not technical assessments, but show the multi-faceted nature of the relevant issues. Some particular matters for consideration (but not exclusive) associated with each 'typology' include:

- **Centrale Shopping Centre:** Little heritage/townscape value, but flexibility of existing floorspace supports reuse.
- **Whitgift Shopping Centre:** Potentially some modest heritage/townscape value, high levels of embodied carbon.
- **Alders:** Reuse potentially making a significant positive contribution to the character of the area.
- **Towers:** These large buildings could potentially bring carbon benefits from their reuse.
- **North End Frontage:** The North End retail frontage is the heart of the Central Croydon Conservation Area.
- **URW owned multi-storey car parks (MSCPs):** Parking will continue to be needed in a transformed NEQ and these are purpose built structures.

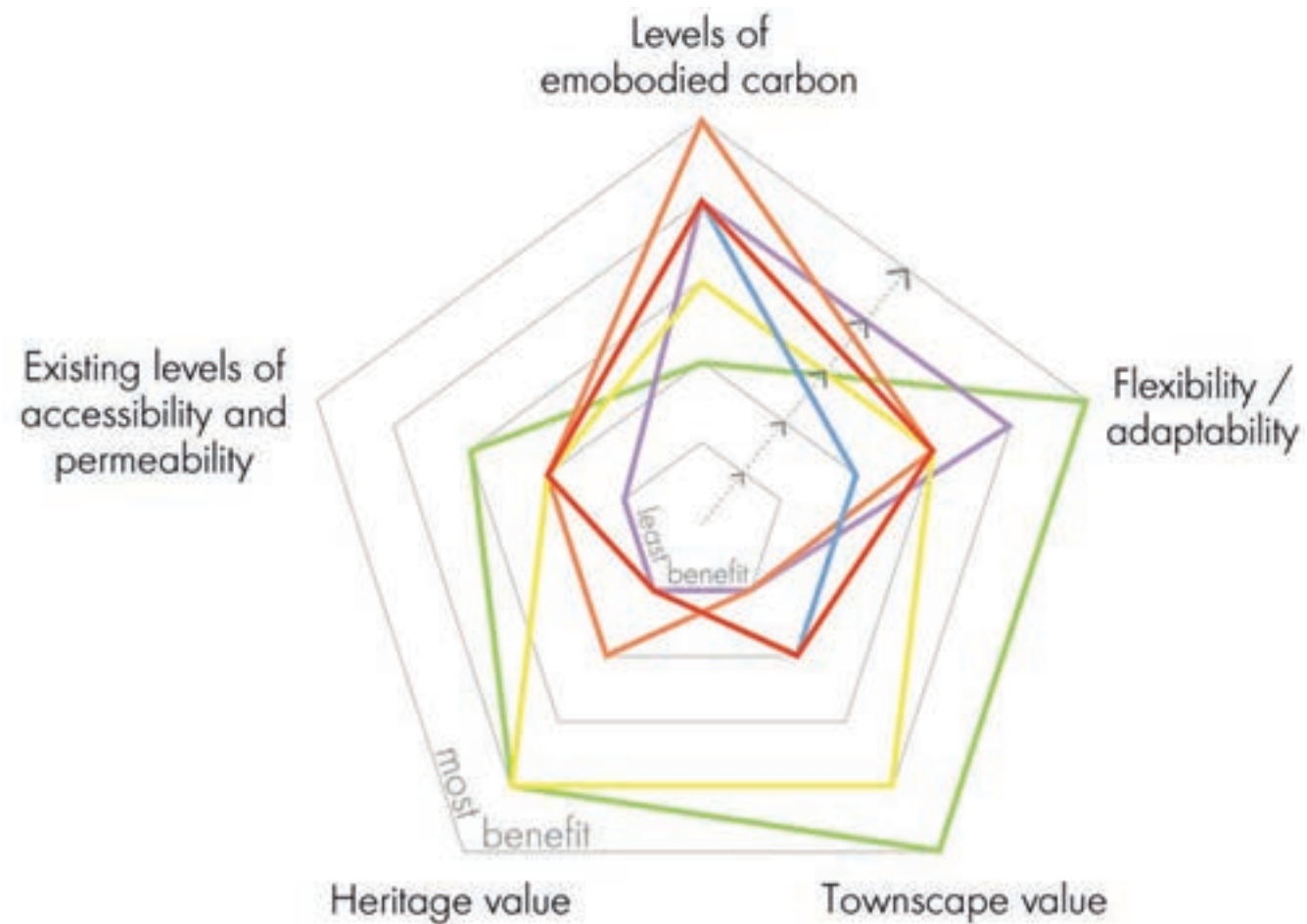


Fig 39 Composite indicative qualitative assessment of benefits of retention

2.4.4 Complex assets

Both the Whitgift and Centrale Shopping Centres have evolved through a sequence of iterative land deals, refurbishments and extensions. However, the town centre economy has and continues to face huge challenges. Many retailers have folded resulting in prominent vacancies and a chronic lack of investment. The impact is felt town-wide.

The Whitgift Centre now portrays an outdated and unloved appearance, with prominent voids and vacancies undermining the attractiveness of adjacent businesses and unsightly back of house environments creating hostile pedestrian environments.

The environment along Wellesley Road is dominated by vehicles and the unsightly access and servicing zones of the office blocks on the western side of the road. Poplar Walk is undermined by prominent blank flank walls and service ramps. Over time, the various elements of the centres have become entangled and a comprehensive approach is now required to unlock the area's huge potential.



Fig 40 Wellesley Road is a major barrier between east and west Croydon



Fig 41 Wellesley Road looking south - access to the various existing car parking areas is via a complex set of ramps



Fig 42 Exit ramp from the Whitgift Centre car park via Poplar Walk



Fig 43 The George Street entrance to the former Alders Store

2.5 The NEQ today

2.5.1 Existing route hierarchy

The NEQ's wider context is characterised by a hierarchy of routes, with all-mode primary routes supporting the highest proportion of trips and a network of secondary routes providing access and connections to a wide variety of destinations, facilities and neighbourhoods. Establishing connections to and integrating with this hierarchy of routes is fundamental for the long-term social, environmental and economic success of the transformed NEQ. The adjacent plan shows the NEQ in its context and the route hierarchy around it.

Key elements of the existing route hierarchy include:

- The NEQ is framed by two key road axes. The A212 Wellesley Road is a major north-south multi-lane dual carriageway connecting the town with Crystal Palace to the north with the A232 trunk road south of the centre. The alignment of the Croydon Tramlink along its central reservation compounds its impact as a major barrier to east-west movements.
- Running east-west, George Street connects the southern edge of the NEQ with East Croydon Station. Whilst also a Tramlink route, it is a pedestrian zone with narrowed carriageways.
- North End as a primary north south public route and historic high street that is pedestrianised. Historically it provided the main connection between Croydon town and central London. Now pedestrianised and tree-lined, it serves in part as the town centre's principal public space. It is the historic and commercial centre of the town and is the NEQ primary central spine.
- To the east of North End, a network of secondary routes, many of them over private land, interface with the NEQ with frequent east-west routes connecting with Wellesley Road.

- Lansdowne Road provides an important connection to the northern entrance to East Croydon Station via Caithness Walk.
- Sydenham Road and Bedford Road provide local access and connections through the adjacent commercial zone.
- Poplar Walk forms the NEQ's northern boundary and supports direct connections with West Croydon train, tram and bus stations.

West of North End, there are fewer routes which interface with Croydon Old Town.

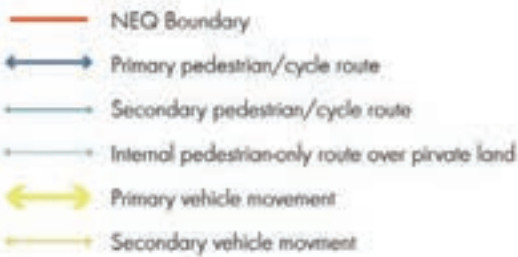
- Tamworth Road runs to the west of Centrale and carries much of the local vehicular traffic around Croydon's pedestrianised core. The centrally located Centrale Tram stop is an important point of public transport interchange.
- The low-key central connection of Drummond Road is important in that it is the only street connection between the extents of North End which connects with Old Town's adjacent residential properties at its western end together with Frith Road and Tamworth Place.

Pedestrian routes, lanes and paths support these main routes with more intimate linkages, including Church Path between North End and Tamworth Street to the west and Wellesley Grove connecting Wellesley Road and Dingwall Road to the east.

Fused together through consolidation between the town's multiple department stores and shopping centres, routes within these large retail environments connect with the centres' main street entrances. These existing highly managed and controlled routes are likely to offer opportunities for future routes in the transformed NEQ.



Fig 44 Existing hierarchy of routes in the NEQ area



2.5.2 Movement and connections

The contextual access and movement issues associated with each major transport modes is outlined below.

Pedestrian movement

North End and George Street/Church Street provide strong north/south and east/west corridors for pedestrian movement within the NEQ, and as such see significant footfall. However, pedestrian movement and choice is limited within the NEQ, particularly when the shopping centres are closed in the evenings and at night. At present, there are very few public connections between North End and surrounding streets, creating a significant barrier to pedestrian movement. Existing public connections generally have poor visual legibility and can feel unsafe. Wellesley Road also provides a significant barrier to pedestrian movement with heavy traffic, limited at-grade crossings, and barriers creating an unsafe and unattractive environment for pedestrians. Changes in levels within the public realm on the periphery of the NEQ, and within the shopping centres themselves, also present barriers to movement and create challenges in terms of accessibility.

Cycling

Cycling levels are relatively low compared to other parts of London. An existing cycle route along North End provides good north/south connectivity for cyclists within the NEQ, although as a shared space this may sometimes give rise to conflict between pedestrians and cyclists. At present, dedicated cycle infrastructure is limited around the NEQ, with few dedicated cycle lanes and some existing cycle lanes being disjointed, for instance on Poplar Walk where the segregated cycle lane comes to an abrupt stop. Additional infrastructure is being delivered as part of Reconnected Croydon (LUF Funding). There are plans for active travel and public realm improvements on the London Road corridor between Thornton Heath Pond and North End, including protected mandatory cycle lanes and overall improved cycle lane provision will help to improve overall cycling connectivity in and around central Croydon. Further opportunity for enhanced cycle infrastructure provision, such as cycle parking, could be explored within the NEQ.

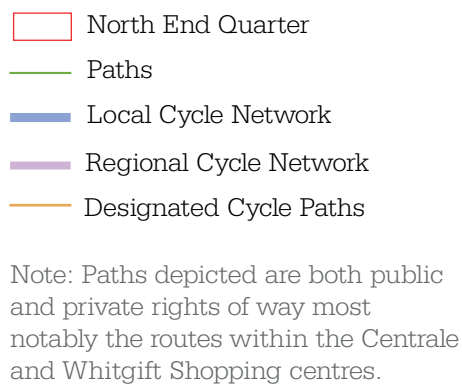
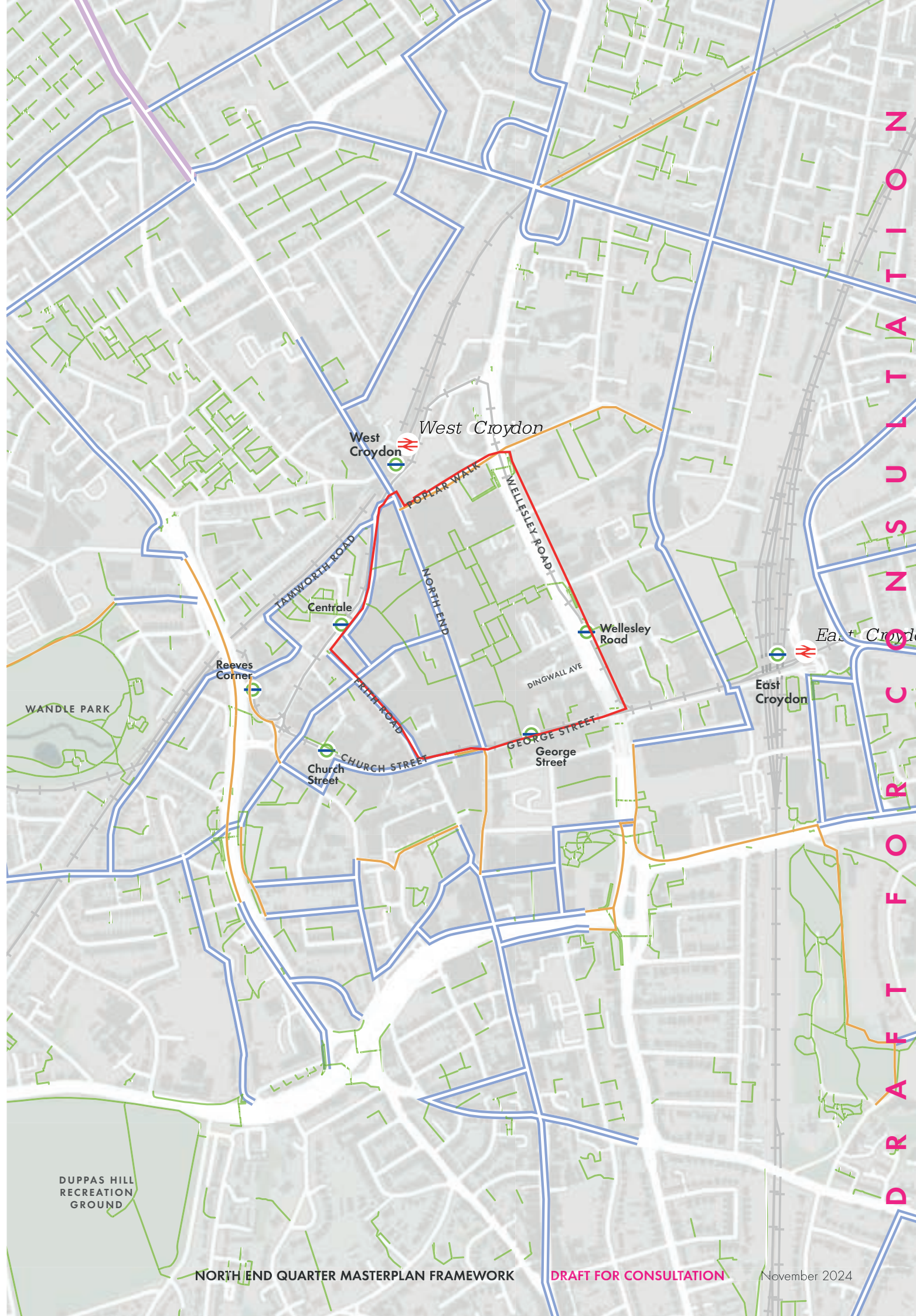


Fig 45 Pedestrian and cycle connections in Croydon



2.5.3 Movement patterns

Public transport

Public transport is vital, with East and West Croydon rail stations, plus numerous bus routes along the A212, Church Street and Tamworth Road depositing shoppers into the area.

The Tramlink light rail has stops adjacent to the Centrale and Whitgift shopping centres with services connecting the town centre with Wimbledon to the north west, Beckenham Junction to the north west and south east to New Addington.

Although beyond the NEQ, East Croydon Station provides frequent and express rail connections with Central London and Gatwick Airport and forms part of the Thameslink connection between Brighton, central London and north to Luton and Bedford. Croydon's second station at West Croydon supports suburban services with direct routes to Victoria, London Bridge and Epsom.

The local bus network is very comprehensive with services providing direct connections to centres including Elephant and Castle, Streatham, Lewisham, Bromley, Morden and the Purley Way.

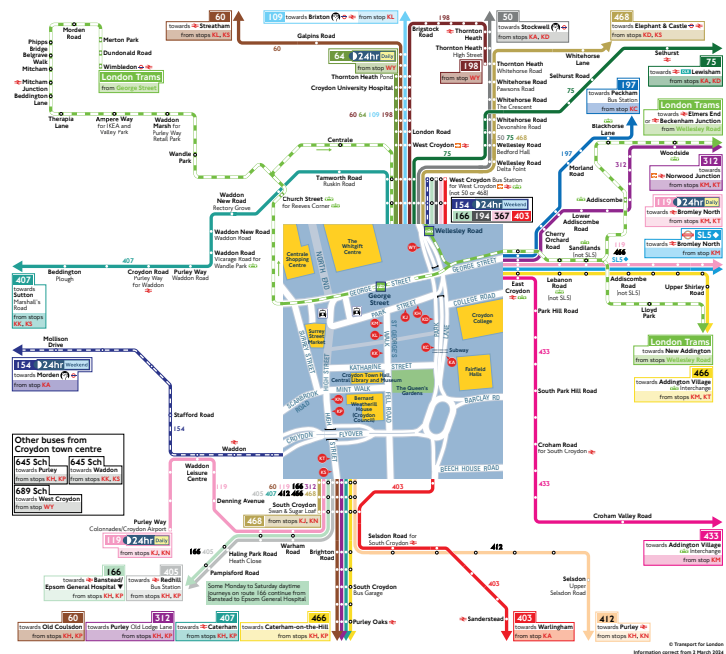


Fig 46 TfL route map for Croydon town centre

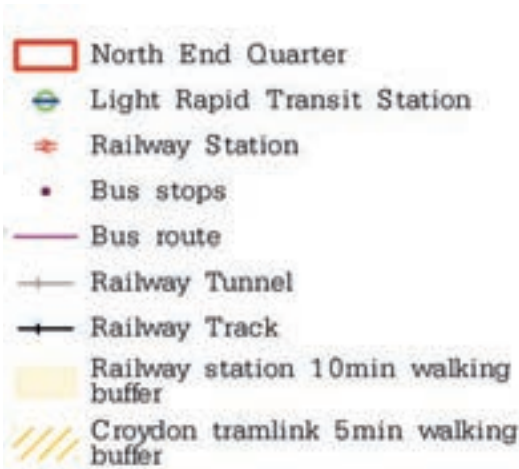
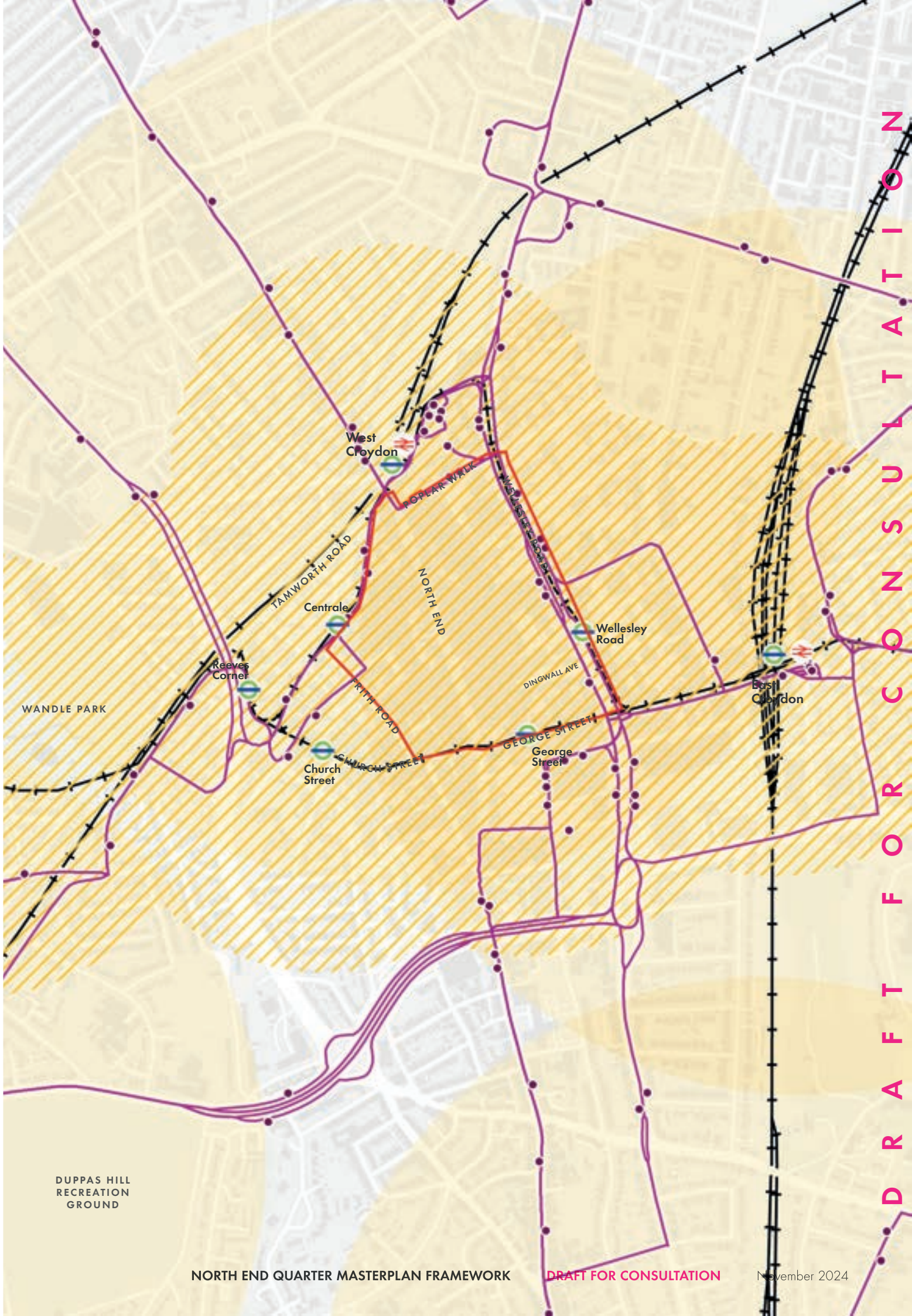


Fig 47 Public transport services in and around Croydon town centre



2.5.4 Public Transport Accessibility Level (PTAL)

The NEQ area has an excellent PTAL score, reflecting its prime positioning within the town centre. The vast majority of the NEQ enjoys a PTAL of 6b, with a short walking distance from West and East Croydon stations and the Croydon Tramlink stops. These favourable ratings highlight the shopping centres’ superb public transport links, enhancing accessibility for shoppers across London and the surrounding areas. The high PTAL scores are a testament to Croydon’s status as a major transport hub, contributing to the success and vibrancy of its premier retail destinations.

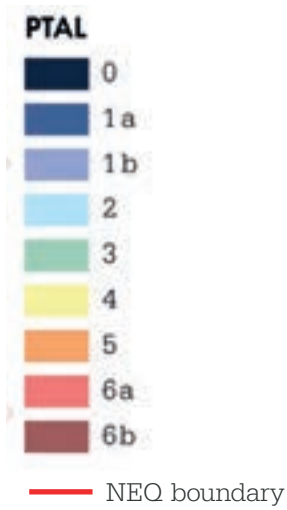
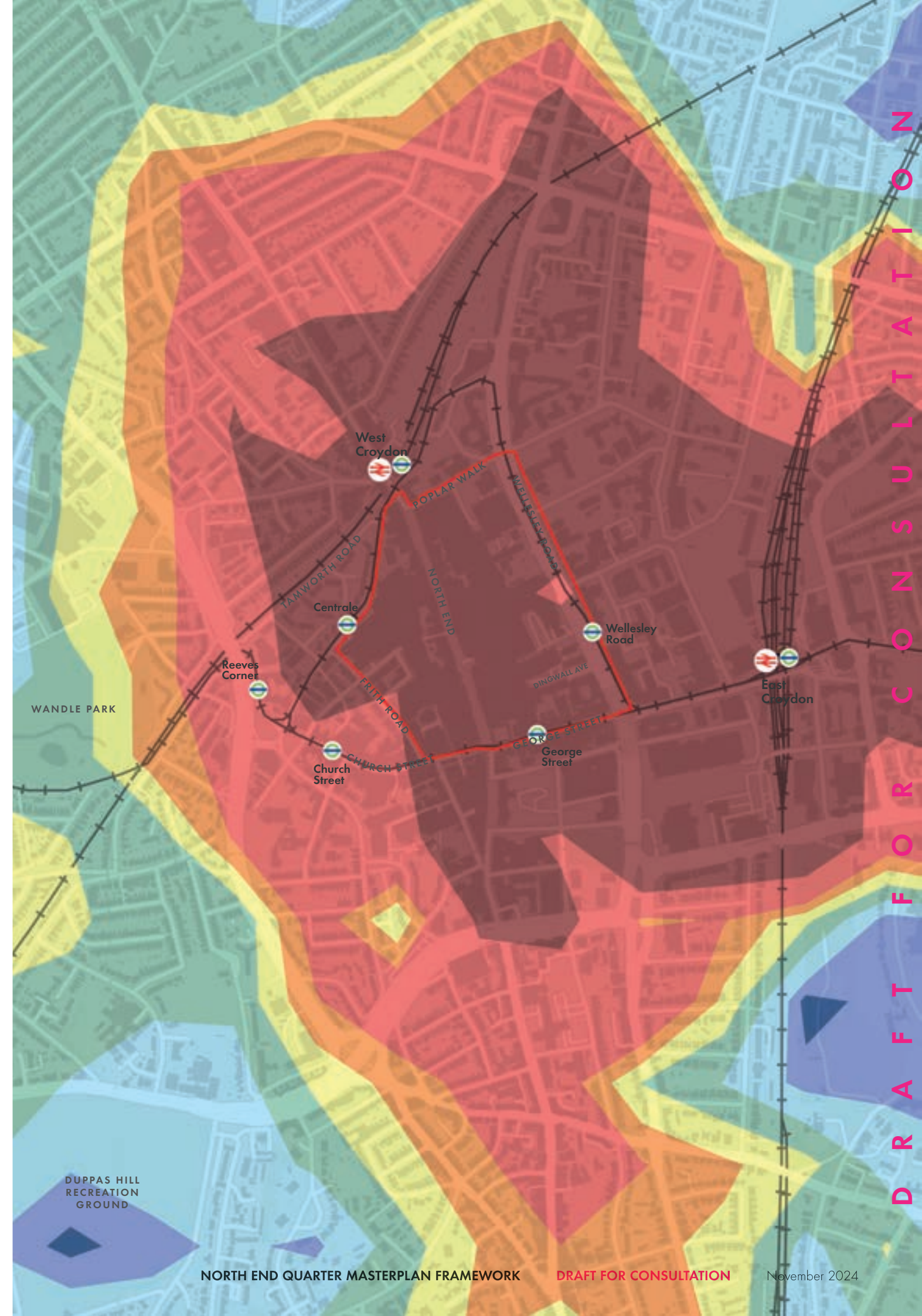
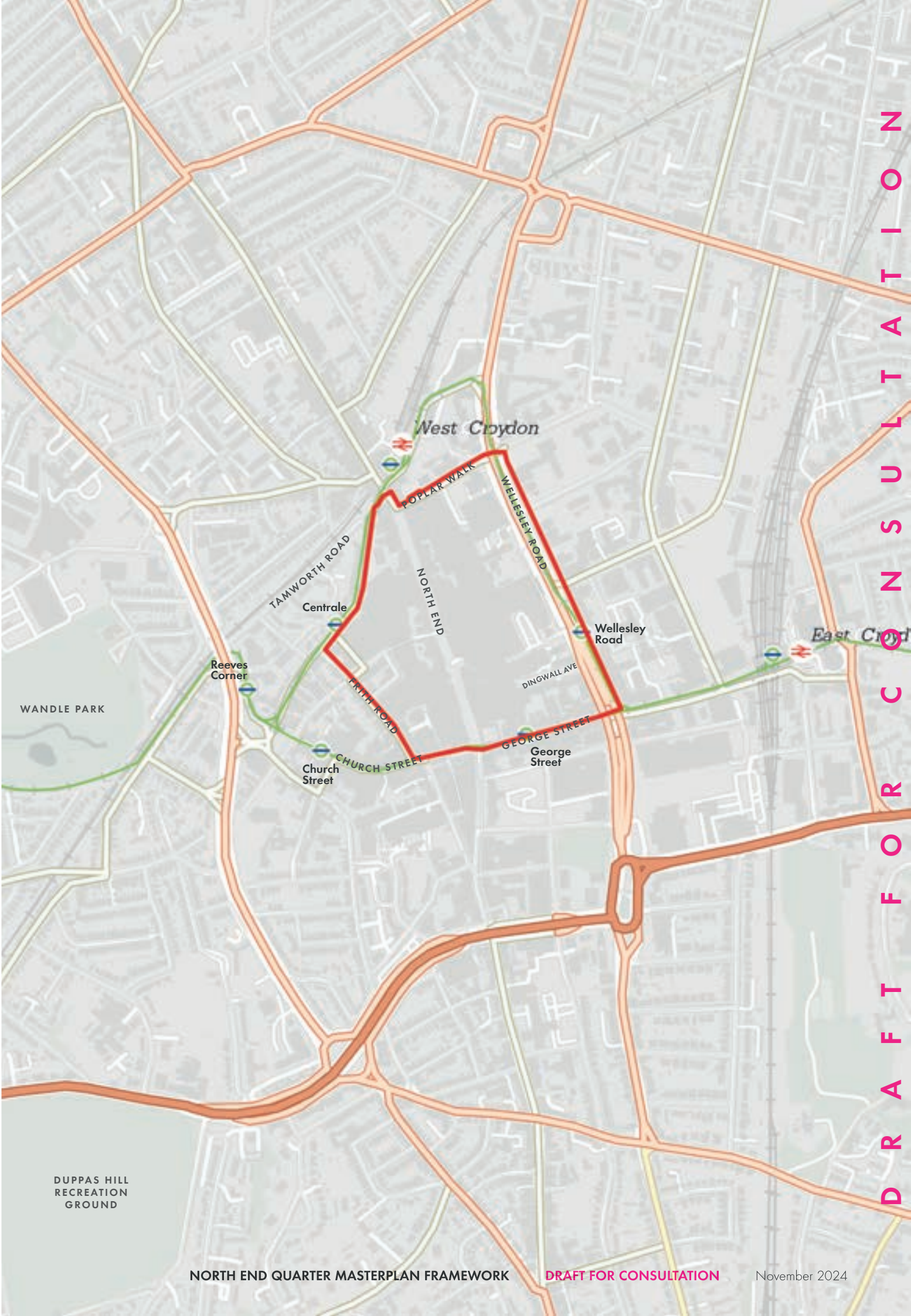


Fig 48 PTAL levels in and around Croydon town centre



Streets and roads

The main artery for vehicular traffic is the A212 Wellesley Road running north-south. The A212 experiences heavy congestion during rush hours and on weekends when shoppers flock to the Centrale and Whitgift centres. Delivery vehicles for the shopping centres contribute to traffic too.



