

Calling Croydon



UNIBAIL-RODAMCO-WESTFIELD



Consultation exhibition
July 2025

Following our previous consultation in November 2024, the Masterplan Framework for the North End Quarter was formally endorsed by Croydon Council's Planning Committee.

We have since been working to progress our early vision and are presenting our developed thoughts at this consultation. This is an evolving process but we want to take you on the journey with us.

Find out more within this exhibition and share your thoughts with us.

Our early vision



Redevelop the
Whitgift Centre



Refurbish
Centrale



Reimagine
Allders



Complete our
survey here

01



Who is URW?

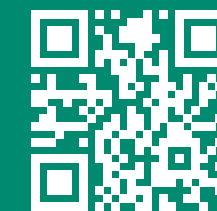
URW is the freeholder of the Centrale Centre, various North End properties and parts of Allders. It is the long leaseholder of the Whitgift Centre, Green Park House and remaining parts of Allders under the freehold of John Whitgift Foundation.

URW and John Whitgift Foundation are jointly the predominant landowners within the North End Quarter. This provides a unique opportunity to drive the transformation of the town centre forward.

URW is a creator and operator of sustainable places that are engines of economic, social and environmental vitality in the communities we serve.

We believe we have a vital role to play in the regeneration of cities, helping them adapt to climate change and supporting their environmental transition to carbon neutrality.

URW's purpose to **Reinvent Being Together** challenges us to create and operate unique sustainable places that connect people through extraordinary, meaningful shared experiences.



Visit our website and
join our mailing list at
URWCroydon.com

About the site

Croydon Council's Town Centre Vision

Our proposals complement Croydon Council's Town Centre Vision, which was launched in May 2025. The vision outlines the council's plan to transform the town centre, with a programme of improvements planned to attract new visitors, residents, and investors.

We are working closely with the council to ensure a consistent approach.

What is the North End Quarter?

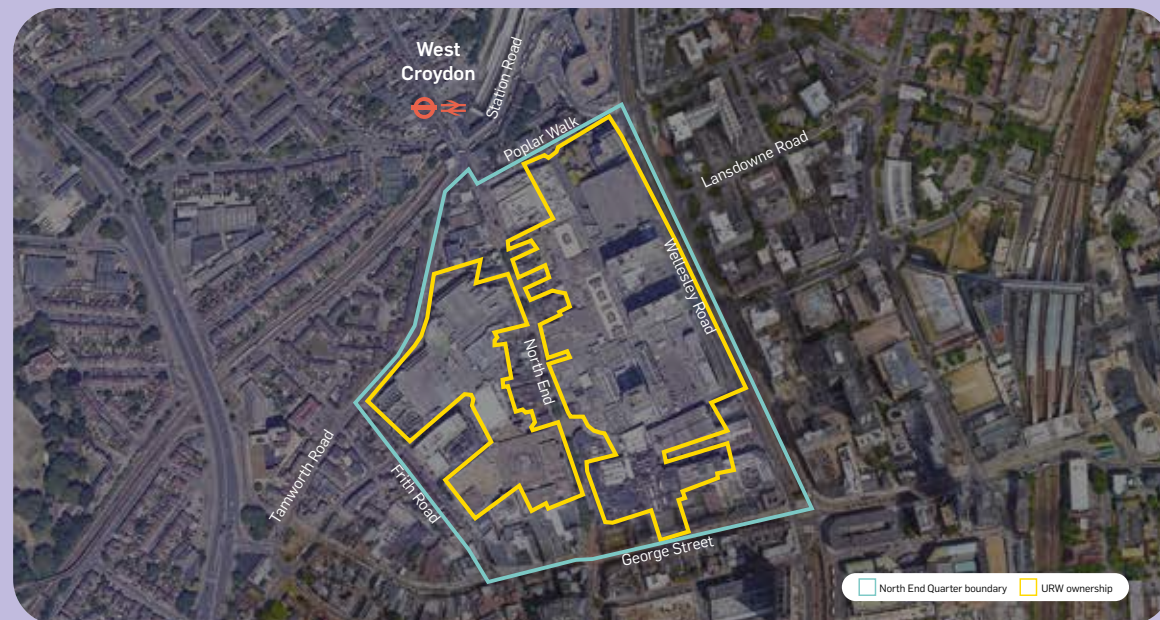
This is the name given by the council to the area of the town centre around North End bordered by:

- Wellesley Road to the East
- George Street to the South
- Frith and Tamworth Road to the West
- Poplar Walk to the North

The area includes the Whitgift and Centrale shopping centres, Alders, the car parks and vacant office buildings, including Green Park House.

