

DRAFT

XXXXXXXXXXXXXXXXXXXX
WE MADE THAT
XXXXXXXXXXXXXXXXXXXX

Hawkins
Brown

steer

CUSHMAN &
WAKEFIELD

HATCH
REGENERIS

GRAHAM HARRINGTON
PLANNING ADVICE

RESOLVE

PURLEY WAY MASTERPLAN
DETAILED MASTERPLAN

CONTENTS

Purley Way Masterplan - Part 1

Executive summary p03

1.0 Introduction p04

2.0 Context p05

3.0 Vision for Purley Way p09

4.0 Guiding principles p11

- 4.1 Guiding principles
- 4.2 Overarching strategies
- 4.3 Site & layout principles
- 4.4 Urban block principles
- 4.5 Definitions & assumptions

5.0 Development Strategies p17

- 5.1 Valley Park Town Centre
- 5.2 Waddon Marsh Town Centre
- 5.3 Five Ways Town Centre
- 5.4 Waddon Way Neighbourhood Centre

Purley Way Masterplan - Part 2

6.0 Purley Way Corridor p102

- 6.1 Purley Way Corridor principles
- 6.2 Pinch points proposals
- 6.3 Purley Way Corridor transformation

7.0 Industrial intensification opportunities p112

- 7.1 Gasholder site
- 7.2 Mill Lane site
- 7.3 Industrial intensification extrapolation

8.0 Phasing & precursor projects p121

- 8.1 Phasing strategy
- 8.2 Precursor projects

DRAFT

Revisions tracker

Rev.	Date	Description
1	11-12-2020	Draft issue to client team
2	11-01-2021	Draft issue to client team

Executive summary

The purpose of this project is to develop a holistic design-led masterplan and delivery strategy for the Purley Way area for integration into the Local Plan. The project focuses on unlocking opportunities for increased housing delivery (including a significant proportion of affordable housing), industrial intensification in designated employment areas, and enhancement of physical, social and cultural infrastructure. The masterplan will co-ordinate these strands to create cohesive places that benefit both existing and new communities within the area. The project aims to deliver a comprehensive masterplan and planning framework, including parameters and guidance, that facilitate the redevelopment of Purley Way into a coherent place with a rich mix of uses, including new homes, commercial, social and leisure spaces. It should guide sustainable and deliverable development and build on the unique characteristics of the place.



**4
new centres**

New centres

The masterplan proposes the creation of four distinct Town and Neighbourhood Centres that will help provide a stronger structure and sense of place for the area. The design of the new centres respond to existing local character and activities. Retail and leisure uses could be consolidated in Valley Park, Waddon Marsh and Five Ways Town Centres, together with new convenience shopping, services and leisure spaces that are small in scale and which focus on supporting businesses, workers, and residents in the area. Waddon Way Neighbourhood Centre will allow new small-scale convenience shopping and community uses to support nearby business and residential communities.



**Enhanced transport
infrastructure**

Transport and movement

Major improvements to the area's walking and cycling, public transport, highway and parking infrastructure will ensure that Purley Way area has sufficient capacity to support the level of proposed growth and that it maximises the use of sustainable modes of transport. These upgrades include a network of attractive and safe walking and cycling routes, improvements to tram stops and Waddon Station, widenings of the carriageway and/or footway along the Purley Way corridor, new bus services and implementation of improvements to the Five Ways junction.



**+105,000 sqm
of employment
floorspace**

Industrial intensification opportunities

The proposed developments will strengthen the important role that the Purley Way area plays in terms of business, enterprise and employment for residents in the area. It ensures no net loss of industrial and warehousing/distribution floorspace. The masterplan aims for intensification of industrial space and establishes the potential opportunity for expanded employment space across the Purley Way area. It provides a wide range of employment typologies and encourages stacking smaller activities above larger ones.



**+7,470
new homes**

New homes

The Purley Way forms a significant part of the strategy to meet the housing needs of the borough. The masterplan shows that there is potential to deliver up to 7,470 new homes. The masterplan proposals include well designed and vibrant mixed-use developments, ensuring that new housing is well located and it does not compromise the integrity and effectiveness of industrial and waste uses.



**+40,500 sqm
of new public open
space**

Public realm and open space

Purley Way will transform into a much greener, more attractive and better-connected place to support the expected levels of growth. A network of publicly accessible open spaces provides a valuable amenity for those living in, working in and visiting Purley Way. Some of the key improvements sought the de-culverting of the River Wandle and the integration of the open river with new development, enhancements around key stations and heritage assets as well as tree planting along Purley Way and other public highways.

About this project

Croydon is reviewing its existing Local Plan to rise to the challenges facing the borough and its communities over the next 20 years and beyond, ensuring good sustainable growth is delivered. The Croydon Local Plan Review will set out how Croydon will contribute to meeting its increased housing needs, whilst tackling the causes and impacts of climate change; ensuring it is developing vibrant, resilient and sustainable places for people to live, work and visit. In the short term, parts of the Local Plan Review will also guide and support the recovery from the impacts of the COVID-19 pandemic.

The Purley Way is identified as one of the new areas of transformation in the Local Plan Review. It is an area that can provide both significant housing growth and the expansion of employment opportunities, supported by new infrastructure and facilities including new transport and social infrastructure, a generous and inclusive public realm with exemplary blue and green interventions, smart city infrastructure and more. To guide the transformation of Purley Way, Croydon Council was awarded a grant from the Mayor's Homebuilding Capacity Fund to develop a comprehensive designed, delivery-focused masterplan and a dedicated Local Plan chapter. The masterplan will be adopted as a Supplementary Planning Document alongside the Local Plan in 2022, and will provide detailed guidance to support the policies drafted within the Purley Way Local Plan chapter.

About Purley Way

The Purley Way (also known as the A23) cuts north to south across Waddon and Broad Green, to the west of Croydon centre. The Purley Way Masterplan area covers 378.3 ha of land across the Purley Way North and South areas, connected by the Fiveways Junction, which has the potential to accommodate an emerging local centre for the Waddon area and Purley Way.

Purley Way has a fragmented character which consists of retail estates including IKEA, business and leisure parks and designated industrial estates. These employment areas often border residential

uses, as well as key local assets and green spaces. The masterplan boundary consists of a number of residential areas, characterised by 1920s and 30s semi-detached houses within a suburban street pattern ubiquitous across Croydon. The area has a distinct identity and is well known locally as a leisure destination, with the Colonnades, cinema and Purley Way Playing Fields. There is also a distinct retail offer with specialist supermarkets and cash & carries, as well as the IKEA with the Croydon B Power Station landmark towers. Heritage assets to the south of the masterplan area, including Airport House and preserved Art Deco buildings contribute to a unique character that should be celebrated in the rejuvenation of the area as a new leisure and cultural destination, as well as an important residential and employment location.

About this document

Following the principles of development set out in the Purley Way Local Plan chapter, this document develops a detailed masterplan option for Purley Way.

The first sections of the document define the vision for the masterplan area, through a series of high-level principles which inform the later development proposals.

Section 5 defines specific development strategies for each of the proposed new Town and Neighbourhood Centres. This section establishes guidelines in terms of capacity, movement and access, uses, frontages, public spaces, heights and public realm; divided into four chapters, one for each of the new centres.

Sections 6,7 and 8 set out the approach for the Purley Way corridor, explore industrial intensification opportunities within the masterplan area, define place-making methodologies and establish phasing & delivery strategies.

All the proposals within this document are currently indicative and are subject to further detailed conversations with landowners and stakeholders.

About the team

We Made That

Role: Architectural & Urban Design (Lead consultant)

Established in 2006, We Made That is an energetic architecture and urbanism practice with a strong public conscience. We work with our public sector clients to prepare incisive urban research, to develop responsive area strategies and masterplans and to deliver distinctive architecture and public realm projects. All our work is public, and we aim to make imaginative and considered contributions to the built environment through socially engaged design processes.

Hawkins Brown

Role: Architectural & Urban Design

Hawkins\Brown, formed in 1988, is a 200-strong practice that has been at the forefront of British architecture for 28 years, producing design of a consistently high quality for a wide variety of clients. Our approach to masterplanning is about finding a solution that is appropriate to the task, to the client, and to the site. We seek the most realistic means of meeting client aspirations and those of communities. Our aim is to raise expectations of all those involved with the places we shape, and to deliver them.

Steer

Role: Physical infrastructure, transport, SUDs and Green Infrastructure

Steer has extensive experience of supporting Masterplans - taking designs from inception to deliver covering connectivity to detailed deliver of a range of measures including multi-modal transport infrastructure and landscaping.

Cushman & Wakefield

Role: Viability, finance and development advice

Cushman & Wakefield is a leading global real estate services firm with 45,000 employees in more than 70 countries. We provide a comprehensive set of

property advisory services to clients across core areas of agency leasing, asset services, capital markets, investment, asset management, valuation and development and planning.

Hatch Regeneris

Role: Socio-economic analysis and strategy

Hatch Regeneris specialises in social and economic research into places, communities and projects. We have established a reputation for providing high quality consultancy support and advice on economic development and regeneration, based on strong research and evidence. Hatch Regeneris is expert in the production of business cases and CPD accredited to provide training on Green Book appraisal. This has meant that they have undertaken a vast number of appraisals that have been used to secure over £750m of public investment in projects over the last decade.

Graham Harrington Planning Advice (GHPA)

Role: Planning policy advice

Graham Harrington runs a single-handed town planning consultancy, which he established in 2002. Graham's wide spread of experience enables him to provide total planning solutions across plan-making, development management and development promotion.

Resolve

Role: Supporting engagement, co-design and precursor projects

RESOLVE are an interdisciplinary design collective that combine architecture, engineering, art and technology to address social challenges. Collaboration and co-production are critical to our ethos, and the first step towards realising more equitable visions of change and to bridge the gaps between a multitude of groups and communities, providing a platform for the production of new knowledge and ideas.

2.0
CONTEXT



Purley Way (looking north), source: completelyretail.co.uk

Wider area

The Purley Way masterplan area is bordered by Croydon Town Centre to the east, Beddington Industrial Area and Wallington to the west and Purley to the south. This physical proximity to adjacent areas however is outweighed by a perception of greater distance and separation as a result of poor connections to movement across the area.

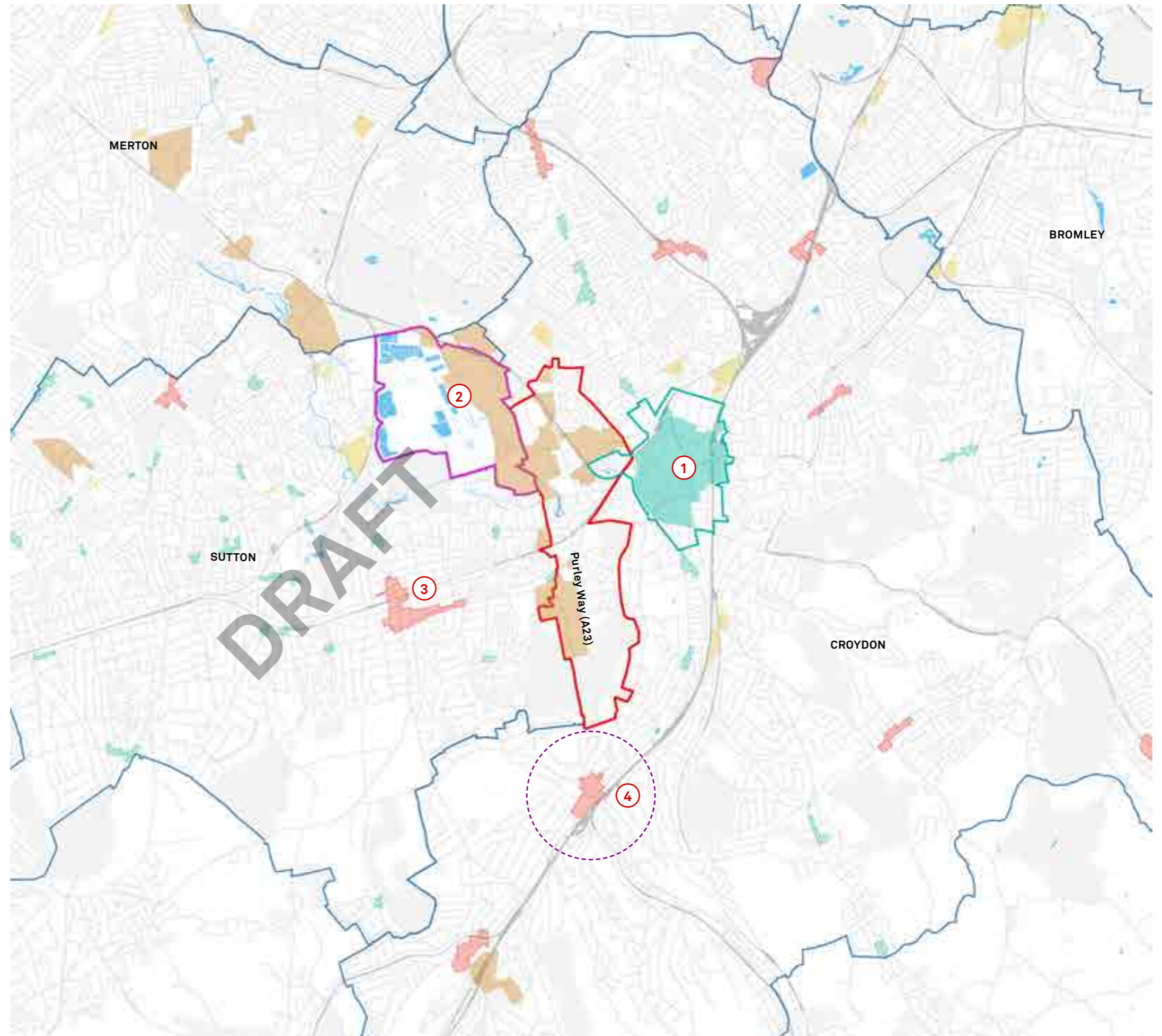
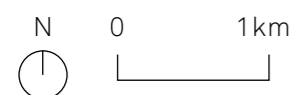
Whilst the masterplan area is wholly within Croydon, it has a long boundary with land in Sutton. The severance effect of Purley Way (A23), means that some areas on the west side of the road are arguably currently better connected with neighbouring areas in Sutton than in Croydon.

KEY

1. Croydon Town Centre
2. Beddington Industrial Area
3. Wallington District Centre
4. Purley District Centre

- Strategic industrial locations (SIL)
- Locally Significant Industrial Sites (LSIS)
- Croydon and Sutton metropolitan centre
- Croydon District Centre and Sutton Town Centre
- Croydon and Sutton local centre
- Beddington industrial area (BID)
- Purley Centre 800m buffer
- Croydon Opportunity Area / Creative Enterprise Zone (CEZ)
- Borough boundary
- Purley Way Masterplan boundary

*District centres, town centres and local centres are displayed for Croydon and Sutton only.



Study area boundary

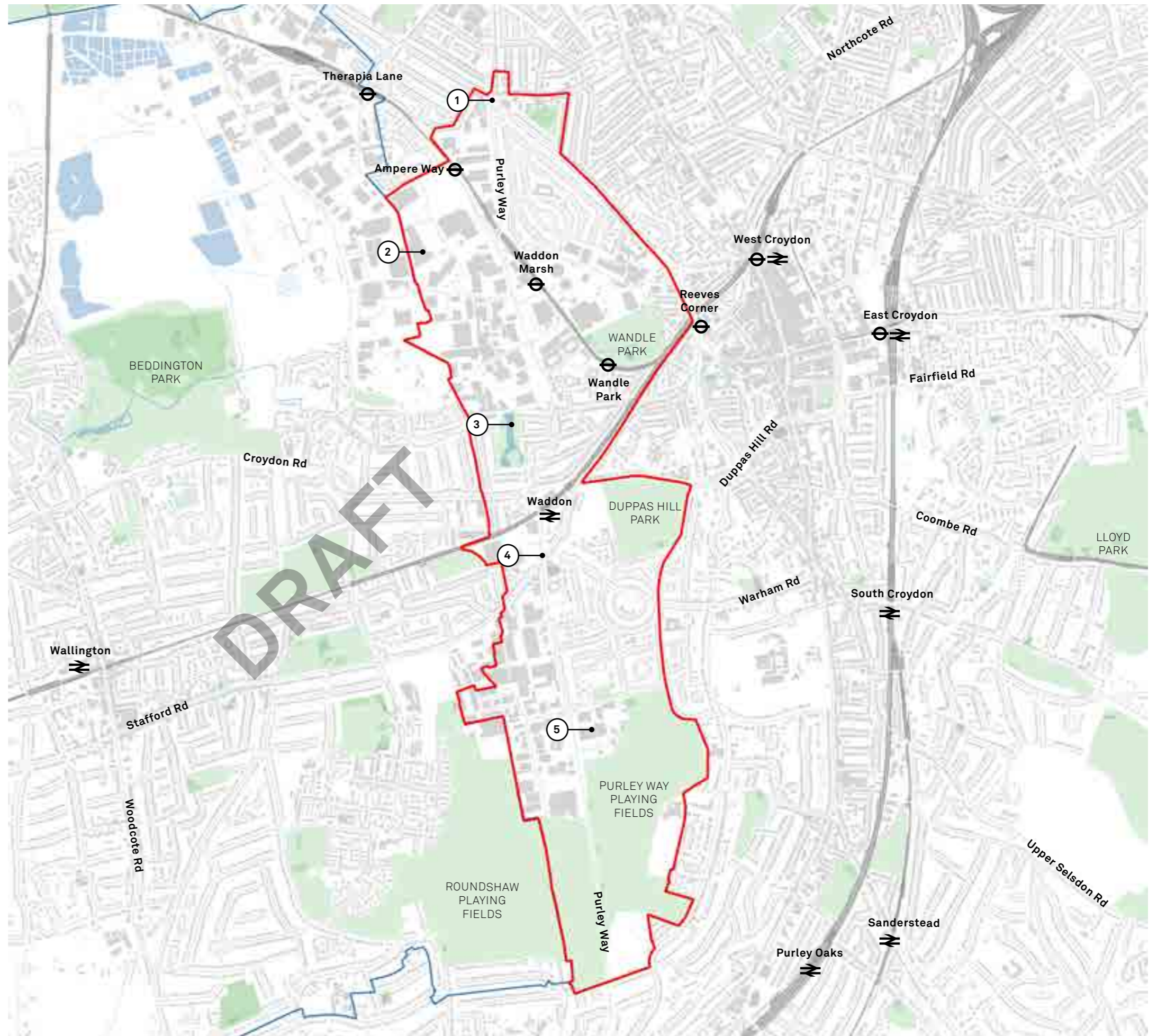
Lombard roundabout forms a gateway into the site from the north. Fiveways Junction at the heart of masterplan area is another key transport intersection along the Purley Way.

The masterplan area is served by tram connections at Ampere Way, Waddon Marsh and Wandle Park and by the rail network at Waddon Station.

Leisure facilities at the Colonnades and Valley Park offer amusement and entertainment for all ages, attracting people from both local neighbourhoods and from wider areas in Croydon and beyond.

Waddon Ponds offer a tranquil green space sitting along the run of the River Wandle, which is culverted within the masterplan area.

- KEY
1. Lombard roundabout
 2. Valley Park
 3. Waddon Ponds
 4. Five ways junction
 5. The Colonnades
- Borough boundary
□ Purley Way Masterplan boundary



Emerging key centres

The Purley Way Masterplan aims to define a clear hierarchy between centres and places. Opportunities have been identified to create 3 new town centres and 1 neighbourhood centre within the masterplan area. Key considerations for centre identification include:

- public transport links
- convergent road links
- existing town centre traits or nearby amenity
- latent potential for town centre intensification

The character of these centres will help to create a distinctive hierarchy while redefining them as 'places':

- integrated with existing neighbourhoods
- linked to Croydon Metropolitan Centre and Purley & Wallington District centres.

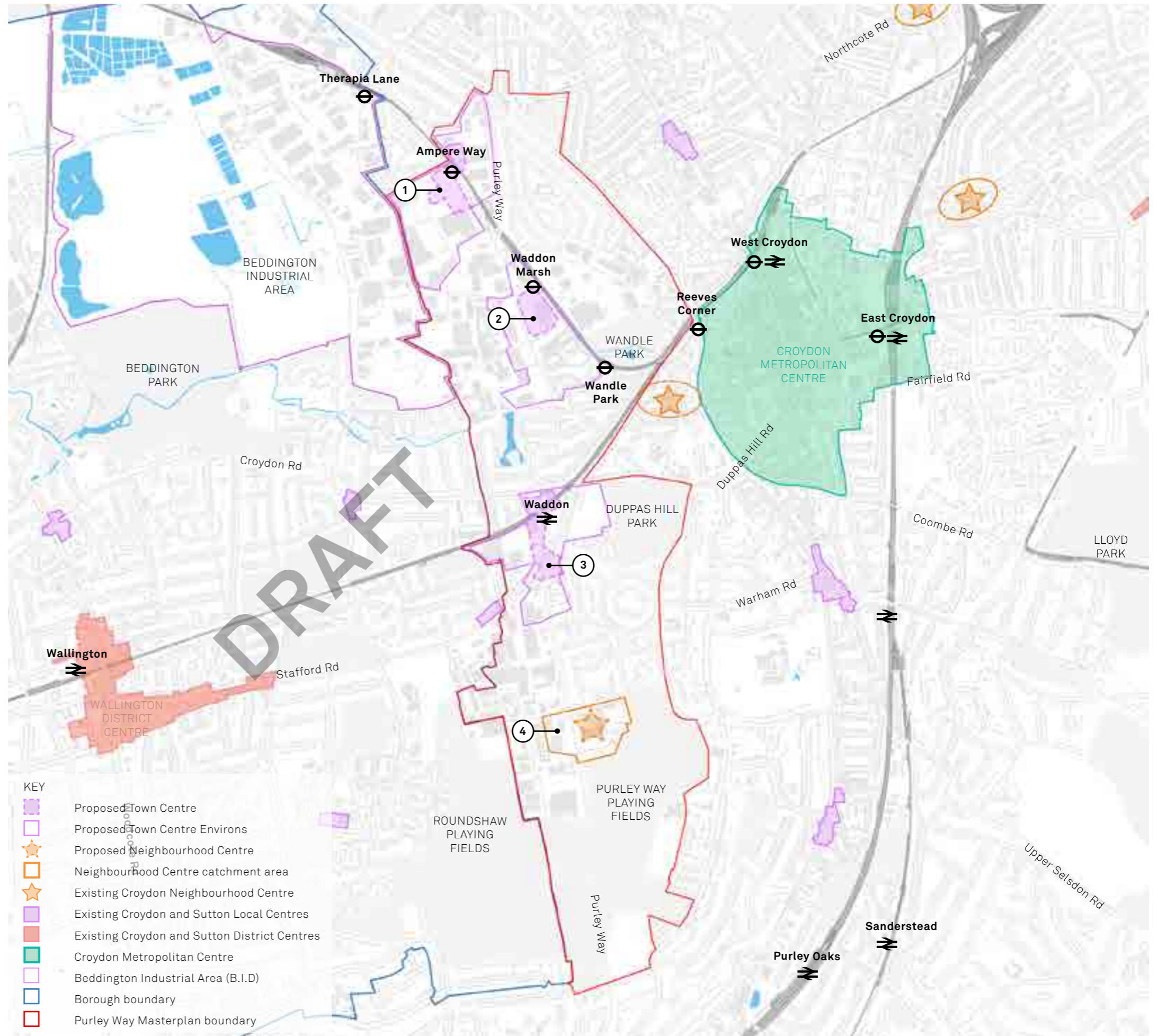
Town centres

Will be places mostly accessible by walking & cycling, located in close proximity to rail or tram infrastructure, with a small cluster of shops & services as well as leisure, educational and healthcare facilities. Other uses like supermarkets, post-office, pharmacy, launderette and other local services may be located along the new town centres. The proposed town centres will be:

- ① Valley Park Town Centre (no1)
- ② Waddon Marsh Town Centre (no2)
- ③ Five Ways Town Centre (no3)

Neighbourhood centre

The masterplan proposes the creation of Waddon Way Neighbourhood Centre ④. This will be a place intended to serve the day to day needs of the local community, providing opportunities for modest growth. It could have a focus on family-sized homes, and other uses like small convenience stores, places of worship, playgrounds, schools, public houses and other community-focused facilities. The area should be largely accessible by walking and cycling. This centre is not intended to compete with District or Town Centres.



3.0
VISION FOR
PURLEY WAY



Merlin House on Purley Way, source: Eric Hands

Vision statement

The Purley Way will be transformed from a hostile and divisive road in to a green city street. It will integrate new development with important retail and industrial areas and existing communities in Broad Green & Selhurst and Waddon. Transformation will be organised around a cluster of four, distinct new centres – each with a clear purpose and character which responds and enhances positive elements of local character and the setting of heritage assets, and complements Croydon Metropolitan Centre, Purley Town Centre, the Beddington Lane industrial area and other places in Croydon and Sutton.

Enhanced public transport links and services, including an improved Waddon Station and enhanced tram services, and additional health, child care, education and other community facilities will support new homes in these centres. The important

economic role of the area and its thriving business community will be further strengthened and celebrated as an integral part of these mixed-use neighbourhoods.

Fiveways junction must be improved as part of overhauling the road environment, which will be enhanced by providing welcoming, high-quality public spaces, stitched together by a network of green and blue walking and cycling routes and opened-up sections of the River Wandle these will connect existing green spaces, central Croydon and the wider Wandle Valley. Together, these interventions will reinvent the area as a desirable, sustainable, healthy and attractive place to work, live and play and one which rises to the challenge of climate change by connecting with the Beddington Energy Recovery Facility and incorporating the highest environmental standards.



Illustrative master plan overview, Purley Way Masterplan

4.0
GUIDING
PRINCIPLES



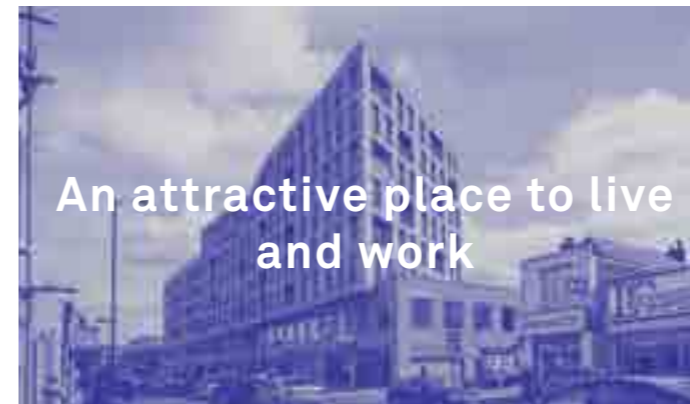
Purley Way (looking north), Harris Primary Academy, 2020

4.1 Guiding Principles

A number of 'Guiding Principles' and 'Overarching Strategies' set out overarching objectives against which strategies and development proposals should be tested. Focused on the study area, these principles form the backbone of the Development Framework Principles for the Purley Way masterplan.



- Set a vision to guide longer term aspirations for the transformation area.
- Define parameters to encourage ambitious and exemplary developments.
- Create vibrant multi-use new neighbourhood.



- Deliver new residential neighbourhoods that coexist with and complement employment uses.
- Deliver high quality housing stock accommodating increased density.
- Provide a mix of housing types, sizes and tenures to meet current and future needs.
- Secure Purley Way's future as a significant employment location within the borough.
- Deliver new & intensified industrial development.
- Reveal and enhance the significance of local heritage, both designated and non-designated, and draw upon this to define the character of the new transformation areas.



- Create opportunities and amenity for local people.
- Deliver a retail offer that complements that of Croydon Opportunity Area.
- Create legible, accessible and inclusive new local centres within the transformation area.
- Ensure the delivery of necessary physical, social and cultural infrastructure that supports both residential and employment uses.
- Encourage creative activity in the Purley Way, both via businesses and community organisations moving in as well as opportunities to promote the arts.



- Create new and alternative walking and cycling links to local neighbourhoods.
- Address severance caused by road and rail infrastructure and increasing connectivity.
- Increase permeability across industrial areas.
- Strengthen green and blue grid routes.
- Deliver junction improvements to enhance business vehicular movement and support intensified industrial and employment uses.
- Improve capacity, reliability and quality of the public transport offer.



- Improve the environment along Purley Way for pedestrians and cyclists.
- Improve the quality of the streetscape and public realm.
- Embed active frontages.
- Improve the public transport offer to reduce car dominance.
- Improve air quality and supporting good growth.

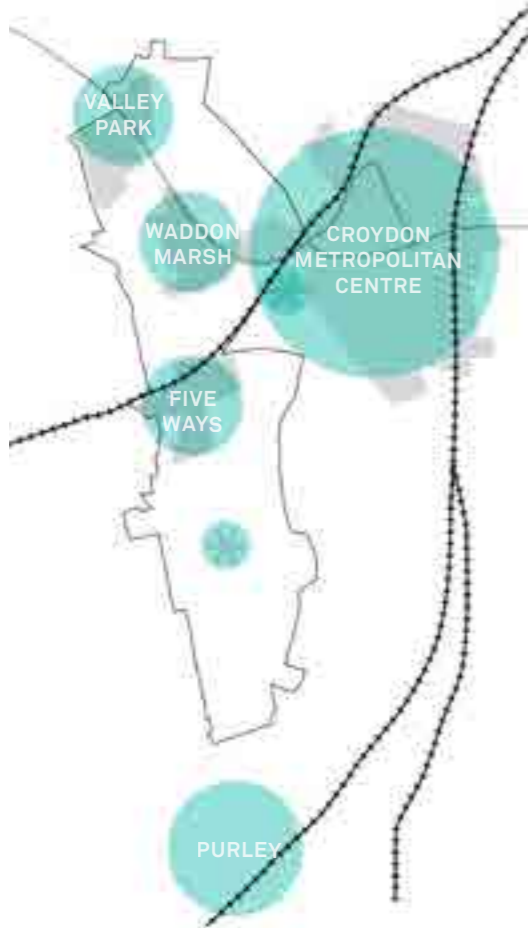


- Encourage sustainable transport options.
- Incorporate Sustainable Drainage Systems and green infrastructure.
- Internet Of Things infrastructure to increase connectivity and efficiency.
- Embed social value outcomes into development ambitions to encourage inclusive growth, that benefits both existing and incoming communities.
- Target energy efficiency standards for new homes and workspaces.
- Incorporate new tree planting and greening to counter the urban heat island effect.



- Establish developable and deliverable models for new development.
- Define routes to delivery for small sites as well as larger assembled parcels.
- Provide new affordable workspace and housing.
- Utilise Community Infrastructure Levy to deliver physical & social infrastructure and amenities that support residential and employment populations.
- Provide incentive to encourage landowners to deliver ambitious mixed-use development and industrial intensification.

4.2 Overarching strategies



1. Character: A clear hierarchy of centres

- Create new Local Centres and a Neighbourhood Centre to define new 'places'.
- Define a distinctive hierarchy between the proposed Local and Neighbourhood Centres and the wider area.
- Embed new centres into existing communities.
- Ensure that the area is well connected with Croydon and Purley Town Centres and that new development supports them as 'higher order' centres.



2. Use: Transitioning between uses

- Gradual transition between uses
- Introduce new mixed residential and employment buildings into the area.
- Use new mixed-use developments to ensure new residential communities can co-exist with existing industry and businesses.
- Introduce new social infrastructure to support the local areas.
- Improve the environment for all users by improving the Purley Way as it passes through the new centres.



3. Form: Shaping the transformation area

- Subdivide the area into a series of segments, rather than one homogenous transport corridor.
- Distribute building heights avoiding canyon-like streetscape.
- Cluster taller landmark buildings around the proposed centres to improve legibility.
- Lower buildings in sensitive residential areas, heritage assets and protected views.
- Establish active frontages where buildings face streets and public spaces and help animate them.



4. Connectivity: A connective tissue

- Focus on public transport nodes.
- Connect east-west to reduce severance caused by the Purley Way.
- Provide alternative north-south routes running in parallel to Purley Way that create quietways, linking centres with existing neighbourhoods and green spaces.
- Reduce perceived and physical severance between industrial areas, existing neighbourhoods and centres.
- Link fragmented pedestrian and cycle routes to improve connectivity with surrounding areas.
- Improve and expand the existing pedestrian & cycling network.

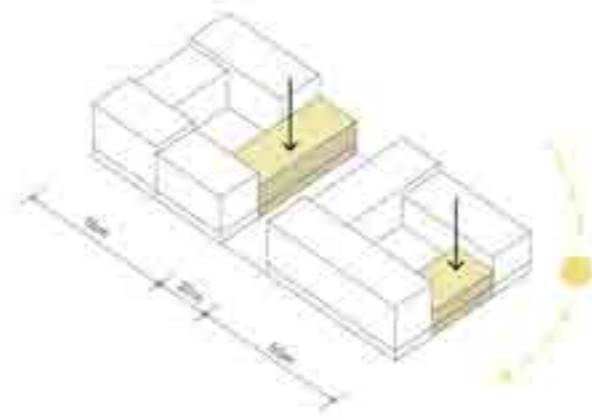


5. Environment: Green & Blue grid

- Expand and improve the green and blue grid network and reinforce sustainable connections, linking key open spaces and centres.
- Increase biodiversity and create habitat corridors.
- Improve existing green spaces, increase green space provision and high quality public open spaces.
- Introduce planting and trees along streets and boundaries to industrial areas.

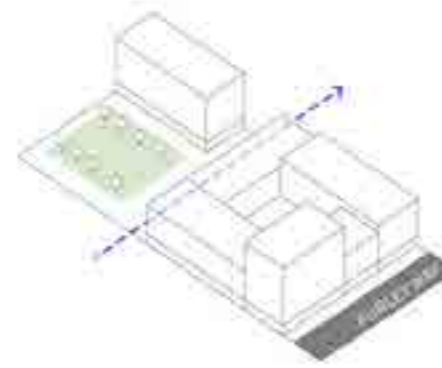
4.3 Site principles & layout

A number of high-level 'site principles' set out the main parameters for the development of each proposed centre. The guidance covers orientation, movement, heights, edge conditions and adjacent uses. See Section 5.0 for place-specific site principles.



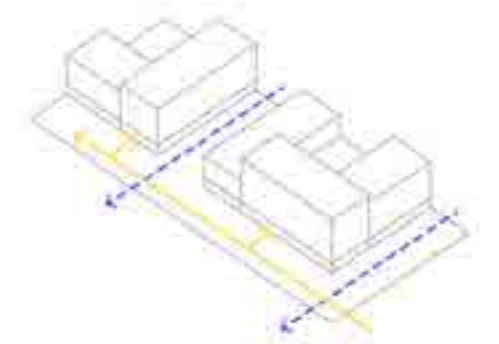
Heights & orientation

- Mitigate overlooking between the urban blocks
- Reductions in height on the southern site of residential courtyards to maximise daylight to communal amenity spaces



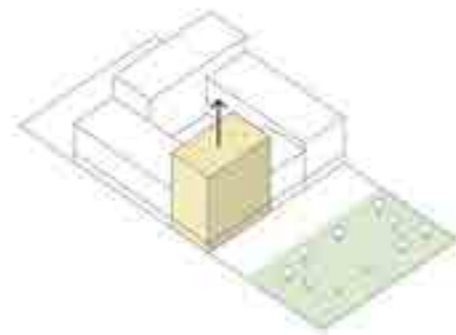
Parallel quietways

- Key pedestrian connections & quietways parallel to Purley Way
- Place open spaces at key pedestrian connections
- Provide active/positive frontages along key pedestrian routes



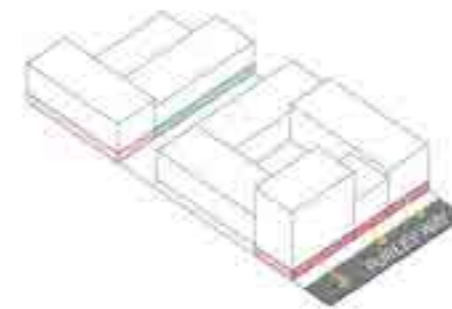
Separate access

- Separate access for servicing employment and daily pedestrian & residents use
- Through access terminating in 'destination'



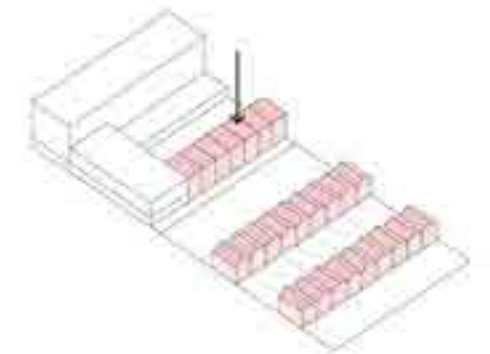
Pick points

- Taller elements are proposed in areas that aid way-finding and mark public spaces
- Marker buildings adjacent to stations



Front zone

- Build to the edge of the plot on street frontage to create a cohesive street character
- Position most active uses at ground floor along Purley Way
- Residential and social infrastructure uses set back from Purley Way



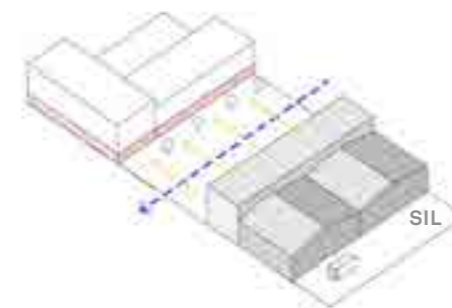
Edge condition

- Respond to adjacent context respecting both uses and heights
- Complement the context where sensitive adjacencies exist
- Reduce heights adjacent to key heritage assets and existing residential neighbourhoods



Reflection

- Respond with the same conditions or uses to adjacent sites (i.e. employment uses at neighbouring SIL)
- Orient industrial and residential units to minimise overlooking of yard space.
- Segregate servicing and pedestrian routes



Adjacencies

- For SIL areas: locate yard and loading space away from the street edge towards the middle or rear of the site
- Provide ancillary office space to create active/positive edges opposite to residential uses
- Use green buffers to sensitive edges



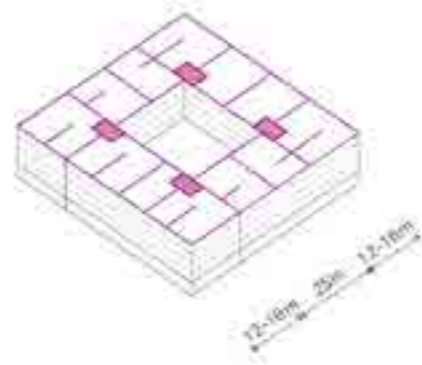
Noise mitigation

- Primary residential aspect and balconies away from railway/arterial roads
- Raised communal courtyards protected from noise and pollution providing visual amenity to residential units
- Screening to courtyard amenity space

4.4 Urban block principles

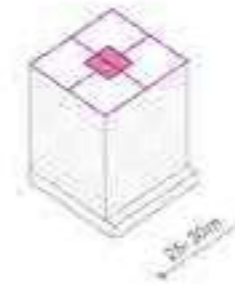
The following high-level urban block guidance sets up the key principles for the organisation of the proposed blocks. The detailed masterplan proposes a flexible layout formed by courtyard, tower and linear blocks. The guidance covers internal layout, massing and co-location principles.

LAYOUT



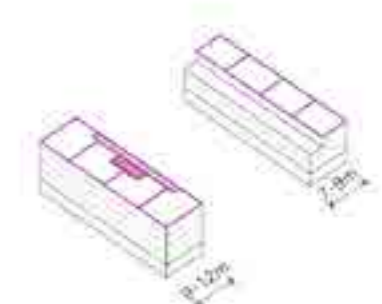
Courtyard block

- Dwellings should be dual aspect, unless there are exceptional circumstances that justify the inclusion of any single-aspect homes.
- Where single-aspect dwellings are proposed (by exception), the design team should demonstrate how good levels of ventilation, daylight and privacy



Tower block

- Buildings of ten storeys or over
- Avoid single-aspect dwellings. Creating bays to allow windows to present perpendicular to the façade may limit the detrimental impact of single-aspect dwellings on residents.
- Balcony extends must be within building's footprint



Linear blocks & terraces

- Used in combination with other types to maintain good levels of daylight and sunlight
- For deeper blocks: avoid deep, narrow dwellings that result in poor daylight levels
- Maisonettes at ground to provide family units where required

MASSING & PODIUM



Key massing

- Variety of heights for building blocks greater than 50m of footprint length
- Shared amenity space on the top of the podium



Key massing

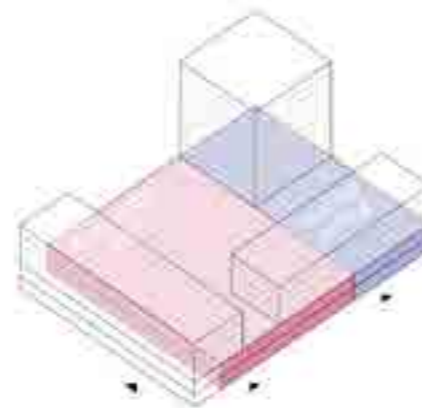
- Wrapping of car parking and ancillary spaces with active edges to minimise dead frontages
- Limited to one storey in height to maintain proximity from residential lobbies to amenity space on top
- Wide span to allow for future re-use of the podium



Flexible floorplate

- Fine grain subdivision of ground floor allows for a variety of uses, sizes and tenures to meet current and future needs.

CO-LOCATION



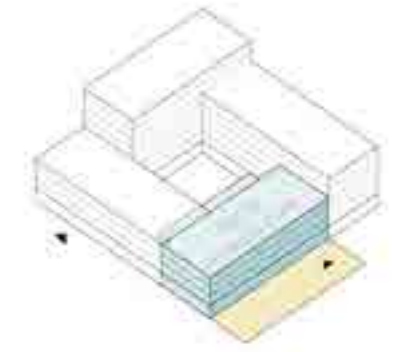
Large-scale retail uses

- Large scale retail wrapped with residential
- Car park for retail & residential uses
- Clear distinction between uses. Employment/retail uses and residential lobbies at ground & first floor



Employment uses

- Use ancillary uses to provide a buffer between residential and industrial uses such as parking or cycle storage
- Consider a decking structure over the yard to mitigate against visual and noise issues
- Create separate distinct entrances



Social infrastructure

- Social infrastructure uses better placed at independent building blocks or stacked below residential.
- Provide open space along active frontages improving the quality of streetscape and public realm

4.5 Definitions & assumptions

The design guidance set out in this document makes reference to the following terms that are defined as:

Active Frontage

Ground floor elevations with a very high degree of visual permeability in both directions, high proportion of glazing and general activity. This includes shop windows, cafe and restaurant fronts etc.

Positive Frontage

Ground floor elevations with a high degree of visual permeability from the inside of buildings towards the outside and a lower proportion of glazing. This includes facades with residential lobbies, residential front doors and windows, lobbies to office and employment spaces, terraces, balconies and wintergardens. It may also include elements such as green walls and public art.

Key open space

Spaces of strategic importance which support the identity of a place and provide a place for people to gather. These are placed along train stations and tram stops, key pedestrian routes, social infrastructure and heritage assets.

Green space/neighbourhood parks

Local parks offering green space amenity serving neighbouring residential and employment populations. Public realm should provide for all residents, patients and general public comprising healthy streets approaches, generous pavements, seating, diverse range of green and other spaces to create a strong sense of place.

Outdoor leisure amenities / active play space

Shared residential amenity and play space can be semi-public or semi-private. It should be attractive to use and be overlooked by residences to encourage use and offer security.

New green link

Paths that link green space, railway sidings and Wandle river. Linkages connect urban spaces to each other, or other streets. Signage and wayfinding features enhance the public realm and help to create a legible identity.

Roof gardens and private amenity

Roof gardens provide further private residential amenity space. This is predominantly set back and/or raised from street level and adjacent employment uses.. Access is shared between residents of the building, and is not immediately accessible to the public. These spaces can be useful for contributing child play space necessary for family housing as they afford proximity and security.

Working street/yard

Intensified industrial and employment uses require a robust street type or working yard which is both adaptable in accommodating a range of uses and can afford possibilities for complementary uses. Offers opportunities for dense-grain employment and yards to contribute to public realm character and a 'right to roam'.

Town centre uses (core area)

'Main town centre' uses that include: Retail development (including warehouse clubs and factory outlet centres); Leisure, entertainment facilities and the more intensive sport and recreation uses (including cinemas, restaurants, bars and pubs, night-clubs, health and fitness centres, indoor bowling centres, and bingo halls); Arts, culture and tourism development (including theatres, museums, galleries, hotels and conference facilities; Community facilities

Town centre uses (outside core area)

'Secondary town centre' uses that include: Convenience retail; managed workspace; Support economy (circular economy, home-worker services etc); Community facilities (including educational uses, healthcare facilities, libraries, places of worship, learning centres & community gardens); Voluntary and community sector (VCS) activities, Health and wellbeing facilities; Educational and support services

Employment uses

These include primarily industrial activities that are complementary to the adjacent SIL area. They include large to smaller spaces for businesses related to manufacturing, vehicle sale & repair,

utilities, construction, wholesale, logistics, storage, services and creative industries.

Social infrastructure

Social infrastructure includes schools, libraries, health facilities, leisure centres, child playspace, and public open space. These are all important town centre uses that help provide services and a reason to visit the town centre, helping to underpin vitality and viability.

Residential density and number of homes

- Housing blocks, massed and measured by area and storey-height (subtracting any non-residential uses), converting gross areas into net areas.
- Tenure mix assumptions: 35% affordable from which (70% rented, 30% intermediate).
- Unit mix per tenure (1B2P / 2B4P / 3B5P): Private (30%/50%/20%); Affordable (20%/50%/30%)

Employment density and job numbers

The numbers of jobs to be provided for the industrial intensification section have been calculated based on the gross external floor space allocated to employment uses on each site. A ratio for different types of employment density was then applied to this floorspace.

5.0
DEVELOPMENT
STRATEGIES



Purley Way (looking east), source: completelyretail.co.uk

3.1
VALLEY PARK
TOWN CENTRE

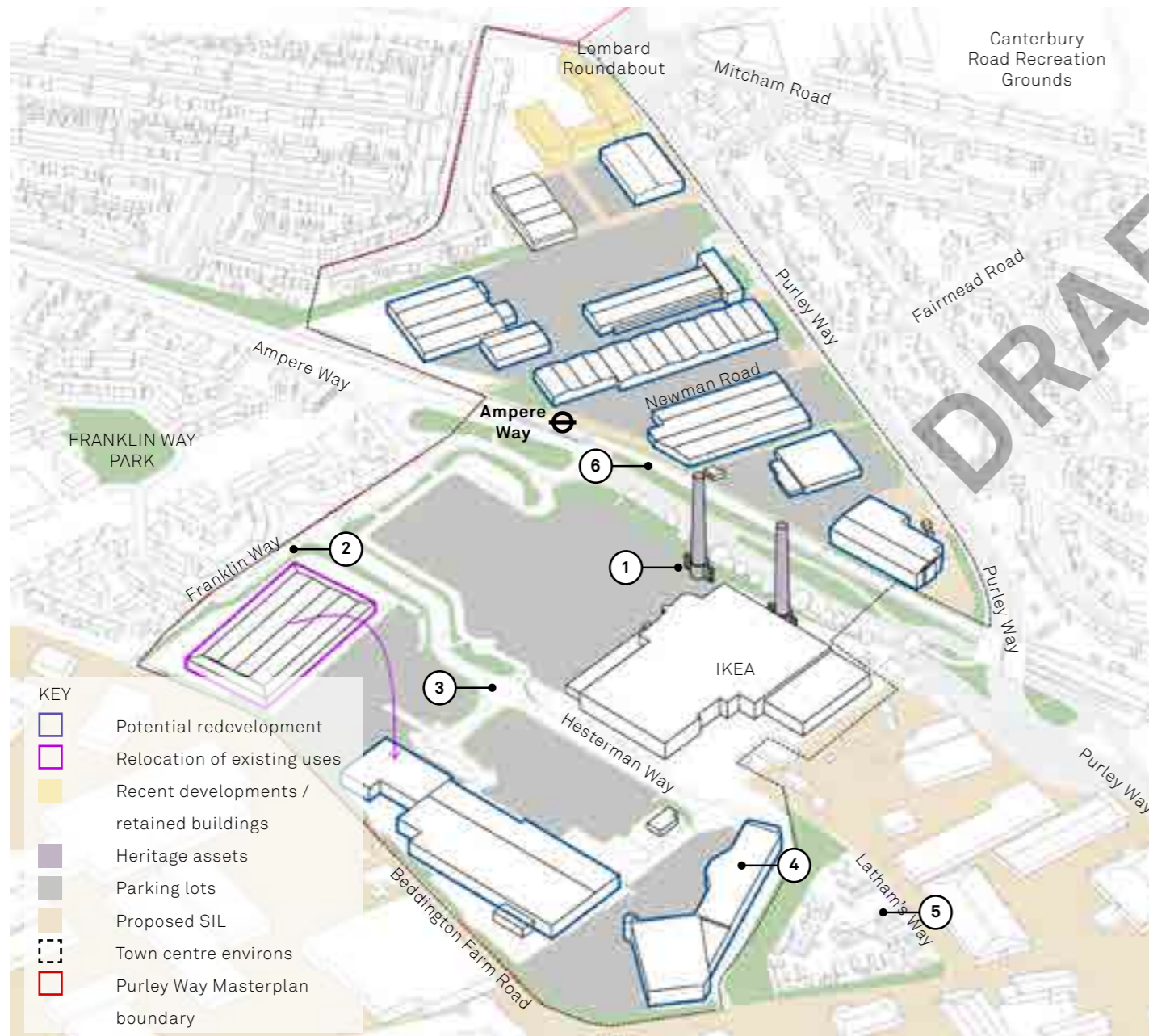


Newman Road Industrial Estate (Booker Site, looking west), 68-74 Purley Way, 2020

Valley Park: existing character

Valley Park is a gateway into Beddington Industrial zone, and currently accommodates a hub for leisure and big box retail. There is potential to consolidate these uses and mitigate large areas of car parking which currently make this area less pedestrian and cycle friendly. The area benefits from existing connectivity with Croydon Town Centre via tram links and has capacity to accommodate a variety of innovative housing models, along with intensification of designated industrial sites. The western side of Purley Way is dominated by big-box retail and industrial uses, accompanied by large open car park.

The area's industrial heritage, including the Croydon B Power Station chimneys, are key contributors to its sense of place. The twin smokestacks on the Ikea site were built in 1896 as part of a since-demolished electrical station. They serve as treasured local landmarks and way-finding features, having been Croydon's second tallest structure for decades. The Vue cinema complex at Valley Park, built in 1996, has a distinctive art deco style. There is also an authorised Travellers Site at Latham's Way whose privacy should be preserved.



1. Croydon B Power Station twin chimneys, c. 1957



2. Franklin Way, interface between neighbourhood and Valley Park



3. Big box retail with large car park frontage.



4. Vue cinema / Valley Park Leisure Centre in distinctive art deco style.



5. Travellers site at Latham's Way.



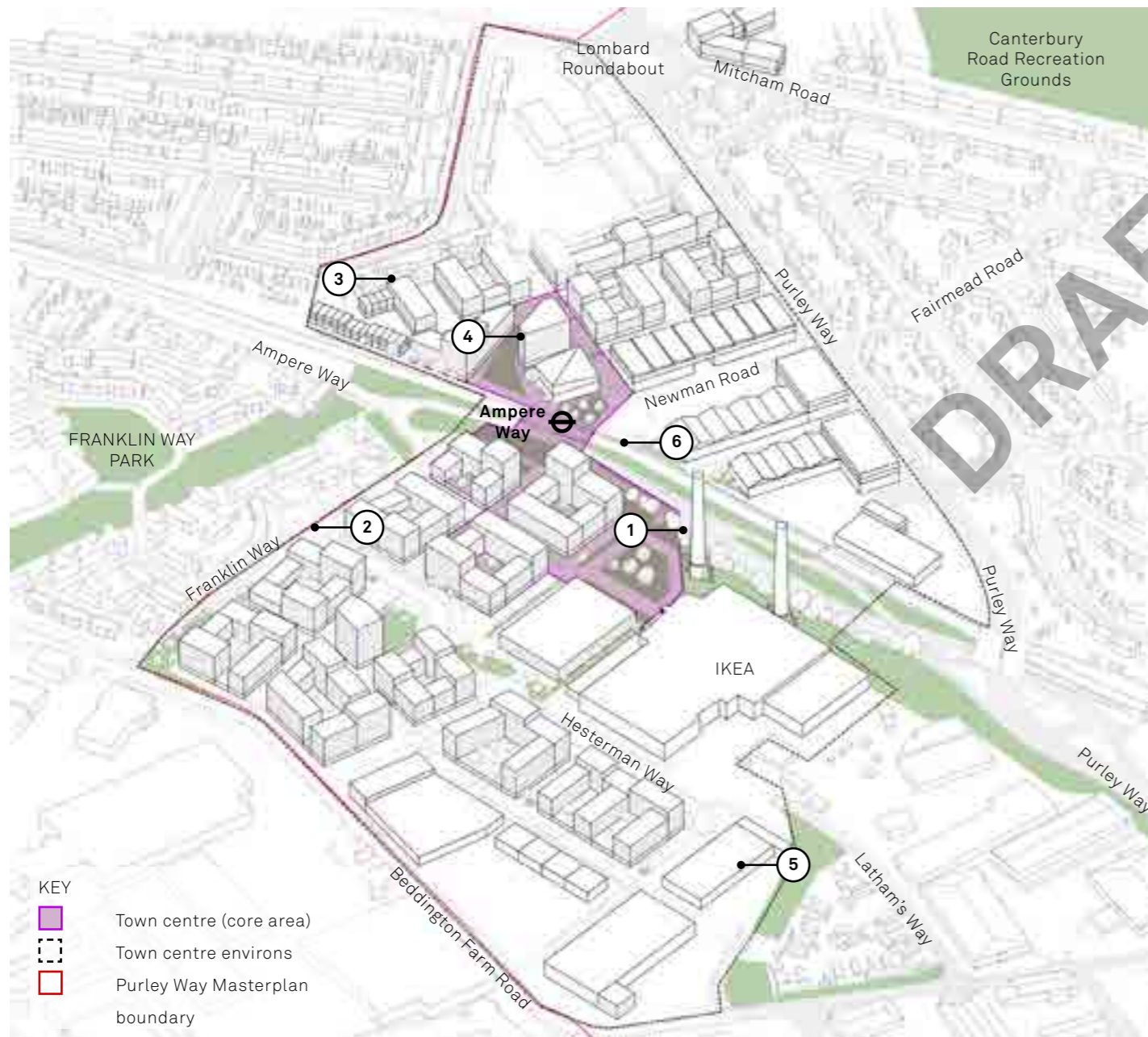
6. Croydon Parks Link near Ampere Way tram stop.

Valley Park: proposed character

Valley Park Centre will consolidate and enhance existing retail and leisure uses with additional housing, and the wider environs provide scope for and intensification of industrial, warehousing and distribution uses within designated industrial areas. By re-balancing larger leisure uses towards Croydon Metropolitan Town Centre, it will create opportunities to deliver a boldly mixed neighbourhood with a dynamic - even gritty - character of mixed industrial and residential uses.

Located east and west of Ampere Way tram station, Valley Park will promote high quality public realm

interventions that provide green amenity and celebrate the local industrial heritage of the Croydon B Power Station chimneys. These, as important markers of character for the borough, must be retained and celebrated to enhance sense of place. It will be a cohesive area well integrated in the existing residential neighbourhoods surrounding it, providing services for existing and new residents. Towards the south of this area, larger sites offer the opportunity to accommodate industrial employment uses adjacent to the Beddington Industrial Area.



Battersea Power Station, LB Wandsworth

1. Celebrate Croydon's iconic twin chimneys with a key open space around it.



South Gardens in Elephant Park, LB Southwark

2. Improve the Croydon Parks Link ensuring their landscaped quality and continuity through the neighbourhood.



King Edward's Road, LB Hackney

3. Low to medium density residential types, ensuring the provision of a wide range of residential types.



King's Crescent, LB Islington

4. Mixed use residential neighbourhoods, with quality play spaces and public realm.



Frankfurt Cargo Centre, Frankfurt Am Main

5. Medium to large sized warehouses with positive frontages along the edges.



Tram line, Bilbao

6. Urban integration of tram line into a safer environment, allowing multiple-informal crossings.

Development capacity









The masterplan proposes a mixed-use development that could provide **2,340 new homes** within the proposed site allocations in the Valley Park Town Centre.

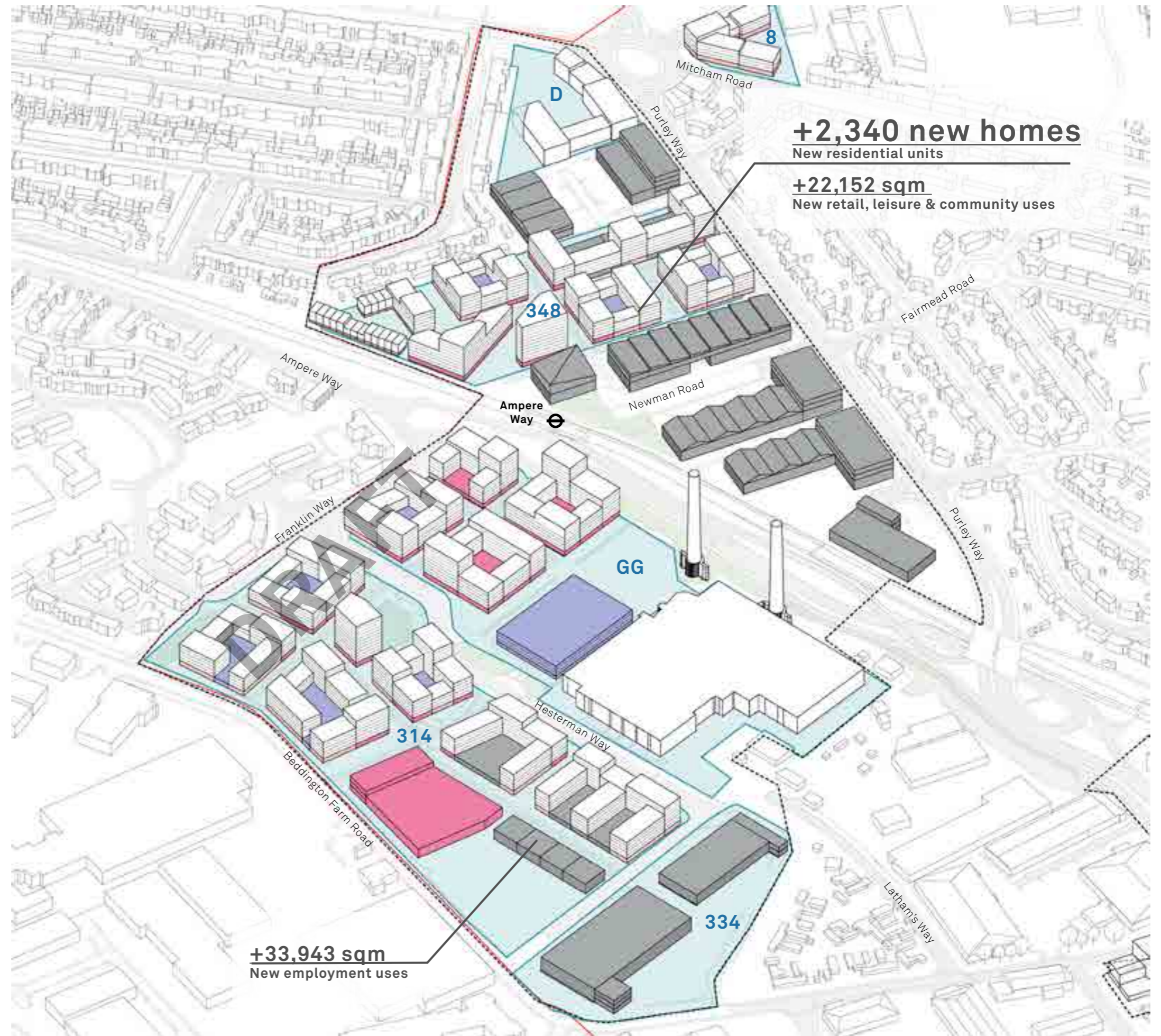
A total of **22,152 sqm** GIA of town centre uses is proposed across the Town Centre.

Within Valley park new and intensified employment spaces of **34,579 sqm** are proposed, providing space for a wide range of employment use types, both within and outside SIL areas.

