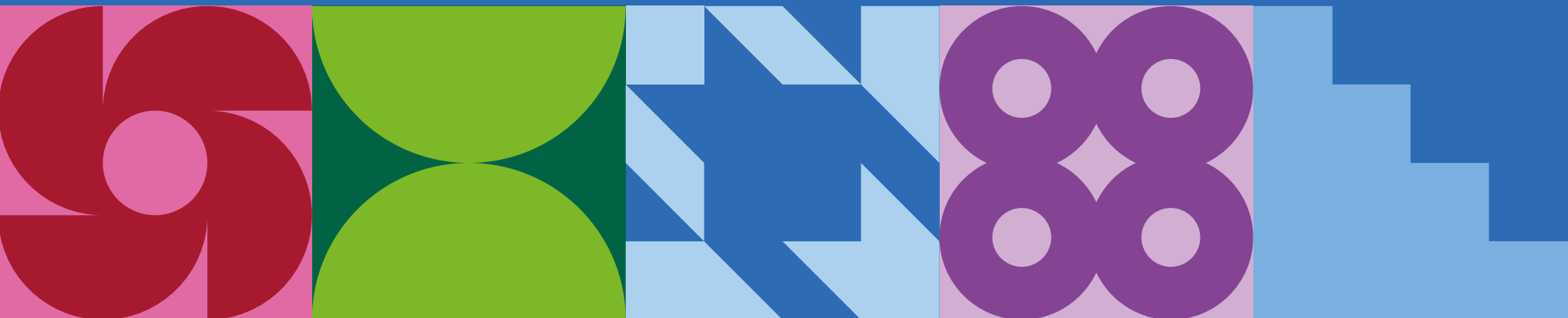
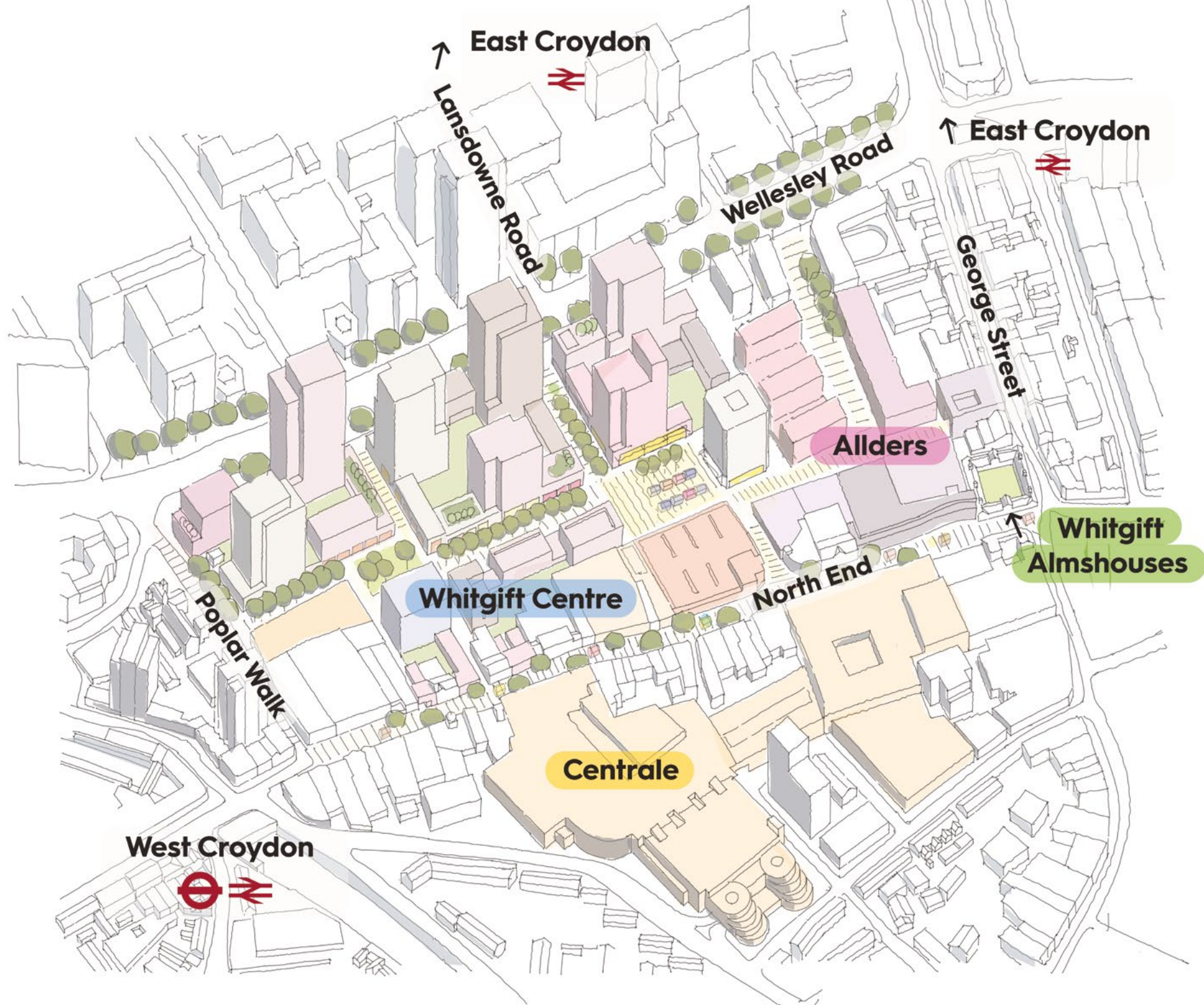


