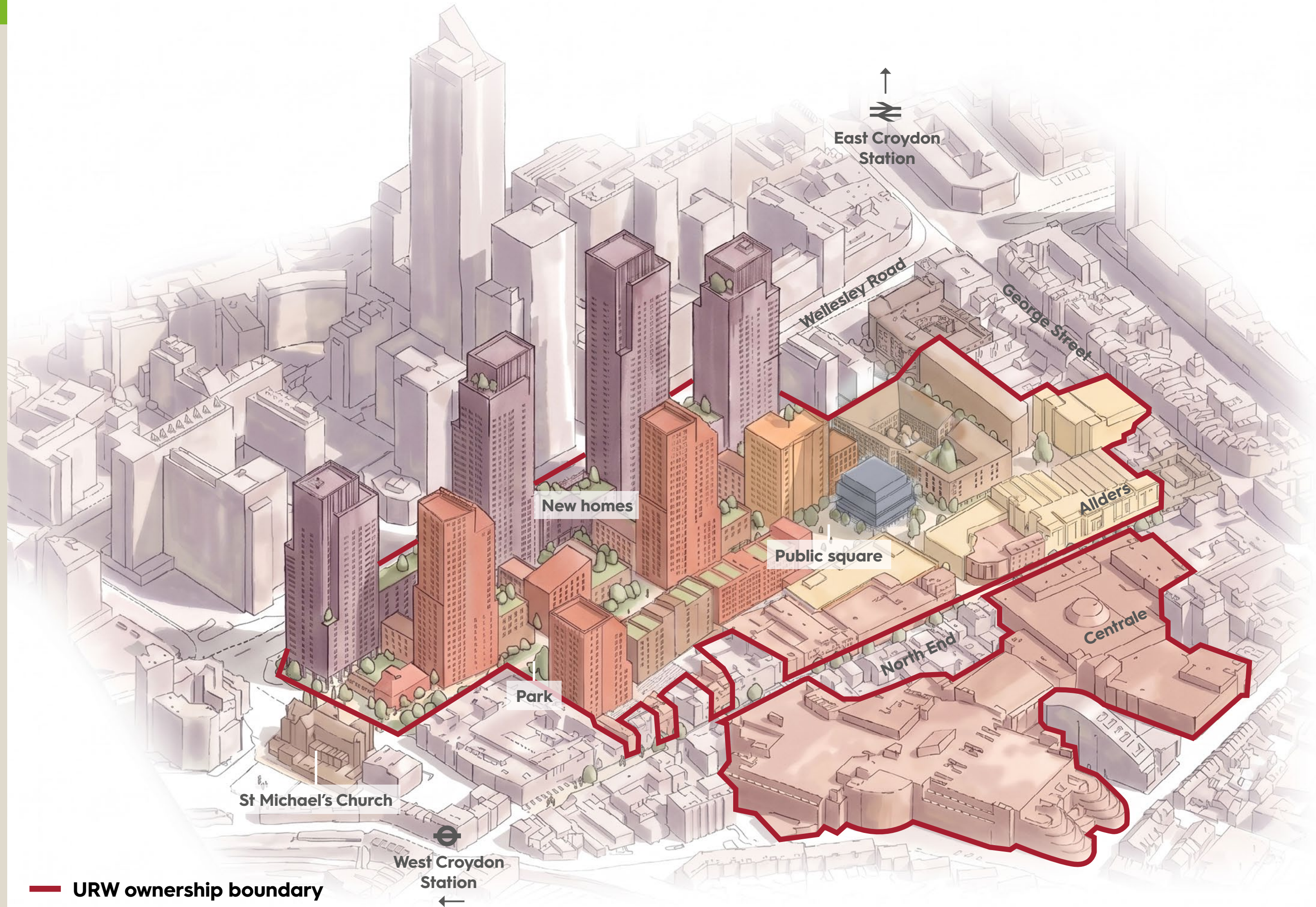