Proposed site allocations	Range of homes	Proposed number of homes
- 91-93 Canterbury Road (outside town centre)	22	22
8 Motor Village Croydon, 121 Canterbury Road	55	65
314 Valley Park (B&Q/Units A-G) Hesterman Way	858 - 1,164	976
334 Valley Leisure Park, Hesterman Way	34 - 90	-
348 Homebase & Matalan stores, 60-66 Purley Way	471 - 690	685
GG Ikea	200 - 600	590
Total	1,640 - 2,621	2,337

KEY

	Employment
	Education
	Healthcare
	Retail / community / leisure
	Residential parking/podium & multi-storey parking
	Proposed site allocations
	Town centre environs
	Purley Way Masterplan boundary











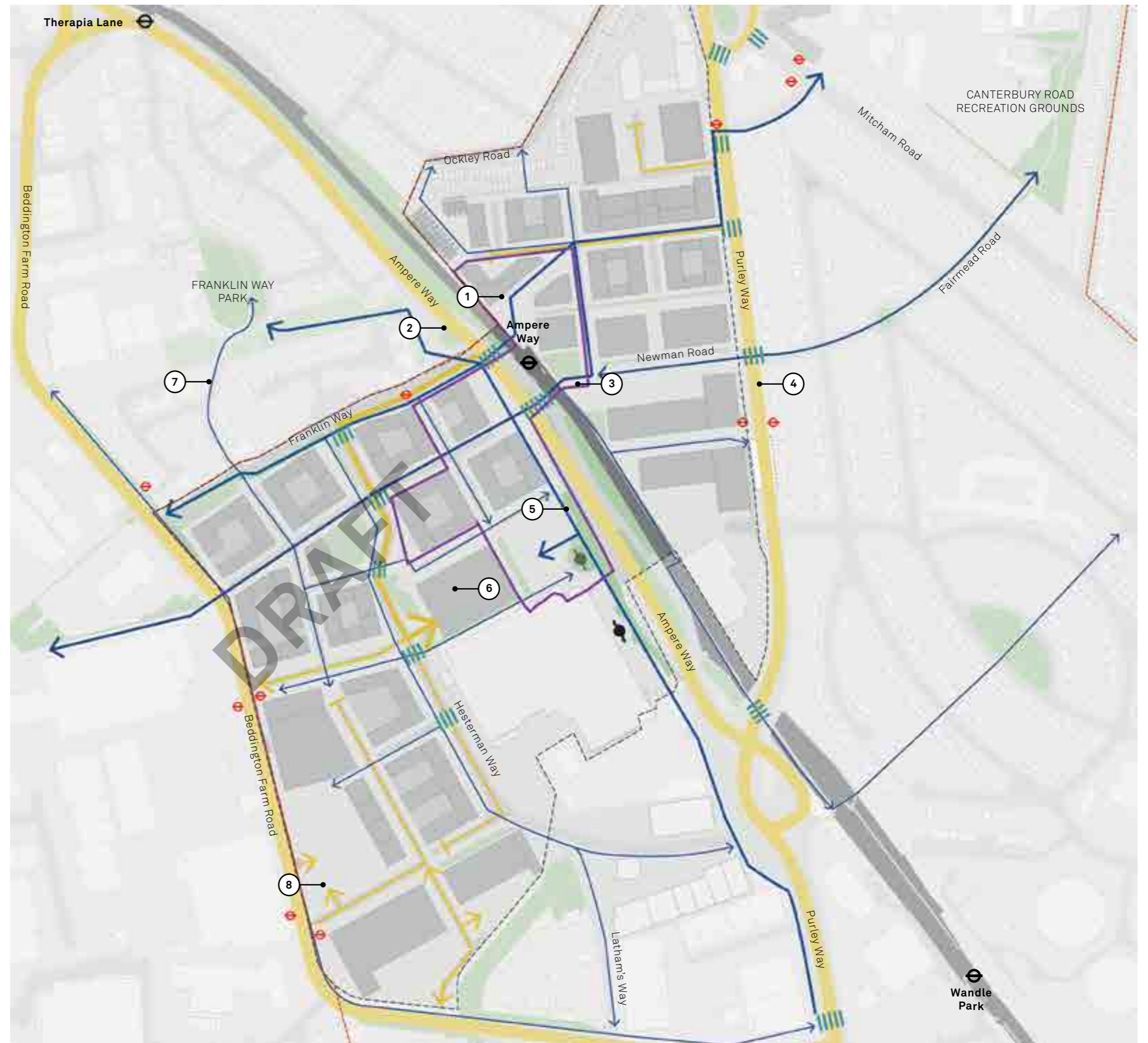
Movement and access

Aim: Unlock East-West connections across the Tram railway

The masterplan establishes the following new/improved connections:

1. Main pedestrian access north of the Tram Station, providing options directed towards Lombard Roundabout and Newman Road
2. Potential to reduce and simplify roundabout at Ampere Way station, improving way-finding and pedestrian accessibility
3. Direct and intuitive East-West pedestrian routes across Tram railway
4. Widening to the Purley Way at identified pinch points to accommodate sustainable travel improvements
5. Linear park along Ampere Way emphasizing the arrival to the Chimneys and public space around them
6. Consolidation of Ikea parking into multi-storey
7. Integration of quiet pedestrian route network into adjacent neighborhoods
8. Employment and industry related traffic flows avoid contact with residential areas, with direct access from Beddington Farm Road, retaining the existing servicing access points.

KEY	
	Primary vehicular route
	Secondary vehicular route
	Pedestrian / cycle route
	Proposed road crossing
	Existing bus stop
	Existing Tram Stop
	Town centre & environs
	Purley Way Masterplan boundary













Ground floor uses

Aim: Create a mix of ground floor uses, sizes and tenures allowing existing occupiers to relocate locally and provide additional space for new comers

The masterplan suggests a vibrant multi-use new retail/leisure/ community/employment offer. It also reinforces key routes and open spaces through the provision of new active frontages. Key considerations:

1. Employment uses placed next to 40 Purley Way and co-located with residential, with proposed shared servicing access and yards
2. Renovated and intensified Industrial Estates at Newman Road, providing a better outlook and benefiting from direct access to station
3. Retail, leisure and community use focus around the station and in close proximity to Ikea
4. New consolidated multi-storey parking for Ikea
5. Re-location of B&Q
6. Large employment uses located mostly to the south of Hesterman Road

KEY	
	Employment
	Town centre uses (retail / community / leisure)
	Residential
	Residential parking/podium & multi-storey parking
	Active frontages
	Positive frontages
	Existing bus stop
	Existing Tram Stop
	Town centre & environs
	Purley Way Masterplan boundary













Typical upper floor uses

Valley Park Centre has the potential to accommodate a significant amount of new residential development. In total 2,313 new homes have been proposed within the town centre environs. These are predominantly placed on the upper floors, co-located with other uses at ground floor, i.e. , and Town Centre uses next to the station and employment uses facing the SIL areas at the South and North edges of the Centre.

Residential provision responds to existing and adjacent typologies, providing larger family units facing onto existing neighbourhoods and smaller types located closer to the tram station.

1. Smaller residential types in close proximity to Ampere Way Station
2. Town-houses and larger residential types facing onto existing residential neighbourhoods

KEY	
	Employment
	Education
	Healthcare
	Residential
	Roof gardens and private amenity
	Multi-storey parking
	Existing bus stop
	Existing Tram Stop
	Town centre & environs
	Purley Way Masterplan boundary



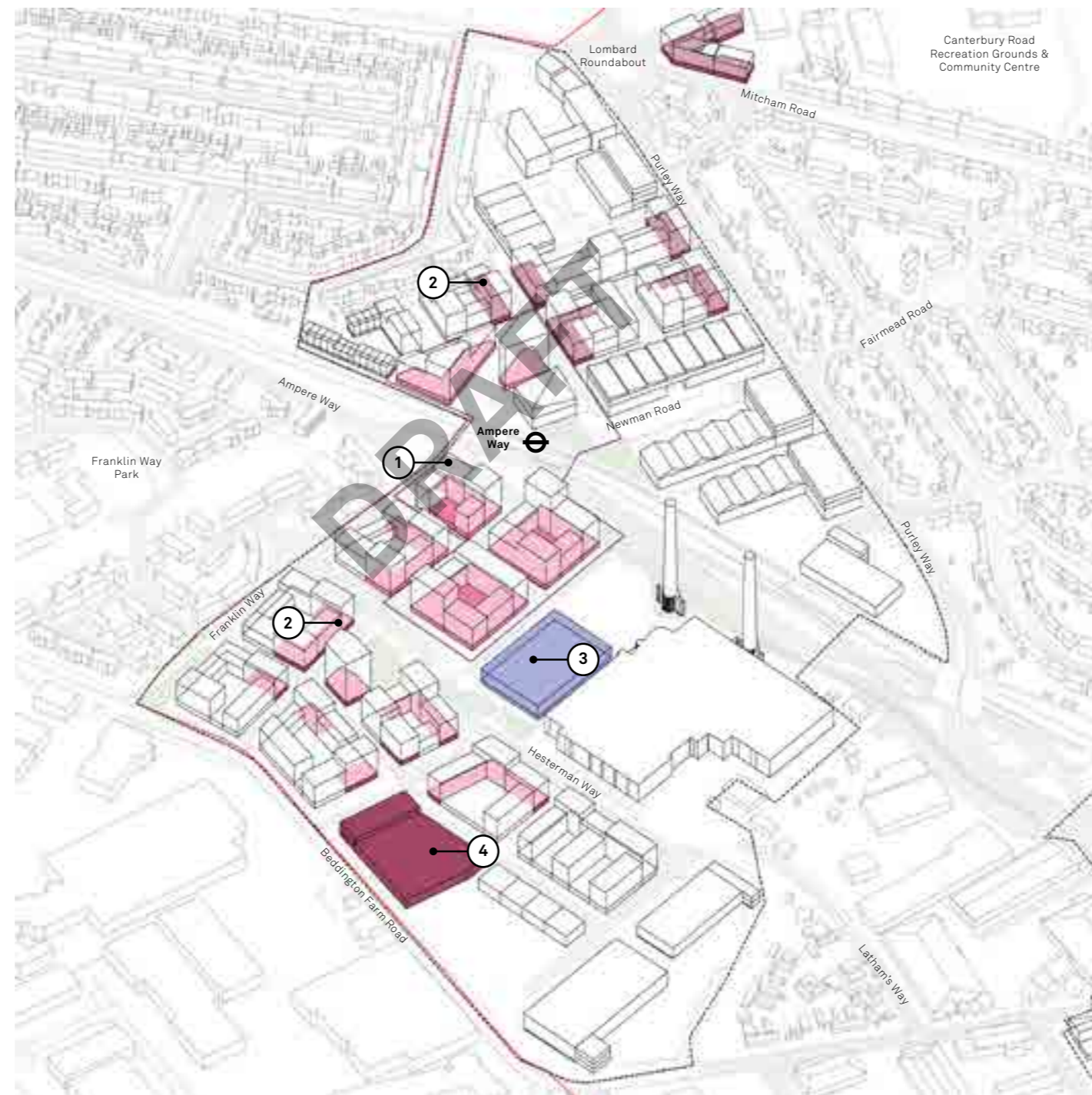
Town centre uses & activities

Valley Park will be a focus for a mixture of 'town centre uses', retail and leisure uses, some of which are currently located along Hesterman Way. High-quality mixed-use development can ensure a cohesive centre that is attractive for people to live, socialise and shop around this area. The masterplan proposes a variety of uses, scales of unit and location to support the new town centre. These are:

- Retail development, generally placed within the core area and close to Ampere Way station (1), including a focus on convenience retail, managed workspace and support economy (circular economy, home-worker services etc), with smaller-scale units placed outside the core area (2).
- Consolidated and enhanced large retail boxes, including the suggested relocation of B&Q, could be placed at the south-western end of Valley Park, where most of these uses currently are placed (4). Consolidated IKEA parking also proposed outside the core area (3).
- Leisure, entertainment facilities and arts & culture development (including restaurants, bars and pubs, night-clubs, fitness centres). Generally placed within the core area facing the station and key heritage open spaces (5).
- Community facilities (including libraries, places of worship, learning centres & community gardens). Placed both within and outside the core area facing key open spaces (5).

KEY	
■	Town centre (core area)
■	Town centre (outside core area)
■	Town centre/employment
■	Multi-storey parking/podium
■	Education
■	Healthcare
■	Town centre & environs
■	Purley Way Masterplan boundary

22,152 sqm GIA of town centre uses



1. Woolwich Arsenal, LB Greenwich



2. King's Cross, LB Camden









3. Nordhavn, Copenhagen

Employment uses & activities

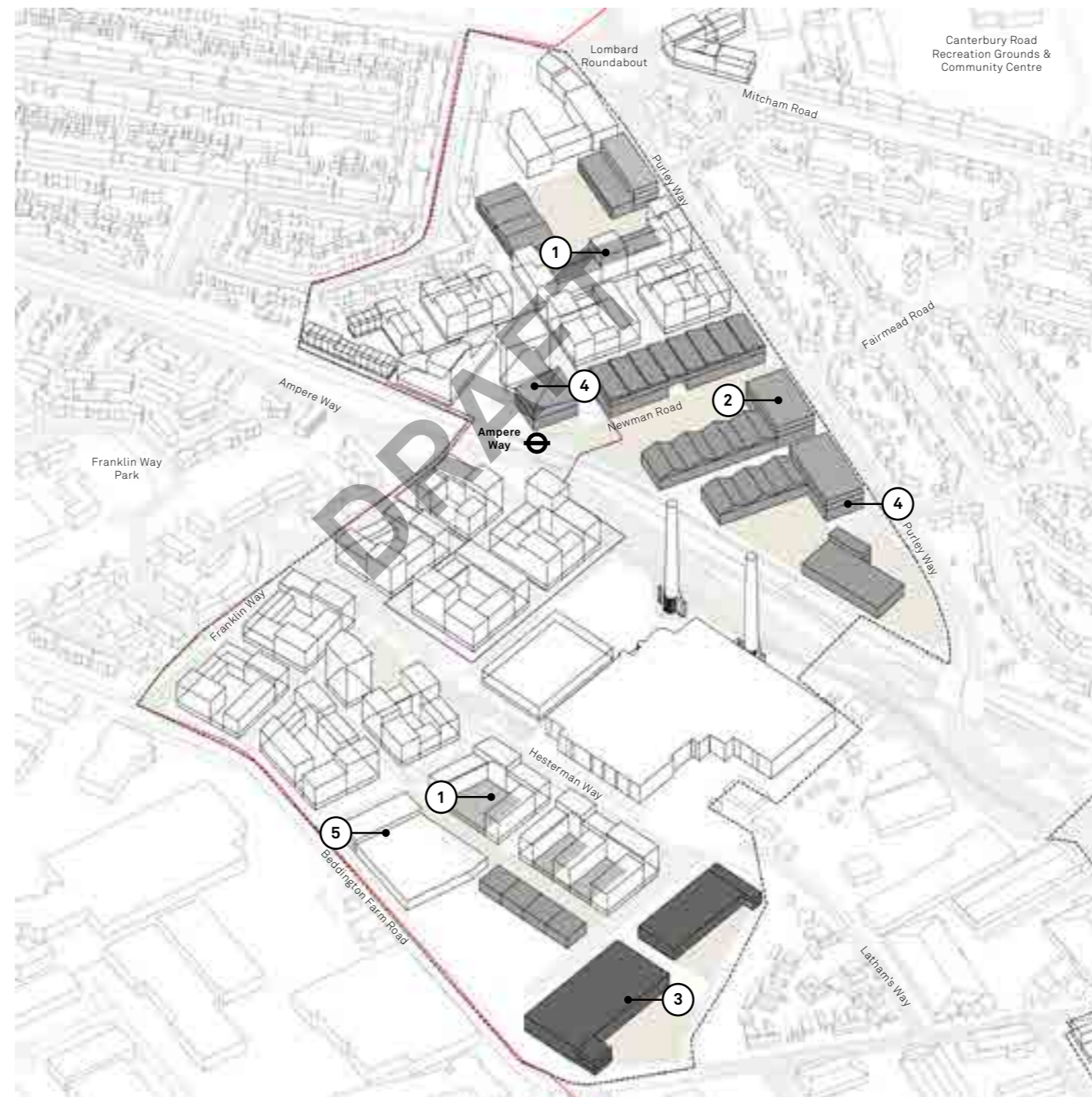
The masterplan seeks to ensure employment floor space is maintained and, where viable, should be increased. Maintaining a mix of space types and sizes to meet the needs of current and future businesses will be critical to ensure a sustainable growth. A variety of smaller scale maker spaces and studios are supported in key areas where industrial and residential uses coexist, mediating between uses.

Provision of space for SME's is particularly important as part of a mix of different sizes and types of space within the new Town Centre. This diversity creates opportunities for businesses to start up, move on to bigger premises over time and ultimately to remain in the area. Key proposed typologies are:

- Small industrial units with residential development above contribute to vibrant mixed use neighbourhoods and mitigate between residential areas and the surrounding SIL (1).
- Stacked workshop/studios: ancillary space to Croydon's Creative Enterprise Zone (CEZ), cluster of 'cultural production space' and creative industries as well as RnD facilities (2).
- Public facing facilities ancillary to employment uses: including spaces related to food & beverage, showcasing, trade counters and conference facilities. These are placed along the west side of Purley Way and east of the tram railway, to create active frontage (4).
- Large industrial units are appropriate in the south-western area, adjacent to and with direct access from Beddington Farm road (3). This area could also provide a relocation space for B&Q (5).

KEY	
	Workshops/studios
	Small/Medium industrial
	Large industrial
	Operational yard space
	Town centre & environs
	Purley Way Masterplan boundary

33,943 sqm GIA of employment uses within Valley Park and environs



1. Bow Enterprise Park , LB Hackney



2. Frankfurt Cargo Center, Frankfurt Am Main



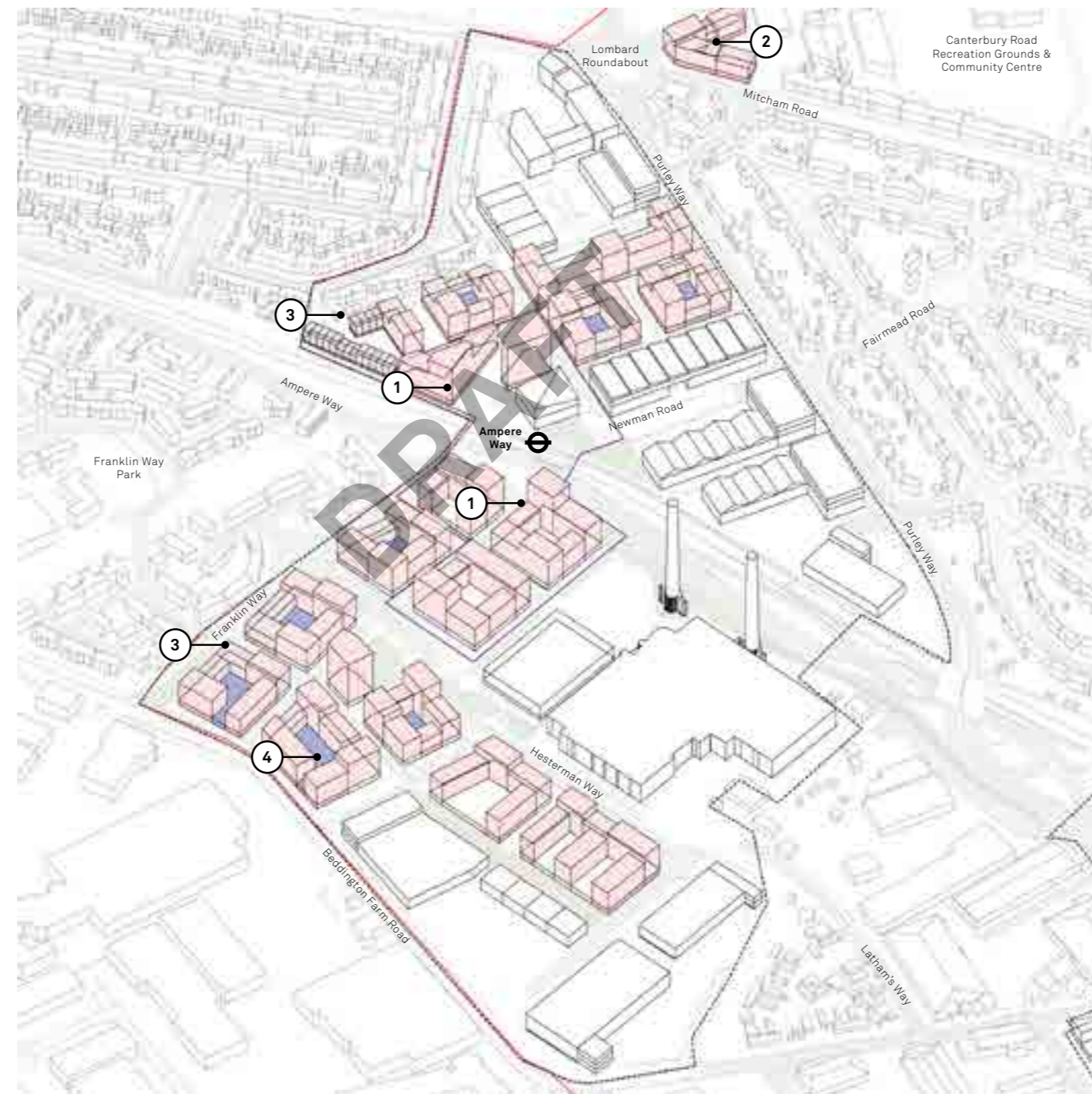
3. Prologis Georgetown Crossroads, Seattle

Residential provision

A range of residential environments are proposed across Valley Park. Residential development could benefit from proximity to the tram station and heritage assets. It may include typical to non-conventional accommodation such as extra care, student housing and build to rent schemes where appropriate.

- Main street buildings can be placed along the core area and Purley Way corridor (1,2).
- Maisonettes and terraced houses (more suitable for family homes) can be placed next to adjacent low-rise residential and open amenity space / playgrounds (3).
- Residential car-parking/podiums are placed outside the core area as the PTAL levels are lower (4).

2165 new homes are proposed within Waddon Marsh environs



KEY	
■	Residential
■	Residential (areas suitable for houses)
■	Residential parking
 	Town centre & environs
 	Purley Way Masterplan boundary



1. St John Hill, LB Wandsworth



2. Aberfeldy Estate, LB Tower Hamlets



3. Sutherland Road, LB Waltham Forest

Building heights









Aim: Concentrate taller elements around the station area, while addressing sensitive residential areas with lower heights

Valley Park will accommodate the taller buildings in the area core area, reinforcing the role of the centre. Other taller accents will be located at key points aiding way-finding.

The predominant shoulder height of development should be within the range of 3-8-storeys with focal point accents in the region of around 10-storeys.

Building heights illustrated within this Masterplan are indicative. Precise heights for proposed development on individual sites will be worked through as part of the planning application process. The overall approach is:

- to ensure variety in building heights
- to respect and respond positively to the height of existing buildings, in line with relevant borough-wide policies
- to avoid monotony and create an interesting streetscape across Valley Park
- to respond appropriately to key public spaces and heritage assets

KEY	
	1-3 storeys
	4-6 storeys
	7-8 storeys
	9-10 storeys
	Existing bus stop
	Existing Tram Stop
	Town centre & environs
	Purley Way Masterplan boundary














Markers and orientation

Aim: Taller marker buildings used to aid way-finding

The area around Ampere Way tram stop will be key at framing possible routes and destinations. Concentration of marker buildings and key open space provision will aid orientation in Valley Park. A clear movement hierarchy will aid movement and navigation where the quality of buildings will be of significant importance in ensuring a successful and legible centre.

Marker buildings are placed in key long approach views, key corners and at the tram stops to create a better sense of orientation and legibility within each distinct centre. They should also give particular consideration to architectural detailing and materials and celebrating the identity of the area.

Active frontages which are well oriented create vibrant town centres which spill out into the space between buildings, and in combination with heritage buildings, can create a distinct urban character through improving their setting and incorporating new development.

- KEY
-  Marker buildings
 -  Key corners
 -  Long approach views
 -  View from arrival point
 -  Listed buildings
 -  Locally listed buildings
 -  Rest heritage assets
 -  Existing bus stop
 -  Existing Tram Stop
 -  Town centre & environs
 -  Purley Way Masterplan boundary













Open space

Aim: Increase access to meaningful and usable open space

The proposals for new building development seek to frame both new and existing open spaces to enhance the quality of the public realm. Key considerations:

1. Place key civic spaces at both sides of the tram station with taller buildings and active frontages around them.
2. Arrival south of the railway, marking the first point of contact to the area.
3. Linear park connecting Waddon Marsh and offering a buffer along Ampere Way, linked to new key open spaces and neighbourhood parks at Franklyn Way
4. Core of the neighbourhood, providing a central green space and play areas.
5. Open space connecting the linear-park, the Ikea shopping centre and providing a space scaled to the strong prominent presence of the listed chimneys.
6. Retention of buffer edges with mature trees
7. Seek opportunity to extend pedestrian routes across SIL industrial areas towards Beddington Farmlands

KEY	
	Key open space
	Green space
	Outdoor leisure amenities / active play space
	Roof gardens and private amenity
	Working yard
	Existing bus stop
	Proposed superstop
	Public realm opportunity boundary
	Town centre & environs
	Purley Way Masterplan boundary



Open space and biodiversity

The masterplan maximises opportunities to include green infrastructure to help:

- reduce water run-off and the heat island effect, improve air quality
- deliver a net gain in biodiversity
- offer opportunities to grow food
- implement a network of safe and attractive green and blue links to connect places, significantly increase tree cover and help wildlife movement
- improve the attractiveness of the area and contribute to the health and well-being of people living, working and visiting the area.

Public open space is anchored by three key spaces (A,B, C as marked) and these support a range of different needs set out on the following pages.

Residential courtyards should provide high quality amenity space and foster a sense of community, supported by a richer planted landscape in contrast to the harder public realm character elsewhere in the Town Centre. The soft landscape strategy includes priority locations for increased tree planting and incorporation of vegetated SUDS/ green infrastructure. It also identifies where street planting can be employed as noise and air pollution buffer. Roof gardens provide further private residential amenity space. This is predominantly set back and/or raised from street level and adjacent employment uses. Green and brown biodiversity roofs contributes to urban greening. This can also help to address the urban heat island effect.

- KEY
- Pedestrian routes connecting open space
 - New green link
 - Key open space
 - Green space
 - Outdoor leisure amenities / active play space
 - Roof gardens and private amenity
 - Working yard
 - Green/brown biodiversity roofs
 - Street trees
 - Priority locations for increased tree planting and incorporation of vegetated SUDS/ green infrastructure
 - Street planting employed as noise and air pollution buffer
 - Town centre environs
 - Public realm opportunity boundary
 - Purley Way Masterplan boundary

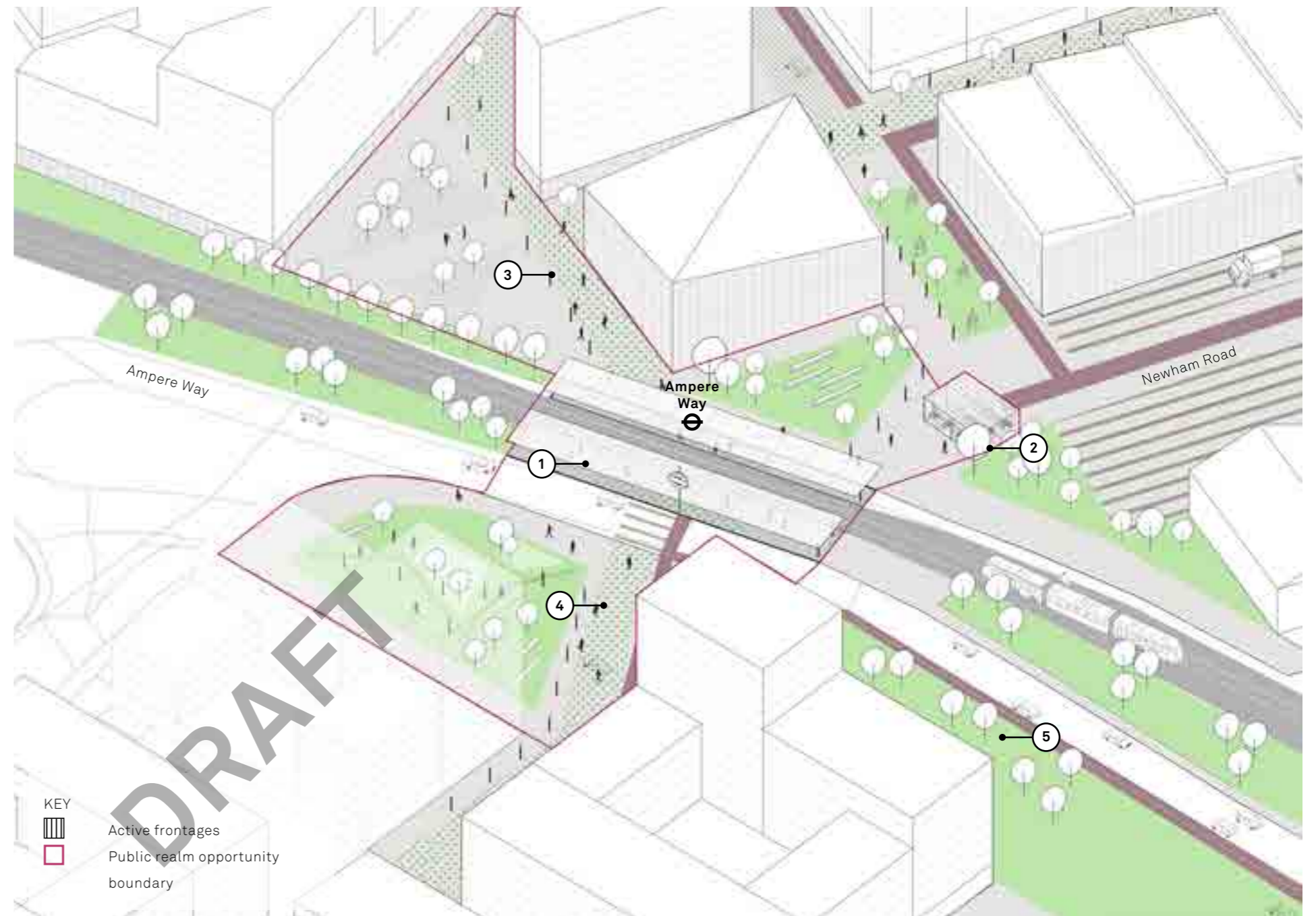


Public open space A: Ampere Way Arrival

The open space strategy above suggests a series of priority public realm projects which have the ability to significantly transform key parts of the proposed new centre and deliver healthy streets benefits. More detailed guidance is set out in the pages below.

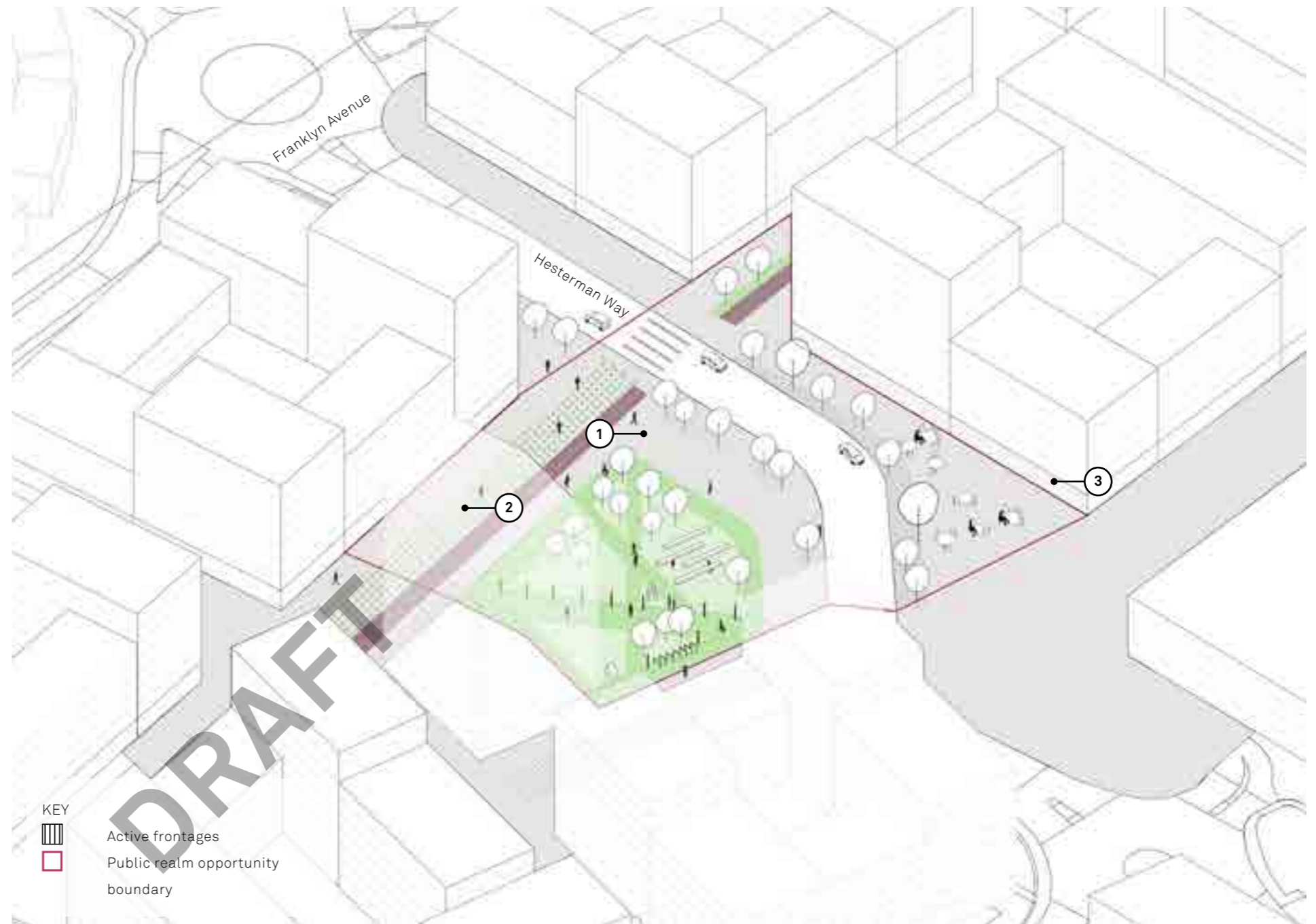
KEY

1. Key arrival spaces at both sides of Ampere Way Station
2. Provision of cycle parking next to station
3. Route to the North and Lombard Roundabout
4. Route to the South and West.
5. Direct connection with Linear Park and Chimneys Open Space



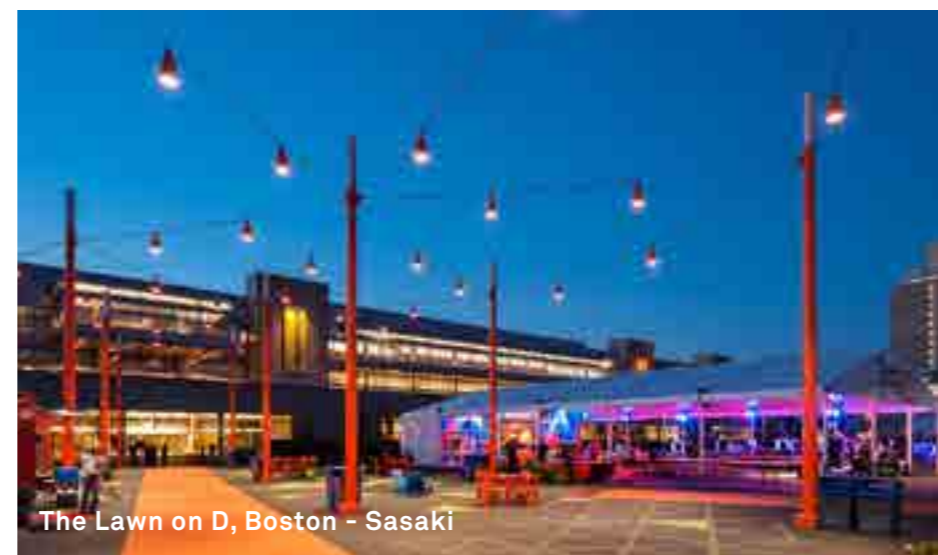
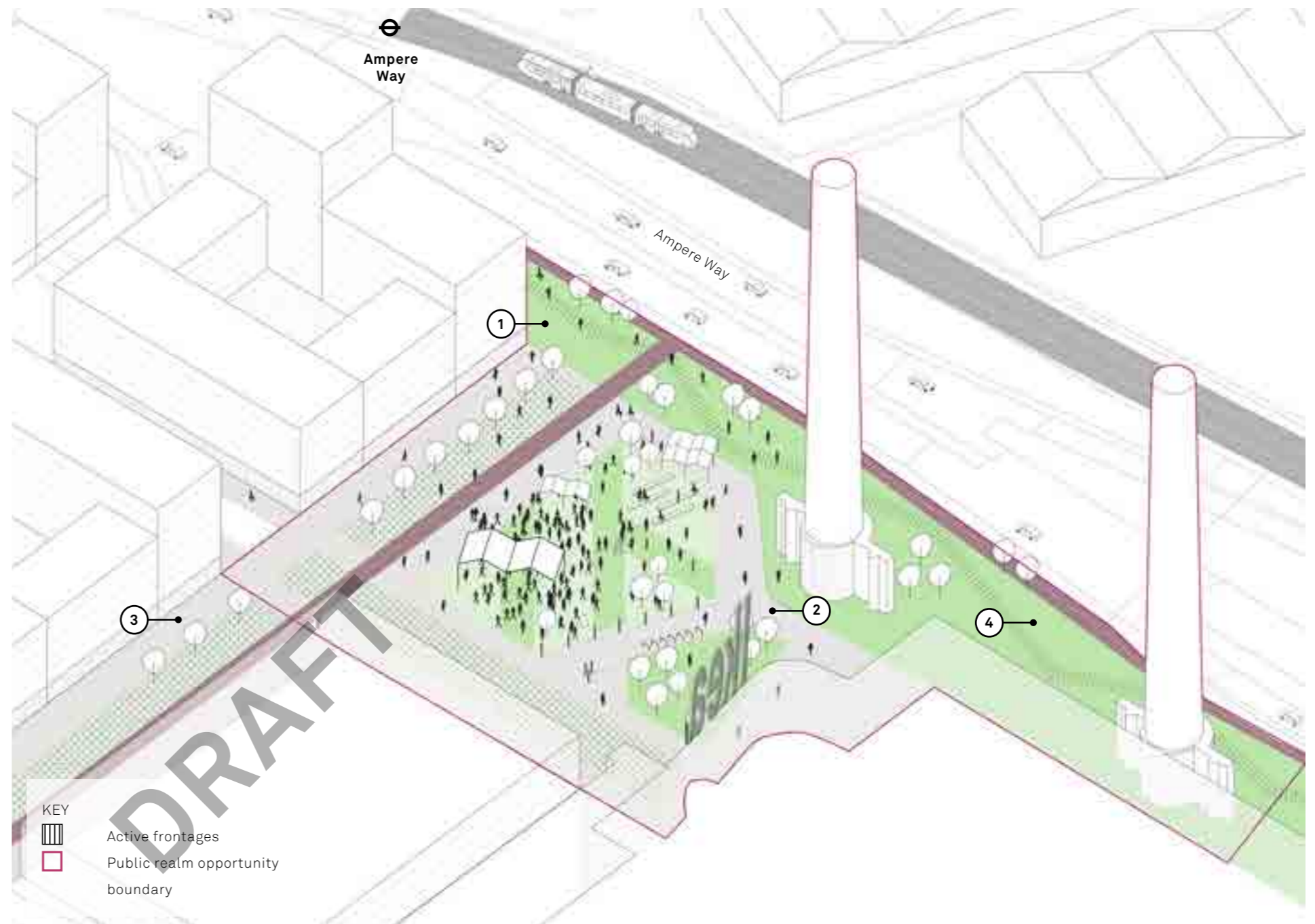
Public open space B:
Hesterman Green

1. Green space at the core of the new residential neighbourhood
2. Accent buildings anchoring the space
3. Active frontages define the edges of the space



Public open space C:
Listed chimneys

1. Direct pedestrian access to Ikea from the Station
2. Main space celebrating the scale and heritage of the towers
3. Public realm connected to the new neighbourhood
4. Linear Park

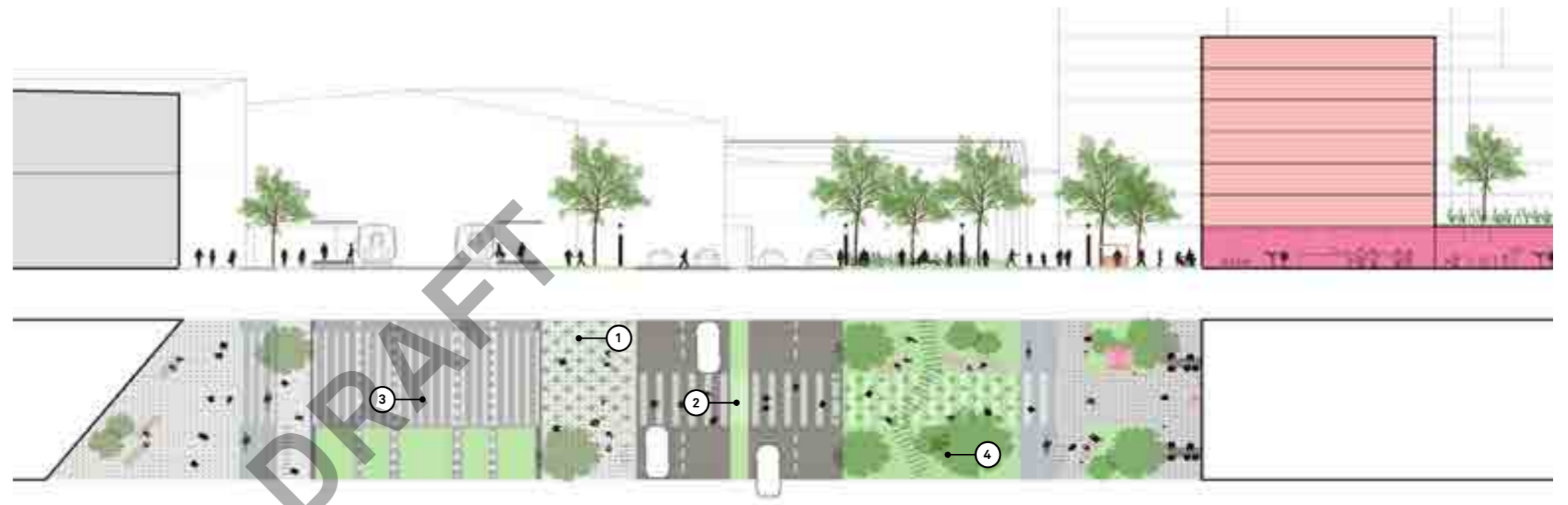


Adjacencies & edge conditions

The pages below illustrate a series of building & street sections throughout the proposed new centre to highlight the relationship between frontages and streetscape, the adjacencies between existing and proposed uses and how 'sensitive' edge conditions should be treated.

Section A-A

1. Buffer area for tram infrastructure
2. Consolidated roads, simplifying road layout
3. Clear and wide crossings to guide the masterplan with the station
4. Linear park extended past the station and North towards Franklyn Way Park, using part of current mature trees on road islands and roundabout

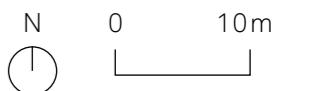


Section A-A



KEY

- Employment
- Town centre uses (retail / community / leisure)
- Residential
- Residential parking/podium



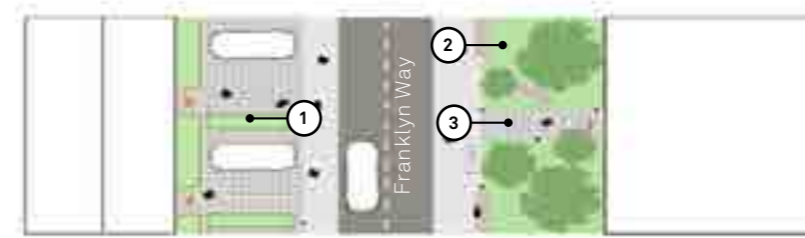
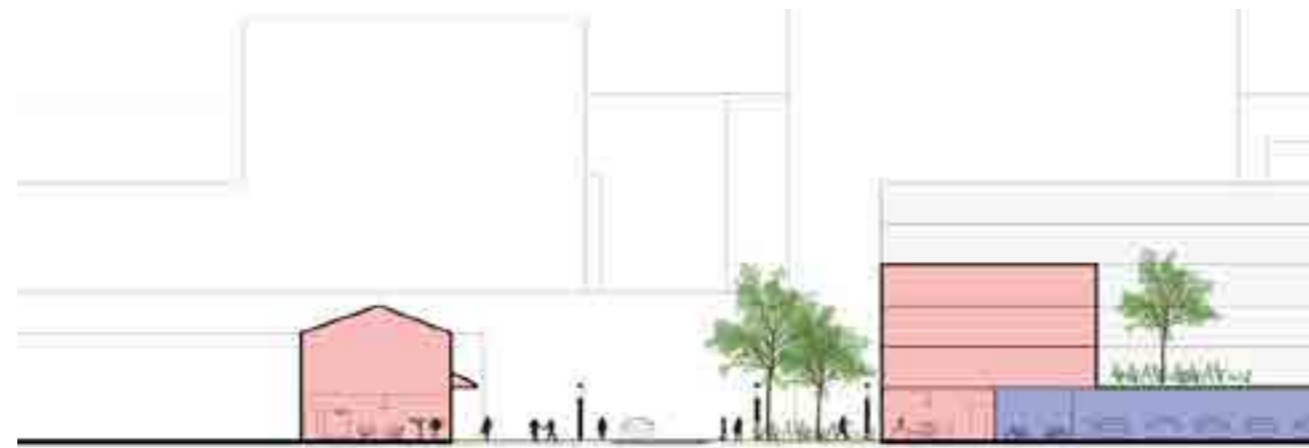
Adjacencies & edge conditions

Section B-B

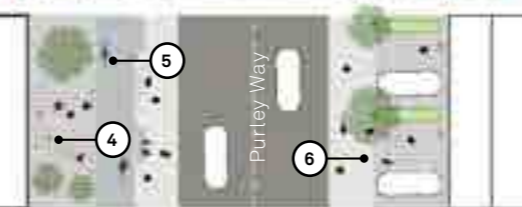
1. Relation with adjacent residential areas
2. Privacy zone as buffer for residential lobbies
3. Kind pedestrian routes with as much shadow as possible

Section C-C

4. Strengthening of Purley Way by active frontages and generous footpaths
5. Integration of cycle infrastructure along Purley Way
6. Improved footpaths and relationship with residential parking



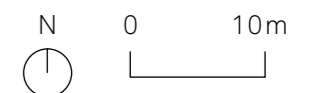
Section B-B



Section C-C

KEY

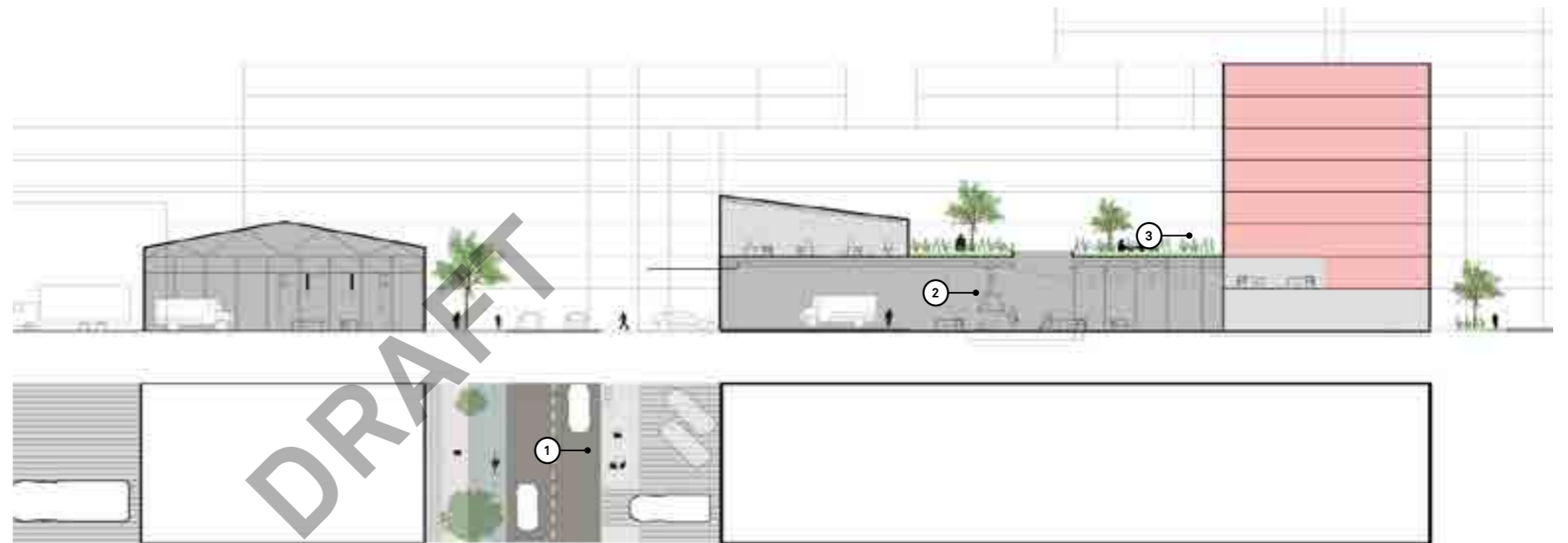
	Employment
	Town centre uses (retail / community / leisure)
	Residential
	Residential parking/podium



Adjacencies & edge conditions

Section D-D

1. Service route providing access to industrial uses as well as co-located employment uses
2. Use of podium level to provide adequate employment spaces
3. Landscaped and protected amenity for residents, providing a pleasant outlook

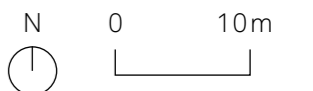


Section D-D



KEY

	Employment
	Town centre uses (retail / community / leisure)
	Residential
	Residential parking/podium



Ampere Way tram stop

The image below illustrates an indicative view of Ampere Way tram stop together with some key guidance.

1. Urbanised at-grade crossing points around the tram station
2. Celebrate the presence of the heritage chimney towers
3. Intuitive connection to Linear Park
4. Use active frontages to frame key spaces
5. Massing should be sensitive with the towers and other existing residential areas












Proposed site allocations & phasing


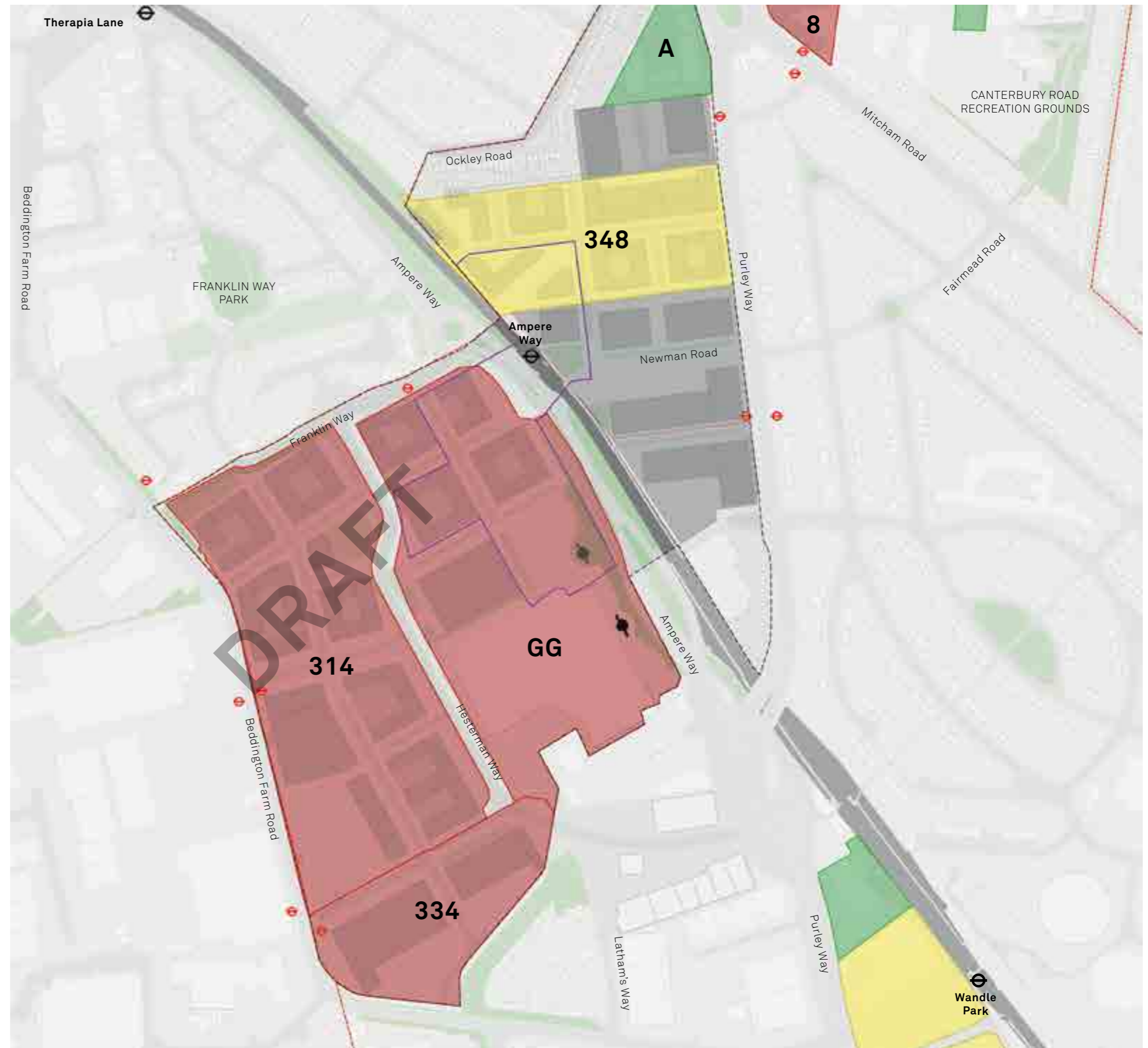
8	Motor Village Croydon, 121 Canterbury Road
314	Valley Park (B&Q/Units A-G) Hesterman Way
334	Valley Leisure Park, Hesterman Way
348	Homebase & Matalan stores, 60-66 Purley Way
GG	Ikea

* see Section 8.1 for more detail around phasing

Key

	Short-term		Existing bus stop
	Medium-term		Proposed superstop
	Long-term		Town centre & environs
	Ownership boundaries		Purley Way
			Masterplan boundary

N 0 100m

5.2
WADDON MARSH
TOWN CENTRE



Purley Way (looking south), Beddington Farm Rd, 2020

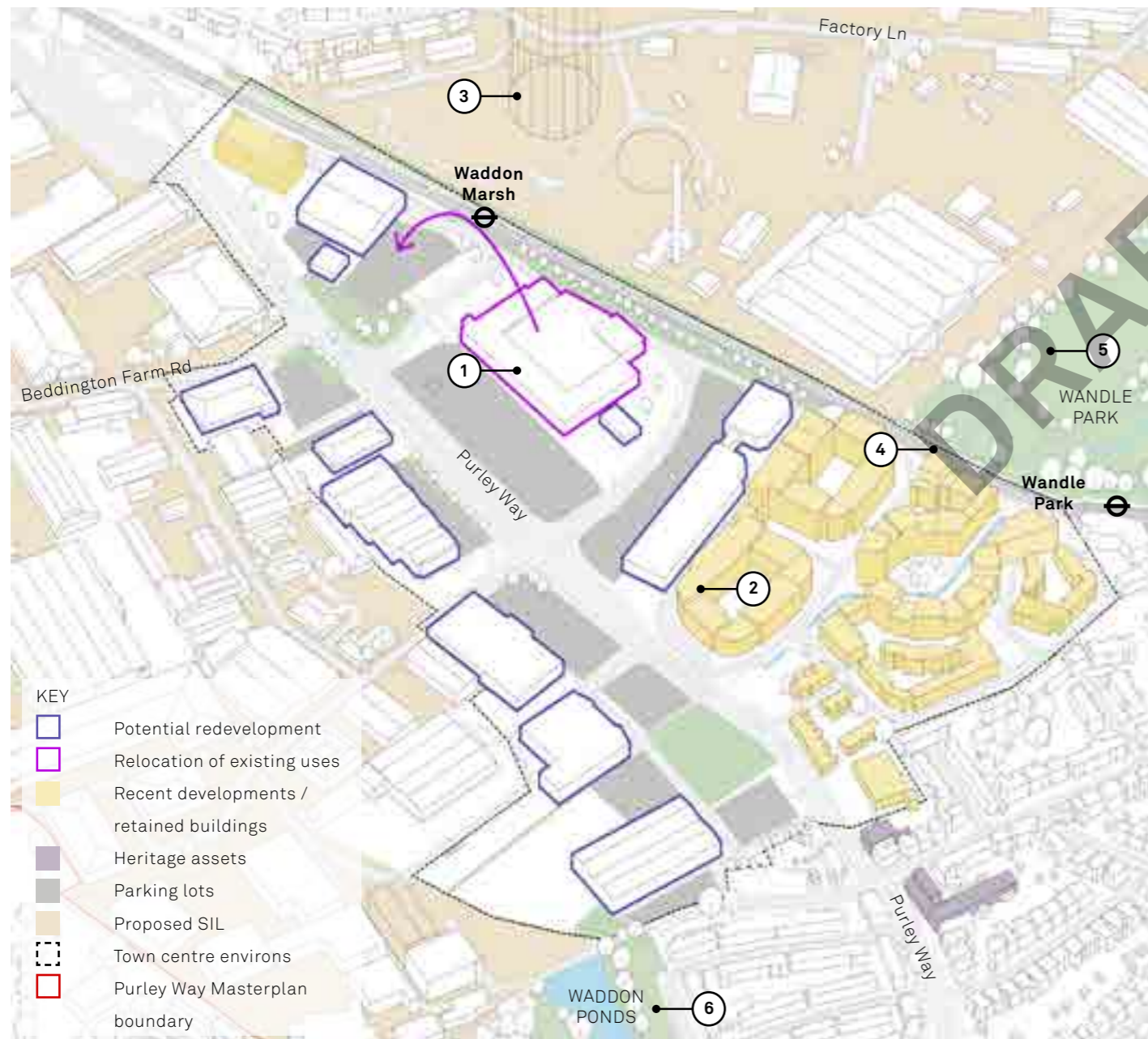
Waddon Marsh: existing character

Waddon Marsh is primarily characterised by big-box retail plots with large car parks which flank both sides of the Purley Way. The area benefits from existing connectivity with Croydon Town Centre via tram links as well as proximity to two historically rich and high quality green spaces – Wandle Park and Waddon Ponds.

There is opportunity to strengthen the retail and employment offer by consolidating into a town centre which replaces car parking with active frontages, and accommodates new community uses, high quality public realm, and a variety of innovative

housing models, co-located with retail, leisure and industrial uses.

The tramway causes a severance from the eastern industrial zone despite its proximity. Wandle Park and Waddon Ponds are historically-rich and high quality green spaces with the culverted Wandle River running beneath. There are zones of low to mid-rise residential to the south, within the New South Quarter development, however new and upcoming residential builds of 6-8 storeys hint at a trend towards higher residential demand in the area.



1. Sainsbury's megastore, a de facto local centre.



2. Woodall Court, residential co-location with B8 uses. New-build residential development at Whitestone Way.



3. Turners Way gasholder, a towering visual landmark.



4. Tram lines severance, Wandle Park stop.



5. Wandle Park, one of the oldest public open spaces in Croydon.



6. Waddon Ponds.

Waddon Marsh: proposed character

A new town centre around Waddon Marsh tram stop, with high quality public realm interventions, will create an attractive locality in which to live, work and shop. This opportunity arises from excellent transit connectivity, emerging town centre characteristics surrounding the Sainsbury's store, and proximity to amenity and industry.

It will be effectively an extension of the Metropolitan Centre that brings Croydon to the other side of Wandle Park, development here will offer an 'edge of central' location and build on the success of nearby newly-delivered creative studios.

The new centre should consolidate and enhance existing retail uses and include new housing, social infrastructure and green open space. High-quality employment zones (on the west side of Purley Way) with well-utilised land and sensible servicing routes are envisioned to strengthen the area as an attractive destination for businesses to locate.

Green spaces are to be enhanced through interventions such as the deculverting of Wandle River and the creation of new links that connect adjacent green assets and residential neighbourhoods with the new town centre.



Tower, Nine Elms, Wandsworth

1.Reprovision of Sainsbury's co-located with residential uses at Decathlon site.



Tiger Way, Hackney

2.Mixed-use residential with education at Superstores site.



Orpington Health and Wellbeing Centre, Bromley

3. Civic square and co-location of residential with health centre.



Bow Enterprise Park, Hackney

4.Co-location of residential and light industrial units on the lower floors.



Cheney Row Park, London

5. Local parks offering green space amenity serving neighbouring residential uses.



Bishan-Ang Mo Kio Park, Singapore

6. Wandle River: an opportunity to recreate natural waterside environs to the north of Waddon Ponds.

Development capacity

The masterplan proposes residential development that reaches the number of **2,165 new homes** across Waddon Marsh Town Centre.








A total of **15,940 sqm** GIA of town centre uses is proposed across the Town Centre.