THE CROON PROJECT





What is The Croydon Project?



The Croydon Project is the mixed-use regeneration of Croydon town centre to restore it as the economic and creative capital of South London.

Led by URW as the master developer this will happen through an incremental transformation of Centrale, Alders and Whitgift Centre, as well as neighbouring buildings on North End.

Our ambition is to be a catalyst for a modern, mixed-use town centre with new homes, generous public spaces and a richer mix of shops, restaurants and leisure spaces that stay busy, safer and alive from day through to night.

Progress is already visible. New shops have opened at Alders Parade and refurbishment of other shops along North End will follow soon. A planning application for improvements to Centrale has been submitted in February 2026 and a planning application for the Whitgift Centre and Alders site is anticipated within the year.

Previous public consultation has demonstrated strong support with 85% of respondents backing some or all elements of the plans, providing a clear mandate to move into the next stages of delivery. Through our NextGen Panel and public consultations we will continue to listen and work with communities through every step of the project.



A vibrant heart

To ensure we create a new space where people want to spend time, we need to create a rich mix of shops, restaurants and leisure spaces, alongside new homes, to create a space that is busy day to night.

Upgraded retail and food and beverage space across a refurbished Centrale, North End shops and the new Whitgift site

2,500–3,000 diverse and mixed-tenure homes

New green and public spaces, rooted in two **anchor spaces** on the north and south of the site

New shops, cafés, bars and restaurants on the ground floor

New routes through and across the existing Whitgift site, improving walkability and access into the town centre

Leisure uses to draw people into the area and create activity throughout the evenings all year round

Reinvigoration of Allders, maintaining its iconic design whilst bringing the space back to life

Alders Parade

Alders is one of Croydon's most iconic buildings. The original department store opened in 1862 and had been closed since 2013 until recently when we opened Alders Parade.

Made up of a carefully curated mix of pop-up shops and restaurants on North End this marks a milestone and the first of many steps we will take to improve, refurbish and rebuild in the town centre.

We have bigger ambitions for Alders. In the future we want to reimagine what it could be used for while respecting its heritage façades.



Developing the masterplan



In July 2025 we showed our early vision for The Croydon Project. Since then, we have been working to incorporate feedback from the public and Croydon Council.

We have been focusing on the following areas of design development, all of which respond to the ten masterplan principles as set out in the North End Quarter Masterplan Framework.

Illustrative view only



A new public square

We're creating a large central public square on the south of the current Whitgift site. This space would create a new heart for the town centre. It will be lined with shops, restaurants, and space for activities like live events and music. We've reshaped the design to improve walking routes and make the space more practical and flexible.

Your feedback

During our last round of consultation, you prioritised the following features:

- 1 Accessibility
- 2 Greenery and planting
- 3 A range of activities
- 4 Spaces for people of all ages

In response to your feedback, we are:

1

Reshaping the square

To make it more usable, practical and flexible.

2

Improving connections

Into and through the space, making it easier to access and move around.