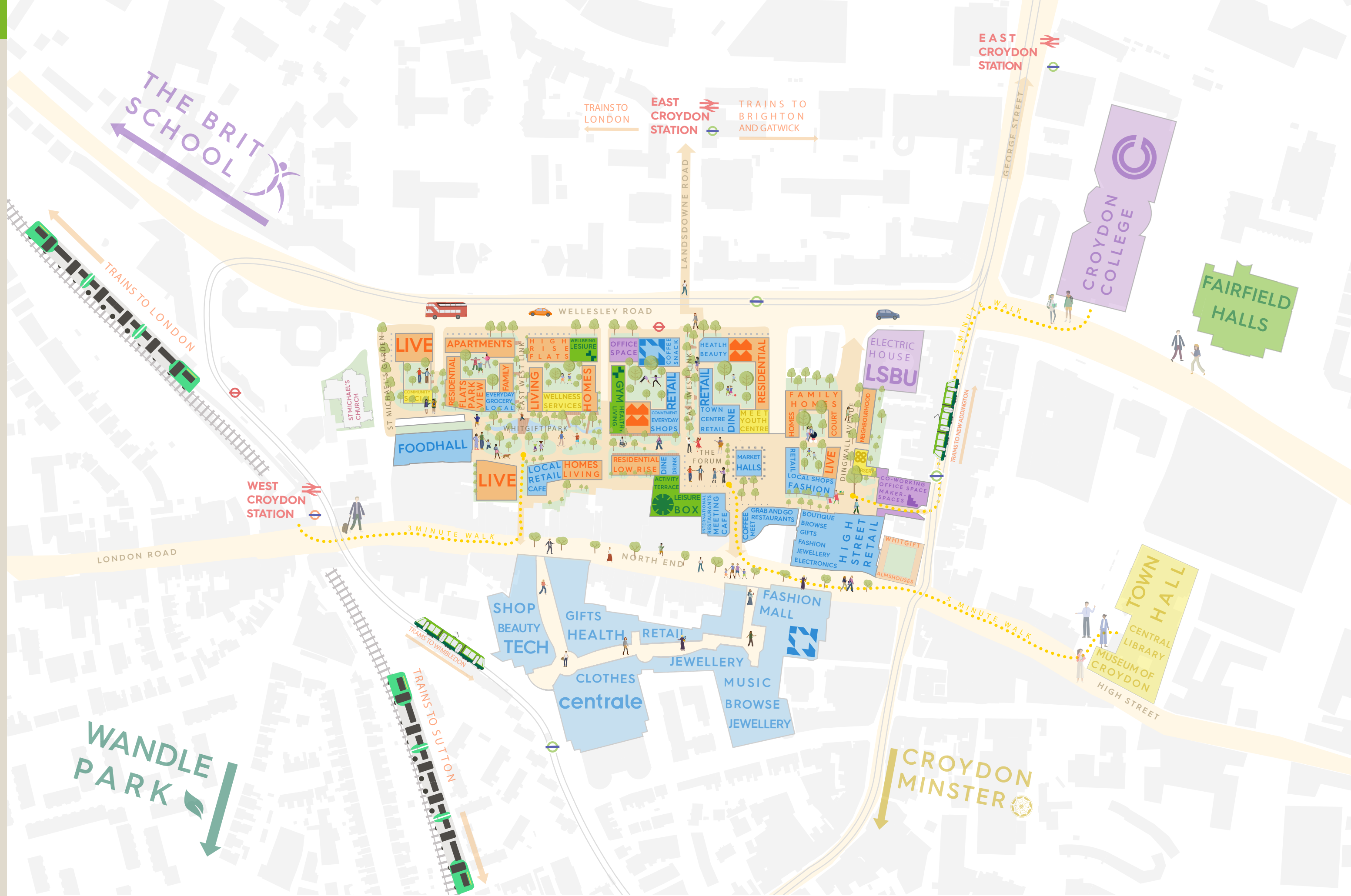


