

2.6
OBSERVATIONAL
ANALYSIS



Purley Way (looking north), 2020

Streetscape

1. Abundance of car-centred megastores and retail parks with very large car parks.
2. Shopfronts are set back far from the street with large distances between shops.
3. Typical retail car park.
4. Wide pavement width with trees, one of the few stretches of Purley Way with these features.
5. Many business uses with passive frontage.
6. Wide thresholds between public sidewalk and buildings.



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Streetscape

1. Huge yards.
2. Houses front the main road with parking yards.
3. Small-unit retail frontage is very rare and only appears in clusters of <5 units along Purley Way.
4. Secondary roads feeding into Purley Way which lead to residential areas. These tend to be on the east side.
5. Terrace housing along Purley Way with on-plot parking.
6. Within residential zones, housing is mainly low-rise terraced housing with on-street informal parking.



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Streetscape

1. Street verges and plantings are infrequent. A number of tree plantings severely reduce pedestrian space.
2. Ubiquitous car dealers.
3. Traffic island aiding informal crossings across Purley Way.
4. Shops are mainly car-centred industries usually fronted by parking. Most shops cater to car users (tools, furniture, automobile services) or industries.
5. Ubiquitous car parks and yards.
6. Lack of street interest and attractive paving generally.



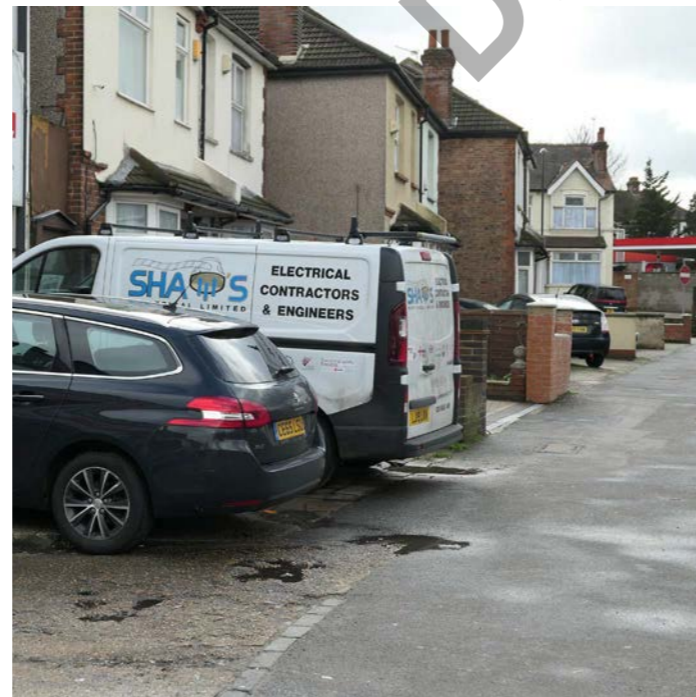
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Streetscape

1. On-site parking is prevalent.
2. Uneven pavement.
3. Pinch points and uneven ground caused by plantings.
4. Some secondary roads blocked from Purley Way.
5. Pinch point caused by poles, bicycle parking.
6. Interface between residential and business-industrial uses - generally wide berths and green barriers.



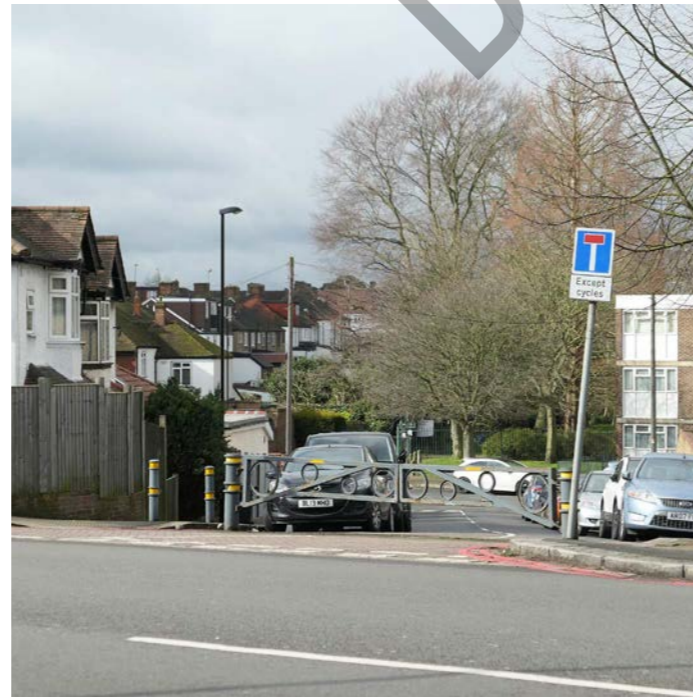
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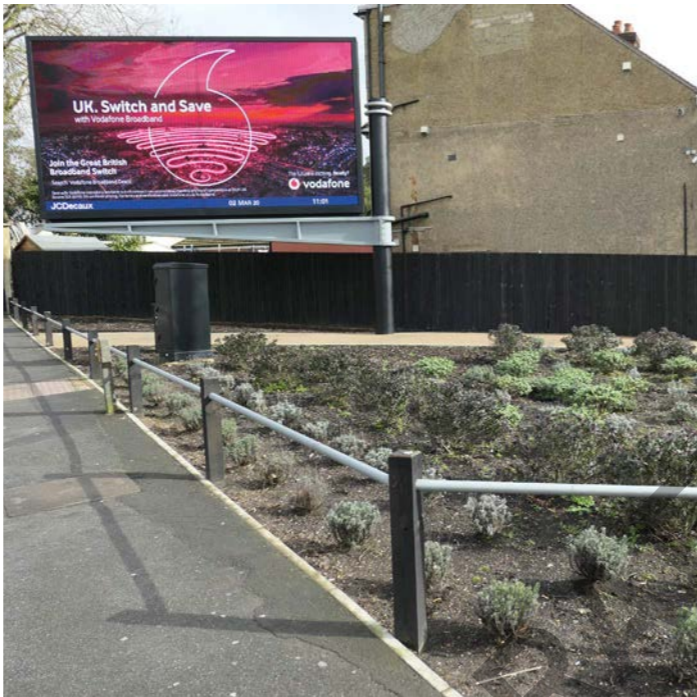


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Streetscape

- 1. Vacant corner site with active frontage nearby.
- 2. Terrace housing in some intriguing styles.
- 3. Descent to retail cluster near bridge at Waddon.
- 4. Fences on both sides.
- 5. Traffic congestion causing abundant pollution.
- 6. Rare active frontage with the only observed instance of activation of external space.