2.5.5 Community infrastructure

New development will need to be supported by appropriate investments in local community infrastructure, based on detailed assessments to inform the masterplanning stage with methodology and baseline condition analysed and agreed with the Council. Whilst it is likely that new development will include new community uses, it is important to understand how the NEQ is currently served by existing provision.

Education

The nearest primary school to the NEQ is St Mary's Catholic Infant and Junior School on Sydenham Road, just a 10-minute walk from North End. The Ark Oval Academy, a primary school and nursery just to the north of East Croydon Station and a 18-minute walk from the centre of North End. Chestnut Park Primary School and the Harris Primary Academy are slightly further away, both to the north of the NEQ. Howard Primary and Heathfield Academy are primary schools located south of the centre, both within walks of approximately 20 mins.

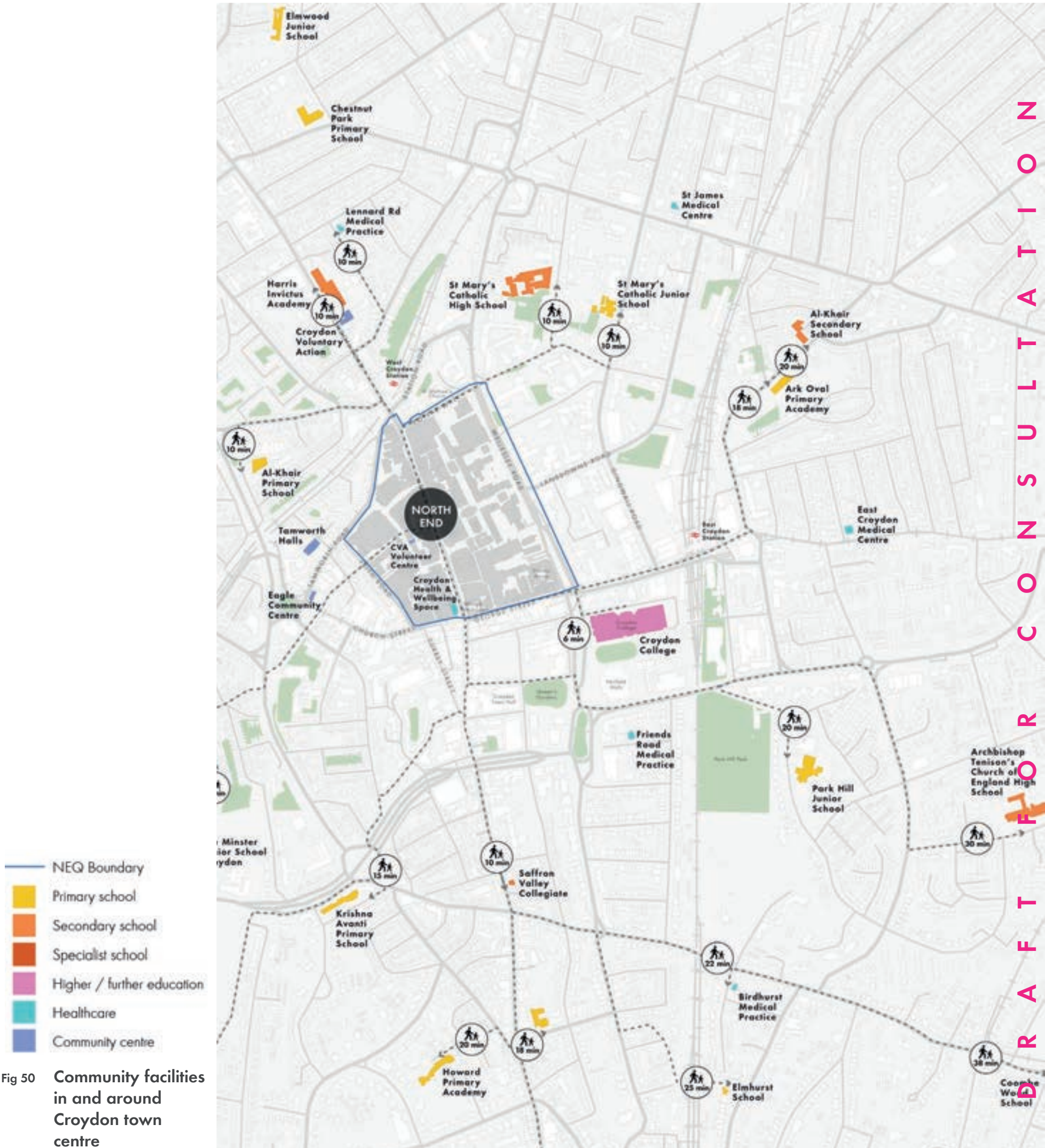
St Mary's Catholic High School and the Harris Invictus Academy Croydon are both around 10-minute walks north of the NEQ. Saffron Valley Collegiate specialist school is a 10-minute walk to the south. The Al-Khair School serving the local Muslim community is 20-minutes' walk to the east. Coombe Wood School is an academy secondary school located approximately 38 minute walk and on the bus and tram routes. Archbishop Tenison's Church of England High School is also approximately 30 minutes' walk south-east of the town centre. Croydon College of further and higher education is a short walk from the NEQ on College Road.

Health

Lennard Road Surgery is a 10-minute walk north of the NEQ. The Friends Road Medical Practice is a similar distance away, to the south. The Croydon Health and Wellbeing Space, a collaborative product of the Croydon Black Minority Ethnic Forum, NHS South West London Clinical Commissioning Group and Mind in Croydon, is located in space within the Whitgift Centre itself. There are 7 other medical practices within about one mile of the NEQ including: Birdhurst Medical Practice; Greenside Group Practice; North Croydon Medical Centre; London Road Medical Practice; Northway Road Surgery; Valley Park Surgery; and Thornton Road & Valley Park Surgery.

Community centres

Community centres within the vicinity of the NEQ include the Eagle Community Centre and Tamworth Halls, both on Tamworth Street and the Croydon Voluntary Action Resource Centre which is adjacent to the Harris Invictus Academy on London Road, north of the NEQ.



2.5.6 Heritage assets

The NEQ area is framed to the south by the Central Croydon Conservation Area, which also runs up North End, taking in many of the historic buildings which line this street. A number of these historic buildings are locally listed, and consideration should be given to the setting of these and the wider Conservation Area. A significant number of locally listed buildings also exist along George Street and Church Street which bound the NEQ to the south. Draft Local Plan Policy NEQ DM1 seeks to retain and enhance the existing façade of the former Alders Department Store.

Nationally listed buildings of special architectural and historic interest are located on the edge, and just beyond, the NEQ area including:

- The Grade I Listed Hospital of the Holy Trinity to the south of the NEQ, fronting onto North End;
- The Grade I Listed St Michael and All Angels Church beyond the NEQ to the north east over Poplar Walk;
- The Grade II Listed Electricity Showrooms and Offices within NEQ to the south east;
- Two Grade II Listed two-storey buildings which sit side by side beyond the NEQ area to the south west.

Much of central Croydon is taken in by a Tier 2 Archaeological Priority Area (APA), meaning there is significant known archaeological interest or potential for new discoveries in the area. In Croydon’s case, this is because it is an area of historic settlement, and both pre-historic, Roman and Anglo-Saxon discoveries have been made in the APA.

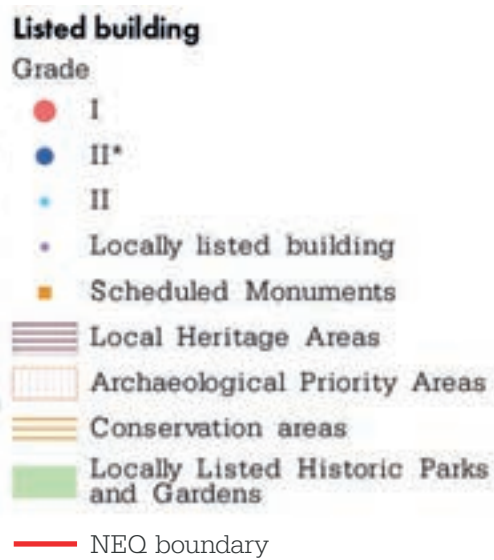
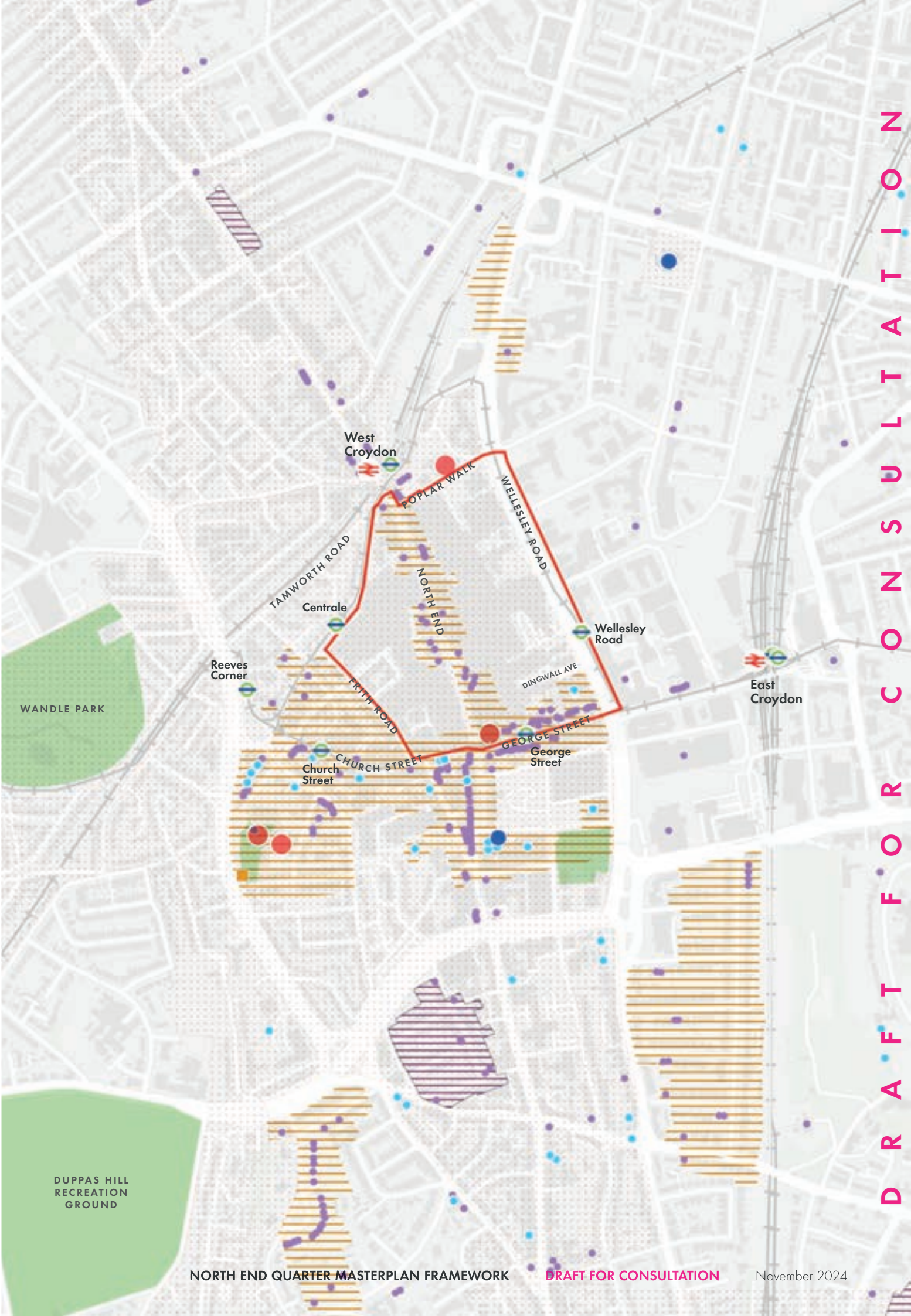


Fig 51 Heritage assets in and around Croydon town centre



Central Croydon Conservation Area

The Central Croydon Conservation Area was designated in 1982 and extended in 2008 to take in the former North End Local Area of Special Character and two adjacent Grade II listed buildings: Electric House on Wellesley Road and Segas House on Park Lane.

The street layout of the CA has medieval origins, and the Central Croydon CA Appraisal states that the north-south route along North End and High Street may have Roman origins. The architecture in the CA dates to the 17th and 18th centuries, although the character of the area predominantly derives from the Victorian commercial buildings from the latter half of the 19th century.

The CA has a collection of locally listed buildings: nos. 30- 40 (even), 58 - 66 (even), 100 - 106 (even) 132 - 136 (even) 151 North End Road, and nos. 10, 11, 34, 36, 38, 49, 51, 52 Surrey Street.

The significance of the CA is derived from the eclectic mix of three to four storey Georgian, Victorian and Edwardian commercial developments with dominant inter-war and post-war taller buildings. The area is predominantly hard landscaped, with North End having been fully pedestrianised in 1989. The exception to this is the open space at Queen’s Gardens to the south

Key elements of significance include:

- North End has architectural and historic interest as an active shopping street, and with a diverse range of services, shops and department stores at a range of scales.
- North End has principal historic significance lies in its origins as a mediaeval, and likely Roman, road. The interest also derives from the surviving building lines and close-grained urban form.
- The individual façades of locally listed buildings on North End make a demonstrable contribution to the character and appearance of the Conservation Area, through the quality of their materials and decorative detailing, and surviving intactness of their fabric at first floor and above.
- The character is derived from the Victorian, Edwardian and inter-war commercial architecture which reflects the growing population and prosperity of Croydon from the late 19th century.

New development will be expected to preserve or enhancing the setting of historic assets as this contributes to the assets’ historic significance.

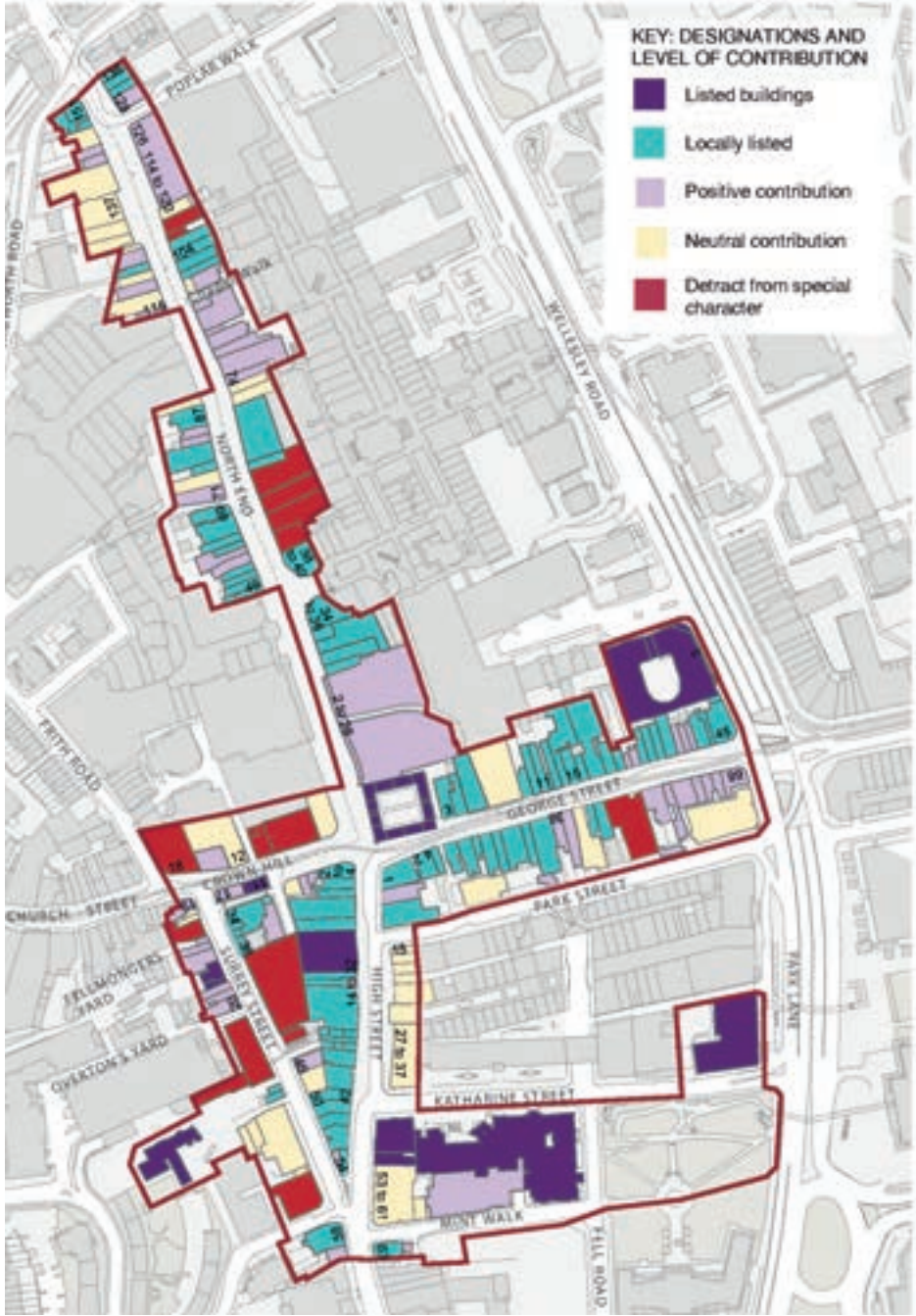


Fig 52 Designations and levels of contribution to the special character of the Central Croydon Conservation Area

Hospital of the Holy Trinity (Whitgift Hospital)

The Hospital of the Holy Trinity was listed at Grade I in January 1951. The Hospital was founded by Archbishop John Whitgift (1580-1604) and built in 1596-9.

The listed building comprises a two-storey, Elizabethan-style quadrangle of Almshouses, which were originally intended for the "poor, infirm or needy".

The significance of the Hospital of the Holy Trinity derives from its exceptional historical and architectural interest as a rare example of purpose-built Elizabethan Almshouses and its associations with Archbishop Whitgift, an important figure both nationally and more locally to Croydon. They are a rare survival of Croydon's early history, large parts of which have been lost or destroyed throughout the preceding centuries. Further to its core interest as an Elizabethan Almshouses quad, medieval embellishments, carvings, in addition to stained glass windows, further an understanding of the importance of the site during the 16th century, and offer a glimpse of Croydon during this period, which has since much changed.

The setting of the Whitgift Almshouses has been demonstrably altered since it was built over 400 year ago. The character of the land facing George Street and North End has progressively changed from residential uses to a modern, busy commercial area at the heart of Croydon.

Parish Church of St Michael and All Angel

St Michael and All Angels Church was designated at Grade I on 20 May 1954. It was designed by John Loughborough Pearson in 1876 and built between 1880 and 1883.

The church is cruciform with a nave of five bays, the western bay serving as a baptistery and narthex with entrances on either side and a gallery supported on three arches across the western half. The chancel is the same width as the nave and crossing, and terminates in a semicircular apse containing the sanctuary. The chancel is also surrounded by a narrow passage aisle, similar to the example in the crypt of St Chapelle in Paris.

The three storeys of the nave continue unchanged into the chancel, and the vertical members are prioritised over the horizontal members. Here, vertical shafts rise from the ground to support the vaulting. There is little ornamentation in the architecture, only mouldings, as the shafts terminate in bell-shaped capitals and in the chancel the only added enrichment is the nailhead on the ribs of the vaulting.

The richness of the interior is supplemented by fine examples of furnishings and stained-glass. The organ, designed by Henry Willis (1821-1901) had first been used in the wooden church and was then redesigned in 1882. The clock case (1897), pulpit (1898) and font (1904) were designed by G. F. Bodley who later replaced Pearson following his death.

Finally, stained glass windows by Clayton and Bell survive in the lancet windows in the apse and north transept. The windows in the west end of the north and south aisles are by Charles Eamer Kempe, and those in the north aisle were the work of Nathaniel Wood Lavers.



Fig 53 1910: View north east across the private Almshouses courtyard



Fig 54 Today: View north east across the private Almshouses courtyard



Fig 55 Parish Church of St Michael and All Angel

In contrast, the exterior of the church has a simple character with a strong geometry. It is plain but well composed, and its form is accented by the use of stone dressings that contrast with the red brick facings. The east end is apsidal, not a common treatment for Anglican parish churches, and it is clear that the architect considered how the church would be viewed from this direction in particular.

The original composition was intended to be completed by a spire. This element was never carried out due to a lack of funding. As a consequence, the overall composition is not as refined as it would have been had it been completed as Pearson had designed. Nevertheless, the exterior does contribute to the special interest of the building.

The setting of the church detracts from the special architectural and historic interest of the asset. Development along Station Road and Poplar Walk has removed any sense of connection between the church and the area surrounding it.

Electricity Showrooms and Offices

The Electricity Showrooms and Offices were designated at Grade II in February 1995, with an amendment to the list description shortly after in July 1995.

It has two principal elevations of four-storeys to Wellesley Road and Dingwall Avenue, each clad in Portland stone and contrasting marbles. The centrepiece at the junction of the two roads is a concave elevation, four windows wide set between projecting ribs. At ground floor there are bronze doors with black marble engaged columns surround.

The significance of the listed building is derived from its historical and architectural interest as an inter-war office building. The setting

of the listed building is much altered, principally as a result of the 1960s development of the Whitgift Centre and the ring road. It is now experienced in the context of the mid-rise modern commercial buildings which flank Wellesley Road.

Croydon Minster and Old Palace School

The Minster and the complex of buildings at Old Palace School are both Grade I listed, the latter described by Pevsner as “one of the best survivals in England of a medieval archbishop’s palace”. The flooding of the River Wandle in 1780 prompted the residing Archbishops to leave Croydon Palace and the buildings went into decline. St John’s Church was gutted by fire in 1867, yet was rebuilt according to its original medieval style under the supervision of Sir George Gilbert Scott. During the late nineteenth century the Old Palace was restored and converted by an Anglican Order of Sisters.



Fig 56 Electricity Showrooms and Offices



Fig 57 Croydon Minster and Old Palace School

2.5.7 Protected views and landmarks

Croydon has compiled a list of Local Designated Views of significance for the borough. These include Croydon Panoramas that reinforce Croydon’s sense of local place and identity and Local Designated Landmarks that assist with way finding and contribute to local character of the borough.

There are Local Designated Views south along North End and west and east along George Street.

1. Along Church Street towards the Minster (also a designated view in the Croydon Local Plan)
2. Whitgift Almshouses from Crown Hill
3. Long view of Parish Church from Wellesley Road
4. Long view of NLA tower from George Street (Locally designated view in Croydon Local Plan)
5. View of the Clocktower from North End (Locally designated view in Croydon Local Plan)
6. View of facade of Grants complex from Park Street
7. View along the High Street towards the Almshouses

The impact of new development on each of these identified views will need to be assessed and tested as detailed proposals come forward.

Additional views considered to be important and/or sensitive will also be identified during the development management process and these too will need assessment.

Fig 58 Existing photographs of the most relevant identified views in the NEQ

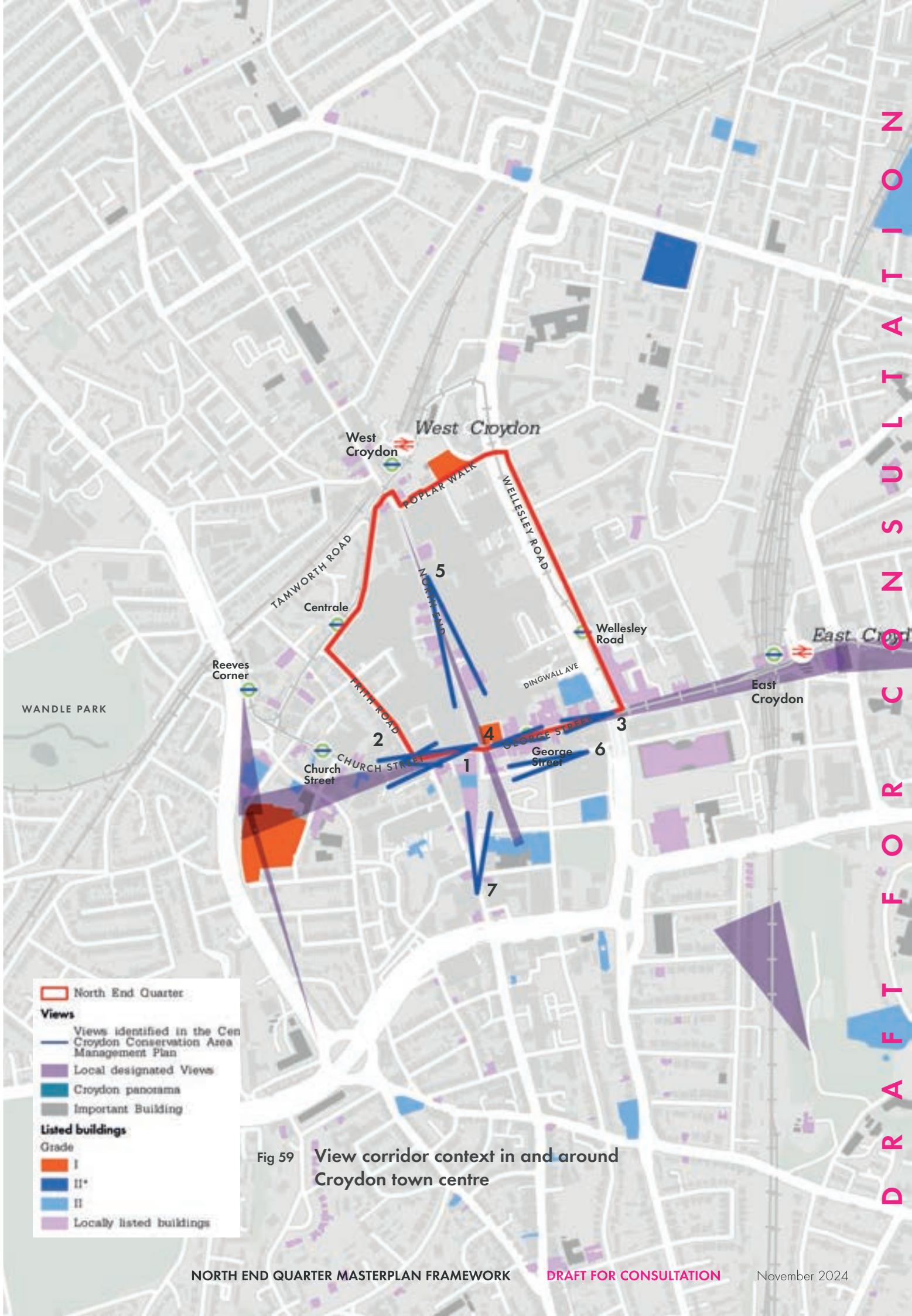


Fig 59 View corridor context in and around Croydon town centre

2.5.8 Protected views and landmarks

1. Along Church Street towards the Minster (also a designated view in the Croydon Local Plan)

The Minster can be viewed partially above the Old Town skyline, providing a focal feature and wayfinder to pedestrians along Church Street. (Fig.47)

2. Whitgift Almshouses from Crown Hill

The Whitgift Almshouses are clearly visible from Crown Hill, acting as a marker to the start of North End and the High Street. Despite its small stature the Alms Houses act as a landmark, terminating views looking north from the High Street and east from Church Street. (Fig.48)

3. Long view of Croydon Minster from Wellesley Road

Croydon Minster is barely visible when viewed west along George Street, primarily obstructed by the Art Deco building at the end of the High Street. With spires only just visible, pedestrians are guided by the public realm to the High Street rather than using the Minster as a wayfinding device. (Fig.49)



Fig 60 View looking west along Church Street towards Croydon Minster from the junction of North End and George Street

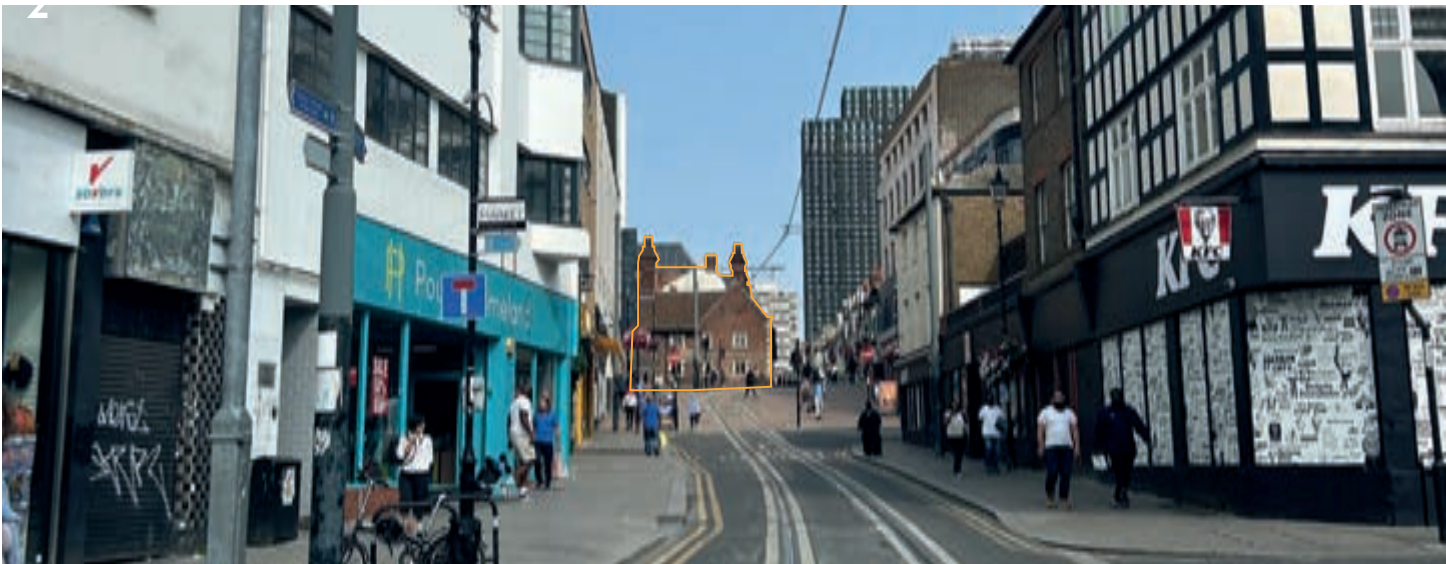


Fig 61 Whitgift Almshouses from Crown Hill



Fig 62 Long view of Croydon Minster from Wellesley Road

2.5.9 Protected views and landmarks

4. Long view of NLA tower from George Street (Locally designated view in Croydon Local Plan)

The NLA tower is a major landmark building within Croydon, visible from a number of locations around the town, including terminating the view looking east along George Street. Framed by the buildings along George Street, the view of the NLA tower is unobstructed and provides a clear location marker for East Croydon train station. (Fig.50)

5. View of Croydon Clock Tower from North End (Locally designated view in Croydon Local Plan)

North End is populated with large trees and as a result the Clock Tower is obstructed from view during summer months. In winter, the Clock Tower is framed by foreground of North End, and its mix of Victorian and C20 buildings. (Fig.51)

6. View of facade of Grants complex from Park Street

Grants can be clearly seen terminating the view west along Park Street. However, the view of this attractive historic building's facade is impaired by the design and massing of the later additions to the building, which dominate the original 19th century facade. (Fig.52)

7. View along the High Street towards the Almshouses

The Whitgift Almshouses are partially visible, at a distance, when viewed to the north along the High Street. The Almshouses are the cornerstone to North End, announcing the end of the High Street. (Fig.53)

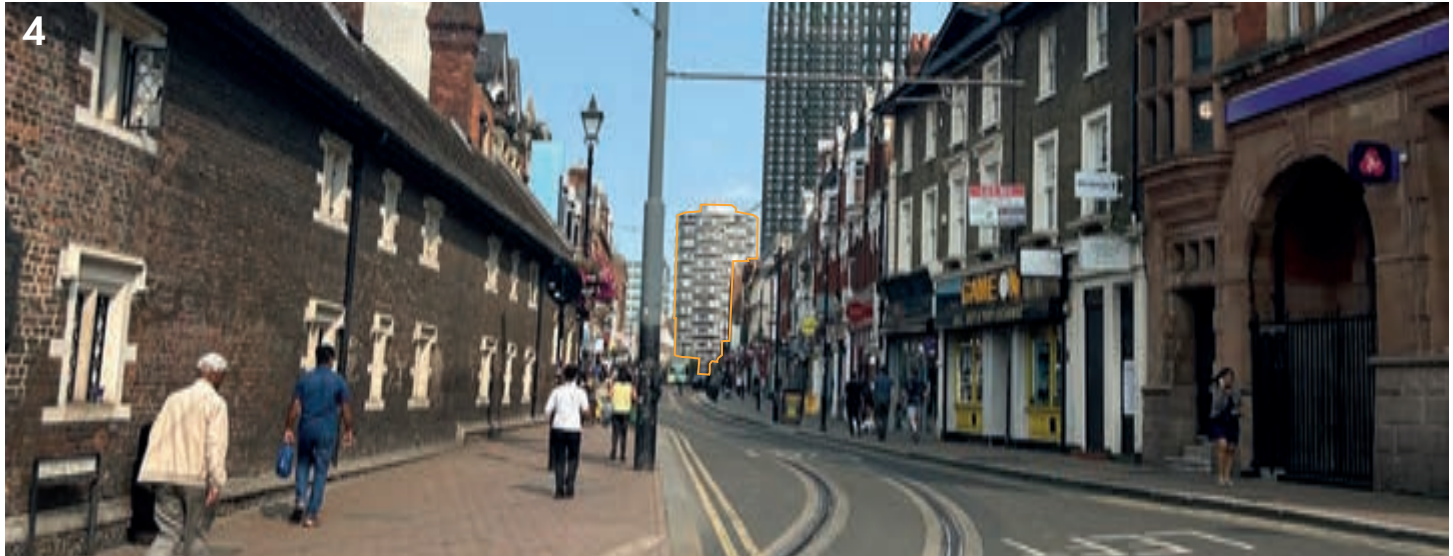


Fig 63 Long view of NLA tower from George Street (Locally designated view in Croydon Local Plan)



Fig 64 View of Croydon Clock Tower from North End



Fig 65 View of facade of Grants complex from Park Street



Fig 66 View along the High Street towards the Whitgift Almshouses

2.5.10 Townscape quality

In spite of the many significant heritage assets which provide interest and value to the townscape quality of Croydon's town centre and the Central Croydon and Church Street Conservation Areas, both the Whitgift and Centrale shopping centres have detrimental impacts on this townscape. The Centrale shopping centre has been purposefully excluded from the conservation area, while the North End facade of the Whitgift shopping centre is indicated as detracting from the conservation area's special character.