Autumn 2026





— URW ownership boundary



Our vision

The Croydon Project is the mixed-use regeneration of Croydon town centre, transforming the former Whitgift Centre and surrounding area from a retail destination into a new place to live, work, shop and spend time, while reinforcing Croydon's role as South London's economic and creative capital.

Led by URW as master developer, the project will transform Centrale, Alders, Whitgift Centre and neighbouring North End buildings in stages.

Our ambition is to create a modern mixed-use town centre with new homes, generous public spaces and a broader mix of shops, restaurants, leisure, culture and community uses, bringing activity from day to night.



Improving Centrale and North End

Work has already begun to restore Croydon's retail heart through plans to refurbish Centrale and improve shops along North End, building on the success of Alders Parade.

Our planning application for Centrale is already approved, and our applications for North End Properties will be submitted to Croydon Council throughout the year.

A town centre of distinct places

Centrale and North End will provide a condensed but improved shopping offer to meet the needs of modern shoppers. The Whitgift and Alders site will provide a mix of uses needed to create a town centre that feels alive through homes, shops, public squares and green spaces.

Distinct character areas in the Whitgift and Alders site will form one connected town centre in tandem with Centrale and North End.

Planning approach – Whitgift and Alders Masterplan

We are now preparing an **outline planning application** to set the overall framework for future development. More detailed plans for individual parts will then come forward in stages through smaller applications, known as Reserved Matters Applications (RMAs).

There will be further opportunities to get involved as these detailed plans are developed, giving the community the chance to comment on how different parts of the masterplan take shape.



38-40 North End

What is the plan for Whitgift and Alders?

Our aspiration is a long-term plan to transform the former Whitgift Centre and surrounding area into a new mixed-use part of Croydon town centre.

The proposals include new homes, shops, cafés, restaurants, leisure, culture and community spaces, alongside greener streets, new public spaces and better connections across the town centre.

Keeping it Croydon

Croydon is one of London's largest, youngest and most creative boroughs, and a key gateway between London, the South East and Gatwick Airport.

The plan is much more than a retail destination. It is an opportunity to help shape the future of Croydon and the wider region, while celebrating the town centre's unique identity, heritage and character.

We want to ensure the future of the town centre celebrates Croydon, and are therefore aiming to:



Reflect
Croydon's
greenness



Grow Croydon's
creative & tech
economy



Create a canvas
for Croydon's
creativity



Support the
wider town
centre



Champion
Croydon's
diverse
economy



Create a
"five-minute
neighbourhood"

A mix of uses

A successful town centre is about more than buildings. The proposals will create opportunities for a diverse mix of:

- shops
- workplaces
- leisure, culture and community uses

This mix will help to support local businesses, attract investment and create a place that is lively throughout the day and evening.

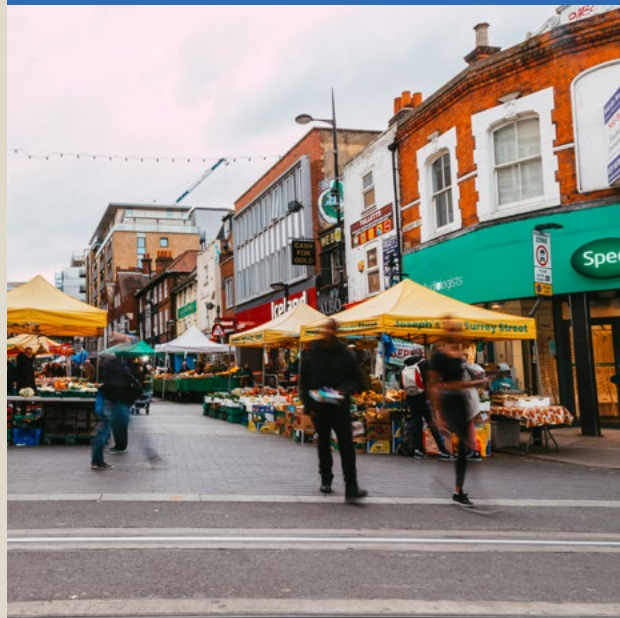
A new town square and urban park

Supporting flexible spaces for the community to sit and relax, whilst providing opportunities for exhibitions, performances and activities



A greener, safer town centre

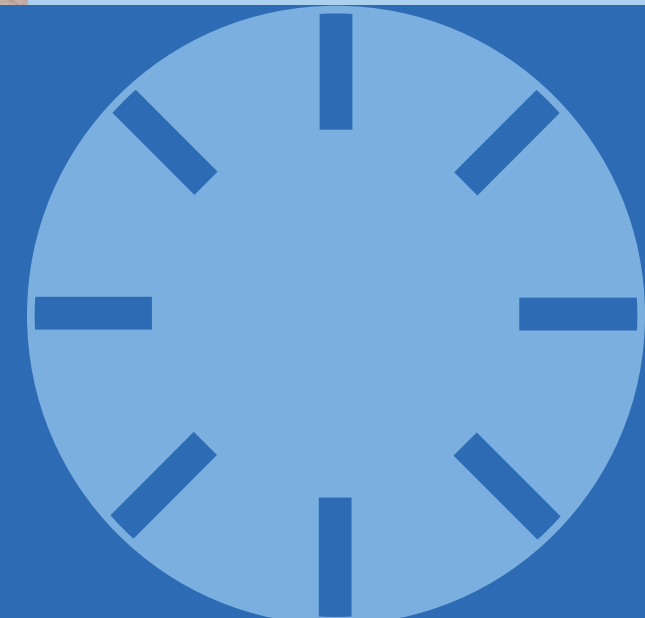
New streets, public spaces and planting creating a more welcoming, accessible and attractive place to spend time