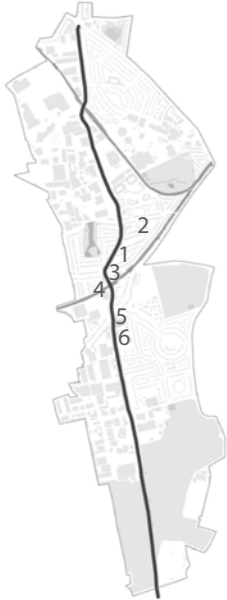
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Streetscape

- 1. Only observed instance along Purley Way of street furniture and pedestrian public realm at Waddon Leisure Centre.
- 2. Informal parking.
- 3. Unique architecture of Old Tithe Barn fronted by fencing and cars.
- 4. Flooding in pothole, informal parking.
- 5. Heavy vehicles a persistent presence.
- 6. The Colonnades retail park.



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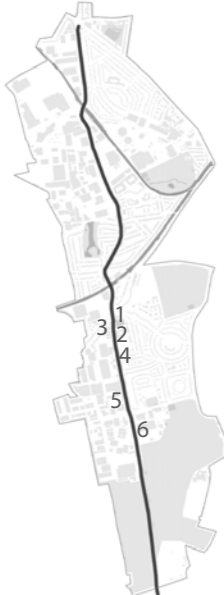
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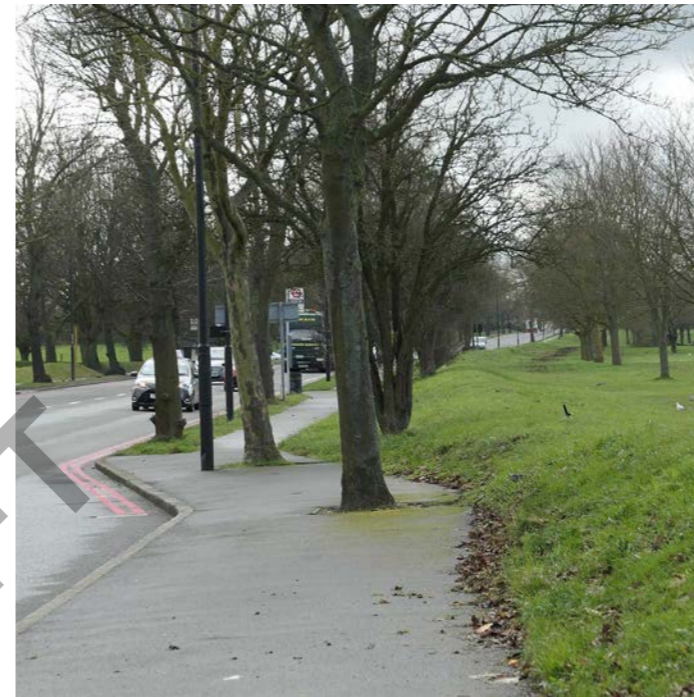


Streetscape

1. TGIF pub at edge of built-up area.
2. Road to south of site.
3. War memorial.
4. Impermeability reinforced by sheer passive facades.
5. Impermeability reinforced by road barricades and site hoardings.
6. Impermeability reinforced by long stretches of walls and fences facing the pavement.



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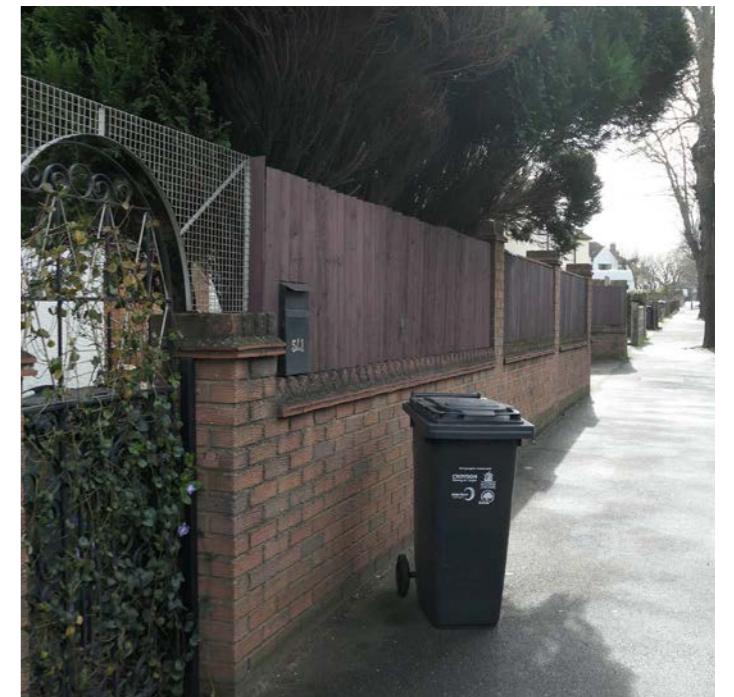
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Movement

1. Traffic on Purley Way is abundant and fast-moving, with many lorries. Noise and air pollution cause discomfort.
2. Large retail parks with expansive car parks.
3. Many business uses with passive frontage.
4. Wide thresholds between public sidewalk and buildings.
5. Purley Way and Ampere Way from south to north: long narrow path between raised road and fenced off industrial site.
6. Long traffic islands, but not intended for pedestrians.



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Movement

1. Informal crossing from Ampere Way tram station. Almost all pedestrians cut through landscaped island.
2. Signalled crossing just 10 metres away, used by a few pedestrians.
3. Barriers to informal crossing.
4. Heading from Ampere Way to Purley Way on the east side: footpath ends.
5. Tram station crossings are the main east-west links along a 1km stretch of the Croydon Parks Link.
6. Croydon Parks Link.



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Movement

1. Barriers for cyclists (and pedestrians) at tramway crossings.
2. Barely visible entrances to Croydon Parks Link.
3. At bridge near Waddon Road, terrain rises, forming a visual and physical threshold.
4. Visual and physical threshold between north (Ampere Way area) and south (Waddon marsh area).
5. Foot approach to a megastore (Sainsbury's) through car park, about 200 metres off the main road.
6. Exit on foot from megastore blocked by barriers. Detour to take the same route as cars was required.