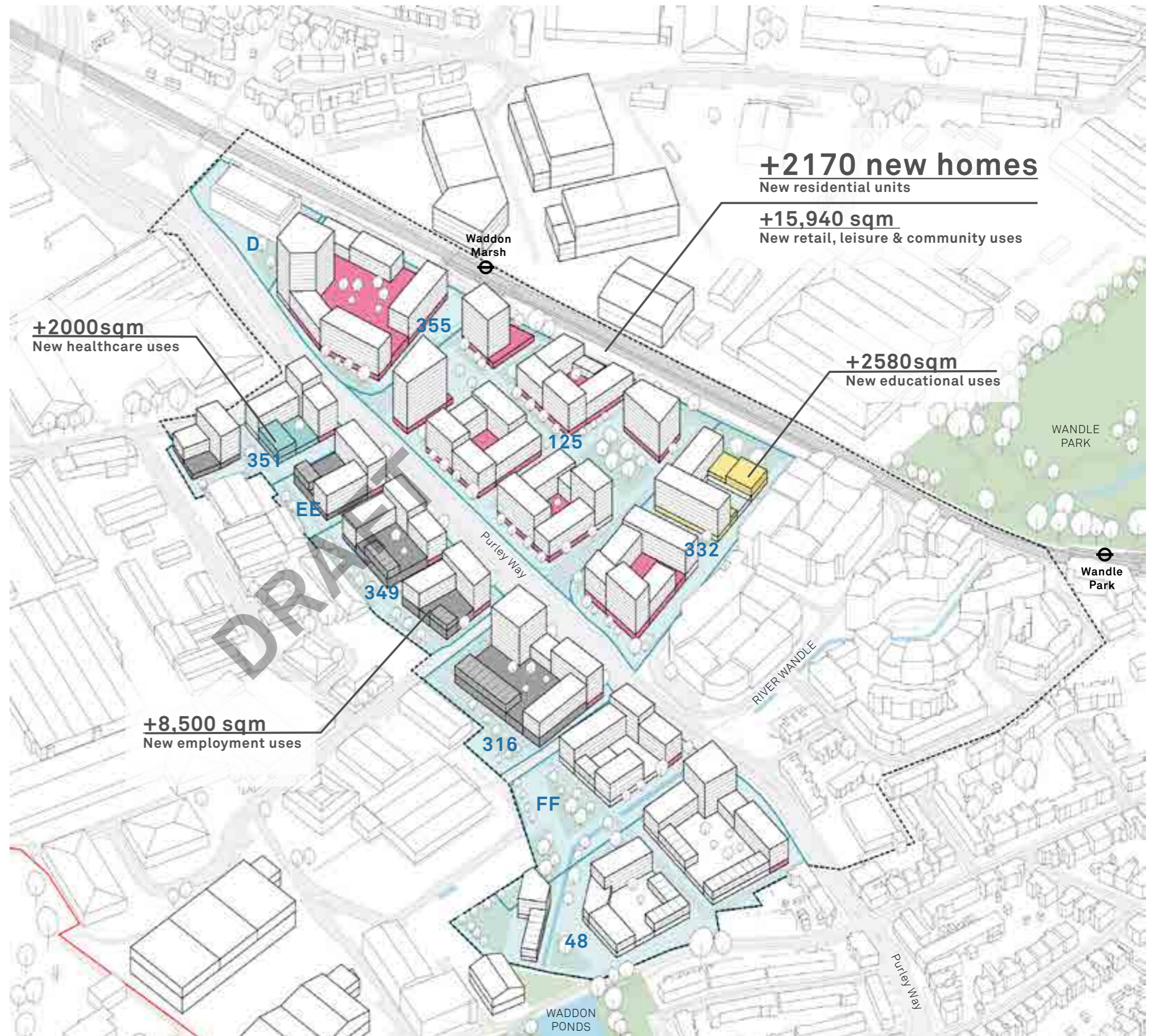
2,000 sqm GIA of health and care uses, including associated business uses, is proposed across the Furniture village site.

A total of **2,580 sqm** of educational uses (including a primary school) is proposed across the Superstores site.

The masterplan aims to provide employment uses that are complementary to the adjacent SIL area at the west side of Purley Way, including a proposal of **10,830sqm** of employment uses.

Proposed site allocations	Range of homes	Proposed number of homes
D Shackleton House, 209 Purley Way (16/00271/GPDO & 17/02419/FUL)		
48 294-330 Purley Way (John Lewis)	215-333	331
125 Sainsburys, Trafalgar Way	462-632	632
316 PC World (currently Fabb Sofas & Next Home), 2 Trojan Way	129-213	184
332 Superstores, Drury Crescent	187-274	265
349 Harveys Furnishing Group, 230-250 Purley Way	87-174	146
351 Furniture Village, 222 Purley Way	107-126	124
355 Decathlon, 2 Trafalgar Way	171-265	260
EE Sofology, 226 Purley Way	46-76	74
FF Currys PC World (Carphone Warehouse), 12 Trojan Way	93-160	148
Total		2165

KEY	
	Employment
	Education
	Healthcare
	Retail / community / leisure
	Proposed site allocations
	Town centre environs
	Purley Way Masterplan boundary











Movement and access

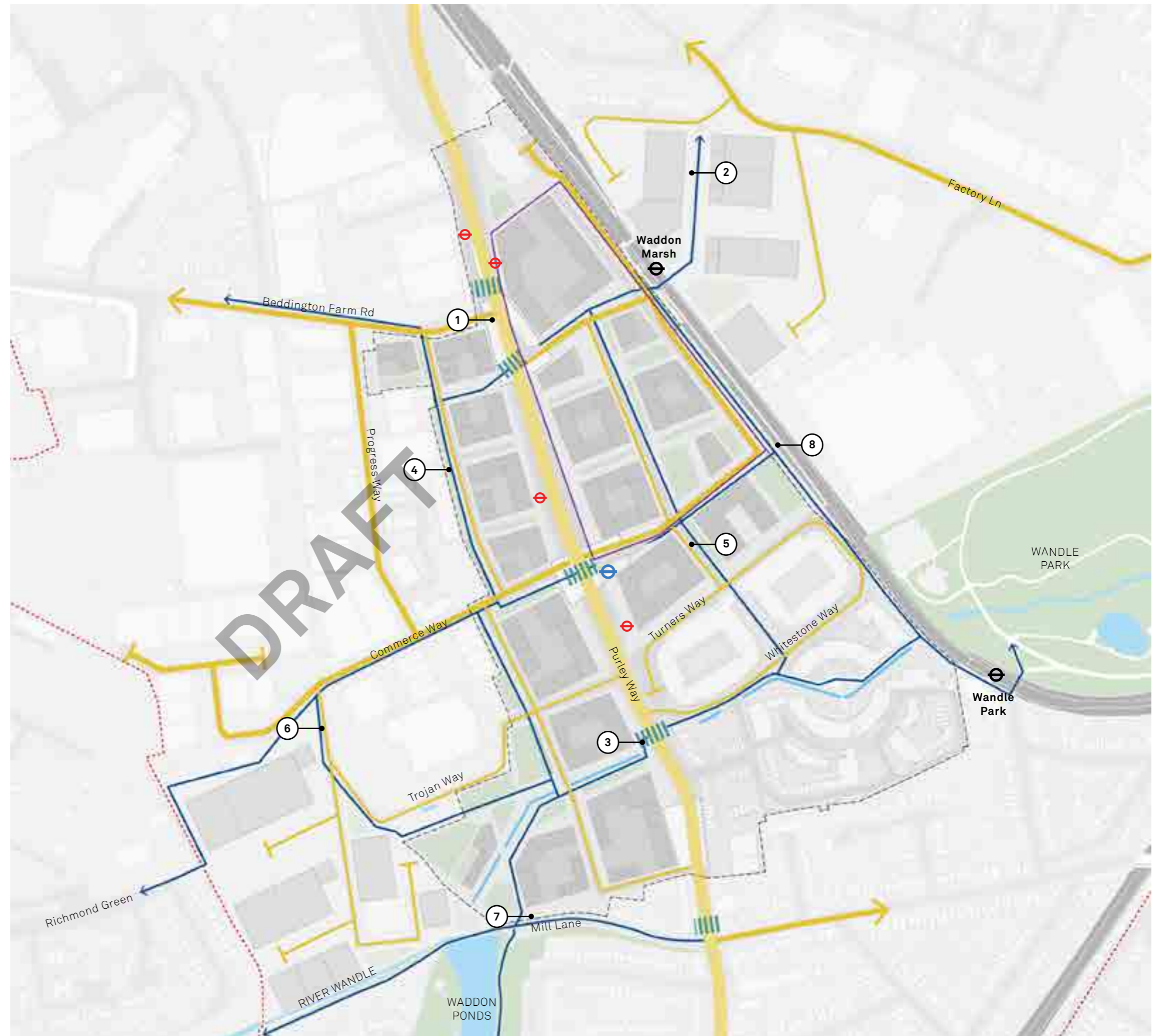
Aim: Improve and expand existing vehicular and pedestrian network

The masterplan establishes the following new/improved connections:

1. Widening to the Purley Way at identified pinch points to accommodate sustainable travel improvements
2. New pedestrian route across Gasholders site to connect adjacent residential to Waddon Marsh station
3. New crossing and connection of river route both sides of the Purley Way
4. Parallel quietway/cycle path with restricted access for servicing.
5. Relocation of Turners Way to allow for leisure space facing the proposed Primary school.
6. Access to all industrial sites from Commerce Way to free up Mill Lane.
7. Quiet pedestrian route avoiding servicing access at Waddon Ponds
8. Improved green link connecting the two stations

KEY

	Primary vehicular route
	Secondary vehicular route
	Pedestrian / cycle route
	Proposed road crossing
	Existing bus stop
	Proposed superstop
	Town centre & environs
	Purley Way Masterplan boundary








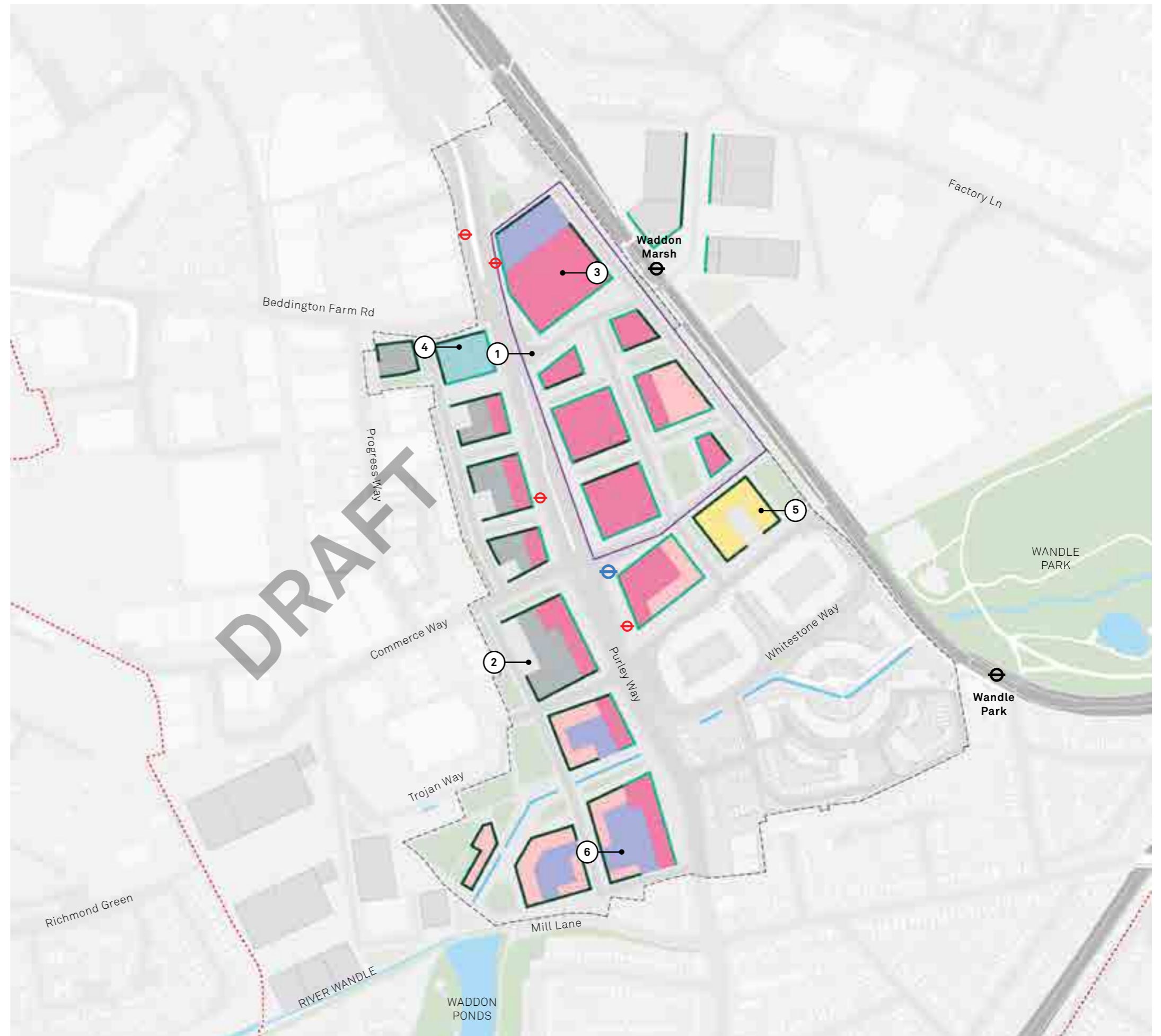
Ground floor uses

Aim: Create a mix of ground floor uses, sizes and tenures to meet current and future needs

The masterplan suggests a vibrant multi-use new retail/leisure/ community/employment offer. It also reinforces key routes and open spaces through the provision of new active frontages. Key considerations:

1. Place town centre uses along Purley Way and core area primarily focused around Waddon Marsh station and the pedestrian network.
2. Place employment uses facing adjacent SIL area. Orient industrial and residential units to minimise overlooking of yard space.
3. Re-location of Sainsbury's into the Decathlon site, co-located with residential and parking at ground floor.
4. Proposed health hub location
5. Proposed location for primary school
6. Potential car-parking within podiums for sites with lower PTAL

KEY	
	Employment
	Education
	Healthcare
	Town centre uses (retail / community / leisure)
	Residential
	Residential parking/podium
	Active frontages
	Positive frontages
	Existing bus stop
	Proposed superstop
	Town centre & environs
	Purley Way Masterplan boundary



Typical upper floor uses

The Waddon Marsh Centre has the potential to accommodate a significant amount of new residential development. In total 2165 new homes have been proposed within the town centre environs. These are placed predominantly on the upper floors with exceptions to key social infrastructure and workshops facing the SIL area at the west side of Purley Way.

- KEY
- Employment
 - Education
 - Healthcare
 - Residential
 - Roof gardens and private amenity
 - Residential parking/podium
 - Existing bus stop
 - Proposed superstop
 - Town centre & environs
 - Purley Way Masterplan boundary



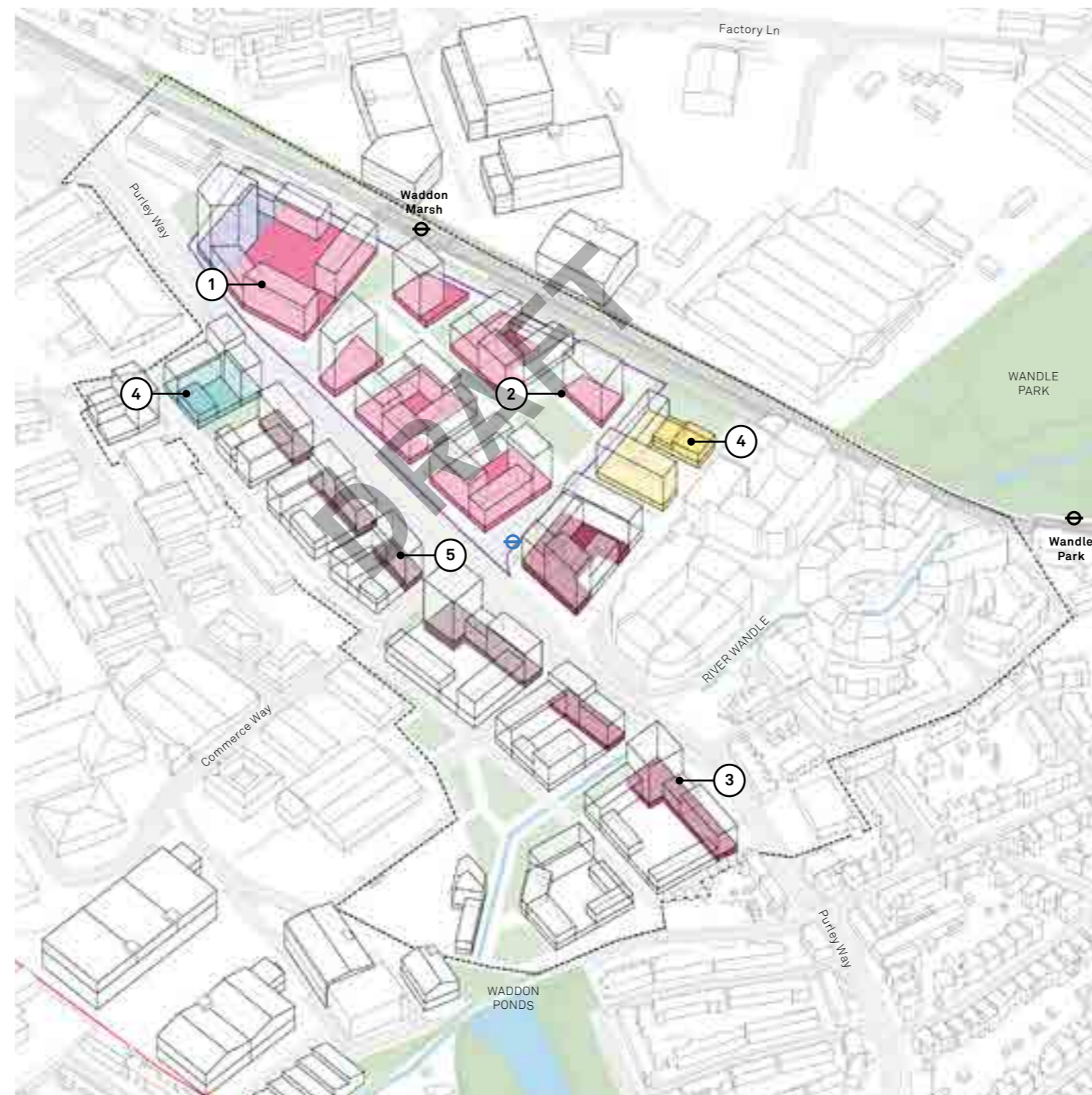
Town centre uses & activities

Waddon Marsh will be a focus for town centre uses consolidating and focusing high-quality mixed-use development that ensures that the centre is a vibrant and attractive hub for people to shop, socialise, work, live, go to school and access services. The masterplan proposes a variety of uses, scales of unit and location to support the new town centre. These are:

- Retail development (including Sainsbury's re-provision, click & collect services), alongside locally-focused convenience retail located within the core area (1). Smaller scale convenience retail, managed workspace and support economy (circular economy, home-worker services etc) placed outside the core area (3).
- Leisure, entertainment facilities and arts & culture development (including restaurants, bars and pubs, night-clubs, fitness centres). Generally placed within the core area facing key open spaces (2).
- Community facilities (including educational uses, healthcare facilities, libraries, places of worship, learning centres & community gardens). Placed both within and outside the core area facing key open spaces (2&4).
- Public facing facilities ancillary to employment uses (including spaces related to food & beverage, showcasing, trade counters and conference facilities). These are better suited on the west side of Purley Way adjacent to the employment uses (2).

KEY	
	Town centre (core area)
	Town centre (outside core area)
	Town centre/employment
	Multi-storey parking/podium
	Education
	Healthcare
	Town centre & environs
	Purley Way Masterplan boundary

15,940 sqm GIA of town centre uses
4,580 sqm GIA of educational & healthcare uses



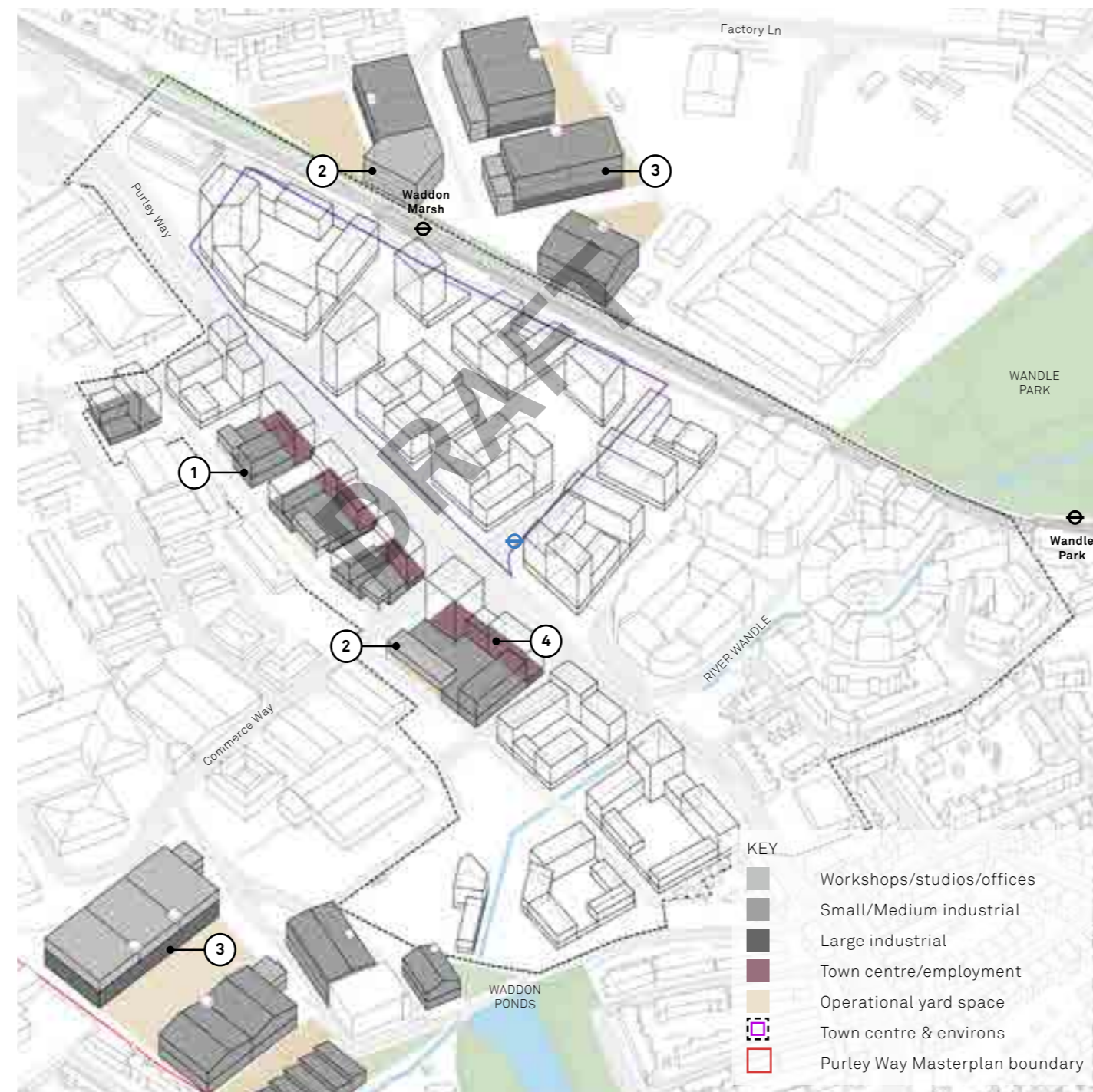
Employment uses & activities

The masterplan seeks to ensure employment floor space is maintained and, where viable, should deliver an increase in employment floor space. Maintaining a mix of space types and sizes to meet the needs of current and future businesses will be critical to ensure a range of employment uses. A variety of small scale making uses are supported in key areas where industrial and residential uses coexist.

Provision of space for SME's is particularly important as part of a mix of different sizes and types of space within the new Town Centre. This diversity creates opportunities for businesses to start up, move on to bigger premises over time and ultimately to remain in the area. Key proposed typologies are:

- Small industrial units with residential development above contribute to vibrant mixed use neighbourhoods and mitigate between residential areas and the surrounding SIL. These spaces can accommodate activities that work in synergy with the adjacent SIL area and are related to SMEs, manufacturing, vehicle & repair, storage, micro-consolidation centres, car clubs and RnD facilities (1).
- Workshop/studios/offices: ancillary spaces to Croydon's Creative Enterprise Zone (CEZ), cluster of 'cultural production space' and creative industries as well as RnD facilities (2).
- Public facing facilities ancillary to employment uses: including spaces related to food & beverage, showcasing, trade counters and conference facilities. These are placed along the west side of Purley Way to create active frontage (4).
- Stacked medium to large industrial units: located within the SIL area outside the borders of the Waddon Marsh environs (3). For more guidance around the 2 SIL sites and the industrial intensification opportunities see Section 7.0.

15,940 sqm GIA of employment uses within Waddon Marsh environs



1. Bow Enterprise Park , LB Hackney



2. Kaap Noord, Amsterdam, VSAP Architects



3. Prologis Georgetown Crossroads, Seattle

Residential uses

A range of residential environments are proposed across Waddon Marsh. Residential development could benefit from proximity to the tram stations and green assets. It may include typical to non-conventional accommodation such as extra care, student housing and build to rent schemes where appropriate.

- Main street buildings can be placed along the core area and Purley Way corridor (1,2).
- Maisonettes and terraced houses (more suitable for family homes) can be placed next to adjacent low-rise residential and open amenity space / playgrounds.
- Residential car parking/podiums are placed outside the core area as the PTAL levels are lower.

2165 new homes are proposed within Waddon Marsh environs



Building heights

Aim: Emphasize thresholds into the area and distribute building heights

Waddon Marsh will accommodate the taller buildings in the area, to reinforce and mark its role as the focus of use and activity and to aid wayfinding.

The predominant shoulder height of development should be within the range of 3-8-storeys with focal point accents in the region of 15-storeys.

Building heights illustrated within this Masterplan are indicative. Precise heights for proposed development on individual sites will be worked through as part of the planning application process. The overall approach is:

- to ensure variety in building heights
- to respect and respond positively to the height of existing buildings, in line with relevant borough-wide policies
- to avoid monotony and create an interesting streetscape across Waddon Marsh Centre
- to respond appropriately to key public spaces and heritage assets

KEY	
	1-3 storeys
	4-6 storeys
	7-8 storeys
	9-10 storeys
	11-15 storeys
	Existing bus stop
	Proposed superstop
	Town centre & environs
	Purley Way Masterplan boundary














Markers and orientation

Aim: Cluster taller marker buildings to improve legibility

Key approaches have been established through a movement hierarchy within Waddon Marsh Centre and the quality of buildings will be of significant importance in ensuring a successful and legible centre.

Marker buildings are placed in key long approach views, key corners and at tram stops to create a better sense of orientation and legibility within each distinct centre. They should also give particular consideration to architectural detailing and materials and celebrating the identity of the area.

Active frontages which are well oriented create vibrant town centres which spill out into the space between buildings, and in combination with heritage buildings, can create a distinct urban character through improving their setting and incorporating new development.

- KEY
-  Marker buildings
 -  Key corners
 -  Long approach views
 -  View from arrival point
 -  Listed buildings
 -  Locally listed buildings
 -  Rest heritage assets
 -  Existing bus stop
 -  Proposed superstop
 -  Town centre & environs
 -  Purley Way Masterplan boundary



Open space

Aim: Increase access to meaningful and usable open space

The proposals for new building development seek to frame both new and existing open spaces to enhance the quality of the public realm. Key considerations:

1. Place key civic spaces at both sides of the tram station with taller buildings and active frontages around them.
2. Provide key open space in front of the proposed health hub
3. Key open space/park located at core area, providing a central green space and play areas.
4. Provide green zone/tree screening employed as noise and air pollution buffer
5. Retain green buffer between new centre and rail lines.
6. Strengthen play, sports and amenity offer of key activity spaces.
7. Create new secondary green spaces across the whole neighbourhood to increase access to local green space.
8. Create key open space and blue route along the de-culverted section of River Wandle.

KEY

- Key open space
- Green space
- Outdoor leisure amenities / active play space
- Roof gardens and private amenity
- Working yard
- Existing bus stop
- Proposed superstop
- Public realm opportunity boundary
- Town centre & environs
- Purley Way Masterplan boundary



Open space and biodiversity

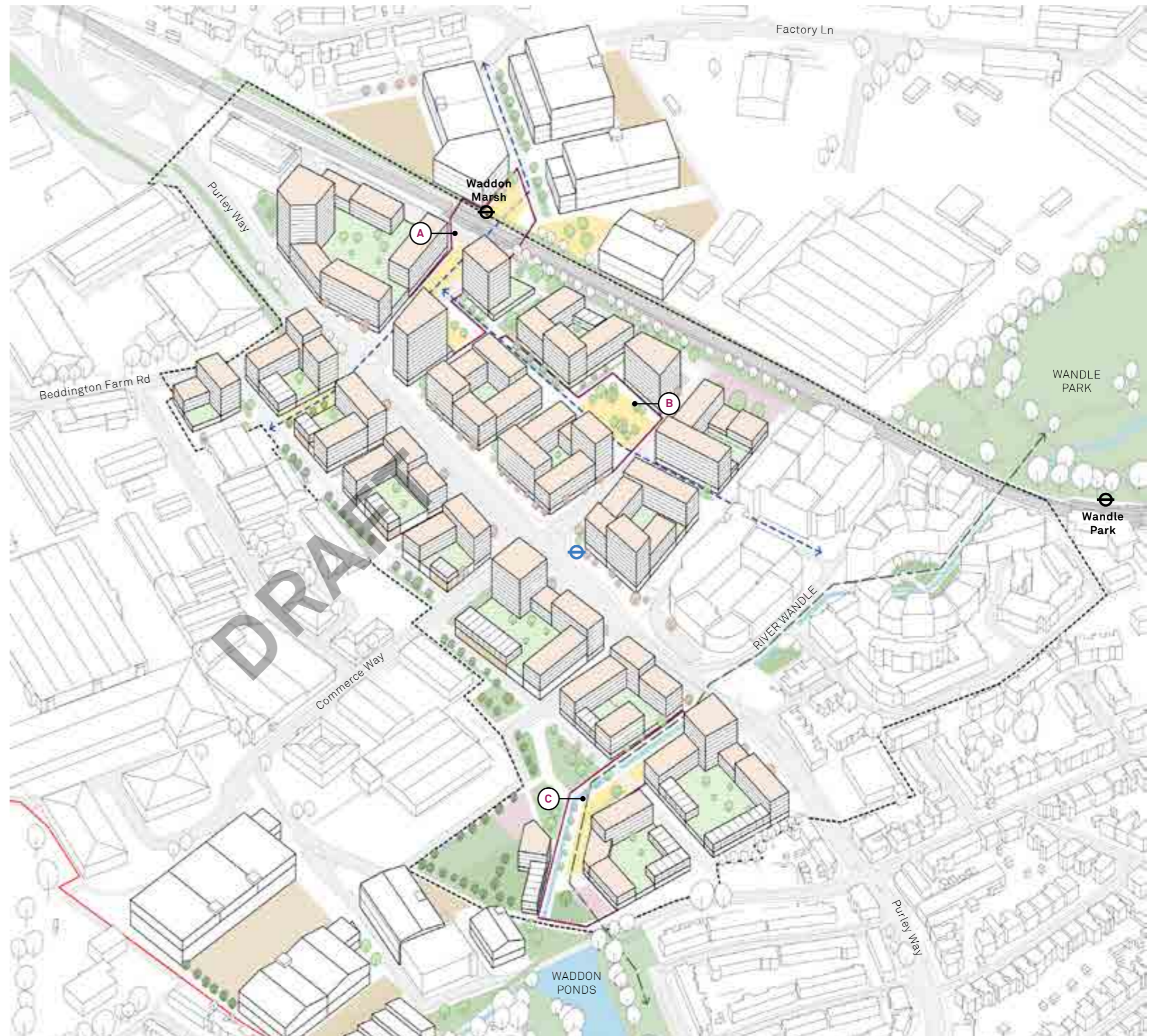
The masterplan maximises opportunities to include green infrastructure to help:

- reduce water run-off and the heat island effect, improve air quality
- deliver a net gain in biodiversity
- offer opportunities to grow food
- implement a network of safe and attractive green and blue links to connect places, significantly increase tree cover and help wildlife movement
- improve the attractiveness of the area and contribute to the health and well-being of people living, working and visiting the area.

Public open space is anchored by three key spaces (A,B, C as marked) and these support a range of needs set out on the following pages.

Residential courtyards should provide high quality amenity space and foster a sense of community, supported by a richer planted landscape in contrast to the harder public realm character elsewhere in the Town Centre. The soft landscape strategy includes priority locations for increased tree planting and incorporation of vegetated SUDS/ green infrastructure. It also identifies where street planting can be employed as noise and air pollution buffer. Roof gardens provide further private residential amenity space. This is predominantly set back and/or raised from street level and adjacent employment uses. Green and brown biodiversity roofs contributes to urban greening. This can also help to address the urban heat island effect.

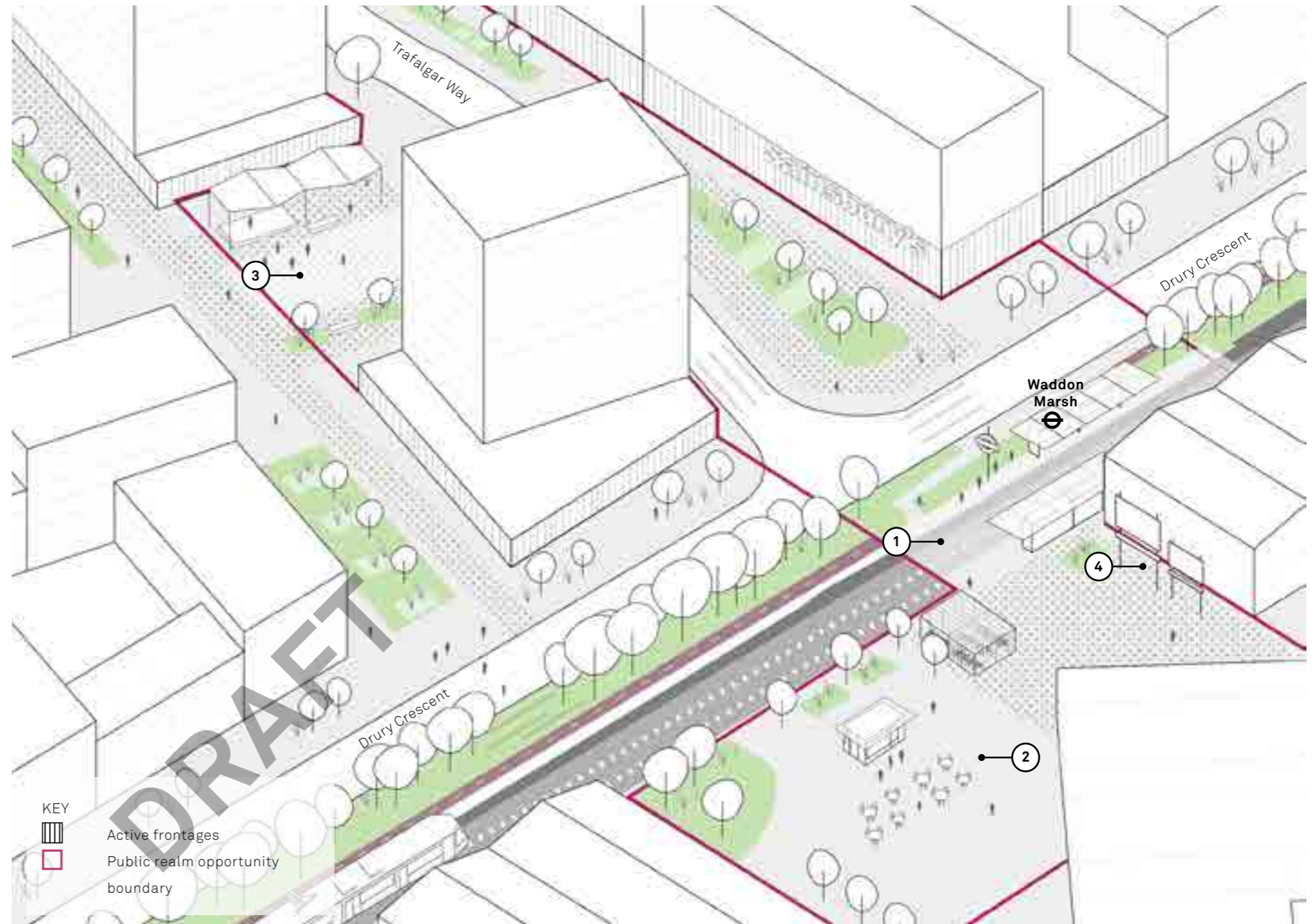
- KEY
- Pedestrian routes connecting open space
 - New green link
 - Key open space
 - Green space
 - Outdoor leisure amenities / active play space
 - Roof gardens and private amenity
 - Working yard
 - Green/brown biodiversity roofs
 - Street trees
 - Priority locations for increased tree planting and incorporation of vegetated SUDS/ green infrastructure
 - Street planting employed as noise and air pollution buffer
 - Town centre environs
 - Public realm opportunity boundary
 - Purley Way Masterplan boundary



Public open space A: Arrival square

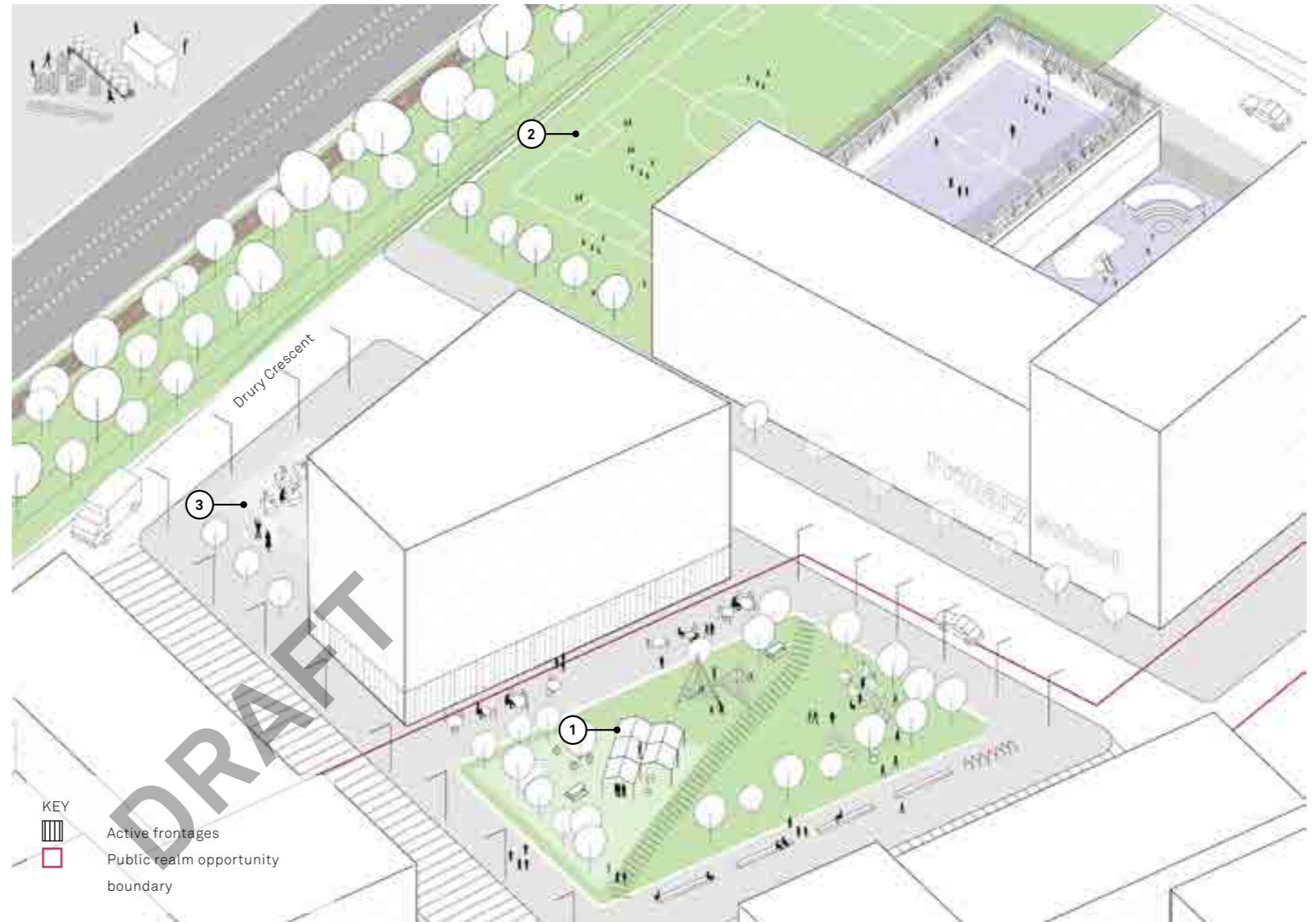
The open space strategy above suggests a series of priority public realm projects which have the ability to significantly transform key parts of the proposed new centre and deliver healthy streets benefits. More detailed guidance is set out in the pages below.

1. Key open space and cycling amenities adjacent to Waddon Marsh station.
2. Shared open space with temporary amenities like food vans for workers and visitors.
3. Waddon Marsh Square: Indicative zone for events and outdoor seating associated with the ground floor building uses.
4. Way finding signage placed in a close proximity to Waddon Marsh station.



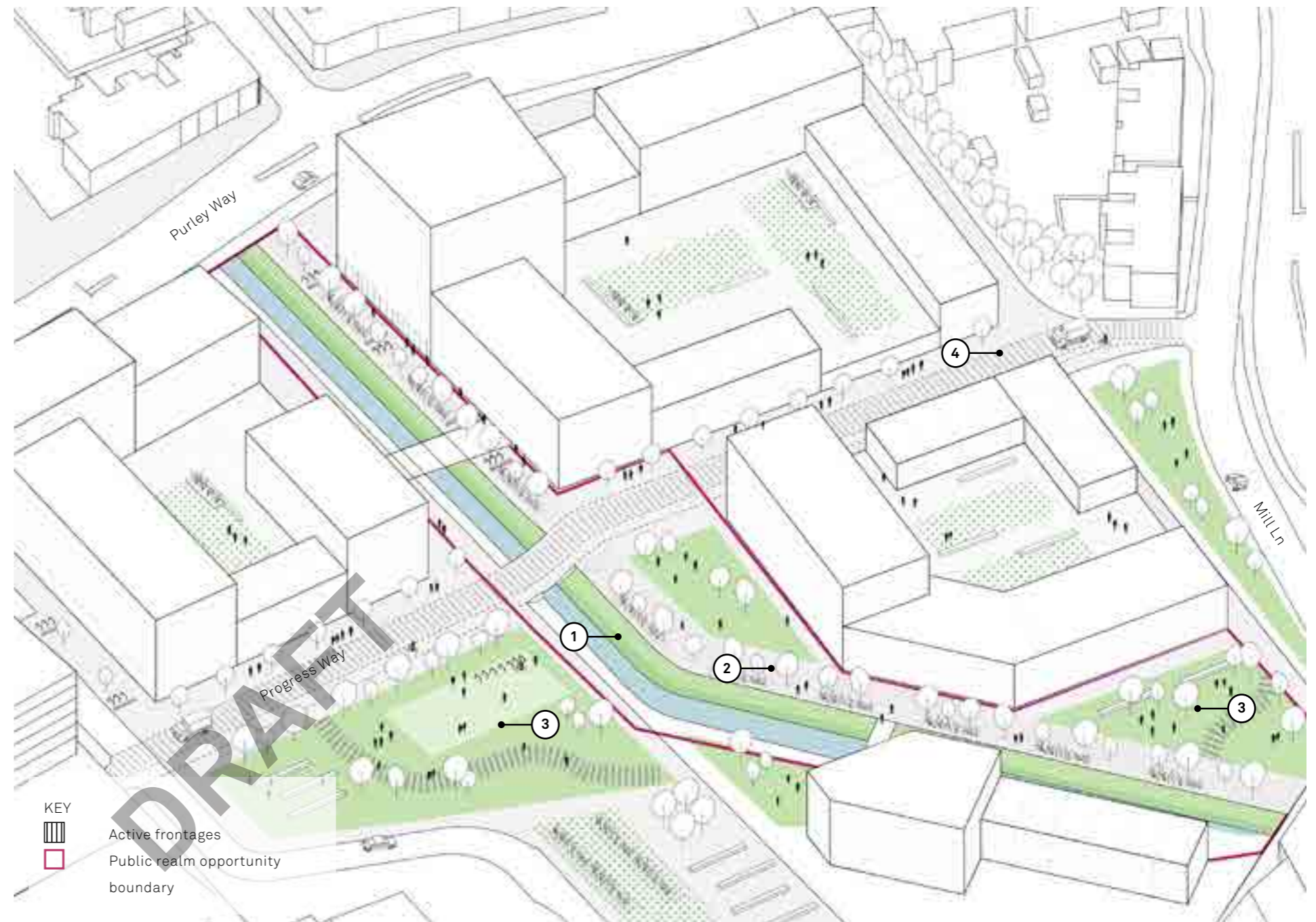
Public open space B
Waddon Marsh park

1. Waddon Marsh park (flower garden, adventure playground, community hub)
2. Open space and rooftops dedicated to educational uses/sports activities
3. Indicative zone for community garden/ play trail



Public open space C:
River walk

1. Proposed deculverted route of River Wandle
2. Central spine which provide a series of spaces which invite play and social activity.
3. Playable spaces where seasonal change, sensory value, biodiversity and direct contact with natural material are promoted.
4. New servicing and cycling route along Progress Way.

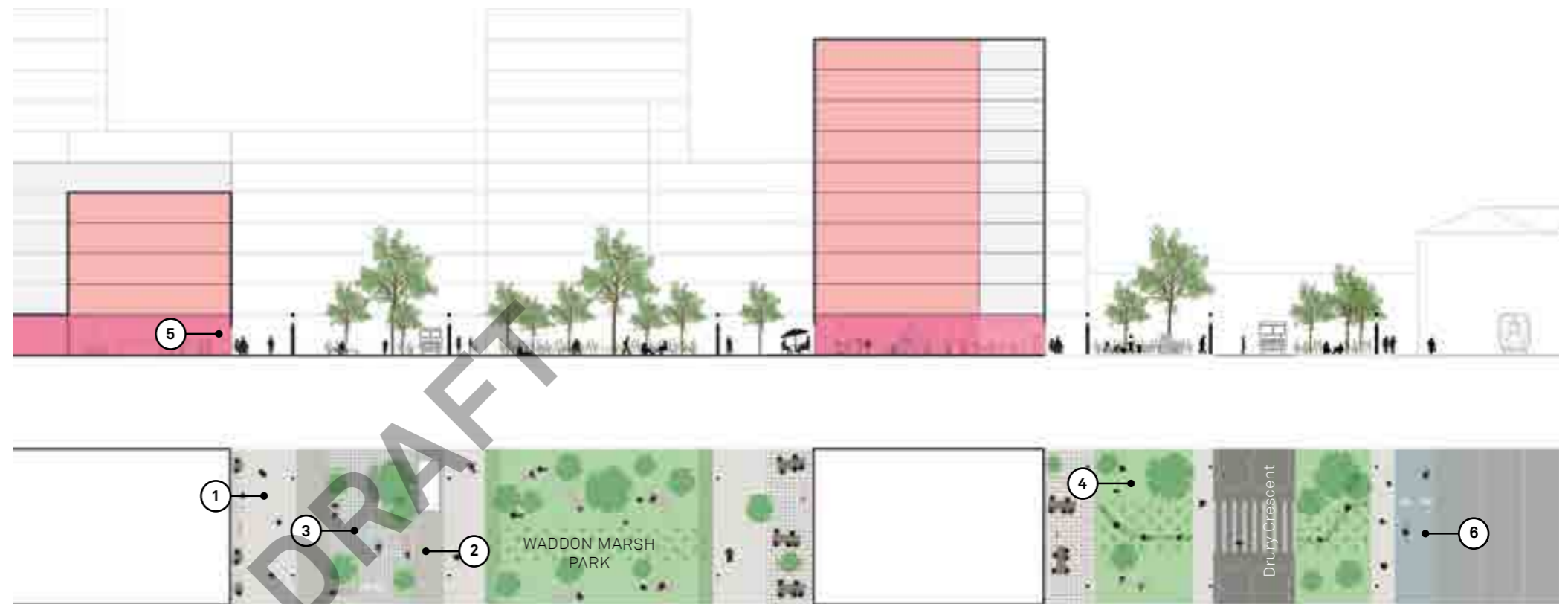


Adjacencies & edge conditions

The pages below illustrate a series of building & street sections throughout the proposed new centre to highlight the relationship between frontages and streetscape, the adjacencies between existing and proposed uses and how 'sensitive' edge conditions should be treated.

Section A-A

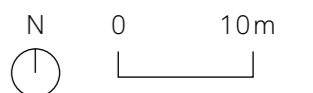
1. Facilitate pedestrian movement through the site in a comfortable, safe and enjoyable environment by creating different zones.
2. Restricted access roads for servicing are integrated into the pavement to reduce the visual impact
3. Central spine which provides a series of spaces which invite play and social activity.
4. Playable spaces where seasonal change, sensory value, biodiversity and direct contact with natural material are promoted.
5. Create separate and distinct entrances to differentiate between town centre uses and housing.
6. Widening of the existing path and new cycling route along the tram lines.



Section A-A

KEY

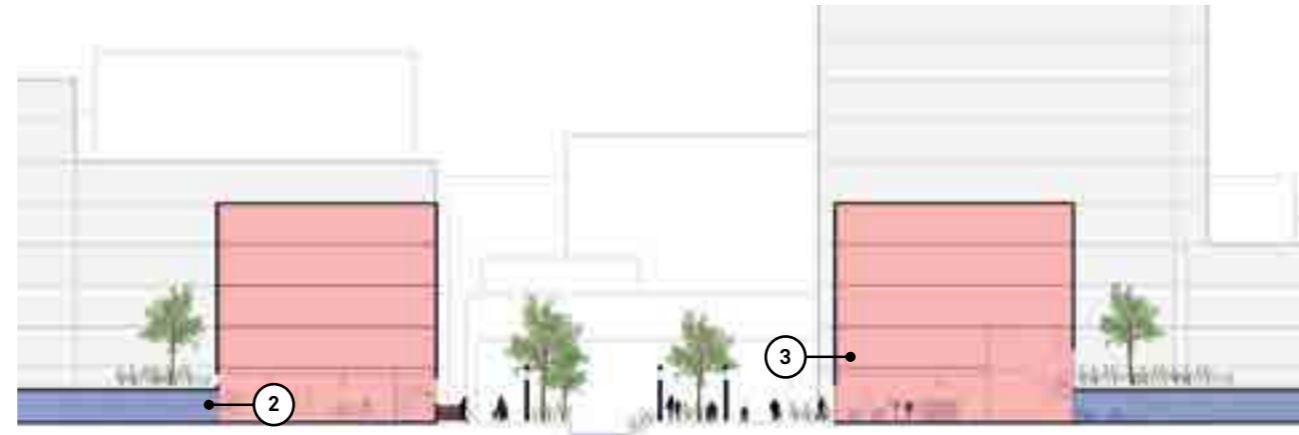
- Town centre uses (retail / community / leisure)
- Residential



Adjacencies & edge conditions

Section B-B

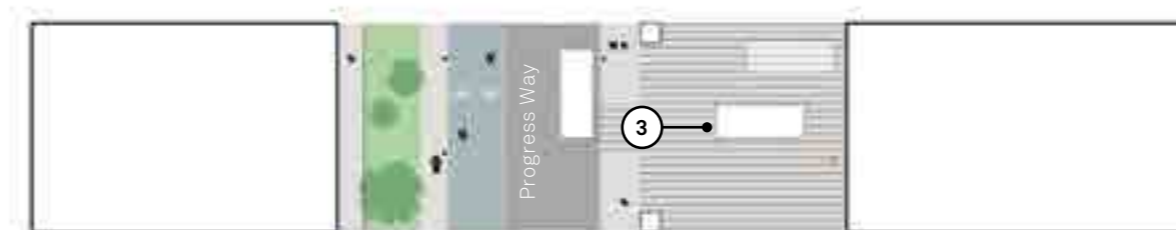
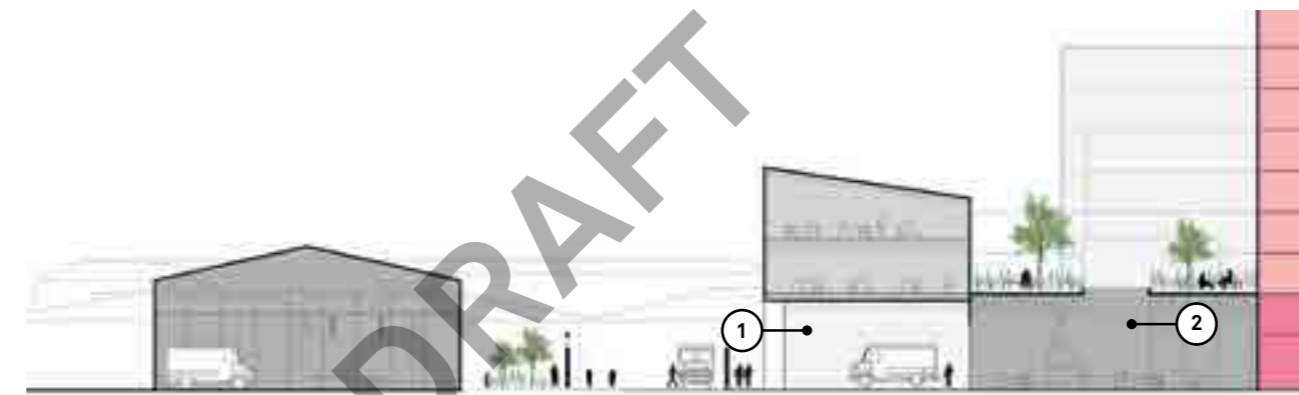
1. Proposed deculverted route of River Wandle with open space provision. The River Walk will provide a series of spaces that encourage spontaneous play and social activity.
2. Integrate parking within buildings and away from the street edge and separate yard-space
3. Lobby elevation maximised to increase impact on the public realm, whilst minimising the size of bike and bin stores in the elevation







Section B-B

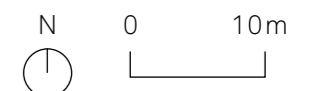
Section C-C

1. Locate yard and loading space away from the street edge towards the middle or rear of the site. Allow adequate space for loading bays and HGV movement
2. Consider a decking structure over the yard/ units to mitigate against visual and noise issues associated with industrial servicing and provide residential amenity space. Use top lighting for industrial space to reduce the need for windows overlooking residential units.
3. Loading bays are integrated into the pavement to reduce the visual impact of the road.



Section C-C

KEY	
	Employment
	Town centre uses (retail / community / leisure)
	Residential
	Residential parking/podium



River walk

The image below provides an indicative view of River Walk along the deculverted River Wandle together with some key guidance.

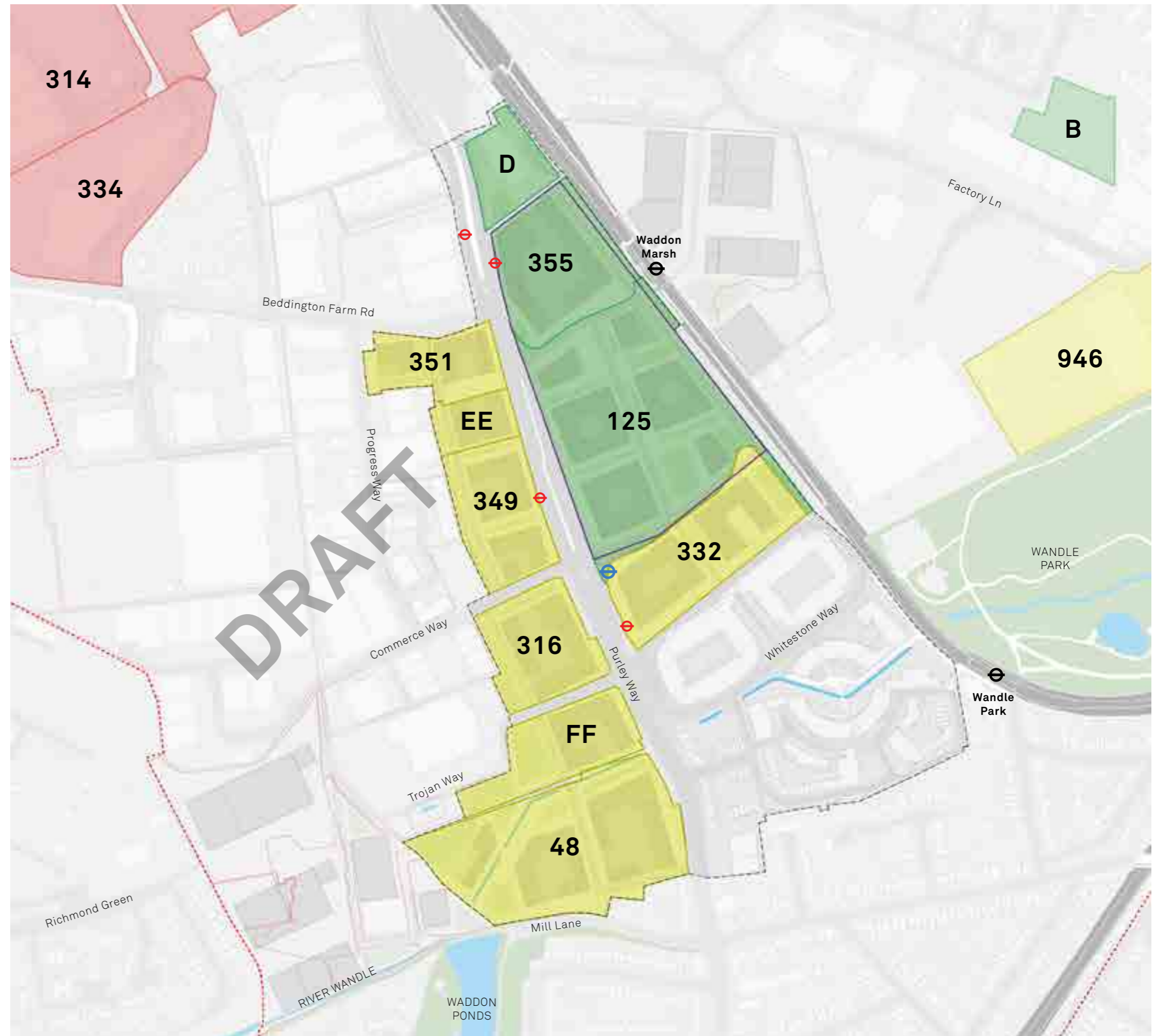
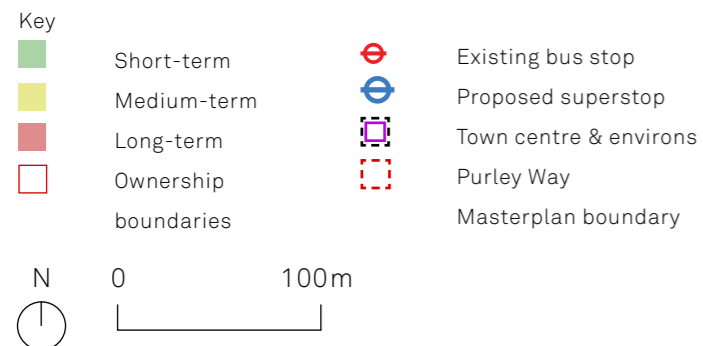
1. Proposed deculverted route of River Wandle
2. Central spine which provides a series of spaces which invite play and social activity.
3. Buffer to protect pedestrians from the river
4. Playable spaces where seasonal change, sensory value, biodiversity and direct contact with natural material are promoted.
5. Privacy zones to serve the residential ground floors
6. Key connections and crossings



Proposed site allocations & phasing

D	Shackleton House, 209 Purley Way (16/00271/GPDO & 17/02419/FUL)
314	Valley Park (B&Q/Units A-G) Hesterman Way
334	Valley Leisure Park, Hesterman Way
48	294-330 Purley Way (John Lewis)
125	Sainsburys, Trafalgar Way
316	PC World (currently Fabb Sofas & Next Home),2 Trojan Way
332	Superstores, Drury Crescent
349	Harveys Furnishing Group, 230-250 P Way
351	Furniture Village, 222 Purley Way
355	Decathlon, 2 Trafalgar Way
EE	Sofology, 226 Purley Way
FF	Currys PC World (Carphone Warehouse), 12 Trojan Way

* see Section 8.1 for more detail around phasing



3.3
FIVE WAYS
TOWN CENTRE

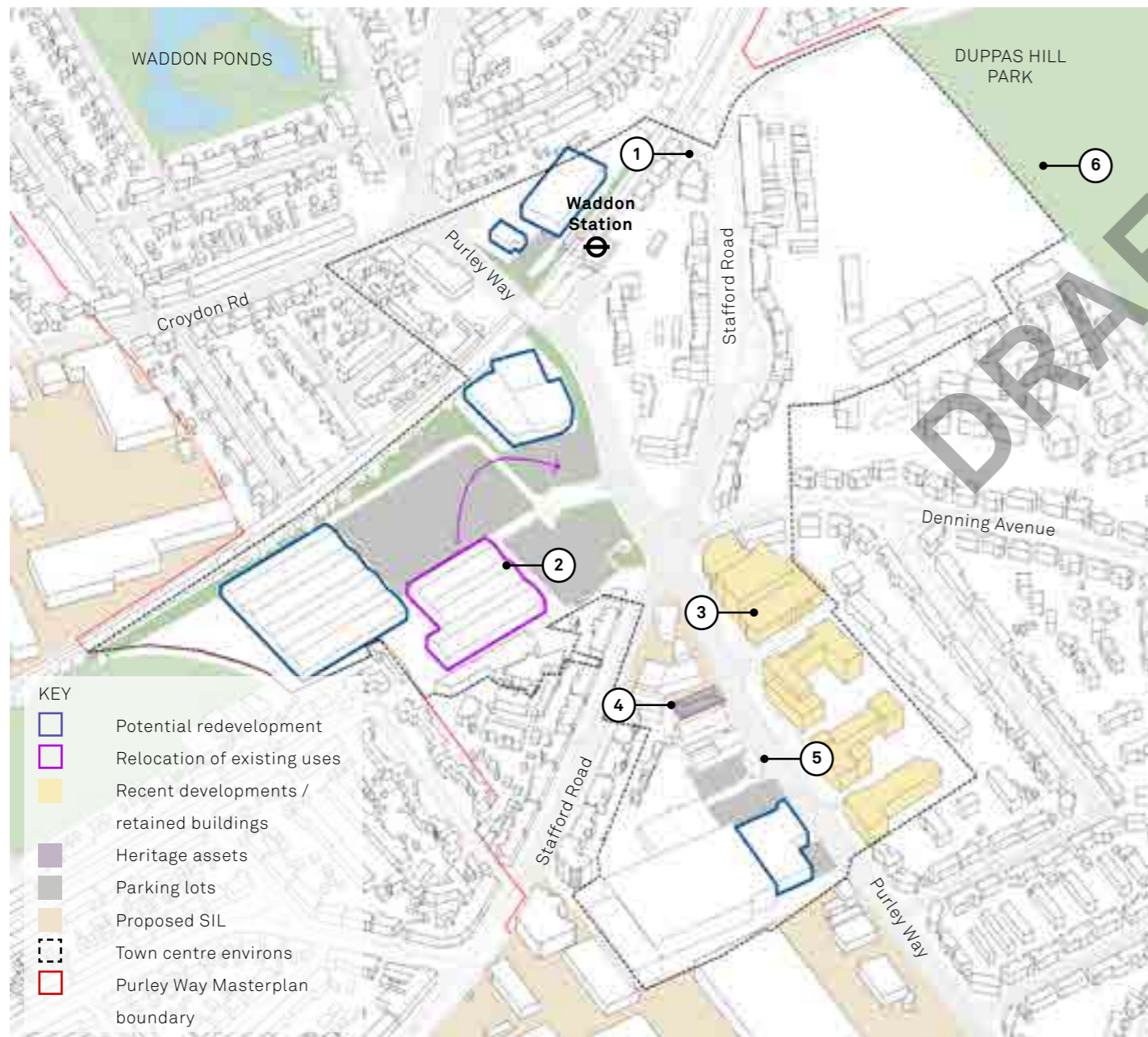


Wing Yip site gate (looking south), 544 Purley Way, 2020

Five Ways:
existing character

Fiveways is currently dominated by a convergence of main vehicle routes which has resulted in insensitive transitions between character areas, and a lack of sense of place. The area does benefit from its proximity to Waddon Station which gives opportunity for increased density, as part of an improved town centre for both existing and new residential communities. Waddon Station provides direct rail links to Croydon and central London. The immediate network of roads is well-served by buses. Improvements to road infrastructure and a shift away from car-centric development would create a more walking- and cycle-friendly neighbourhood.