3

Designing it to be safe and welcoming

New planting, lighting and 24/7 management will make the place welcoming for everyone to enjoy day and night.



Illustrative view only



Culture and leisure

Your feedback highlighted Croydon's vibrant cultural scene.

Stories of artists such as Stormzy and Krept & Konan are deeply rooted in the borough, while institutions like the BRIT School continue to produce the next generation of creative talent.

Your feedback

300 people said you wanted new cultural venues

200 people suggested new leisure uses

Ideas included:

- Music venues
- Art galleries
- Space for independent artists
- Performance areas
- Game and activity spaces



The NextGen Panel suggested that, beyond shopping, there needs to be things to bring young people to the town centre, whilst at our public consultation you said that leisure was one of your top priorities.

In response to your feedback we are:

1

Making space for Culture and Leisure

Creating the spaces and opportunity to make The Croydon Project a hub of culture and leisure activities, bringing life and activity into the town day and night.

2

Designing with flexibility in mind

Creating different spaces will cater to a variety of uses, including hosting pop-ups, art, sport and music.

3

Complementing existing venues

Venues such as Fairfield Halls are embedded in Croydon's history and culture, and we want The Croydon Project to create space for culture and to sit alongside these established institutions.



Illustrative view only

Delivering a vibrant cultural scene

By creating spaces that can change and evolve, we can ensure there is always something new to see, do and experience in the heart of one of London's most talented boroughs.

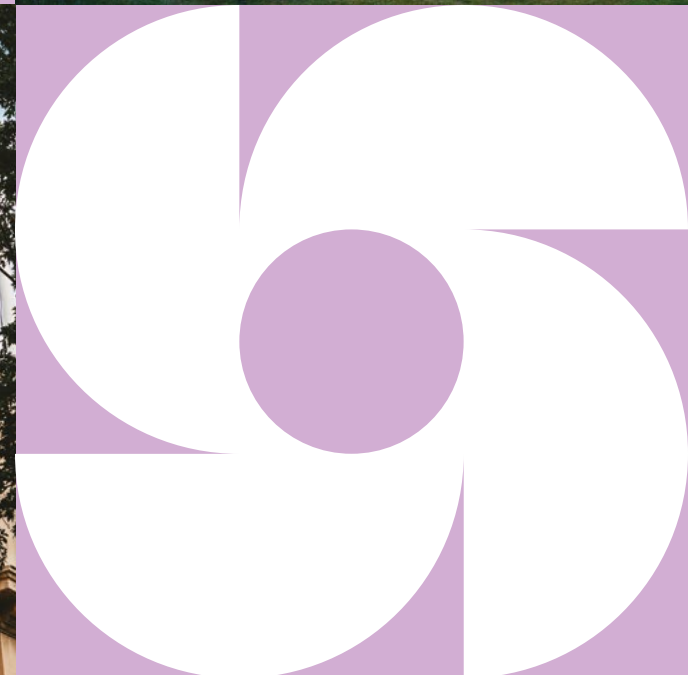
Whilst exploring where new cultural spaces could be created, we are considering your desire to preserve the local heritage.

Respecting Croydon's heritage

Your feedback

We know from your feedback how important it is that Croydon's heritage is enhanced and celebrated. You told us that places like Allders, the Whitgift Almshouses, the Grants Building and the Clocktower are among the town centre's most admired landmarks.

As we develop the Masterplan, we are working to reuse existing structures, reducing demolition and supporting more sustainable construction.



In response to your feedback we are:

1

Preserving and upgrading the historic Allders frontage

We will restore and upgrade the iconic Allders frontage, giving the building a new lease of life while protecting its distinctive character. This also helps maintain a respectful setting for the Grade I listed Whitgift Almshouses beside it.

2

Retrofitting Centre Tower and Green Park House

Where appropriate and subject to further surveys and carbon analysis, we are aiming to retrofit Centre Tower and re-use some of the structure of Green Park House. Our aim is to bring these buildings back to life so they meet local needs.

3

Retaining the basement beneath the Whitgift Centre

We plan to retain the existing basement beneath the Whitgift site, which avoids the need to demolish thousands of tonnes of concrete and supports a more sustainable, efficient construction process.

By reusing buildings and structures wherever we can, we aim to protect Croydon's heritage while creating a modern town centre that feels familiar, rooted in local identity, and built for the future.