The townscape along Wellesley Road is dominated by road infrastructure and tall buildings of varying heights, some of which are very tall. Pedestrian movement is hindered by level changes, wide roads, limited crossings and poor quality pavements with varying and sometimes uneven surfaces and clutter. In addition, buildings generally do not provide active frontage or engage with the public realm, resulting in a poor and potentially unsafe experience for pedestrians.

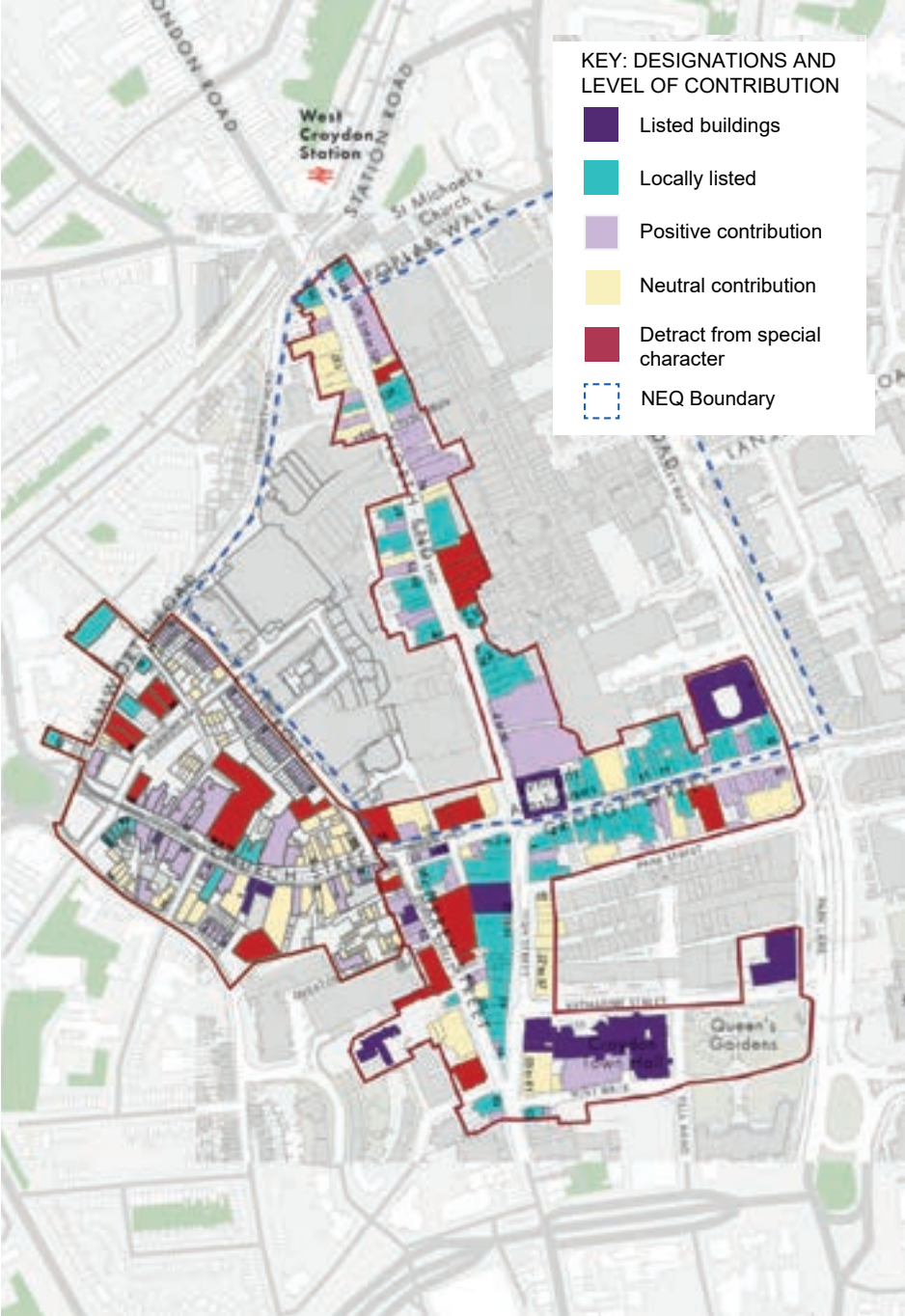


Fig 67 Designations and the contribution buildings within the Central Croydon Conservation Area and the Church Street Conservation Area make to its special character



Fig 68 George Street façades and public realm



Fig 69 Entrances to Whitgift and Centrale shopping centres, North End



Fig 70 Wellesley Rd dominated by road infrastructure

2.5.11 Heights and density

Building heights

Building heights in central Croydon have seen a significant uplift in recent years, with a particular focus of taller buildings around East Croydon station and along Wellesley Road, which bounds the NEQ to the east.

Building heights quickly drop off outside of the town centre as the predominant use becomes residential. This is true of the area immediately west of the Centrale centre, where a significant change in heights can be witnessed on Frith Street - a terrace of two storey Victorian houses - marks a departure from Croydon's commercial centre.

A similarly marked change in heights can be witnessed at the southern end of the NEQ area, where their more modern structures give way to the traditional historic shopping streets and buildings of George Street and Church Street.

Building heights vary significantly within the NEQ area. The existing Whitgift Shopping Centre is significantly lower in height than other areas of central Croydon, but with some taller tower elements interspersed - predominantly along the Wellesley Road corridor. The southern element of the Whitgift centre, which takes in a car park and taller internal elements of Allders, increases in height to the rear of George Street.

The existing Centrale centre is marked by lower heights along the streets which bound it to the east (North End) and west (Frith Road) and taller elements stepped back from these streets in the taller shopping centre elements.

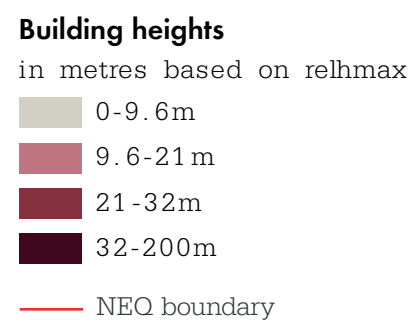
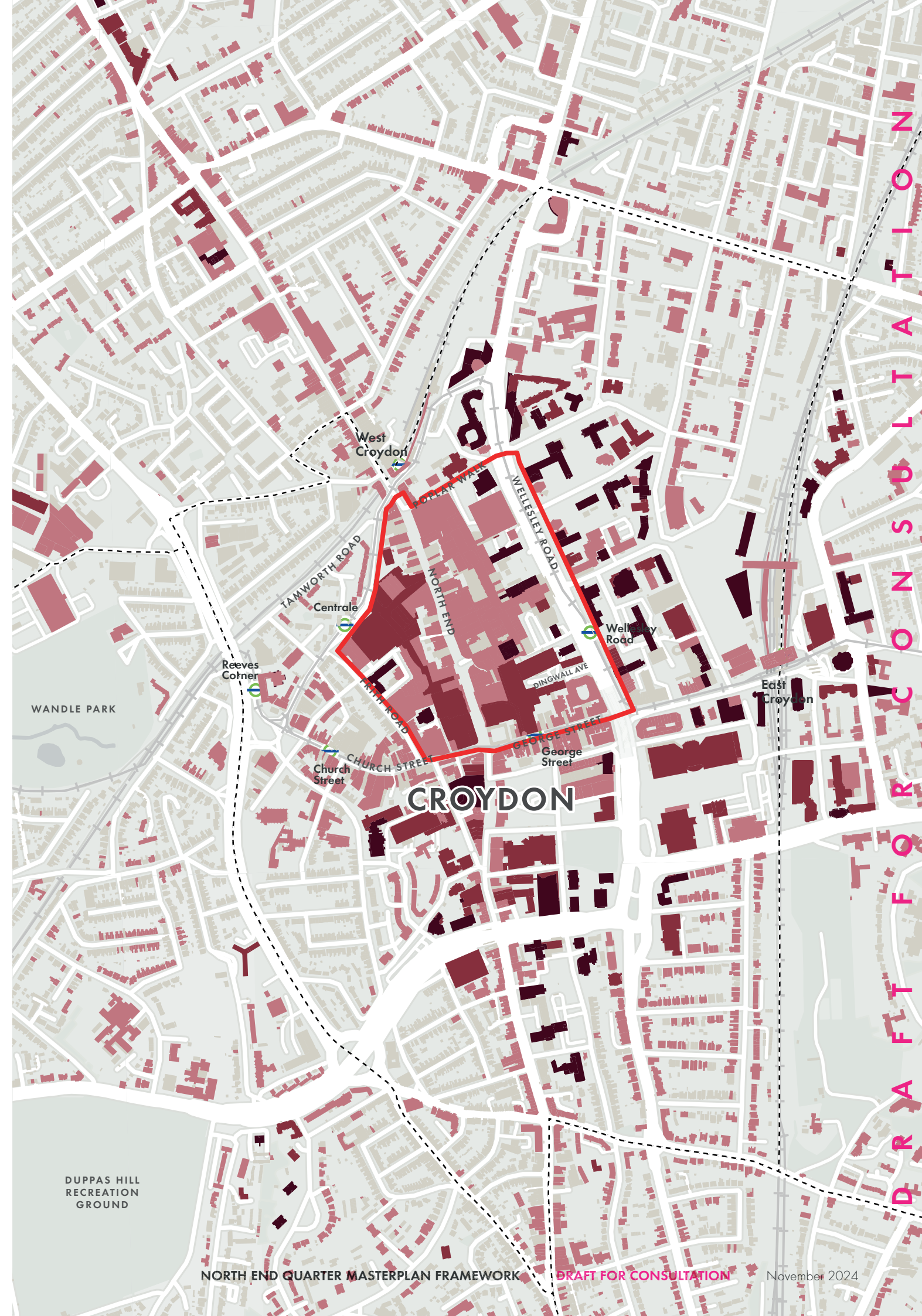
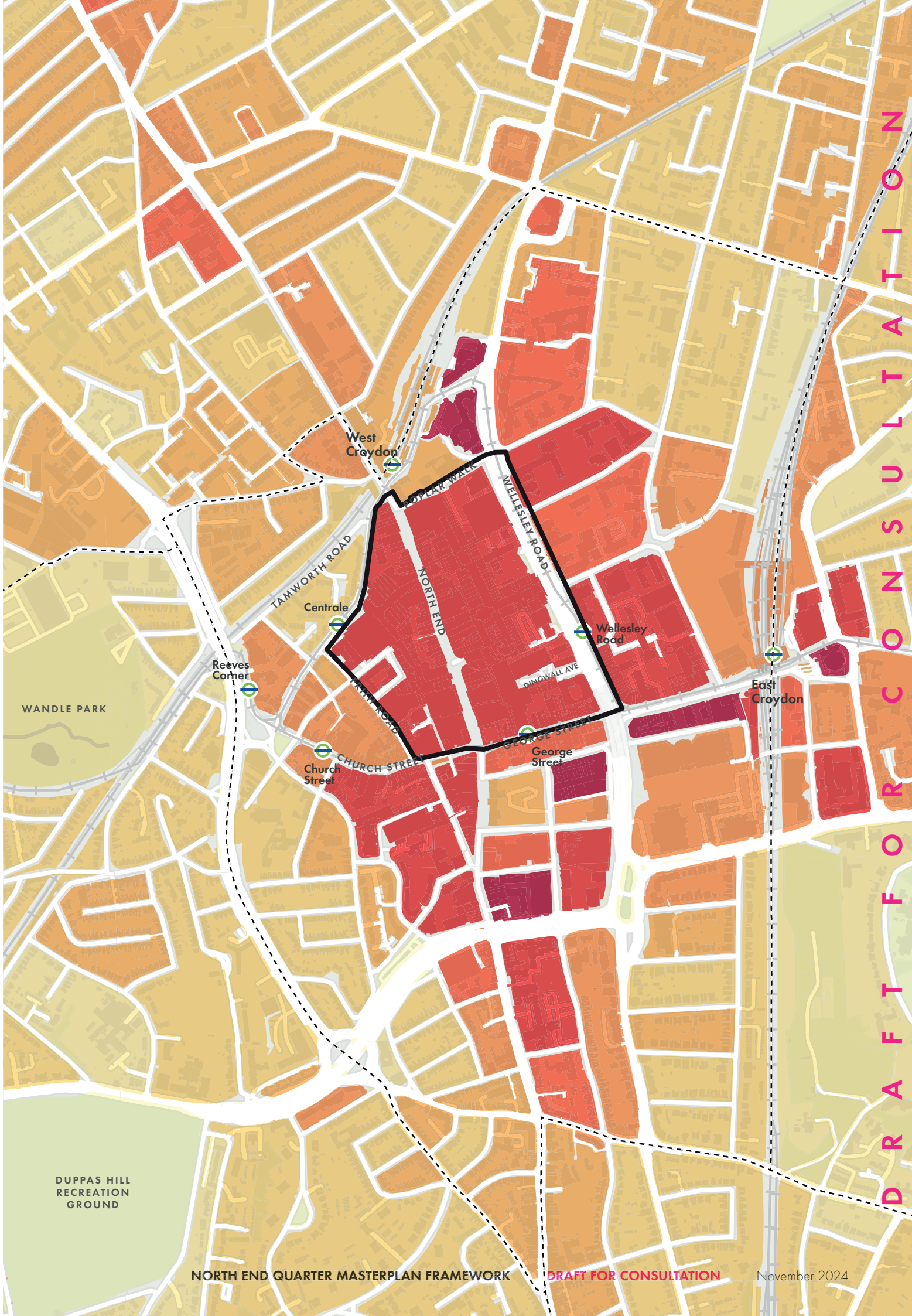
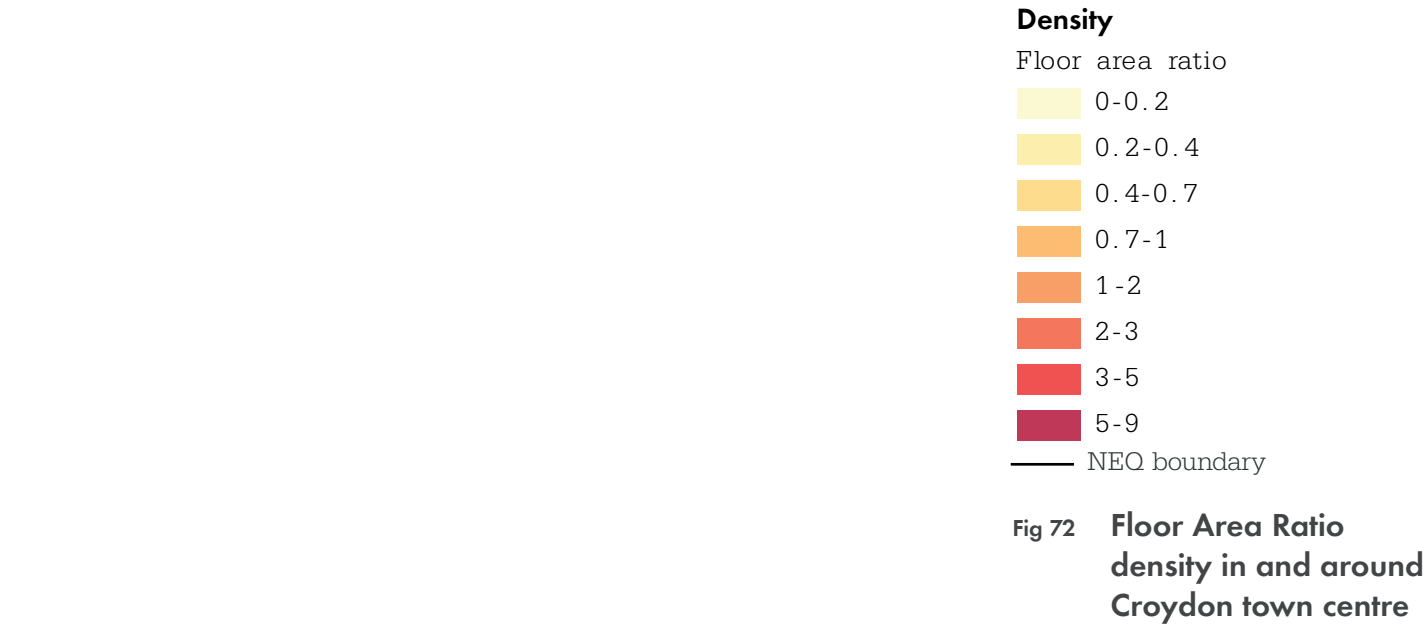


Fig 71 **Building heights in and around Croydon town centre**



Floor Area Ratio (FAR)

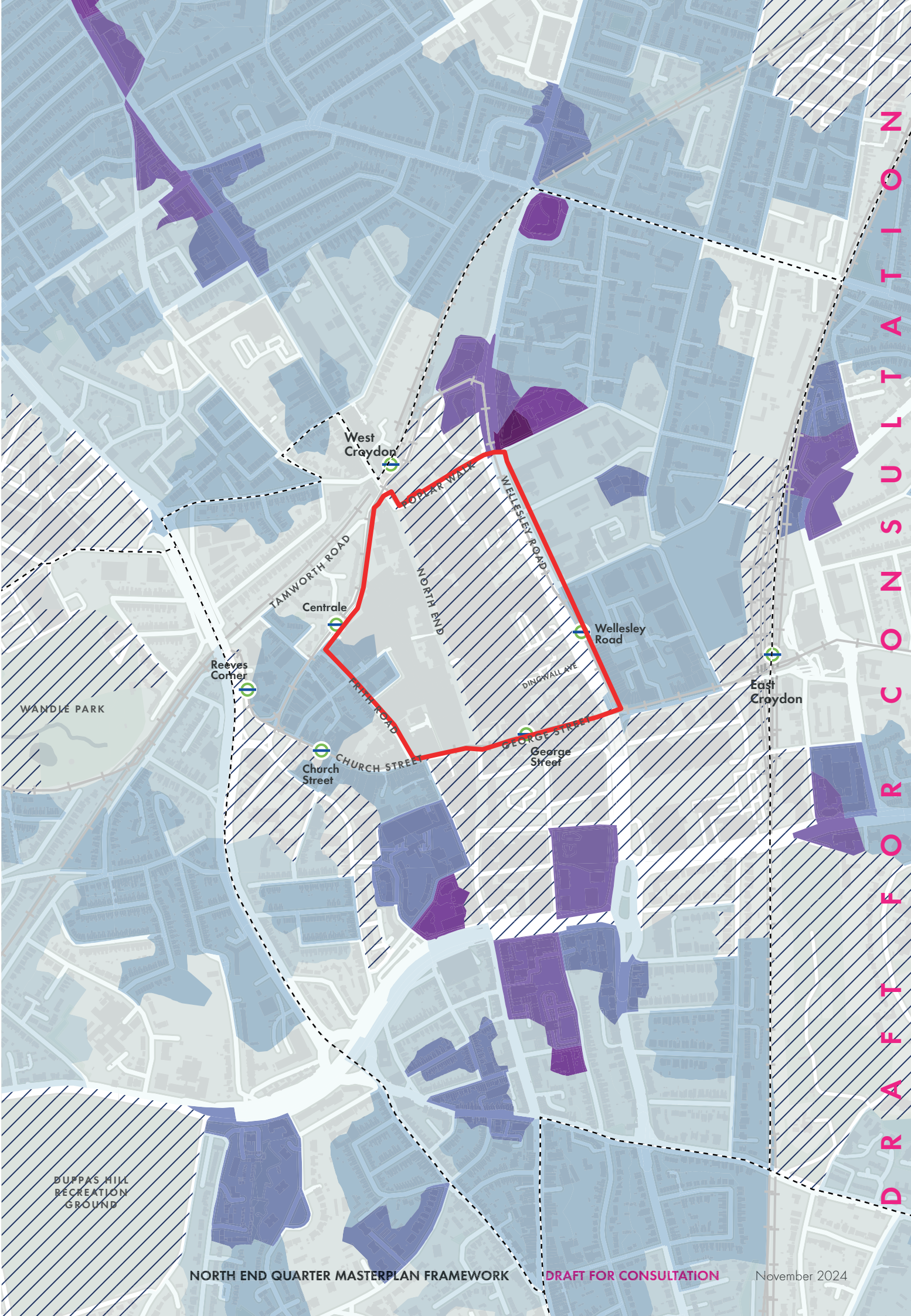
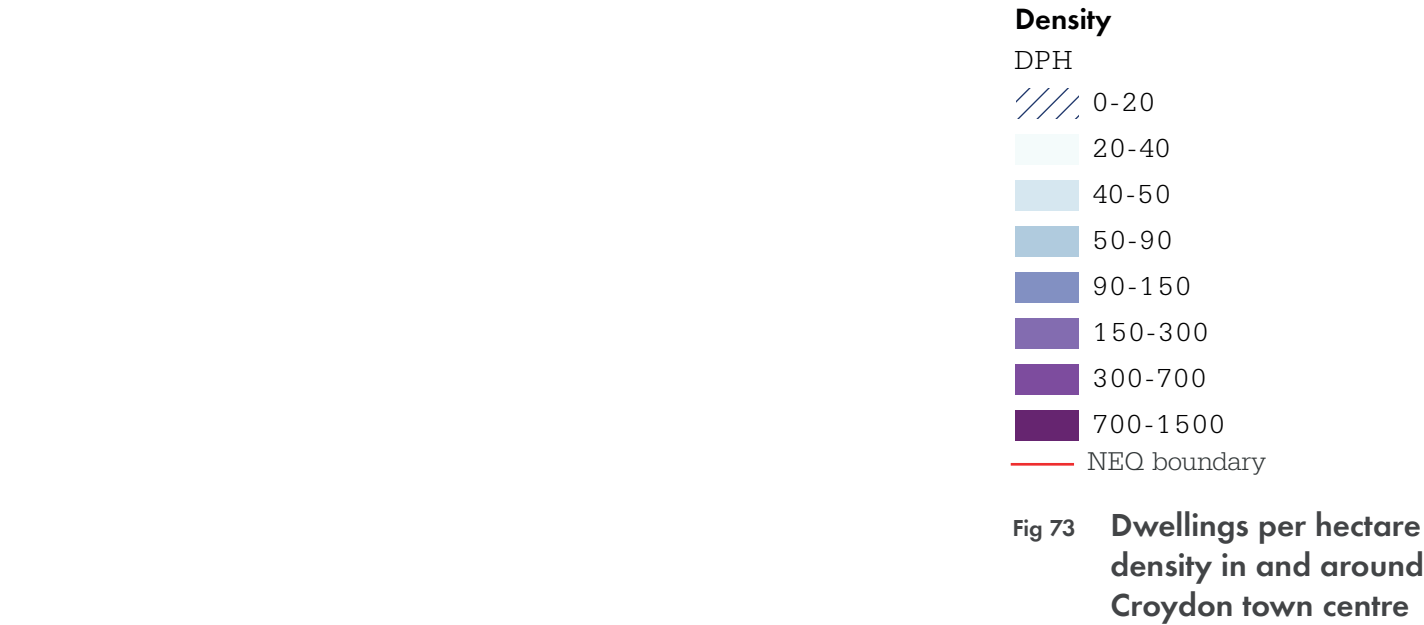
Floor area ratio is the measurement of a building’s floor area in relation to the size of the piece of land upon which it is built. This plan demonstrates that the NEQ are has a high FAR. Given that the NEQ area is predominantly made up of shopping centres comprised of multiple floors, there is a significant amount of floorspace contained within the expansive high density urban blocks compared with some of the finer grain residential blocks to the west.



Dwellings per hectare (DPH)

DPH measures the number of homes within a given area and therefore provides information on the predominance of residential uses. As demonstrated in this plan, the NEQ has a low existing dph. The Whitgift centre in particular has no existing residential. Centrale has some existing dwellings, generally situated above shops or within residential blocks along the western edge.

Given the NEQ’s central location, there is excellent access to public transport connections, and with a general desire from the Council to support growth and increase homes within the Opportunity Area, there is a significant opportunity to enhance the residential offer within the NEQ.



2.5.12 Emerging context

Recent and forthcoming schemes

As an Opportunity Area with excellent transport connections, Croydon town centre is inevitably evolving and changing. A number of recently submitted and consented schemes, and those under construction, are responding to the Council’s aspiration for town centre growth.

1. St Michael’s Square - Planning permission was granted in March 2017 for a mixed use scheme including 232 dwellings and 947sqm of commercial floorspace across 21-25 storeys. The scheme is now completed.
2. One Lansdowne Road - A planning application Ref No 23/02689/FUL comprising for 783 residential units co-working space and retail uses (Use Class E) across two tall buildings measuring 49 storeys and 34 storeys was submitted in July 2023. The application is pending determination.
3. Cambridge House - Planning permission Ref No 16/03368/P was granted in June 2018 for 92 dwellings over 26 storeys. The scheme was completed in 2022.
4. Planning permission Ref No 12/03491/P was granted in March 2013 for 288 new dwellings and retail and community uses at Queen Square within two buildings of 8 and 29 storeys.
5. Citiscape - Planning permission Ref No 22/04309/FUL for 144 new homes across two buildings at 5 and 16/25 storeys was granted in March 2024.