Up to 68,500 sqm
of new shops,
office, leisure and
cultural space



Up to 2,000 sqm
of community and
learning spaces
and facilities



Up to 4,000
new, mixed-tenure
homes bringing more
people, footfall and
everyday activity into
the town centre

**c. 3.3
hectares**
of public realm to
support new and
existing residents



Driving growth and opportunity

The masterplan represents a major investment in Croydon town centre, creating new jobs and opportunities while supporting the borough's wider economy.



Providing Jobs

462 FTE

(Full-Time Equivalent)
construction jobs on
average per year

Bringing investment

c. £690m

total GVA (Gross Value
Added) during construction

c. £160m

annual GVA (Gross Value
Added) once operational

Up to £8m–£10m

additional annual Council
Tax to support the London
Borough of Croydon



Opportunities for local people

c. 2,300

direct jobs during
operation

Shaping the plans together

In 2025, Croydon Council endorsed the North End Quarter Masterplan Framework, which set out ten principles for the future of the town centre. Since then, we have been refining the masterplan with local communities, businesses, young people, the Council and other stakeholders.

In July 2025, we shared our early vision and, in Spring 2026, returned with more developed proposals. Since then, feedback and further design work with the Council and local stakeholders have helped shape the proposals you see today.



Your key areas of feedback:

Since we last met, we have been focusing on some key areas of change:



A more open and better-connected town centre



Greener streets and more welcoming public spaces



Better homes with more light and space



Celebrating and inspiring local creatives



Celebrating Croydon's heritage and character



NEXT GEN

Our NextGen Panel brings together young people from across Croydon to help shape the future of the town centre, bringing fresh ideas, challenge and ambition to the project.

So far, panel members have:

- Imagined their ideal Croydon in 50 years time
- Joined a site walk with the design team to shape the emerging proposals
- Reviewed consultation feedback and helped test how the scheme responds
- Shared views on culture, safety, public space and accessibility
- Taken part in the Develop Croydon Conference
- Met project consultants at the NextGen Careers Fair
- Taken part in a mock Design Review Panel, providing feedback on the design of our masterplan



Responding to Feedback

Support for the overall vision has remained strong, and feedback has been clear about where people want to see more detail and improvement.

88%
of survey responses in Spring 2026
expressed support for the project



You said:
“I wonder if we can make it feel more open”

Connecting the town centre
How the plans have changed:

- The main east-west route now aligns more directly with Lansdowne Road.
- Four streets will now run through the residential part of the site.
- The proposals now creates a clearer, more direct route across the site.



You said:
“We want to see how the homes will work in practice, with a stronger sense of quality and place”

Providing better homes
How the plans have changed:

- The residential layout has grown from three plots to five, giving each plot its own resident courtyard.
- The designs have been reorganised to help maximise sunlight reaching private residents’ courtyards.





You said:

"Inspire our artists!"

Celebrating culture

How the plans have changed:

- The updated design features The Forum as its heart, designed as a place to meet, spend time and host events.
- The layout helps focus live music and performances around The Forum, strengthening it as a destination for activity and gathering.
- The plans champion Croydon's identity and creative energy, bringing more opportunities for local arts and expression.



You said:

"Enhance and nod to Croydon's heritage"

Respecting heritage

How the plans have changed:

- St Michael's Garden now creates a calm green setting for St Michael's Church, opening up and framing views to the church.
- Allders will be celebrated with its historic frontage retained and the building reimagined for new retail, leisure and cultural uses.