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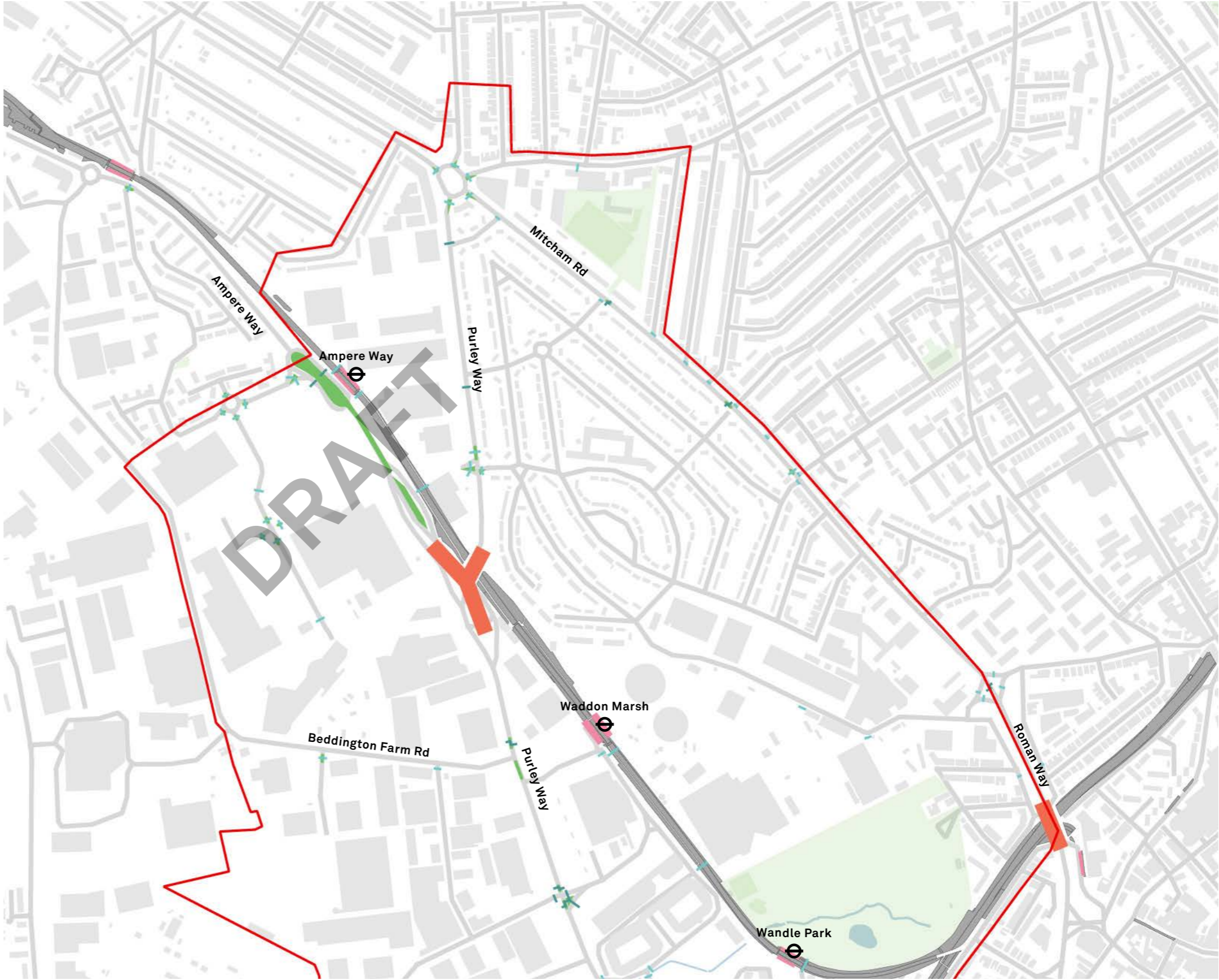
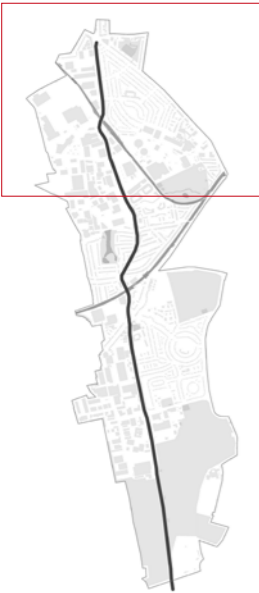


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Crossings & Connectivity

This map shows thresholds into and within the study area. Pedestrian connections are also highlighted.