URW's ownership

The map below illustrates the extent of URW's ownership within the North End Quarter. A significant portion of this area is the Whitgift Centre, Alders, Centrale and adjoining properties, of which a significant part is the freehold of John Whitgift Foundation.



A unique and complex site

The North End Quarter is a complex site with a unique structure.

It features:

- A mix of different levels
- A legacy of various building structures of different ages
- A network of pedestrian and vehicle routes

The Masterplan Framework recognises these complexities and aims to create a more user-friendly environment. Considering these factors will allow the creation of a well-connected network of routes and spaces working with the existing site.



Our work in the town centre

Delivering meaningful change: Our work in the community

The **URW Better Places** strategy strives to make a positive environmental, social and economic impact in the cities and communities where URW operates.

Although we are at an early stage of our vision to deliver a reimagined town centre, we are already working with local communities and organisations in Croydon to support charities, social enterprises and small local businesses now and in the medium term. This work will bring improvements and impact to Croydon sooner.

In its first year of reporting, Centrale & Whitgift shopping centres in Croydon generated £813,241 in social value. This is the foundation for long-term, measurable impact through our social value work.

Key milestones included the launch of the 2024 Community Grant Fund in partnership with Croydon Voluntary Action to provide £27,000 to 27 grassroots organisations in the borough, and the impactful 'Cut It Out' football match at Crystal Palace – both aimed at promoting youth safety and community cohesion.

Looking ahead, the centres plans to expand its reporting scope in 2025 to capture social value generated through its supply chain.



Bringing improvements now: Allders and Costa del Croydon

While our ultimate goal is to deliver a revitalised town centre through redevelopment and refurbishment, there are things we can do in the short, medium and long term to revitalise Croydon as a destination where residents, workers and visitors want to spend time.

Costa del Croydon



Centrale & Whitgift's summer beach extravaganza is back and bigger than ever! Families can look forward to a packed programme of activities for all ages as well as new food and drink options. **Free tickets will be available to book from 25 July.**

For more information visit centraleandwhitgift.co.uk

Opening dates: **1 – 31 August 2025**

Opening times: **11.30am – 3pm and 3.30pm – 7pm**



Allders



After cleaning the North End facade we are busy finalising our works at Allders, with tenants now commencing their fit out ahead of opening in the coming months.

With new shops and food and beverage stores, this is the first phase of improvements to rejuvenate the iconic Allders building. We can't wait to welcome the community back to the space.

Wellesley Road crossing

We are working with the council in their delivery of a new street-level crossing over Wellesley Road, connecting the Whitgift Centre with Lansdowne Road. This crossing will replace the historic underpass and should be completed before the end of the year.

Improvements to North End

The council is leading a project to bring forward improvements to North End, reviewing how this key public space can be brought alive over the coming years.

We are working collaboratively with the council to support this project and have contributed to the emerging design strategies and brief, helping to ensure that the proposed works can be seamlessly integrated with future development throughout the North End Quarter.

Feedback so far

The feedback we received during the previous consultation has been used to finalise the Masterplan Framework and has influenced the early vision for the Whitgift and Centrale shopping centres and Alders. In March 2025 we launched the NextGen Panel, made up of 25 people aged 16–25 who we are meeting with regularly to work with us on the plans as they develop.

**NEXT
GEN**

During the Masterplan Framework consultation we learnt a lot from our community. We have pulled together the key facts from the consultation.