You said:

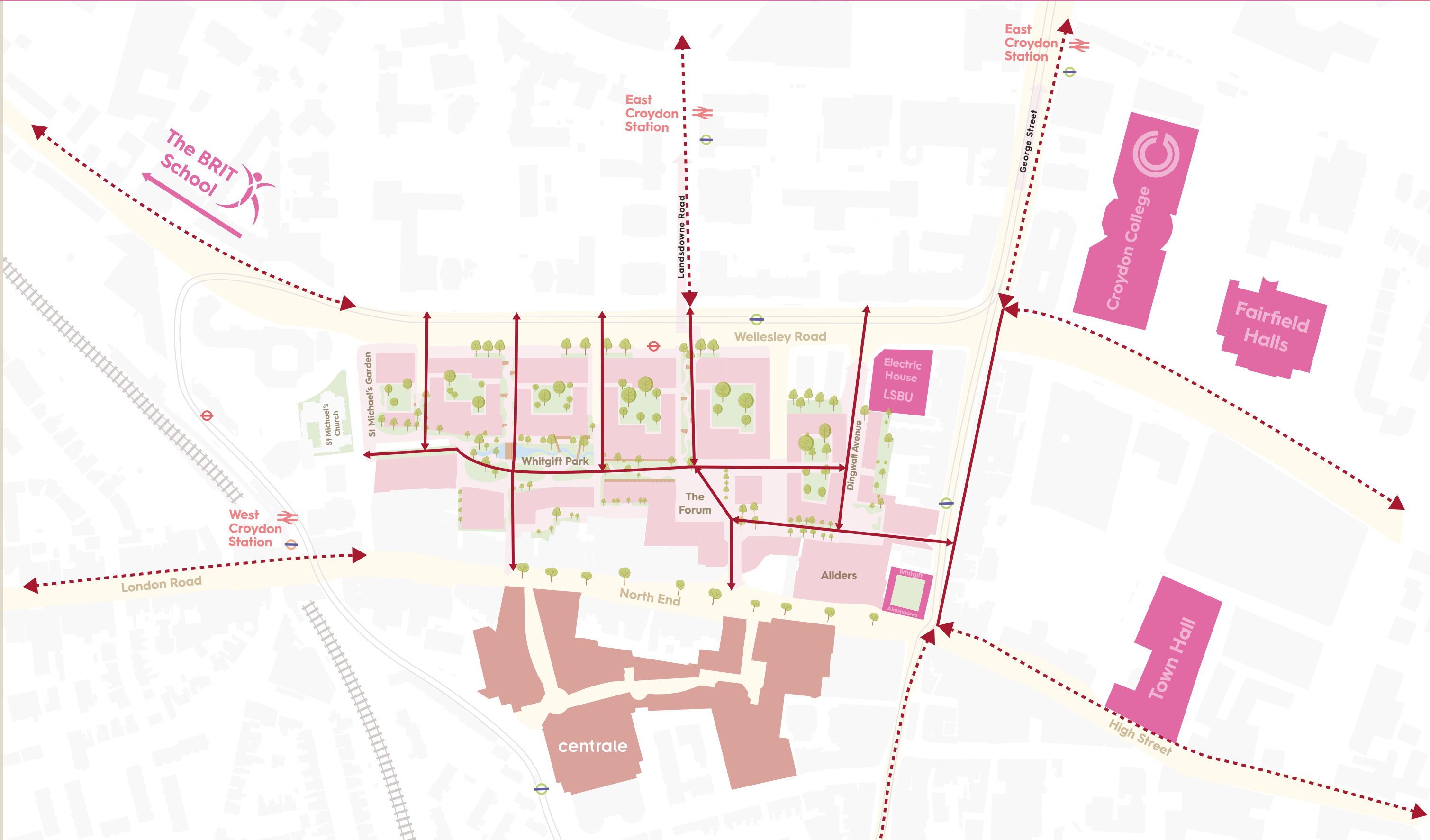
"Large and well-designed green spaces and safe walking routes need to be key in the planning"

Greener, safer streets

How the plans have changed:

- Whitgift Park has grown into a larger green heart.
- A new green space is also proposed around St Michael's Church.
- The plans now give more space to planting, greenery and everyday use.