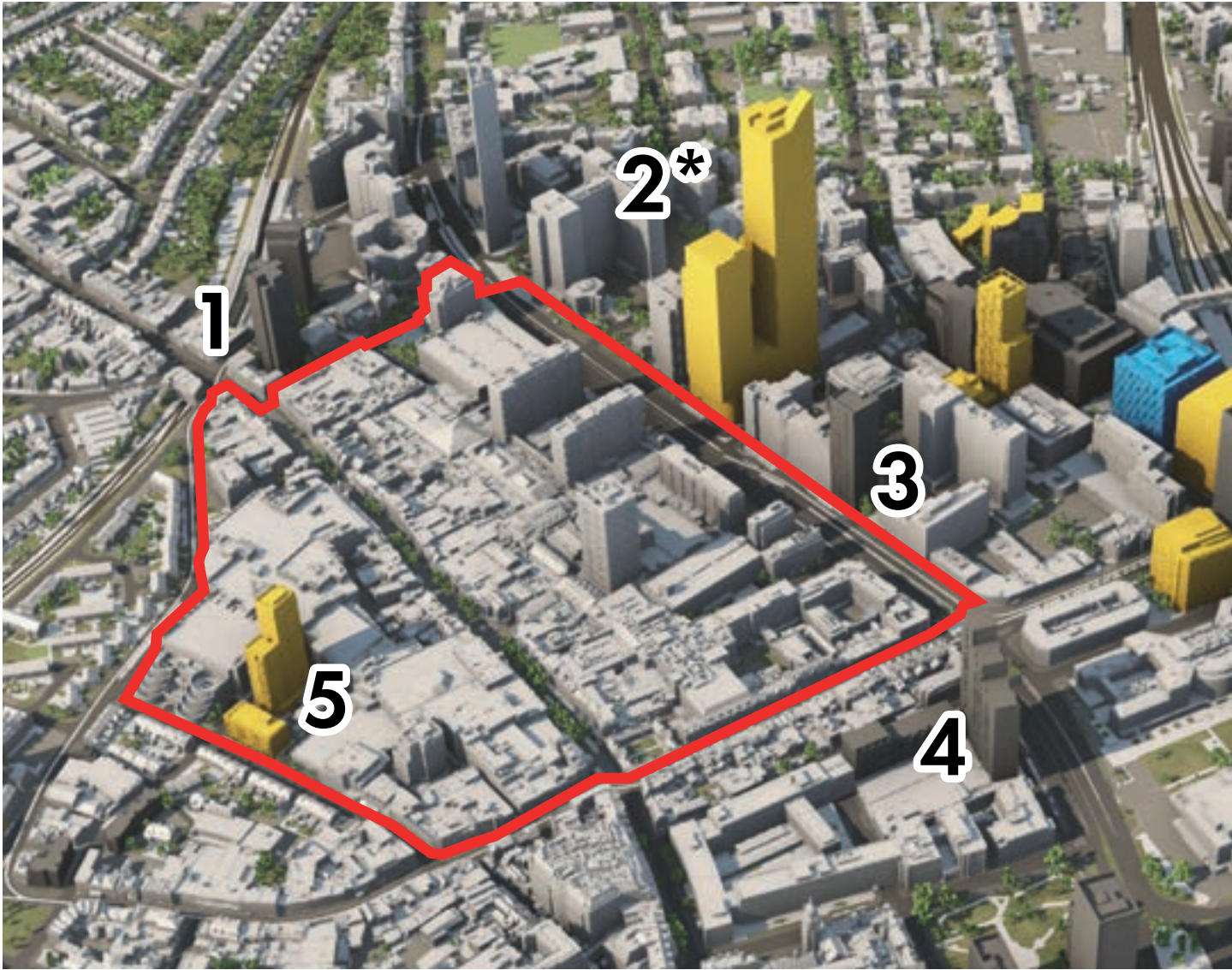


Fig 74 Development activity context in the vicinity of the NEQ

- Planning application consented or under determination
- Recently completed schemes
- NEQ Boundary

* Please note: image shows the consent position of One Lansdowne Road, pending the determination of the live application.

Emerging initiatives

Key emerging transport and public realm initiatives/improvements being progressed by the Council and other stakeholders include:

- Wellesley Road crossings and public realm improvements
- Town centre road safety and active travel improvements in and around the town centre
- Minster Green public realm improvements
- North End improvements
- Improved wayfinding and links to South End
- Civic Partnership Programme to the Surrey street area - public realm and boost of historic market
- Growth Zone Urban Greening programme
- Growth Zone public realm programme i
- Levelling Up Fund projects
- West Croydon Station accessibility and public realm improvements
- London Road active travel and public realm improvements
- Fairfield Halls public realm improvements

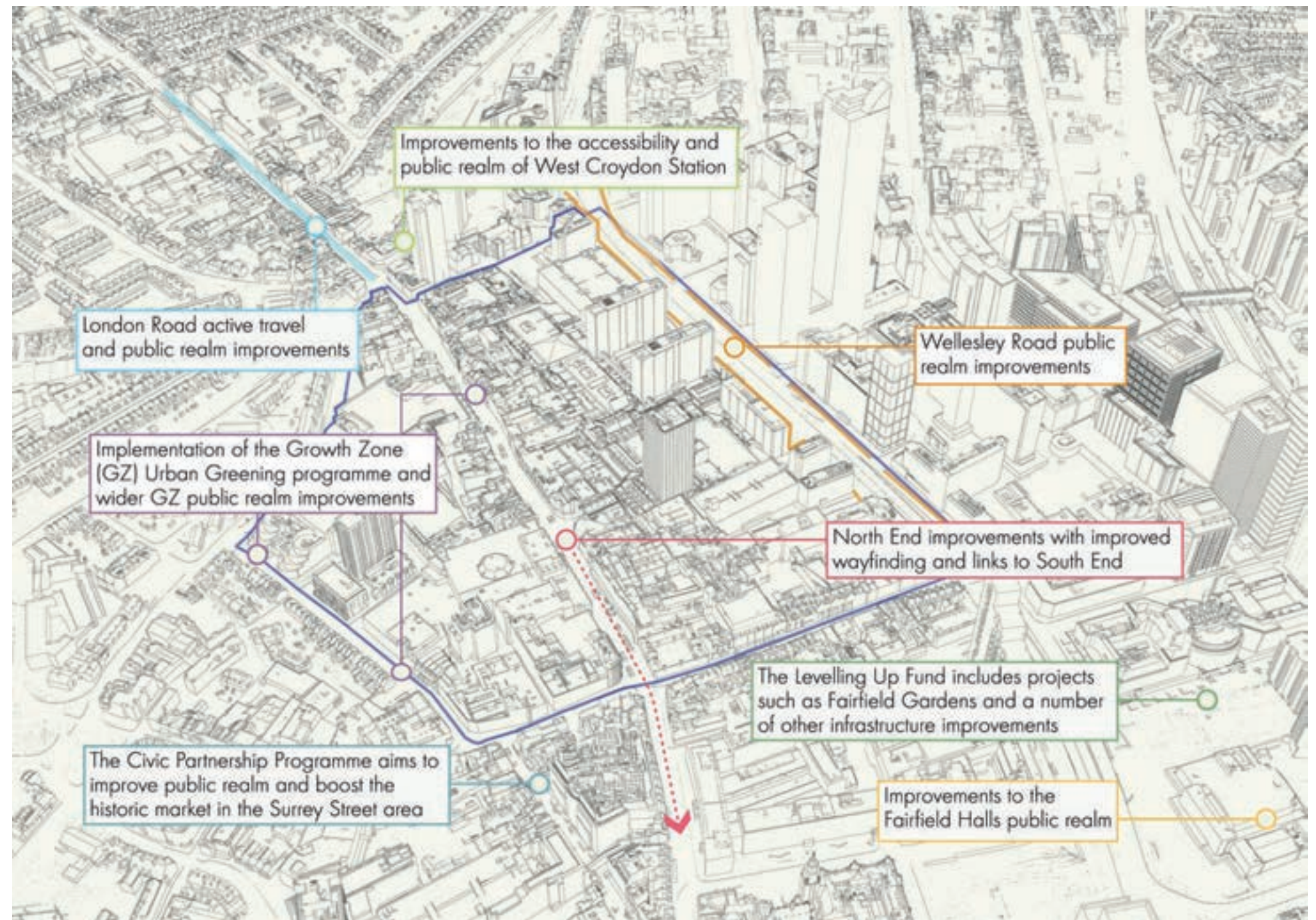


Fig 75 Emerging initiatives in the vicinity of the NEQ

3 Masterplan principles

The North End Quarter will aim to...

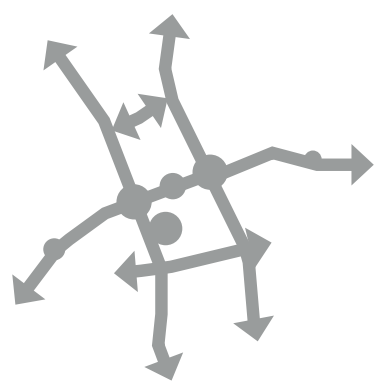
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Deliver place-led change



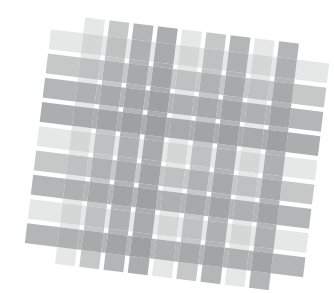
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Create a more permeable public realm network of streets and spaces



3

Curate and deliver an appropriate mix of uses



4

Celebrate local identity, heritage and its setting



5

Address scale in a contextual way



6

Explore placemaking opportunities which respond to NEQ's unique and varied character



7

Provide a mix of high quality homes



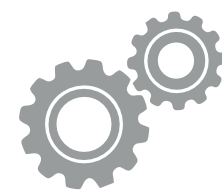
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Strengthen biodiversity and greening



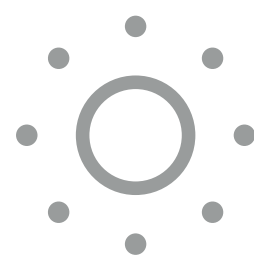
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Resolve access, parking, servicing and infrastructure



10

Create a resilient and sustainable Croydon



3.1 Aim: Deliver place-led change

A busy, diverse, stimulating and high-quality town centre is a prerequisite for success. A robust, sustainable, diverse and place-based approach is needed, designed to capitalise on Croydon's strengths, and address its weaknesses.

Transformation of the NEQ will...

- 1 Celebrate the area's unique commercial, social and physical history - its heritage and identity.
- 2 Be an attractive and high quality destination in which to live, work and visit.
- 3 Maintain Croydon town centre's strategic role as a Metropolitan Centre with a vibrant mix of retail, leisure and commercial uses and activities.

- 4 Deliver much needed new homes in the heart of the Borough's most sustainable location.
- 5 Be supported by a vibrant community, educational/learning, creative and cultural offer.

Fig 76 presents an illustrative masterplan framework for the NEQ's transformation. This framework encompasses aims and principles relating to movement and connections, public realm and spaces and land uses and activities.

Fig 77 shows illustrative principal development phases. It will be important to programme the delivery of these phases incrementally to ensure the continued vitality of town centre. Given the scale and complexity of the NEQ's regeneration, later phases may change as the needs of the town centre evolve over time.

Underpinning the masterplan framework is the overriding aim to deliver place-led change.

The following sections explain more of the aims and outline more of the principles of this masterplan framework.

The framework is flexible and will change as more detailed design and feasibility work is undertaken - but the aims and principles underpinning it will remain relevant as designs evolve and crystallise.

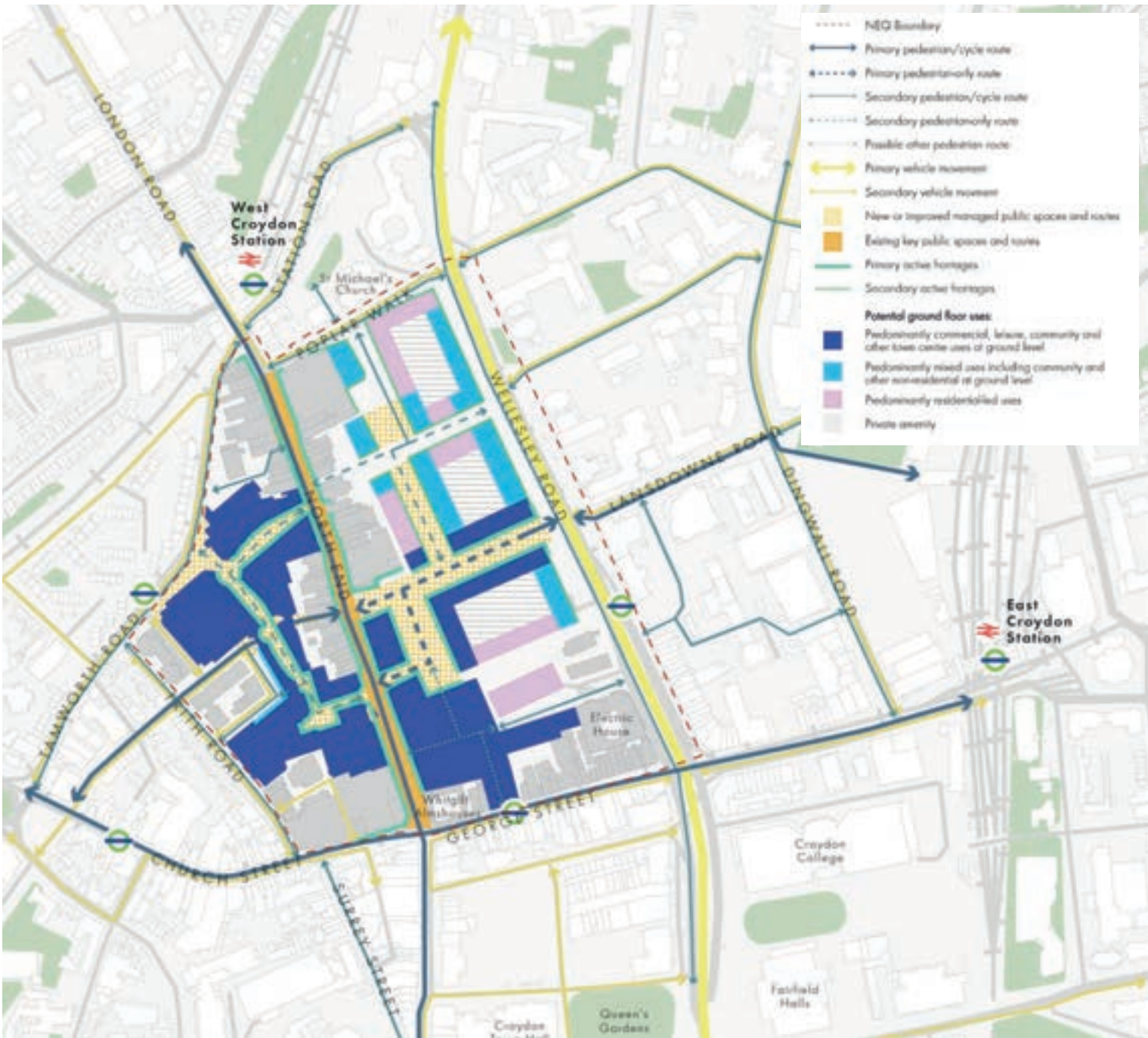


Fig 76 NEQ Masterplan Framework - master diagram
note: blocks shown on all plans are indicative only.



Fig 77 Principal outline development phases (l-r): Today - Centrale retail consolidation and improvements; Phase 1 Whitgift South under construction; Phase 2 Whitgift North under construction

3.2 Aim: To create a more permeable public realm network of streets and spaces

3.2.1 Hierarchy of routes and connections

A hierarchy of routes and connections will be delivered to help ensure new development in the NEQ is fully integrated with Croydon town centre's wider context.

Primary, secondary and other routes will deliver better quality links and connections with surrounding communities and will improve access to nearby bus and tram stops, rail stations and the wider active travel network. New routes will fulfil criteria relating to accessibility, safety, connectivity and visual legibility.

The emerging Local Plan NEQ policy seeks the establishment of new routes through the town centre, including a north-south route east of the North End façade and east-west routes providing links to existing streets and facilities either side of the shopping centres.

Transformation of the NEQ will...

- 1 Deliver a new, public route which directly connects Lansdowne Road (and East Croydon beyond) with Drummond Road (and Croydon Old Town beyond) via North End. This new E-W link will be accessible 24 hours a day with an aspiration for other key routes to have 24hr access where possible.
- 2 Deliver public realm improvements to Drummond Road such as lighting, signage and potentially public art installations.

- 3 Improve secondary connections between Poplar Walk and the new primary E-W link, which will support a new town centre neighbourhood. If possible this connection will closely align with Sydenham Road and provide a link to upper North End.
- 4 Consider the viability of establishing public routes through the site of the former Alders store. This will depend on the future use of the site. Studies should explore the viability of connections between George Street, Dingwall Avenue, North End and north towards the new E-W route.
- 5 The aspiration is for new routes to be legible and 'step free' public streets that aid direct journeys. Where possible they will be lined with uses and activities which bring street activity and passive surveillance throughout the day and night.

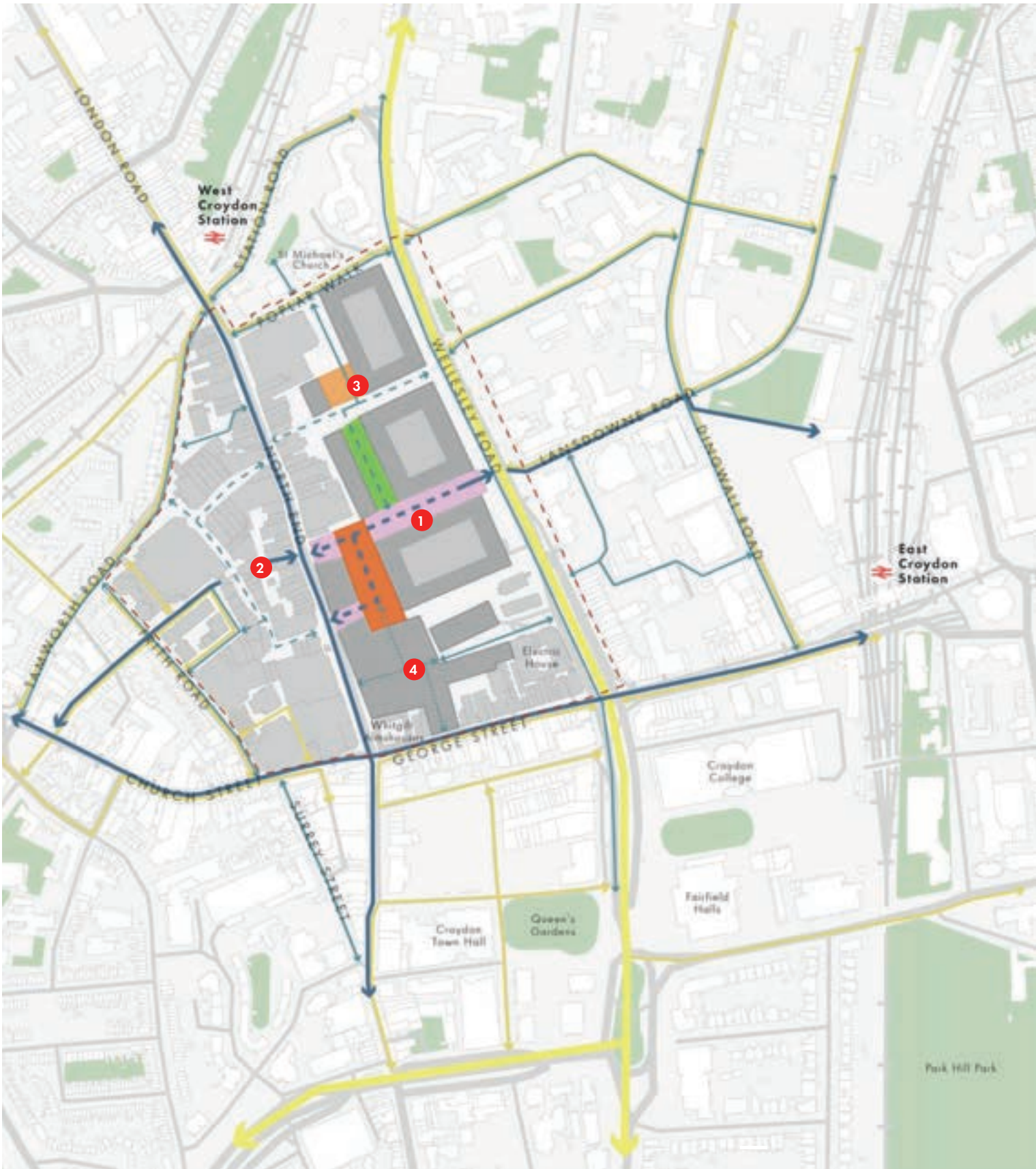


Fig 78 Existing and potential evolution of a new route hierarchy for the NEQ

note: blocks shown on all plans are indicative only.

Aim: To create a more permeable public realm network of streets and spaces

3.2.2 Hierarchy of pedestrian routes

The NEQ's transformation will see the delivery of an open, accessible, legible and safe pedestrian network of routes which properly integrates the NEQ into the wider town centre network.

Transformation of the NEQ will...

- 1 Deliver an open, accessible and direct E-W pedestrian route. This will be a generous route, open 24 hours, which successfully navigates the level difference across the site.
- 2 The E-W route will continue west of North End on the alignment of Drummond Road.
- 3 East of North End and north of the E-W link, a smaller network of local pedestrian routes will be created within each of the new residential neighbourhoods providing local access and connections and, ideally, a new link north to Poplar Walk.
- 4 Explore ways to refurbish the former Alders Store and in doing so seek to establish new routes through the site connecting with the new E-W link, Dingwall Avenue and North End itself if possible.



Fig 79 Potential pedestrian route hierarchy for the NEQ
note: blocks shown on all plans are indicative only.

Aim: To create a more permeable public realm network of streets and spaces

3.2.3 Cycle routes

The NEQ's transformation will see the delivery of cycle infrastructure and route upgrades to help support modal shift and support more sustainable patterns of behaviour.

Transformation of the NEQ will...

- 1 Retain and improve the cycle route along the length of North End.
- 2 Investigate with relevant landowners and TfL the opportunity to deliver a new cycle route as part of the upgrades being progressed along Wellesley Road.
- 3 Dedicated cycle parking and docking stations will be provided throughout the NEQ.

- 4 Secure and integrated cycle parking facilities will be provided for all residential dwellings in accordance with parking standards.



Aim: To create a more permeable public realm network of streets and spaces

3.2.4 Hierarchy of public and private spaces

A hierarchy of routes and spaces will be delivered to help improve the environmental quality of the town centre and support and complement the diverse uses and activities around them.

As future detailed design proposals are progressed, making provision for the needs of all users will be a key consideration in the design of routes and spaces. This will include creating good quality and convenient, accessible solutions to how level changes across the site are addressed.

Where possible, the aspiration will be that new spaces are designed and managed to reflect the principles outlined in the GLA's Public London Charter.

An integrated network of accessible public open spaces, semi-public and private landscaped areas – each with distinctive scale, character and purpose – will collectively form the focal point of outdoor activities. The character, scale and type of each space will be defined by their location and edges, and their proposed functions.

- 1 Anchor public space
- 2 A Linear Park and new public spaces
- 3 A new Eastern approach
- 4 Private and shared amenity

The redevelopment and renovation of the NEQ provides an opportunity to broaden the range of cultural and social events and activities within the town centre. The busyness of North End and scale of the Whitgift site can support a major new public space that has the flexibility to contain

commercial uses, an event space or other installations that can be programmed with the major festivals that already form part of Croydon's cultural life. Alongside this primary new square, other small plazas and spaces permeate the rest of the commercial development to provide space for cafes and restaurants to spill out, or provide benches for lunch, socialising and relaxation outside the new workplaces.

New public spaces will be managed so as to support a programme of special events and activities to help draw in visitors and expand the public offer. The programme and events to be hosted in these spaces should be developed collaboratively with stakeholders and captured within an agreed Community Plan.

Spaces should be managed through the use of well-considered and responsive long-term management and maintenance strategies.

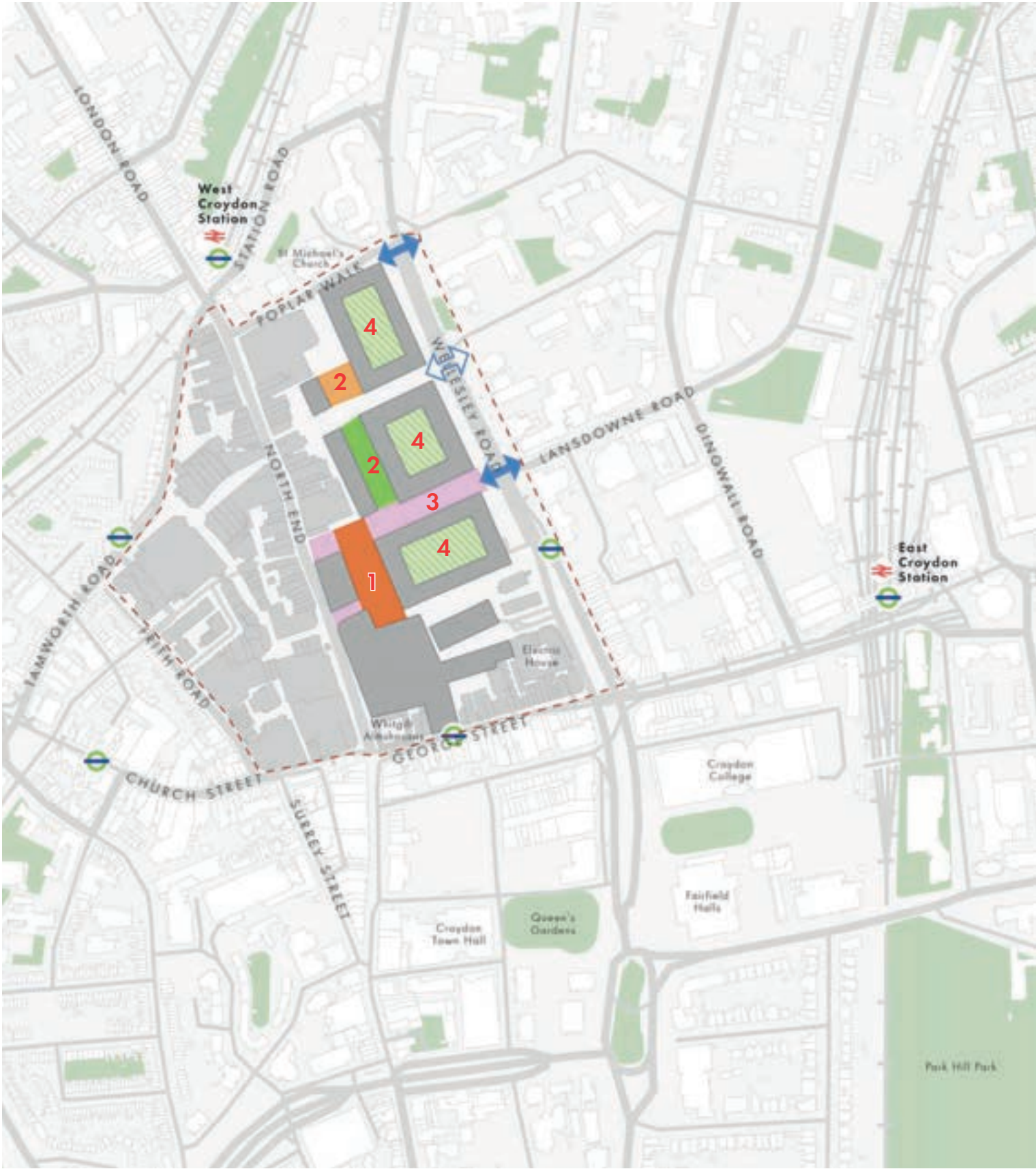


Fig 81 North End Quarter public realm framework

note: blocks shown on all plans Wand areas of public realm are indicative only.



Aim: To create a more permeable public realm network of streets and spaces

3.2.5 1 Anchor public space

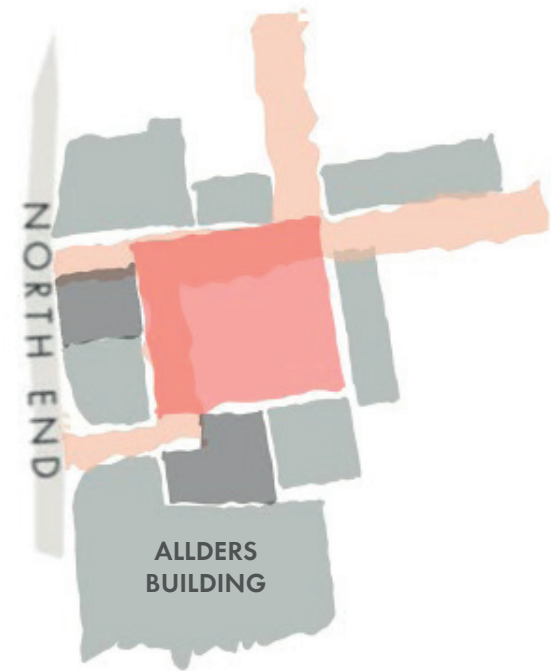
A generously scaled new anchor space, in the approximate location of the Whitgift Centre's existing main atrium, would likely be the largest public space in the NEQ and be a major hub for events, festivals and a curated pop-up programme.

It would be an accessible and inclusive open space that serves residents of and visitors to the NEQ and wider Croydon Opportunity Area.

Located immediately adjacent to busy North End and intersected by the new E-W route, this space could become a focus for the new mixed-use district framed by retail with ancillary food and drink uses to support an active daytime and evening economy.

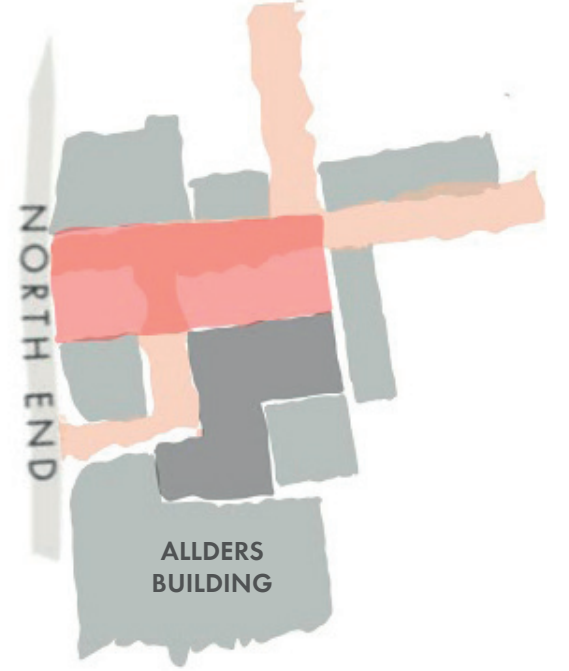
The scale and form of this new anchor space will be defined as more detailed masterplanning is progressed. However, the existing Whitgift structure and basement arrangement provide some constraints. Some concept options include:

- 1 Square:** This could sit alongside the main E-W route and the short route parallel to North End. It could be flanked by existing and new active frontages. Whilst it would be a generous space, its square proportions might result in the space feeling large and over-scaled, potentially undermining the user experience. It would provide good connections to adjacent spaces and routes immediately but retail frontage on the eastern edge would be some distance from the North End's primary retail frontage and consequently might not integrate with North End as well as it could.
- 2 East-west:** This space could be aligned east-west along the axis of the new E-W route. It could be an extension of a major new connection with North End and be flanked by new active frontage on the southern side. Whilst it would align well with the natural flow of pedestrians, its flexibility may be compromised with the space being as much a route as it would be a public space.
- 3 North-south:** This alignment could sit parallel to North End but could share its northern short side with the new E-W route. In programming events and activities, the roles of the space as a route and a space would be more complementary, with less conflict between these two primary roles. The space could be flanked by existing and new active frontage. The space could also lead to a new connection with the refurbished former Allders site.
- 4 Diagonal:** The triangular geometry could seek to forge strong connection between spaces, thus supporting linkages and integration of the new public realm network. However, the resultant new floorspace would likely be provided in less efficient form which could undermine its commercial success.