The centre could establish an improved sense of place by including the co-location of a variety of innovative housing models with re-provided retail, community and leisure uses, whilst celebrating the Waddon Hotel and Old Tithe Barn heritage assets. Retail in the area takes the form of big-box stores, including Morrisons, WIng Yip and congregation of pet services north of Waddon Station. Green amenity spaces include Duppas Hill Recreational Ground, Waddon Ponds and the former Heath Clark school site.



1. Waddon Hotel, local pub established c.1890. Formerly served as gathering place for anarchists and Tolstoyan thinkers.



2. Morrison's mega-store.



3. Waddon leisure centre



4. Old Tithe Barn. First recorded as a barn in 1799.



5. Wing Yip supermarket, wholesaler and distribution centre.



6. Duppas Hill Park.

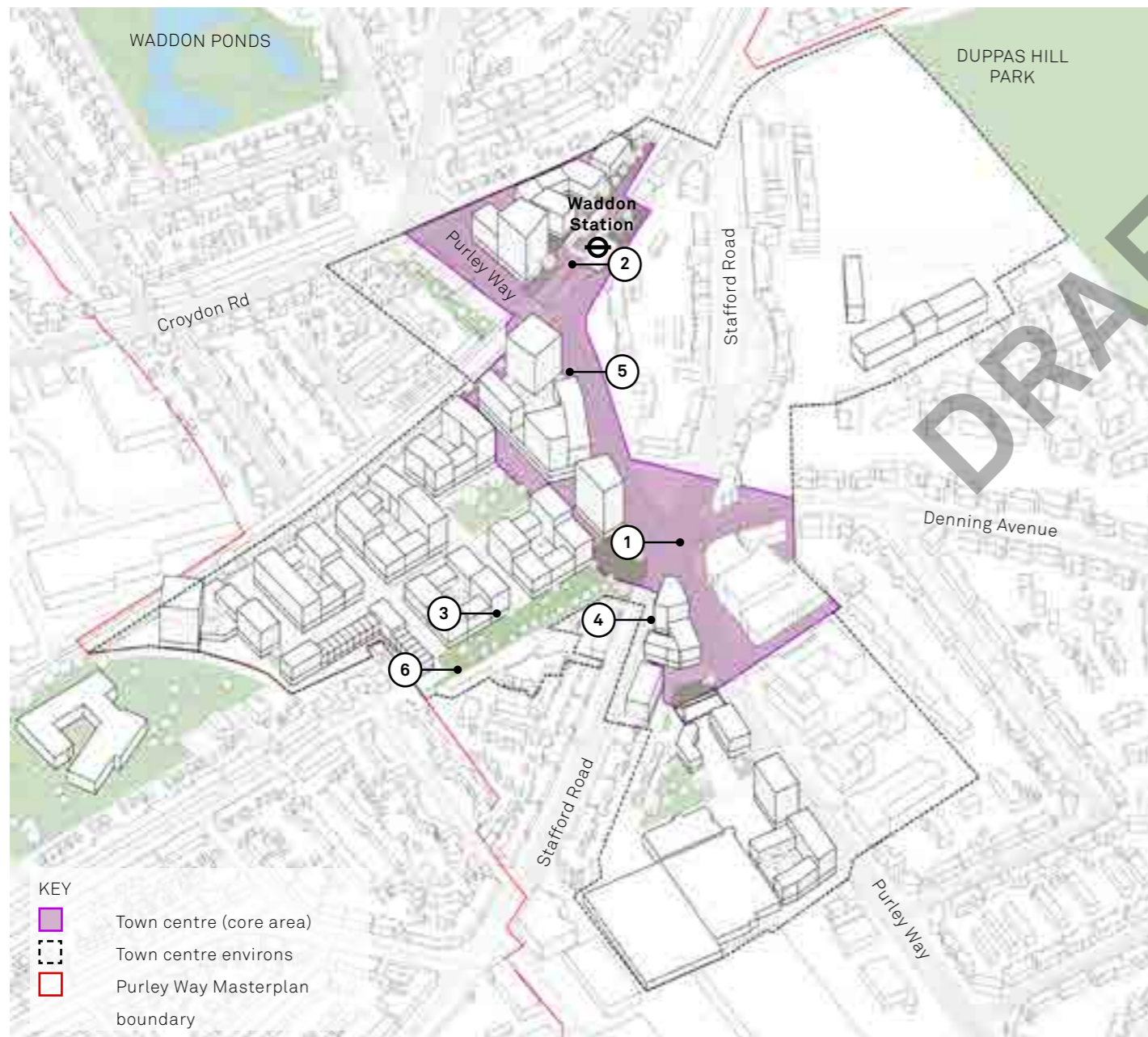
Five Ways: proposed character

Five Ways will be established as its own, independent centre - drawing together existing, disparate high street uses. Connections to existing heritage and surrounding communities will support a new 'centre of gravity' in the south of the masterplan area.

The new centre will be focused around the Five Ways junction and will include the existing Waddon Leisure Centre and Waddon Station. Given the high transport connectivity, there is latent potential to increase density of development, specifically by co-locating mid- to high-rise residential uses with reprovided

retail, community and leisure functions.

New development must be stitched in with the public realm and existing green amenity, with attention to fostering community, forming a network of active and green spaces surrounding Five Ways. Opportunity for a mixed-use development co-locating residential with educational uses (secondary school provision) as defined at Heath Clark. Area around the Grade II listed Old Tithe Barn should be enhanced by delivering high quality development and public realm interventions adjacent to it.



Archway gyratory, LB Islington

1. Junction improvements at "Five Ways" junction are crucial to characterise the local centre



Ruskin Square, LB Croydon

2. Station and arrival space improvements around Waddon Station. Proposed new access through Waddon Goods Yard site



Orpington Health and Wellbeing Centre, Bromley

3. Civic square and co-location of residential with health centre



Prowse Court, Angel Road, Edmonton

4. Residential and small-retail mixed use



Porters Edge, Canada Water, LB Southwark

5. Co-location of residential and big box retail uses. Relocation of Morrisons.



South Park, San Francisco

6. Green space, park improvements and play areas

Development capacity

The masterplan proposes residential development that reaches the number of **1,530 new homes** across Waddon Marsh Town Centre.








A total of **16,947 sqm** GIA of town centre uses is proposed across the Town Centre.

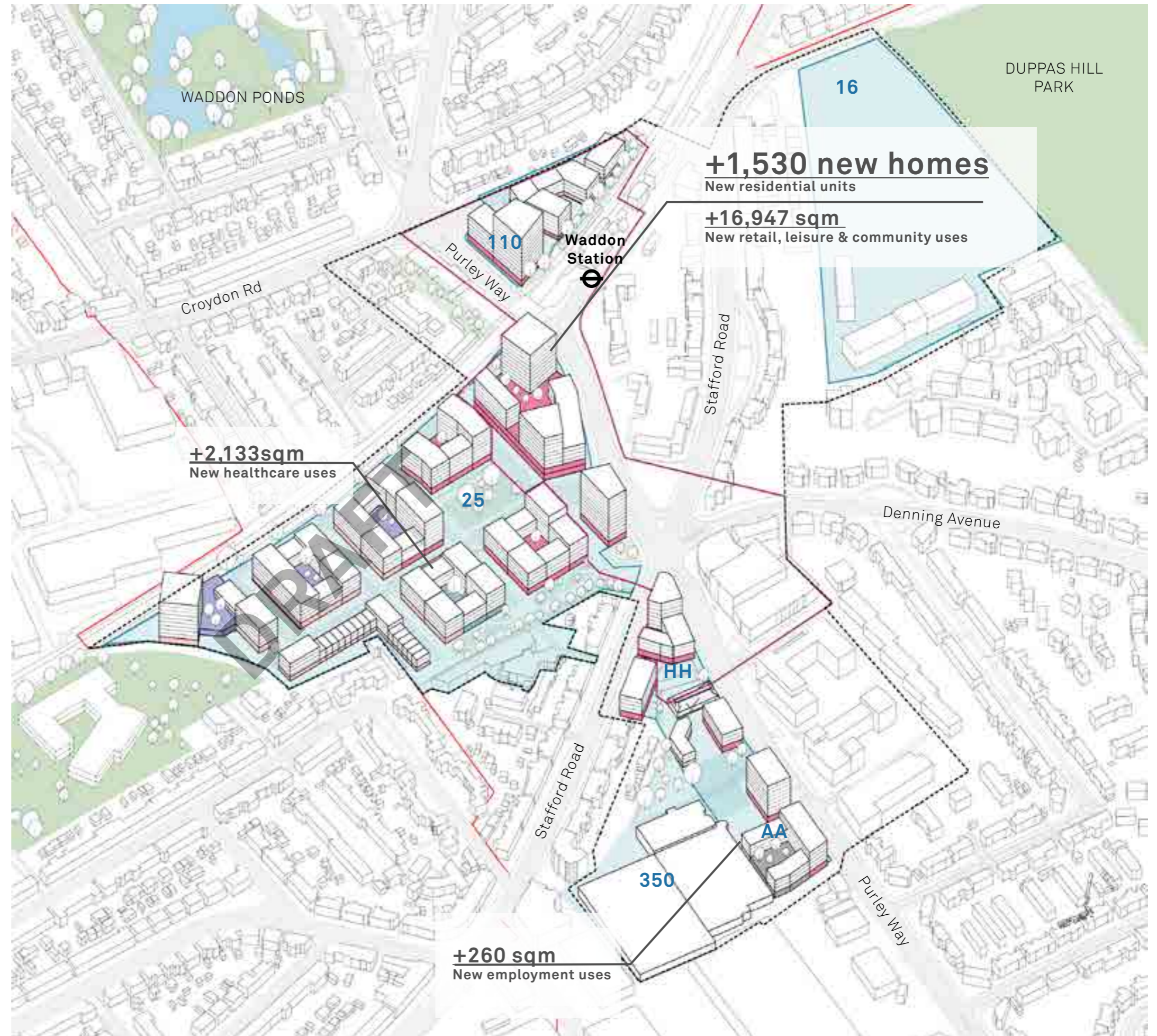
2,133 sqm GIA of health and care uses, including associated business uses, is proposed across the Furniture village site.

The masterplan aims to provide employment uses that are complementary to the adjacent SIL area at the west side of Purley Way, including a proposal of **260sqm** of employment uses.

Proposed site allocations	Range of homes	Proposed number of homes
16 Heath Clark, Stafford Road	126	126
25 Morrison's Supermarket, 500 Purley Way	683 - 1,035	1,034
110 Old Waddon Goods Yard, Purley Way	115 - 169	168
350 Wing Yip, 544 Purley Way	187 - 257	0
AA 550 & 550a Purley Way	81 - 113	111
HH Five Ways Triangle (516-540 Purley Way & 107-113 Stafford Road)	100 - 140	91
Total	1,192 - 1,682	1,530

KEY

	Employment
	Education
	Healthcare
	Retail / community / leisure
	Proposed site allocations
	Town centre environs
	Purley Way Masterplan boundary











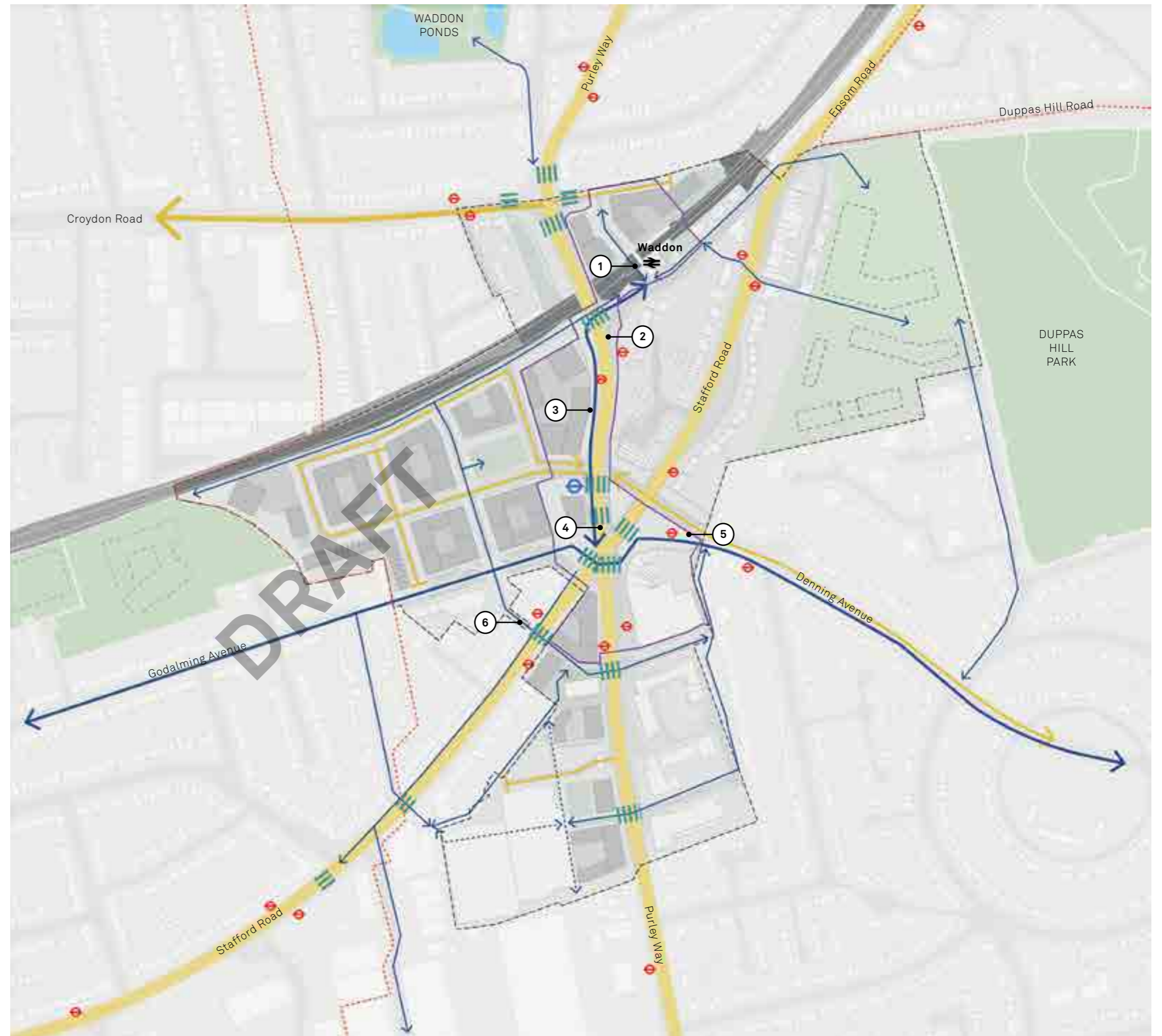
Movement and access

Aim: Unlock East-West connections across Purley Way while re-connecting Waddon Station with Five Ways junction

The masterplan establishes the following new/ improved connections:

1. Improved access to and from Waddon Station, providing direct access from North and South of the railway
2. Provide new pedestrian crossing and intuitive access into Morrison's site, across Purley Way
3. Widening to the Purley Way at identified pinch point in and around the bridge over the railways
4. Five Ways junction improvements by simplifying the current layout and simplifying pedestrian crossing (traffic modeling for the area to be undertaken by TFL)
5. Strengthen the east-west pedestrian connectivity by re-connecting Danning Avenue and Godalming Avenue
6. Unlock a quiet pedestrian ring as an alternative to the junction, interlinking existing heritage assets and social infrastructure

KEY	
	Primary vehicular route
	Secondary vehicular route
	Pedestrian / cycle route
	Proposed road crossing
	Existing bus stop
	Proposed superstop
	Town centre & environs
	Purley Way Masterplan boundary














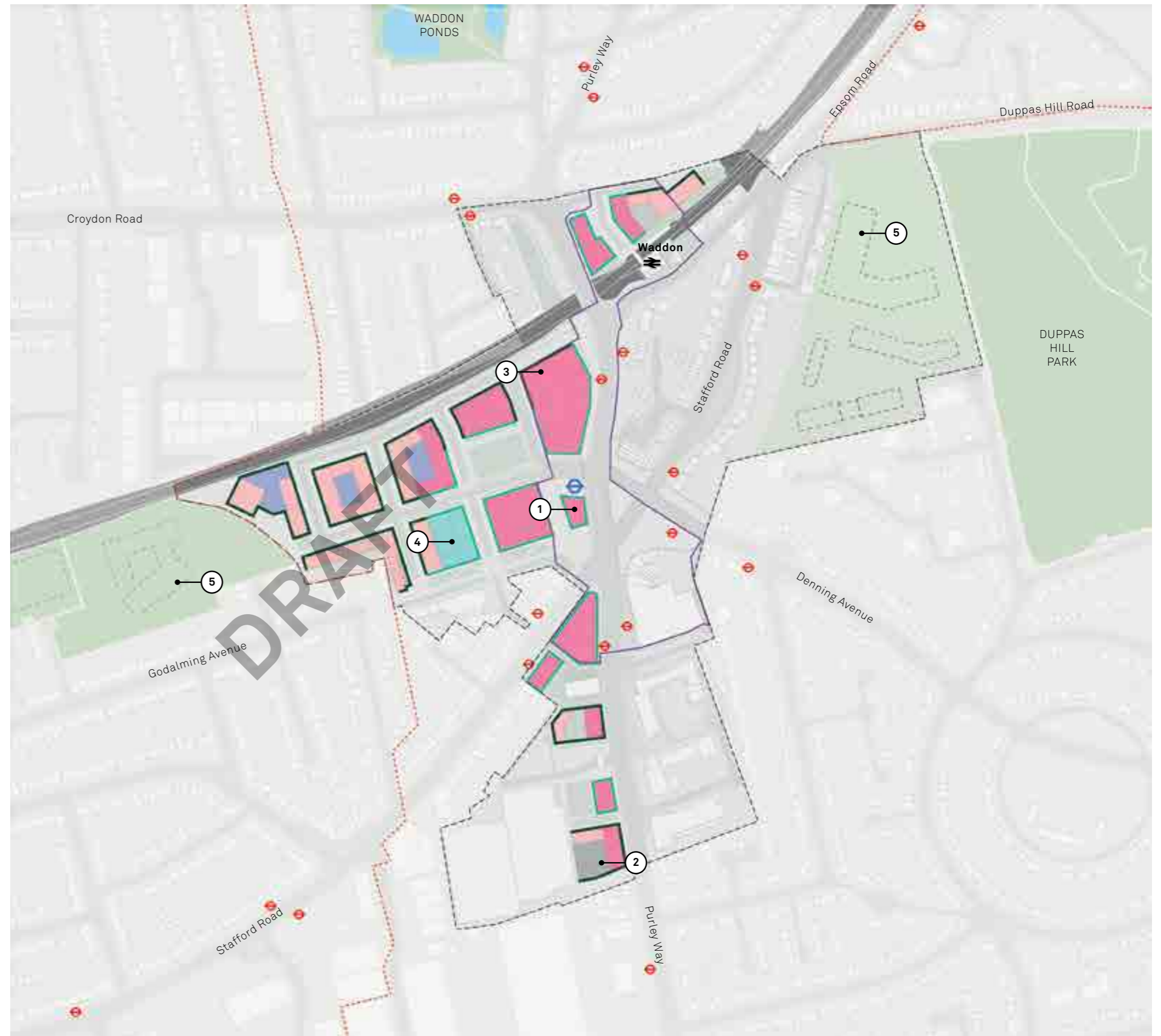
Ground floor uses

Aim: Create a mix of ground floor uses, sizes and tenures to meet current and future needs

The masterplan suggests a vibrant multi-use new retail/leisure/ community/employment offer. It also reinforces key routes and open spaces through the provision of new active frontages. Key considerations:

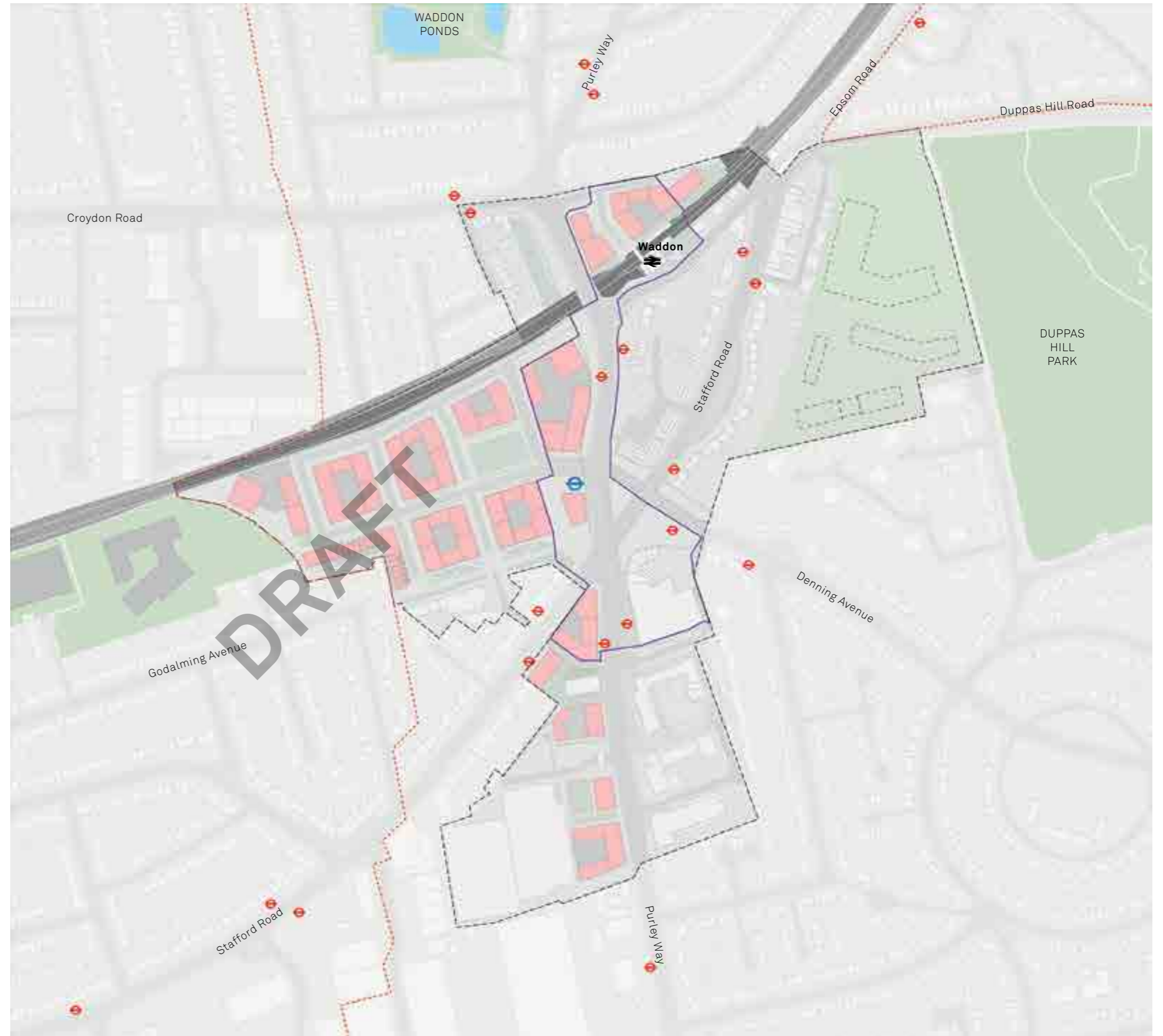
1. Place town centre uses along Purley Way and core area primarily focused around Five Ways junction and the pedestrian network.
2. Place employment uses facing adjacent SIL area. Orient industrial and residential units to minimise overlooking of yard space.
3. Re-location of Morrison's into the Porcelanosa site, co-located with residential and parking at ground floor.
4. Proposed health hub location
5. Preferred school locations

KEY	
	Employment
	Healthcare
	Town centre uses (retail / community / leisure)
	Residential
	Residential parking/podium
	Active frontages
	Positive frontages
	Existing bus stop
	Proposed superstop
	Town centre & environs
	Purley Way Masterplan boundary



Typical upper floor uses

The Waddon Marsh Centre has the potential to accommodate a significant amount of new residential development. In total 1,528 new homes have been proposed within the town centre environs. These are predominantly placed on the upper floors.



- KEY
- Residential
 - Roof gardens and private amenity
 - Residential parking/podium
 - Existing bus stop
 - Proposed superstop
 - Town centre & environs
 - Purley Way Masterplan boundary



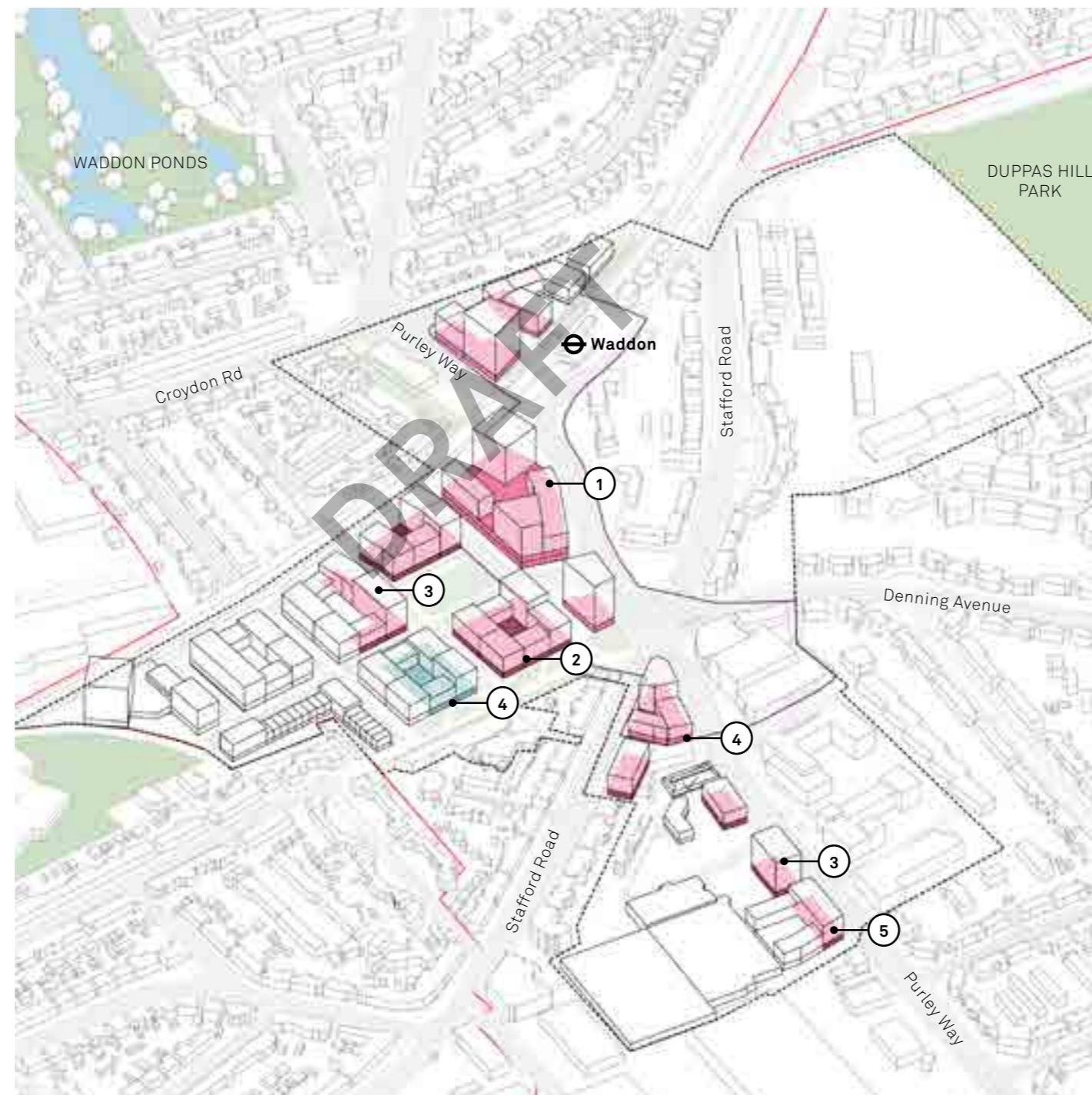
Town centre uses & activities

Five Ways will be a focus for town centre uses consolidating and focusing high-quality mixed-use development that ensures that the centre is a vibrant and attractive hub for people to shop, socialise, work, live, go to school and access services. The masterplan proposes a variety of uses, scales of unit and location to support the new town centre. These are:

- Retail development (including Morrison's re-provision), placed within the core area and close to Five Ways junction and Waddon Station (1). Smaller-scale and locally-focused convenience retail, managed workspace and support economy (circular economy, home-worker services etc) placed outside the core area (3).
- Leisure, entertainment facilities and arts & culture development (including restaurants, bars and pubs, fitness centres). Generally placed facing key open spaces (2).
- New Health Hub and other community facilities (including educational uses, healthcare facilities, libraries, places of worship, learning centres & community gardens). Placed both within and outside the core area facing key open spaces (4).
- Public facing facilities ancillary to employment uses (including spaces related to food & beverage or product showcasing). These are better suited on the west side of Purley Way adjacent to the employment uses (5).

KEY	
	Town centre (core area)
	Town centre (outside core area)
	Town centre/employment
	Healthcare
	Town centre & environs
	Purley Way Masterplan boundary

16,947 sqm GIA of town centre uses
2,133 sqm GIA of healthcare uses



1. Terry Spinks Place, Canning Town, LB Newham



2. The Scene, Walthamstow Town Centre, LB Waltham Forest



3. Unit Factory, Kiev - Kotsiuba








Employment uses & activities

The masterplan seeks to ensure employment floor space is maintained and, where viable, should deliver an increase in employment floor space. The central position of Five Ways in close proximity to Waddon Station, makes it an appropriate location for employment uses that can be integrated in the core urban area.

The masterplan will retain existing industrial uses where possible. Adjacent to SIL designated areas to the south, new development facing onto these uses should provide employment spaces.

Key proposed typologies are:

- Small industrial units with residential development above contribute to vibrant mixed use neighbourhoods and mitigate between residential areas and the surrounding SIL z(1).
- Public facing facilities ancillary to employment uses: including spaces related to food & beverage, showcasing, trade counters and conference facilities. These are placed along the west side of Purley Way to create active frontage (2)

KEY	
	Workshops/studios
	Small/Medium industrial
	Large industrial
	Town centre/employment
	Operational yard space
	Town centre & environs
	Purley Way Masterplan boundary

260 sqm GIA of new employment uses within Five Ways and environs

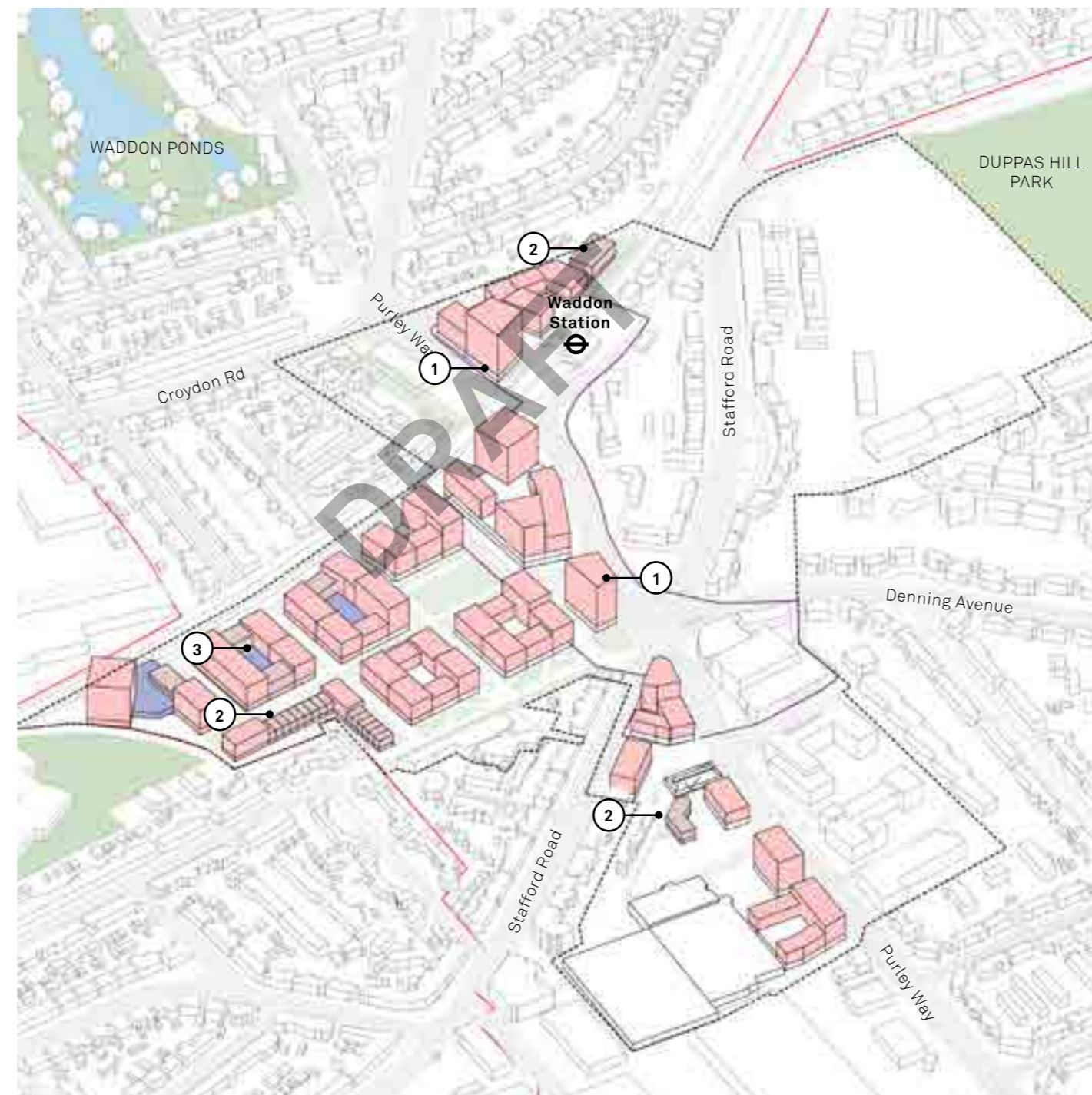


Residential provision

A range of residential environments are proposed across the Waddon Marsh. Residential development could benefit from proximity to the tram stations and green assets. It may include typical to non-conventional accommodation such as extra care, student housing and build to rent schemes where appropriate.

- Main street buildings can be placed along the core area and Purley Way corridor (1).
- Maisonettes and terraced houses (more suitable for family homes) can be placed next to adjacent low-rise residential and open amenity space / playgrounds (2).
- Residential car-parking/podiums are placed outside the core area as the PTAL levels are lower (3).

1,528 new homes are proposed within Five Ways and environs



KEY	
■	Residential (flats)
■	Residential (houses/area suitable for houses)
■	Residential parking
 	Town centre & environs
 	Purley Way Masterplan boundary



Building heights










Aim: Bring Waddon Station closer to the junction

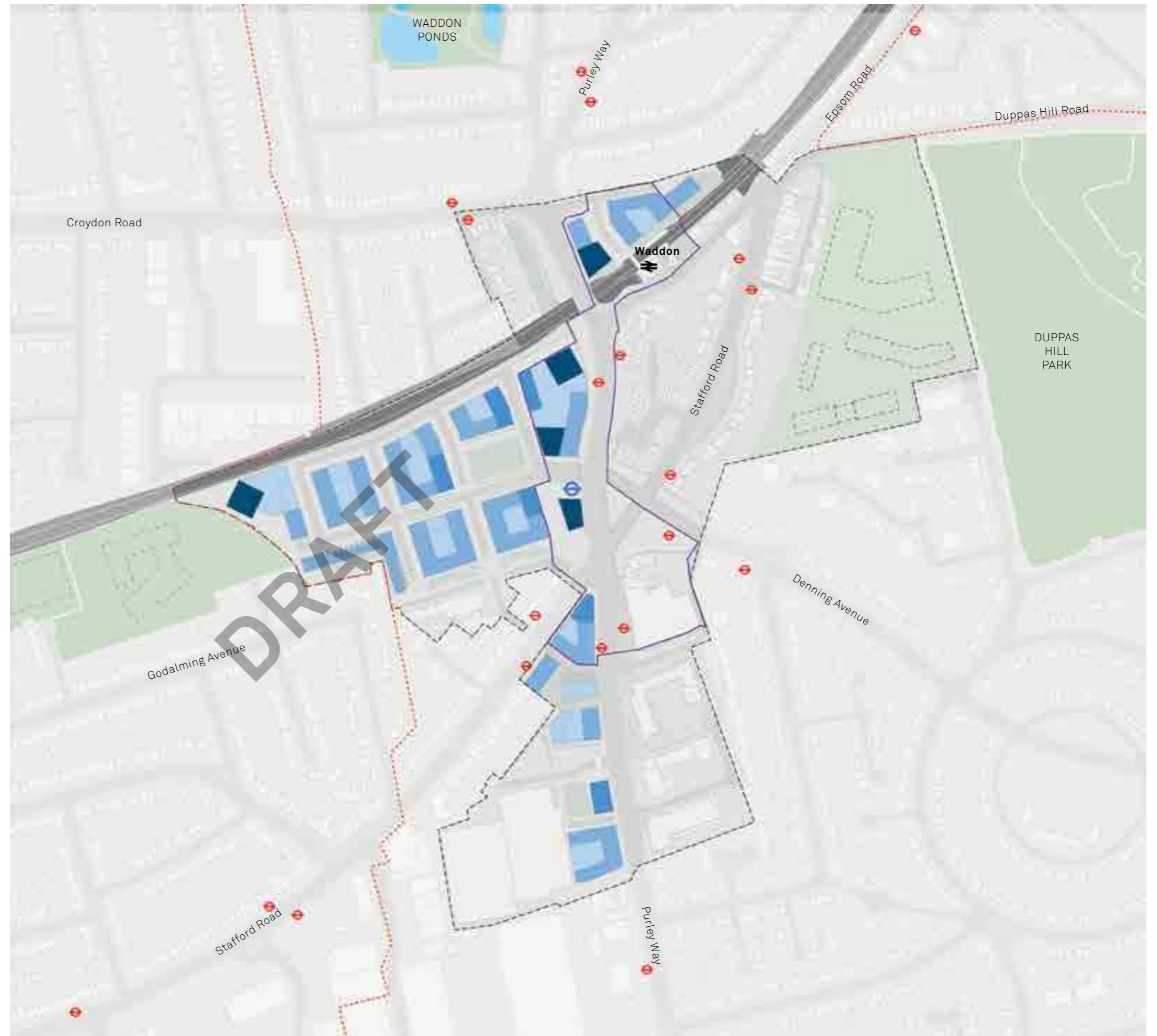
Five Ways area is characterised by its two nodes, namely the Waddon Station and Five Ways junction. Taller buildings will be used to join both points and reinforce their interdependence, aiding the overall navigation around the area.

The predominant shoulder height of development could be within the range of 3-8-storeys with focal point accents in the region of 12-storeys.

Building heights illustrated within this Masterplan are indicative. Precise heights for proposed development on individual sites will be worked through as part of the planning application process. The overall approach is:

- to ensure variety in building heights
- to respect and respond positively to the height of existing buildings, in line with relevant borough-wide policies
- to avoid monotony and create an interesting streetscape across Waddon Marsh Centre

KEY	
	1-3 storeys
	4-6 storeys
	7-8 storeys
	9-10 storeys
	11-12 storeys
	Existing bus stop
	Proposed superstop
	Town centre & environs
	Purley Way Masterplan boundary














Markers and orientation

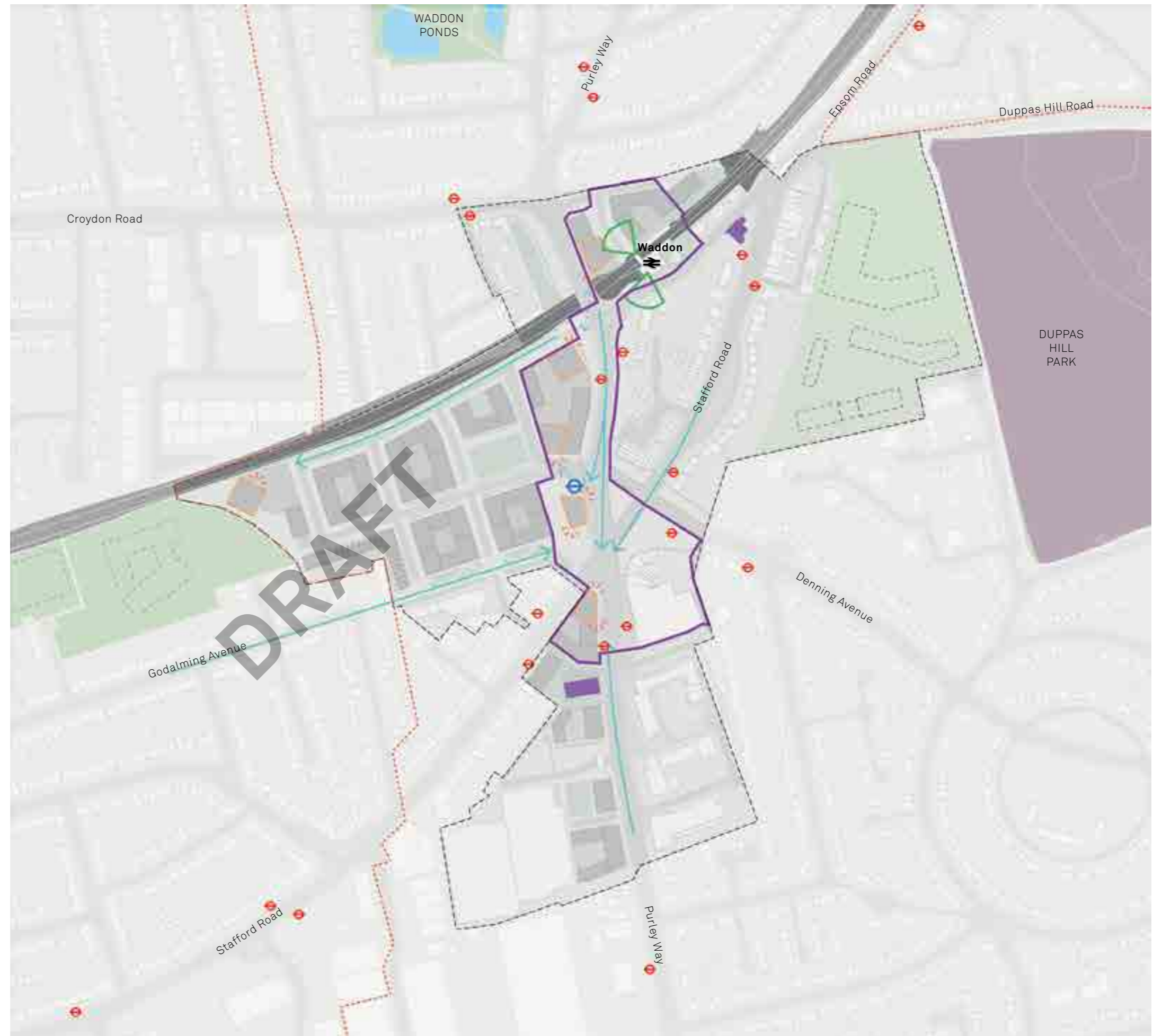
Aim: Cluster taller marker buildings to improve legibility and connection with Waddon Station

Movement hierarchies have been identified in the area, aiming to clarify the connection between Waddon Station and Five Ways. The quality of buildings will be of significant importance in ensuring a successful and legible centre.

Marker buildings are placed in key long approach views, key corners and the train station to create a better sense of orientation and legibility within each distinct centre. They should also give particular consideration to architectural detailing and materials and celebrating the identity of the area.

Active frontages which are well oriented create vibrant town centres which spill out into the space between buildings, and in combination with heritage buildings, can create a distinct urban character through improving their setting and incorporating new development.

- KEY
-  Marker buildings
 -  Key corners
 -  Long approach views
 -  View from arrival point
 -  Listed buildings
 -  Locally listed buildings
 -  Rest heritage assets
 -  Existing bus stop
 -  Proposed superstop
 -  Town centre & environs
 -  Purley Way Masterplan boundary













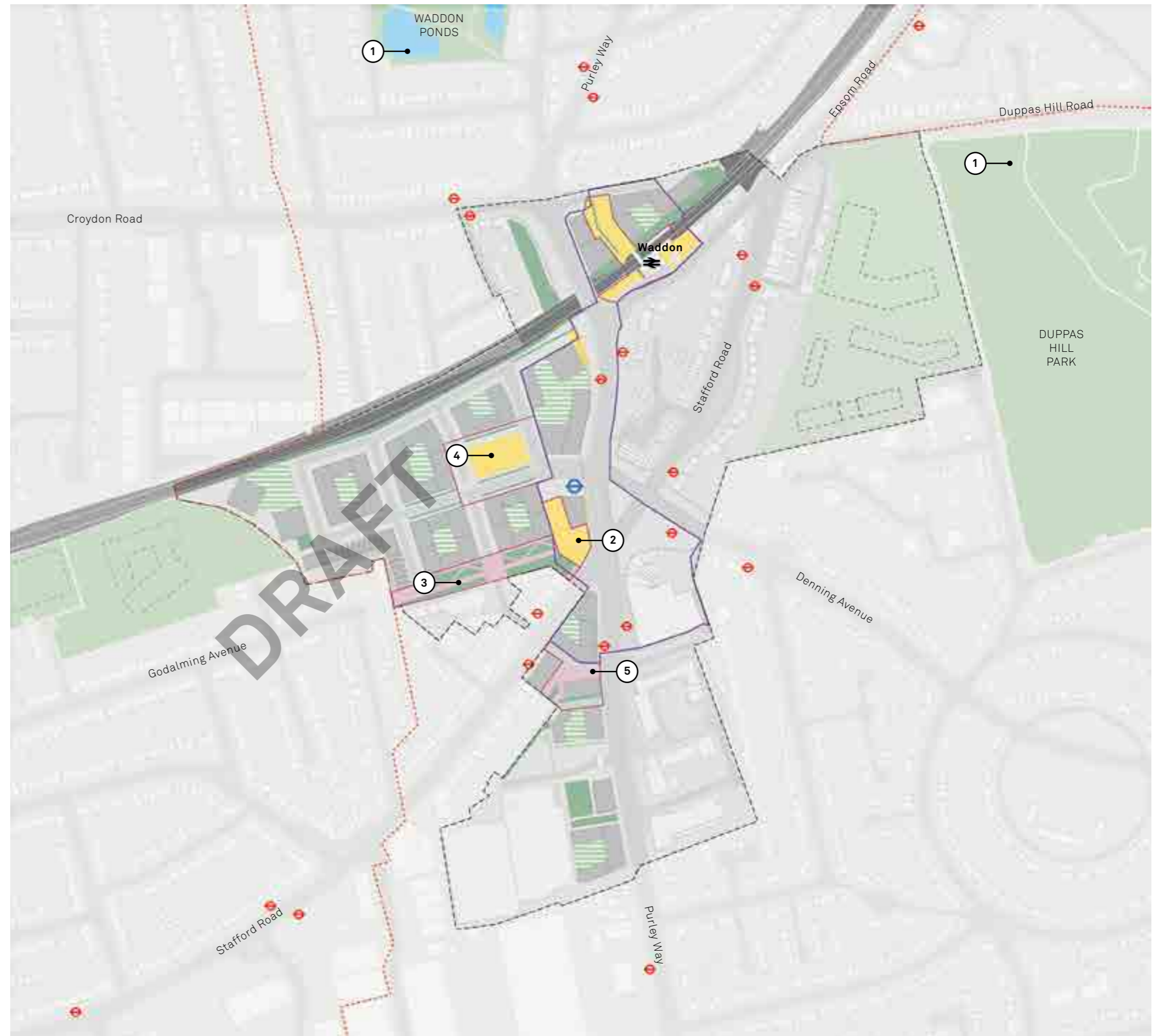
Open space

Aim: Increase access to meaningful and usable open space

The proposals for new building development seek to frame both new and existing open spaces to enhance the quality of the public realm. Key considerations:

1. Provide key pedestrian links to quality open spaces in the area such as Waddon Ponds and Duppas Hill park.
2. Key new open space directly linked to the junction, providing a sense of centrality while protecting the space from the road
3. Provide linear park in front of the proposed health hub while re-opening Godalming Avenue
4. Neighbourhood park located at the centre of the new neighbourhood, providing a central green space and play areas.
5. Place open spaces next to key heritage, social infrastructure and civic spaces.

KEY	
	Key open space
	Green space
	Outdoor leisure amenities / active play space
	Roof gardens and private amenity
	Working yard
	Existing bus stop
	Proposed superstop
	Public realm opportunity boundary
	Town centre & environs
	Purley Way Masterplan boundary



Open space and biodiversity














The masterplan maximises opportunities to include green infrastructure to help:

- reduce water run-off and the heat island effect, improve air quality
- deliver a net gain in biodiversity
- offer opportunities to grow food
- implement a network of safe and attractive green and blue links to connect places, significantly increase tree cover and help wildlife movement
- improve the attractiveness of the area and contribute to the health and well-being of people living, working and visiting the area.

Public open space is anchored by three key spaces (A,B, C, D as marked) and these support a range of needs set out on the following pages.

Residential courtyards should provide high quality amenity space and foster a sense of community, supported by a richer planted landscape in contrast to the harder public realm character elsewhere in the Town Centre. The soft landscape strategy includes priority locations for increased tree planting and incorporation of vegetated SUDS/ green infrastructure. It also identifies where street planting can be employed as noise and air pollution buffer.

Roof gardens provide further private residential amenity space. This is predominantly set back and/or raised from street level and adjacent employment uses. Green and brown biodiversity roofs contributes to urban greening. This can also help to address the urban heat island effect.

KEY	
	Pedestrian routes connecting open space
	Key open space
	Green space
	Outdoor leisure amenities / active play space
	Roof gardens and private amenity
	Working yard
	Green/brown biodiversity roofs
	Street trees
	Priority locations for increased tree planting and incorporation of vegetated SUDS/ green infrastructure
	Street planting employed as noise and air pollution buffer
	Town centre environs
	Public realm opportunity boundary
	Purley Way Masterplan boundary

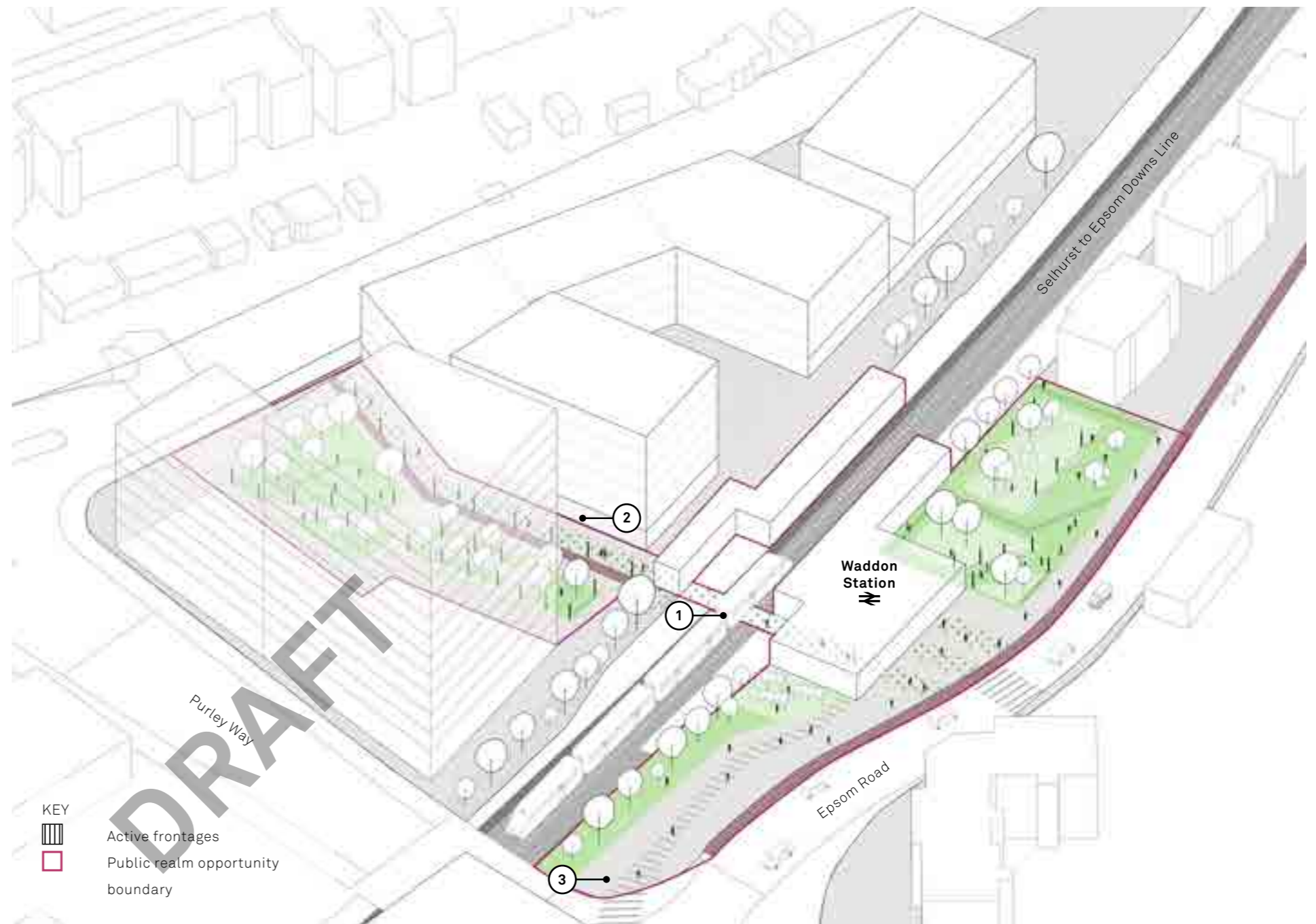


Public open space A:
Arrival square

The open space strategy above suggests a series of priority public realm projects which have the ability to significantly transform key parts of the proposed new centre and deliver healthy streets benefits. More detailed guidance is set out in the pages below.

KEY

- 1. Connected both sides of Station
- 2. Direct link to retail route in North
- 3. Arrival area connecting to Five Ways junction



Opportunity B:
Neighbourhood Green

KEY

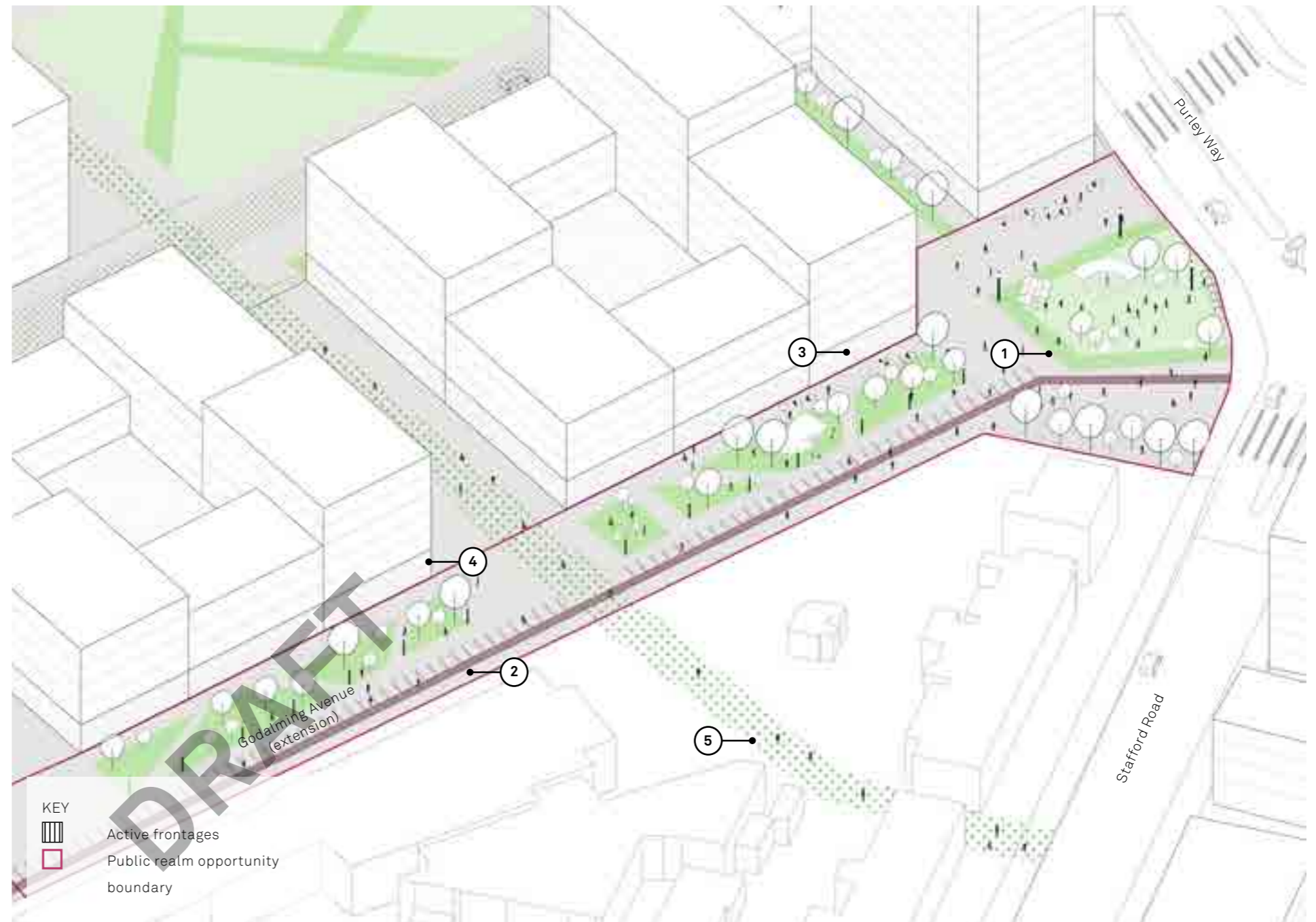
- 1. Direct connection with retail core of the area and Five Ways
- 2. Space defined by active frontages
- 3. Link to the quiet ring route



Public open space C:
Junction space
and linear park

KEY

1. Space connected to main junction space and linear buffer park
2. Space offering buffer from existing industrial uses and heltering to existing residential terraces
3. Active frontages and accent buildings
4. Provide key open space fronting onto Health Hub
5. Link to the quiet ring route



Public open space D:
Old Tithe Barn Square

KEY

1. Provide quality green breathing space around the singular heritage building
2. Pocket space with active frontages
3. Connected to routes at the rear
4. Connect Purley Way and Stafford road through 'Quiet Ring'

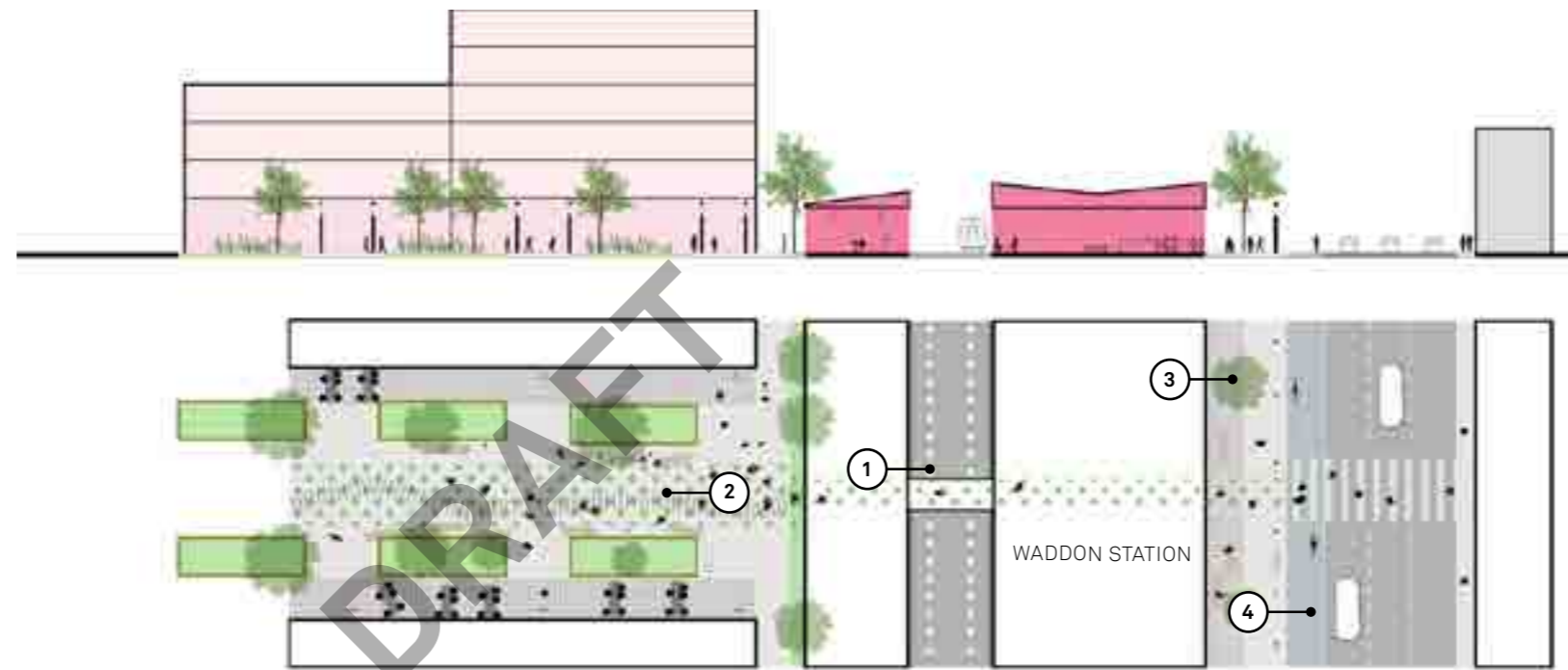


Adjacencies & edge conditions

The pages below illustrate a series of building & street sections throughout the proposed new centre to highlight the relationship between frontages and streetscape, the adjacencies between existing and proposed uses and how 'sensitive' edge conditions should be treated.