**344 surveys
completed**

with 262 people attending our events in person, with many more engaging via our website



**85% of you
supported**

the ambition and vision shown in the Masterplan Framework



**Local people
admire**

existing buildings such as Alders and the Whitgift Almshouses



We need a new blueprint, designed for Croydon



Overall, you told us you wanted to see:



**Better connections
between North
End and East
Croydon station**



**More and higher
quality food, drink
and café options**



**Safety and
anti-social
behaviour
addressed**



**A focus on
improving the
cleanliness of
the town centre**

From our early engagement, we know that the people of Croydon are proud of the local area and we want to deliver something here that celebrates the borough and ensures the community remain proud to work here or call it home.

We know local people are keen to see change and this has been reflected in the excitement for our plans to deliver new shops at Alders and last year's Costa del Croydon. We want to keep momentum and press on – but we need to make sure we get the details right.



I'm really excited to hear additional homes are included in the plan. We need more affordable homes for those in the borough



I would like to see the North End Quarter have more nighttime activities as currently there is very little reason to visit that area at night



Adding more green spaces throughout the town centre, both on the streets and around building façades, would make a significant positive impact



The endorsed Masterplan Framework

The Masterplan Framework was endorsed by Croydon Council's Planning Committee on 27 February 2025.

The Masterplan Framework was developed collaboratively with the council and was amended in response to the outcome of engagement with the community. The document helps to guide the long-term regeneration of the area over the next 10 to 15 years and beyond. It sets out ten principles to **transform the area into a vibrant, mixed-use destination that will include homes, shops, restaurants, cultural venues and public spaces.**

Our consultation on this document was extensive, with input from the community and Croydon Council's Design Review Panel (DRP). The DRP is an independent expert panel that provides advice on major schemes.

From the feedback received from the local community and the DRP, we understand the importance of ensuring that any development needs to 'champion' the existing characteristics of Croydon. In response to this, the first part of the document focuses on the specific context of Croydon.

The final Masterplan Framework was endorsed by the Council's Planning Committee. This was not a planning consent for the masterplan, as this will come later following much more consultation and technical work. However, this demonstrated alignment in our approach to bringing forward transformational change to the town centre.



03

The endorsed Masterplan Framework principles are:

01



Deliver place-led change to become a destination that we can all be proud of

02



Create a new network of permeable public routes, streets and spaces

03



Curate and deliver an appropriate use of mixes to reinvigorate the town centre

04



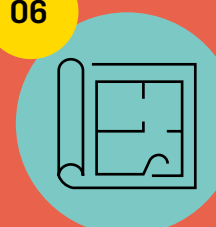
Celebrate local identity and heritage

05



Ensure building heights and scale are contextually addressed

06



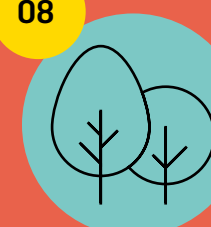
Explore placemaking by embracing and responding to the North End Quarter's unique and varied character areas

07



Provide a mix of high-quality homes to address local need

08



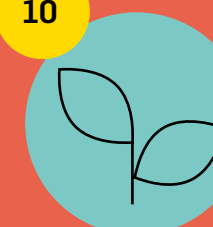
Strengthen biodiversity and greening

09



Rationalise vehicle access, public parking, servicing and infrastructure

10



Support a resilient and sustainable Croydon

The principles will be used to shape future designs, as well as being a guide to check the developing proposals against.

Shaping the Masterplan Framework

When considering the Masterplan Framework, we evaluated the current constraints and opportunities the site presented. Based off of this, we developed several considerations that respond to the site context to produce our principles within the Masterplan Framework.

01



Connecting East Croydon through to North End and Old Town

02



Breathing new life into North End, updating the town centre

03



Respecting its historic past, preserving and enhancing the setting and protecting views

06



A careful approach to demolition and retention

07



A revitalised metropolitan town centre

08



A range of new public spaces

04



Softening Wellesley Road, improving the environment for pedestrians and cyclists

05



Stitching into existing streets and routes to integrate the North End Quarter into the existing network