Connecting the town centre

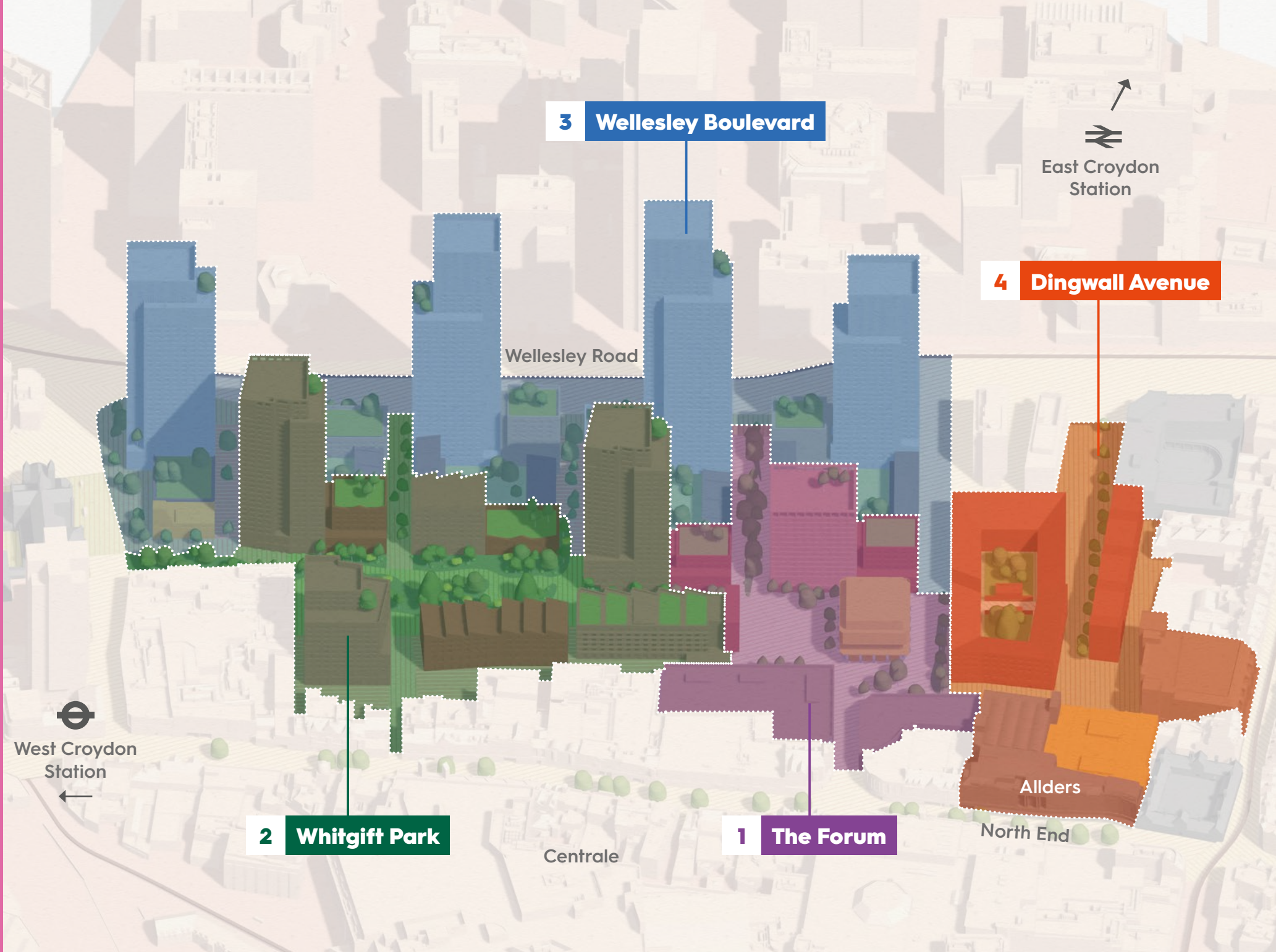


Connecting the town centre

Our vision is designed as a connected part of Croydon town centre, not a place that sits in isolation.

New routes will draw people through the site and improve connections, streets and public space for the whole area.

The following sections look in more detail at the character areas and the different roles they will play within this connected network.



A new east-west route will run through The Forum, linking Wellesley Road, Lansdowne Road and North End.



A **“five-minute neighbourhood”**, putting everyday needs within easy reach, with homes, shops, services, public spaces and transport all connected by safe, walkable routes.



Stronger links to East Croydon, West Croydon, North End and surrounding streets will connect the masterplan to local transport hubs.



New routes will link The Forum, Whitgift Park, Wellesley Boulevard and Dingwall Avenue into one neighbourhood.



Four new streets will make the area feel more open, with different ways to get around.



Public spaces will create places to stop, meet and spend time along the way.