Section A-A

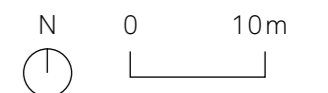
1. Improved station providing direct and step free access from both sides of the railway
2. Wide and clear arrival spaces
3. Cycle parking areas
4. Drop off areas for vehicles



Section A-A



KEY	
	Employment
	Town centre uses (retail / community / leisure)
	Residential
	Residential parking/podium



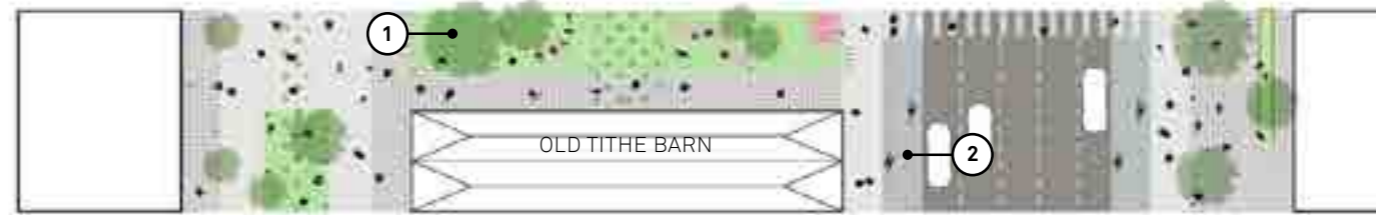
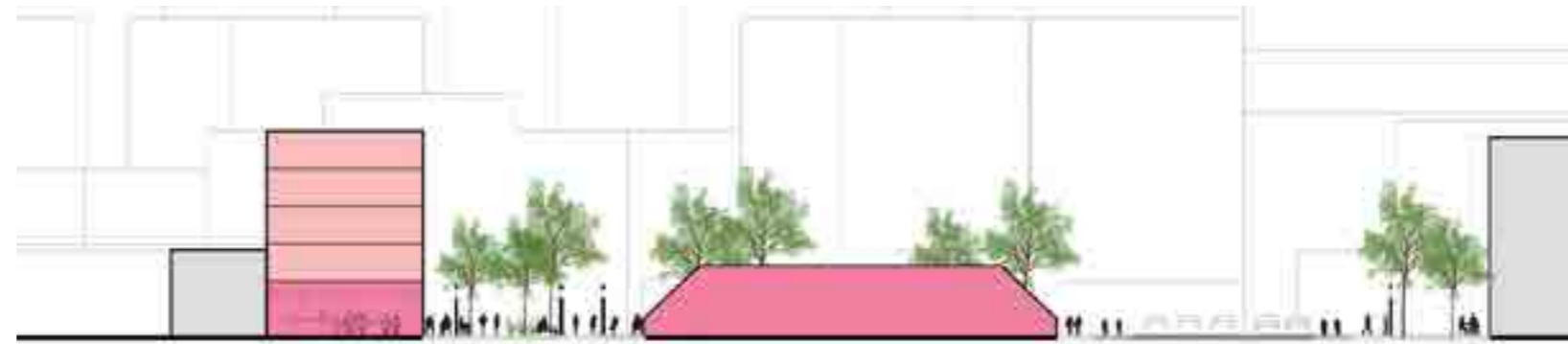
Adjacencies & edge conditions

Section B-B

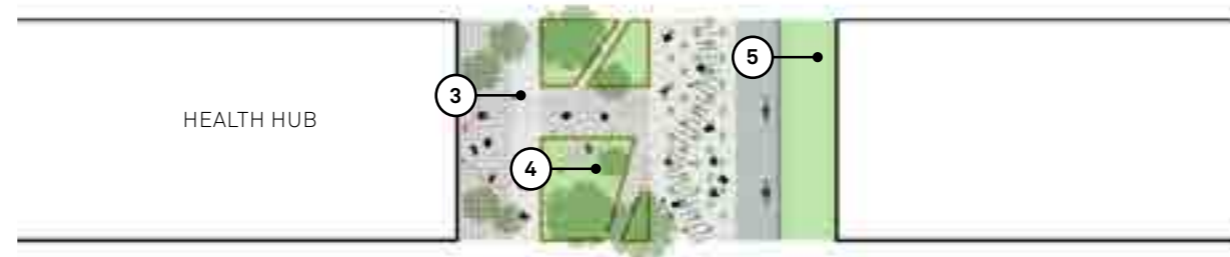
1. Breathing space around the Old Tithe Barn, providing pocket square and active frontages
2. Improved pinch points along Purley Way with cycle routes and road

Section C-C

3. Key open space in front of the proposed health hub.
4. Green linear park unlocking connection with Godalming Avenue
5. Landscaped green buffer along the edge with existing industrial uses and terraced houses



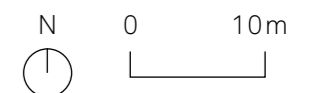
Section B-B



Section C-C

KEY

	Employment
	Town centre uses (retail / community / leisure)
	Residential
	Residential parking/podium



Extension of Godalming Avenue

The image below provides an indicative view of the linear park along the extended Godalming Avenue together with some key guidance.

1. Green network in main pedestrian routes
2. Public green areas to catalyze community engagement
3. Privacy zones for health and retail access
4. Relation to existing context providing sufficient buffering
5. Extension of Godalming Avenue route to end in Five Ways junction Plaza

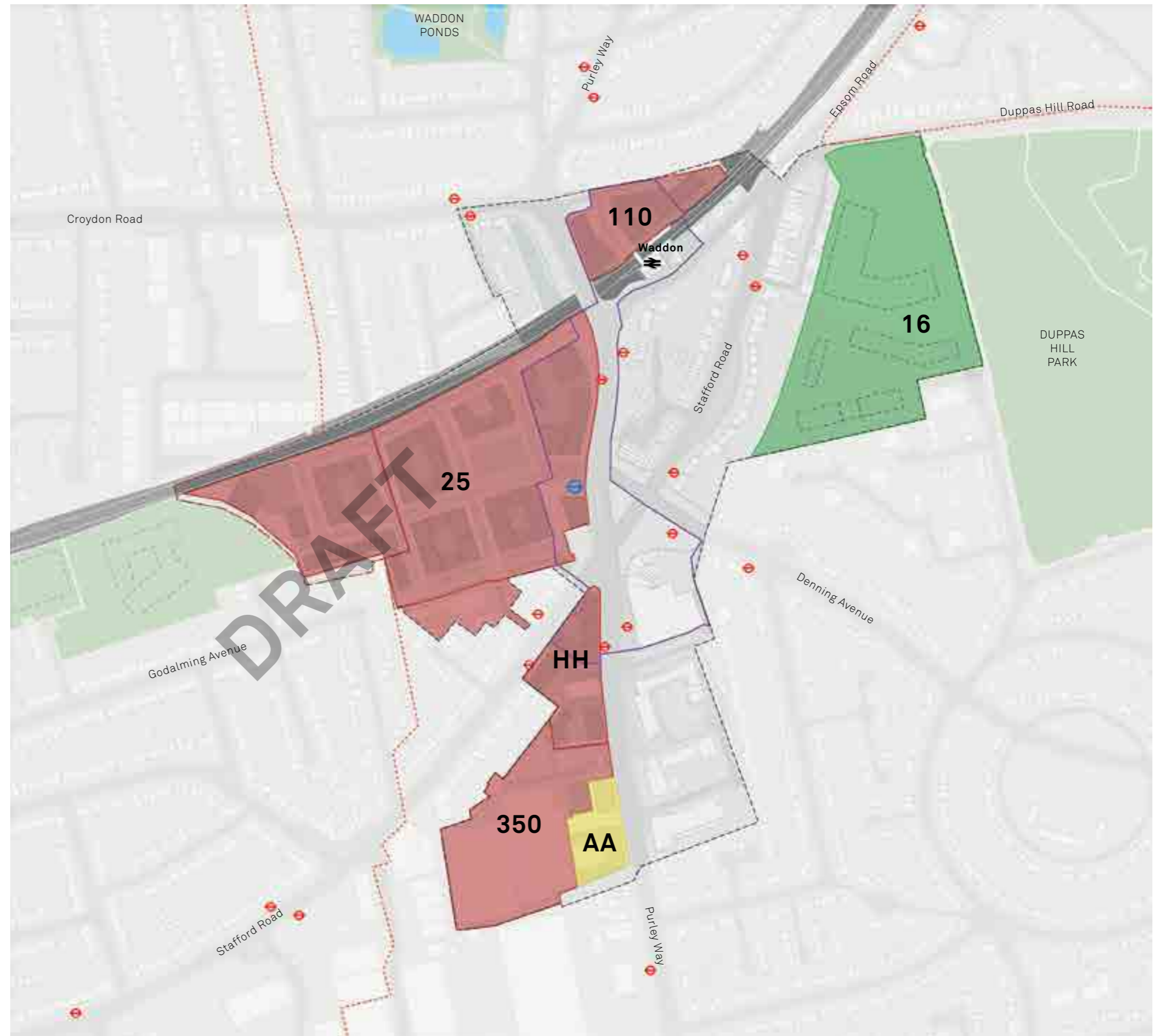


Proposed site allocations & phasing

Proposed site allocations

16	Heath Clark, Stafford Road, including the Heath Clark (Housing site), rear of Stafford Road
25	Morrison's Supermarket, 500 Purley Way
110	Old Waddon Goods Yard, Purley Way
350	Wing Yip, 544 Purley Way
AA	550 & 550a Purley Way
HH	Five Ways Triangle (516-540 Purley Way & 107-113 Stafford Road)

* see Section 8.1 for more detail around phasing



Key			
■	Short-term		Existing bus stop
■	Medium-term		Proposed superstop
■	Long-term		Town centre & environs
	Ownership boundaries		Purley Way
			Masterplan boundary



5.4
WADDON WAY
NEIGHBOURHOOD
CENTRE



The Colonnades, Purley Way , 2020

Waddon Way

Existing character

Waddon Way is the southern gateway into Purley Way which accommodates a range of industrial, residential, leisure and recreational uses. The Colonnades, along with the Croydon Airport Visitor Centre, are key attractions in the area. The Purley Way Playing Fields are also a key leisure and sports destination and a vital green open space asset within the area.

The convergence of multiple uses within the area presents a prime opportunity to provide a retail/leisure destination, co-located with family housing. The existing historical landmarks in this area should

be celebrated and enhanced. The area formerly hosted the, now demolished, Purley Way Lido - the surviving diving platform has been retained in the Wyevale Garden Centre site.

The SIL area in the west of Purley Way is characterised by light-industrial estates and standalone warehouses. There is however a higher proportion of multi-occupancy buildings in this SIL than in the area as a whole, which correlates with the strong presence of the creative industry and other independent businesses. Together this mix of uses contributes to a distinctive buzz in the area as a vibrant employment and hospitality location.



1. The Colonnades.



2. Listed diving board from former Lido, now in Garden Centre site.



3. Former Croydon Airport & elevated airplane on Purley Way.



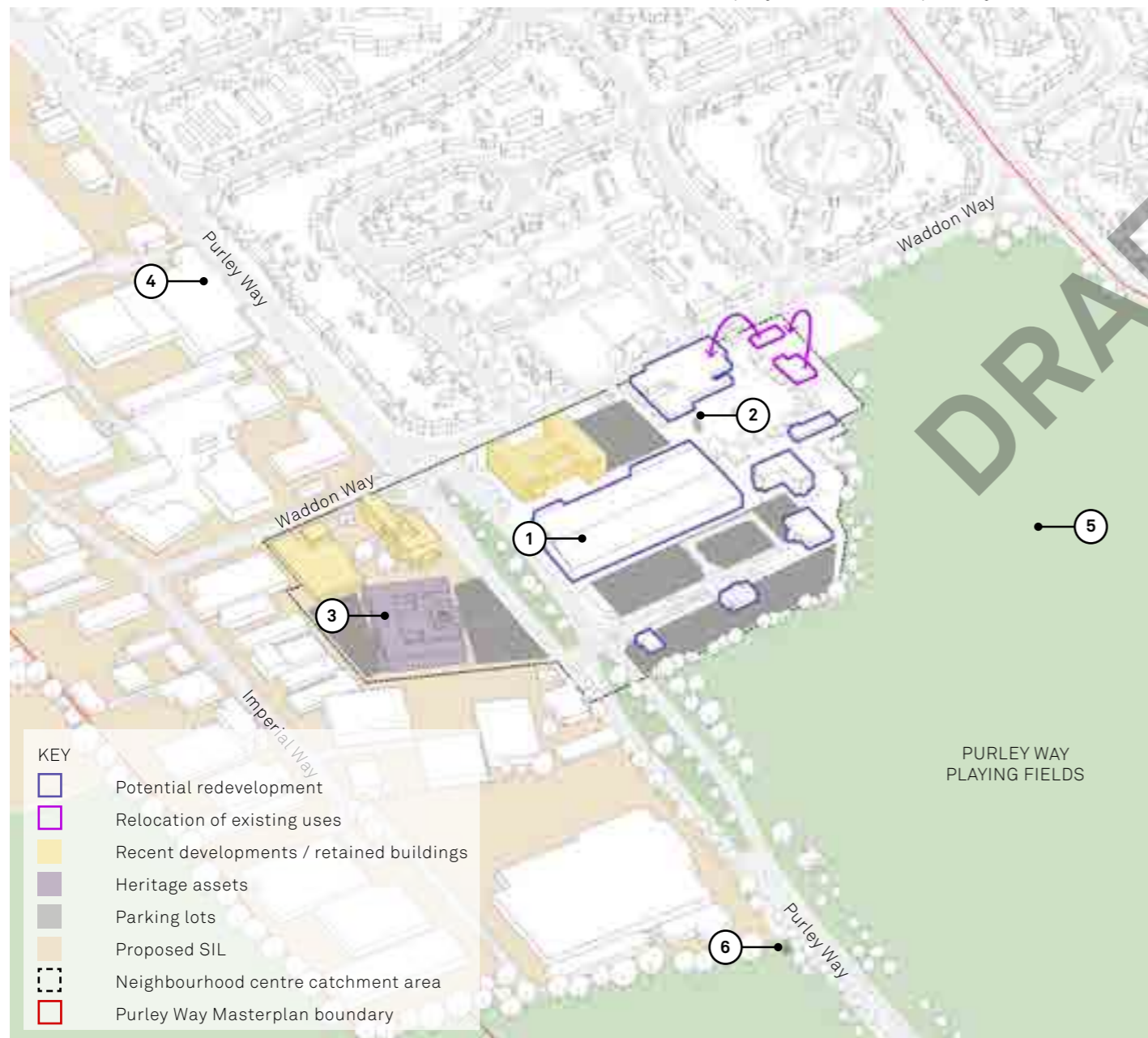
4. The art deco Merlin House on Purley Way.



5. Purley Way Playing Fields



6. Battle of Britain memorial in Purley Way Playing Fields.



Waddon Way

Proposed character

Waddon Way area presents a ripe opportunity to provide a congregation of live, play and work functions on both sides of the Purley Way, with a substantial user catchment at all times of the day. It will be a smaller scale mixed-use neighbourhood surrounded by parks and green space - a 21st century update to Croydon's post-war suburbs with an emphasis on contemporary leisure and well-being.

The new centre will consolidate and enhance existing retail and leisure uses, with particular emphasis on serving the business community, and include new

housing and green open space. The concentration of historical landmarks in the area including Croydon Airport significantly contributes to its character. Therefore it is vital that high quality development and public realm interventions celebrate and enhance these local heritage assets.

Public transport improvements and increasing density are expected to be mutually supportive moving forward, freeing up car parking space and consolidation of retail and leisure uses, enabling increased density.



New Mildmay, Shoreditch

1. Residential with small scale shops as well as community and leisure uses.



London Wall Place

2. Celebrate Purley Way's history by restoring the lido's spirit. A gathering place for leisure.



Trafalgar Place, Elephant and Castlet

3. Small to medium-scale residential neighbourhood at core area and along Waddon Way.



Gewerberhof Laim, Munich, Bogevischs Buero

4. Intensification opportunities on SIL sites west of Purley Way.



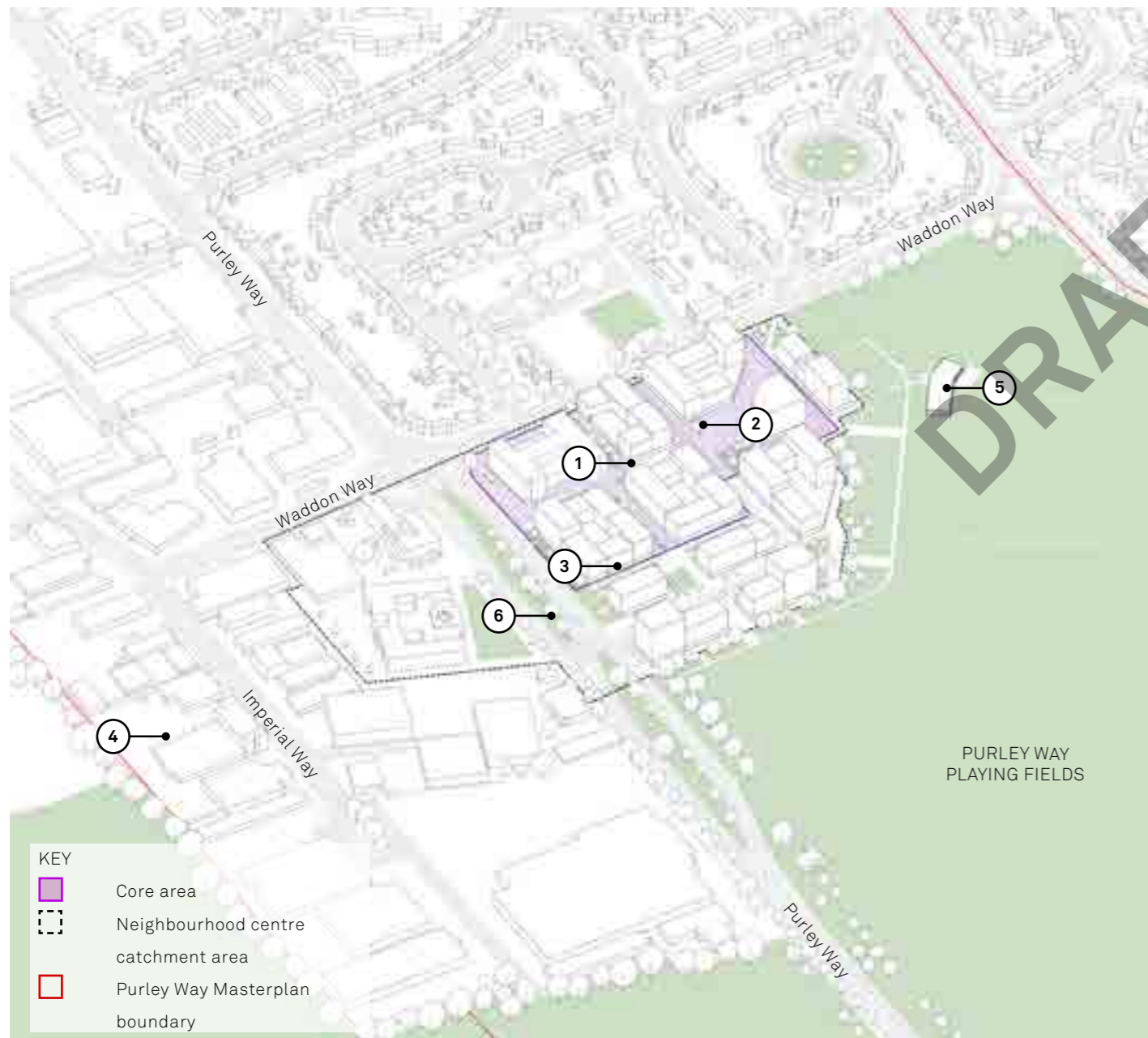
Hackney Marshes Centre, LB Hackney

5. Improvements to Purley Way playing fields & provision of new multi-use facilities.



South Park, San Francisco

6. Public space improvements and new pedestrian connections along Purley Way.



KEY

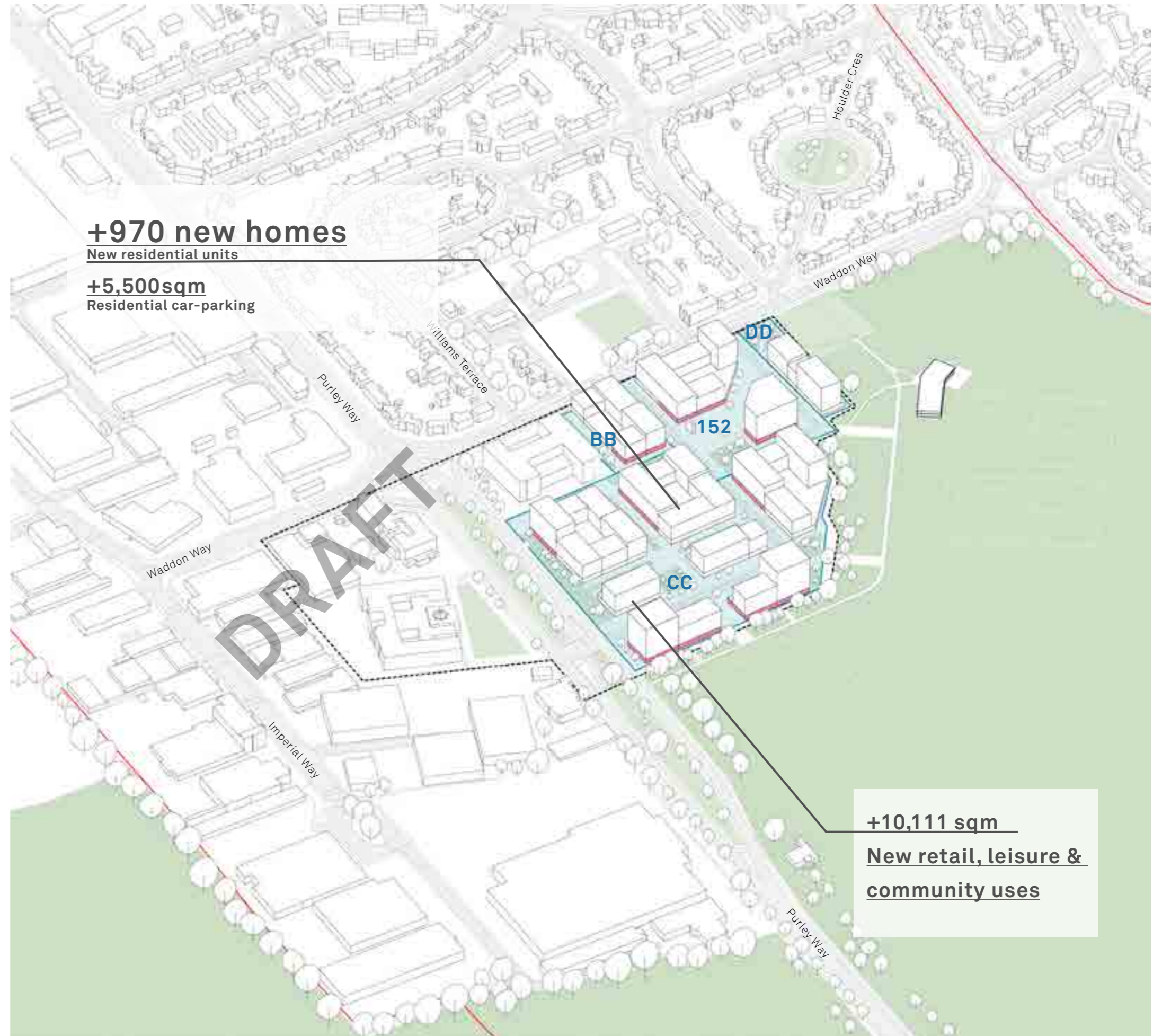
- Core area
- Neighbourhood centre catchment area
- Purley Way Masterplan boundary

Development capacity

The masterplan proposes residential development that reaches the number of **970 new homes** across Waddon Way Neighbourhood Centre.

A total of **10,111 sqm** GIA of town centre uses is proposed across the Town Centre where **5,500 sqm** of residential car parking is also provided within podiums.

Proposed site allocations	Range of homes	Proposed number of homes
11 Croydon Garden Centre, 89 Waddon Way	86-165	152
BB Hilton Hotel parking	50-75	70
CC Colonnades	355-681	659
DD South Croydon Ambulance Station and Youth Centre sites, 619 Purley Way	51-97	84
152 Parklife, Purley Way playing fields	-	-
Total		965



KEY

 Retail / community / leisure
 Proposed site allocations
 Neighbourhood Centre catchment area
 Purley Way Masterplan boundary

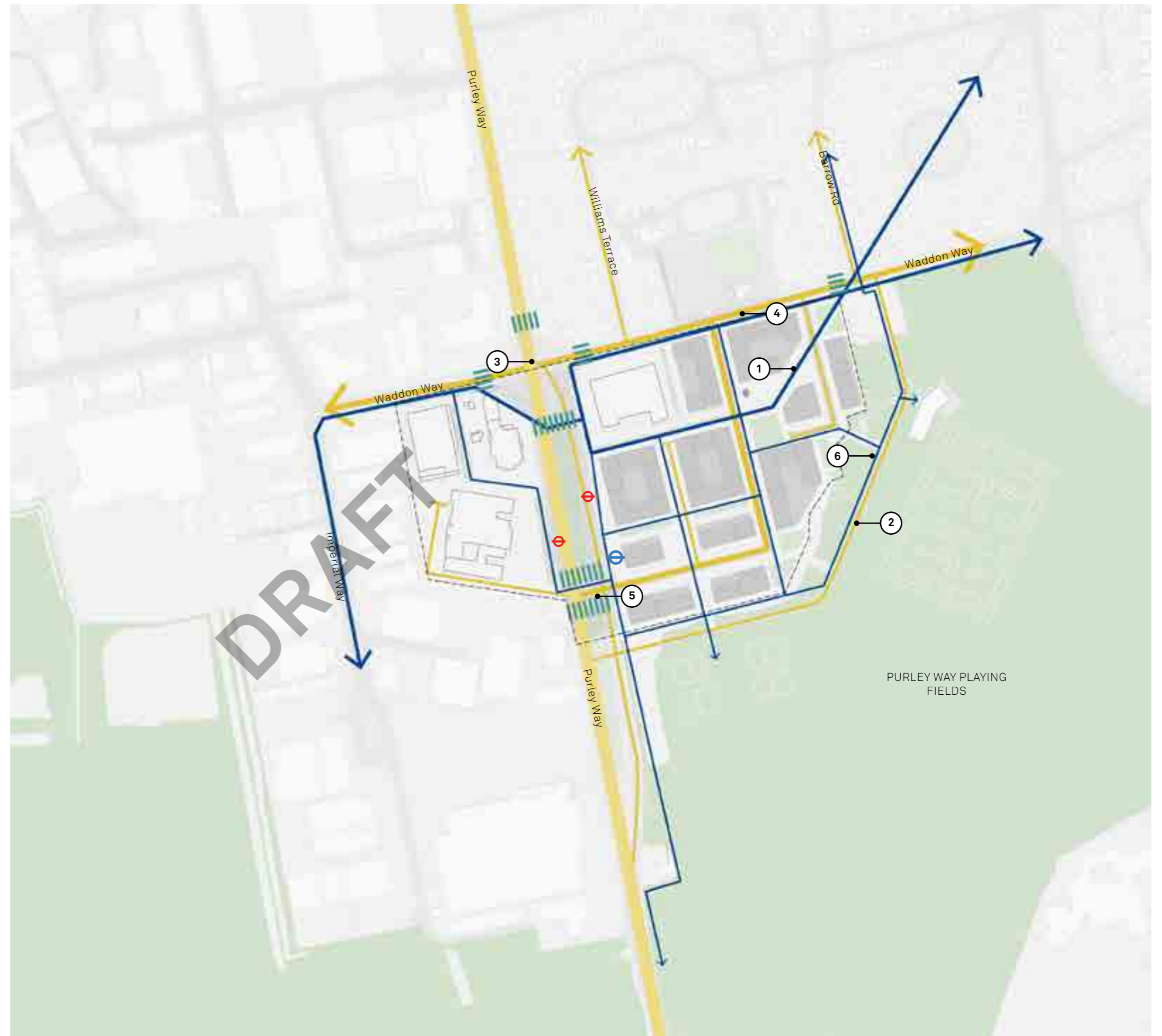
Movement and access

Aim: Improve and expand existing vehicular and pedestrian network

The masterplan establishes the following new/ improved connections:

1. New diagonal route connecting green spaces and the core area of the proposed Neighbourhood centre
2. New shared use paths through the Purley Way Playing Fields
3. Reconfiguration of the Purley Way/ Waddon Way junction.
4. New bi-directional cycle track on Waddon Way and Imperial Way
5. Improved pedestrian connections between the proposed centre and Croydon Airport
6. Link connecting core area and leisure amenities at Purley Way Playing Fields

KEY	
	Primary vehicular route
	Secondary vehicular route
	Pedestrian / cycle route
	Proposed road crossing
	Existing bus stop
	Proposed superstop
	Neighbourhood Centre catchment area
	Purley Way Masterplan boundary












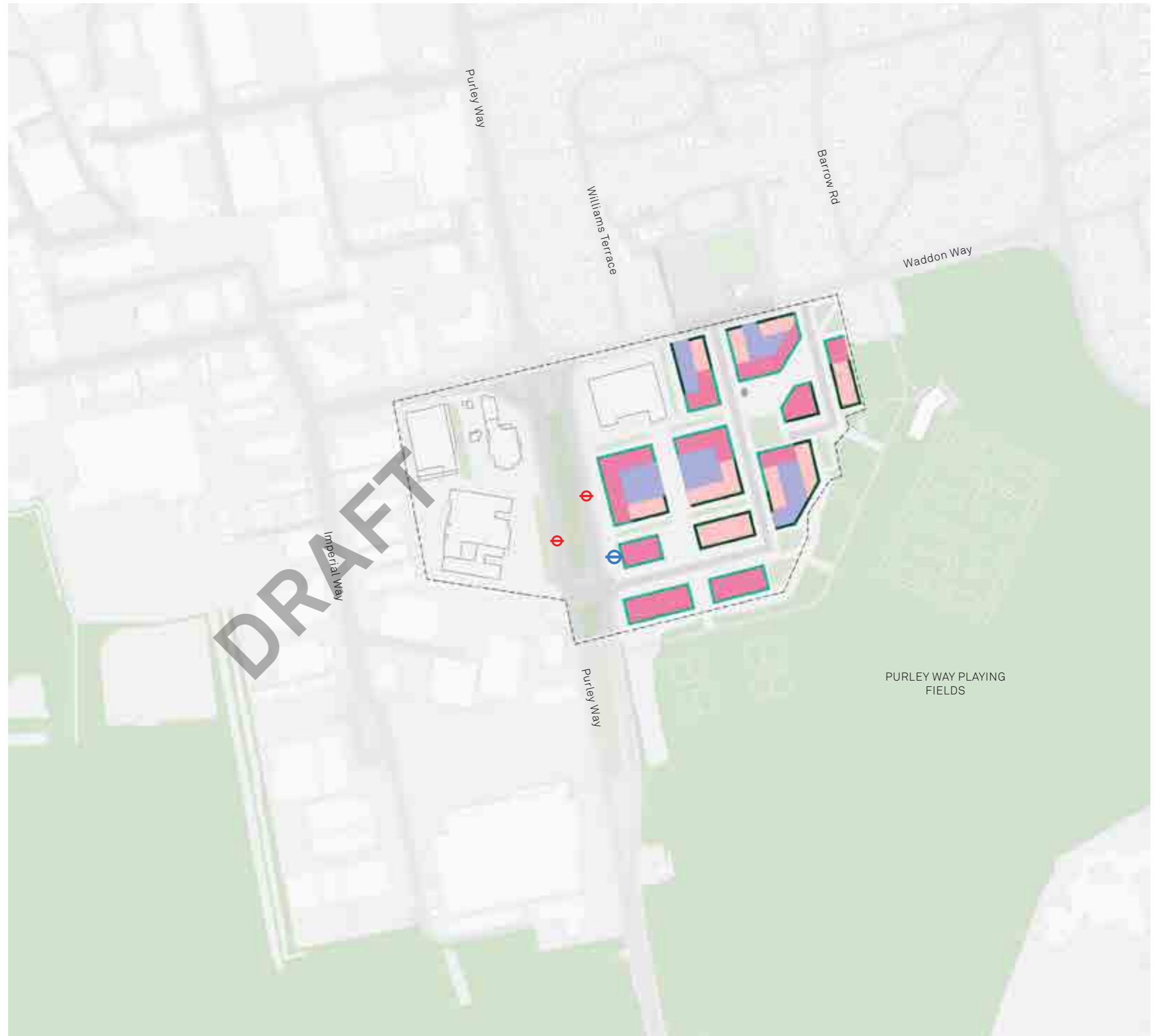
Ground floor uses

Aim: Create a mix of ground floor uses, sizes and tenures to meet current and future needs

The masterplan suggest a vibrant multi-use new retail/leisure/ community offer. It also reinforces key routes and open spaces through the provision of new active frontages. Key considerations:

1. Place town centre uses along Purley Way and core area primarily focused around new pedestrian route and key open space.
2. Place leisure related uses at the edge of the catchment area to make use of Purley Way playing fields.
3. Re-location of Waddon Youth & Community Centre within the core area
4. Re-location of South Croydon Ambulance station within podium

KEY	
	Town centre uses (retail / community / leisure)
	Residential
	Residential parking/podium
	Active frontages
	Positive frontages
	Existing bus stop
	Proposed superstop
	Neighbourhood Centre catchment area
	Purley Way Masterplan boundary



Typical upper floor uses

The Waddon Way Centre has the potential to accommodate a significant amount of new residential development. In total 965 new homes have been proposed within the catchment area. These are placed predominantly on the upper floors with access to amenity space on top of the proposed podiums.



- KEY
- Residential
 - Roof gardens and private amenity
 - Existing bus stop
 - Proposed superstop
 - Neighbourhood Centre catchment area
 - Purley Way Masterplan boundary



Town centre uses & activities

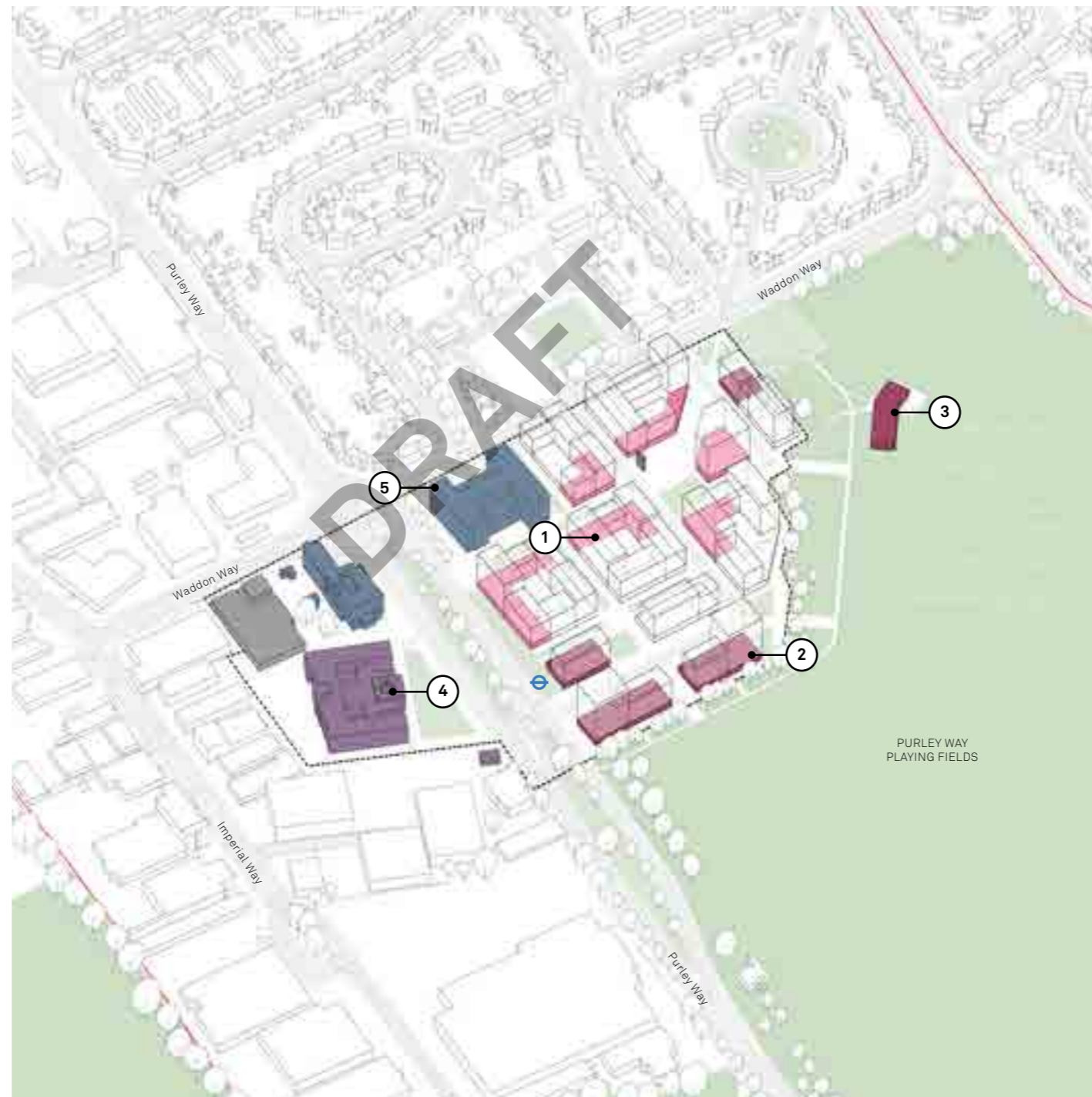
The new Neighbourhood Centre at Waddon Way will provide small-scale (less than 280sqm) day-to-day shopping and services for the localised business and residential communities. Adjacent SIL and the new Neighbourhood Centre will be well connected to support industrial intensification and ensure that people working in and visiting the area for business purposes have sufficient access to cafes, restaurants and other day-to-day services. The masterplan proposes a variety of uses and scales of unit to support the new Neighbourhood Centre. These are:

-Retail development: this could include small-scale 24-hour shops and cafes to support both new and neighbouring residents, shift workers and users of the Purley Way Playing Fields. It can also include services for localised businesses. These are better placed within the core area and along key pedestrian routes (3).

-Leisure, entertainment facilities and arts & culture development (including restaurants, bars and pubs, fitness centres, indoor bowling centres etc). These are placed both within the core area facing key open spaces (1) and outside the core area capitalising on the access to Purley Way Playing fields.

-Community facilities like the relocation of Waddon Youth & Community Centre are better placed within the core area facing key open spaces (1).

**10,111 sqm GIA
of town/neighbourhood centre uses**



KEY	
	Neighbourhood centre uses (core area)
	Neighbourhood centre uses (outside core area)
	Small/Medium industrial
	Hotel
	Other heritage assets
	Neighbourhood Centre & catchment area
	Purley Way Masterplan boundary



Residential uses

A range of residential environments are proposed across the Waddon Way. Residential development could benefit from proximity to the Purley Way Playing Fields. It can accommodate a high percentage of family homes and may also include non-conventional accommodation such as build to rent schemes where appropriate.

- Main street buildings can be placed along the core area and Purley Way corridor (1,3).
- Maisonettes and terraced houses (more suitable for family homes) can be placed next to adjacent low-rise residential and open amenity space / playgrounds (2).
- Residential car parking/podiums are placed in most of the urban blocks as the PTAL levels are relatively low (4).

965 of new homes
9,140 sqm of residential car-parking



- KEY
- Residential
 - Residential (area suitable for houses)
 - Residential parking
 - Neighbourhood Centre & catchment area
 - Purley Way Masterplan boundary



Building heights









Aim: Emphasize thresholds into the area and distribute building heights

Waddon Way will accommodate the taller buildings in the area, to reinforce and mark its role as the focus of use and activity and to aid wayfinding.

The predominant shoulder height of development should be within the range of 3-6-storeys with focal point accents in the region of 10-storeys.

Building heights illustrated within this Masterplan are indicative. Precise heights for proposed development on individual sites will be worked through as part of the planning application process. The overall approach is:

- to ensure variety in building heights
- to respect and respond positively to the height of existing buildings, in line with relevant borough-wide policies
- to avoid monotony and create an interesting streetscape across Waddon Way Centre
- to respond appropriately to key public spaces and Purley Way Playing Fields as well as heritage assets

KEY	
	1-3 storeys
	4-6 storeys
	7-8 storeys
	9-10 storeys
	Existing bus stop
	Proposed superstop
	Neighbourhood Centre catchment area
	Purley Way Masterplan boundary












Markers and orientation

Aim: Cluster taller marker buildings to improve legibility

Key approaches have been established through a movement hierarchy within Waddon Way Centre and the quality of buildings will be of significant importance in ensuring a successful and legible centre.

Marker buildings are placed in key long approach views and key corners to create a better sense of orientation and legibility within each distinct centre. They should also give particular consideration to architectural detailing and materials and celebrating the identity of the area.

Active frontages which are well oriented create vibrant town centres which spill out into the space between buildings, and in combination with heritage buildings, can create a distinct urban character through improving their setting and incorporating new development.

- KEY
-  Marker buildings
 -  Key corners
 -  Long approach views
 -  View from arrival point
 -  Heritage assets
 -  Existing bus stop
 -  Proposed superstop
 -  Neighbourhood Centre catchment area
 -  Purley Way Masterplan boundary













Open space

Aim: Increase access to meaningful and usable open space

The proposals for new building development seek to frame both new and existing open spaces to enhance the quality of the public realm. Key considerations:

1. Key open space placed around lido diving board, along the primary pedestrian route
2. Key open space at proposed bus stop location
3. Improvements in existing leisure/play areas (i.e Croydon Municipal Officers Bowling Club)
4. Green space split by diagonal route. Transition point between the proposed centre and adjacent residential neighbourhood
5. Public space improvements in what is currently parking space for Croydon Airport
6. Improvements to Purley Way Playing Fields` & provision of new multi-use facilities.

KEY	
	Key open space
	Green space
	Outdoor leisure amenities / active play space
	Roof gardens and private amenity
	Working yard
	Existing bus stop
	Proposed superstop
	Public realm opportunity boundary
	Town centre & environs
	Purley Way Masterplan boundary



Open space and biodiversity

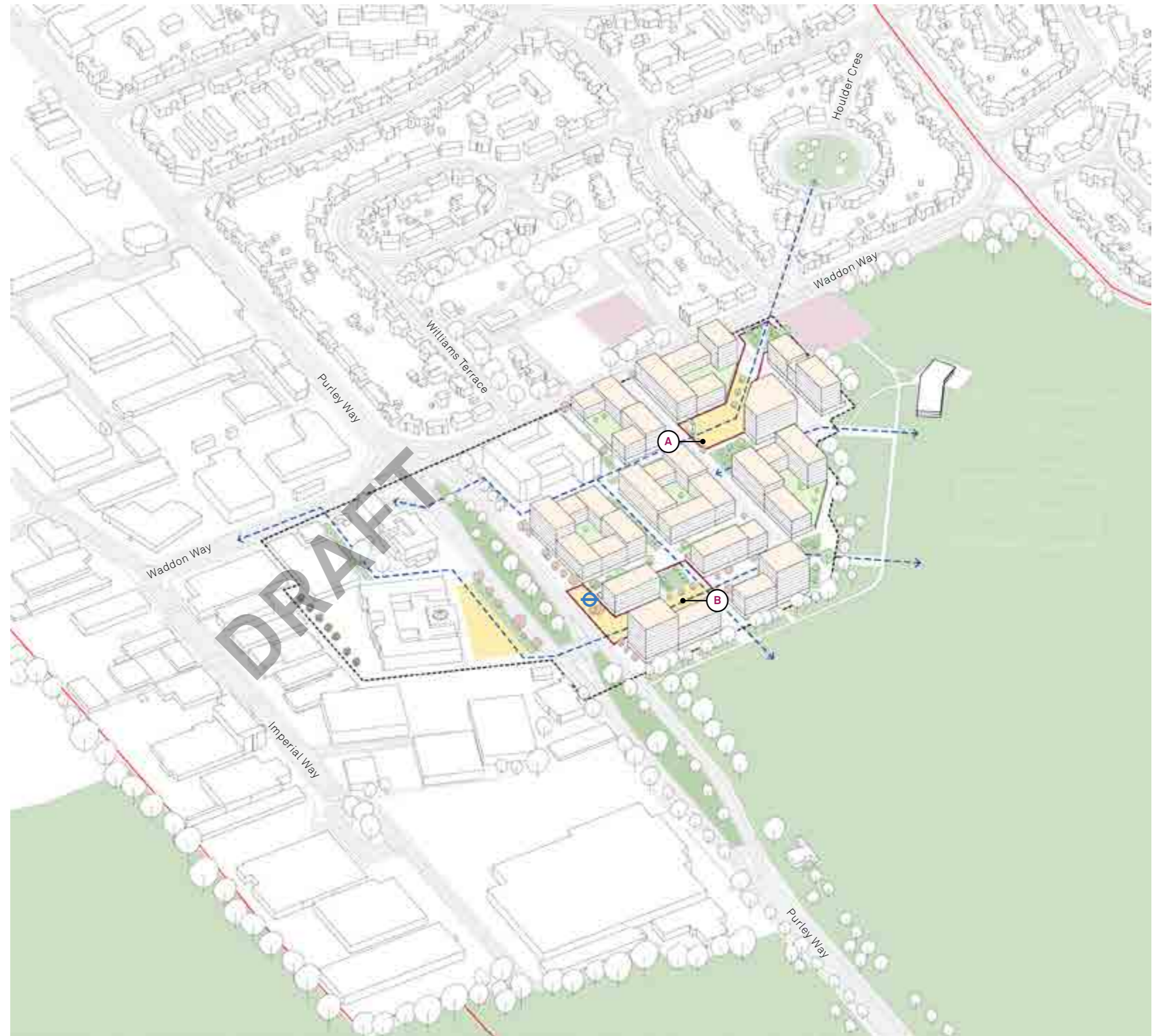
The masterplan maximises opportunities to include green infrastructure to help:

- reduce water run-off and the heat island effect, improve air quality
- deliver a net gain in biodiversity
- offer opportunities to grow food
- implement a network of safe and attractive green and blue links to connect places, significantly increase tree cover and help wildlife movement
- improve the attractiveness of the area and contribute to the health and well-being of people living, working and visiting the area.

Public open space is anchored by three key spaces (A,B as marked) and these support a range of needs set out on the following pages.

Residential courtyards should provide high quality amenity space and foster a sense of community, supported by a richer planted landscape in contrast to the harder public realm character elsewhere in the Neighbourhood Centre. The soft landscape strategy includes priority locations for increased tree planting and incorporation of vegetated SUDS/ green infrastructure. It also identifies where street planting can be employed as noise and air pollution buffer. Roof gardens provide further private residential amenity space. This is predominantly set back and/or raised from street level and adjacent employment uses. Green and brown biodiversity roofs contributes to urban greening. This can also help to address the urban heat island effect.

KEY	
	Pedestrian routes connecting open space
	New green link
	Key open space
	Green space
	Outdoor leisure amenities / active play space
	Roof gardens and private amenity
	Working yard
	Green/brown biodiversity roofs
	Street trees
	Priority locations for increased tree planting and incorporation of vegetated SUDS/ green infrastructure
	Street planting employed as noise and air pollution buffer
	Town centre environs
	Public realm opportunity boundary
	Purley Way Masterplan boundary

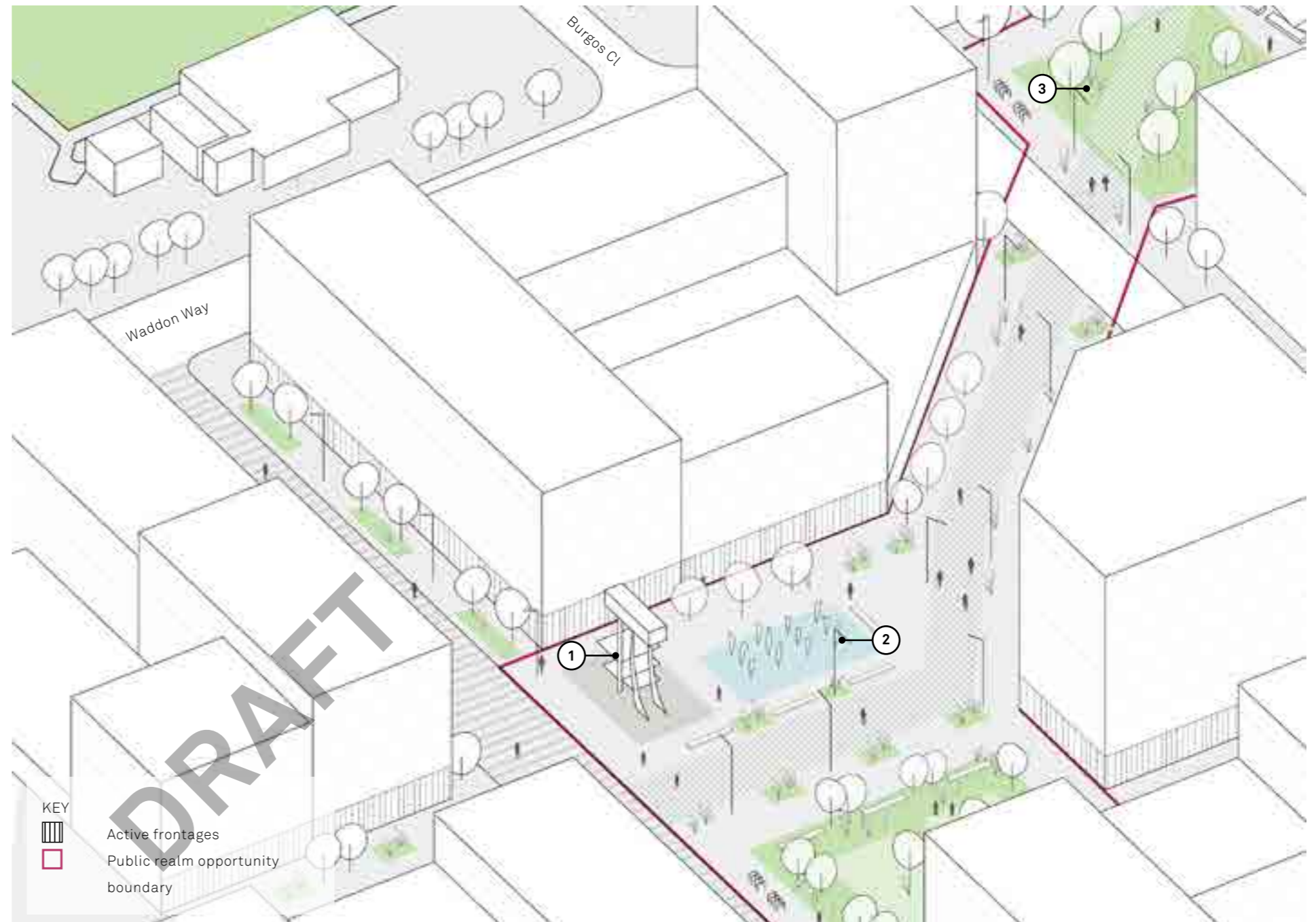


Public open space A:
Lido square

The open space strategy above suggests a series of priority public realm projects which have the ability to significantly transform key parts of the proposed new centre and deliver healthy streets benefits. More detailed guidance is set out in the pages below.

KEY

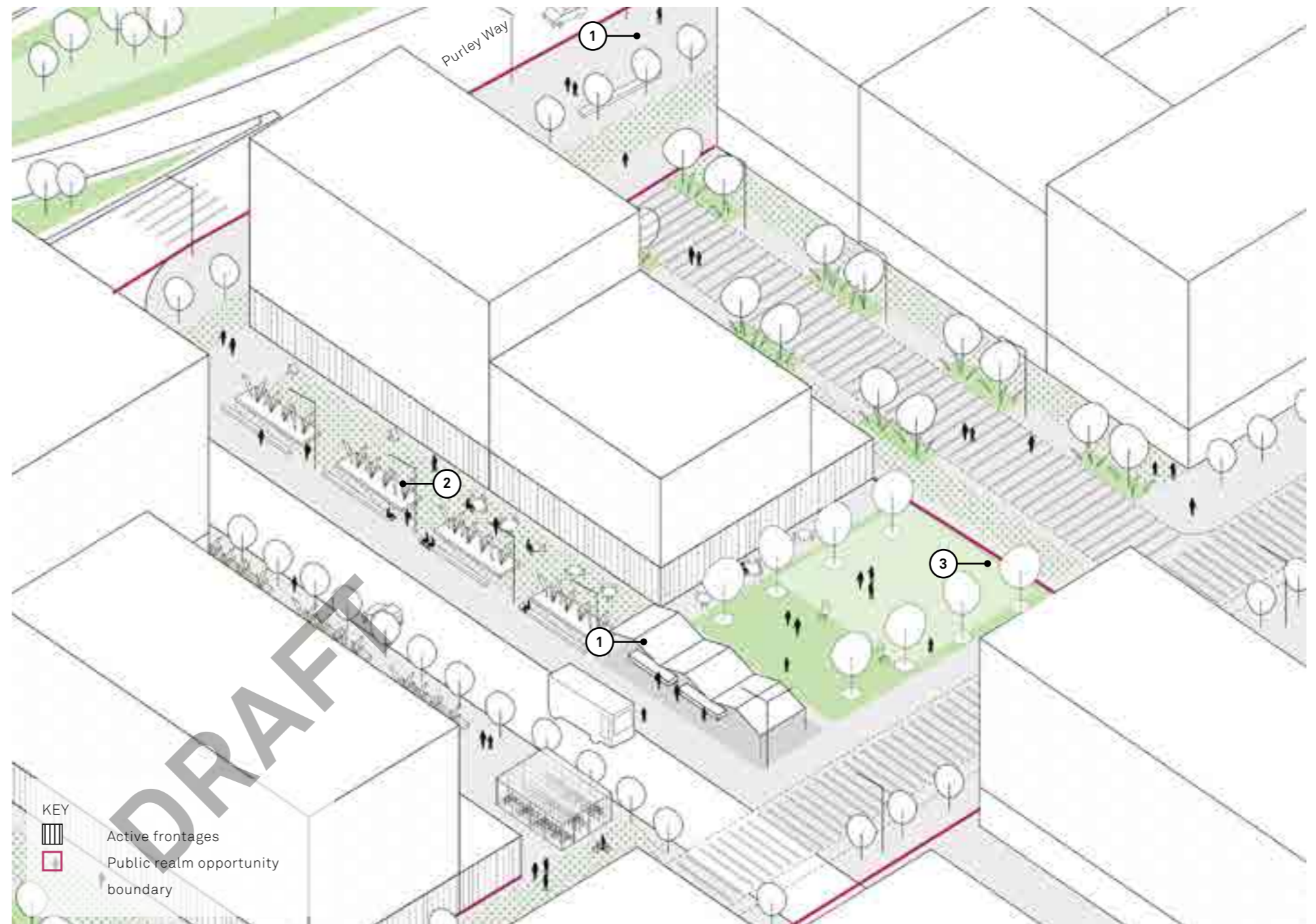
1. Restoring the lido's spirit of being a gathering place for leisure.
2. Diagonal path through proposed park
3. Indicative zone for water element.



Public open space B:
Transport node

KEY

1. Indicative bus superstop location which includes bus info, lighting, cctv, seating, ticket machine, cycle storage.
2. Breaks in frequent locations to allow for pedestrian permeability from one side to the other.
3. Tree planting within square defined by a 'ring' of trees.



Adjacencies & edge conditions

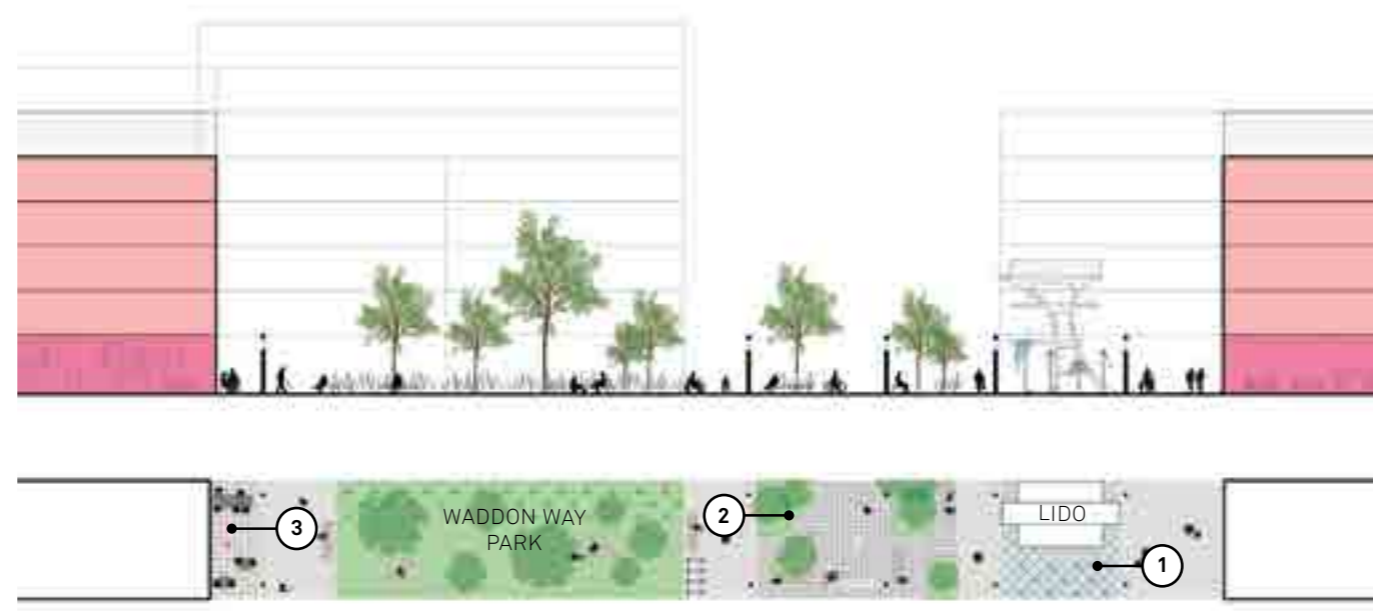
The pages below illustrate a series of building & street sections throughout the proposed new centre to highlight the relationship between frontages and streetscape, the adjacencies between existing and proposed uses and how 'sensitive' edge conditions should be treated.