Reimagining shopping in Croydon

Shopping will continue to play a crucial role in the future of the town centre with an improved, diverse choice for everyone.

- Centrale will provide a modern mall-style experience
- An improved North End will continue to be the central High Street
- The Whitgift masterplan will have local, convenient shops, amenity retail and brands, new cafés, restaurants and bars at ground level with leisure and other things to do throughout



Open air shopping

We will focus activity where it can thrive. Bringing new shops, cafés, restaurants and local businesses to street level and higher footfall, as well as things to do that keep the area bustling from day into the evening.

By concentrating activity in this way, the town centre becomes easier to navigate, more attractive for businesses, and more convenient for residents. It will reflect how people live, work and shop today.

Your feedback

Shopping has always been and will remain central to Croydon's town centre, but the way people shop and the amount of space retailers need has changed. You told us that much of what is in the town centre now doesn't work, but more than 400 people also told us how essential retail remains to Croydon's identity and daily life.

In response to your feedback we are:

- 1 Focusing retail in Centrale and along North End.
- 2 Planning for a mix of amenity retailers, cafés, restaurants, brands, and community uses at ground level in the Masterplan.
- 3 Creating space for a wider range of experiences alongside shopping, including leisure and food offers that bring activity throughout the day and into the evening.





Illustrative view only

Building The Croydon Project

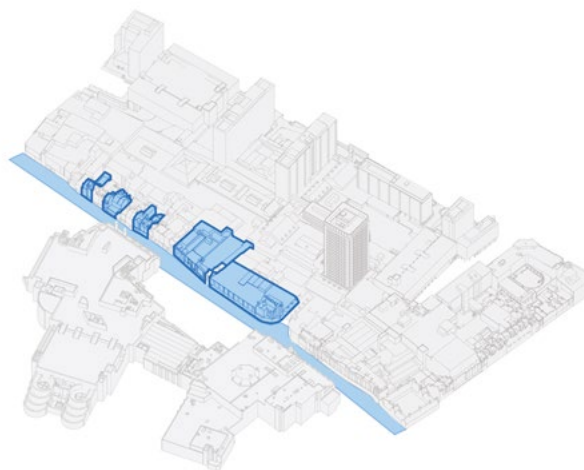
The Croydon Project has been designed as a phased project. This means we can deliver improvements for Croydon in early stages of the project.



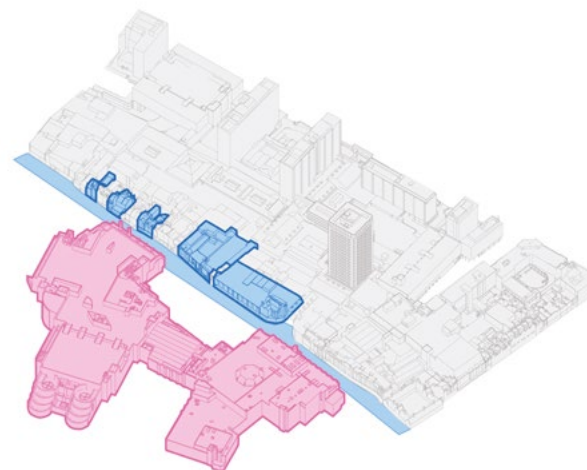
North End improved

We've already started with Allders Parade. Our next step is to continue to refurbish and revitalise shops on North End, to replicate its success. Croydon Council is also working on their own £10 million project to improve public spaces along North End and we will continue to work closely with them to realise this transformation together.

1



2



Illustrative view only



A revitalised Centrale

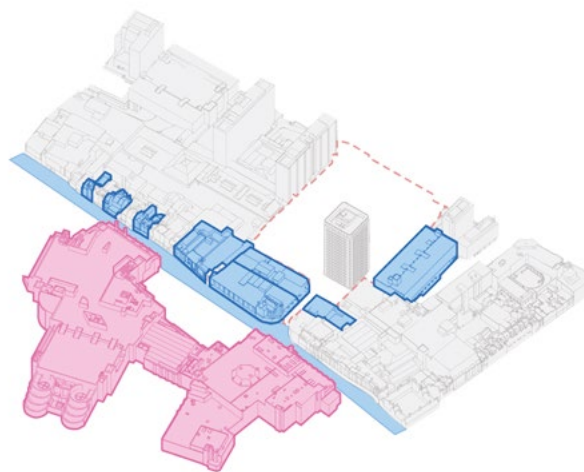
We have already submitted a planning application for new entrances to Centrale along North End, intended to be the first step in a refurbishment programme with Centrale staying open throughout.