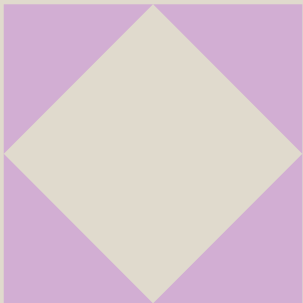
The Forum



The heart of the town centre

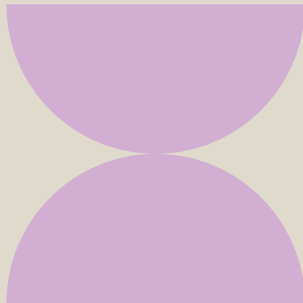
The Forum sits at the centre of the plans,, where the main east-west and north-south routes meet and connect Wellesley Road, Lansdowne Road, North End and Whitgift Park.

At its centre is a new public space designed to support everyday use alongside social, cultural and recreational activity.



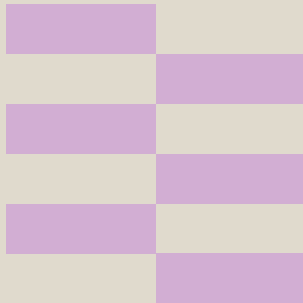
A place for people

The Forum is designed as a place to meet, spend time and enjoy town-centre life, with planting, public art and flexible space for everyday use, markets, performances and events.



Active throughout the day

Shops, cafés, restaurants, leisure and community uses will line the square, creating activity from day into evening.



A key gateway

A new crossing on Wellesley Road has created a clear east-west route, with a distinctive building marking the gateway into The Forum and towards North End.



You said

“I want to go out without having to buy something”

Spring 2026 feedback pointed to food markets, outdoor seasonal events and performance venues.

Why ‘The Forum’?

The name recalls The Forum pub, once located within the Whitgift Centre and remembered by many Croydonians. The new Forum will be a welcoming meeting place and a new social and cultural heart for the town centre.

Whitgift Park



A new green park for the town centre

Whitgift Park will create a new urban park at the centre of the neighbourhood, linked to The Forum, North End and Poplar Walk. It will be a welcoming space to meet, rest and play, bringing more trees, planting and nature into Croydon town centre.

Parkside living

Homes will face the park, with entrances, windows and balconies creating activity and natural overlooking through the day. A mix of building heights will create a varied residential character, stepping down towards North End.



Everyday uses on the doorstep

Neighbourhood shops and services could include cafés, a supermarket, health and wellbeing uses and other everyday facilities.



You said

“We need new green spaces in the town centre”

A new green heart

This area has been redesigned from the previous plans to provide a larger, wider green space at the centre of the plans.

Wellesley Boulevard



An urban boulevard providing new homes in taller buildings

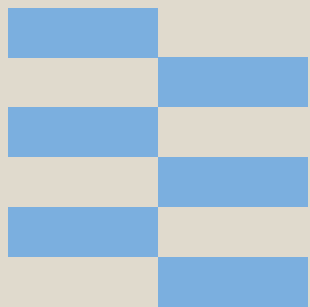
Wellesley Boulevard will transform the Wellesley Road edge into a greener, more welcoming urban street.

New trees, active ground floors, generous pavements and sheltered colonnades will help improve the street front, while the tallest buildings deliver much-needed new homes.



Active streets

Wellesley Boulevard will bring new homes into the heart of Croydon, helping create activity throughout the day and evening, alongside amenity spaces, workspaces, and other active ground-floor uses.



Better connections

The boulevard connects directly into new streets leading towards The Forum and Whitgift Park, while buildings are set back at Lansdowne Road to create a wider, more welcoming central route.



More space for people

A key suggestion from the NextGen Panel:

Wider pavements will create more room for walking, cycling, planting and seating, with trees and colonnades adding shade, shelter and comfort.

St Michael's on the Green

At the northern end, planting extends towards St Michael's Church to create a quieter green space opposite the church.

The surrounding buildings have also been refined, with taller elements kept away from St Michael's Church to better connect it to the site.



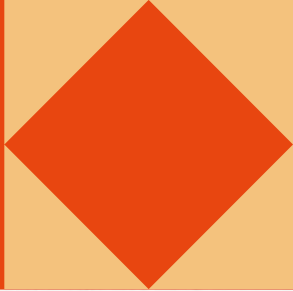
You said

“There should be better access for people using public transport and walking”

Creating connectivity

In response, Wellesley Boulevard has been designed to create new through routes for pedestrians and cyclists, improving access through the site.