Section A-A

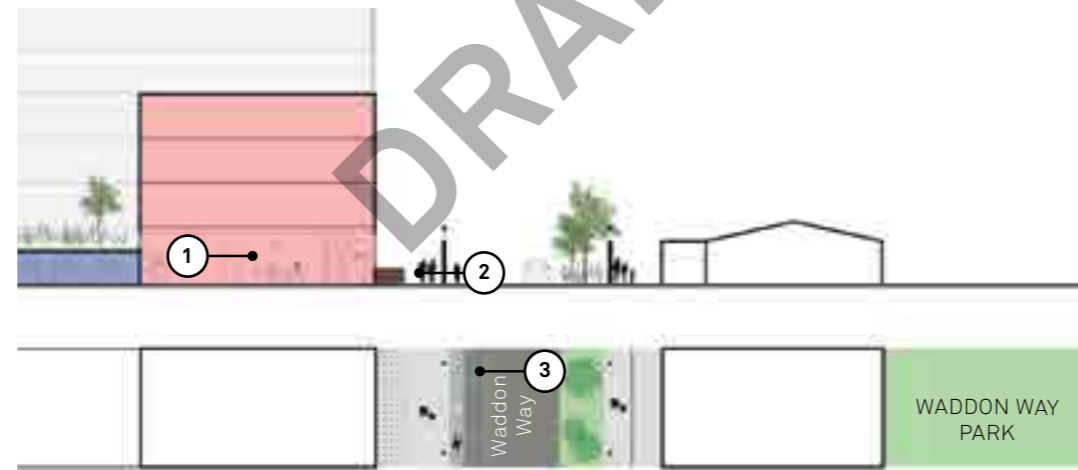
1. Provide a water zone as a play element adjacent to the enhanced area around the Lido.
2. Trees are planted in clusters along the street and combined with street furniture to create places to rest.
3. Allow activities to spill outdoors to animate the streetscape, whilst being mindful of their appropriateness within a residential context.

Section A-A

1. Wrapping of car parking, loading bay and ancillary spaces with active edges to minimise their impact on the public realm.
2. Zone for private residential frontyards allows for privacy.
3. Designated zones for cycling and parking spaces.



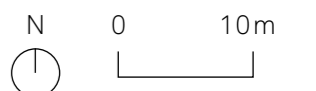
Section A-A



Section B-B

KEY

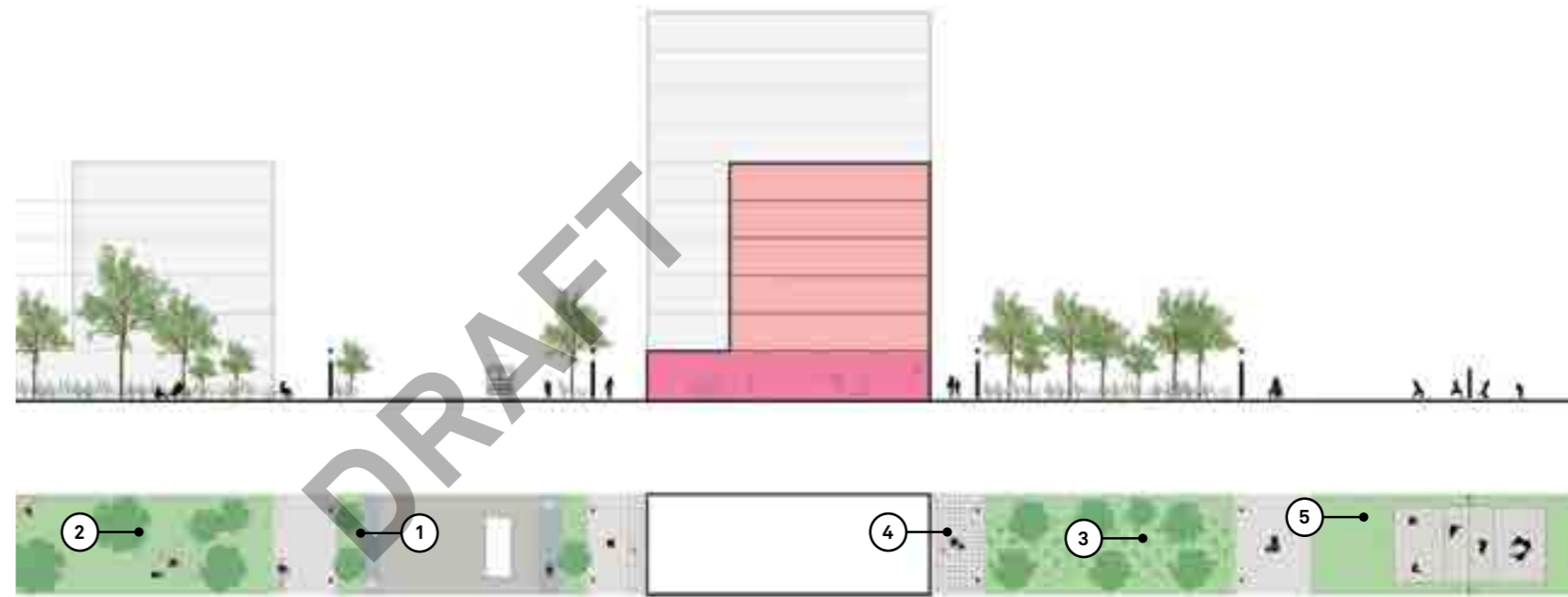
	Employment
	Town centre uses (retail / community / leisure)
	Residential
	Residential parking/podium



Adjacencies & edge conditions

Section A-A

1. Trees and street furniture such as benches (cycle stands, lighting, signage should be accommodated into a clear zone).
2. Central spine which provide a series of spaces which invite play and social activity.
3. Playable spaces where seasonal change, sensory value, biodiversity and direct contact with natural material are promoted.
4. Allow leisure activities to spill outdoors to animate the streetscape, whilst being mindful of their appropriateness within a residential context.
5. Make the most of the proximity to Purley Way Playing Fields.



Section C-C

KEY

	Employment
	Town centre uses (retail / community / leisure)
	Residential
	Residential parking/podium



Lido Square

The image below provides an indicative view of the Lido Square together with some key guidance.

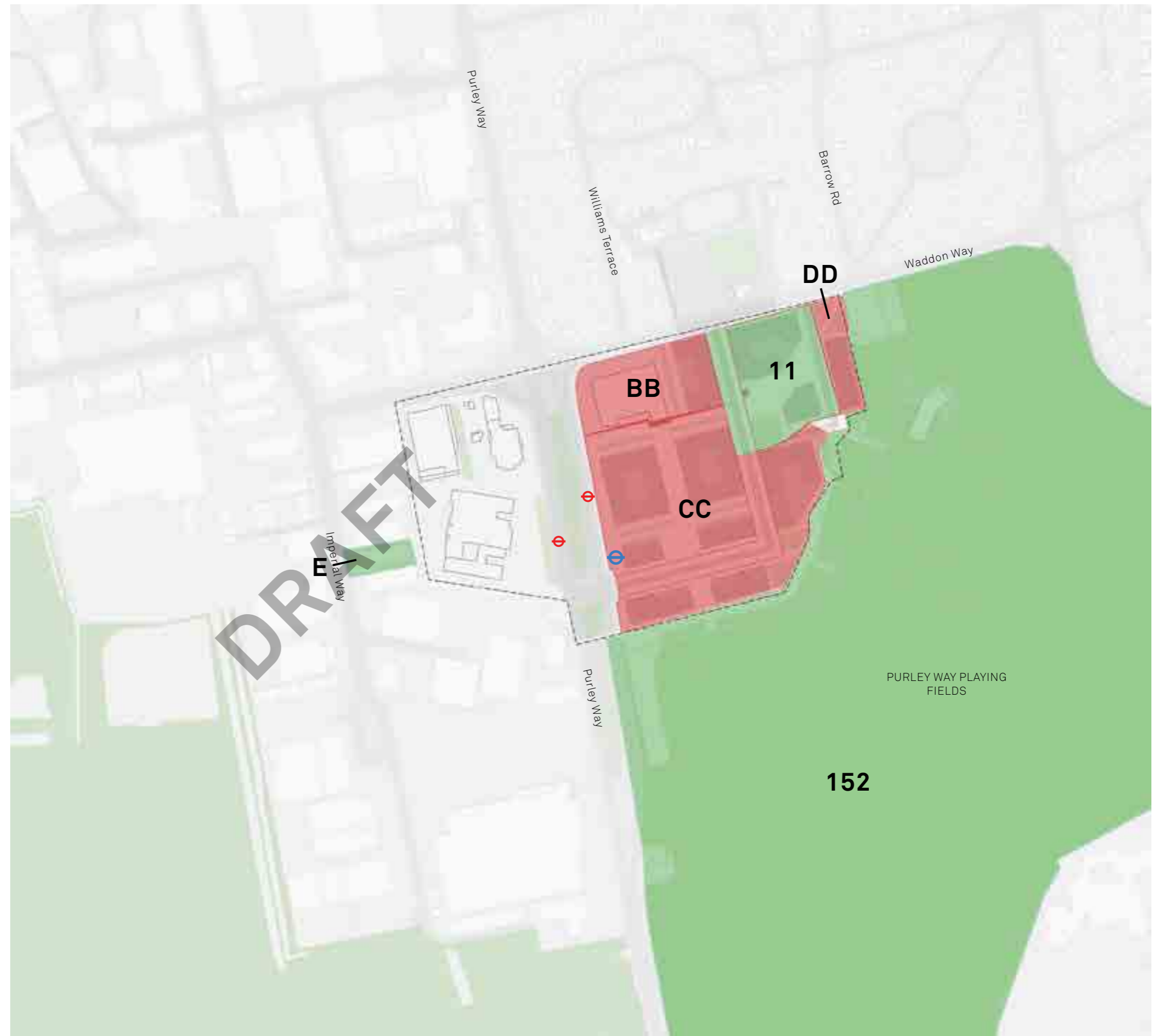
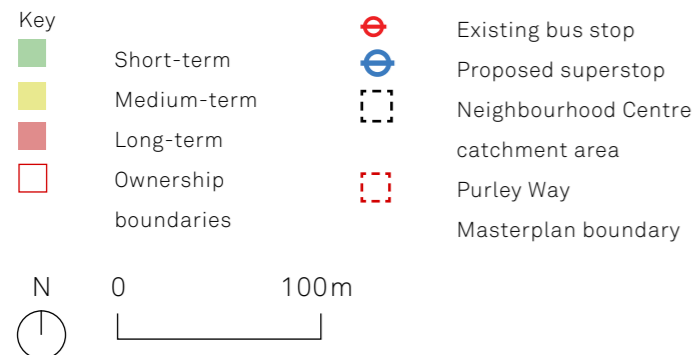
1. Shared surface bike - pedestrian
2. Frontage activation to bring activity to open spaces
3. Celebrate the presence of the heritage assets
4. Clear wayfinding and connectivity



Proposed site allocations & phasing

E	13 Imperial Way (18/00613/GPDO)
11	Croydon Garden Centre, 89 Waddon Way
152	Parklife, Purley Way playing fields
BB	Hilton Hotel
CC	COLONNADES
DD	South Croydon Ambulance Station and Youth Centre sites, 619 Purley Way

* see Section 8.1 for more detail around phasing



6.0
PURLEY WAY
CORRIDOR



Purley Way (looking south), 2020

6.1
PURLEY WAY
CORRIDOR
PRINCIPLES

There is a great opportunity to transform the Purley Way into a green, pleasant city street and sustainable transport corridor. The street should mark a positive relationship with the Town and Neighbourhood Centres that it passes through, making sure it is fronted by high-quality buildings, spaces and trees which create attractive places and help improve air quality.

New pedestrian connections and public space improvements will reduce the severance between both sides of the Purley Way. The new city street will accommodate enhanced bus services, pedestrian and cycle routes and potentially a future tram route, all of which will encourage the use of more sustainable modes of transport and alleviate pressure from the road network.

The retention of Purley Way as a strategic transport and servicing route is vital for serving the many industrial, warehousing and distribution and retail businesses in the area.

The existing harsh and unattractive road corridor will be transformed by:

Taking opportunities to **remove pinch points** (see Section 6.2 below) to provide space for sustainable modes of travel – walking, cycling, buses and a possible tram.

Incorporating **high-quality pedestrian and cycle crossing points** at key locations to reduce severance and increase connectivity.

Locating and designing buildings and spaces in ways which **provide active frontages to the street.**

Locating and **designing buildings and spaces which do not worsen air quality**, by creating wind corridors, creating rough urban surfaces, breaking down any street canyon, orientating street canyons parallel to wind, promoting air circulation around base buildings, preventing local inversions and locating sensitive uses away and upwind from emissions and away from the pollution source.

Building heights along the corridor should be varied. These should be 3 to 8-storeys with focal point accents of around 12-storeys.

6.2
PINCH POINT
PROPOSALS

Pinch point analysis

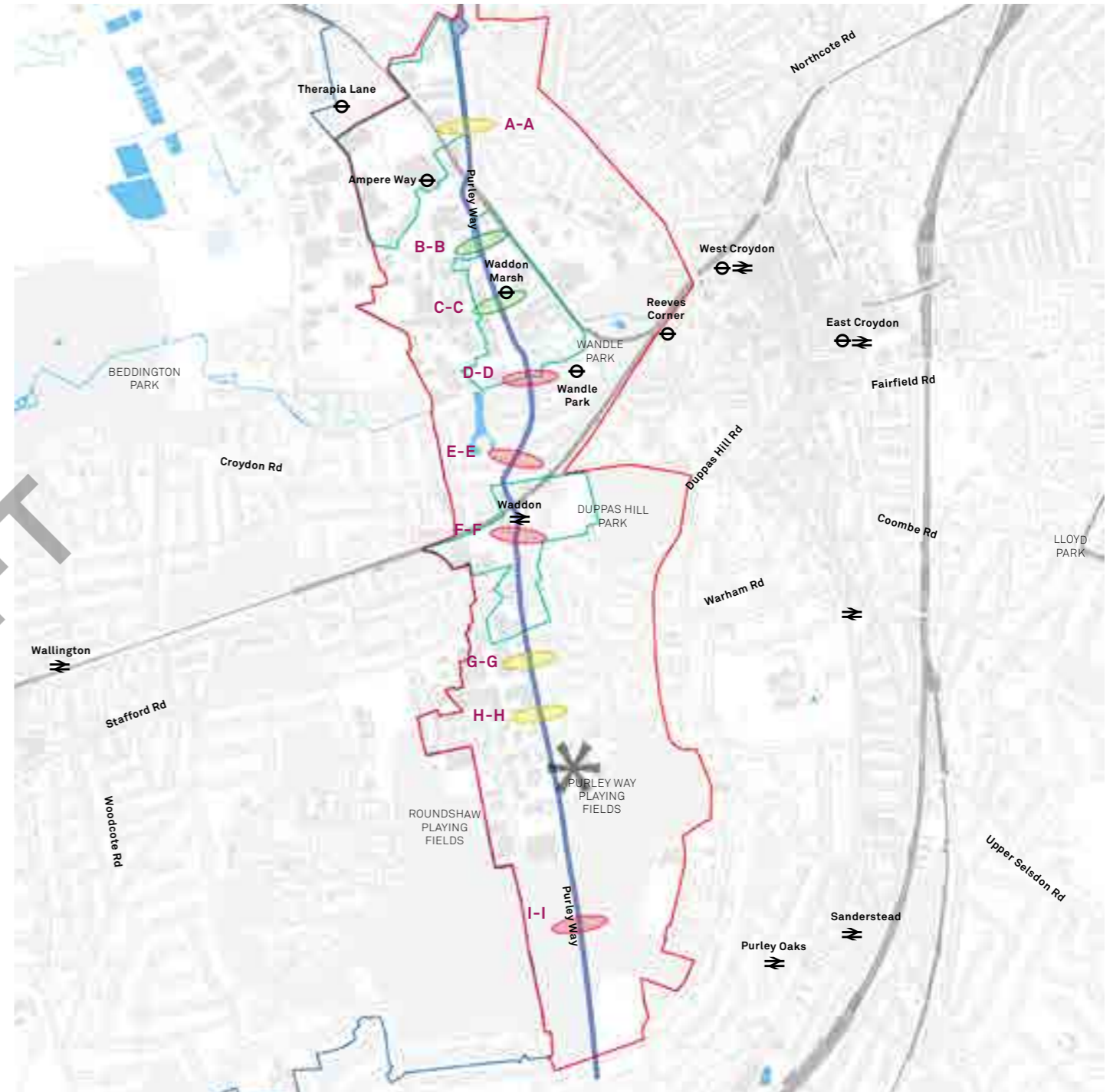
There are a number of relatively narrow sections of Purley Way which act as 'pinch points' which create congestion for traffic and poor-quality conditions for pedestrians, cyclists and buses.

As and when development and/or funding opportunities come forward, the Council will seek to explore possible widening of the carriageway and/or footway of Purley Way to secure improvements for sustainable modes of transport – including wider footways/shared walking/cycling routes, designated cycle lanes for cycling, bus lanes and/or space for a future a possible tram extension.

The Council will proactively work with land owners, developers, TfL, Network Rail and other stakeholders to seek opportunities at pre-application and application determination stage to identify and secure opportunities to remove these pinch points. These include entering in in to s106 and/or Highway Agreements to secure additional land and financial contributions towards the costs of implementing schemes.

Section	Carriageway width (kerb to kerb)	Total width (boundary to boundary)	Space deficit for bus priority measures	Space deficit for bus priority plus cycle lane	Cycle lanes proposed in this segment	Priority for additional land
A-A	11.5m	18.5m	-2.5m	-6.5m	No	High priority
B-B	23.3m	30.2m	9.2m	5.2m	Yes	Low priority
C-C	27.6m	33.5m	12.5m	8.5m	Yes	Low priority
D-D	13.1m	18.9m	-2.1m	-6.1m	Yes	High priority
E-E	11.6m	18.3m	-2.7m	-6.7m	Yes	High priority
F-F	11.8m	18.4m	-2.6m	-6.6m	Yes	High priority
G-G	13.1m	18.4m	-2.6m	-6.6m	No	Moderate priority
H-H	11.7m	18.9m	-2.1m	-6.1m	No	Moderate priority
I-I	11.8m	18.6m	-2.4m	-6.4m	Yes	Moderate priority

Pinch points by potential future provisions



KEY

Priority for additional land

- High priority
- Moderate priority
- Low priority

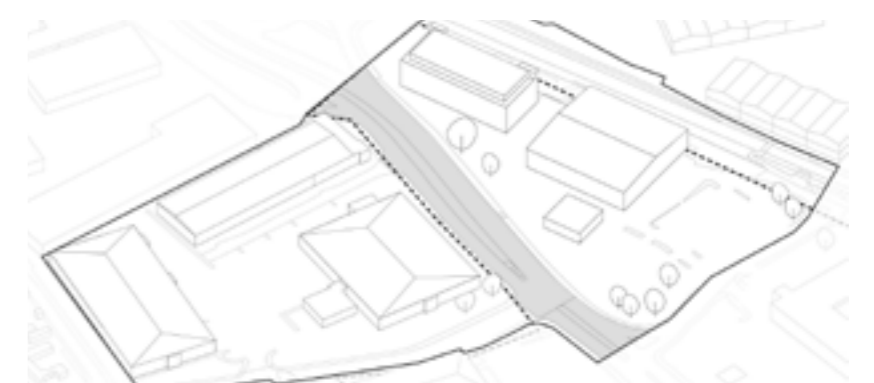
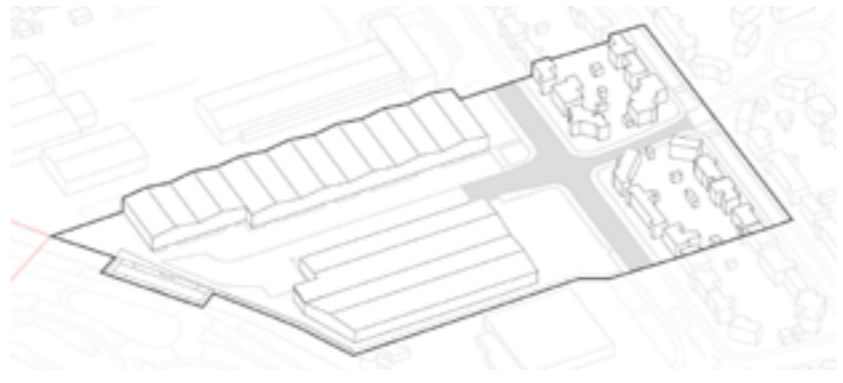
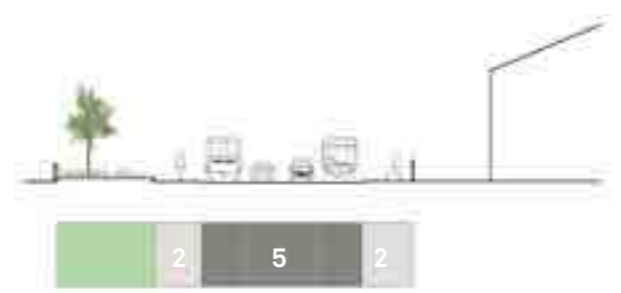
Other

- Purley Way Corridor
- TownCentre and environs
- * Neighbourhood Centre
- Borough boundary
- Purley Way Transformation Area

Existing & proposed cross sections

The following diagrams illustrate the potential change across the identified pinch points. The following zones are proposed over the existing cross sections:

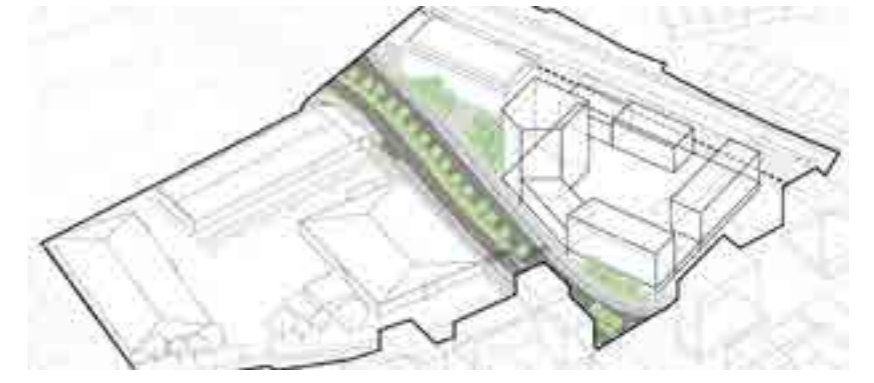
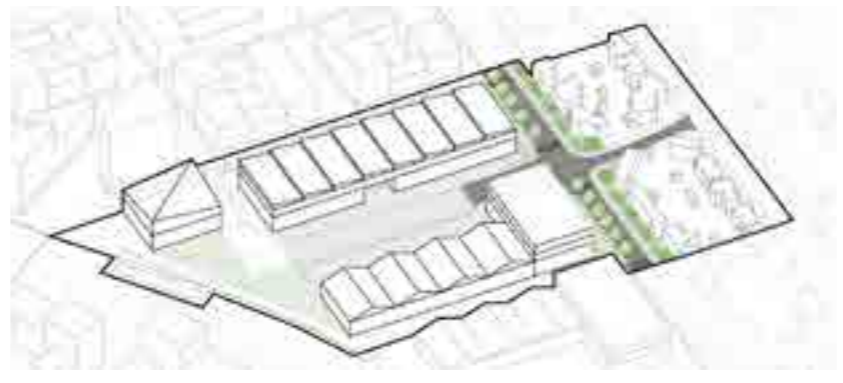
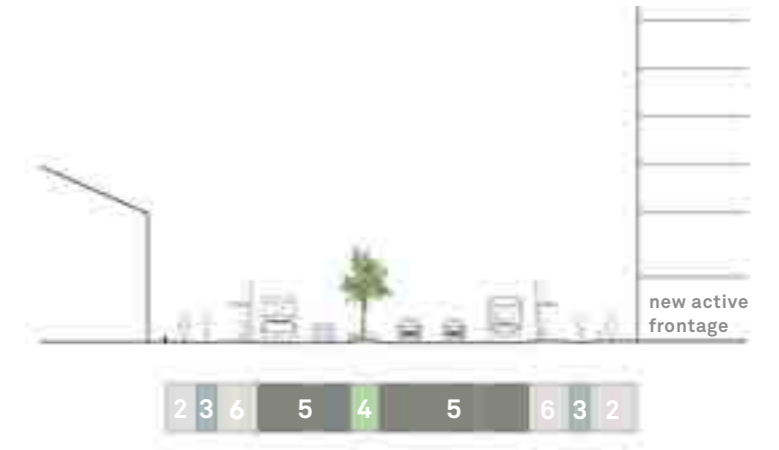
1. **Frontage zone:** area to be kept free of fixed street furniture and street signage to minimise obstructing retail frontage and encourage window browsing.
2. **Pedestrian footpath:** a zone entirely free of obstruction with a minimum width of 2 meters.
3. **Tree / furniture zone:** trees and street furniture such as benches (cycle stands, lighting, signage) should be accommodated along the street into a clear zone
4. **Stepped cycle track:** one-way cycle tracks with 1,5m minimum width
5. **Carriageway**
6. **Alighting area:** a clear flat pedestrian route should be provided along the building facade (3m minimum) when a raised platform is required for level access into buses.
7. **Kerb zone:** to be kept completely free with a minimum width of 0.5 meters. To prevent damage from vehicles overhanging the carriageway edge.



Existing section A-A

Existing section A-A

DRAFT



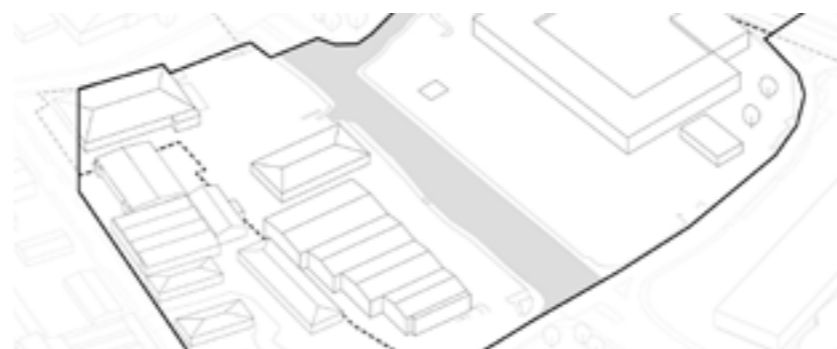
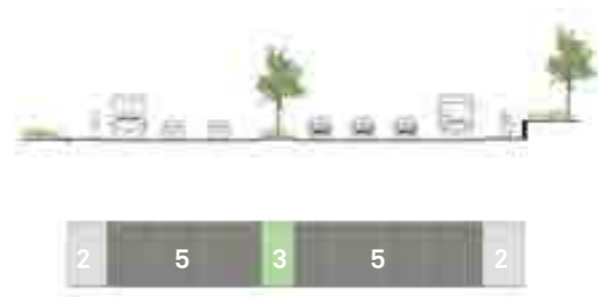
Proposed section B-B

Proposed section B-B

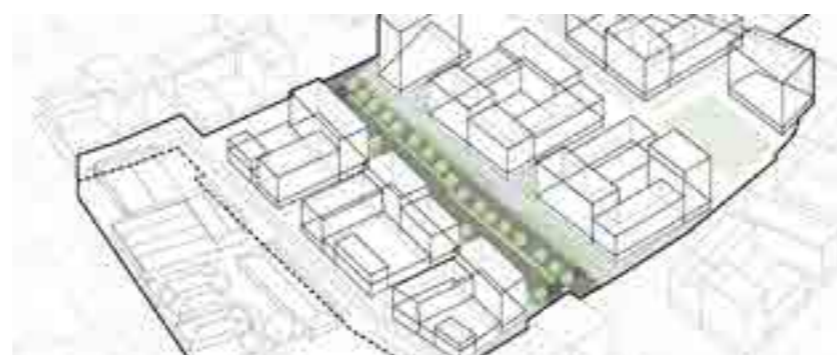
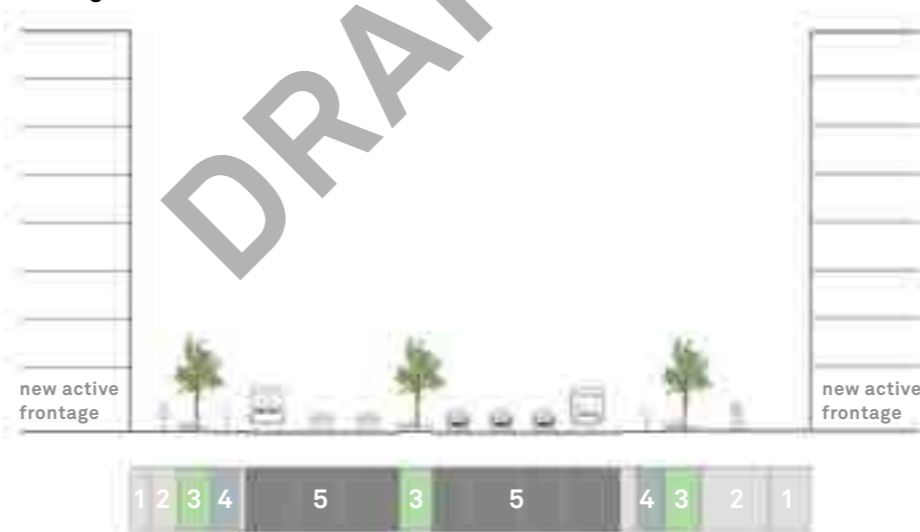
Existing & proposed cross sections

The following diagrams illustrate the potential change across the identified pinch points. The following zones are proposed over the existing cross sections:

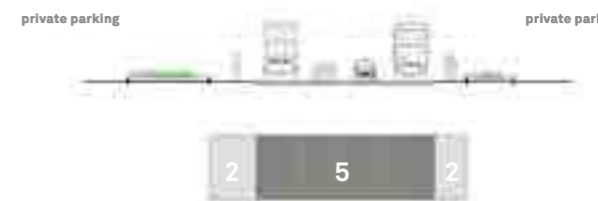
1. **Frontage zone:** area to be kept free of fixed street furniture and street signage to minimise obstructing retail frontage and encourage window browsing.
2. **Pedestrian footpath:** a zone entirely free of obstruction with a minimum width of 2 meters.
3. **Tree / furniture zone:** trees and street furniture such as benches (cycle stands, lighting, signage) should be accommodated along the street into a clear zone
4. **Stepped cycle track:** one-way cycle tracks with 1,5m minimum width
5. **Carriageway**
6. **Alighting area:** a clear flat pedestrian route should be provided along the building facade (3m minimum) when a raised platform is required for level access into buses.
7. **Kerb zone:** to be kept completely free with a minimum width of 0.5 meters. To prevent damage from vehicles overhanging the carriageway edge.



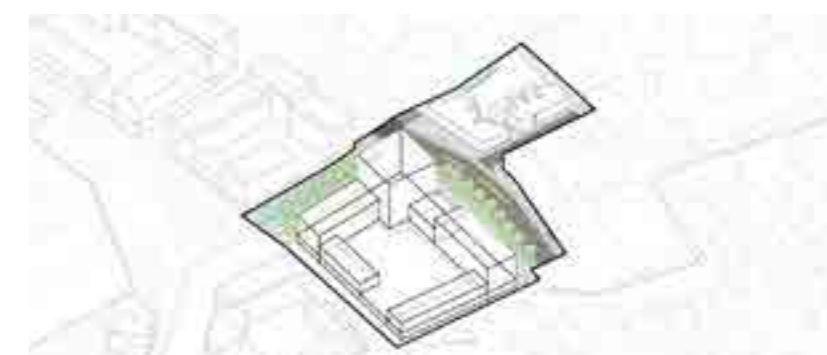
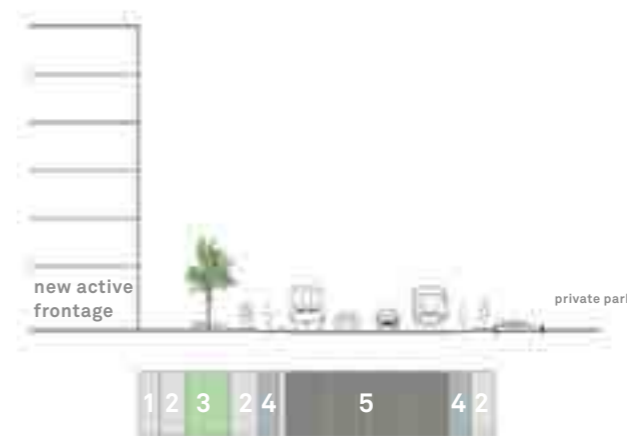
Existing section C-C



Proposed section C-C



Existing section D-D



Proposed section D-D

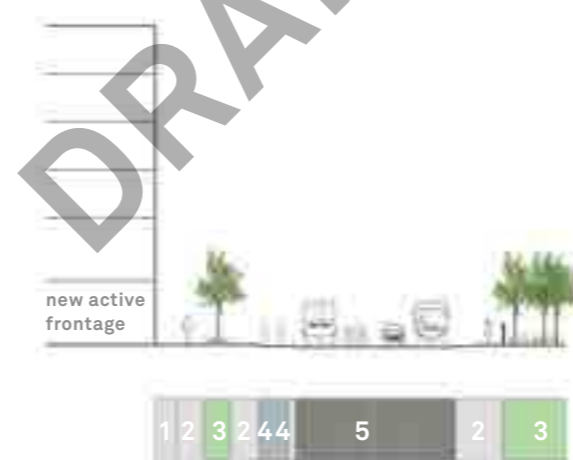
Existing & proposed cross sections

The following diagrams illustrate the potential change across the identified pinch points. The following zones are proposed over the existing cross sections:

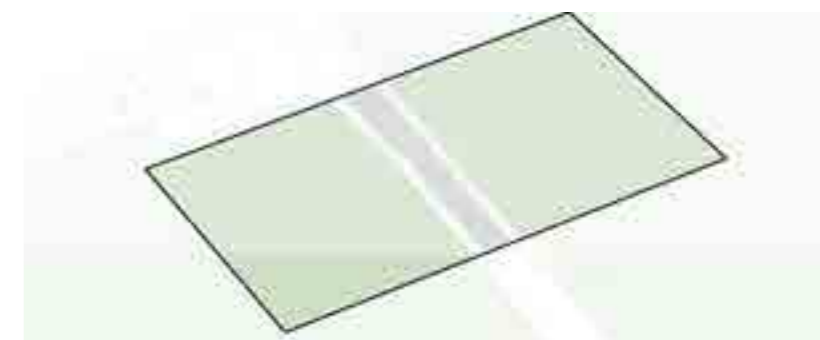
1. **Frontage zone:** zone to be kept free of fixed street furniture and street signage to minimise obstructing retail frontage and encourage window browsing.
2. **Pedestrian footpath:** a zone entirely free of obstruction with a minimum width of 2 meters.
3. **Tree / furniture zone:** trees and street furniture such as benches (cycle stands, lighting, signage) should be accommodated along the street into a clear zone
4. **Stepped cycle track:** one-way cycle tracks with 1,5m minimum width
5. **Carriageway**
6. **Alighting area:** a clear flat pedestrian route should be provided along the building facade (3m minimum) when a raised platform is required for level access into buses.
7. **Kerb zone:** to be kept completely free with a minimum width of 0.5 meters. To prevent damage from vehicles overhanging the carriageway edge.



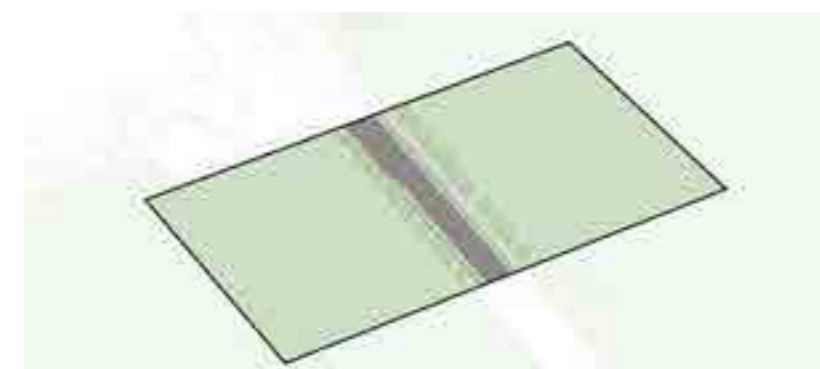
Existing section E-E



Proposed section E-E



Existing section F-F



Proposed section F-F

6.3 PURLEY WAY CORRIDOR TRANSFORMATION

Valley Park Town Centre

The image below provides an indicative view of the Purley Way corridor at Valley Park Town Centre together with some key guidance.

1. Improved pedestrian footpaths with provision of green infrastructure
2. Improved threshold and relationship with existing residential terraces
3. Active frontages along western side of Purley Way
4. Wayfinding into Ampere Way Station
5. Industrial activities with active and residential-friendly frontages facing onto street



View looking along Purley Way (facing north)

Waddon Marsh Town Centre

The image below provides an indicative view of the Purley Way corridor at Waddon Marsh Town Centre together with some key guidance.

1. Provide active frontages along Purley Way
2. Trees are planted in clusters along the street and combined with street furniture to create places to rest
3. Enhanced pedestrian crossings
4. Public-facing activities adjacent to employment uses on the ground floor (i.e showcasing)
5. Proposed cycle lane



Five Ways Town Centre

The image below provides an indicative view of the Purley Way corridor at Five Ways Town Centre together with some key guidance.

1. Upgraded Five Ways junction and simplified layout with pedestrian preference
2. Definition of Waddon Station and Five Ways junction as part of the same centre
3. Station access visible from junction
4. Relocated Morrison's addressing topography change with two level access



View looking at Five Ways junction (facing north)

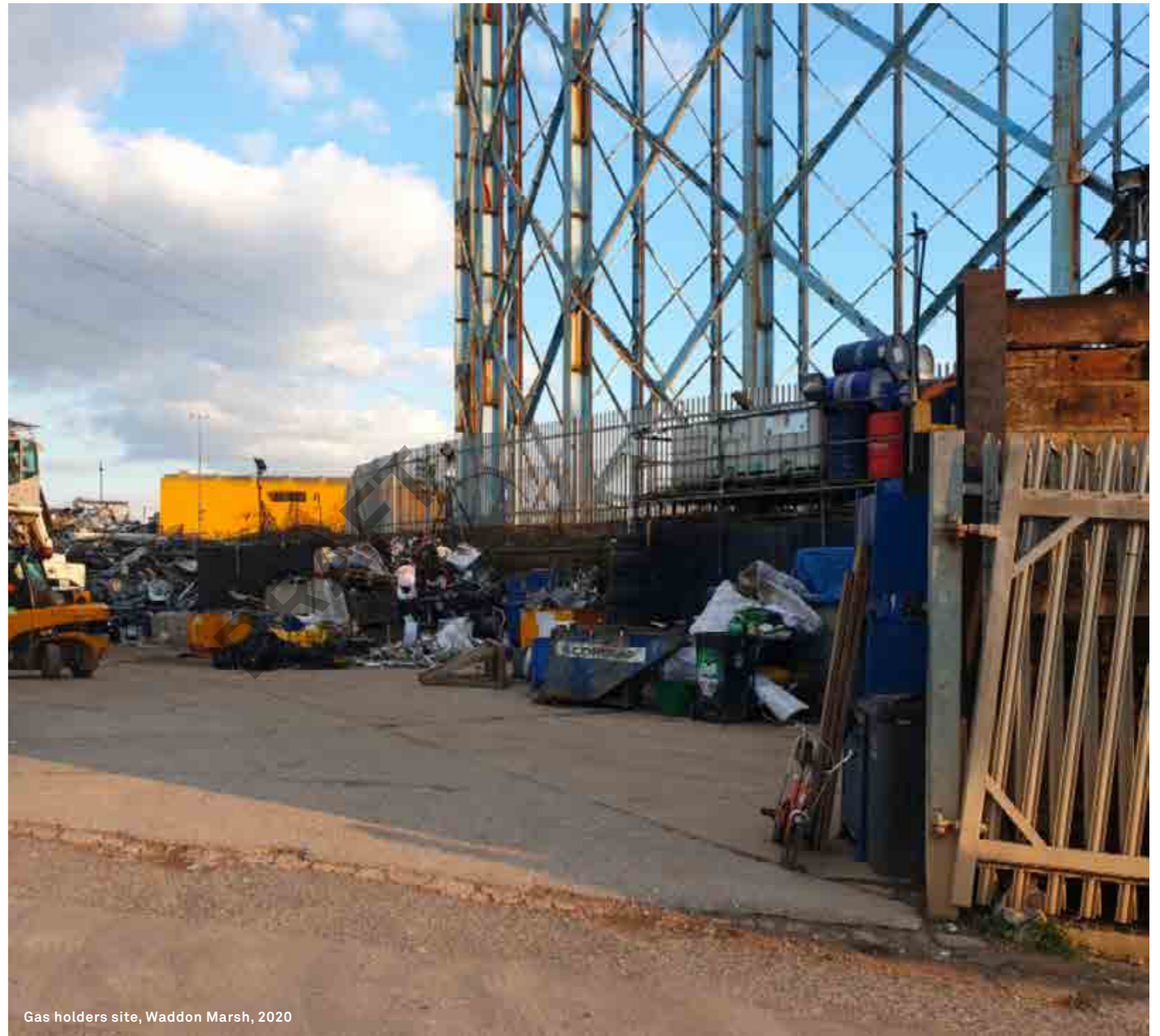
Waddon Way Neighbourhood Centre

The image below provides an indicative view of the Purley Way corridor at Waddon Way Neighbourhood Centre together with some key guidance.

1. Enhanced pedestrian crossings through green space.
2. Proposed bus superstop
3. Proposed cycle lane
4. Active frontages along Purley Way
5. Leisure activities on the ground floor adjacent Purley Way Playing Fields



7.0 INDUSTRIAL
INTENSIFICATION
OPPORTUNITIES



Gas holders site, Waddon Marsh, 2020

7.1 Gasholder site Option 1

Unit	Number of floors	Area sqm
01	2	4731
02 (Office)	4	5970
03	2	4308
04 (Office)	3	3542
05	3	7573
06	3	8797
Total		34921
Service Yard		8900
Gas Holder Site		34633 (8.56ac)
Plot Ratio		100.8%
Existing workspace		774*
Uplift		34147

Two sites have been selected to explore industrial intensification opportunities within the SIL area (Sections 7.1 & 7.2). Identified as sites with different urban context and adjacencies, they were used as indicative tests in order to inform the extrapolation exercise in Section 7.3.

The following option explores the opportunity for small and medium industrial typologies on the Gasholder site. The range of uses could vary from light industry warehouses to workshops, studios and offices. Smaller units are placed along the central pedestrian route to create a more positive frontage. There is potential for offices to be located in the taller building close to Waddon Marsh Station. Servicing routes, working yards and vehicular access are proposed from the back of the units and are separated from the central route. Units on the upper floors are served by goods lifts and are smaller than those on the ground floor.

Ground floor plan



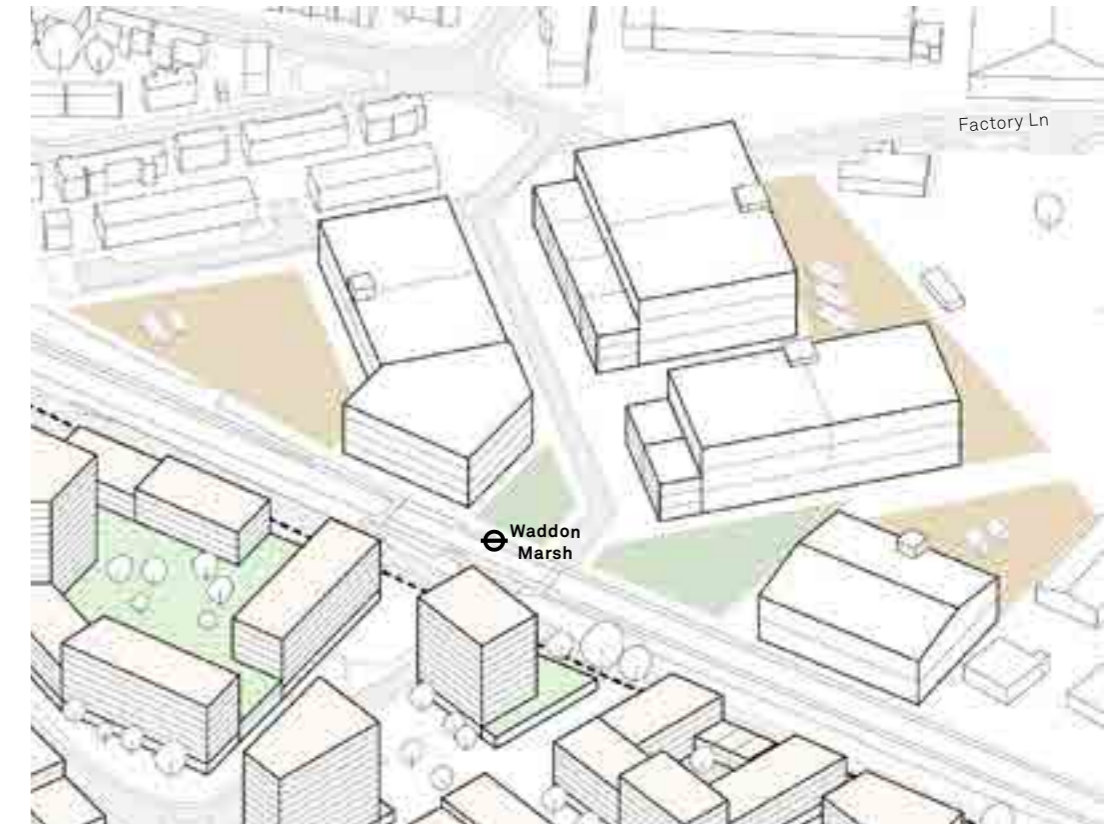
KEY

	Primary vehicular route
	Secondary vehicular route
	Pedestrian / cycle route
	New green route
	Access
	Positive Frontage
	Existing bus stop
	Proposed superstop
	Service yard
	Local Centre & environs
	Purley Way Masterplan boundary

*existing workspace figures are estimates based on OS building footprints



Isometric



Case study



Gasholder site Option 2

Unit	Number of floors	Area sqm
01	2	7368
02	2	4308
03 (Office)	2	3080
04	2	11672
Total		26429
Service Yard		8928
Gas Holder Site		34633 (8.56ac)
Plot Ratio		76.3%
Exisitng workspace		774*
Uplift		25655

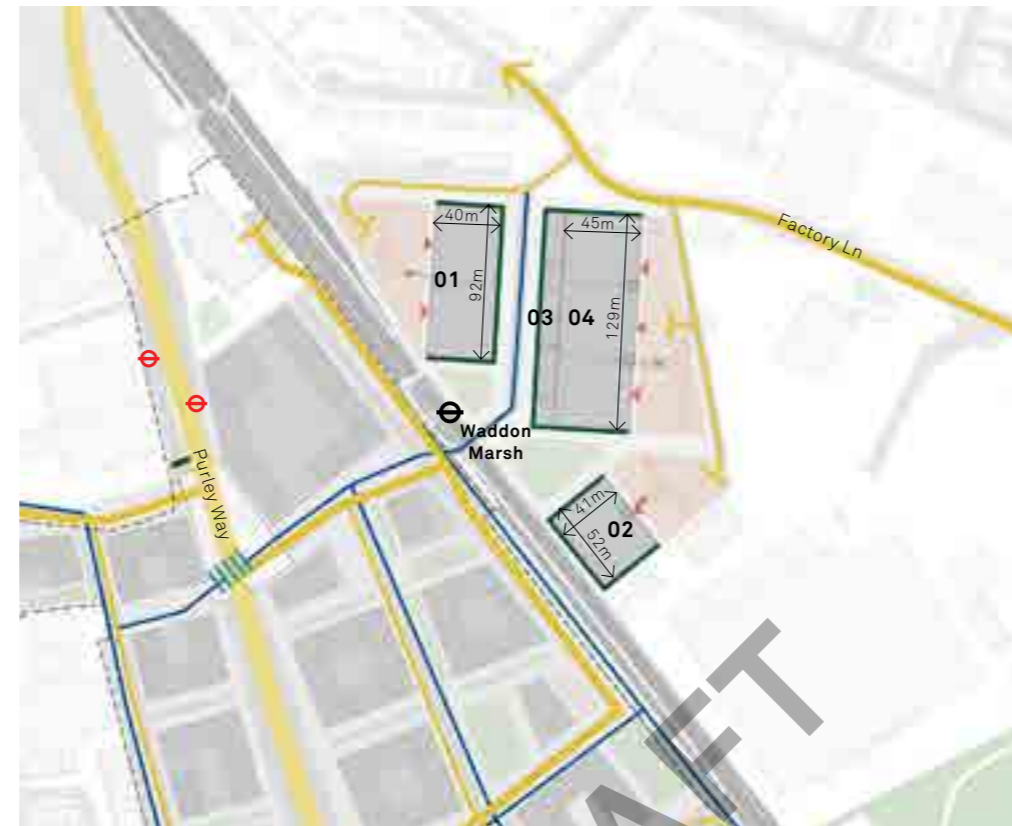
Option 2 for the Gasholder site follows the same movement and access principles as those in Option 1, but it allows for a bigger amount of medium-sized industrial units. Smaller units on the first floor are served by goods lifts.

Option 2. Ground Floor only

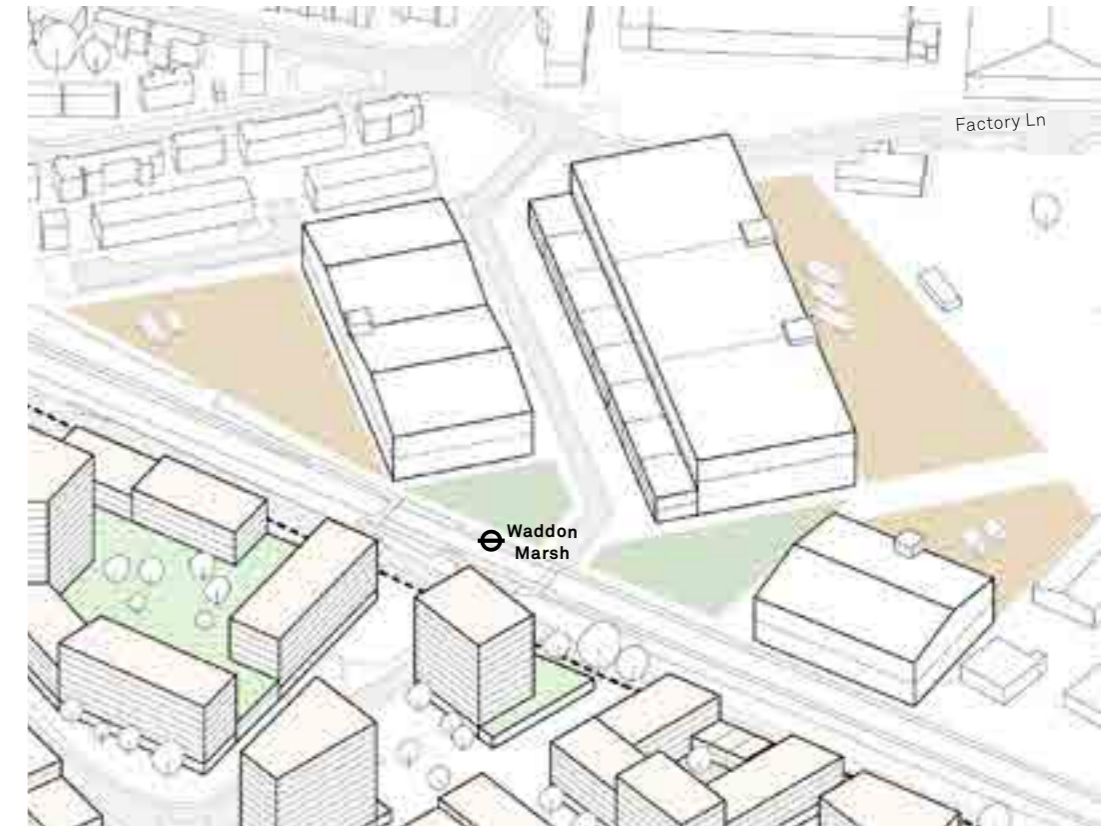
A low density Option 2 estimate, with ground floor buildings only, would provide the following figures:

Unit	Number of floors	Area sqm
01	1	3684
02	1	2154
03 (Office)	1	1540
04	1	5836
Total		13214
Plot Ratio		38.2%
Exisitng workspace		774*
Uplift		12440

Ground floor plan



Isometric



KEY

- Primary vehicular route
- Secondary vehicular route
- Pedestrian / cycle route
- New green route
- Access
- Positive Frontage
- Existing bus stop
- Proposed superstop
- Service yard
- Local Centre & environs
- Purley Way Masterplan boundary

*existing workspace figures are estimates based on OS building footprints

Case study



CANMET Material Technology Laboratory, Hamilton, Canada
Diamond Schmitt Architects

7.2 Mill Lane site Option 1

Unit	Number of floors	Area sqm
01	2	1680
02	2	4007
03	1	949
04	1	949
05	1	949
06	2	7525
07	2	11220
Total		27281
Service Yard		9908
Mill Lane Site		42228 (10.43ac)
Plot Ratio		64.6%
Existing workspace		19183*
Uplift		8098

There is opportunity at Mill Lane site for medium and large industrial units.

Option 1 proposes larger units to be located on the North and West of the site, with a big service yard between them, which allows turning areas for HGVs, and smaller units close to the deculverted River Wandle.

Servicing happens from the North, through a new connection with Commercial Way. This frees the route along Mill Lane and Waddon Ponds from heavy industrial traffic.

A maximum of 2 floors is proposed, with smaller units on the first floor being served by goods lifts.

Retention of the existing multi-story car park is proposed.

Ground floor plan

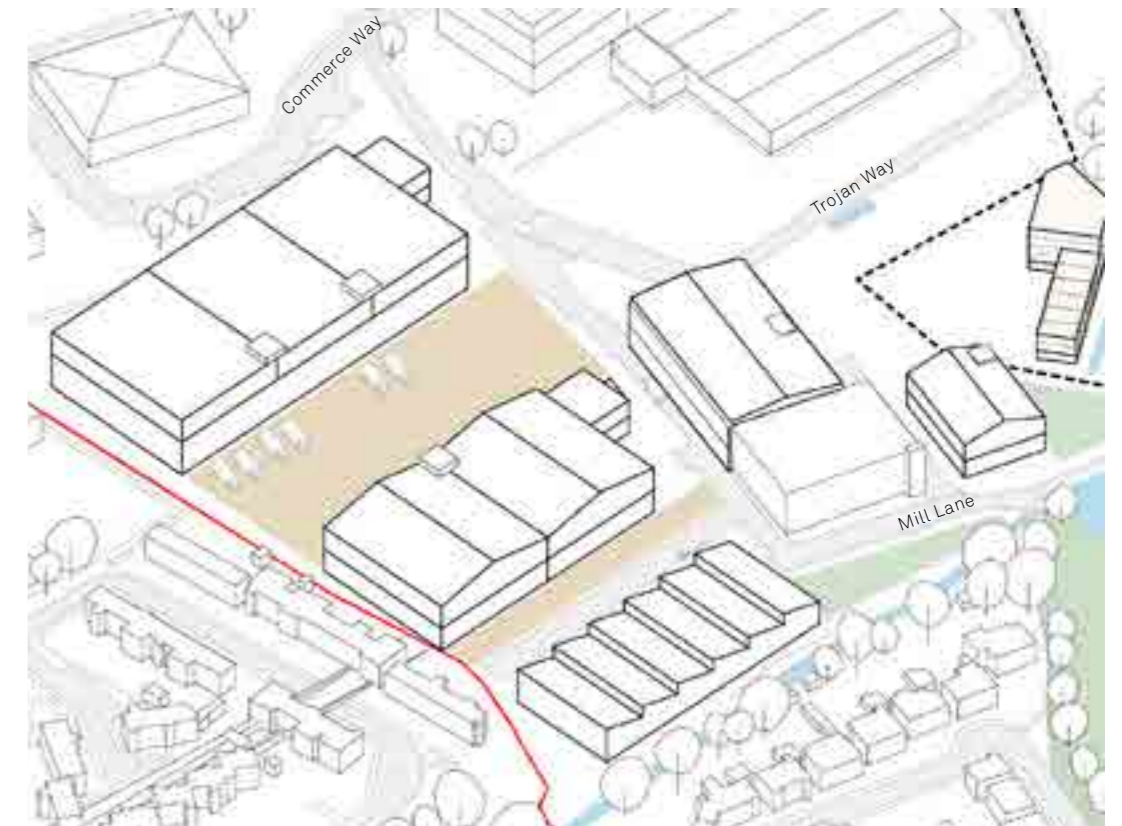


- KEY**
- Primary vehicular route
 - Secondary vehicular route
 - Pedestrian / cycle route
 - New green route
 - Access
 - Positive Frontage
 - Existing bus stop
 - Proposed superstop
 - Service yard
 - Local Centre & environs
 - Purley Way Masterplan boundary

*existing workspace figures are estimates based on OS building footprints



Isometric



Case study



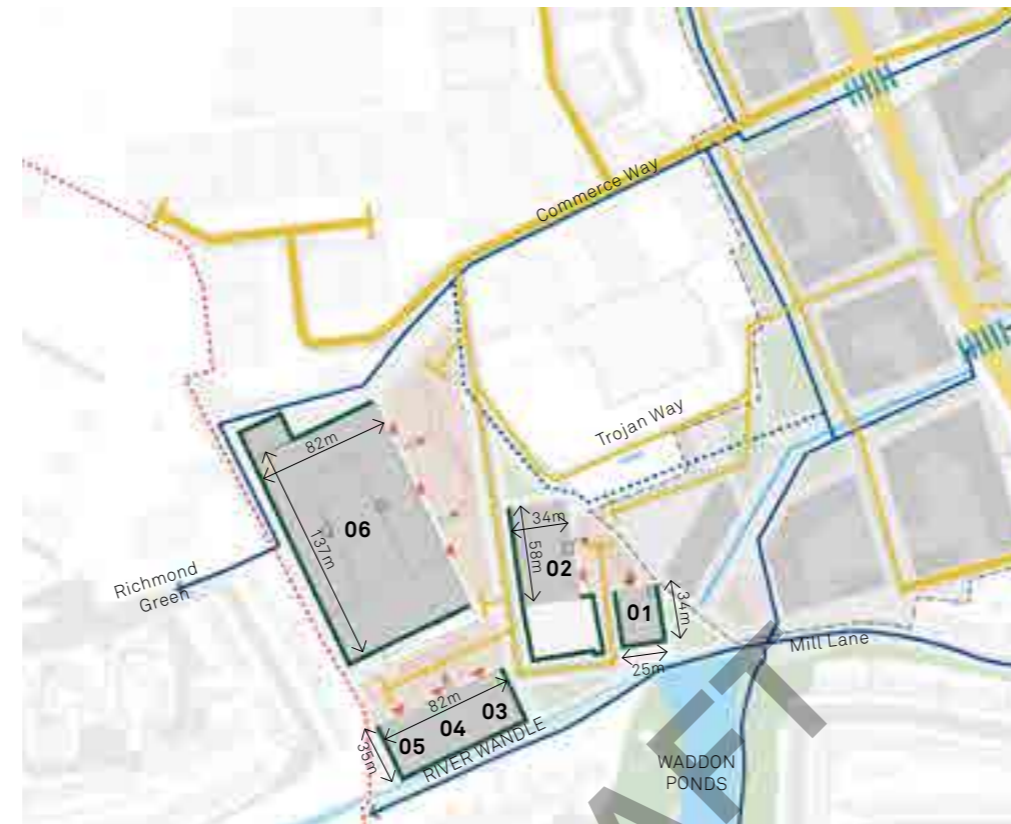
Mill Lane site Option 2

Unit	Number of floors	Area sqm
01	2	1680
02	2	4007
03	1	949
04	1	949
05	1	949
06	3	24489
Total		33024
Service Yard		8494
Mill Lane Site		42228 (10.43ac)
Plot Ratio		78.2%
Existing Workspace		19183*
Uplift		13841

The general Option 1 principles outlined for Mill Lane also apply in Option 2. In the following option a single larger building is proposed in the northwest area, with a ramp that allows access for vehicles to serve the units on the first floor.

Special attention should be taken to the adjacent residential area along Richmond Road to minimize the impact of the new development.