09



Respecting and enhancing natural assets, such as trees and planting

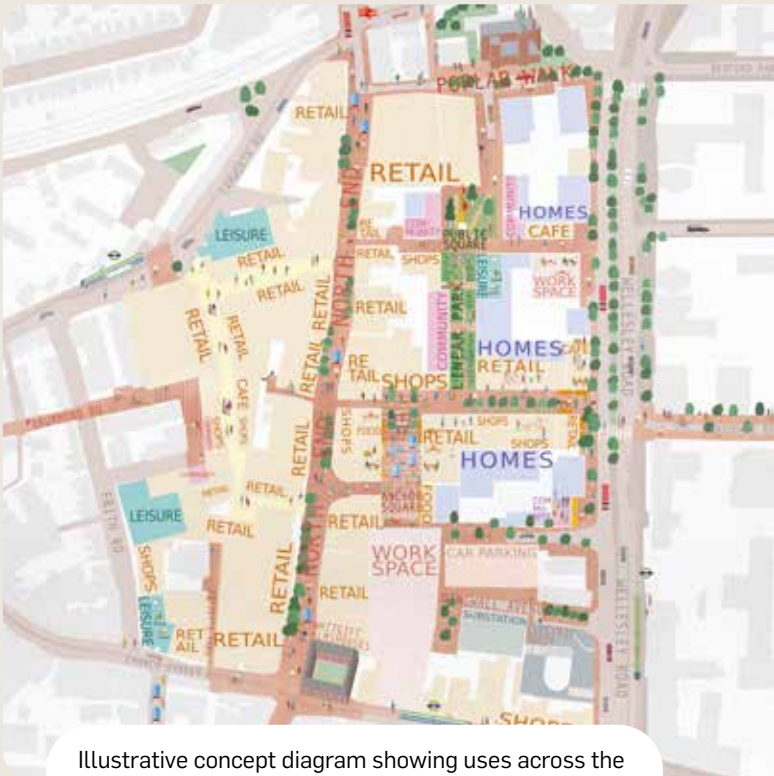
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Delivering a new residential community to help meet local housing needs



View the Masterplan Framework here



Illustrative concept diagram showing uses across the North End Quarter from the Masterplan Framework

Engaging with young people: The NextGen Panel



The NextGen Panel was created to ensure that young people across Croydon can get involved in shaping the future of the town centre. They are fundamental to creating a new masterplan for the area around the Whitgift, Centrale and Allders shopping centres.

Since our last consultation, we have launched our NextGen Panel, as well as working on our evolving designs with our architects, design team and the council.

We have assembled a panel of 25 young people aged 16–25 who live, work or study in the borough, and are meeting regularly with them to bring their passion, creativity and skills together.

From hundreds of sign-ups, we received many fantastic applications. To select the final panel from the applications, we brought together an experienced team, including local representatives from:

- Legacy Youth Zone
- Palace for Life Foundation
- The Brit School
- Croydon Council
- URW's social value team

We have begun working with the NextGen Panel through a programme of regular engagement on different aspects of our plans. We have held workshops and site tours with them already, giving them the opportunity to work alongside the URW and design teams – **find out more about their work so far on our website.**



Scan the QR code to learn more about our NextGen Panel and see our reports on the first two sessions