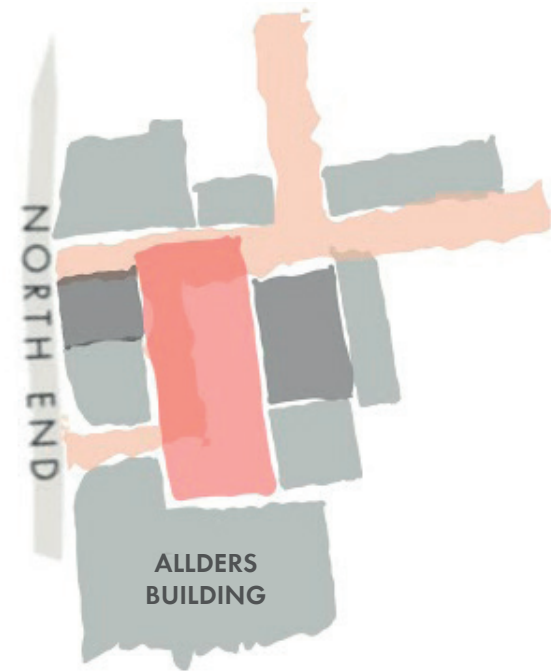
1 Square

Large and flexible, but could feel large and potentially disconnected so would need careful programming



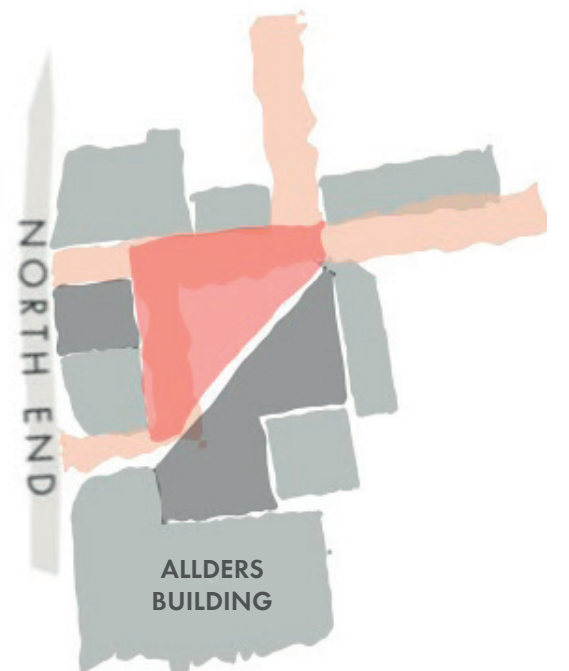
2 East-west

Integrated with the proposed E-W route, but perhaps resulting in route vs space conflicts



3 North-south

Connected with but adjacent to the proposed E-W route, a large a flexible space running parallel with North End. Connections to new routes the north may not be as legible and direct as other options



4 Diagonal

Emphasis placed on the securing good quality connections between new spaces, but perhaps at the expense of space efficiency

Fig 82 Concept studies exploring the shape, orientation and alignment of the proposed new anchor public space (note that these options are linked to options regarding the potential retention of the Allders building which may impose certain constraints to the anchor space arrangement)

Aim: To create a more permeable public realm network of streets and spaces

3.2.6 Other key type of spaces...

2 A linear park and new community spaces

Structured around a sequence of green spaces, the central north-south spine and eastern parts of the Whitgift centre could form a new residential neighbourhood. A linear, north-south route could connect the new east-west route to the south with a new landscaped pocket community space at the northern end of Whitgift, where new community facilities could be positioned as appropriate to benefit existing and future residents. More modestly scaled than the main central square, this could be a more discreet space serving new and existing residents.

These spaces could provide scope for soft landscaping and designed to support rich biodiversity. They could be informal spaces, with facilities to encourage small meetings and conversations, made safe by being overlooked by windows and doors.

3 A new eastern approach

Designed as part of the new eastern gateway to the NEQ, a new Wellesley Road 'entrance' space could meet the major new at-grade pedestrian crossing aligned with Lansdowne Road to the east, making the route towards East Croydon Station. With a wayfinding role, this space could welcome pedestrians entering the site from the east. Commercial and retail uses would likely face onto this space.

This space could be primarily be designed, used and managed as a route, flanked along its length by

active frontage and town centre uses. It will be a busy space, with high columns of pedestrian movement.

This route will need to navigate a significant level change which is explored in Fig 112.

4 Private and shared amenity

Each new home within the transformed NEQ will have access to private and shared amenity space. This could be provided through a variety of space typologies ranging from private balconies, shared roof terraces and shared courtyard spaces.

These spaces will be quite, private, intimate spaces and managed spaces with no access to the general public. There will be opportunities to incorporate features which support sustainable urban drainage and biodiversity.



Fig 83 Anchor spaces examples: Covent Garden



Fig 84 Bishop's Square, Spitalfields



Fig 85 Linear park examples: from left, Canon's Marsh, Bristol; Elephant Park, London; Hollybrook, Neasden



Fig 86 Eastern approach: Bankside



Fig 87 Private courtyard: Keybridge House



Fig 88 Private courtyard: St Andrews, Bow



Aim: To create a more permeable public realm network of streets and spaces

3.2.7 New E-W link - a new chain of public spaces

A strong primary east-west route connecting a radically improved East Croydon Station with North End and beyond to Croydon Old Town will improve permeability, support greater active travel and provide the town centre with a chain of green spaces.

This primary pedestrian route will make a very significant contribution to Croydon's public realm network. It could host a hierarchy of managed spaces as follows, all of which will be open to the public:

- 1 A new large anchor public space in a transformed Whitgift Centre, complementing and supporting a wide range of town centre uses.
- 2 A new 'Eastern Approach' at-grade crossing as part of an improved Wellesley Road.
- 3 An improved interface with the existing alignment of Drummond Road.

These spaces will be designed to deliver a flexible and varied hierarchy of new public spaces for the NEQ and Croydon as a whole.

They will be managed so they host a varied programme of pop-up events and activities which will complement other events, programmes and festivals in the town centre.

New and improved public spaces will be designed and sized carefully and appropriately for associated pedestrian flows to support community, cultural and commercial events and activities conducive to their respective locations and surrounding characters.



Fig 89 A new primary east-west link through the North End Quarter
note: blocks shown on all plans are indicative only.



Fig 90 King's Cross: Key route with active frontages and greening

Aim: To create a more permeable public realm network of streets and spaces

3.2.8 Wellesley Road boulevard

Once a tree-line urban street providing access to some of Croydon's historical institutions, various road widening initiatives have left Wellesley Road an urban motorway.

Delivering physical environmental improvements to the Wellesley Road corridor is one of six key public realm principles for Croydon town centre as outlined in the OAPF.

Working with key stakeholders including TfL, the Council are now promoting the delivery of an ambitious public realm and landscaping scheme to transform Wellesley Road into an urban boulevard creating a more people friendly environment in line with OAPF principles. This will be an integral part of wider the transformation of the NEQ and will complement and provide improved connections across the heart of the town centre.

By reconfiguring both the road and its edges, the Wellesley Road corridor will be transformed from an urban motorway barrier into a busy and vibrant urban boulevard, with trees and landscaping, new pedestrian crossings and generous public realm.

Transformation of the NEQ will...

1 Deliver a package of improvements designed to address existing constraints which include the impact of the tram route, retaining wall constraints on the eastern flank of the existing Whitgift Centre, the existing car dominated dual carriageway condition of Wellesley Road and existing traffic management arrangements which prioritise vehicular movement over active travel. This may involve a varying of the existing building line / frontages along Wellesley Road.

- 2 Explore opportunities for urban greening and tree planting along the length of Wellesley Road in order to address deficiencies in green infrastructure.
- 3 Deliver a major new at-grade pedestrian crossing aligned with Lansdowne Road which will provide good quality connections to East Croydon Station - part of the new primary E-W link.
- 4 Explore the potential for a new crossing on the axis of Sydenham Road. The potential for this to align with an entrance to a new residential neighbourhood as part of the redeveloped Whitgift Centre will be explored.
- 5 Explore scope for improvements to the existing Bedford Park / Poplar Way crossing, if viable.



Fig 91 Wellesley Road boulevard
note: blocks shown on all plans are indicative only.



Fig 92 New Kent Road Transformation: Example of how a key arterial road can be transformed into a tree-line boulevard and improved environment for pedestrians and cyclists

Aim: To create a more permeable public realm network of streets and spaces

3.2.9 North End - Croydon's priority retail spine

North End is Croydon town centre's historic high street. Transformation of the NEQ will see the economic, environmental and social role of this principal axis strengthened.

Transformation of the NEQ will...

- 1 Strengthen North End's role as the centre's primary prime retail spine.
- 2 Deliver improved public realm including trees and soft landscaping elements.
- 3 Support measures to improve and rationalise delivery and servicing arrangements to create a more people friendly environment.
- 4 Support the retention of existing cycle routes along North End and, where possible, deliver measures to help improve the interaction between pedestrians and cyclists.

- 5 Support temporary and pop-up uses during the phased development programme including a diverse programme of events which will bring added interest and life to this historic street.
- 6 Emphasise the key role of an intersection between North End and a route feeding into the key new public space as a node of commercial, arts and community activity.



Fig 93 North End corridor

note: blocks shown on all plans are indicative only.



Fig 94 Key retail high street activated with meanwhile uses

Aim: To create a more permeable public realm network of streets and spaces

3.2.10 George Street and Poplar Walk connections

George Street and Poplar Walk define the NEQ's southern and northern boundary respectively. In doing so, they form an important frame for the NEQ's transformation.

Both routes play a particularly important role in connecting the NEQ with the town's primary public transport hubs. They are also sensitive in terms of their heritage assets.

Transformation of the NEQ will...

- 1 Support and enable improvements in the pedestrian environment along George Street through the provision of a primary E-W route to the north which provides an alternative high quality connection with an improved East Croydon Station.
- 2 Explore, through the adaptation of the former Allders Store building, the potential of delivering links to the redeveloped Whitgift site, Dingwall Avenue and North End will be explored.
- 3 Support a potential new link connecting a new residential neighbourhood (delivered through redevelopment of the Whitgift Centre) and Poplar Walk will contribute to an improved network of routes in the town centre.
- 4 Environmental improvements along Poplar Walk through landscaping, SUDs and street trees could be designed to support improvement along the length of Poplar Walk.
- 5 Support the principle of using existing public spaces along Poplar Walk for meanwhile events as part of a meanwhile strategy.
- 6 Explore opportunities to deliver a cycling route along Poplar Walk to improve connections with West Croydon.
- 7 Seek to balance the needs of all future users of Poplar Walk, i.e. pedestrians, cyclists, private and service vehicles.



Fig 95 George Street and Poplar Walk connections
note: blocks shown on all plans are indicative only.



Fig 96 Key retail street accommodating tram, vehicle and cycling

Aim: To create a more permeable public realm network of streets and spaces

3.2.11 Minor connections

To complement the primary new east-west route, the potential for minor routes and connections across the NEQ will be explored, including access through existing buildings to help further improve permeability across the area.

Where it is viable and deliverable to do so, transformation of the NEQ will...

1 To the east of North End, explore options to provide new and improved connections between the redeveloped Whitgift Centre and George Street, Wellesley Grove (to Dingwall Avenue) and Walpole Road.

- 2 Particular considerations revolve around resolving the future use of the former Alders Store and servicing arrangements for major new development. This route will be subject to proposals and future occupier requirement.
- 3 Improve and enhance the network of informal, organic routes which characterised the more historic area west of North End at the threshold with Croydon Old Town.



Fig 97 Nurturing minor connections
note: blocks shown on all plans are indicative only.



Fig 98 Elephant Park: Example of a pedestrianised street with active ground floor uses and greening

Aim: To create a more permeable public realm network of streets and spaces

3.2.12 Former Alders Store

The former Alders Store enjoys a prominent position on the corner of George Street and North End.

Building façades on frontages to both these key retail streets contribute positively to the character of the conservation area.

The future adaptation and use of this significant site should explore how routes and connection might be established between the redeveloped Whitgift Centre, George Street, North End and Dingwall Avenue.

Consideration should also be given to how future adaptation can respond to the setting of the adjacent Grade I Listed Whitgift Almshouses.

A number of options should be explored, including:

- 1 Historical link**
The former Alders Store did historically include a retail arcade route between George Street and North End. Could this be reinstated?
- 2 One unit link**
Consolidation of the former department store to form one large retail unit with other uses above, potentially with a new physical north-south link at the site's eastern end, including potentially with Dingwall Avenue.
- 3 Two unit link**
Creating a potential pedestrian connection between two separate retail units, one fronting George Street and one North End respectively. This link could also potentially open up to Dingwall Avenue.

- 4 Three unit link**
This scenario would create three separate retail units of varying size and each with different principal addresses. A route between them could be formed.
 - There will be other options which will need to be explored.
 - All options will need to carefully consider the potential heritage impacts of new development and the positive contribution made by parts of the existing elevations of the former Alders Store.
 - Any link is subject to future occupier needs, if one cannot be provided there is sufficient movement along North End in any event.
 - Ensuring any public routes are safe and legible is a priority.



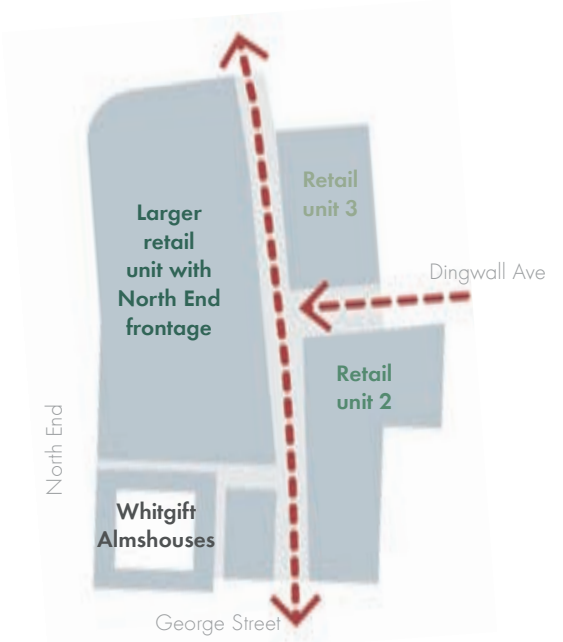
1 Historical link
Reinstate the arcade route linking George Street with North End. This approach would recognise the historical arcade, but would be constrained by existing geometries which might undermine the quality of the route.



2 One unit link
Create new N-S route between George Street, Dingwall Ave and redevelopment to the north to the west of one large retail use. This option would offer the greatest opportunity to deliver large floor-plates for the refurbished Alders store and would provide a direct and legible connection to Dingwall Avenue.



3 Two unit link
Create discrete retail units fronting North End and George Street, with a route between. This approach would capitalise separately on the two primary street frontages. Depending on the layout of the units, the route between might not be direct.



4 Three unit link
This approach would create three separate units, potentially with frontages to North End, George Street as well as the redevelopment shopping centre to the north. A route between the units has the potential to be direct, safe and legible but could result in small and unattractive retail units.

Fig 99 Former Alders Store - scoping of potential linkage option

Aim: To create a more permeable public realm network of streets and spaces

3.2.13 Principles for the inclusion of hard and soft landscaping within spaces and streets

Varied approaches to hard and soft landscaping, appropriate to each of the principal streets and secondary spaces, will inform the spatial hierarchy of streets and spaces, and will create cohesion, orientation and legibility across the NEQ. The Croydon Public Realm Design Guide will be a key reference document.

- Public realm designs will be characterful and will strive to reinforce distinctive difference between places; but also be functional and inclusive to all users by providing curated street furniture, placed in considered positions that retain clear movement for people and create an accessible environment for all users.
- Designs will be context led, responding to the function and character of the different places, seeking to demonstrate understanding of local character, create public realm that contributes positively to the existing context, and celebrating where appropriate, existing heritage and local assets.
- Street upgrades will seek opportunities to create green and climate resilient streetscapes. In combination with trees, planting could be used to define contrast between different places and neighbourhoods.
- The public realm will seek to increase nature and biodiversity within the masterplan. This might include the incorporation of planting in ways that ensures healthy long term growth - e.g. positioning plants according to their micro-climate needs and providing sufficient root soil volume for trees to grow; incorporation of urban greening where appropriate in the public realm to support everyday activities and create visually attractive environments; the use of planting to improve the micro-climate – for example, providing shade, reducing wind exposure and mitigating urban heat island effect.
- Areas of public realm built over existing basement or new podium should seek to provide planting as appropriate and feasible considering soil depth and loading capacity of their specific location. Consideration should be given to the most appropriate way to achieve greening in these locations – such as locating trees in areas where the structure below is able to accommodate them.
- Planting should always be balanced with the functional needs of the public realm – ensuring planting zones are not obstructive and plants species are fit for purpose - e.g. robust plants used in high-footfall areas and plant species that can capture air pollutants located adjacent to busy vehicular areas.
- Hard and soft landscape spaces will be subject to a bespoke management regime.



Fig 100 Pavilion Road, London



Fig 101 Eltham High Street ©East.uk



Fig 102 Grey to green, Sheffield ©Nigel Dunnett



Fig 103 Mariahilferstraße ©B+B/Ricky Rijkenberg



Fig 104 Woonerf Street, Netherlands



Fig 105 Grey to green, Sheffield

Aim: To create a more permeable public realm network of streets and spaces

3.2.14 Principles for the provision of play space and private amenity

Appropriate play space, associated with the new residential development, should seek to provide opportunities for play and informal recreation.

- 1 Designs should seek to provide a stimulating environment that can be accessed safely, is overlooked to provide passive surveillance. Play space should incorporate both formal play as well as incidental play - which might include trees or other forms of greenery.
- 2 Play areas should be designed to include areas which appeal to various age groups of children and teens.
- 3 Play areas should be fully accessible between dawn and dusk.
- 4 Play areas should include a significant component of soft landscape and 'nature play'.
- 5 Play areas should be designed to have different landscape characters and different activities on offer.
- 6 Play areas should be designed to have different landscape characters and different activities on offer.
- 7 'Play along the way' facilities could be provided, within the wider public realm and public spaces as well as discreet playspaces for more private courtyards.
- 8 Blue and green infrastructure should be an integral part of public realm proposals to help support biodiversity networks and connects with the wider green grid.
- 9 Bespoke maintenance arrangements should be put in place to ensure play spaces remain safe, and attractive.



Fig 106 Fitness trail play



Fig 107 Beuningplein Playground, Amsterdam



Fig 108 Playground, Amsterdam



Fig 109 Wakenwerksplaats, Amsterdam



Fig 110 Handyside Gardens, London



Fig 111 'Play along the way' space, Dujardin Mews, Enfield

Aim: To create a more permeable public realm network of streets and spaces

3.2.15 Wellesley Road to North End link

Securing an open public east-west pedestrian route across the North End Quarter is one of the prime objectives of its transformation.

There is a level change of approximately 3 metres between Wellesley Road and North End.

The form and nature of the east-west route will need to address the level change between its east and west extents.

A refined solution will emerge following more detailed masterplanning and feasibility studies. In principle options for how this level change might be navigated include the following:

1 Ramped

Using ramps to navigate the level change, with retail units planned at the same datum level but with internal fit outs designed around each stepped level.

2 Ramped stepped

Using ramps to navigate the level change with standard retail units planned at, and accessed from, each stepped level.

3 Steps and lift

The level change is navigated once on the route with the use of steps and lifts.

4 Retail gallery

Escalators are used to transition between levels at either end of the route, enabling a retail gallery at the high level to extend along its length.

In navigating level changes, designs will need to balance the tension between step free and sloped access and the potentially adverse impact on the provision of level, accessible and flexible thresholds to retail units.

Options will need to be considered as more detailed masterplanning studies are progressed. A combination of, and/or variation on, these options may emerge as the optimum final solution.

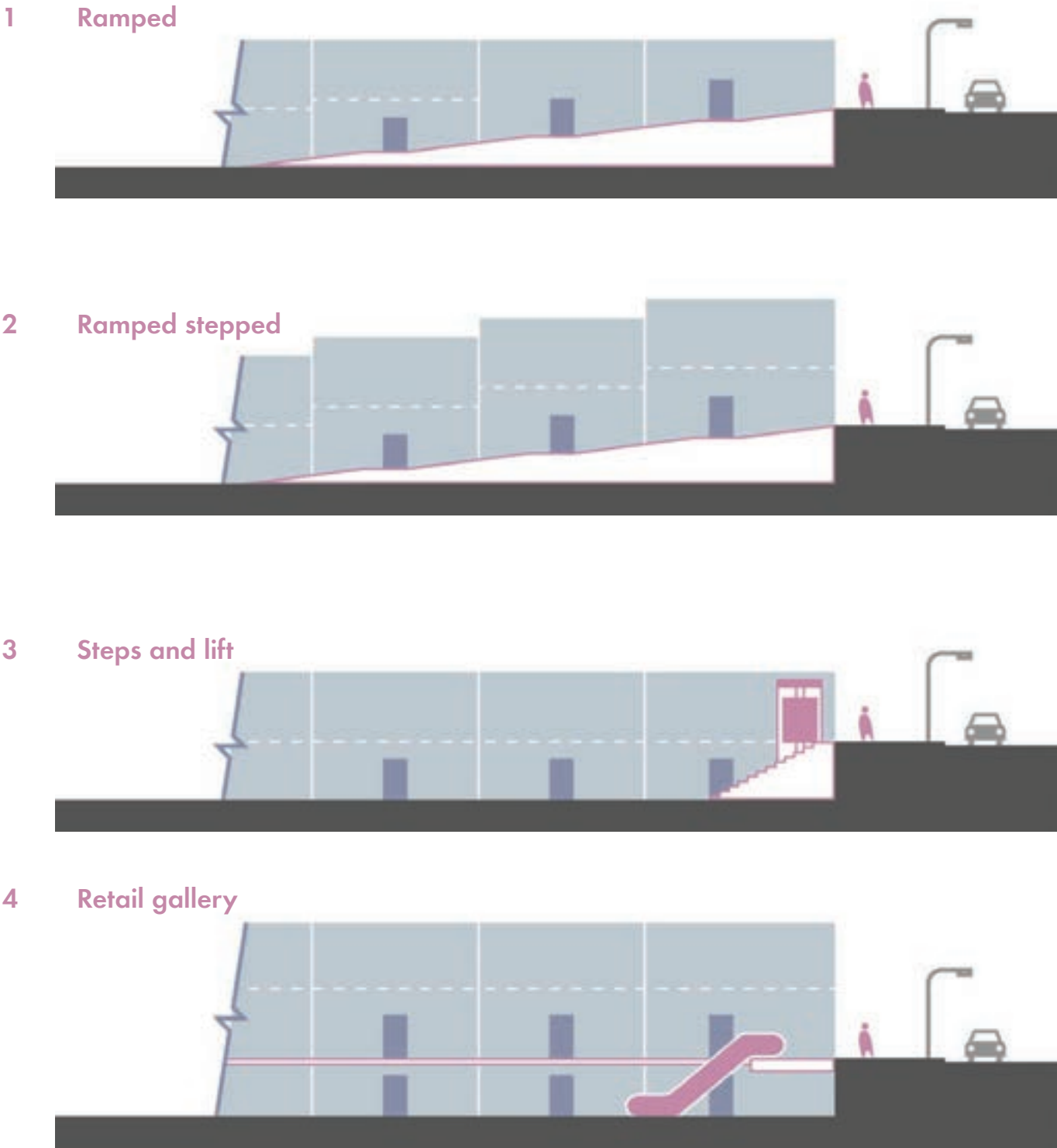


Fig 112 Concept options for navigating level changes across the proposed primary east-west route

3.3 Aim: To curate and deliver an appropriate mix of uses

3.3.1 High density, sustainable development

Regeneration of the NEQ presents an opportunity to radically transform the fortunes of Croydon town centre.

Transformation of the NEQ will...

- 1 Deliver the broad mix of uses required to create a vibrant and sustainable town centre, where people can live, work and enjoy spending time throughout the day and night.
- 2 Be delivered over the long term. The masterplan is a flexible framework. This will be important to enable the town centre to respond to changing market trends.
- 3 Consolidate retail floorspace in the town centre. New leisure, culture and flexible workspace uses will complement this consolidated retail offer.
- 4 Maintain Croydon's Metropolitan Centre status during any redevelopment phase.
- 5 Deliver a full range of high-density mixed tenure housing as a series of new neighbourhoods.
- 6 New development will be supported by appropriate community infrastructure - education and health uses and facilities.
- 7 Designs having due regard to matters such as TV mitigation, wifi capacity, air quality, wind and carbon emissions
- 8 The Whitgift and Centrale shopping centres and Alders department store form a large part of the existing retail and leisure floorspace within the NEQ. There is currently c.1,900,000sqft of floorspace across these facilities of which a significant proportion is vacant. To help improve the long-term environment and quality of the town centre, and to assist retaining its Metropolitan Centre status, a market facing sustainable quantum of flexible form retail and related uses (c.700,000sqft - 1,000,000sqft) is planned as part of the regeneration of the NEQ.

- 9 There is also an ambition to optimise the number of high quality residential homes within the NEQ to maximise benefit from its sustainable location and support a wider mix of uses across the town centre. The aim is to exceed the minimum number of homes identified in the emerging Local Plan (i.e. c.1,250 to 3,000 new homes), subject to high quality placemaking, evidencing a satisfactory level of social and physical infrastructure, and demonstrating appropriate environmental conditions i.e. wind, sunlight/daylight, public realm etc.
- 10 The regeneration should also accommodate suitable levels of community and workspace uses (c.300,000sqft - 700,000sqft).

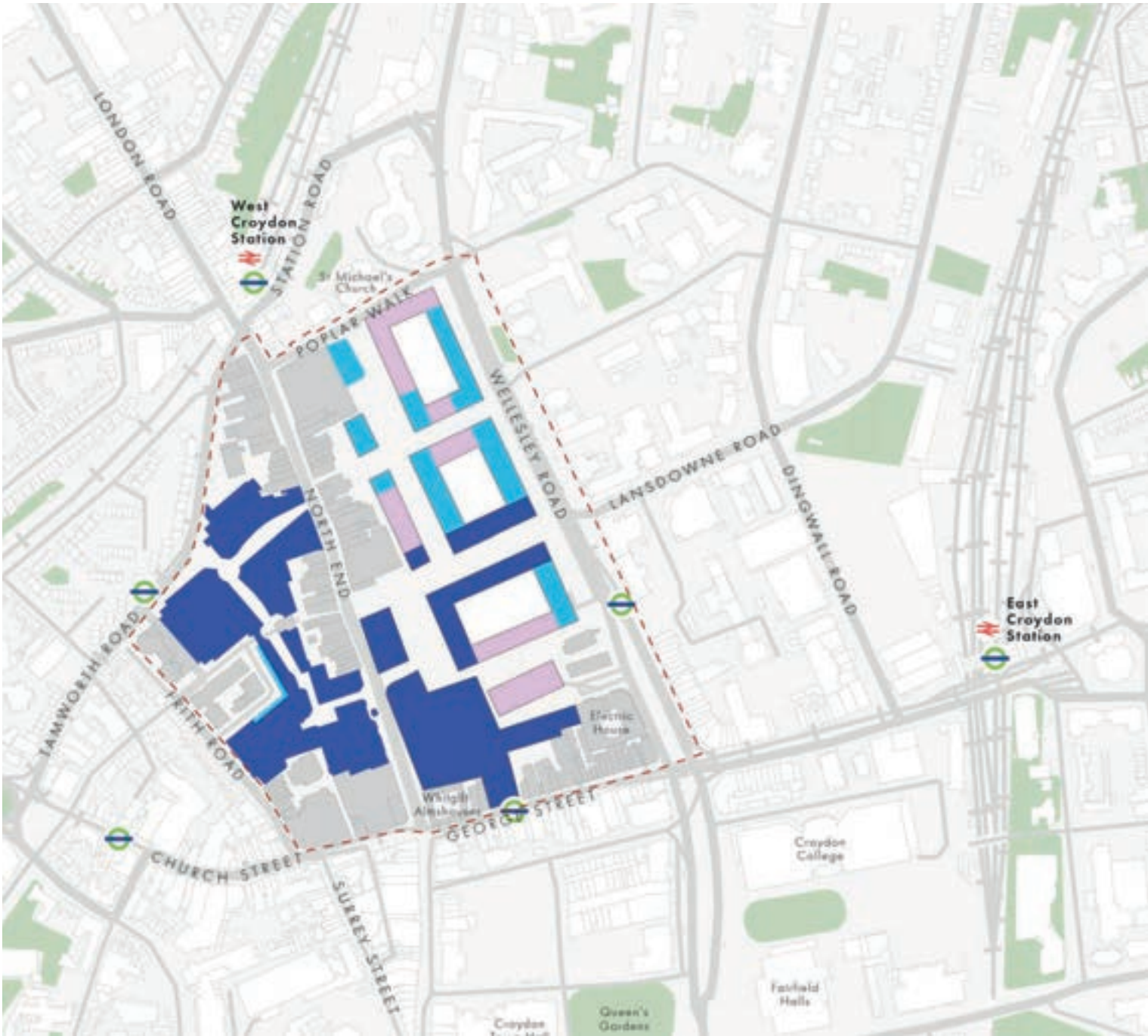
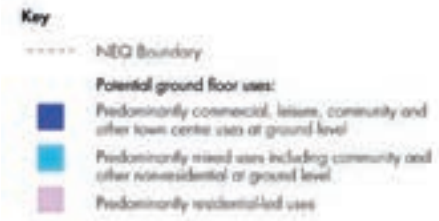


Fig 113 Land use and street frontages
note: blocks shown on all plans are indicative only.