Ground floor plan

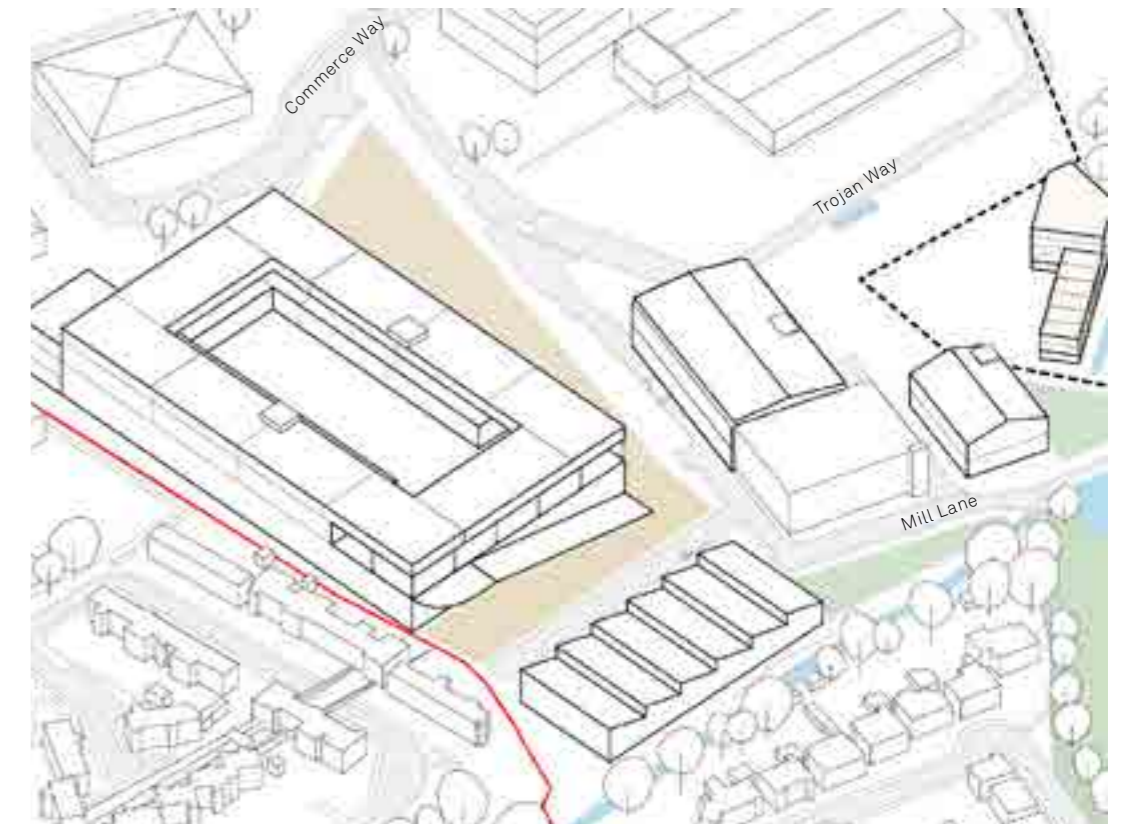


- KEY
- Primary vehicular route
 - Secondary vehicular route
 - Pedestrian / cycle route
 - New green route
 - Access
 - Positive Frontage
 - Existing bus stop
 - Proposed superstop
 - Service yard
 - Local Centre & environs
 - Purley Way Masterplan boundary

*existing workspace figures are estimates based on OS building footprints



Isometric



Case study



7.3 Study to identify the most suitable sites for extrapolation

The following study of the SIL area along Purley Way is carried out to make a reasoned selection of sites with the greatest potential for industrial intensification. The criteria of the shortlisted sites for extrapolation are:

- Existing Floor Area Ratio (FAR)
- Quality of access to strategic highways
- Estimated construction date of existing buildings
- Possible size and character of new industrial units
- Approved Planning and recent developments

4.0.1. Strategic Industrial Land

SIL sites within the Purley Way Masterplan boundary, in which the study of intensification opportunities is undertaken.

4.0.2. Low Existing FAR

Sites with an existing FAR of less than 65% have more potential to accommodate additional floorspace.

4.0.3. Access to Strategic Roads

Higher industrial values and reduced HGV movements on residential streets in sites with good access to strategic roads.

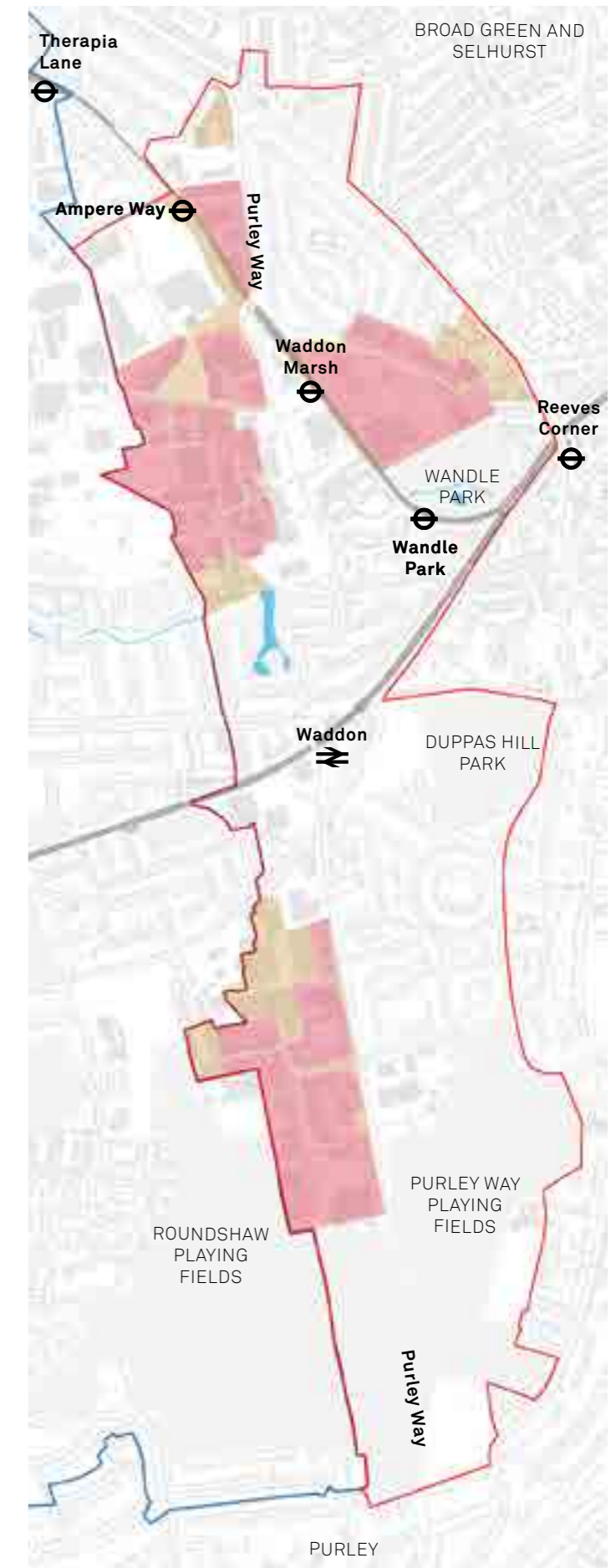
- KEY
- Strategic Industrial Land
 - Low Existing FAR <65%
 - Very Low Existing FAR <40%
 - SIL Sites with Access to Strategic Roads
 - Borough boundary
 - Purley Way Masterplan boundary



4.0.1. Strategic Industrial Land



4.0.2. Low Existing FAR



4.0.3. Access to Strategic Roads

4.0.4. Old Stock

Buildings at the end of their operational life could deliver additional floorspace when redeveloped or renovated.

4.0.5. Size and Character of Industrial Units

Big sites are suitable for delivering of large industrial units for distribution/e-fulfilment. Some small sites close to mixed-use areas are suitable for small creative businesses/start ups located near public transport.

4.0.6. Recent developments / Approved Planning

In sites where there has been a recent development or where there is an approved planning scheme, industrial intensification is less likely to occur.

KEY

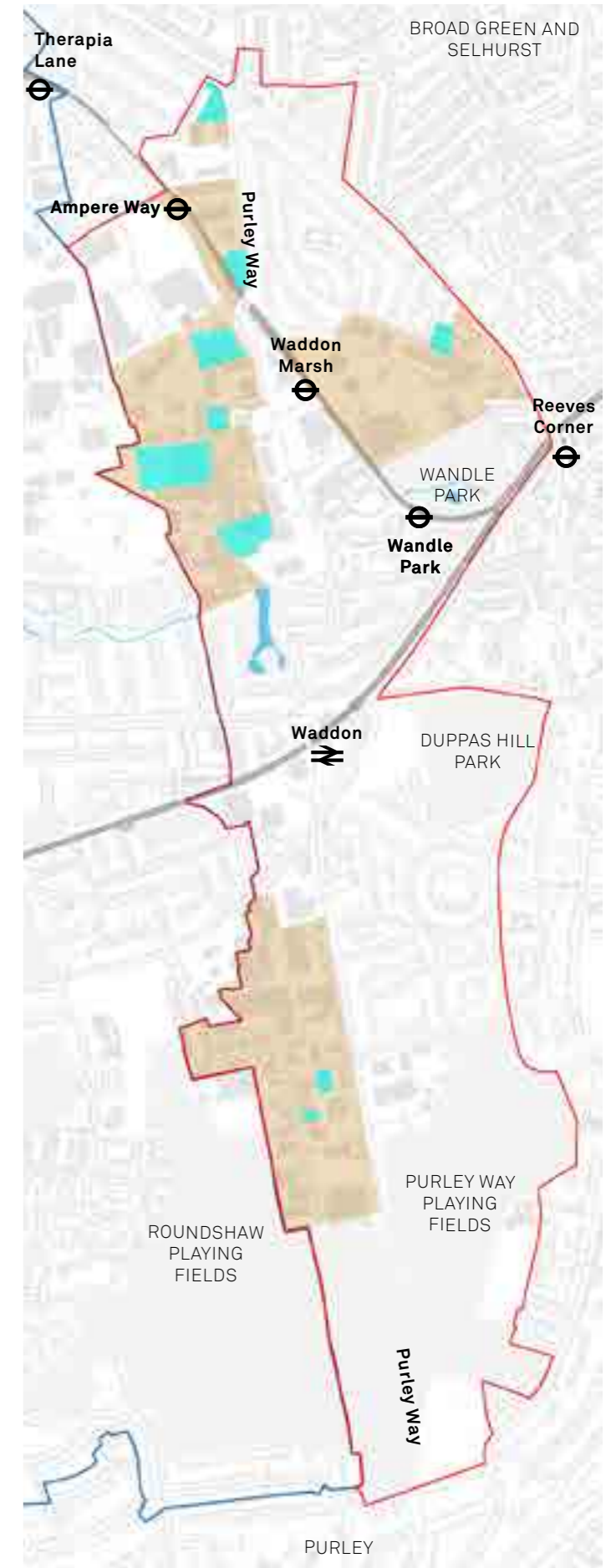
- Strategic Industrial Land
- Pre-1990 industrial building
- Large Industrial Units Opportunity
- Medium Size Units Opportunity
- Workshops / Studios Opportunity
- Recent developments / Approved Planning
- Borough boundary
- Purley Way Masterplan boundary



4.0.4. Old Stock



4.0.5. Size and Character of Industrial Units



4.0.6. Recent developments / Approved Planning

Extrapolation on Selected Sites

The diagram and tables below are the result of an extrapolation exercise based on the figures obtained from the tests on the Gasholder and Mill Lane sites to establish potential opportunity for expanded employment space across the Purley Way area.

Lower Plot Ratio

Site	Existing Workspace sqm*	Proposed Plot Ratio	Proposed Workspace sqm	Uplift sqm
01	3583	38.2%	6903	3320
02	6883	38.2%	10476	3593
03	19813	76.3%	23094	3281
04	22302	64.6%	29108	6806
05	7556	38.2%	8548	992
Total	60137		85545	25408

Higher Plot Ratio

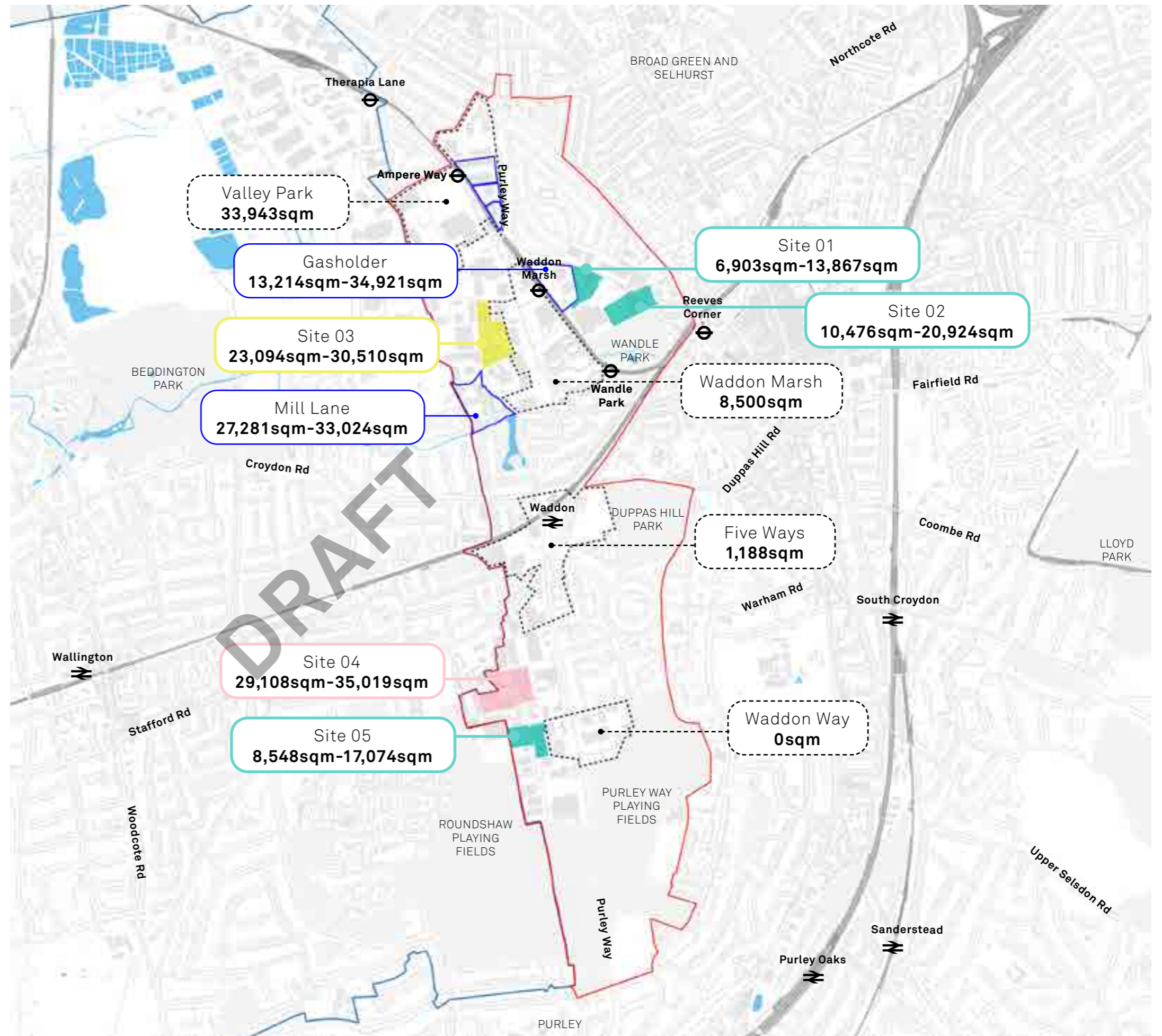
Site	Existing Workspace sqm*	Proposed Plot Ratio	Proposed Workspace sqm	Uplift sqm
01	3583	76.3%	13867	10284
02	6883	76.3%	20924	14041
03	19813	100.8%	30510	10697
04	22302	78.2%	35019	12717
05	7556	76.3%	17074	9518
Total	60137		117394	57257

*existing workspace figures are estimates based on OS building footprints

KEY

- Sites Included in Detailed Masterplan
- Workshops / Studios. FAR 76.3% - 100.8%
- Small / Medium Industrial. FAR 38.2% - 76.3%
- Large Industrial. FAR 64.6% - 78.2%
- Town and Neighbourhood environs
- Borough boundary
- Purley Way Masterplan boundary

N 0 500m



Industrial Intensification Opportunities Summary

The table on this page summarises the total industrial intensification opportunity identified. It includes existing, proposed and uplift workspace in the town centres, the results of the Gasholder and Mill Lane exercises and the results of the extrapolation exercise on the 5 selected sites.

In total, the masterplan has identified the opportunity for 38,836sqm to 105,551sqm uplift in employment space in the Purley Way area, which would support between 485 and 2,246 new jobs**

The business sectors that have been included as existing workspace area follow the study carried out during the business audit report:

- Manufacture: metals/machinery
- Manufacturing: food & drink
- Manufacturing: other
- Vehicle sale & Repair
- Utilities
- Construction
- Construction related retail, hire & wholesale
- Wholesale
- Logistic, transport & storage
- Services: public, education and health
- Services: professional
- Services: other
- Creative, ICT, digital

	Site	Existing Workspace sqm*	Proposed Workspace sqm	Uplift sqm
Town and Neighbourhood Centres and Environs	Valley Park	19,510	33,943	+14,433
	Waddon Marsh	0	8,500	+8,500
	Five Ways	16,850	1,188	-15,662
	Waddon Way	6,965	0	-6,965
	Total	43325	43631	+306
Sites Tested for Industrial intensification	Gasholder	774	13,214 to 34,921	+12,440 to +34,147
	Mill Lane	19,183	27,281 to 33,024	+8,098 to +13,841
	Total	19,957	40,495 to 67,945	+20,538 to +47,988
Extrapolation on Selected Sites	01	3,583	6,903 to 13,867	+3,320 to +10,284
	02	6,883	10,476 to 20,924	+3,593 to +14,041
	03	19,813	23,094 to 30,510	+3,281 to +10,697
	04	22,302	29,108 to 35,019	+6,806 to +12,717
	05	7,556	8,548 to 17,074	+992 to +9,518
	Total	60,137	78,129 to 117,394	+17,992 to +57,257
Purley Way Area	Total	123,419	162,255 to 228,970	+38,836 to +105,551

*existing workspace figures are estimates based on OS building footprints

**high-level estimate based on the Employment Densities Guide

8.0 PHASING
STRATEGY AND PRE-
CURSOR PROJECTS



Tram stop, Wandle Park, 2020

8.1 PHASING STRATEGY

Phasing principles

We know that local people are concerned about the impact that building new homes may have on them, and the strains it may place on existing infrastructure. For this reason, the masterplan clearly sets out infrastructure that is required to support homes beyond certain numbers, effectively capping development until supporting investment is made. Based on a number of assumptions, capacity testing work carried out as part of the Purley Way Masterplan identifies the potential to successfully accommodate up to 7,470 additional homes over the 20 year plan period. This housing is expected to be delivered over time and phased as follows:

- Short-term: 1 - 2000 homes
- Medium-term: 2001 - 4000 homes
- Long-term: + 4000 homes

The need for additional provision of physical, social and green infrastructure to serve a larger population and integrate with existing residential and business communities is addressed through this detailed masterplan. These additional homes will be focused in the new Town and Neighbourhood Centres and their environs. The majority of the short and medium-term sites are located in Valley Park and Waddon Marsh Town Centres, responding to existing Tram line capacity. The degree of certainty over the level of growth diminishes over the short, medium and long-term. Growth in the short term is 'deliverable' and relatively certain. However, growth in the following terms is 'developable' and less certain.

The adjacent table illustrates the necessary infrastructure needed in order to successfully deliver additional homes. Whilst all of the identified transport, open space and green grid calculations are needed for the expected indicative growth scenario of 7,470 homes, social infrastructure and local services will respond to demand thresholds in the population growth. In addition, public sector delivery agencies (including the council, TFL, Network Rail and NHS) operate on three to five-year planning cycles which makes any projection for infrastructure delivery over this 20-year period indicative.

	Short Term 1 - 2000 homes	Medium Term 2001 - 4000 homes	Long Term + 4000 homes
<p>Transport Infrastructure: supply & need</p>	<ul style="list-style-type: none"> — CPZ study & consultation — Transport modelling — Cycling & pedestrian routes — Bus service improvements — Behaviour change measures — Borough wide car parking standards 	<ul style="list-style-type: none"> — CPZ implementation — New limited stop bus and superstops — Rapid bus priority measures — Capacity increases on tram network — Behaviour change measures — 5 Ways area junction upgrades (dependent on TFL modeling undertaken in 2021) — Purley Way Car Parking Standards 1 	<ul style="list-style-type: none"> — Tram line extension along Purley Way — Behaviour change measures — Other junction upgrades — Waddon Station upgrade & enhanced services — Purley Way Car Parking Standards 2
<p>Social Infrastructure: supply & need</p>	<ul style="list-style-type: none"> — Primary Healthcare: demand generated from Phase 1 could be accommodated within existing or planned provision — Schools: Improvements and extension to existing schools in local area 	<ul style="list-style-type: none"> — Provision of one new Primary Care facility (6x GP) — Potential new Primary School — New community facilities: community centre, library, youth centre, places of worship 	<ul style="list-style-type: none"> — Provision of one new Primary Care facility (4x GP) — Potential new Primary School — Potential new Secondary School — New community facilities: community centre, library, youth centre, places of worship
<p>Market interest</p>	<ul style="list-style-type: none"> — Sites under construction — Sites with extant planning permission — Site allocation sites where adopted Local Plan anticipates delivery in short-term (i.e. assume evidence that supported this still stands) — Focus on Valley Park and Waddon Marsh sites, responding to existing Tram line capacity. 	<ul style="list-style-type: none"> — Site allocation sites where adopted Local Plan anticipates delivery post 2026 and positive intelligence from land owner — Sites with active pre-application discussions or feasibility study — Sites strategically located adjacent to sites delivered in the short term 	<ul style="list-style-type: none"> — Site allocation sites where adopted Local Plan anticipates delivery post 2026 and no intelligence to suggest earlier — Newly proposed site allocations

Phased Capacity & Development Numbers

Valley Park area: 2,338 homes
Waddon Marsh area: 2,618 homes
Five Ways area: 1,528 homes
Waddon Way area: 990 homes

TOTAL CAPACITY: 7,474 homes

PHASE 1: 1,971 homes
PHASE 2: 1,768 homes
PHASE 3: 3,735 homes

Development capacity on **Northern Sites** responding to the existing transport capacity around the tram stops (Valley Park + Waddon Marsh)

Phase 1: 1,668 homes
Phase 2: 1,657 homes
Phase 3: 1,631 homes

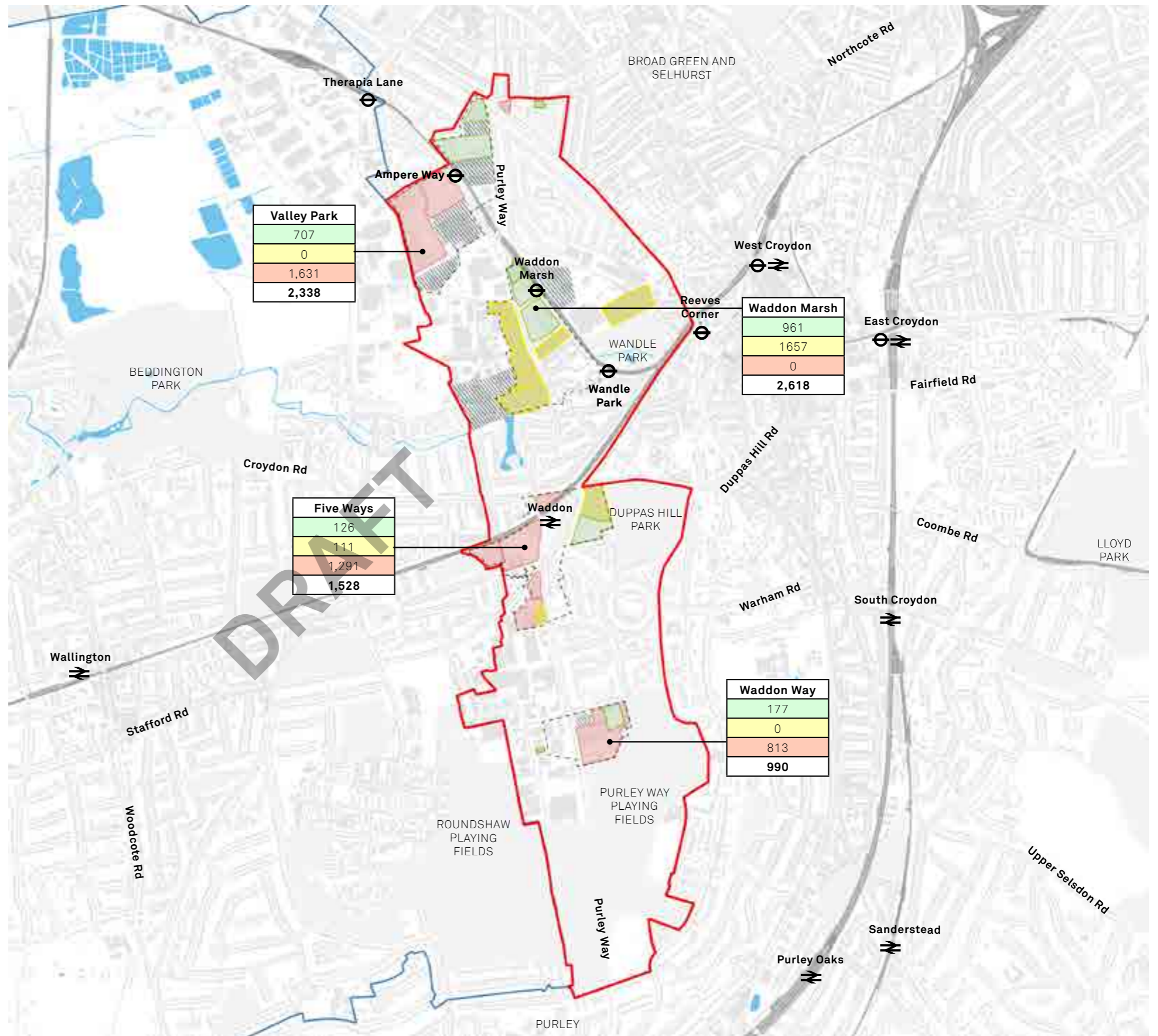
Development capacity on the **Southern Sites** (Five Ways + Waddon Way)

Phase 1: 303 homes
Phase 2: 111 homes
Phase 3: 2,104 homes

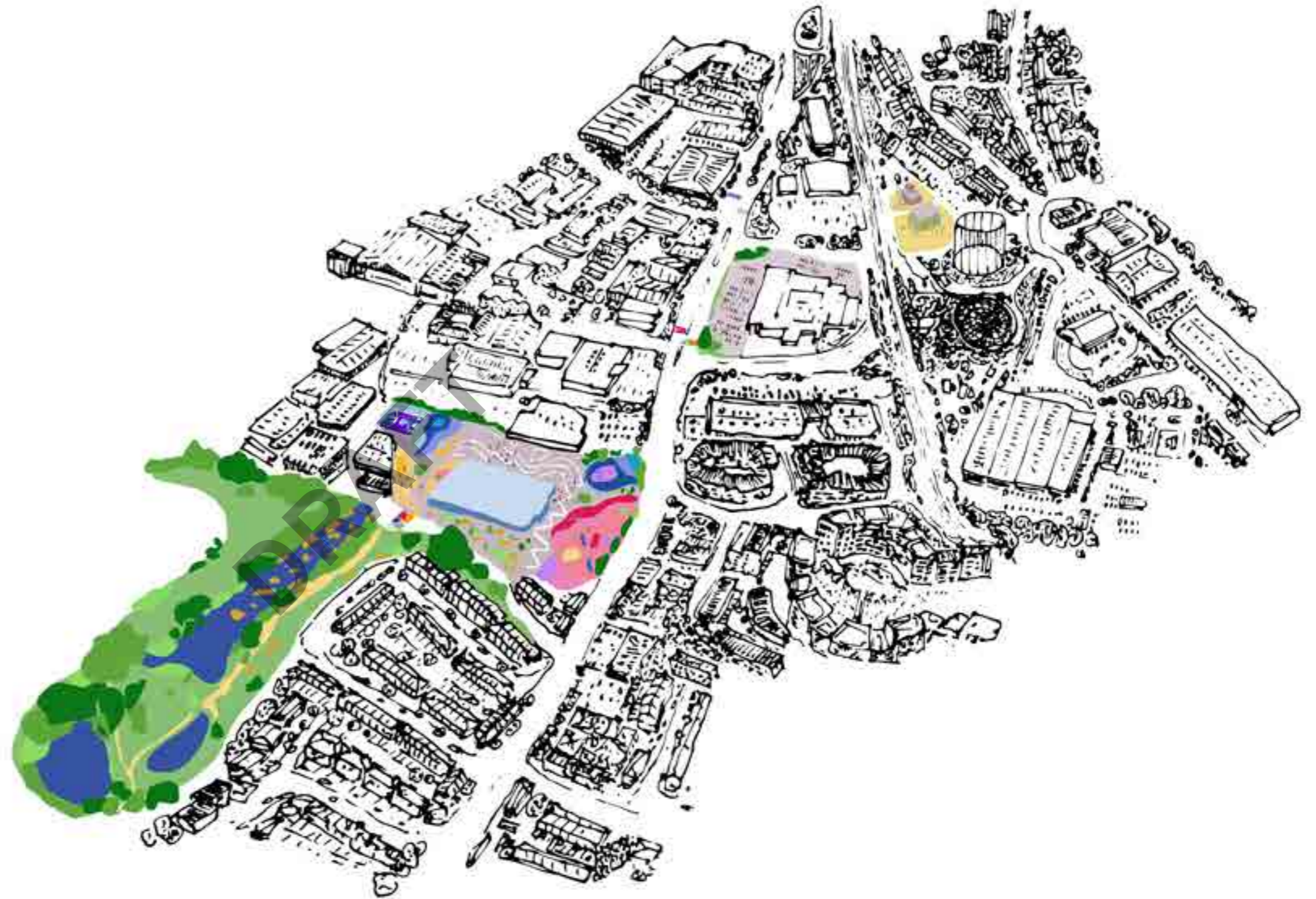
Figures include all sites within masterplan area that fall outside the Town and Neighbourhood Centre boundaries

KEY

- Short term: 0-2000 homes
- Medium term: 2000-4000 homes
- Long term: + 4000 homes
- No residential development
- Town/Neighbourhood Centres' environs
- Borough boundary
- Purley Way Masterplan boundary



8.2
PRECURSOR
PROJECTS



Pre-cursor projects: introduction

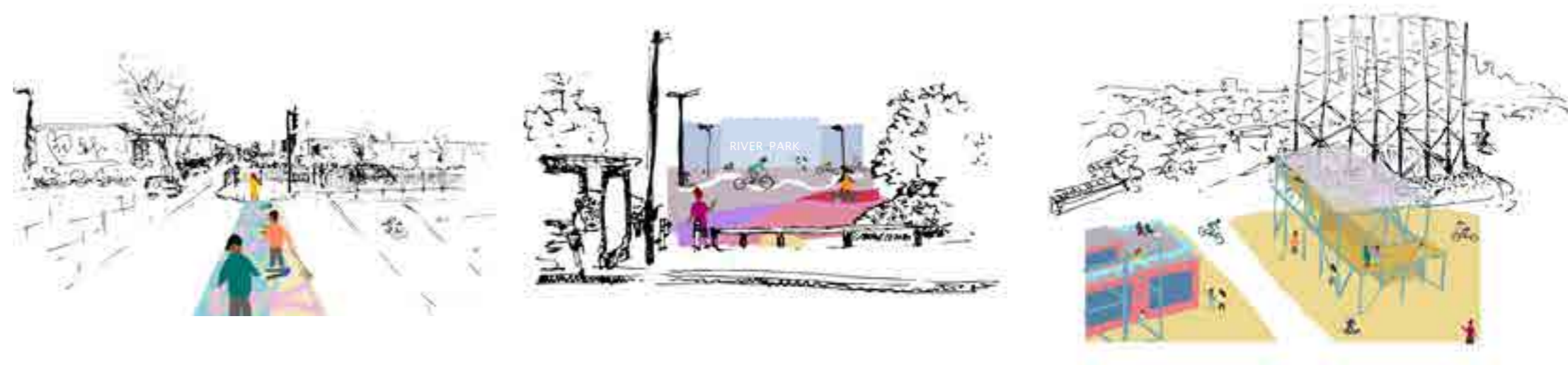
This section details a series of proposals for precursor projects within the area. The proposed projects outline early potential activations within the area that build on findings from the masterplan's engagement processes and test specific concepts that are relevant to the future sites. Ranging from alternative employment, to diverse public realm, to co-location within SIL, the projects all seek to generate interest through creative activities and public programming whilst providing clear, tangible community benefit.

In this document, the proposed projects are positioned within a two-phase delivery strategy. The first phase is centred around the proposed Waddon Marsh Local Centre, whilst the second phase captures projects that spill out into the remaining masterplan area.

Each proposed project in this document includes a spatial proposal, an activity detail and a programme and management plan. The spatial proposals are specific in location but propositional in design, so should be understood as guides rather than instructions. The 'activity details' section show the constituent elements of each project including both physical design to programmatic content. Finally, the 'programme and management plan' section describes the feasibility of the proposed projects for interested parties.

The projects follow a period of engagement surrounding the Purley Way Masterplan, in which local stakeholders provided feedback through personal experience in order to engage with future concepts for the area.

It is important to note that these projects are subject to local landowner discussions, the input of which will inform critical aspects of these initiatives in order to provide greater benefits for local communities, economies, and ecologies



Precursor Project Programme

Masterplan Phase	Short Term	Medium Term	Long-Term
Masterplan Phase	Valley Park: 707 homes	Valley Park: 0 homes	Valley Park: 1,631 homes
	Waddon Marsh: 961 homes	Waddon Marsh: 1657 homes	Waddon Marsh: 0 homes
	Five Ways: 126 homes	Fiveways: 111 homes	Fiveways: 1,291 homes
	Waddon Way: 177 homes	Waddon Way: 0 homes	Waddon Way: 813 homes

Year (Speculative)	2021	2022	2023	2024	2025	2026	2026	2027	2028	2029	2030	2031	Long Term	
Precursor Project	River Park: Urban playscape, diverse public realm, R&D and Creative Meanwhile Use		Proof of concept for creative meanwhile use and R&D – Applicable for future decanting in Waddon Marsh and wider											
			Active Travel Network: e.g. bike fixing and green walking routes				Continued development and engagement for necessary behaviour change							
	Purley Oasis: Community greenspace, local toolkit, landscape and historical reference, Waddon Marsh gateway		Purley Oases: Green spaces across the masterplan and link to historic leisure uses				Green and Blue Infrastructure Proposition							
	Parklets and Recs: Upcycled parklets, creative programming, employment and upskill facilitation		Parklets and Recs: Valley Park In collaboration with SPACE 10 – creative programme and future public realm activation				Valley Park Public Realm Integration							
	MAIA Artist Hotel: Hospitality, employment and skills, creative programme, co-location potential		Continued co-location and development											
	Purley Way Finding & Crossing: co-designed ground art, local stakeholder engagement and future business conception		Fiveways Crossing • Self Initiated Ground Art opportunities with local stakeholders • Purley Way Finders Signage				Business Forum Fiveways Junction Update							
	Purley Way Finders Website Expansion													

Phase 1 Precursor Project

Phase 2 Precursor Project

PHASE 1: INTRODUCTION AND LOCATION

The Purley Way Precursor Projects will be delivered in phases so as to coordinate with the proposed development in the area, generating interest and engagement whilst testing key masterplan concepts on opportunity sites within the area.

The first phase of the precursor projects will be concentrated in the proposed Waddon Marsh Local Centre. As an area with a diverse mix of future activity and current potential for short term initiatives, Waddon Marsh was an intuitive starting point for creating a 'zone of interest' to prelude future activity.

As such, key sites within Waddon Marsh have been identified for the delivery of precursor projects that aim to test future employment uses and business opportunities, co-location around SIL, public spaces activation, potential green and blue infrastructures, community engagement and governance models, and co-design. Simultaneously, the projects aim promote and catalyse local character and identity with the masterplan area.

The first phase of precursor projects will aim to create short-term impact in Waddon Marsh whilst catalysing mid-term and long-term changes in the masterplan area by providing a conceptual framework to projects delivered in the remaining local centres during phase 2.

All Phase 1 Precursor Projects will be delivered alongside the short-term delivery of the Purley Way Strategic Masterplan.



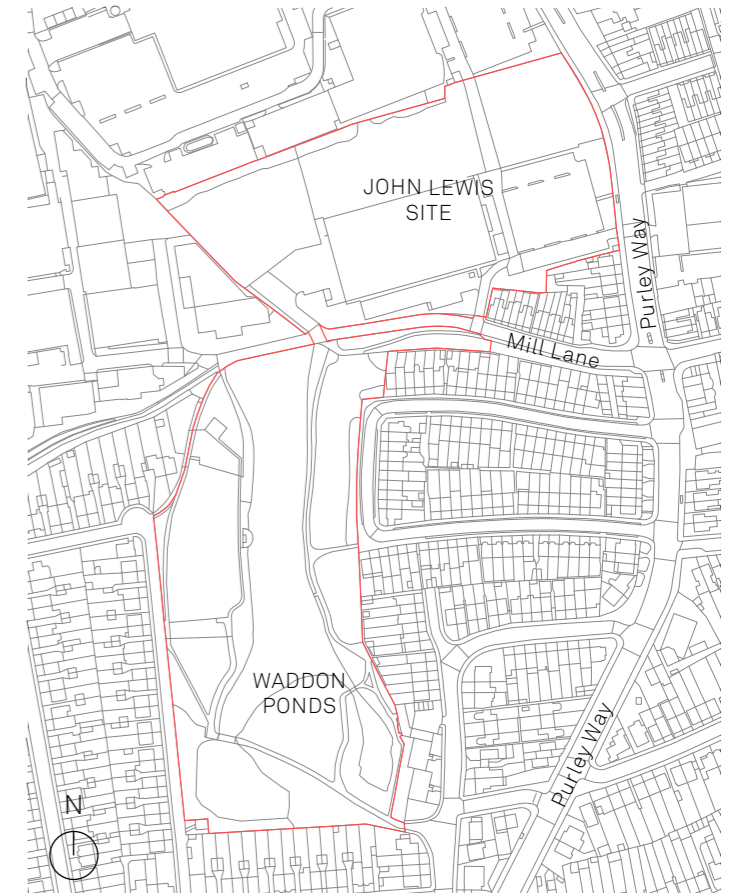
- KEY
1. River Park
 2. Meanwhile use
 3. Purley Oasis
 4. Parklets and recreation
 5. MAIA Artist Hotel
 6. Purley Wayfinders Crossings



Site Proposal - John Lewis, 330 Purley Way

330 Purley Way, occupying the former John Lewis Site, is the inaugural precursor project, providing an opportunity to test strategies that will be implemented throughout Waddon Marsh Local Centre and the wider masterplan. Located at 330 Purley Way, the site, previously occupied by John Lewis Purley Way, presents an opportunity to capitalise on currently vacant land in close proximity to an area of significant activity in the masterplan, with significant development capacity. 330 Purley Way seeks to promote changing behaviours and explore future opportunities through testing, and in doing so, indicating possible future short term vacancies in the masterplan area. Through three interconnected proposals on the John Lewis site and its environs, the project will test:

- All-age play and active transport possibilities and behaviours.
- Urban playscape within the public realm.
- Promoting R&D and creative/employment activities within vacant sites.
- Community-led greening and citizen science in order to celebrate and build bottom-up connections to existing and future local green and blue spaces.



330 Purley Way: Proposal & precedents

Three integrated precursor projects in the former John Lewis, Purley Way, utilising the car park, interior and service yard and it's connection to Waddon Ponds. The project includes, an urban playscape/ active transport hub, creative meanwhile use and citizen's science outlet.



Raumlabor, Milton Keynes, UK

1. A temporary bike school with dedicated repair and maintenance team and an energetic, cycle-themed programme in Milton Keynes.



Milton Keynes, UK

2. The Utopia Station for the 2019 Festival of Creative Urban Living doubled as an engagement platform for Midsummer Boulevard East Regeneration plan.



Superkilen Park, København, Denmark

3. Superkilen Park: a collection of global found objects that come from 60 different nationalities in the local area.



Riga, Latvia

4. A vertical garden and climate data station that brings together urban planners, designers, environmentalists and scientists in Riga.



Brixton Highroad, UK

5. A public green space & community growing space off integrated growing into urban spaces.



Loughborough Junction, UK

6. A community food growing project as a demonstration of joining derelict or underused spaces for urban farming.



Project 1: River Park



Activity Detail

The first project within the former John Lewis site at 330 Purley Way is 'River Park', an outdoor, public space utilising the former car park in order to create:

- An urban playscape within the public realm, including seating, ground markings and other active infra- structure.
- An active transport hub (positively encouraging walking and cycling to the site) with on-site resources for maintenance, repair and upskilling.
- Public space and community programming that targets local communities and stakeholders laying the foundations for growing demand and behaviour change required during short-term masterplan phase (0-2000 homes).

Programme and Mangement Plan

Below summarises the proposal for the delivery of Lewis Park, including the key activities and time frames, proposed and/or similar stakeholder groups and funding opportunities.

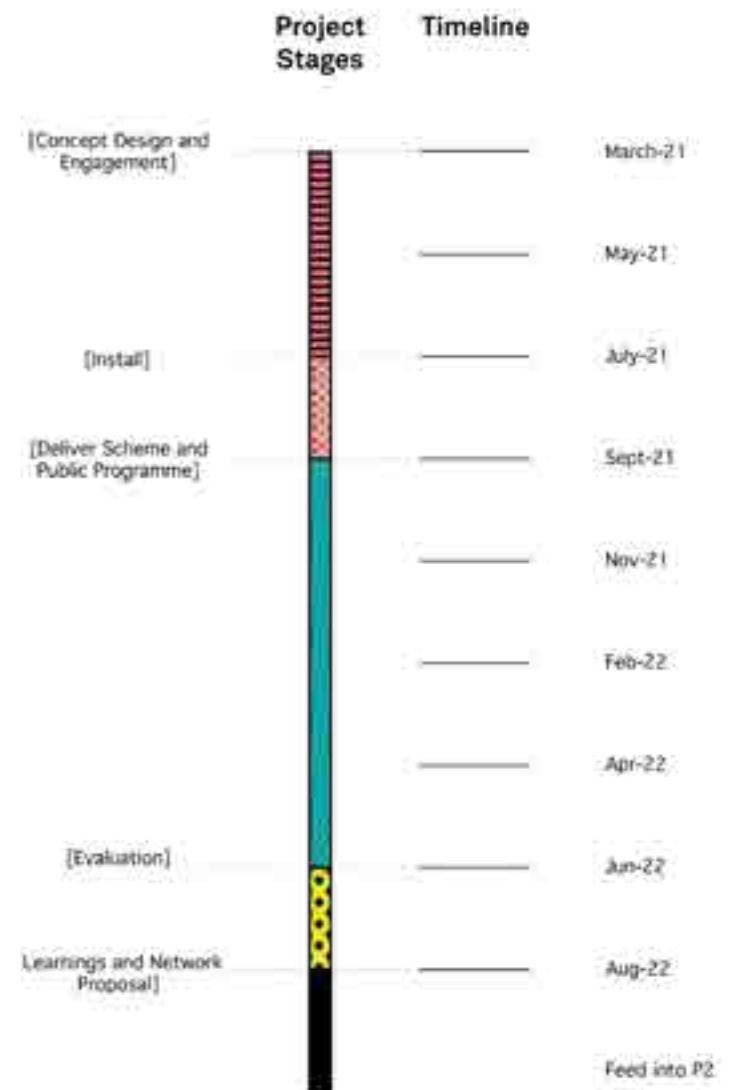
Concept & design	<ul style="list-style-type: none"> • Turf Project • First Floor • Cycle Storm
Engagement and programme	<ul style="list-style-type: none"> • Croydon Youth Zone • Let Me Play
Management & legacy	<ul style="list-style-type: none"> • Purley Way Active Transport Network (See Phase 2 Active Transport Network)

Funding Statement

Initial budget to be primarily allocated to site clearing activities (e.g. clearing, secure storage, and utilities) and facilitation (for suggested personnel see Management & Legacy above). Consequent budget to be used to kickstart activities, encouraging lo-fi materials, upcycling, and circular economy principles to reduce material costs.

Funding Opportunities

Biffa Recreation Fund:
www.biffa-award.org/recreation/
 Walking and Cycling Grants Funding:
www.groundwork.org.uk/apply-for-a-grant/london-grants/walking-cycling-grants/
 Sport England, Tackling Inequalities fund:
www.sportengland.org/how-we-can-help/our-funds/tackling-inequalities-fund



Project 2: Meanwhile use



Activity Detail

The second proposal on the John Lewis site is a meanwhile space for the former John Lewis building, which should encompass:

- The temporary take over of the former John Lewis Purley Way building to host R&D and creative activities with an initial focus on two areas:

-Active transport and public health: ; hosting organisations and community initiatives to support the promotion of alternative transport (pedestrian and cycling), investigate behavioural change through community engagement, and propose future strategy across the future masterplan site (mid-term and long-term demands). These activities will align with Lewis Park's outdoor activities aid in the outdoor activities contributing to overarching R&D findings

-Creative programming and employment; concept testing programmes and initiatives that can be integrated into the longer term, proposed Phase 2 use of the Gasholder site. Programmes and initiatives to be tested includes local workshop space creation and management and the provision of 'messy space' for local creatives.

- A managerial focus on developing potential longer-term uses with key stakeholders including the introduction of Medtech initiatives into the area.
- A continuous monitoring and evaluation process where findings are captured throughout the project's lifespan in order to develop proposals and understand the feasibility of other prospective vacant sites across the masterplan (both mid-term and long term).

Programme and Mangement Plan

Below summarises the proposal for delivery of meanwhile use within the former John Lewis building, including the key activities and time frames, proposal stakeholders and funding opportunities.

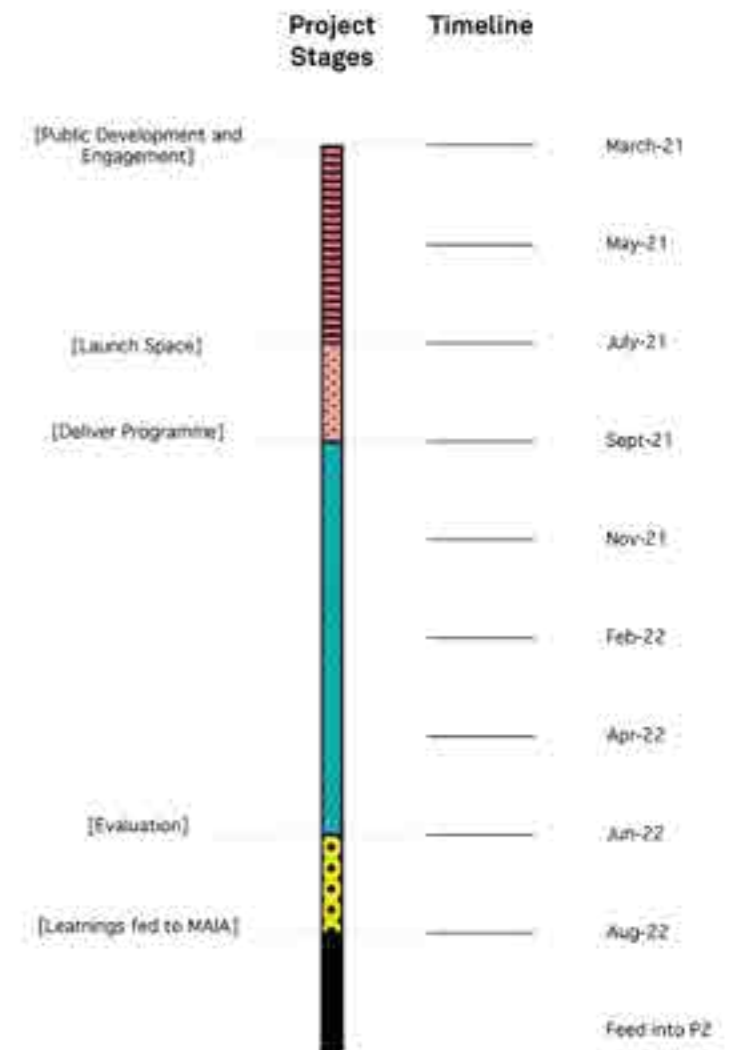
Concept & design	<ul style="list-style-type: none"> MAIA Group Turf Projects First Floor
Engagement and programme	<ul style="list-style-type: none"> MAIA Group Turf Projects
Management & legacy	<ul style="list-style-type: none"> Turf Projects Meanwhile Space

Funding Statement

Budget to be primarily allocated to facilitation of activities and simple fit outs with fairly paid and timed labour, incorporating lo-fi materials, upcycling, and circular economy principles.

Funding Opportunities

Arts Council - National Lottery Project Grants: <https://www.artscouncil.org.uk/projectgrants>
 Spacehive Crowd Fund: <https://www.spacehive.com/>
 City Bridge Trust, Connecting the Capital: <https://www.citybridgetrust.org.uk/what-we-do/grant-making/>



Project 3: Purley Oasis



Activity Detail

The third proposal on the John Lewis site is Purley Oasis, a community-led greening initiative that visually and programmatically connects the site to Waddon Ponds.

- Co-designed 'community greening stations' that are placed throughout the service yard and the entrance/mouth of Waddon Ponds. These should highlight and promote green and blue infrastructure within the local centre by providing a platform for people to conduct local citizen science activities, engage in greening/growing, and focus collective upcycling efforts.
- A site, or multiple sites, that allows the public to plant and grow together. Using a range of materials and resources that test circular economy principles and integrate with the green space and industrial/commercial land use.
- A physical and digital citizen science toolkit with each site to encourage local engagement, the exploration of local heritage landscapes, the relevance of green and blue infrastructure and future possibilities for green/ blue projects from the bottom-up.

- A framework for the co-creation of various Purley Oasis sites within the Purley Way masterplan. The up-scaling of the Purley Way oases format should allow for community-initiated proposals on green and blue infrastructure in the Purley Way and aid in the local identification of important pedestrian/active transport routes in the area.

Programme and Mangement Plan

Below summarises the proposal for delivery of meanwhile use within the former John Lewis building, including the key activities and time frames, proposed and/or similar stakeholder groups and funding opportunities.

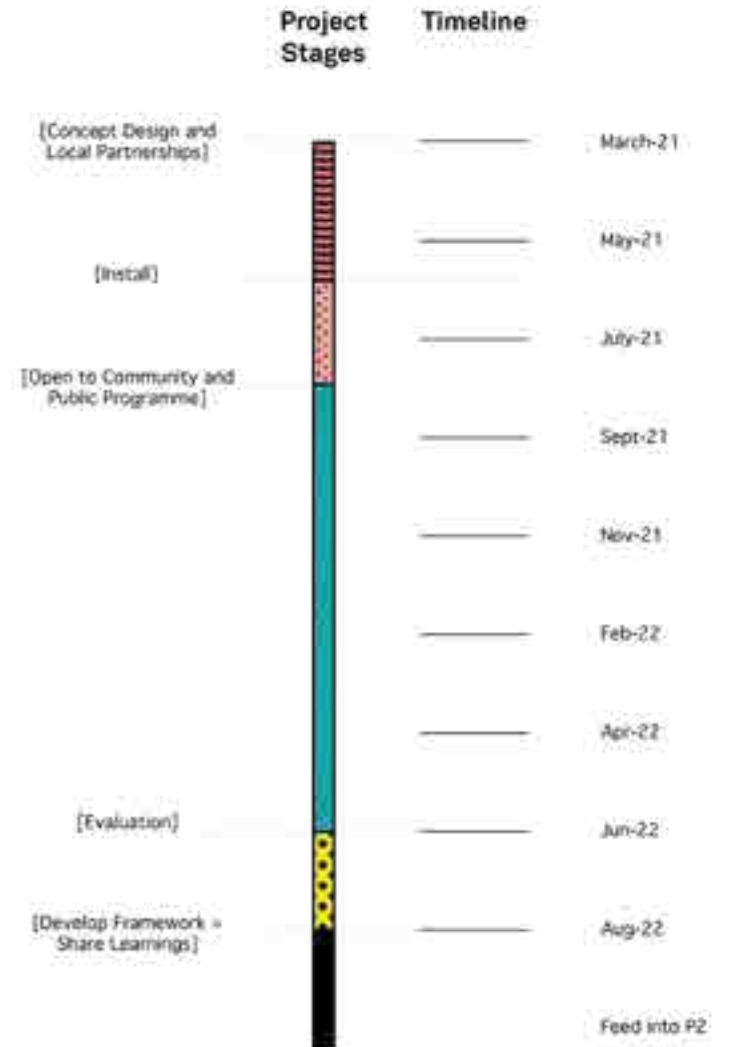
Concept & design	<ul style="list-style-type: none"> • Public works • R-Urban • Migrants Bureau • UrbanGrowth
Engagement and programme	<ul style="list-style-type: none"> • MOSS • Friends of the Earth Croydon • Groundwork London - Croydon Base
Management & legacy	<ul style="list-style-type: none"> • Turf Projects • Meanwhile Space • Edible Bus Stop • Groundwork London - Croydon Base

Funding Statement

Initial budget to be primarily allocated to design and production of units within the park and then consequently to their maintenance, management, and evaluation, aimed at encouraging a 'community governance approach'.

Funding Opportunities:

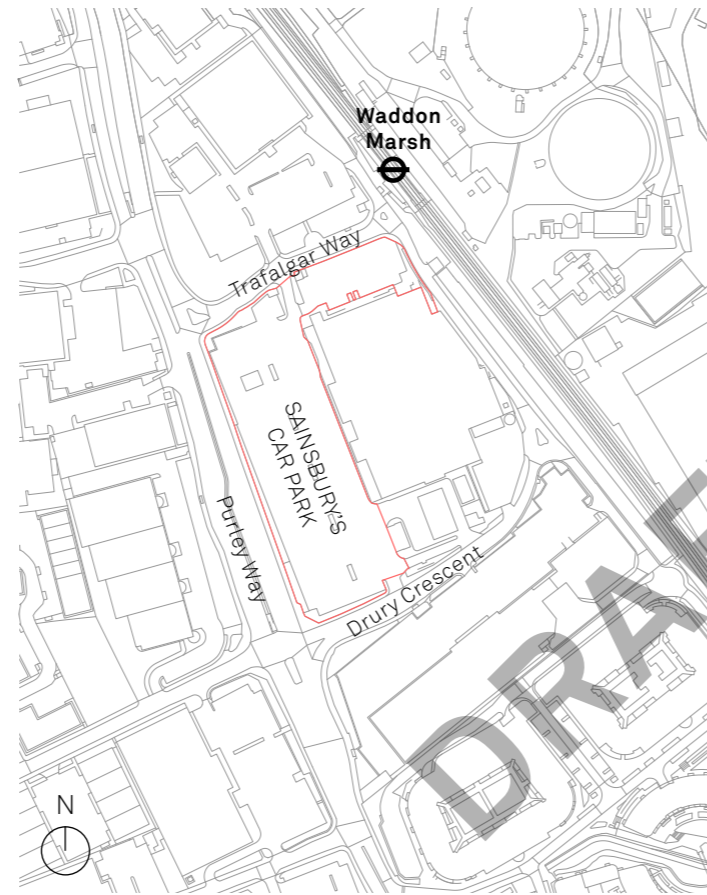
Biffa Award Rebuilding Biodiversity fund: <https://www.biffa-award.org/rebuilding-biodiversity/>
 Small Grant Scheme: <https://www.citybridgetrust.org.uk/what-we-do/grant-making/what-we-fund/>
 Veolia Environmental Trust: <https://www.veoliatrust.org/>
 Spacehive Crowd Fund: <https://www.spacehive.com/>



Site Proposal - Sainsbury's Car Park, Trafalgar Way

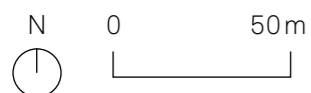
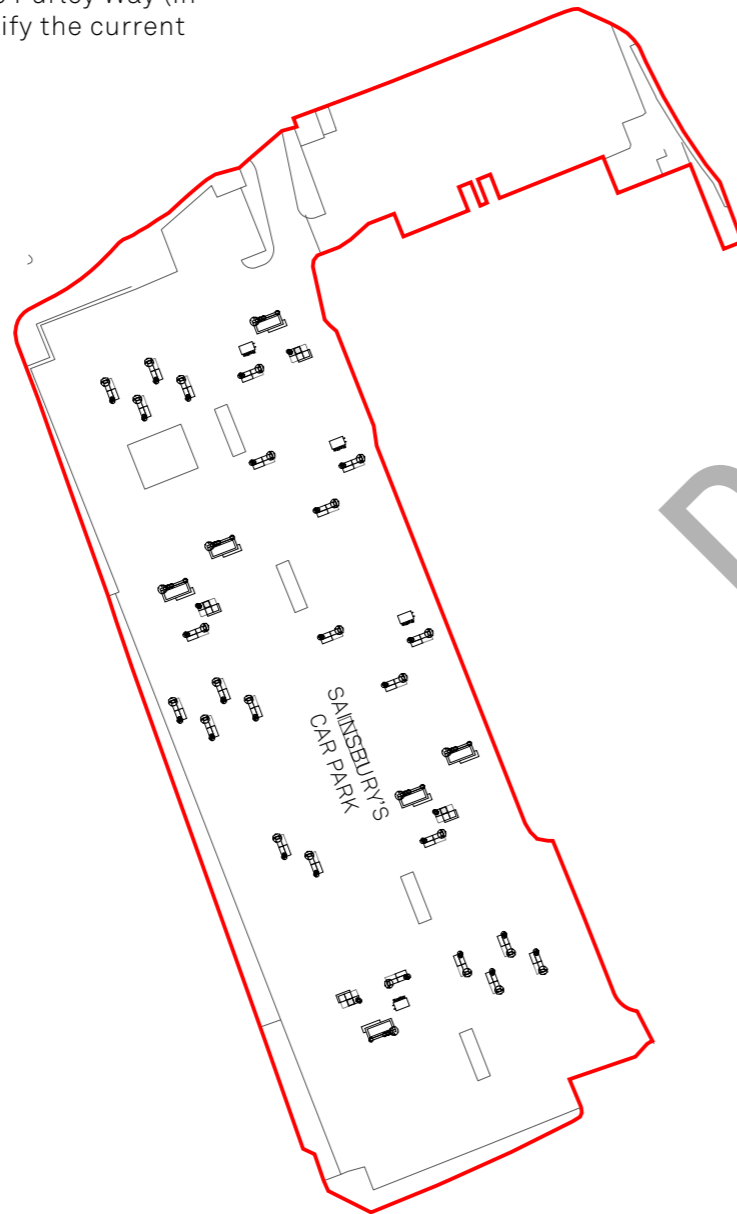
The Sainsbury's car park, off of Trafalgar Way, Purley Way, presents an opportunity to promote the alternative use of public space through local collaboration. By enabling a programme of creative events, employment, and upskilling through interim public realm interventions the aim of a precursor on this site should be to prelude an increased diversity of uses within the area.

The site provides an opportunity to test an approach that is centred around local design and community programming. This should in turn work toward a recognisable and flexible intervention that can be found across the masterplan area.



Parklets and recreation: Proposal & precedents

'Parklets and Recreation' combines the typology of market stalls and upcycled parklets in order to utilise the public realm in a strategic site for future development. The bringing together of local commerce and sustainable public realm design aims to pave the way for increases in alternative employment spaces in the area, create an argument for further pedestrian spaces in the Purley Way (in lieu of vehicular spaces) and diversify the current public space offering.



Croydon, UK

1. A series of parklets tested in Croydon in response to the lack of seating and planting in the public realm.



PKMN, UK

2. IKEA's Bekvam stool hacked to create a raised platform for storage, hosted by SPACE 10.



Casa Encendida, Madrid

3. A zero waste display system using scaffolding and canvas to display.



Hackney Wick, UK

4. A transformation of a motorway undercroft into an arts venue and new public space.



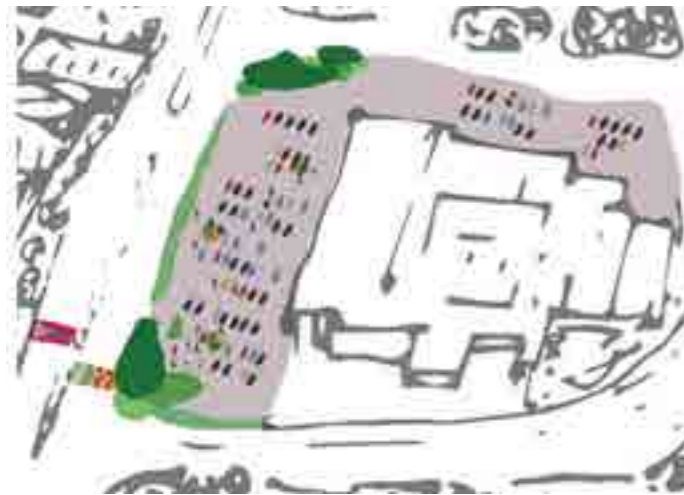
Folkestone Triennial 2017, UK

5. A seating structure to host public gatherings between public space.



Basurama, Peru

6. Transformation of the space underneath and around the elevated railway into a brightly colored amusement,



Activity Detail

Parklets and Recreation Phase 1 provides an experimental site for public space, employment and creative programme. Activities should encompass:

- A configuration of upcycled parklets situated in the Sainsbury's car park designed in collaboration with local creatives and businesses such as Solo Wood Recycling on Factory Lane with the intention of hosting events, market stalls and other community focused opportunities through a year of creative programming. The offering of these collaborations will be distinctly local, not in competition with the surrounding site.
- Promoting alternative local employment and upskilling opportunities through public realm interventions that platform current local organisations whilst testing and promoting future employment uses within a central masterplan area.
- Developing a typology for parklets/spaces that responds to the identity of Purley Way with a replicable 'palette' and roaming set of features dispersed across the masterplan site as the project evolves. Findings to be fed into a framework for continued small scale public realm interventions and future Public Realm proposal for specific sites within the Masterplan.