Our early vision

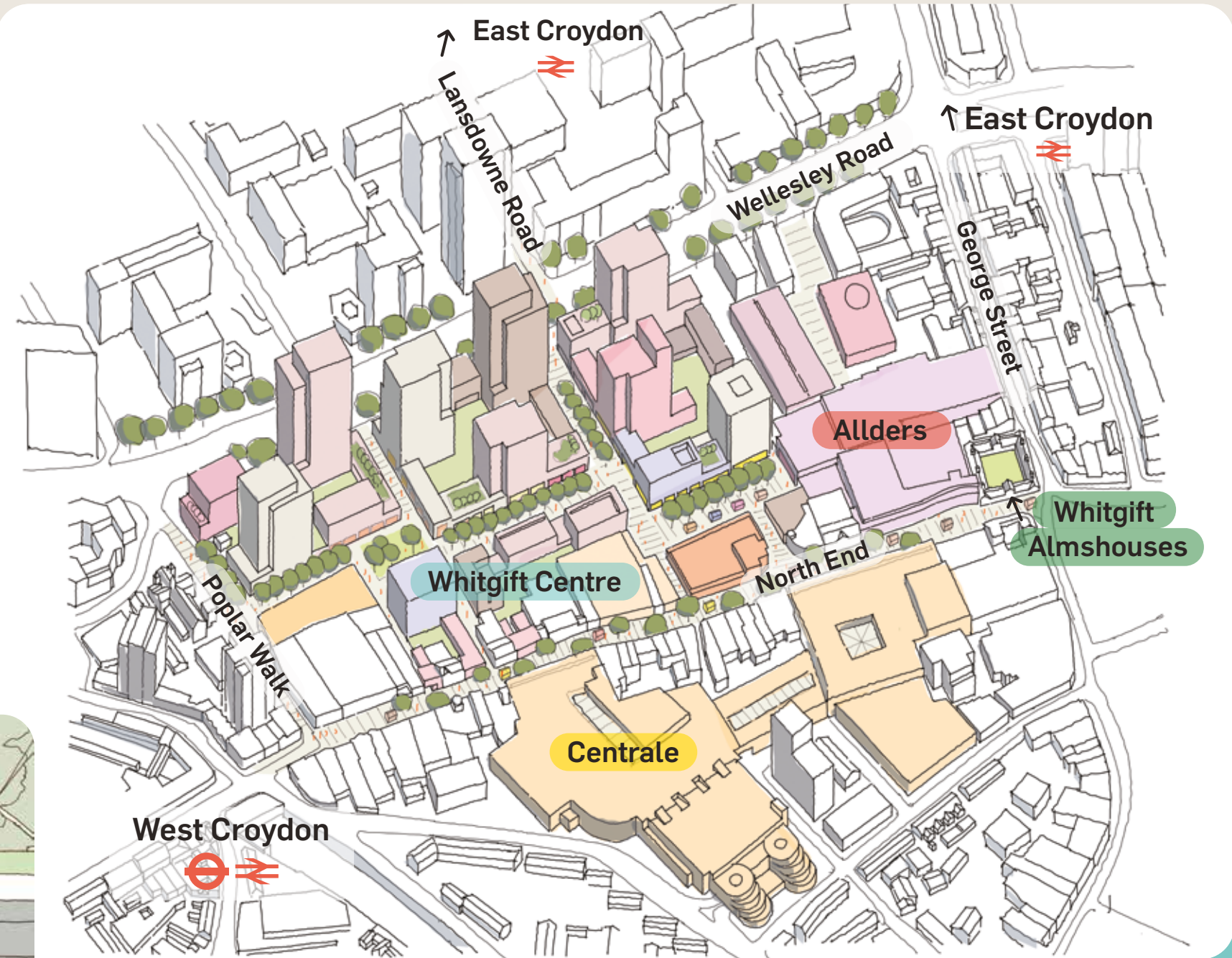
Using the feedback that we have received from the consultation in 2024 and the NextGen Panel, we are starting to turn the principles and parameters in the Masterplan Framework into real designs and buildings that will include homes, shops, restaurants, cultural venues and public spaces.

Redeveloping the Whitgift Centre

The redevelopment of the Whitgift Centre will create a residential-led mixed use heart for Croydon.

The sketches and plans shown here represent an early evolution of our proposals based on the endorsed Masterplan Framework principles and the feedback received so far. They show our early concepts and how this fits together, creating a network of public spaces, streets and buildings.

This mix of different uses will create a more resilient and dynamic town centre, helping to create a new destination. This will ensure that Croydon feels lively and rich in things to do, but also safe and accessible.



Activating the public space

We want to ensure that all future public spaces delivered are vibrant and alive with activity.

We have created three visualisations of the same space, each showing a different way it could be used. Let us know your favourite, or any other ideas you may have.



Early concept sketch of the new public square.



Early concept sketch of the new public square, showing one possible idea with festive decorations.



Early concept sketch of the new public square, showing one possible idea with an outdoor cinema.



Opening up the Whitgift site

We know from your feedback that new routes and public open spaces across the site are crucial to making the town centre welcoming and accessible to all.

New east-to-west connections across the current Whitgift Centre site will connect East Croydon, Wellesley Road and Croydon Old Town, helping to better integrate public transport, such as tram stops and rail stations into the new centre.