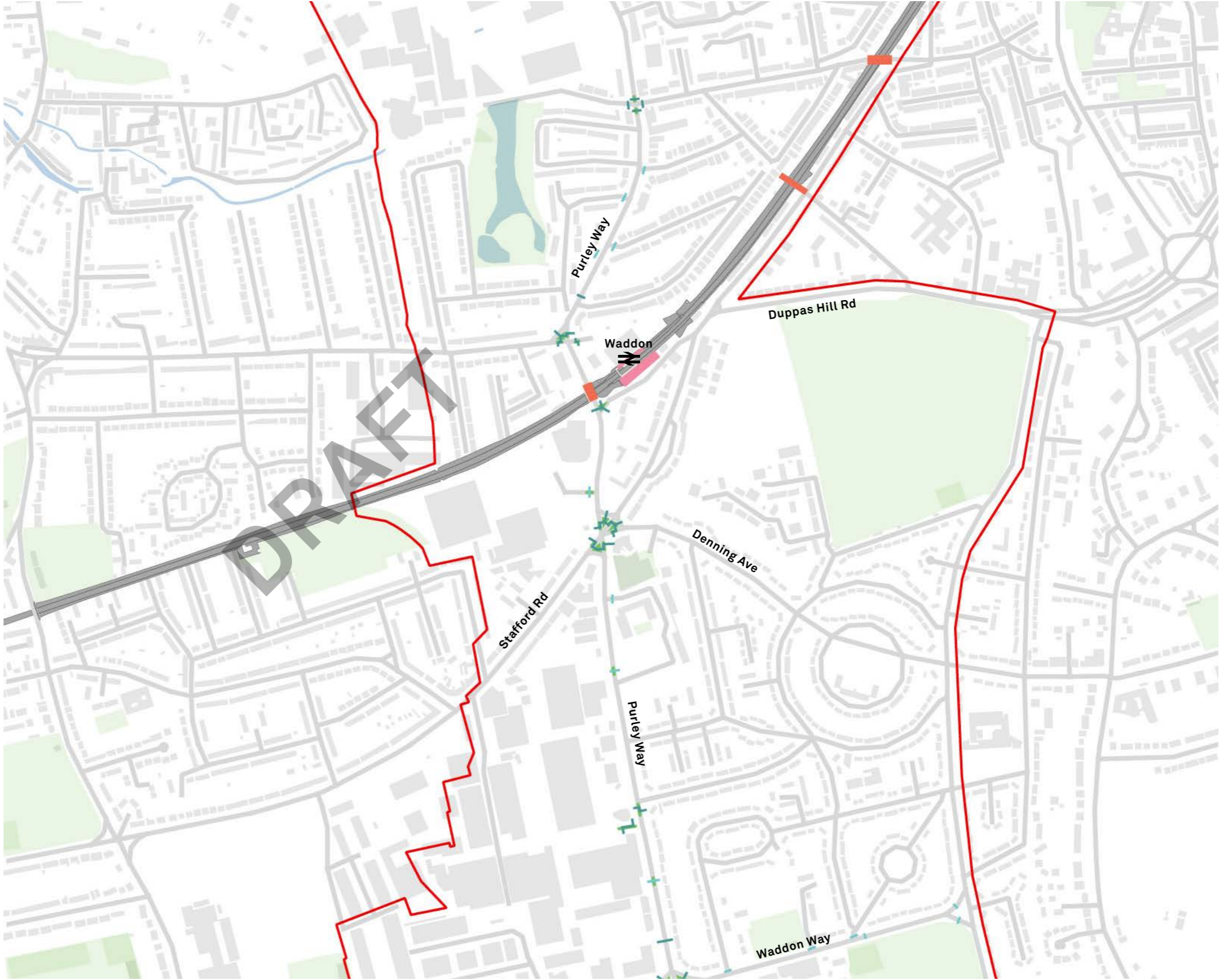
KEY

- Formal crossing
- Informal crossing
- Traffic island
- Threshold crossing of severance
- Rail / tram station

N 0 250m

Crossings & Connectivity

This map shows thresholds into and within the study area. Pedestrian connections are also highlighted.



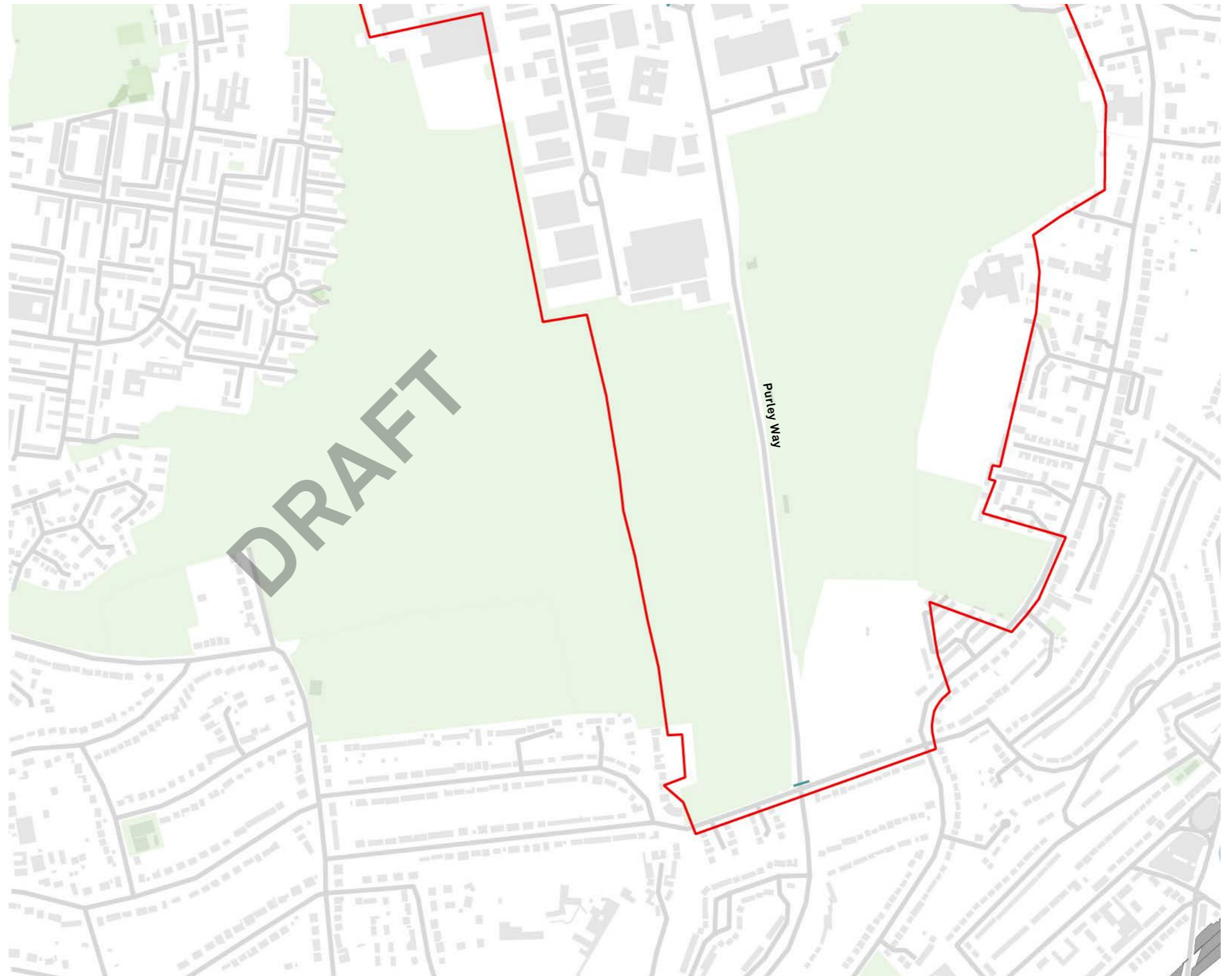
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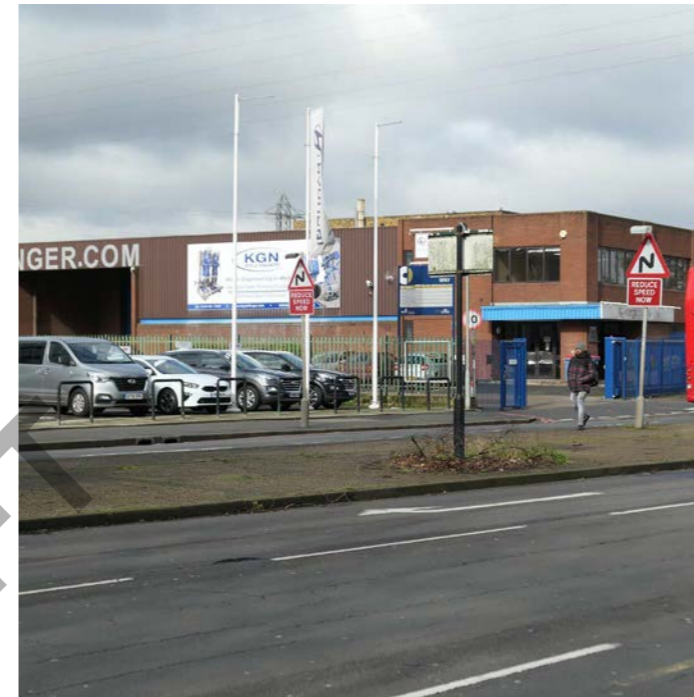
A north arrow pointing upwards and a scale bar showing 0 to 250 meters.