Programme and Mangement Plan

Below summarises the proposal for the delivery of Parklets and Recreation, Phase 1, including the key activities and time frames, proposed and/or similar stakeholder groups and funding opportunities.

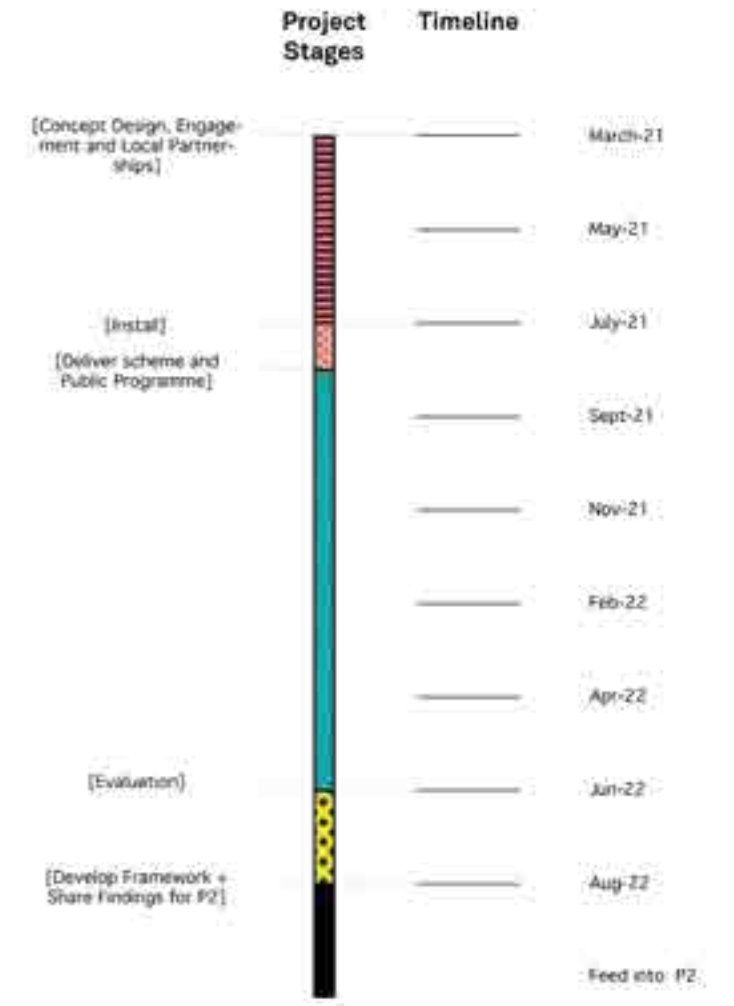
Concept & design	<ul style="list-style-type: none"> • MUF Art/Architecture • Migrants Bureau • Turf Projects
Engagement and programme	<ul style="list-style-type: none"> • Migrants Bureau • Turf Projects • Croydon Council NEET Team • Let Me Play
Management & legacy	<ul style="list-style-type: none"> • Groundwork London - Croydon Base

Funding Statement

Initial budget to be primarily allocated to design and development of the parklets, encouraging lo-fi materials, upcycling, and circular economy principles to reduce material costs. Individual parklet costing should model lower-cost models such as the London Design Festival Parklet competition and community-led parklet initiatives.

Funding Opportunities

City Bridge Trust, Small Grant Scheme: <https://www.citybridgetrust.org.uk/what-we-do/grant-making/what-we-fund/>
 City Bridge Trust, Connecting the Capital: <https://www.citybridgetrust.org.uk/what-we-do/grant-making/>
 Arts Council, National Lottery Project Grants: <https://www.artscouncil.org.uk/projectgrants>



Site Proposal - Gasholders, Enterprise Close

The gasholder site presents an opportunity for long-term industrial intensification as referenced in the masterplan. The site also presents an opportunity to combine creative opportunity and industrial output as is done, somewhat organically, in many cities across the world.

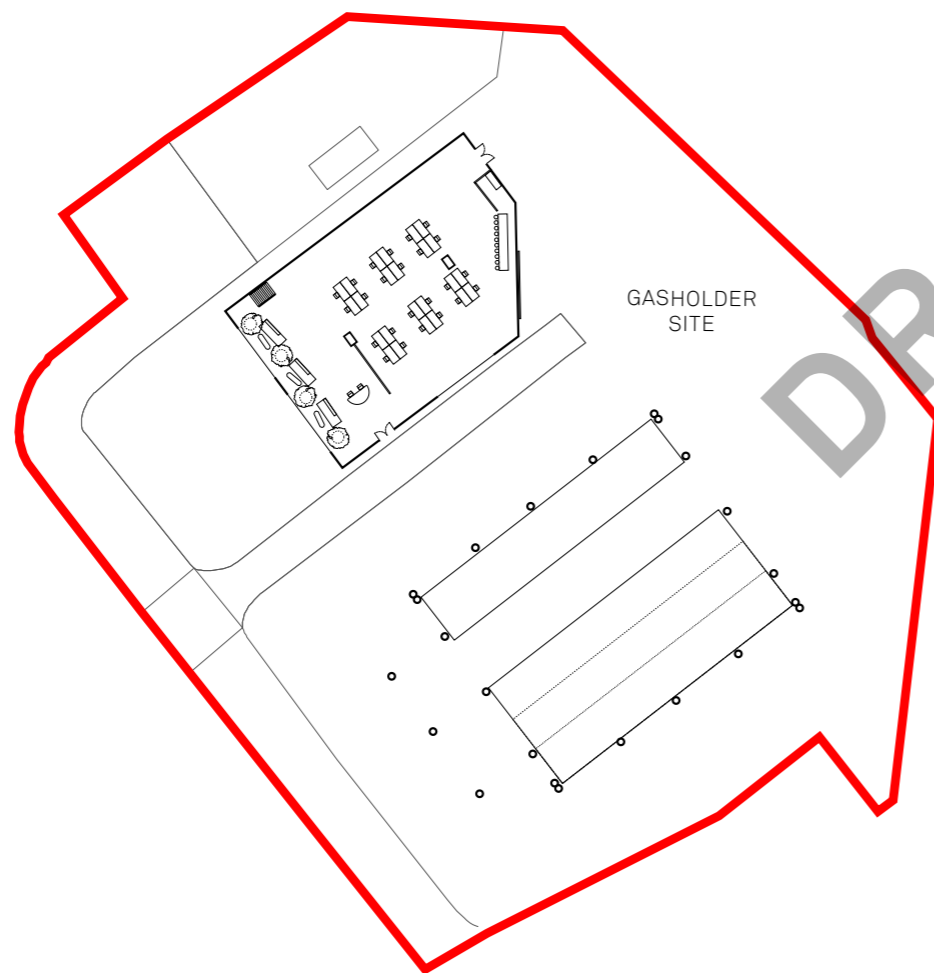
The site has been identified to prototype and test an artist-centred and led hospitality space, first proposed in Urban Splash's Port Loop development in Birmingham, UK, by MAIA Group. MAIA's focus is to position the operation and management of arts sector hospitality in Birmingham with the local creatives who drive the industry and in doing so, combining the creative 'messiness' of cultural production with the managerial logic and financial incentives of cultural consumption. In the Purley Way, this precursor should embody those values whilst also taking on an explicit SIL and co-location focus.

The site provides an opportunity to test how creative employment and skills programmes can better operate within, compliment, and grow SIL functions, promoting a harmonious and mutually beneficial relationship between the local creative sector and industrial sector.



MAIA Artist Hotel: Proposal & precedents

A space in which artists can redistribute the income from the creative/events sector in order to support grassroots/local initiatives, with a particular emphasis on testing and proposing the co-location of industrial and creative uses and encouraging local employment and skills.



MAIA Group, Birmingham, UK

1. An 'Art House' in new residential development in Birmingham to support sustainable creativity in cities.



Lee Seung-hyuck, Mullae, Korea

2. A Guesthouse founded by artist in artist/light industrial neighbourhood of Mullae, Korea.



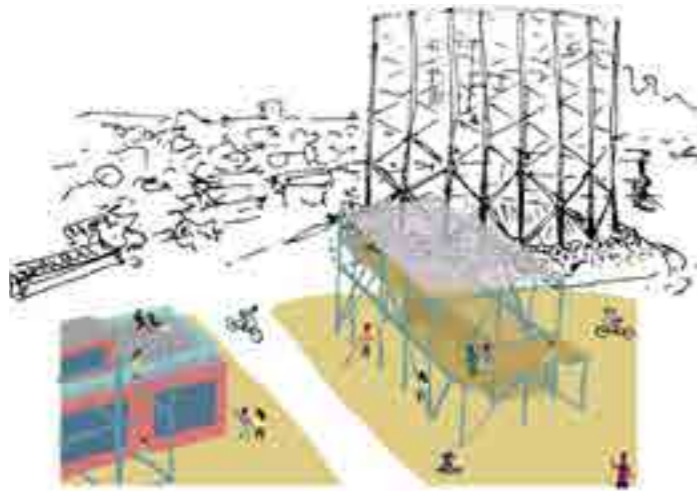
Lewisham, UK

3. A new-build Youth & Community Venue that provides a range of support services for the young people of Lewisham.



Wapping, UK

4. A small private gallery and restaurant housed in an old hydraulic power station in Wapping.



Activity Detail

The MAIA Group’s Artist Hotel, a hospitality space proposed in the SIL at Enterprise Close and run by artists, seeks to support the local creative community by retaining value generated through hospitality to re-invest in locally focused, community initiatives. The proposition should encompass:

- An artist-led hospitality space within the gas-holders site that connects the local creative community with the local industrial sector, demonstrating an example of positive co-habitation within SIL.
- A programme for local creatives and grass-roots organisations that focuses on skills and employment, building on initial programming testing in Lewis Park including ‘messy space’ for creatives, workshop space and public programme targeting schools and youth organisations.
- Various means of testing co-location potential that precludes significant industrial intensification within the site, whilst exploring the potential for future uses.
- Providing and testing a vision for how artists programmes can exist in tandem with and benefit local industry and industrial sites, seeking influence from best practice across the world in order to generate local impact.
- A summary and findings report with the intention of evidencing and feasibility-testing a permanent site and providing detail on alternative opportunities within SIL.

Programme and Mangement Plan

Below summarises the proposal for the delivery of the MAIA Artist Hotel proposal, Phase 1, including the key activities and time frames, proposed and/or similar stakeholder groups and funding opportunities.

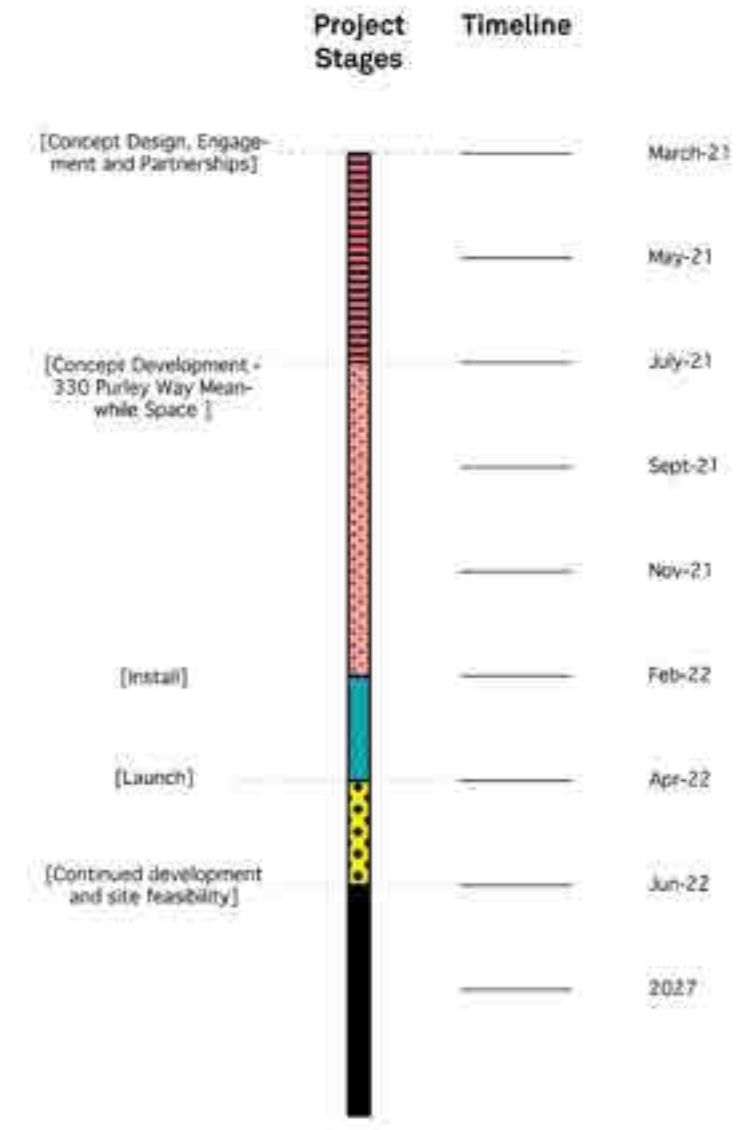
Concept & design	<ul style="list-style-type: none"> • MAIA Group • Migrants Bureau • Turf Projects • First Floor
Engagement and programme	<ul style="list-style-type: none"> • MAIA Group • Let Me Play • Education Development Trust
Management & legacy	<ul style="list-style-type: none"> • MAIA Group and/or equivalent local partnership

Funding Statement

Budget to be primarily allocated to the design and delivery of the space, its maintenance and management, and the facilitation of site-specific activities.

Funding Opportunities

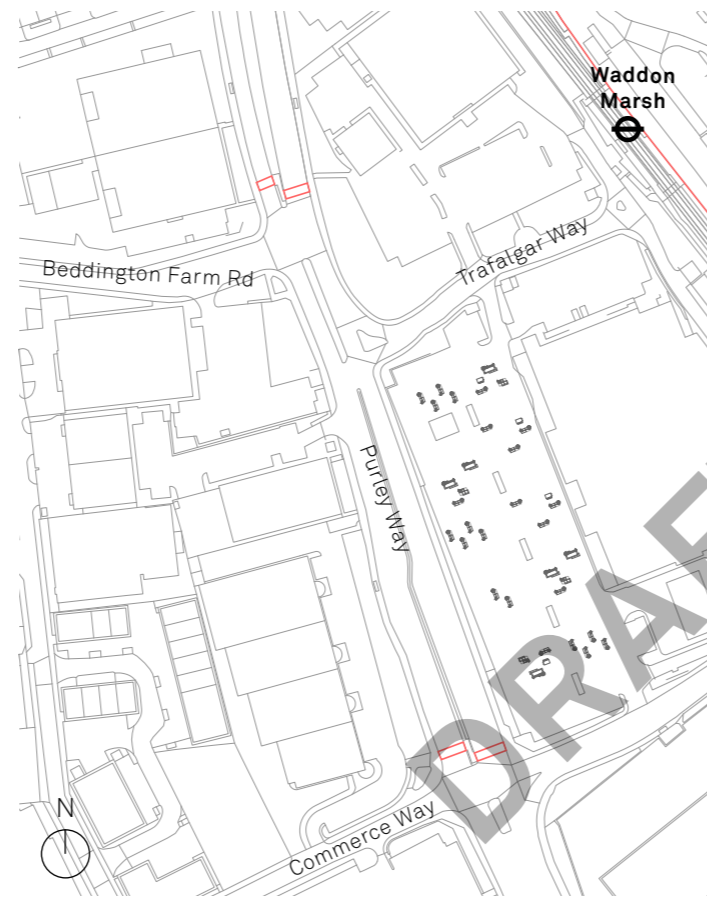
Bridge Trust, Small Grant Scheme: <https://www.citybridgetrust.org.uk/what-we-do/grant-making/what-we-fund/>
 City Bridge Trust, Connecting the Capital: <https://www.citybridgetrust.org.uk/what-we-do/grant-making/>
 Arts Council, National Lottery Project Grants: <https://www.artscouncil.org.uk/projectgrants>



Site Proposal- Commerce Way/
Drury Crescent, Beddington
Farm Road/Purley Way A23

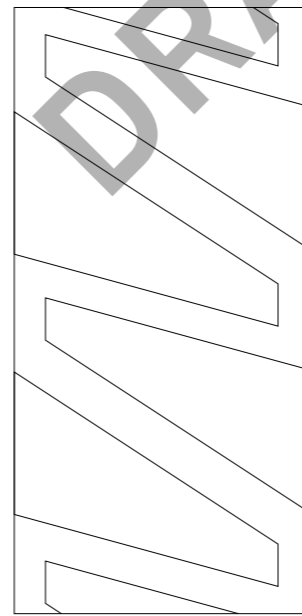
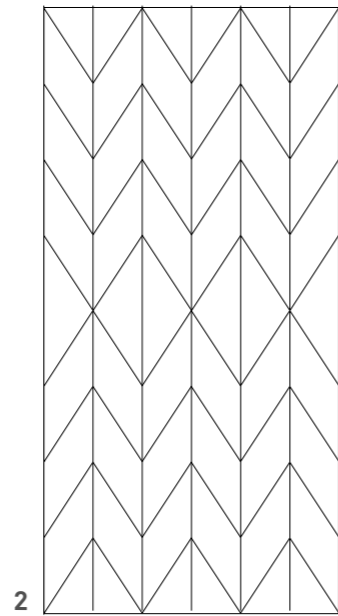
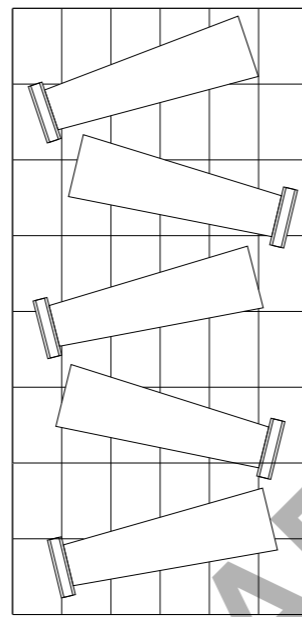
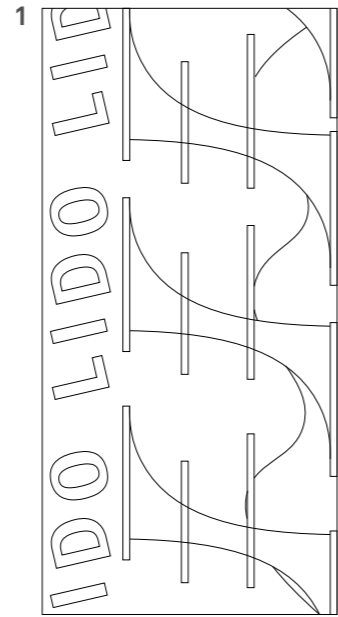
In order to bring together the Phase 1 precursor projects in Waddon Marsh through a unique and engagement graphic identity, sites have been identified in order to celebrate and build upon the local character of Purley Way, utilising previous feedback throughout the masterplan development programme (2020) and encouraging further stakeholder engagement.

Intersections between Commerce Way/Drury Crescent and Purley Way A23 and Bedding Farm Road have been identified as initial sites to design and deliver ground art that captures the character of the area, celebrating local visual markers, and encouraging widespread engagement in the future character and identity of the area. In doing so, continuing the use a replicable 'palette' for Purley Way Precursor Projects as arrived at through a process of continued engagement.



Purley Wayfinders Crossings: Proposal & precedents

A ground art installation that celebrates local heritage whilst encouraging participation in the future identity and character of the local centre and masterplan.



- 1. Purley Way Lido
- 2. Wandle Park Nature
- 3. Ikea Towers
- 4. Croydon Airport



Adam Nathaniel Furman, Croydon, UK

1. Large ground artwork in Croydon that uses patterns and shapes along every-day routes.



Studio Walala, Southwark, UK

2. A crossing in Southwark as part of the London Design Festival 2017 that reimagines everyday experiences.



Addis Ababa, Ethiopia

3. A multi-coloured ground artwork designed to improve pedestrian safety across the LeGare intersection in Addis Ababa.



Eley Kishimoto, Brixton, UK

4. A ground artwork pieced designed to replace the zebras outside a busy junction in Brixton.



Activity Detail

The Purley Wayfinders Crossings promote the character and identity of Purley Way, responding to heritage sites and visual markers and working with local creative organisations and stakeholders in order to explore the future character of the area. The project should encompass:

- A co-designed ground art installation exercise that works collaboratively with local creative organisations in order to promote and explore local character in Waddon Marsh and suggestive of the wider masterplan site.
- A stakeholder engagement programme targeting community organisations, schools and others in order to continue the feedback received on local character and identity and continue to test and develop the typology for Purley Way Projects.
- A programme that engages with current businesses and business forums operating in the Purley Way area to contribute to the future identity. This process should also seek to incubate future businesses and support early conception in the area through a lateral co-design process.

Programme and Mangement Plan

Below summarises the proposal for the delivery of the Purley Way Finders Crossing, including the key activities and time frames, proposed and/or similar stakeholder groups and funding opportunities.

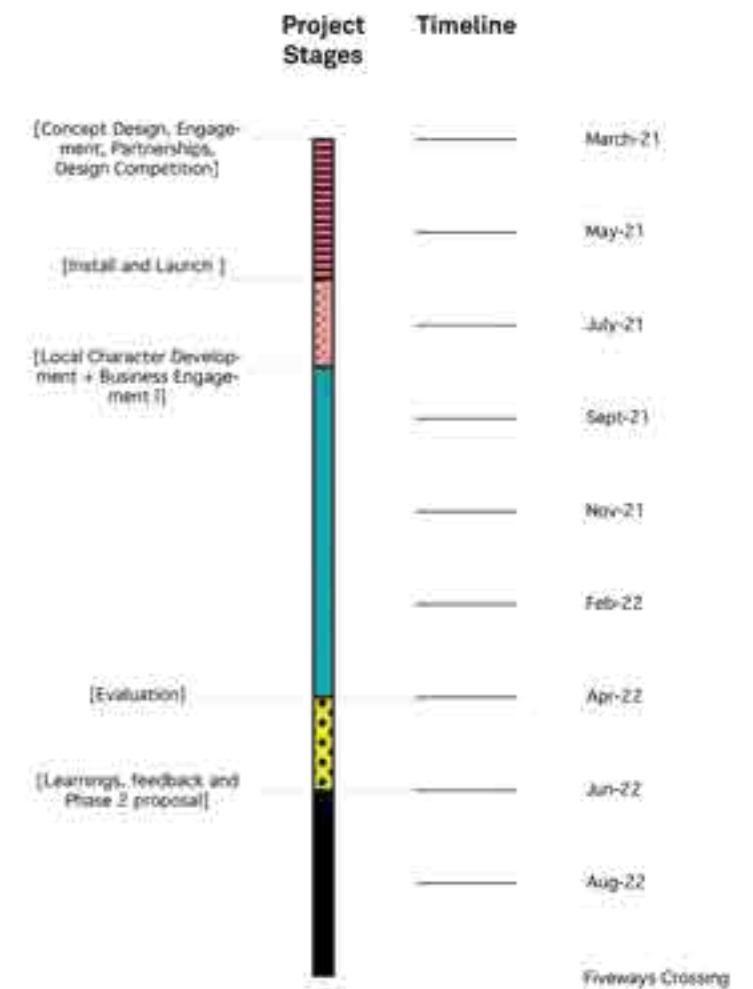
Concept & design	<ul style="list-style-type: none"> • Turf Projects • 48four • Migrants Bureau • The Decorators • Adam Nathaniel Furman • Adam Halliday
Engagement and programme	<ul style="list-style-type: none"> • Croydon Youth Zone • Let Me Play • Education Development Trust (Schools Engagement)
Management & legacy	<ul style="list-style-type: none"> • Purley Way Forum

Funding Statement

Budget to be primarily allocated to design and development of the crossings with significant budgeting towards facilitation of business engagement processes and activities that foster local partnerships throughout the design and development process.

Funding Opportunities

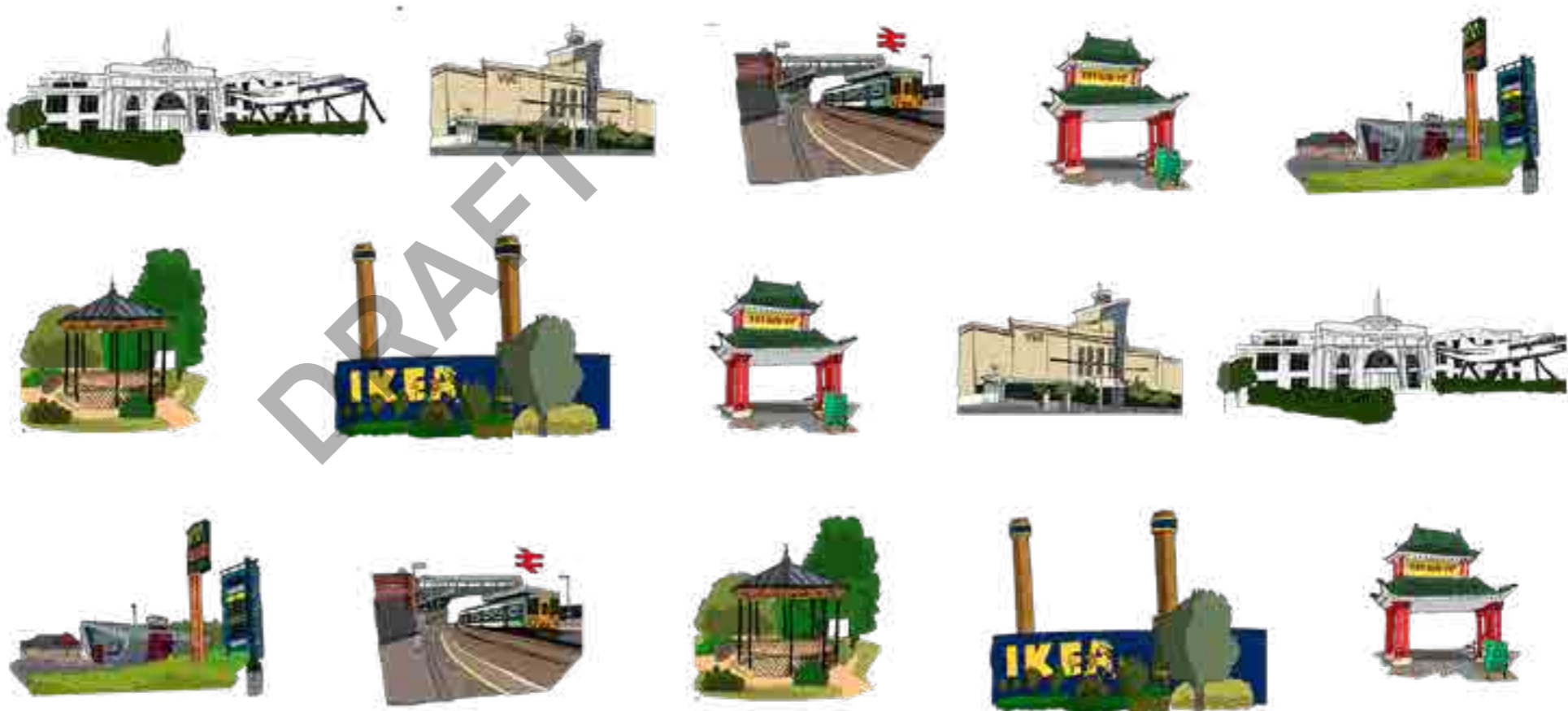
Arts Council, National Lottery Project Grants: <https://www.artscouncil.org.uk/projectgrants>
 Bedding Community Fund: <https://www.viridor.co.uk/energy/energy-recovery-facilities/beddington-erf/community/>
 Spacehive: <https://www.spacehive.com/>
 City Bridge Trust, Small Grant Scheme: <https://www.citybridgetrust.org.uk/what-we-do/grant-making/what-we-fund/>



Site Proposal -
Purleywayfinders.com

The Purley Wayfinders website was developed to support continued engagement with the proposals regarding the future of Purley Way, encouraging users to reflect and share their memories of the area in order to contribute to the vision of the future and promote the character and identity of the area in all future proposals.

There is an opportunity to continue the development of the Purleywayfinders.com platform, maintaining engagement in the past present and future of the area and contributing to the social infrastructure in order to support the existing and future community.



Purleywayfinders.com:
Proposal & precedents

The website is to become a useful learning resource, tool for resourcing community focused initiatives and continuous local engagement platform.



1. A submission based archive documenting the lives and experiences of Black people in the UK.



2. A radio station based in Thamesmead, run by the artist space TACO! as a platform for community-produced culture.



3. An online multimedia, multidisciplinary journal exploring the social and cultural interplay of black and European cultures.



4. An online directory of Lambeth's vibrant voluntary, community and social enterprise sector.



5. A participatory mapping services to community groups, business organisations & government bodies.



Activity Detail

The Purley Wayfinders website is to be upheld as a future learning resource and repository for local community and social infrastructure, listing organisations and individuals who work in the area and support existing communities. The platform would encompass:

- Providing an active learning resource for local schools and education providers to encourage developing and understanding of, and contributing to, development in the local area including, mapping exercises, schools project pack (taking influence from RESOLVE and Harris Academy Work Experience Project) and integration with local character development (crossings and wayfindings contributions through the platform).
- A list of organisations and individuals that work to support communities in the area in order to promote local social infrastructure, share resources with interested parties and enable collaboration on future projects, including but not limited to precursor projects within Waddon Marsh and wider masterplan area.

Programme and Mangement Plan

Below summarises the proposal for the delivery of the Purleywayfinders.com, including the key activities and time frames, proposed and/or similar stakeholder groups and funding opportunities.

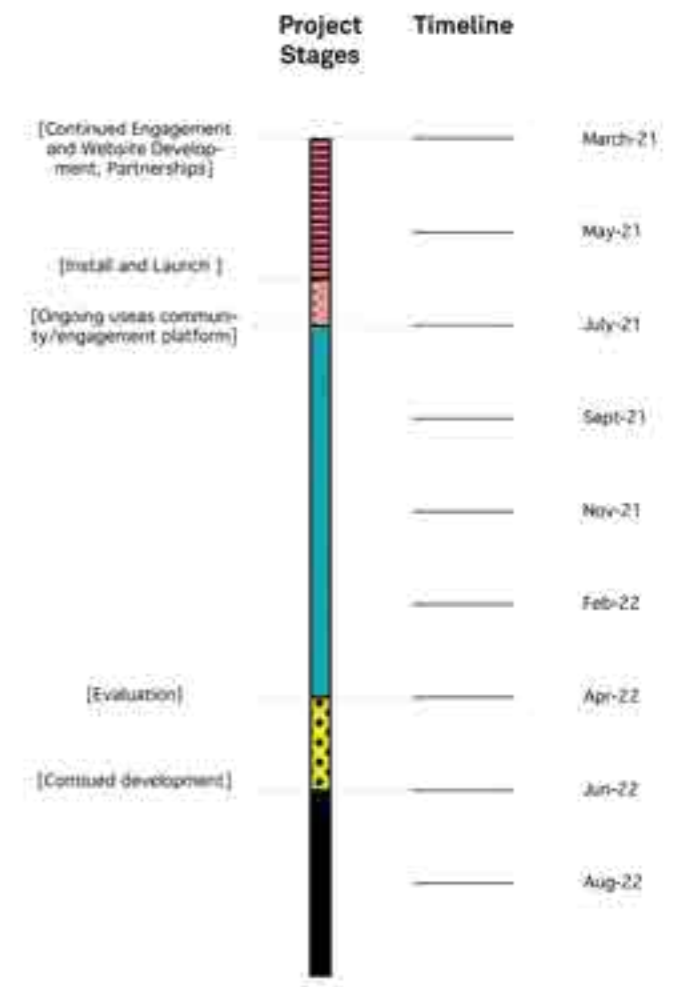
Concept & design	<ul style="list-style-type: none"> • RESOLVE Collective
Engagement and programme	<ul style="list-style-type: none"> • Croydon Youth Zone • Let Me Play • Education Development Trust (Schools Engagement) • Go2Games
Management & legacy	<ul style="list-style-type: none"> • Education Development Trust • Purley Panel

Funding Statement

Budget to be primarily allocated to development of online resource for schools and ongoing maintenance and development of the site. Appropriate budget to be retained for comms and awareness work around the website and schools resource.

Funding Opportunities

Spacehive:
<https://www.spacehive.com/>

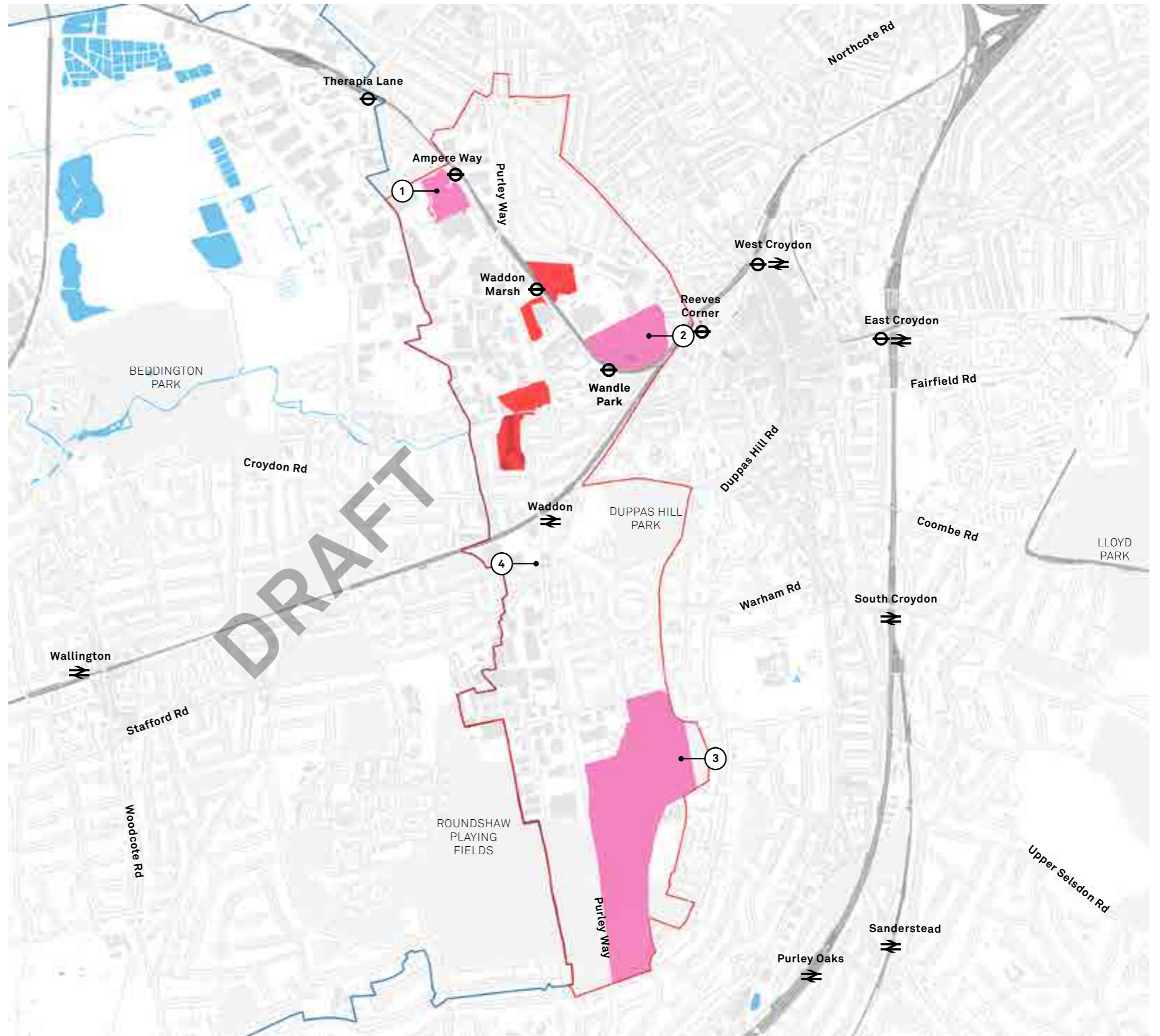


PHASE 2: INTRODUCTION AND LOCATION

Phase 2 of the Purley Way Precursor Projects focuses on the evolution of the Phase 1 projects, distributing key projects across the masterplan site, in the remaining local centres.

They will aim to sustain the impact of phase one projects, building on frameworks established in order to create sustainable projects that coincide with increased activity in key masterplan areas, supporting necessary behaviour changes and or supporting the exploration of increase demand on the area.

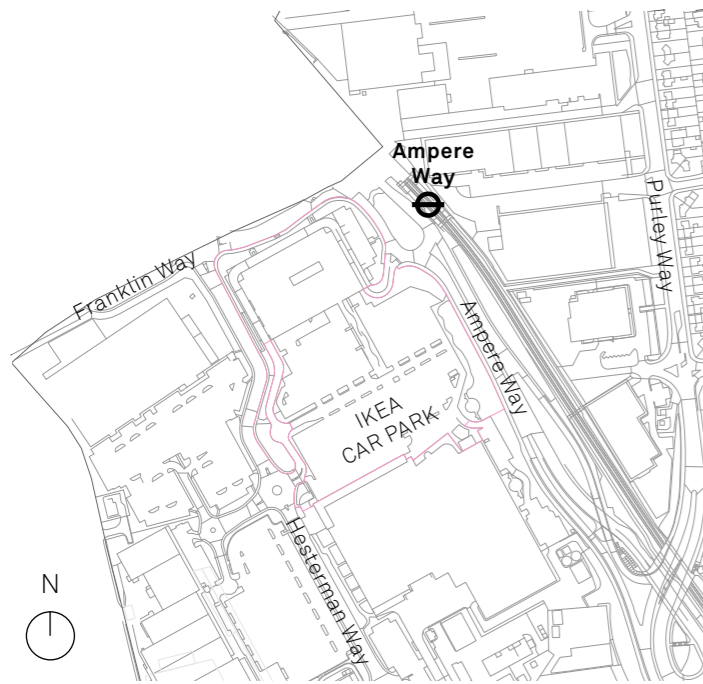
Phase 2 precursor projects have a particular focus on afterlife and integration with future masterplan areas, indicating the thematic proposals for current areas and long-term projects.



- KEY
1. Parklets and Recreation - Valley Park
 2. Purley Oasis - Wandle Park
 3. Purley Oasis - Purley Way Playing Fields
 4. Purley Wayfinders Crossings - Five Ways
- Precursor projects - Phase 2
 - Precursor projects - Phase 1
 - Borough boundary
 - Purley Way Masterplan boundary



Parklets and Recreation-Valley Park: Proposal & precedents



Valley Park

Phase 2 of Parklets and Recreation should encompass the specific application of Phase 1 principles in Valley Park Local Centre. Working specifically within the IKEA Car Park, using upcycled furniture in collaboration with SPACE 10 and local creative organisations to test prospective public realm improvement around Ampere Way, enhancing North-South pedestrian links through alternative public space. To coincide with a framework from Phase 1 that allows for further parklets across the area, detailing design palette, and engagement partnership approach.



1. A community customisation programme of IKEA furniture.



2. Hackney Council supporting residents to use kerbside spaces for community parklets on residential streets.

Programme and Management Plan

Below summarises the proposal for the delivery of the Parklets and Recreation Phase 2, including the key activities and time frames, proposed and/or similar stakeholder groups and funding opportunities. It includes a proposal for public realm integration in Valley Park.

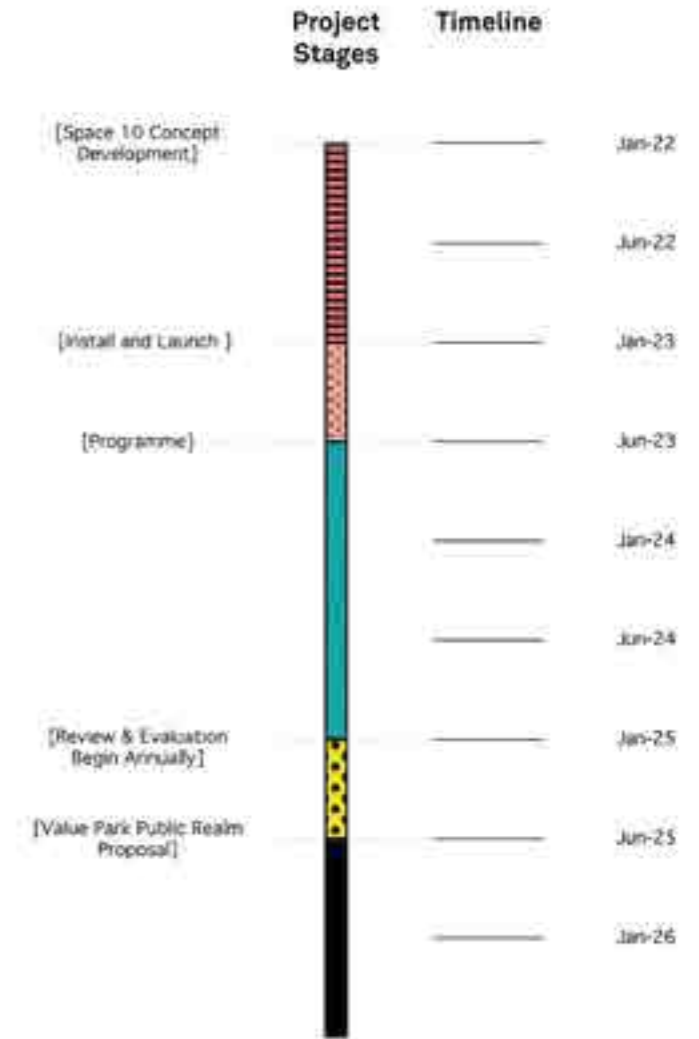
Concept & design	<ul style="list-style-type: none"> SPACE 10 Turf Projects First Floor Liz Knuckles/Born N Bred White Hut Studios 48Four Studios
Engagement and programme	<ul style="list-style-type: none"> Groundwork London - Croydon Base
Management & legacy	<ul style="list-style-type: none"> SPACE 10 x IKEA

Funding Statement

Budget to be primarily allocated to facilitation of local creative organisations and programming on the IKEA site through the parklets, in addition to appropriate budget allocated to development of ultra-low-cost, upcycled parklet models with SPACE10. Significant budget to be allocated to development of a framework that enables area-wide parklet co-creation.

Funding Opportunities

IKEA Space 10 Partnership
 City Bridge Trust, Connecting the Capital:
<https://www.citybridgetrust.org.uk/what-we-do/grant-making/>
 Arts Council, National Lottery Project Grants:
<https://www.artscouncil.org.uk/projectgrants>



Purley Oases:
Proposal & precedents



Wandle Park, Purley Way Playing Fields
Phase 2 of Purley Oasis (titled plurally Purley Oases) should encompass the expansion of the Purley Oasis typology tested 330 Purley Way/Waddon Ponds, utilising green spaces across the masterplan area to explore a network of green and blue infrastructure.

Phase 2 should encourage civic participation in Purley Way green spaces, promoting new pedestrian routes and celebrating historic leisure sites. Additionally, Phase 2 should expand the toolkit, building a framework for continuous activities within green and blue routes and enabling exploration into future enhancements e.g. de-culverting the river Wandle.



1. An initiative that helps to support community projects through sending physical kits.



2. Newly commissioned billboard posters at Wandle Park's community garden and pond, UK (Turf Project)

Programme and Management Plan

Below summarises the proposal for the delivery of Purley Oases Phase 2, including the key activities and time frames, proposed and/or similar stakeholder groups and funding opportunities.

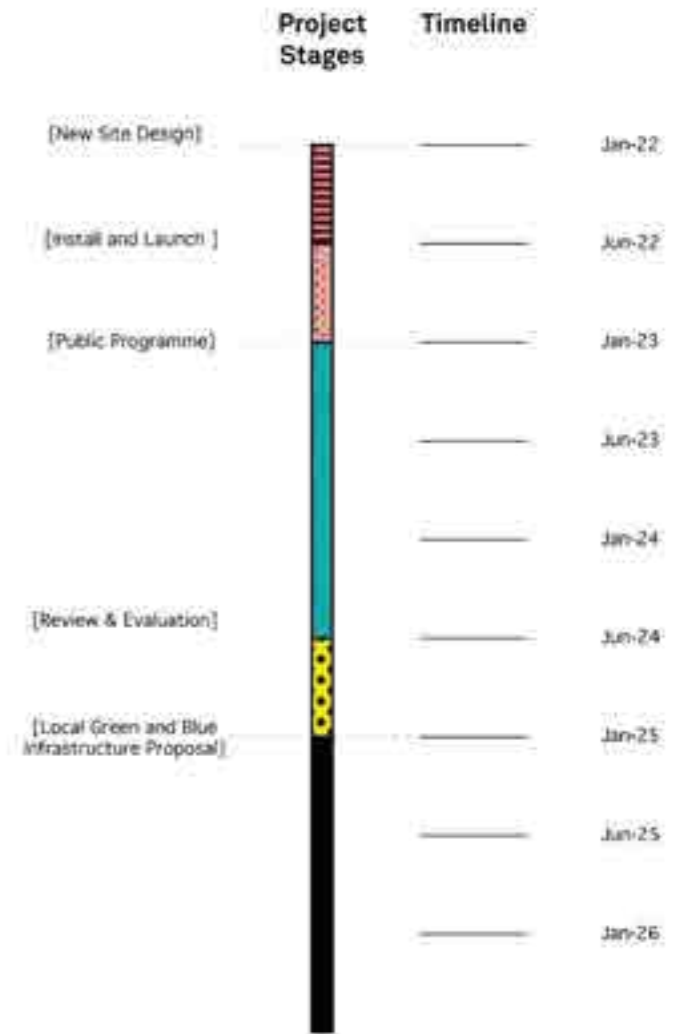
Concept & design	<ul style="list-style-type: none"> • Collaborators on previous design: • Public works • R-Urban • MUF Art/Architecture • Migrants Bureau • UrbanGrowth
Engagement and programme	<ul style="list-style-type: none"> • Friends of the Earth Croydon • Groundwork London - Croydon Base • Local organisations identified for new sites
Management & legacy	<ul style="list-style-type: none"> • Groundwork London - Croydon Base • Purley Way Active Transport Network (see precursor project 4)

Funding Statement

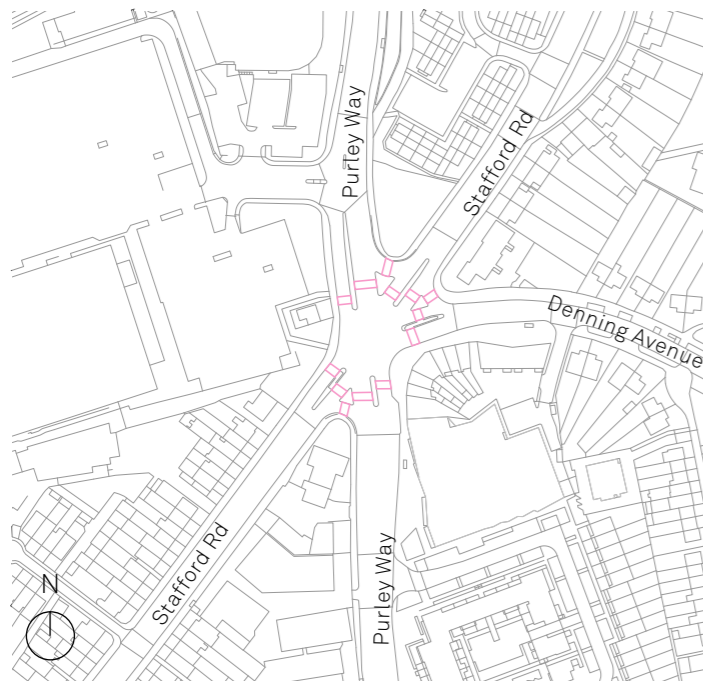
Budget to be primarily allocated to development of toolkit and framework for continuous community-led and citizen science activities across the Purley Way, enhancing and celebrating green and blue infrastructure.

Funding Opportunities

Biffa Award Rebuilding Biodiversity fund:
<https://www.biffa-award.org/rebuilding-biodiversity/>
Veolia Environmental Trust:
<https://www.veoliatrust.org/>
Bedding Community Fund:
<https://www.viridor.co.uk/energy/energy-recovery-facilities/beddington-erf/community/>



Purley Wayfinders Crossings - Fiveways: Proposal & precedents



Fiveways

Phase 2 of the Purley Wayfinders Crossing should expand upon the typology developed for ground art crossings in Waddon Marsh and deliver a scheme specific to Fiveways. Building upon stakeholder feedback in order to provide pedestrian support whilst exploring the character and identity of Fiveways local centre.

Phase 2 should encourage broad stakeholder engagement with concept, including schools and community groups.

Additionally, Phase 2 should use ground art as an opportunity to support integration for future businesses in the area, seeking buy-in from current businesses and encouraging formation of new business forum network/expansion of current network e.g. PWF.

This phase is dependent on continuing to work with TfL whilst they carry out necessary traffic modelling in Five Ways. The outcome of these endeavours will critically inform this phase, which will adapt accordingly.

Programme and Mangement Plan

Below summarises the proposal for the delivery of Purley Wayfinders Crossing Phase 2, delivered in Fiveway, including the key activities and time frames, proposed and/or similar stakeholder groups and funding opportunities.

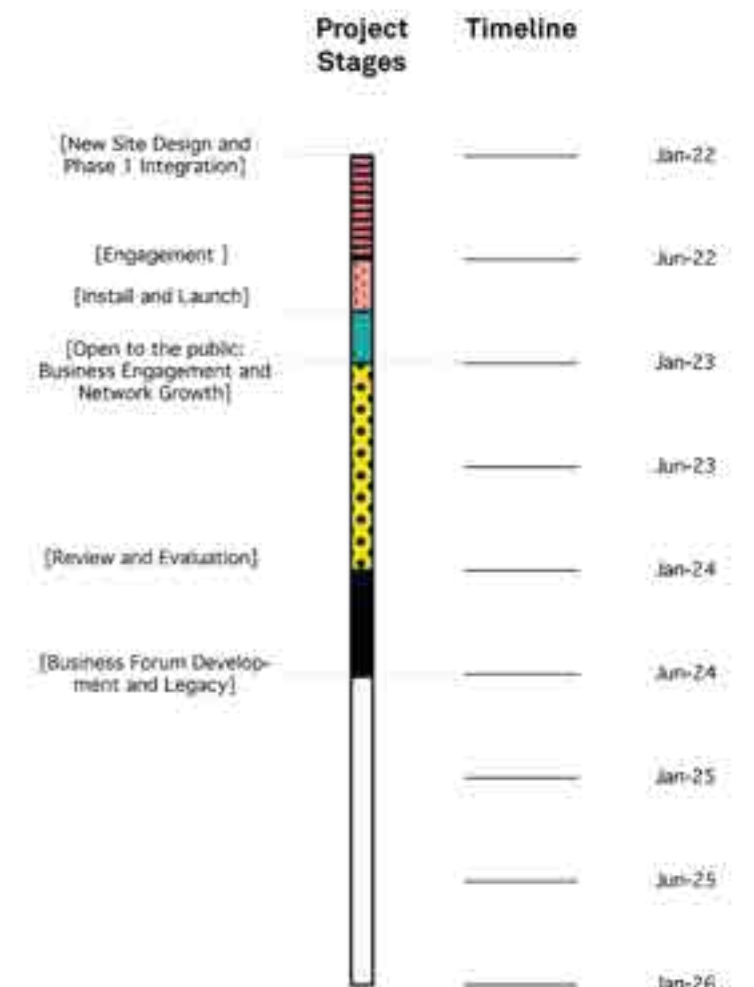
Concept & design	Collaborators from Phase 1, a selection of below: <ul style="list-style-type: none"> Turf Projects 48four Migrants Bureau The Decorators Adam Nathaniel Furman
Engagement and programme	<ul style="list-style-type: none"> Croydon Youth Zone Let Me Play Education Development Trust (Schools Engagement)
Management & legacy	<ul style="list-style-type: none"> TBC - Purley Form or New Group

Funding Statement

Budget to be primarily allocated to broad stakeholder engagement and facilitation of Phase 1 processes in the Five Ways area.

Funding Opportunities

Arts Council, National Lottery Project Grants: <https://www.artscouncil.org.uk/projectgrants>
Spacehive: <https://www.spacehive.com/>



PW Active Transport Network: Proposal & precedents



Location Plan and Project Proposal - Valley Park
 An active transport network that connects lateral routes across the Purley Way. Building from the activity generated in Lewis Park and allowing for dissipated practice across the Masterplan site, connecting active/public health organisations with public space in Purley Way, expanding resources across the site e.g. bike stations and encouraging participation from stakeholders throughout the area.

Addressing the need for increased pedestrian and cycling routes in the Short Term masterplan phase (0-2000 homes) and encouraging behaviour changed through continued engagement.

Relationship with other precursors:

- Parklets and Recreation
- Purley Oases sites as key destinations
- Review and proof of concept proposal from 330 Purley Way



Raumlabor, Milton Keynes, UK

1. A temporary bike school with dedicated repair and maintenance team and an energetic, cycle-themed programme in Milton Keynes.



Streetspace, Hackney, UK

2. Map of the 6 community parklets in Hackney linked by cycle routes.

Programme and Management Plan

Below summarises the proposal for the delivery of the Purley Wat Active Transport Network, delivered across the Masterplan site, including the key activities and timeframes, proposed and/or similar stakeholder groups and funding opportunities.

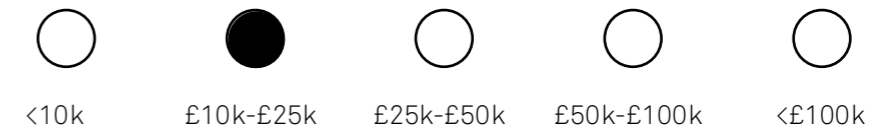
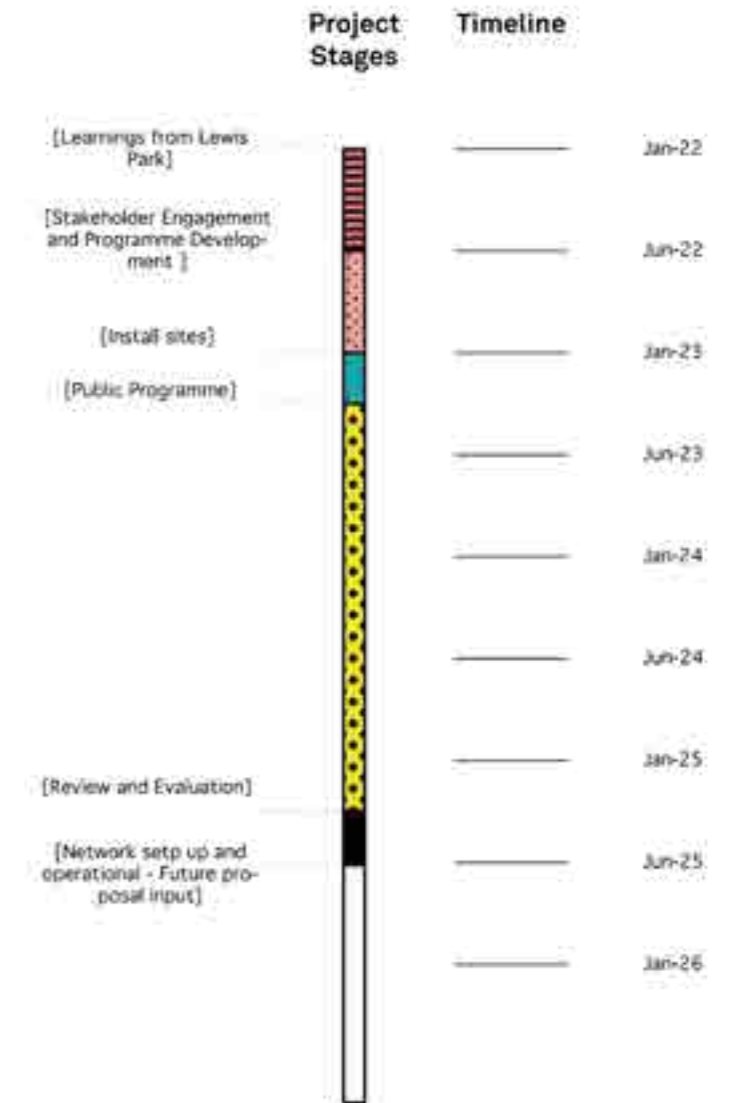
Concept & design	Collaborators from Phase 1: <ul style="list-style-type: none"> • Turf Projects • Cycle Storm • 330 Purley Way Legacy Group • Street Space CIC
Engagement and programme	<ul style="list-style-type: none"> • Croydon Youth Zone • Let Me Play • Public Health England • Street Space CIC
Management & legacy	<ul style="list-style-type: none"> • Purley Way Active Transport Network

Funding Statement

Budget to be primarily allocated to design, development, and maintenance of low-cost stations across an active transport network that encourages local participation. Significant budget to be allocated to comms and engagement around the network, e.g. posters, flyers, and network-specific activities.

Funding Opportunities

Walking and Cycling Grants Funding:
<https://www.groundwork.org.uk/apply-for-a-grant/london-grants/walking-cycling-grants/>
 Sport England, Tackling Inequalities fund:
<https://www.sportengland.org/how-we-can-help/our-funds/tackling-inequalities-fund>
 London Marathon Charitable Trust:
<https://www.lmct.org.uk/apply-funding/applying-major-capital-grant/index.html>



Monitoring and Evaluation

Approach

Each precursor project seeks to deliver value within the area it is situated, therefore, there will be a universal approach to monitoring the projects proposed. The monitoring and evaluation programme for the precursor projects will seek to:

- Determine overall impact and public benefit delivered in accordance with the projects aims.
- Gather learnings to feed into the continuous development of the masterplan e.g. Lewis Park in relation to pedestrian and cycling behaviour change.

Monitoring and evaluation is complementary to the phased process of the precursor projects to ensure learnings are applied and developed upon. The framework for monitoring and evaluating is reflective of that used by Croydon Council for the award-winning Croydon Meanwhile Programme, and as such is guided by the requirement to capture both qualitative and quantitative data.

Metrics:

Quantitative (Internal and non public external use): Data gathered from methods	<ul style="list-style-type: none"> • Tangible deliverables against money spent • Attendees for programmed events e.g. Parklets and Recreation • Programme Participants e.g MAIA Artist Hotel, Schools/young people's activity shared through Purleywayfinders.com
Qualitative (External)	<ul style="list-style-type: none"> • Information collected in the public sphere • Public perception through media, general participation e.g. Lewis Park feedback and public interaction • Change in behaviours engendered through the project e.g. build of activity generated through Purley Oasis
Qualitative (Internal): Data gathered from methods	<ul style="list-style-type: none"> • Analysis of qualitative information collected (see method) e.g. Survey feedback from 330 Purley Way Meanwhile Use, Interview with co-design participants for Purley Wayfinding crossing

Methods

- Surveys: Public, Users and Participants to complete surveys for quantitative and qualitative feedback
- Interviews: Extended interviews with project stakeholders for learnings and detailed feedback to contribute to evaluation

Guidelines

Building upon the learning and guidelines from Croydon Meanwhile Programme, a series of guidelines have been set out in order evaluate the Purley Way Precursor projects.

Guideline #1: Prioritise Participatory Approaches as an integral part of the early stages of a meanwhile use project. As well as achieving more substantial long-term stakeholder engagement and enhanced public opinion, this will help frame the opportunity costs of delivery without participation.

Guideline #2: Early-stage vision sharing between involved stakeholders and Partners. Early-stage vision sharing sessions between stakeholders, delivery partners, and officers will help establish roles and responsibilities more clearly and create a shared set of long and short-term project principles that each actor can be held to account by and affirm contractual obligations.

Guideline #3: Pre-delivery evaluation and evidence base gathering during and after the project and informing early aspects of the physical and programmatic delivery by users of the space. This encompasses the use of hashtags in propagating videos but also seeks to prioritise interventions whereby participants' mobiles and social media profiles are incorporated into the interventions. This aims towards the creation of a qualitative and quantitative data set that is external from our own documentation.

Guideline #4: Local audiences should be reached primarily through the communication of a spatial 'narrative' for each project (the story behind its conception). A narrative will ensure stakeholder buy in as well as solidify a bottom-up approach for the projects.

DRAFT

WE MADE THAT LLP
Unit 21 Tower Workshops
58 Riley Road
London SE1 3DG

T +44 (0)20 7252 3400
www.wemadethat.co.uk
studio@wemadethat.co.uk

We Made That LLP is
registered in England &
Wales. Reg no. OC367789