By utilising the existing basement for servicing, we are removing the need to add new roads for vehicle access – ensuring we can focus on delivering new pedestrian and cycle connections.

We are working with the council on the new Wellesley Road crossing, which is set to be delivered by the end of this year, as well as wider North End public realm improvements to improve travel across the site. We are making sure to capitalise on opportunities like this for early delivery of a better connected town centre.

We will strive to find the best balance between routes for pedestrians and cyclists, while delivering family friendly spaces across the site.

- Key public space
- Public realm
- Roof garden
- New routes through and around the site



We will strive to find the best balance of routes for pedestrians and cyclists across the site. Would you like to see all routes as shared spaces, or some as pedestrian only?



BETTER PLACES

A sustainable vision for Croydon

We are developing an ambitious Sustainability Strategy to ensure we deliver a resilient and inclusive neighbourhood that is fit for the future.

Guided by **URW's Better Places** strategy, aiming to "create sustainable places that reinvent being together", our masterplan will embed ambitious sustainability standards from design all the way through to construction.

The strategy outlines our targets across carbon reduction, material reuse, transport and travel, water usage, climate resilience, biodiversity, and wellbeing.

This will guide us to design buildings and spaces that perform efficiently over their lifetimes, making better use of resources and creating biodiverse green spaces that support both people and planet.

Materials bank

One of our focuses is on a circular economy – a restorative way of reusing materials at the end of its current life. We will conduct a site-wide audit to understand the opportunities to retain, refurbish and extend existing buildings using materials on site.

We are also considering whether we can deliver a 'materials bank' on site during construction. A materials bank is a system to reuse and recycle construction materials by offering them to the community. This is a way for local people and businesses to access furniture, fixtures and fittings like bathrooms, kitchens and lighting that they may be able to give life to if we are unable to reuse on the site. You could pick up materials for a new home or furnish a start up business.

Our approach will evolve over time through collaboration, so we would be interested to hear what local people think.



What do you think of our ambitions to retain or reuse materials where possible?



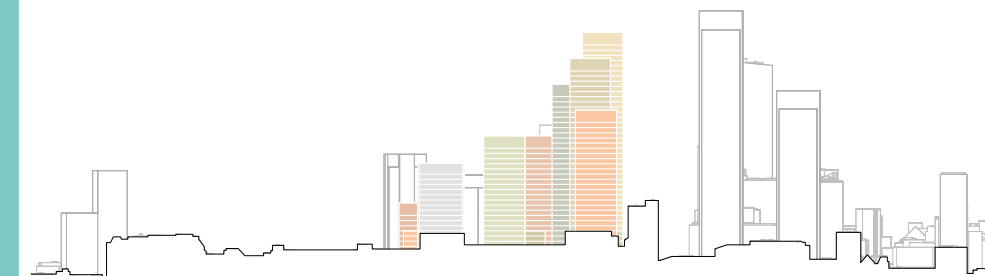
Addressing scale in a contextual way

Tall buildings have long been a feature of central Croydon, and a number of tall developments are coming forward nearby such as the recently completed Aspect Croydon on Wellesley Road and the approved development at One Lansdowne Road. Taller buildings are supported in this area by the council's planning documents, adopted and emerging Local Plan and the Masterplan Framework.

As well as helping to make the best use of land in the most accessible and sustainable locations, tall buildings can play an important role in enhancing Croydon's built character. Well-designed higher-density development will help to provide much-needed homes while supporting the delivery of new public spaces. These will work together to make a vibrant town centre and safer community.

By grouping tall buildings together in appropriate locations, we can create 'clusters' which can enhance Croydon's skyline and identity and help to provide new landmarks. The council has guidance which helps steer us to potential locations for these clusters, but they are not yet fixed in our redevelopment proposals. The placement of the tallest buildings, or 'pinnacles', within these clusters can help to indicate significant locations or gateways and will help people to orientate themselves and navigate around the town centre.

An indicative section across the site from west to east





New public spaces

Our proposals will deliver a range of key public spaces open to all, enhancing the public realm throughout the masterplan with new greening and landscaping.