Crossings & Connectivity

1. Signalled crossings are spaced at about 10-minute-walk intervals along Purley Way.
2. Traffic island aiding informal crossings across Purley Way.
3. Exposed feeling crossing major junctions despite signals - induced by skinny islands, fast-moving traffic and large turning lorries.
4. Signalled crossing with no pedestrian signals. Only one observed in the study area.
5. Accessible north-south crossings generally.
6. Major barriers to connectivity at intersection of Ampere Way and Purley Way.



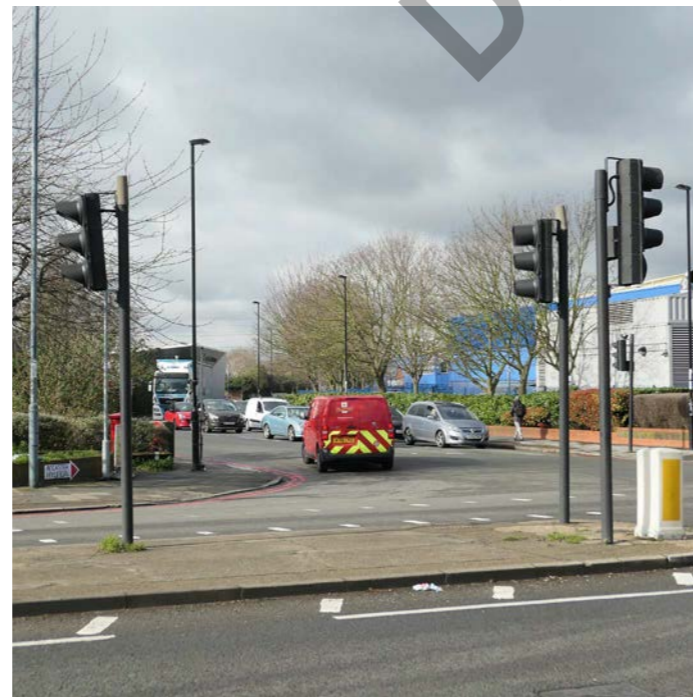
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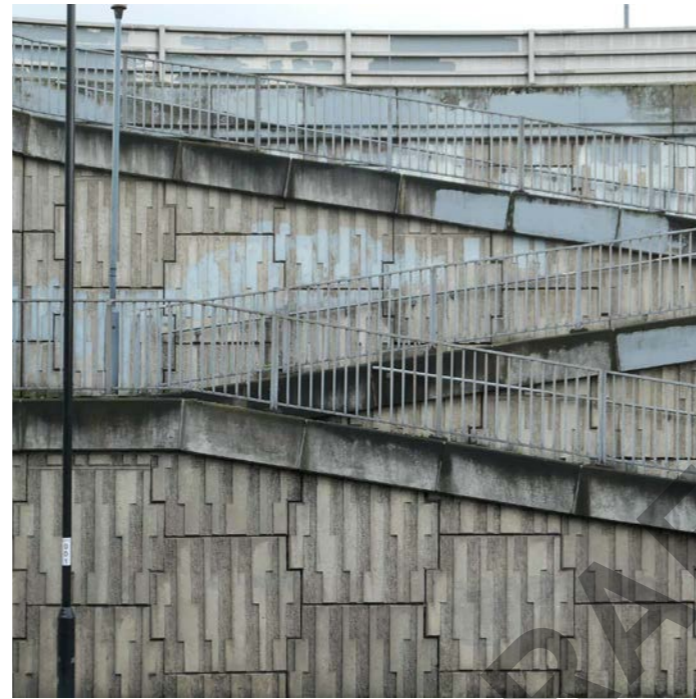


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Thresholds

1. Intersection between Ampere Way and Purley Way forms impermeable barrier to pedestrians.
2. Informal crossing virtually impossible due to barriers and fast-moving traffic.
3. Only pedestrian link between east and west for 700m.
4. Path from Purley Way to Ampere Way tram station.
5. Bridge at Waddon with height change, creating north-south visual barrier.
6. Long stretches of fences and walls segregate Purley Way from its immediate surroundings.