Dingwall Avenue



A domestic street re-made

Dingwall Avenue will create a calmer, more residential part of the town centre, connecting Wellesley Road and George Street with Allders and The Forum.

It builds on Dingwall Avenue’s smaller-scale history, with new homes, trees and a finer-grained network of routes that respond to nearby heritage buildings including Allders, the Almshouses and Electric House.



Respecting Allders and Croydon’s heritage

Allders will be reimagined for retail, leisure and the arts, while retaining its historic frontage and respecting nearby heritage assets such as the Almshouses.

Together, these changes help keep Croydon’s character visible in the town centre and give Allders a new role in its future.

A new place to spend time

Dingwall Avenue’s lower-rise, neighbourhood feel means it will become a new home for retail, leisure and the arts.

Short lanes will meet around a small court near Allders, creating more ways to walk through the area while keeping the homes quieter.

You said

“Build on what is already here”

Keeping it Croydon

Dingwall Avenue includes some of Croydon’s historic buildings, alongside the listed Electric House and Whitgift Almshouses.

Your feedback on respecting and maintaining these important local buildings has shaped our designs for the type, scale and massing of Dingwall Avenue.

Next steps

Submitting our plans

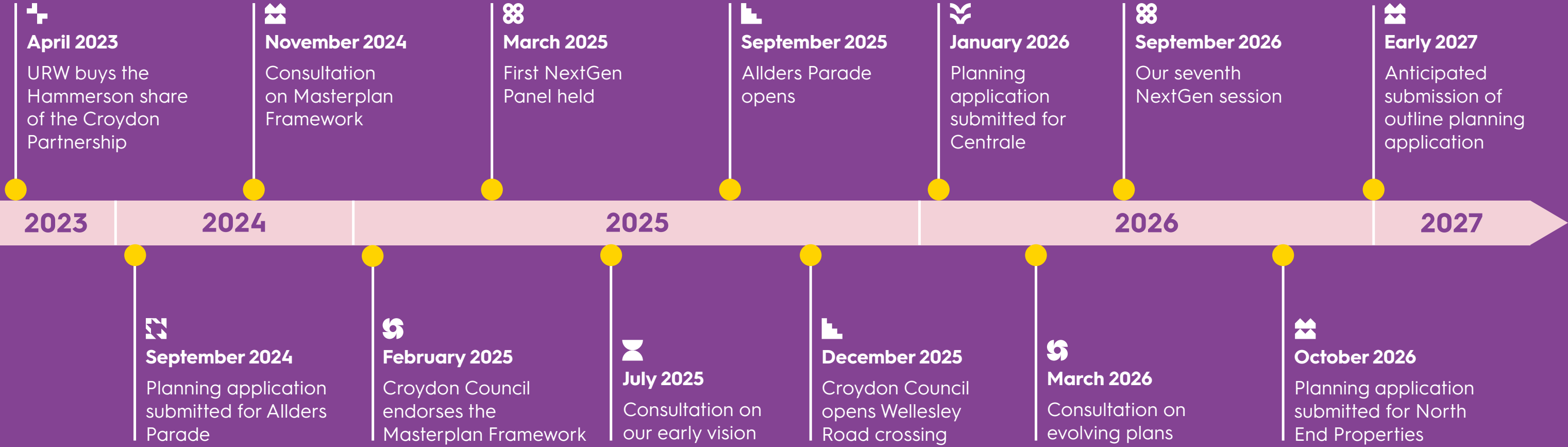
We are aiming to submit these developed proposals early next year, as part of an outline planning application for the Whitgift and Alders masterplan.

The application will cover the proposed uses, including homes, shops, public spaces and streets, as well as the overall scale of the development. This will be set out through a series of documents, including an illustrative masterplan, design codes, parameter plans and development specification.

Once outline permission has been granted, more detailed applications for individual areas and buildings will be brought forward. These will set out the architecture, layouts, scale and appearance of the character areas, while staying within the framework of the first outline plans. Delivery of the Whitgift and Alders masterplan will be a phased, incremental project, working with existing and future partners.



Our journey



Feedback

Have your say about our developing masterplan ahead of a submission to Croydon Council.

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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