NextGen Panel members and the wider community have made it clear that they want to see new green spaces for everyone to use – these are integral to a community that is happy and active.

Creating new spaces will provide areas to relax, enjoy the local amenities and give access to new food and beverage retailers across the town centre.

Based on the framework our vision includes three main public spaces connecting the site to the wider area and the new buildings:



Main public space

Our ambition is to deliver one large central public space, creating a new heart which is currently closed off by the Whitgift Centre.

It could incorporate paved walking routes and green spaces to sit and enjoy, as well as spill out seating space from new food and drink outlets.

The area would interact with, and respond to, the shops and restaurants surrounding the space and could host events and activities, including screens for live events and music.

These new spaces will complement both existing and new neighbourhoods, with the public realm design and new amenities reflective of local aspirations. We want the public spaces to be flexible and accommodating, so let us know your thoughts on what we should prioritise.



North public space

This would be a smaller space at the north end of the site, closer to new homes but providing more outdoor space for all. It could be used for children’s play, with pockets of recreational space and greenery for people to enjoy the southern sun.



Linear route

This route will connect the public squares from north to south, with active street fronts either side to ensure it is an animated, welcoming route between the two.



We are proposing three new distinct public spaces on the Whitgift site: a main public square, the north public square and a route through the proposals connecting the two. What features in public spaces are important to you?



A mix of high-quality homes

Our current plans aim to provide 2,500–3,000 new homes across the town centre.

The new homes will be arranged around public spaces and active uses, contributing to the vibrancy of the town centre. Residents of the new homes will also have access to private outdoor spaces.

We want to explore providing a range of homes, including:

- affordable homes
- build-to-rent
- market sale
- co-living
- student accommodation
- later living

Working with Croydon Council, URW has undertaken a Site Capacity and Infrastructure Study based on the endorsed Masterplan Framework. This will help to understand and agree the appropriate level of homes to be built here, alongside assessing and responding to the changing demands on social infrastructure such as GPs and schools.



The homes will be built around residential courtyards, providing private open spaces for residents.



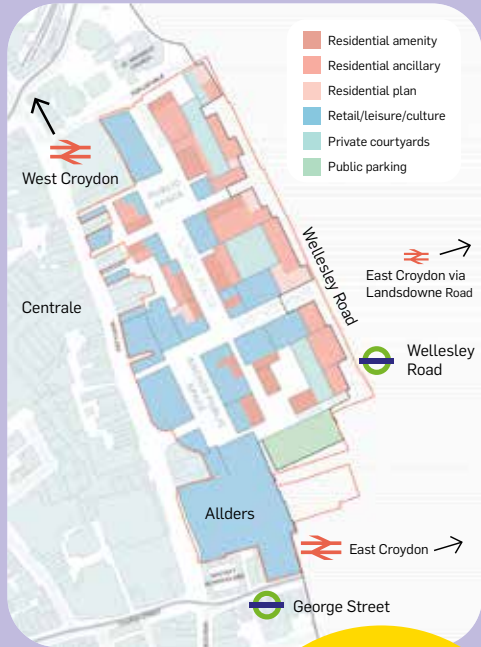
A mix of uses: Shops and ground floor spaces

We want to ensure the key spaces are lively and welcoming, with a range of shops, cafés, restaurants and other active uses.

The ground floors will include new community and leisure spaces as well as shops. Providing new facilities and activities will help to support the existing community in Croydon and the residents living in the new homes.

The NextGen Panel has told us that places to visit, hang out and enjoy are crucial to attracting young people back to the town centre.

There will also be new food and drink options around the new public open spaces to make them fun and inviting places where people want to spend time, staying from morning to night.



What types of uses would you most like to see on the ground floor of the new buildings?

New pocket parks looking south along the linear route





Phasing

The transformation of the site will come forward in a phased manner over a number of years. Each phase will be part of a comprehensive approach to bring benefits to the community early and avoid unconnected developments that damage the overall vision.