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Parking & Servicing

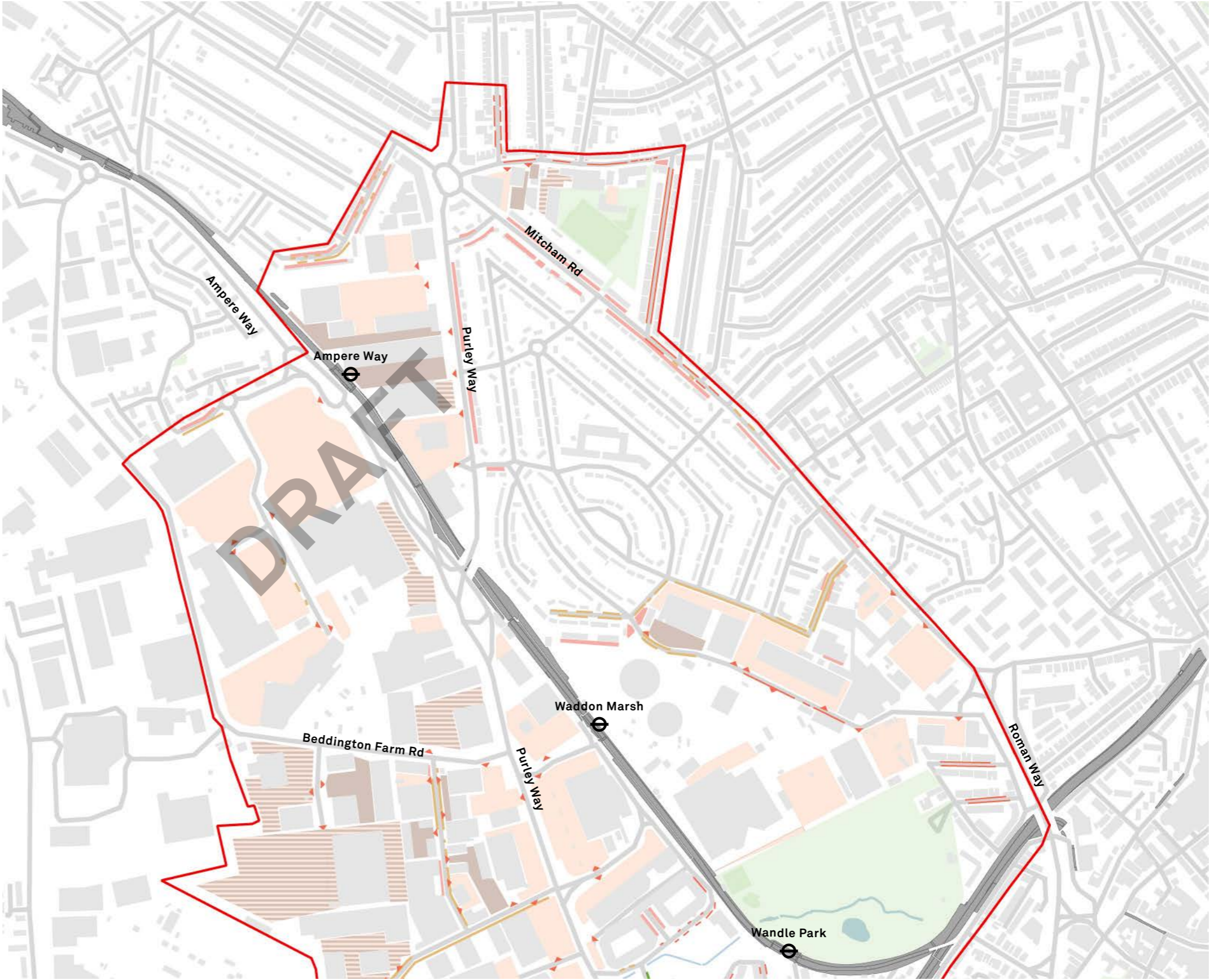
This map highlights vehicle parking areas within the study area. Car parks and yards occupy a significant footprint in the area and dominate land use.



KEY

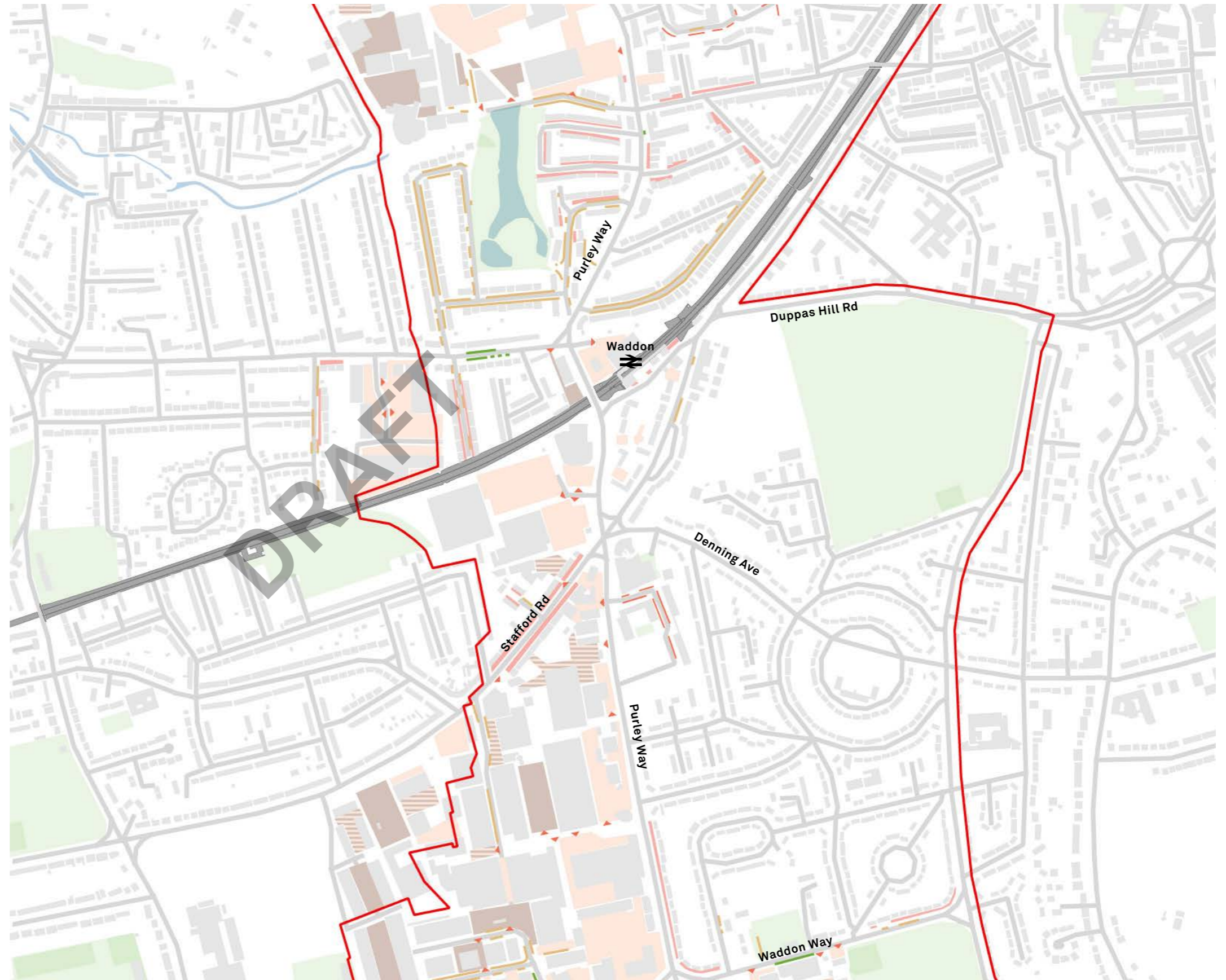
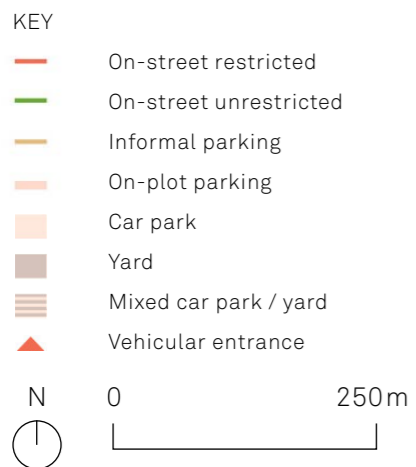
- On-street restricted
- On-street unrestricted
- Informal parking
- On-plot parking
- Car park
- Yard
- Mixed car park / yard
- ▲ Vehicular entrance