Aim: To curate and deliver an appropriate mix of uses

3.3.2 Sustainable retail and entertainment

The continued growth of online retailing, post-COVID behavioural change and greater focus on experience over traditional retailing has resulted in an oversupply of town centre retail floorspace. Consolidation, more flexible formats and co-ordinated event curation will be critical for Croydon.

Consolidated ground floor retail frontage will be complemented by a diverse range of leisure, culture and food and drink uses which will play an important role in serving Croydon's local and wider South London catchment.

Transformation of the NEQ will...

- 1 Maintain the primary retail character of North End.
- 2 Distribute primarily commercial town centre uses within Centrale and along the new primary east-west axis between North End and Lansdowne Road.
- 3 Provide secondary frontages along Wellesley Road which could include non-residential uses at ground floor level including community, cultural and commercial uses.
- 4 Deliver frontages across the NEQ which will be active in order to help ensure streets and routes are safer and more legible throughout the day and evening.
- 5 Support commercial leisure uses which will complement more traditional retail formats to help attract footfall.
- 6 Ensure that care will be taken to ensure that potential residential neighbourhoods are welcoming, safe, attractive and fully integrated with the wider town centre.
- 7 These new residential neighbourhoods might benefit from some community (health / education) uses at ground and lower levels within them.
- 8 Where possible, these residential neighbourhoods will be designed to have ground floors that are active and address the public realm they face.

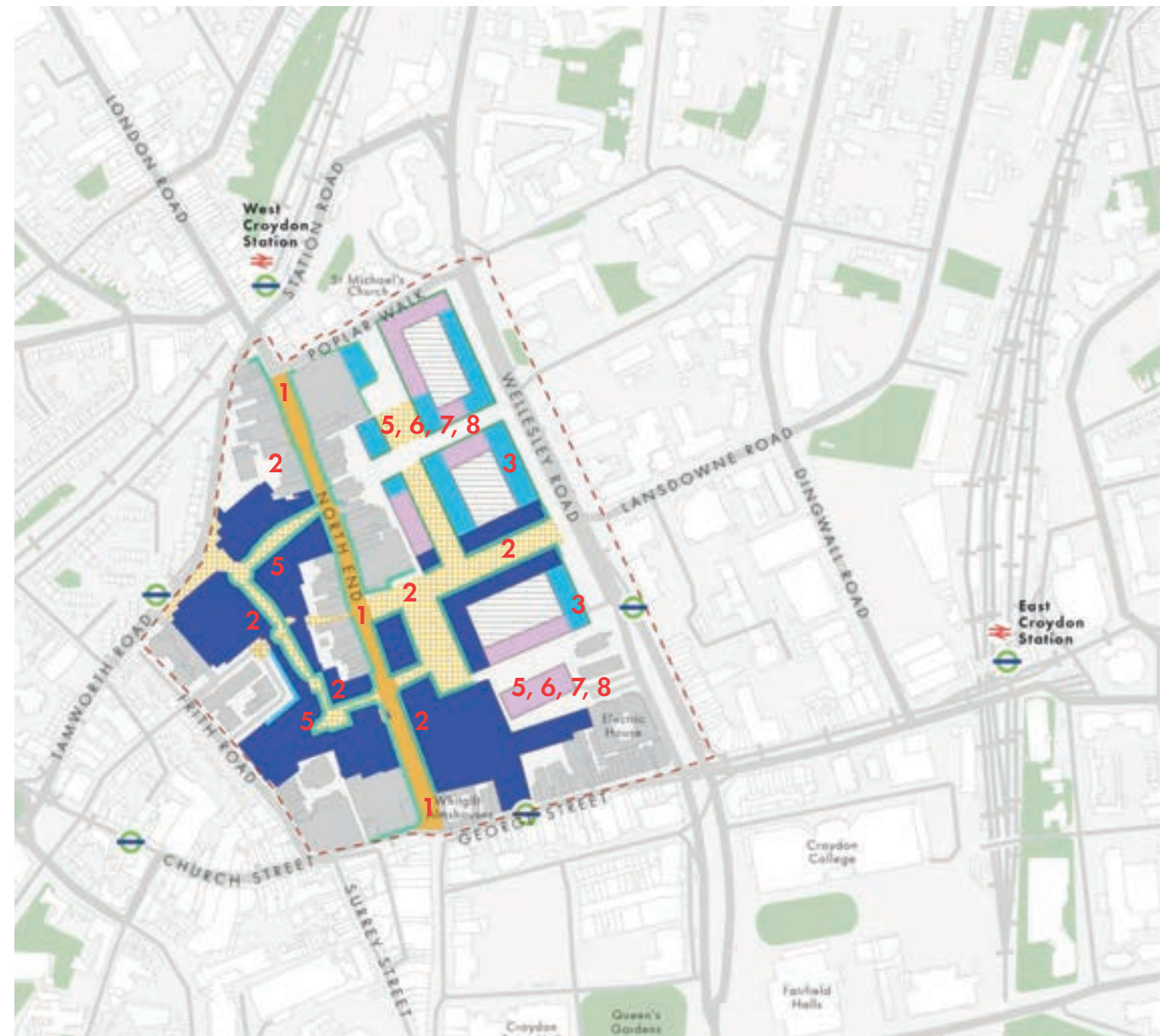


Fig 114 Potential street frontages - primary and secondary

note: blocks shown on all plans are indicative only.



- Key**
- NEQ Boundary
 - Potential ground floor uses:**
 - Blue: Predominantly commercial, leisure, community and other town centre uses at ground level
 - Yellow: Predominantly mixed uses including community and other non-residential at ground level
 - Pink: Predominantly residential uses
 - Streets and spaces:**
 - Grey: Private amenity
 - Yellow: New or improved managed public spaces and routes
 - Orange: Existing key public spaces and routes
 - Street frontages:**
 - Green: Primary active frontages
 - Blue: Secondary active frontages

Aim: To curate and deliver an appropriate mix of uses

3.3.3 Temporary and pop-up uses

The transformation of the NEQ is a highly complex and long term initiative. It will be delivered in phases.

Temporary and pop-up retail and events will all be an integral part of the tapestry of town centre uses in Croydon.

The NEQ cannot wait for long-term solutions to vacancy or dereliction. Temporary uses - and a hands-on approach to their management - are legitimate and important in their own right.

Meanwhile projects could be used to test future uses in specific locations.

Transformation of the NEQ will...

- 1 Be delivered with meanwhile / temporary and pop-up uses and activities, in line with the phasing strategy. These uses will play an important role in allowing the town centre to continue trading throughout the development phases.
- 2 Utilise spaces and buildings, existing and new, as part of this meanwhile and events programme.
- 3 Involve direct engagement with local and leading arts, culture and community organisations as part of a meanwhile strategy.
- 4 Deliver a vibrant and dynamic mix of activities and attractions which will complement the existing town centre retail offer and events programme including Croydon's famous Surrey Street Market.



Fig 115 1. Coimbra, Portugal
2. Wine festival, Uzes, France
3. Granary Square, King's Cross, London
4. Copenhagen Enghave Plads
5. Borough Market, London

Aim: To curate and deliver an appropriate mix of uses

3.3.4 Social and community infrastructure

New high-density residential neighbourhoods in the NEQ will need to be supported by social and community infrastructure - most particularly health and education, but also libraries, childcare, sports centres and community centres.

Transformation of the NEQ will...

- 1 Deliver investments in existing and provide new community facilities in line with relative levels of additional need resulting from new development.
- 2 Explore and deliver opportunities to active ground floor frontages with new community uses where possible.
- 3 Look for the NEQ masterplan to accommodate on-site health facilities to serve the needs of new residents, subject to engagement with relevant health providers and consideration of existing facility capacity.
- 4 Support the principle of delivering safe routes to local schools serving the new population.
- 5 Consider the need for education provision associated with increased local need
- 6 Involve liaison and engagement with higher education providers to explore opportunities for on-site provision. The Council and URW will engage with the relevant organisations at the appropriate time.
- 7 Explore the potential to accommodate more informal and third sector community uses.
- 8 Require the preparation and agreement of a Community Plan to scope out, in liaison with existing community groups, how services and facilities can be improved to meet increased demand.

resulting from new development. Detailed testing will be undertaken prior to the run up to submission of a planning application(s) to assess capacity within existing schools to determine the need for on-site provision and/or expansion to existing facilities.

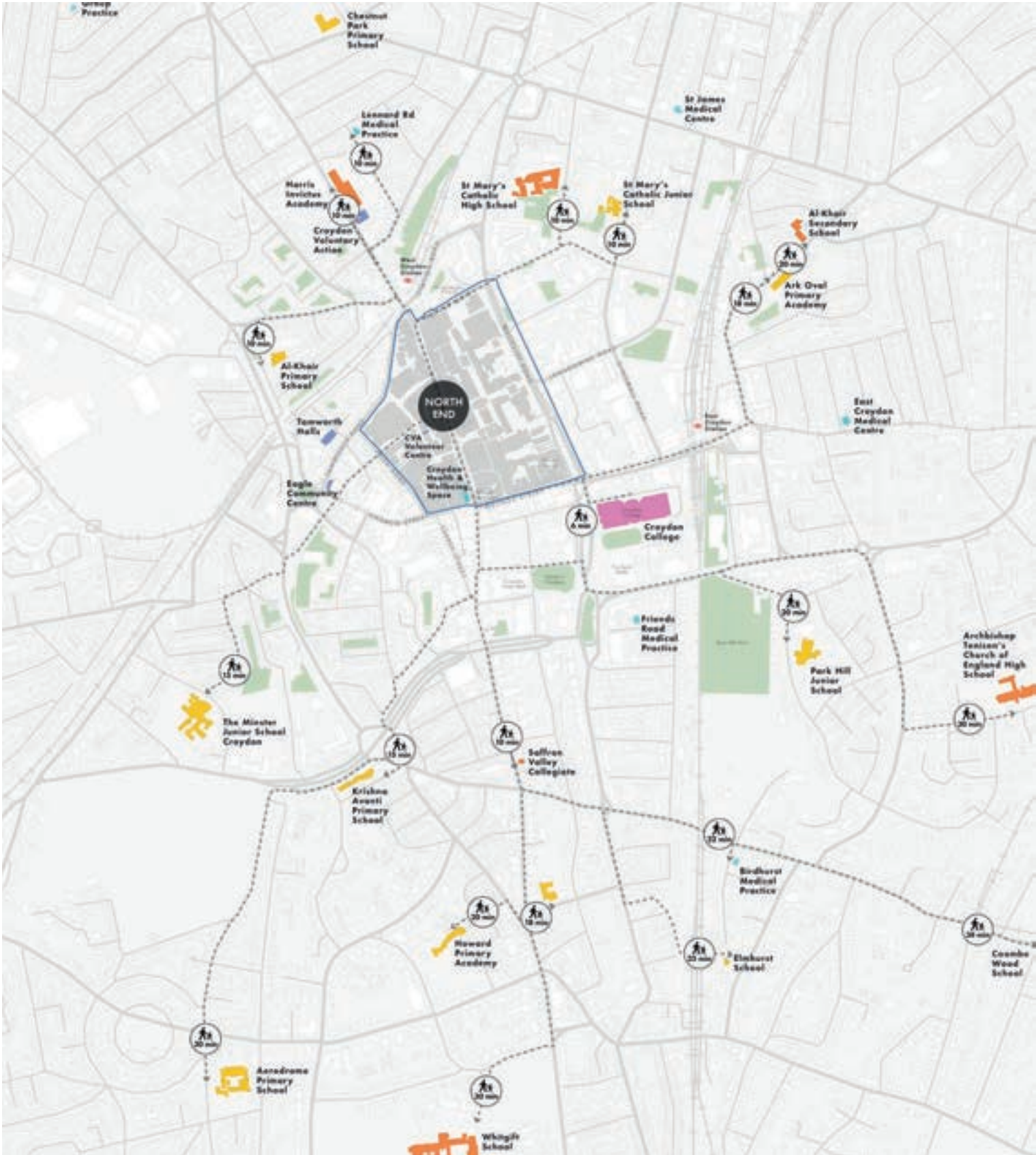
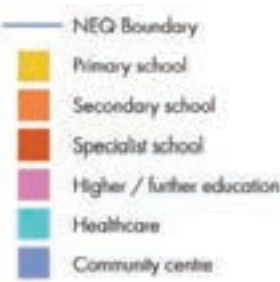


Fig 116 Proximity to community facilities
note: blocks shown on all plans are indicative only.



3.4 Aim: Celebrate local identity, heritage and its setting

3.4.1 Improving local character

The NEQ has a number of important heritage assets, both within it and surrounding it. These heritage assets make a positive contribution to the area’s townscape setting and help to reinforce its special character and identity. New development should respond positively to these heritage assets, and be mindful of any potential impact to their setting.

Transformation of the NEQ will...

- 1 Ensure new development proposals protect the setting of heritage assets and their special local character.
- 2 Balance the need for transformational and comprehensive change with the need to protect and enhance the special character of Central Croydon Conservation Area and heritage assets.
- 3 Take care to explore the impact of new development on formally identified views and other views shown to be important. These studies will help inform massing studies and the form of development so

that the impact on these important views is either positive or neutral.

- 4 Consider how the design and delivery of new or improved public realm could improve the character and appearance of the Central Croydon Conservation Area and the wider town centre. Particular opportunities in this regard may come forward in the planning and delivery of the proposed E-W link as it meets North End from the east.
- 5 The public realm has a huge impact on the quality of local townscape. Investment and improvement in public realm - in streets and spaces - throughout the NEQ has huge potential to make a positive contribution to the town (see Fig 118).

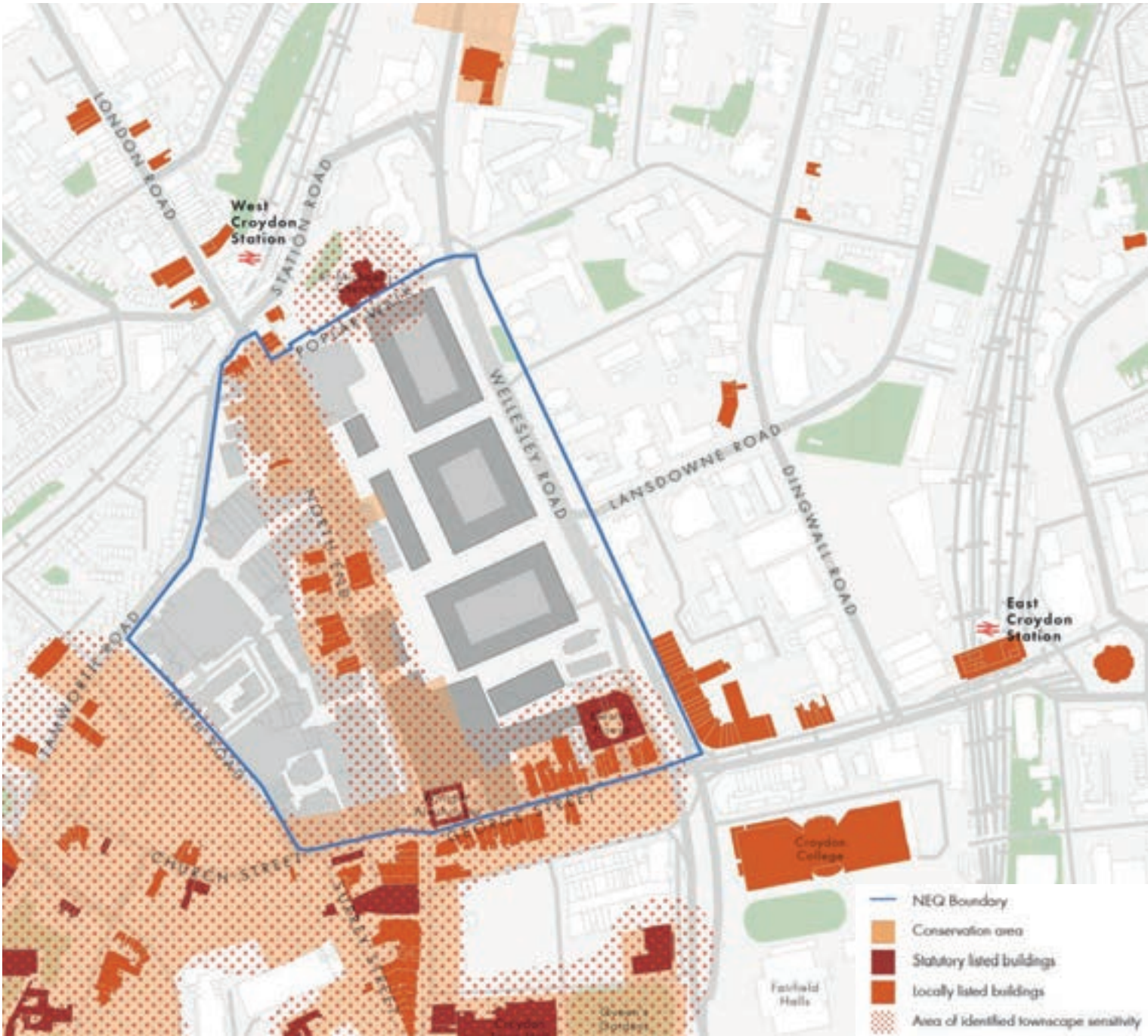


Fig 117 Designated heritage assets and associated areas of townscape sensitivity
note: blocks shown on all plans are indicative only.



Fig 118 Photos showing the impact of the public realm on the character of conservation areas

Aim: Celebrate local identity and heritage and its setting

3.4.2 Context and scale

Croydon town centre is arguably the most appropriate location in South London for new tall buildings. However, the town centre and the NEQ itself has some important heritage assets.

- 1 The scale of development along North End should respect its historic finer grain datum.
- 2 Development should be informed by an understanding of the visual impact in views to and from the Almshouses, including its central courtyard.
- 3 Development should be informed by other important views of heritage assets in the wider area. These include Croydon Minster, St Michael and All Angels Church and Electricity Showrooms building, all of which are statutorily listed.
- 4 Taller buildings should have a distinctive appearance that is rooted in the character and appearance of Croydon.
- 5 Massing and views analysis and impact assessments prepared in support of detailed proposals should consider issues including skyline composition, coalescence, overshadowing, micro-climate impacts including wind effects, and material palette.
- 6 The most appropriate location for taller forms of development is adjacent to the Wellesley Road frontage.
- 7 Proposed building heights should step down towards listed buildings at the north and southern ends of the Wellesley Road axis of the NEQ.
- 8 Proposed building heights should also step down to respect the traditional high street character of North End.
- 9 The finer grain character of the area west of North End is suitable for a more modest scale of development.
- 10 Relevant guidance is contained in Historic England's Tall Building Advice Note 4 in relation to the design of tall buildings.



Fig 119 Tall buildings: Historic England Advice Note 4

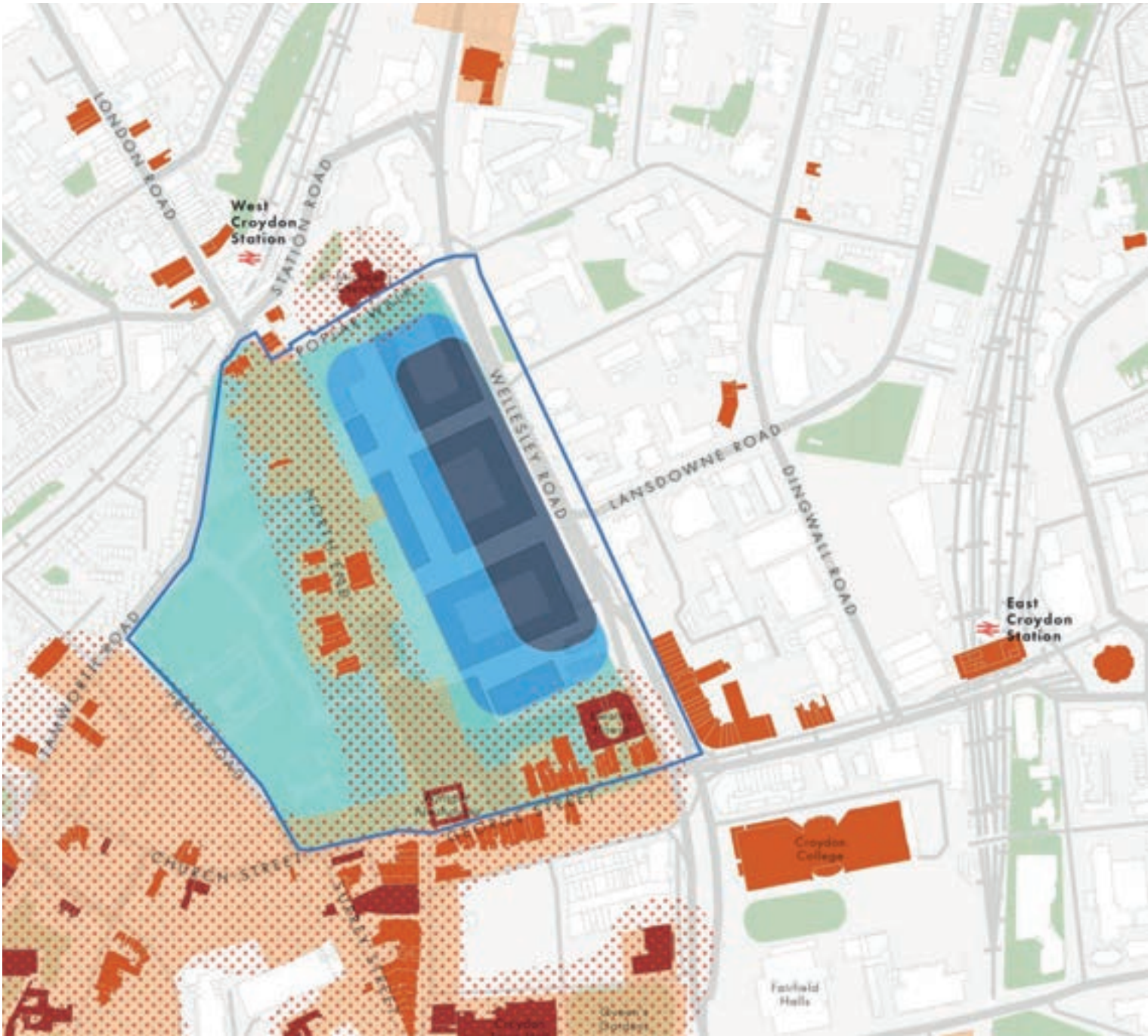


Fig 120 Building heights and scale in a sensitive heritage context
note: blocks shown on all plans are indicative only.



Aim: Celebrate local identity and heritage and its setting

3.4.3 Context and scale

As well as responding to and respecting, local heritage and character, development should take opportunities to celebrate these assets, as well as Croydon's unique identity and social and cultural heritage. An example of some of Croydon's key historic assets and how they could be responded to and celebrated, have been set out here.

St Michael and All Angels Church

The priority issue here will be the opportunity to protect the setting of this Grade 1 Listed Building which falls outside the Central Croydon Conservation Area. Massing will be a key consideration in this location, with opportunities to improve the quality of streetscape along Poplar Walk, and open up long range views of the church.

The Hospital of the Holy Trinity (Whitgift Hospital, the almshouse)

Views from within the almshouse will be the key consideration here. There is already a contrast in scales between this two-storey 16th century structure and the adjacent shopping centre. A stepped layering of massing with

careful consideration of overlooking issues will be required.

Electricity Showrooms

This building enjoys a prominent location on Wellesley Road, addressing the corner of Dingwall Avenue. The opportunity to preserve, re-frame and improve the setting of this listed building will be explored, respecting prominent views towards it from the north.



Fig 121 The Hospital of the Holy Trinity (Whitgift Hospital, the almshouse)



Fig 122 Parish Church of St Michael and All Angel



Fig 123 Electricity Showrooms and Offices

3.5 Aim: To address scale in a contextual way

3.5.1 Responsive urban grain

A balance must be struck between making the best and most efficient use of this highly sustainable location and the need for new development to respond appropriately to the prevailing urban grain.

The scale and character of the NEQ shifts from higher density, taller buildings are on the Wellesley Road frontage, giving over to more sensitive layered scales along North End and towards Old Town.

Croydon is a metropolitan town centre and falls within an Opportunity Area, and therefore has a role to play in delivering growth for the Borough, and this can be achieved through a sensitive and contextual approach to delivering higher density which can aid legibility, placemaking and enhance local character.



Fig 124 The NEQ straddles both the existing historic and fine grain Croydon Old Town area and the commercial high rise zone of East Croydon



Fig 125 The Croydon Tall Building Study (LBC, 2024), identifies areas within the NEQ as the most suitable locations for very tall buildings

Aim: To address scale in a contextual way

3.5.2 Thresholds

The recently produced **Croydon Tall Buildings Study**, prepared to support the emerging **Croydon Local Plan Review**, provides a context for building heights across the town.

Scale and massing at the site's thresholds with adjacent neighbourhoods will be one of the principal issues relating to townscape and building heights within the NEQ.

Eastern threshold

Scale of development will respond to the taller, coarser and larger scale of buildings and development in this part of Croydon town centre. This is one of the most appropriate locations for very tall buildings in Croydon.

Northern threshold

Scale and massing of new development will acknowledge the more sensitive, historic, and lower scale of the NEQ's northern threshold. Whilst still appropriate for a more modest scale of tall buildings, particularly within the context of the recently constructed circa 20 storey residential towers on Station Road, protecting the setting of the Central Croydon conservation area and that of St Michael and All Angels Church will be a key consideration.

Western threshold

Centrale shopping centre is taller than much of the adjacent streets, and a new residential development of up to 25 storeys will be situated on Keeley Road. Any additional height can therefore be accommodated beyond the conservation area but heights should respect the finer grain and more organic street pattern.

Southern threshold

Redevelopment proposals will step down to respect the scale of George Street which forms part of the Central Croydon conservation area. The setting of and views from within the courtyard of the Hospital of the Holy Trinity (almshouse) will be a particular sensitivity.



Fig 126 Eastern threshold, Wellesley Road looking south



Fig 128 Western threshold, Frith Road looking north



Fig 127 Northern threshold, Poplar Walk looking east



Fig 129 Southern threshold, George Street looking east



Aim: To address scale in a contextual way

3.5.3 Siting of tall buildings

The transformation of the NEQ will support significant variation and diversity of heights to create attractive, sensitive compositions which are appropriate to local conditions and the setting of Croydon town centre.

Principle considerations in the siting of tall buildings will include:

- 1 Silhouette** How the siting of a tall building or buildings create and/or contribute to the silhouette and skyline. Consideration of individual buildings, clusters of new buildings as well as new and existing buildings will be considered with regard to composition or coalescence of the immediate and longer-view skyline.
- 2 Proximity** The siting of new tall buildings will consider proximity to other tall buildings, to public and private spaces,
- 3 Wayfinding and urban legibility** Tall buildings can play a role in both local and townscape urban legibility. The siting of tall buildings will consider townscape legibility, for example in longer views, as well as their immediate role in local wayfinding.
- 4 Visibility in key close and longer views** Views analysis and testing will be undertaken in order to inform the siting of tall buildings and their positive contribution to the reading of Croydon as a whole.
- 5 Heritage sensitivities** Views analysis and testing will be undertaken in order to inform the siting of tall buildings with regard to the setting of listed and locally listed assets.

and to 'gateways'. Consideration will be given to their impact on environmental items such as overshadowing, daylighting and outlook.

- 6 Clusters and pinnacles** Consideration should be given to the location of clusters of taller buildings and pinnacles both within the site itself, and in the context of existing and emerging neighbouring schemes. Consideration should be given to how clusters and pinnacles contribute to the overall skyline, urban legibility and wayfinding, or how they might act as 'markers' within the site and the town.
- 7 Micro-climate** Tall buildings should not adversely impact local micro-climate such as wind turbulence, overshadowing, noise, reflected glare, aviation, navigation, quality of internal spaces and telecommunication interference.

Singular block typologies combine...

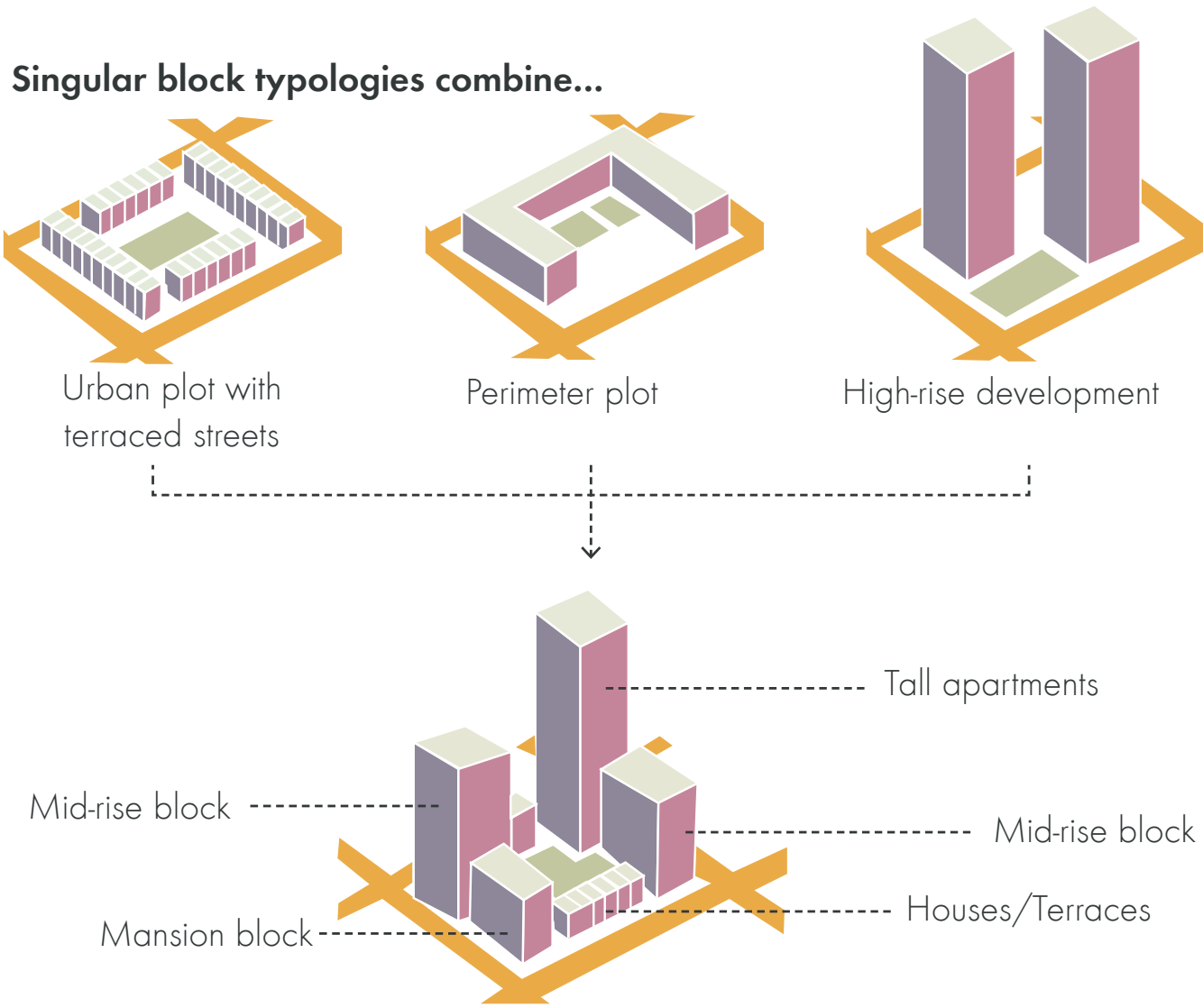


Fig 130 Mixed use urban blocks could be comprised of a range of building typologies to help add variety in form and use, creative vibrant and stimulating people-friendly places

Aim: To address scale in a contextual way

3.5.4 Quality of Tall Buildings and their outlook

The design of tall buildings will need to include, at detailed design stage, testing and consideration of the following key design principles, seeking to achieve high quality design.