Prioritising public benefits

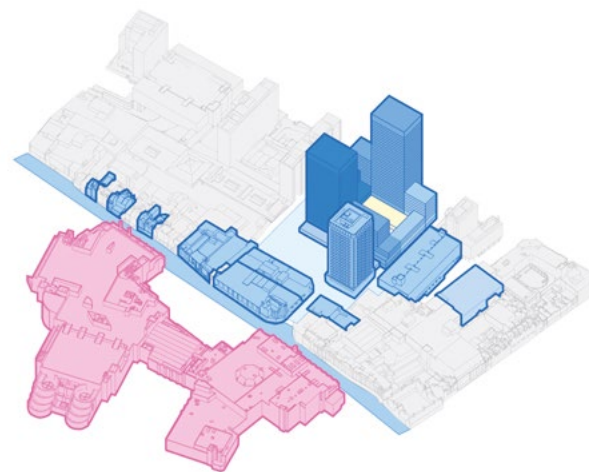
The first elements of the Whitgift masterplan to be delivered will be those that bring the greatest public benefit.

Delivering these early ensures the project brings activity, facilities and improved routes into the town centre from the outset, helping the area feel more welcoming while later phases progress.

3



4



Illustrative view only





Illustrative view only

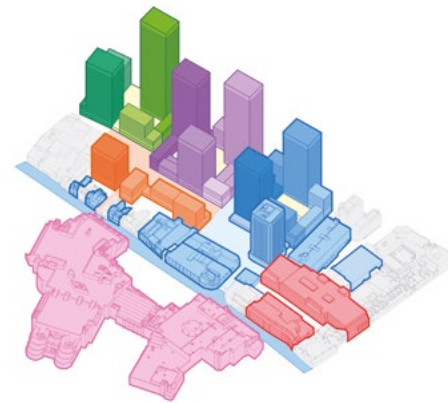
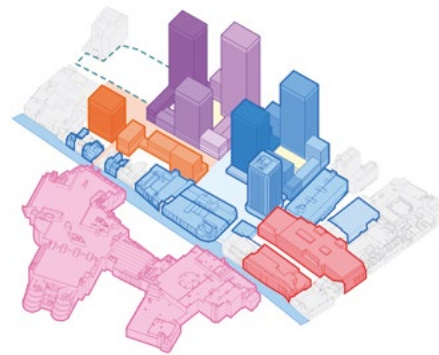
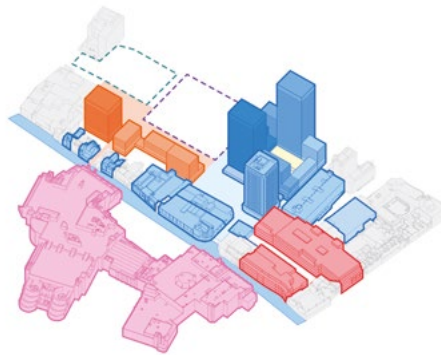
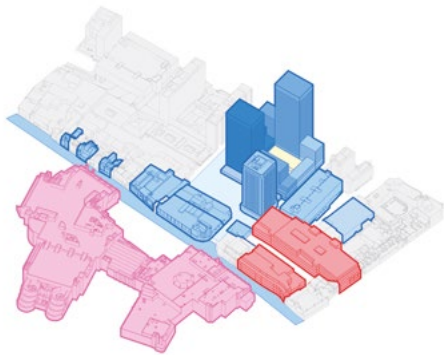
Future phases

Future phases will be built in line with design requirements and planning parameters.

These later phases will:

- Support a new residential community
- Reimagine the role of Alders
- Bring forward a series of flexible plots for new homes

These phases will be developed in more detail as part of the Outline Planning Application and subsequent design work, with further public consultation at each stage.