Key

- North End Quarter boundary
- Existing (accessible and still operating)
- Under construction
- Construction complete (open for business)



Biodiversity and greening

Our proposals for the public realm across the site are at an early stage, however, our aspiration is to achieve a minimum of 10% biodiversity net gain. This will ensure that space for wildlife and nature is improved through the development.

We will achieve this by delivering new green spaces, both for the community and private resident amenity. These new spaces will be equipped to encourage biodiversity with a range of planting measures such as rainwater attenuation and sustainable drainage systems being considered.

The amount, location and type of planting will be carefully considered to ensure the town centre contributes to wellbeing while bringing new green spaces to Croydon. We do have several considerations for greening. Importantly, we are limited by landscaping over an existing basement, and also aware that an increase in planting can come with risks, including anti-social behaviour and challenges in maintaining green spaces.

Being at an early stage, we want to hear your feedback on our greening strategy. Complete a feedback form and share your thoughts with us.



A first look at the town centre

Although at an early stage, we have generated some images to show how the North End Quarter could potentially look.

These visuals are not final designs, but instead early tools to inspire discussion and shape the future look and feel of the town centre. Let us know your thoughts on the images and how they relate to the Croydon you want to see. This will help us to continue designing our masterplan.



Refurbishing Centrale

We want to keep the structure of Centrale and give it a complete refurbishment, allowing us to keep shops open while delivering a new modern shopping centre to attract and keep major retailers.

Centrale was opened in 2004 and is currently home to top quality brands like Zara, Next and H&M.

This refurbishment will enhance the space, transforming it into a vibrant, modern destination for shopping, dining, and socialising in the heart of the town centre.

We are working on our refurbishment proposals now and hope to show more details later in the year.



Let us know your thoughts on Centrale – What makes a good shopping centre?
What would make you want to come to the new Centrale?



Reimagining Allders

Allders is one of Croydon's most iconic buildings – and we want to reimagine what it could be used for while respecting its signature design.

The original department store opened in 1862, but has not been in use since 2013. We are already working to bring the historic building back to life by bringing new shops, food and drink to the building later this year, contributing to North End.

This is the first step, but we have bigger ambitions. Although at an early stage, we want to reimagine Allders as a leisure, education or culture hub while preserving its iconic frontage.

Reworking deep, enclosed spaces presents real challenges, but we are exploring imaginative ways to make them welcoming and usable with input from the community.



We want your ideas for what could go into Allders – what do you think Croydon is missing, what parts of Croydon need to be celebrated more, or perhaps there are some Croydon institutions that can be championed? Let us know what you think would really put Croydon on the map.



What's next

We have already had so much insightful and encouraging feedback from the local community and we can't wait to hear about your ideas on our evolving plans.

Make sure to share your feedback and continue to influence our designs for the town centre. You can fill in a paper feedback form in-person today or scan the QR code to visit our website.

We will share our more detailed designs for Croydon town centre in future consultations. You will have further opportunities then to provide your feedback on the full masterplan.

In the meantime, we will continue to consult with the project's key local stakeholders and hold pre-application meetings with Croydon Council.

Visit our website to find out how you can get involved further through our workshops. Scan the QR code below or visit [URWCroydon.com](https://urwcroydon.com)



Our project journey

We recognise the wide desire to see the masterplan delivered as quickly as possible. However, it is a large and complex project and it's important we take the time needed to ensure the proposals lead to meaningful and lasting change that is deliverable.

With this in mind, we have outlined our work so far and what is coming up below.

- 01 April 2023**
URW buys out historic joint venture partner for the site, to become the sole owner
- 02 September 2024**
Planning application submitted for Alders shops
- 03 November 2024**
Consultation on Masterplan Framework
- 04 February 2025**
Masterplan Framework endorsed by Croydon Council
- 05 We are here Summer 2025**
Consultation on emerging masterplan designs
- 06 Coming up**
 - > Alders shops open
 - > Wellesley Road crossing open
 - > Centrale consultation and planning application
 - > Consultation on masterplan designs
 - > North End public realm improvements
 - > Further consultation on detailed masterplan design and submission of planning application to Croydon Council
 - > Centrale refurbishment works
 - > New Croydon town centre delivered



Please
complete our
online survey and
share your feedback
on our early vision
with us