N 0 250m



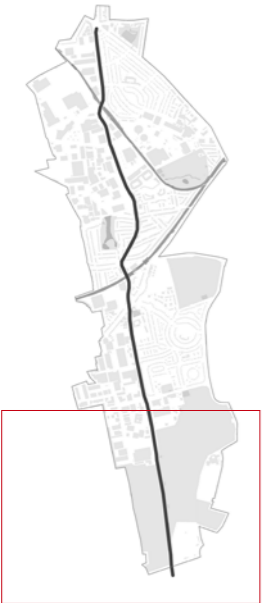
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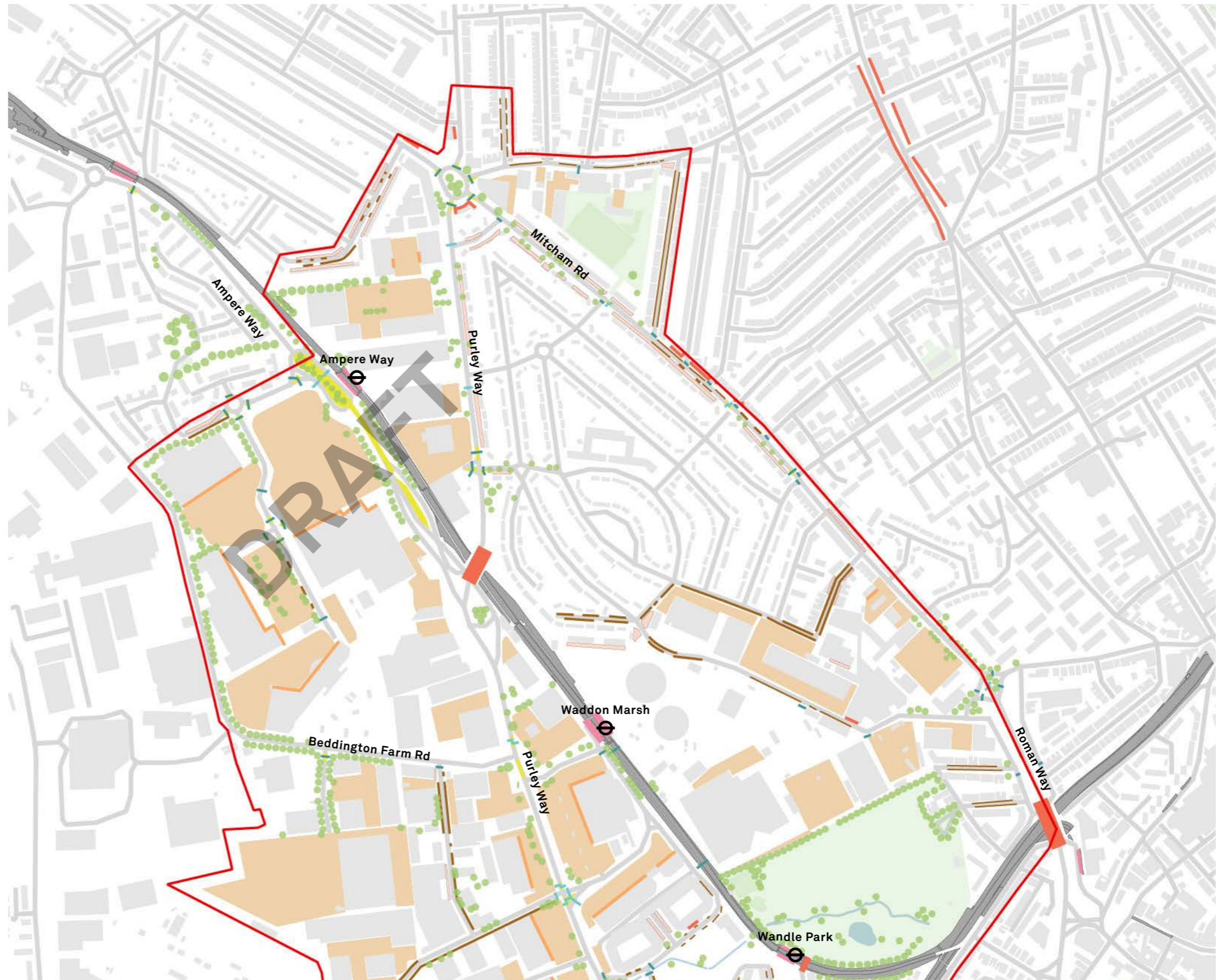
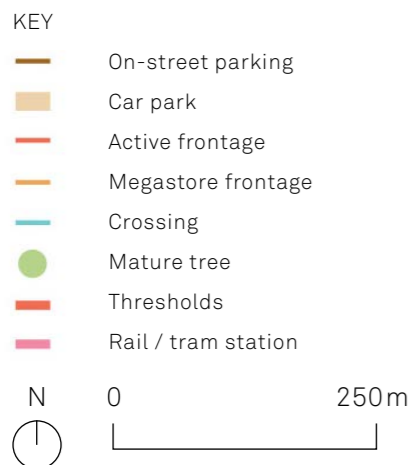
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Pedestrian experience

This map shows features which affect pedestrian experience of Purley Way and its surroundings, including trees, active frontages and on-street parking.