5

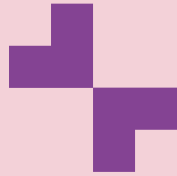
6

7

8



Supporting the community



420

hours of staff volunteering



100

black artists showcased at Black History Month



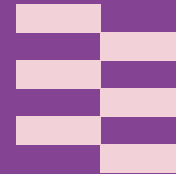
15

local grassroots organisations funded



30,000

visitors to Costa Del Croydon



£813,241

in social value delivered in Croydon



1 million

social media impressions



10

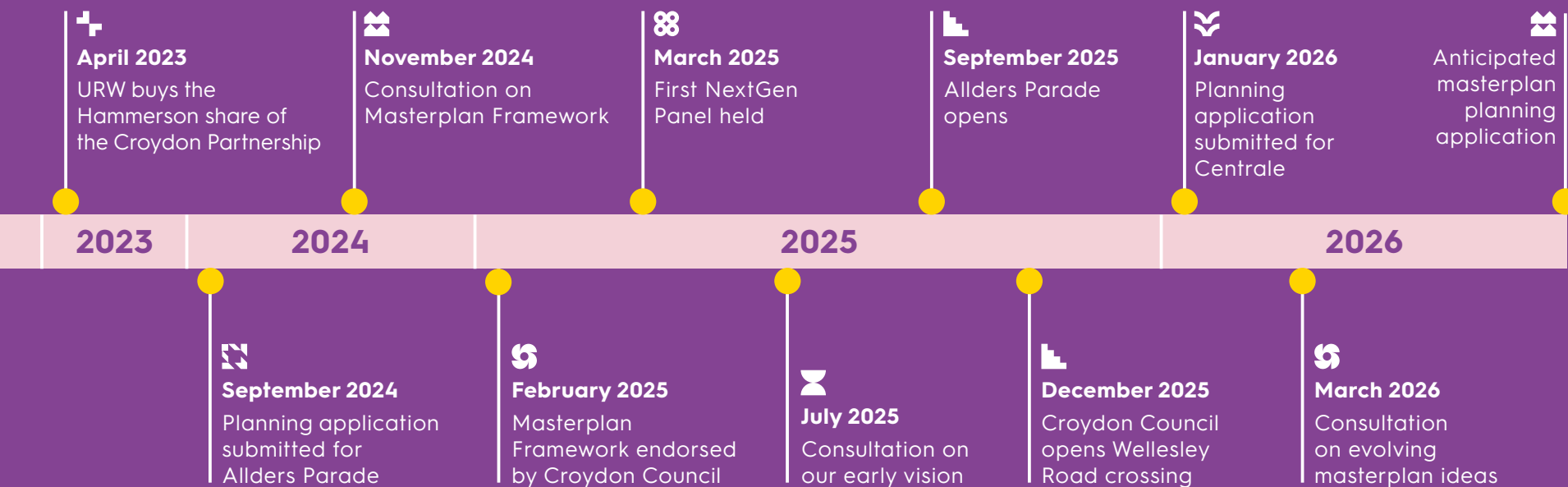
community sessions with Croydon Voluntary Action



33

workshops

Our journey



What's next? Get involved and give us your feedback



To provide your feedback,
please scan the QR code
or visit our website:

TheCroydonProject.co.uk



Get in touch

If you have questions or want to speak to the team, we'd love to hear from you.



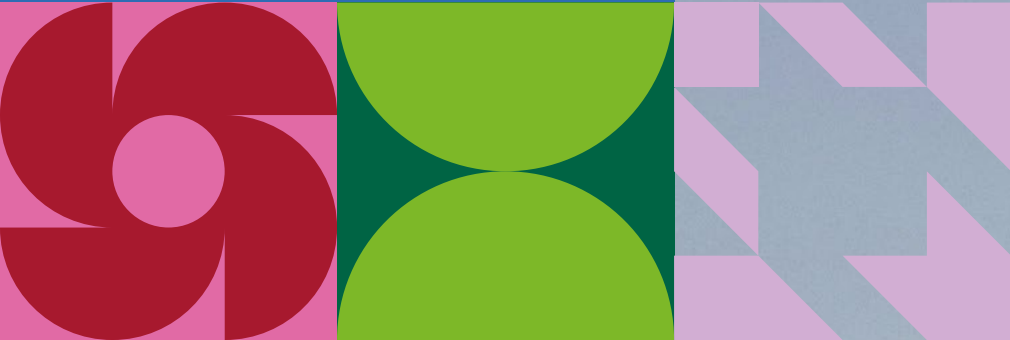
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