Key considerations in the design of tall buildings will include:

- 1 Visual quality outside and inside** Building design should consider appropriate and contextual materiality, scale and proportion of building elements such as walls, windows, balconies, bases and tops, to achieve high quality, contextual design that serves residents, neighbours and pedestrians at ground level alike.
- 2 Local and wider views testing, iteratively** Views analysis and testing will be undertaken in order to inform the siting of

tall buildings as well as the setting of listed and locally listed assets.

- 3 Environmental impact including operational and embodied carbon** Building design should consider the operation and embodied environmental impact seeking to reduce their carbon impact where possible.
- 4 Quality of internal and external residential space** Including daylight, sunlight and provision of private and shared amenity for residents.
- 5 User environment** Building design should consider the user environment seeking to achieve high quality internal and external spaces, including daylight and sunlight testing, overheating, provision of private and communal amenity space, as well as including testing of daylight and sunlight of adjacent spaces and buildings.

- 6 The 'fifth elevation' roofscapes** These should seek to find a balance between their technical function – containing plant enclosures, lift overruns and other mechanical equipment, with the opportunity to provide brown or green roofs, rooftop amenity and residents' terraces. **Long-term** Planning applications that come forward will consider, either by submission or by condition, appropriate and responsive long-term management and maintenance strategies.
- 7 Policy and guidance** All other relevant policy criteria should be reviewed including emerging Local Plan Policy and England's Tall Building Advice Note 4.



Fig 131 Places for people to live: Playing an important role in the making of the town, tall buildings can also provide a large number of high quality new homes.

3.6 Aim: Placemaking which responds to NEQ's unique and varied character

3.6.1 Responding to a unique context

Croydon's evolution is preserved in the pattern of its streets - the narrow lanes of Old Town contrast with the modernist orthogonal order of East Croydon. This unique urban grain is Croydon's fingerprint – its identity.

NEQ straddles both, connecting the old town with the new town.

New buildings and public realm within the NEQ should seek to achieve high quality design and durability and to make a meaningful relationship with this rich and varied context. The images to the right show examples of how this quality might be achieved in NEQ.

Buildings and their façades in and adjacent to the Conservation Area or adjacent to existing heritage assets will be designed sympathetically to their specific individual and distinctive contexts.

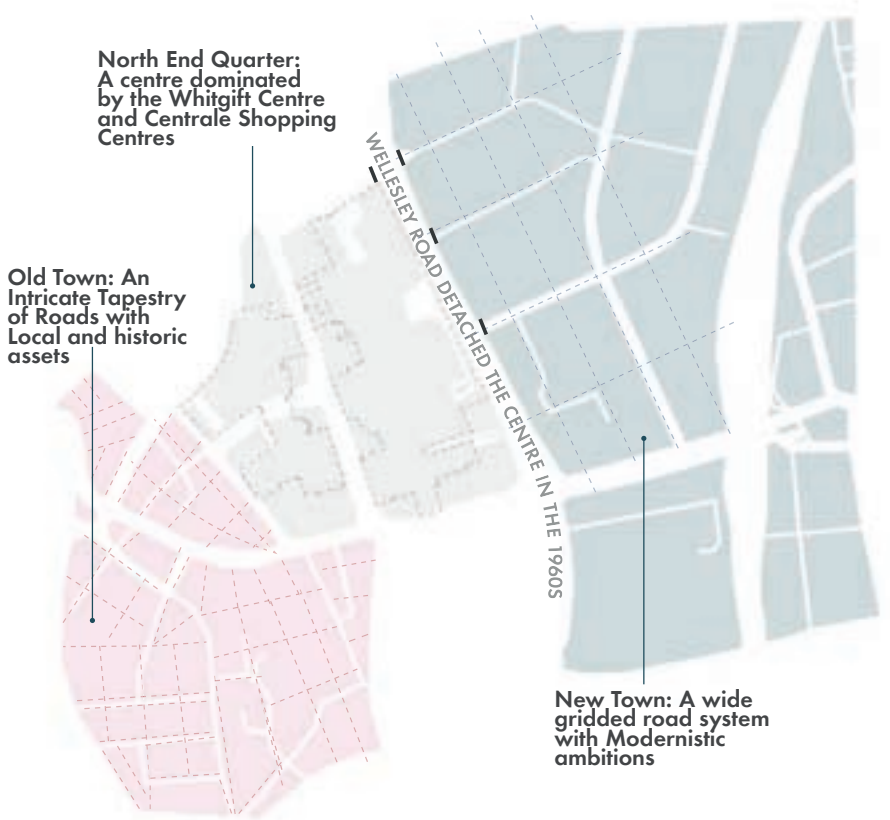


Fig 132 Contrast in prevailing urban grain and the role the NEQ must play mediating between Old and East Croydon, (above); the masterplan will promote high quality design for buildings and public spaces (below, right)



Solid and void



Special tops



Integration



Special moments



Projection and depth



Variety



Residents' amenity



Front doors

Aim: Placemaking which responds to NEQ's unique and varied character

Gateways between the transformed NEQ and the wider town centre will require particular design consideration.

Similarly, there will be gateway locations on the North End axis itself between different zones of the NEQ's transformation.

Gateway locations are not necessarily suitable for tall buildings (though they might be). They are locations where footfall is likely to be high and the quality of the public realm is therefore likely to be particularly important.

Fig 133 shows two tiers of gateways. Primary gateways are prominent locations which mark an important threshold location where footfall activity is likely to be high. Secondary gateways are less prominent threshold locations.

Primary gateway locations will include:

- 1 At the Lansdowne Road axis which will be the principal entry point to the transformed NEQ from the east and East Croydon station. Pedestrian volumes may be high and a new Wellesley Road crossing will be required. This is a complex location with many issues and constraints and a carefully considered design approach will be required to successfully integrate the NEQ into its wider context at this point.
- 2 A residential neighbourhood entrance to the NEQ might be provided in the vicinity of the Sydenham Road junction. Safety and overlooking will be key considerations.
- 3 Access to the NEQ will be re-provided along Poplar Walk. Balance will be needed to address competing demand for space between pedestrians, cycles and vehicles.

- 4 The North End node on the new E-W axis will mark the commercial epicentre of the transformed NEQ.
- 5 The entrance to North End from George Street to the south. The Almshouses already represent this gateway threshold.

Secondary gateway locations will include:

- Dingwall Avenue - potentially a key vehicular gateway.
- Poplar Walk which could provide a secondary entrance to the transformed Whitgift Centre.
- The threshold with Centrale Tram stop, which will deliver significant numbers of visitors to the transformed NEQ.
- The threshold with Old Town on the axis of Drummond Road.

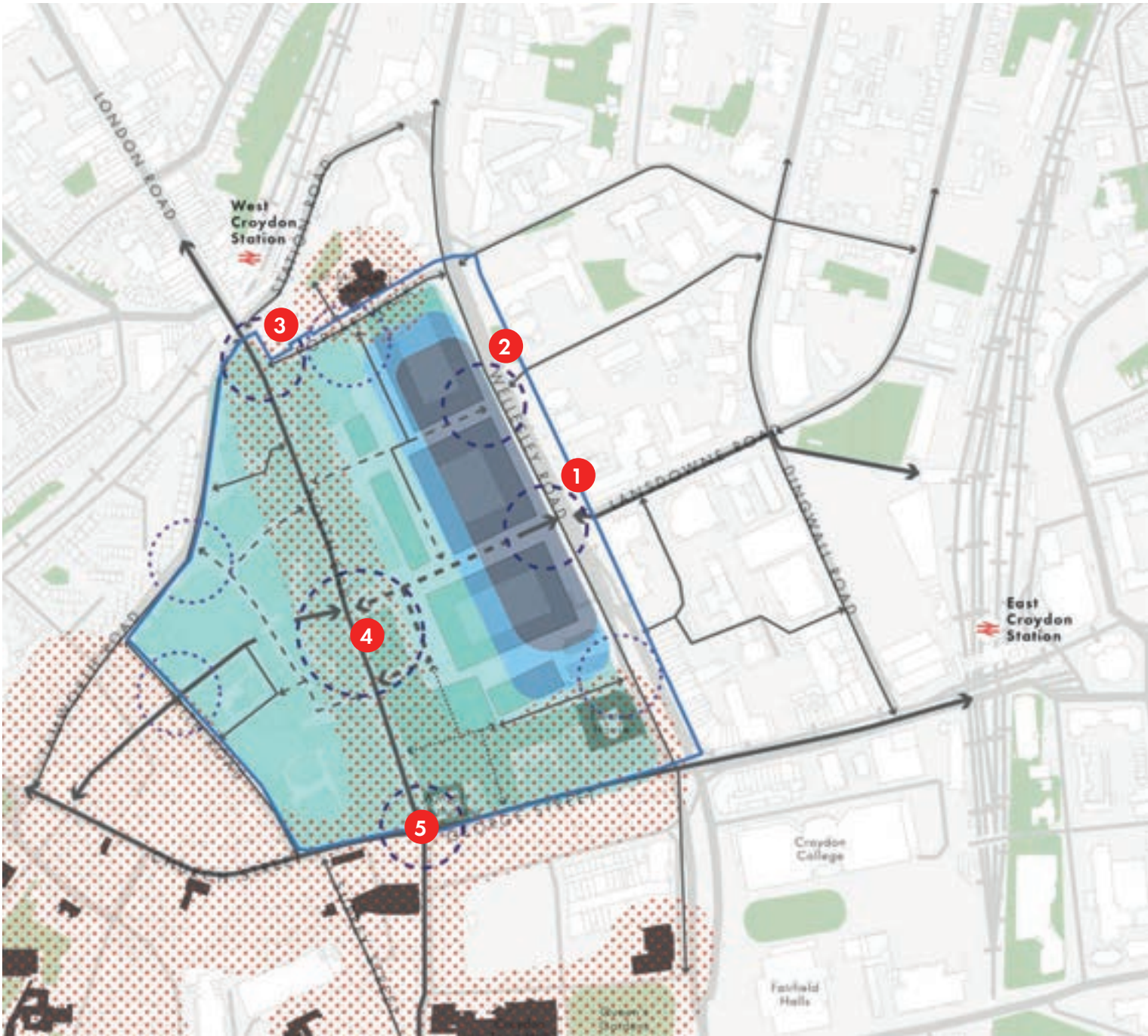


Fig 133 Placemaking and gateway locations
note: blocks shown on all plans are indicative only.



Aim: Placemaking which responds to NEQ's unique and varied character

Landmark buildings can play a number of important functions within the urban landscape. They are most often noticeable or recognisable structures that can help to orientate, navigate, or mark a significant moment in an urban environment, such as the 'gateways' discussed on the previous page.

Landmark buildings are not always necessarily tall; they could have a particular civic presence in their built form, features which make them recognisable, or gain 'landmark' status based solely on their siting in a public or open space.

- 1 Landmark buildings, whilst recognisable, should always respond positively and remain sensitive to the setting of conservation areas and historic buildings.
- 2 Landmark buildings, whilst distinctive, should remain contextual and feel 'of the place'.
- 3 Could play a wayfinding role to help orientate pedestrians within and towards the NEQ.
- 4 Could mark a gateway or entrance into a particular part or space, for example, the new anchor space, or the junction with Wellesley Road.

The images on the opposite page provide examples of landmark buildings and structures.



Fig 134 Landmark buildings are often noticeable or recognisable, and can say something about their immediate place or help urban legibility. This might be achieved through ornamentation or colour (top), difference (bottom, left), or scale and siting (bottom, right).

Aim: Placemaking which responds to NEQ's unique and varied character

Three broad character areas, each defined by their own particular mix of uses and scale of development, could help inform the regeneration of the NEQ.

The following broad character areas have the potential to deliver the vibrant and successful long-term regeneration of the NEQ:

- 1 Whitgift South
- 2 Whitgift North
- 3 Centrale and North End

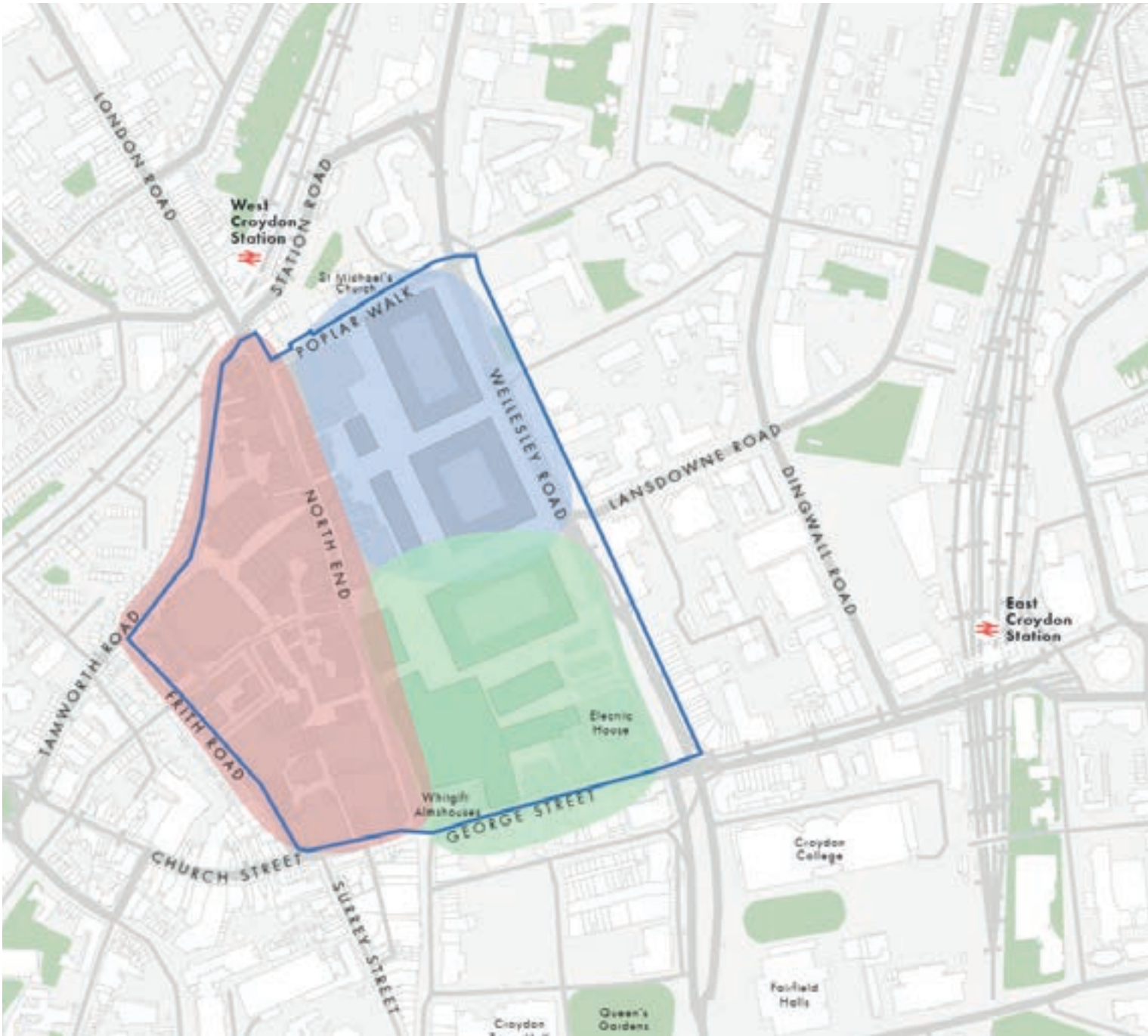


Fig 135 Character areas
note: blocks shown on all plans are indicative only.

Aim: Placemaking which responds to NEQ's unique and varied character

3.6.2 Whitgift South

- 1 Formed around the new east-west connection and anchor public space, Whitgift South will prioritise retail and residential-led regeneration with high concentrations of retail and leisure uses. Retail frontages will address the primary routes of North End and the new east-west route and there will be a vibrant mix of retail and leisure activities, including the potential for larger major high street stores and smaller units.
- 2 Significant scope for new flexible workspace across a number of buildings, with the highest concentrations likely to be distributed towards the Wellesley Road frontage.
- 3 Retention and targeted repair of the historic North End street frontage with sensitive infill of an appropriate scale. Wellesley Road street frontage will see radical improvement with active ground floor uses along its length. Massing will increase towards Wellesley Road in response to the existing tall buildings to the east.
- 4 A revitalised Allders could provide retail frontages on North End, and a refurbishment of upper floors could look to maintain flexibility of uses such as workspace or educational.
- 5 Considerations should be given to key views including from the Almshouses and the setting of Electricity Showrooms, both listed buildings.

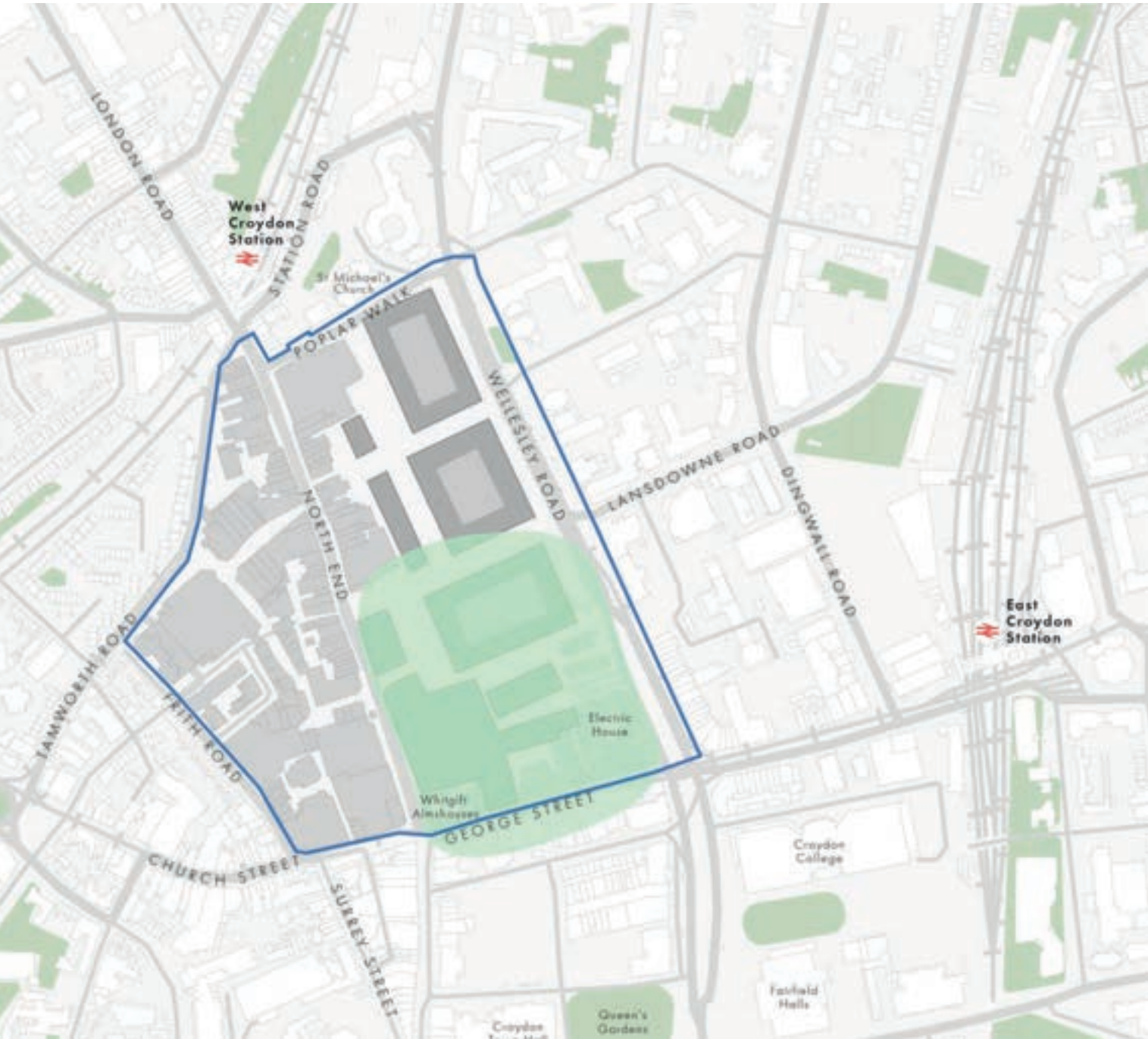


Fig 136 Whitgift South
note: blocks shown on all plans are indicative only.

— NEQ Boundary
■ WHITGIFT SOUTH

Aim: Placemaking which responds to NEQ's unique and varied character

3.6.3 Whitgift North

- 1 Whitgift North has potential to deliver a significant number of new homes of mixed types and tenures. Whitgift North might be particularly suited to new community uses, being the part of the site closest to Croydon bus station and directly between the town's two principal rail stations.
- 2 A 'linear park' could form a north-south connection, meeting the east-west route to the south and terminating at a community space at its the northern end. Whitgift North might see provision of retail and leisure facilities, anticipated to be typically within smaller units, with significant scope for new flexible workspace across a number of buildings, with the highest concentrations likely to be distributed towards the Wellesley Road frontage.
- 3 The historic North End high street character will be respected, and massing will again increase in response to the existing taller buildings to the east and the north. Development should also acknowledge the setting of the Grade I listed St Michael's Church on Poplar Walk. Development should also acknowledge the setting of the Grade I listed St Michael's Church on Poplar Walk.

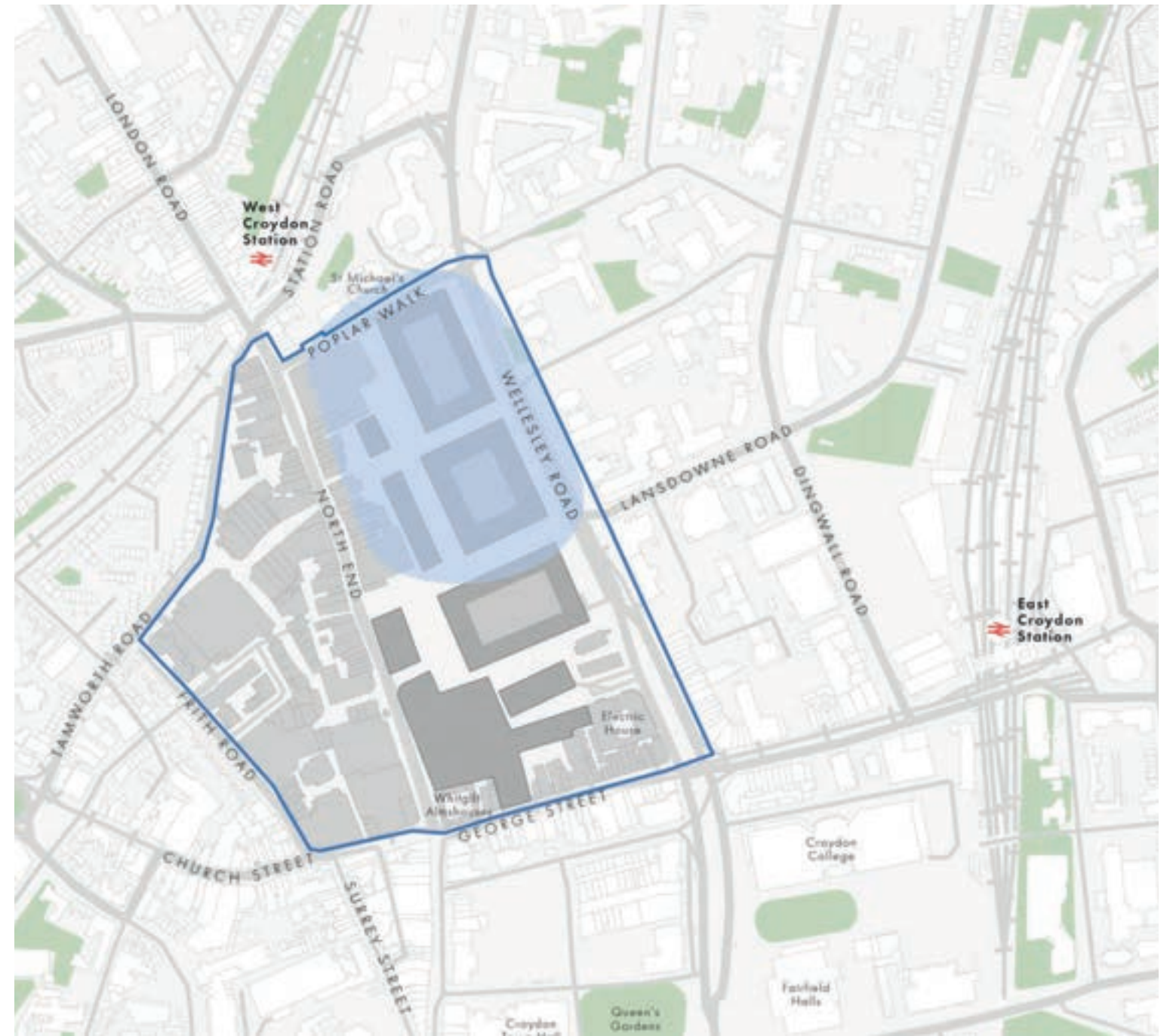


Fig 137 Whitgift North

note: blocks shown on all plans are indicative only.

— NEQ Boundary
 ■ WHITGIFT NORTH

Aim: Placemaking which responds to NEQ's unique and varied character

3.6.4 Centrale and North End

North End emerged as Croydon's principal shopping street in the second half of the 19th century and retains this status. First opened in 2004, Centrale provides the town centre with good quality retail floorspace and is an integral part of Croydon's prime retail zone. Centrale plays an important role in supporting Croydon's Metropolitan Centre status.

- 1 Transformation of the NEQ will see this core retail function of Centrale consolidated with potential scope for further leisure and other town centre uses within the existing Centre.
- 2 In the much longer term, as the town centre evolves and retail habits continue to change, the Centre may present opportunities for remodelling and some mixed use development, which could include residential (Fig 139).
- 3 Any such changes however would need to be devised in a manner which ensures Croydon's Metropolitan Centre status is protected and maintained whilst also respecting the sensitive townscape of the adjacent Croydon Old Town.

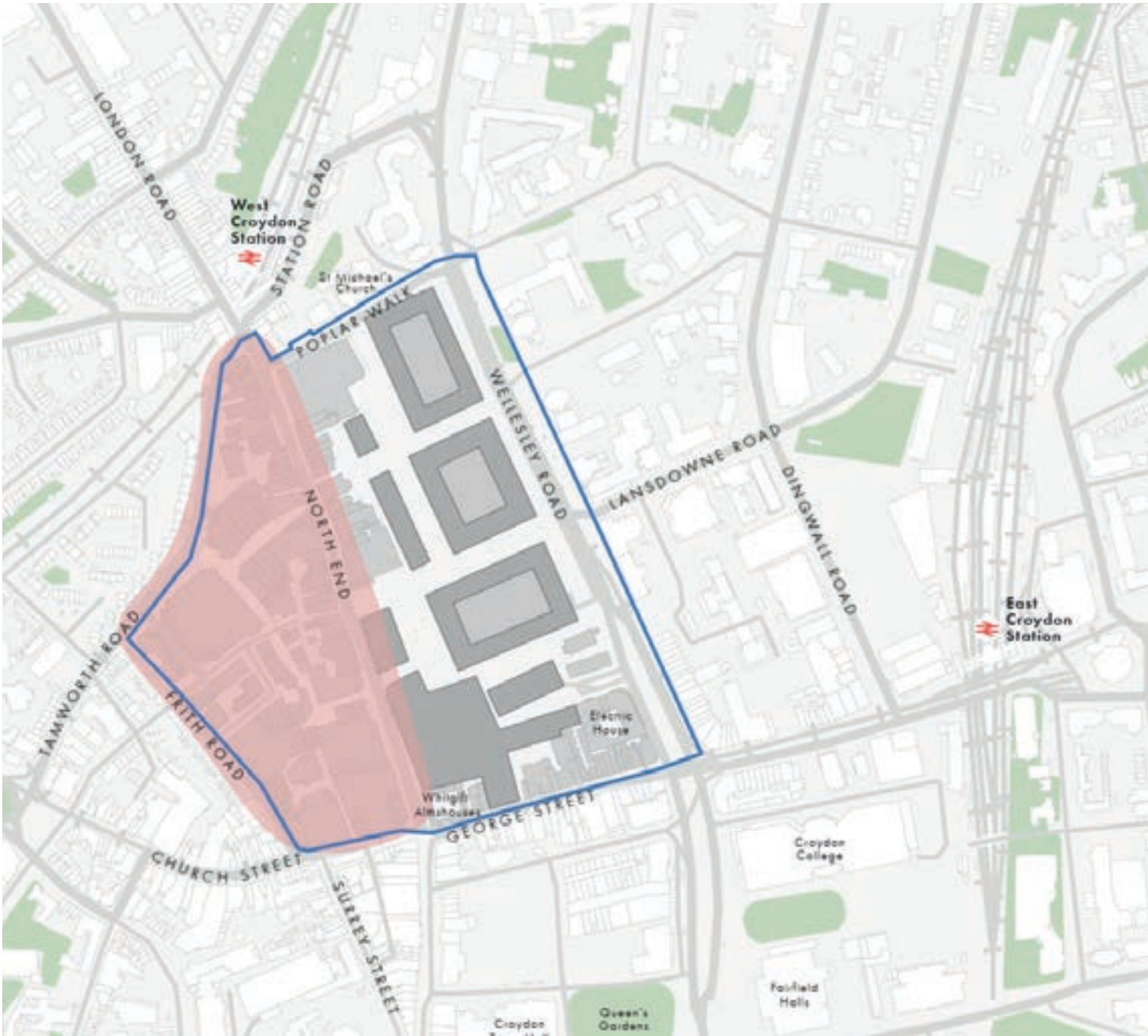


Fig 138 Centrale and North End
note: blocks shown on all plans are indicative only.



Fig 139 Alternative long-term remodelling
note: blocks shown on all plans are indicative only.

3.7 Aim: To provide a mix of high quality homes

The first criteria under Croydon Local Plan’s emerging Strategic Policy NEQ SP1 confirms the potential for significant housing delivery in the NEQ.

Strategic Policy NEQ SP2 states that new neighbourhoods will be created behind North End frontages.

- 1 The emerging Local Plan seeks to ensure that new development will deliver a choice and mix of housing for people in Croydon and address the borough’s need for homes of different sizes.
- 2 Choice of housing includes a range of housing types and products such as market, affordable, build to rent, student, co-living, and supported housing.
- 3 Homes are to be safe and well designed to meet future needs

and contribute to sustainable communities having regard to:

- Space and design standards,
- A mix suitable to high density urban areas; and
- Associated spaces contributing positively to health and well-being.

- 4 Designs across all tenures will need to be functional, accessible, adaptable and sustainable.
- 5 New homes within the NEQ will seek to achieve high quality internal and external places to live. This will include reference to the London Plan Housing Standards LPG.
- 6 Buildings will be positioned, oriented and designed with the following in mind:
 - appropriate private and communal amenity space for residents

- levels of internal daylight and sunlight, ventilation and dual aspect appropriate to high density town centre residential development
- primary and secondary outlook from within homes appropriate to high density town centre residential development
- sunlight to communal external amenity space which might be located at grade, on podiums or at roof level
- location of and access to play provision – doorstep, as well as other communal provision that might be made elsewhere within the masterplan.
- NDSS and London Plan minimum internal space standards for residential homes.
- Impact on micro-climate.

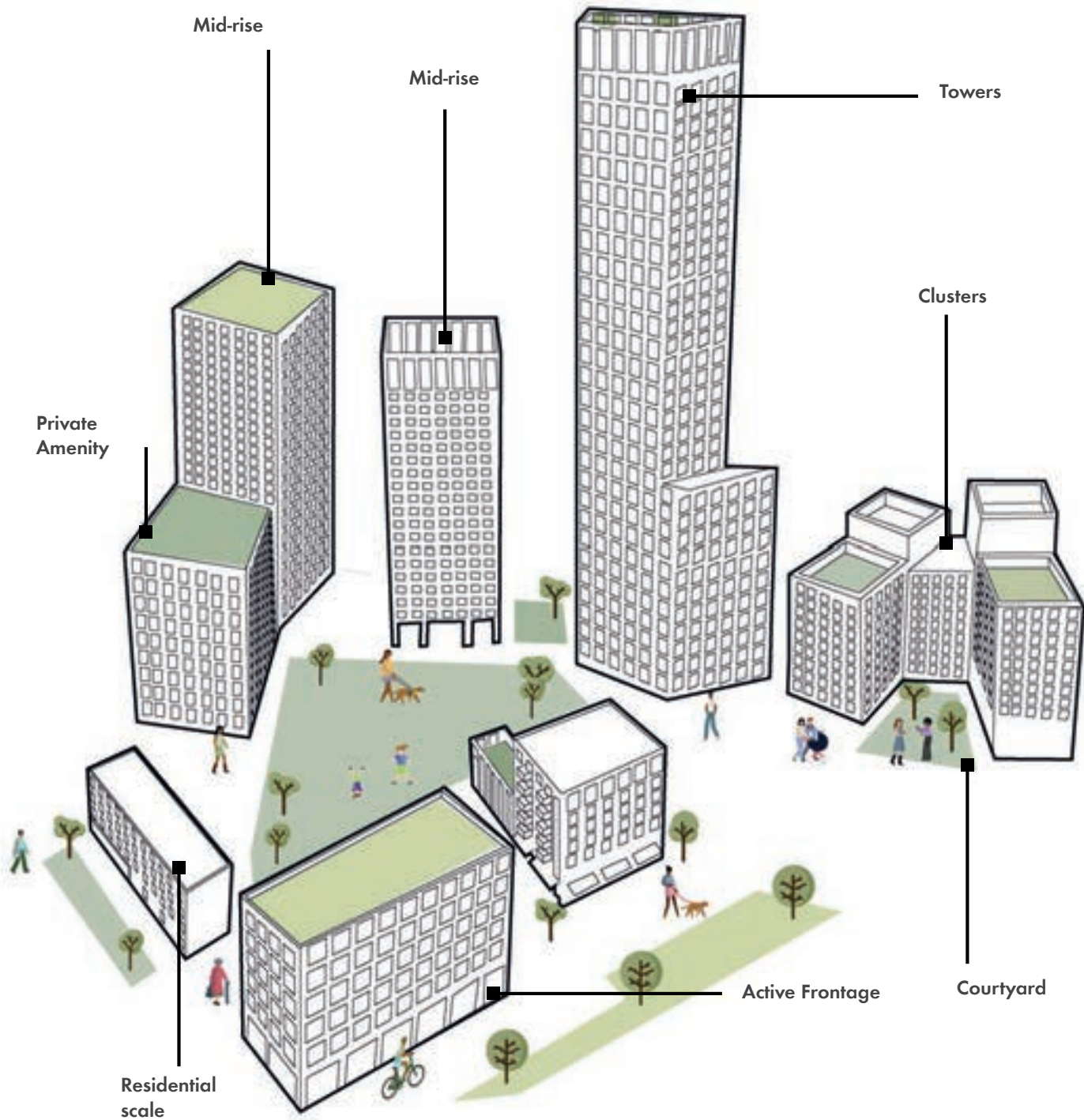


Fig 140 A range of housing typologies will be delivered, in response to market demand and local need

3.8 Aim: To strengthen biodiversity and green infrastructure

The Biodiversity Net Gain (BNG) policy is a UK government law that was introduced in 2021 as part of the Environment Act. The policy aims to increase ecological assets by a minimum of 10% after the majority of development projects are completed.

The London Plan policies G5 Urban Greening and G6 Biodiversity and Access to Nature together require developments to make urban greening a fundamental element of design and to deliver net gains for biodiversity. This needs to be an early consideration in masterplanning and scheme design.

- 1

New development within the NEQ will seek to achieve a minimum of 10% biodiversity, with an aspiration for higher. A hierarchy of new green spaces aligning existing and promoted routes will be integrated into the wider network of publicly accessible green spaces in the town.
- 2

The public realm should incorporate SuDS and attenuation where feasible, to increase the town's climate adaptability and resilience.
- 3

Opportunities to create a new community-oriented space towards Old Town along the western end of the new east-west route will be explored. More formal urban green spaces will be created east of North End. Their design will incorporate
- 4

Development proposals will give early consideration to opportunities for biodiversity, vegetation and rainwater attenuation on building roofs, whilst balancing the needs for resident amenity space, plant and building maintenance infrastructure, and building operation
- 5

Development proposals will give consideration to opportunities for creating visual amenity for high level living spaces through the use of green roofs.
- biodiversity features whilst being flexibly designed to serve as key events and gathering spaces.



Fig 141 Examples of integrating planting and sustainable, attractive drainage solutions into the public realm

3.9 Aim: To resolve access, parking, servicing and infrastructure

Incorporating access for servicing from the primary road network will be a key consideration, enabling the town centre to function efficiently and minimising the impact of vehicles within the public realm.

A detailed access and servicing strategy will be required as the designs for the NEQ develop and will identify access points into and through the site for all modes of transport.

- 1 A site-wide access, parking and servicing strategy will be required to support the comprehensive regeneration of the NEQ. This strategy will seek to balance the needs of businesses in the area alongside the need to provide for regular day-to-day traffic movements by all modes, whilst also taking care to minimise disruption to existing and future residents.
- 2 In addition, an access, parking and servicing strategy will be required for each sequential development phase.
- 3 These strategies will however be conceived within the context of an overriding principal of protecting the quality of the primary active travel network of routes across the NEQ. The delivery of a high quality environment for pedestrians using the new east-west route will be a primary consideration in this regard, with service routes being improved, rationalised or, where possible, operating around rather than along this key new route.
- 4 Where deliveries are required on primary active travel routes, time-limited deliveries should be sought. Where possible, off-site and last mile logistics and deliveries should be encouraged - reducing congestion and emissions within the town centre.
- 5 Existing site constraints should also be taken into consideration when developing a servicing strategy, avoiding primary pedestrian routes like North End during the day and at peak times; and George Street, where deliveries may interfere with public transport routes.



Fig 142 A fully electric truck, helping to reduce emissions within urban centres



Fig 143 Ecofleet - a free last mile delivery service working as part of the Cross River Partnership Clean Air Villages project

Aim: To resolve access, parking, servicing and infrastructure

As the Borough's principal town centre, the NEQ currently accommodates around 3,000 publicly accessible car parking spaces.

The Croydon Local Plan aspiration is for transformation of the NEQ to promote alternative travel modes over the use of the private car. Parking restraint in new development is part of this strategy.

The Masterplan Framework promotes car-free residential development, and encourages the use of public transport, cycling and walking as far as possible, acknowledging the need to reduce traffic generation.

1 The NEQ will remain the Borough's principal shopping, civic, cultural and entertainment destination. During and following NEQ's transformation, public parking will continue to

play an important role in supporting the town centre economy.

- 2 There will be an overall net decrease in the total provision of public parking.
- 3 This approach will be an integral part of a movement and transport strategy which promotes active and sustainable travel behaviour.
- 4 However, the use of alternative transport modes is not a practicable option for all people nor in all circumstances, and there is a need to ensure the town centre remains competitive and supports the significant level of investment needed to revitalise the NEQ.
- 5 New residential will be car free, save for accessible provision.
- 6 Public car parking within the NEQ should:
 - Reduce the overall number of parking spaces across the NEQ;
 - Deliver new or improved public car parking, including EV charging points, in high quality

facilities which support the operation and competitiveness of the NEQ and the town as whole;

- All retained, modified or new car parking facilities should positively contribute to overall placemaking.
- 7 The delivery of development within the NEQ is complex and infrastructure delivery/ upgrades will be required. Anticipated infrastructure includes utilities, highways, EV facilities, active travel/ public transport, taxi provision, coach facilities if required, public realm, social infrastructure, TV and wifi and car parking. The infrastructure provided might support wider growth across the town centre. The precise details of the infrastructure to delivered will be determined by detailed testing as part of planning applications.

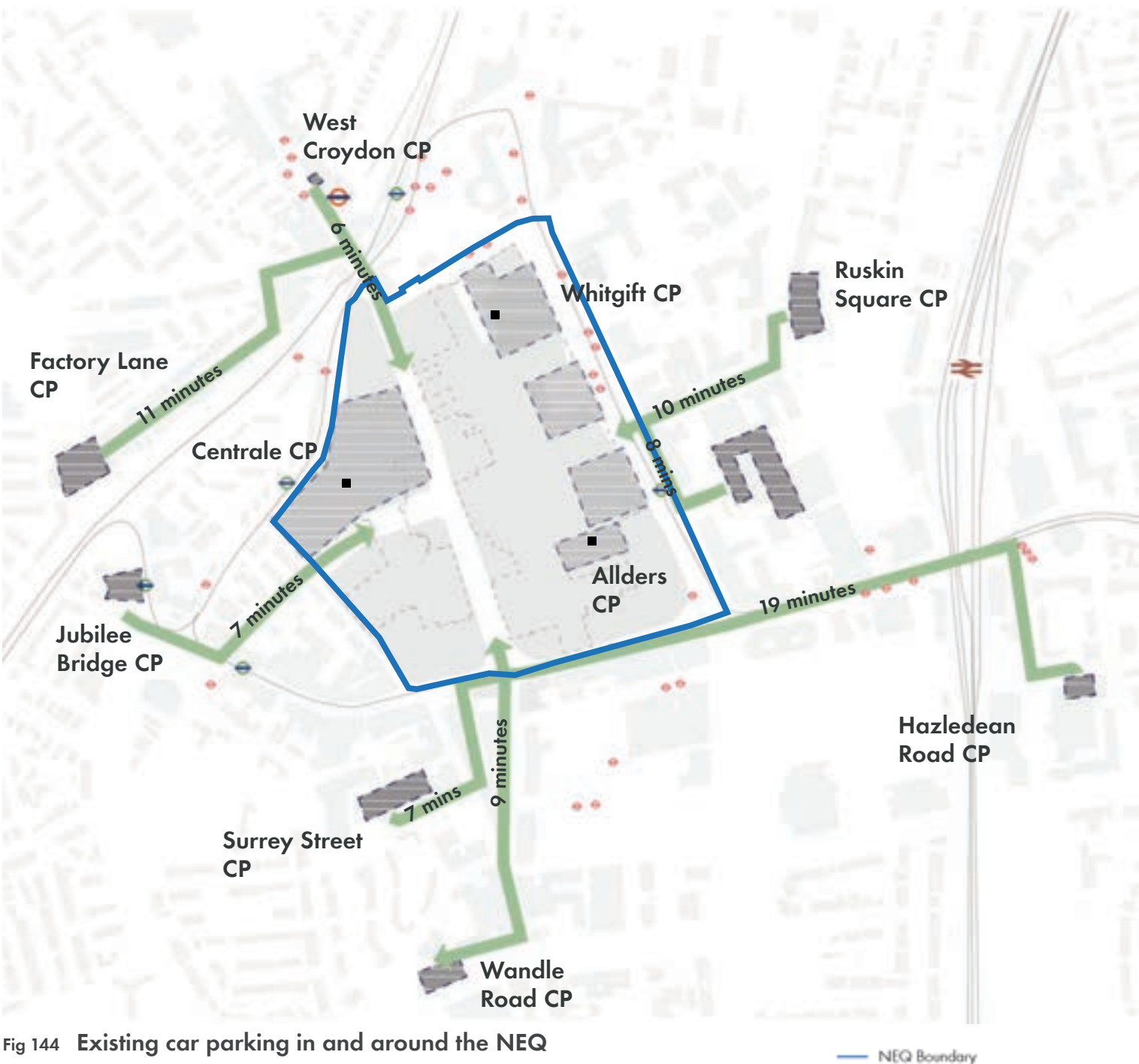


Fig 144 Existing car parking in and around the NEQ

3.10 Aim: To create a resilient and sustainable Croydon

Retention and reuse. The redevelopment of the NEQ will need to consider the potential re-use versus demolition of existing buildings, having particular regard to the carbon impacts of demolishing buildings balanced against the other impacts and benefits of demolition – such as the transformational change benefits for the wider area.

There are a number of substantial existing buildings on the site – such as the Whitgift and Centrale Shopping Centres (including deep and complex site-wide basements), Green Park House (a vacant commercial office building of c. 12 storeys) and Centre Tower (formally Rothschild House, a vacant commercial office building of c.21 storeys). It is considered very likely that large areas of the existing buildings above ground will require significant alteration and/or demolition, in order for the masterplan to achieve its stated aims of a more permeable, public network of streets and spaces. The redevelopment of the NEQ will need to consider this balance whilst exploring the potential for retention, and it is anticipated that the re-use of below ground basements and structures will necessarily inform the design of any future development.

Where not in conflict with the overarching aims of the masterplan, and where buildings are structurally or spatially suitable for re-use or re-purposing, the masterplan will seek to retain above ground structures wherever possible.

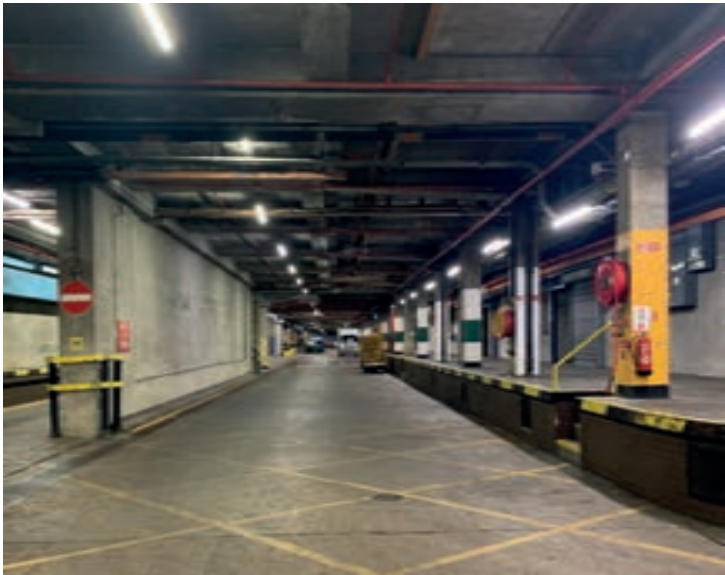


Fig 145 There are a number of substantial existing buildings on the site, above and below ground, some of which might lend themselves to re-purposing or re-use.

Aim: To create a resilient and sustainable Croydon

Sustainability is a cross-cutting theme underpinning all aspects of investment and change in the heart of Croydon. The embodied carbon of buildings means that often the most sustainable building is one which is flexible, adaptable and durable, allowing it to have a long lifespan.

- 1 Achieving a net zero carbon development will be a key ambition.
- 2 An ambition to minimise energy use will drive key design decisions around reusing and adapting existing structures (where appropriate), energy efficiency and on-site renewable energy generation, making better use of town centre land, promoting active and sustainable travel patterns and behaviours, and creating ecologically rich and biodiverse public and private spaces.
- 3 New and existing developments within the NEQ will be designed and managed to promote high

standards of resource management, energy efficiency and use, minimising water use consumption, minimising waste generation, minimising air pollution and facilitating and promoting recycling.

- 4 New development within the NEQ will need to demonstrate a strategy to reduce the generation of or mitigate impacts of air pollution, odour, noise and vibration on existing and new residents.
- 5 Designing for flexibility, buildings can look to use regular grid spacing so internal arrangement of spaces can be changed to suit a range of tenants needs. Buildings might also be designed to accommodate change of use, therefore finishes and fixings should be designed for disassembly and reuse on or off site.
- 6 Durable, low carbon, materials can look to be specified where appropriate for building elements which require the longest design life.

Where a material's useful life can be extended through maintenance, these could also be specified.

- 7 Design principles that seek to incorporate and promote high standards of resource management, addressing areas such as minimising energy use, water consumption, and waste and methods of minimising waste production, facilitating recycling, etc.
- 8 Off-site manufacturing of building elements should look to be used where appropriate to minimise construction waste and improve quality control. - Passive design principles including good fabric, air tightness, heat recovery, sensible glazing ratios, adequate shading and operable windows should be central to design.
- 9 Water efficiency measures such as grey water harvesting and recycling should be explored.
- 10 Adequate waste storage provision should be given to enable recycling streams.

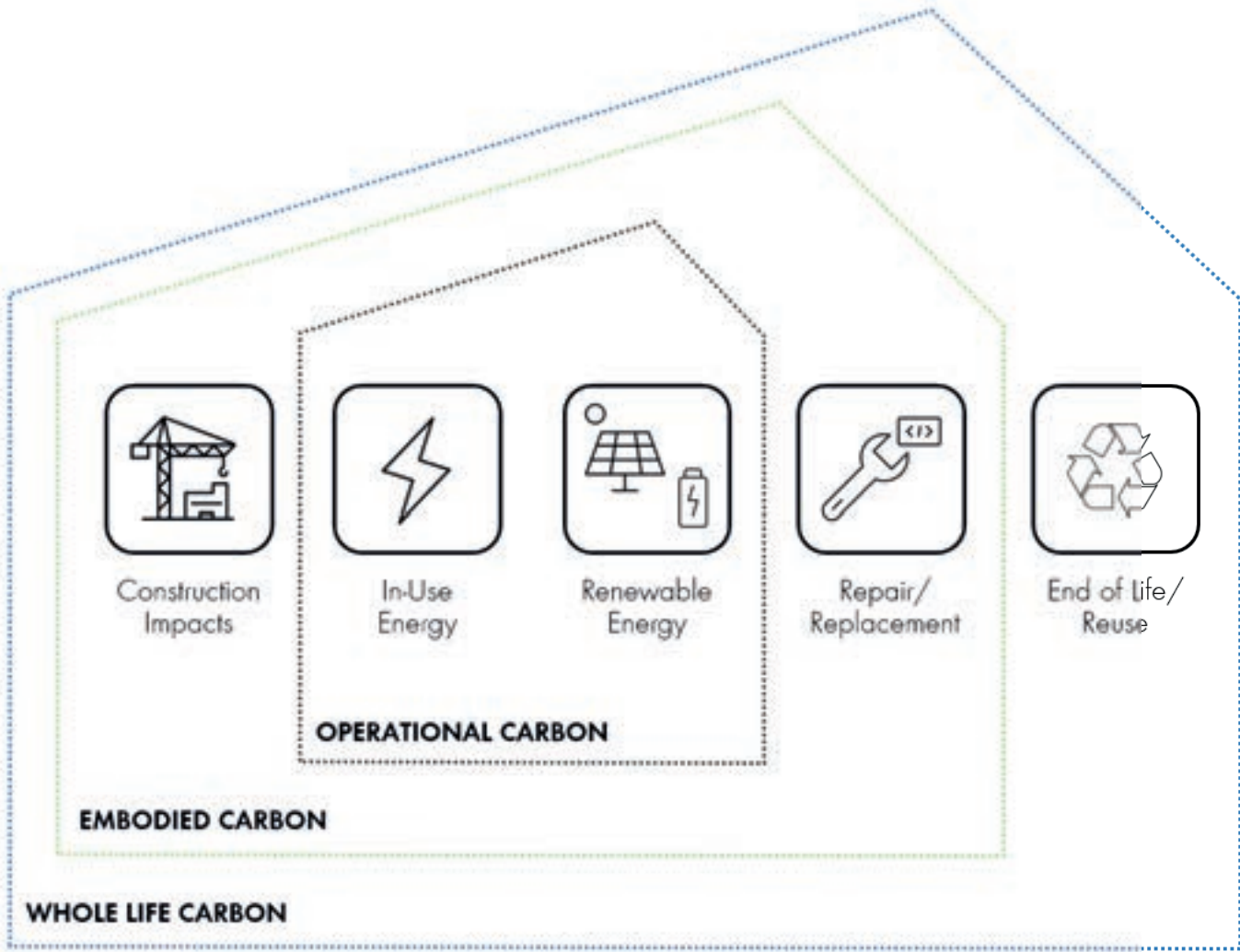


Fig 146 As detailed designs for buildings come forward, their designs will consider whole life carbon and the circular economy.

North End Quarter will... ...write the next chapter in Croydon's evolution

Croydon's retail has been in a constant state of evolution.

Since opening in 1968, the Whitgift Shopping Centre has adapted to changing retail trends and consumer behaviour.

Since its opening in 2004, Centrale Shopping Centre has provided Croydon with good quality retail and leisure attractions. Located directly opposite the Whitgift Centre, Centrale is perfectly located to support the long-term transformation of the NEQ through consolidation of and improvement to its core retail offer.

Much of these structures will remain in place as a new future takes shape... one which prioritises people and place.

Fig 147 Illustrative concept diagram for NEQ's transformation - showing how the NEQ may come forward as part of this Masterplan Framework.

Note: This artist's impression represents one option of how the site could come forward. A variety of options will be explored and tested as more detailed design stages are progressed.



4 Next steps

4.1 Delivery and phasing

The realisation of the regeneration of the NEQ will come forward in a phased manner over many years. However, each phase will be required to be part of a comprehensive approach to avoid piecemeal developments which would be prejudicial to the overall vision. The following phasing principles will be important as progress is made:

- Phases will be co-ordinated to ensure the continued vitality of the town centre and minimise disruption to existing tenants and traders. Measures will be put in place to support business continuity during construction.
- Phases should be co-ordinated in a coherent manner so that earlier phases do not prejudice the delivery of later phases - both in terms of physical development and timing.
- An appropriate quantum and mix of land-uses is to be delivered in each phase having recognition of the wider masterplan aspirations.
- Necessary and proportionate social and physical infrastructure is provided to support each phase - with a co-ordinated approach to funding and delivery on a masterplan wide and phase basis.
- Meanwhile uses should be utilised to provide for continued town centre activation during delivery.
- Public and private realm is to be provided - which may include temporary spaces during delivery.
- Car parking management and delivery to be considered - for both the redevelopment and the wider town centre.
- A servicing strategy is required for each phase.
- Pedestrian and cycle access and wayfinding matters need to be addressed.
- Detailed Phasing Strategies are to be provided at the appropriate times.

Fig 148 - Fig 150 and Fig 152 provide an illustrative overview of potential major development phases. Given the scale and complexity of the site, it is likely that redevelopment of the Whitgift Centre could take approximately 10 - 15 years. Given these time-scales, the wider masterplan for the NEQ will need to be kept under review in order to meet the evolving needs of the town centre.



Fig 148 Today - Centrale retail consolidation and improvements

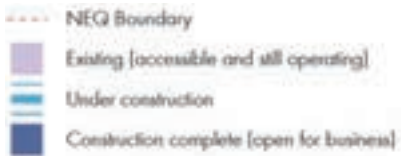


Fig 149 Phase 1 - Whitgift South under construction



Fig 150 Phase 2 - Whitgift North under construction



Fig 151 Much longer term potential future change...

Beyond this Masterplan Framework, more detailed site-specific masterplanning will be required ahead of planning applications. The following matters (but not exclusively) should be considered in detail:

- Retention/reuse/removal options;
- Distribution of building heights;
- Distribution of groundfloor uses; and
- Further development of the gateway strategy.

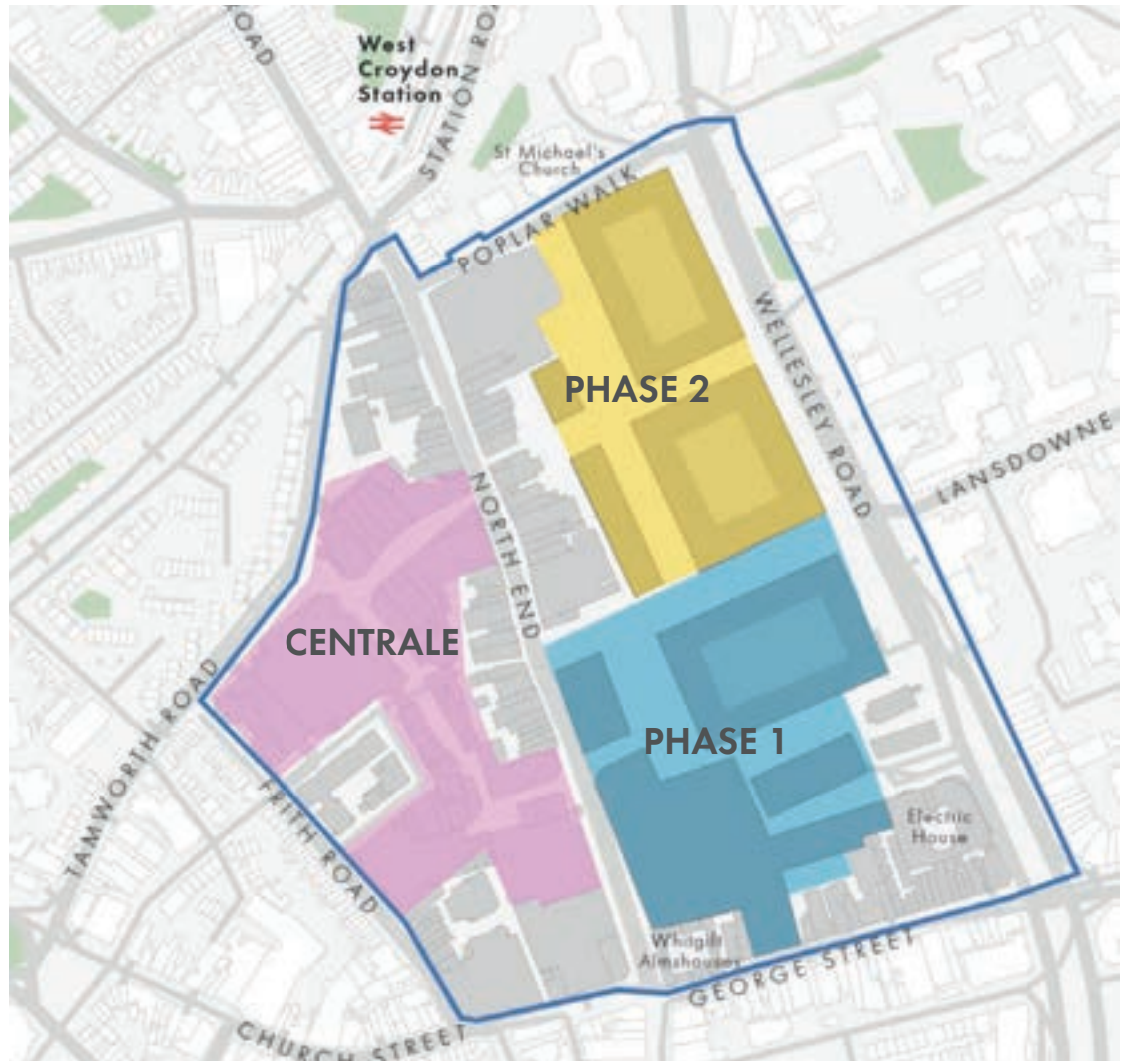


Fig 152 Indicative NEQ major development phases for illustrative purposes only
note: blocks shown on all plans are indicative only

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