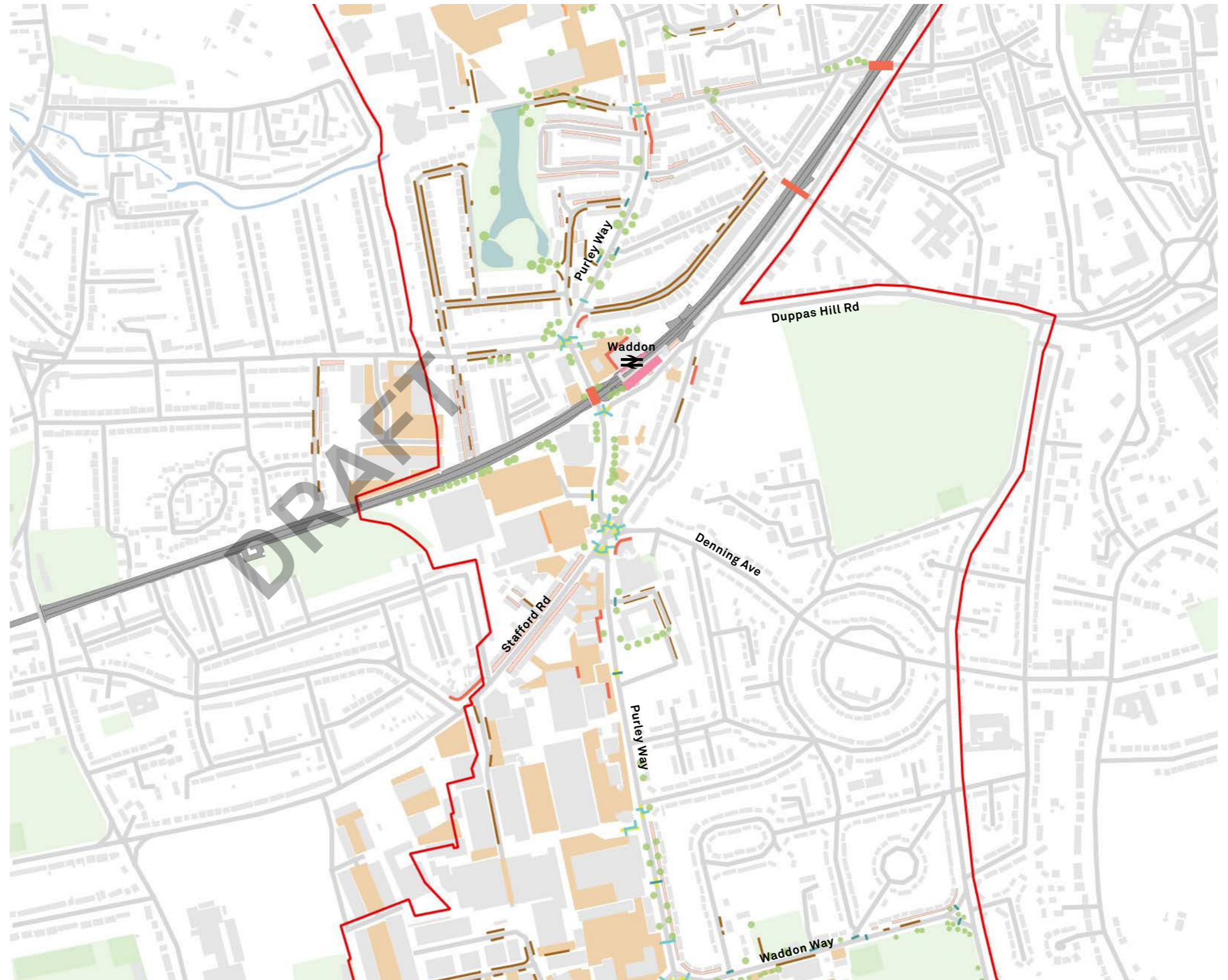
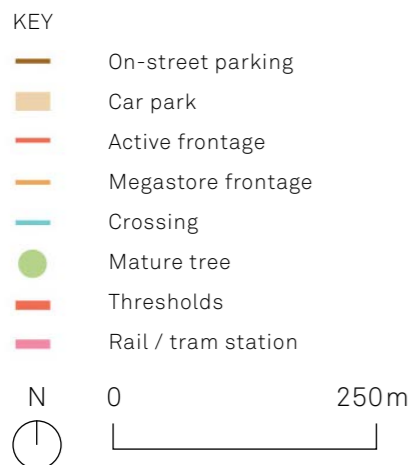
The area is car-dominant with generally little street interest and barriers to pedestrian connectivity.



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Pedestrian experience

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The area is car-dominant with generally little street interest and barriers to pedestrian connectivity.



KEY

- On-street parking
- Car park
- Active frontage
- Megastore frontage
- Crossing
- Mature tree
- Thresholds
- Rail / tram station

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Local character & development context

Land uses & building types



The area is due for great change with the introduction of new homes and town centre uses catalysing its transformation into a more mixed use environment.

Industrial heritage contributes to a unique local character, however many of the remaining heritage assets and landmarks are no longer industrial uses.

There are a number of high quality local green spaces, including Wandle Park, Duppas Hill Park, Waddon Ponds and Purley Way Playing fields.

Abundance of car-centred megastores and retail parks with large car parks. Entrances are set back from the street with large distances between shops.

Operational yard spaces, including associated car parking occupy a significant footprint in the industrial areas and dominate land use.

Within residential zones, housing is mainly low-rise terraced housing with on-street informal parking.

Transport, movement & connectivity

Public space & streetscape



Weak public transport links across the area, with access to stations mainly concentrated in the northern part of the masterplan. Overcrowding is often experienced on eastbound tram, bus and train services at peak times.

Traffic on Purley Way is abundant and fast-moving, with heavy vehicles a persistent presence. Noise and air pollution cause discomfort and congestion is regularly experienced at key junctions.

Signalled crossings are spaced at about 10-minute-walk intervals along Purley Way, and informal crossing is virtually impossible due to barriers and fast-moving traffic.

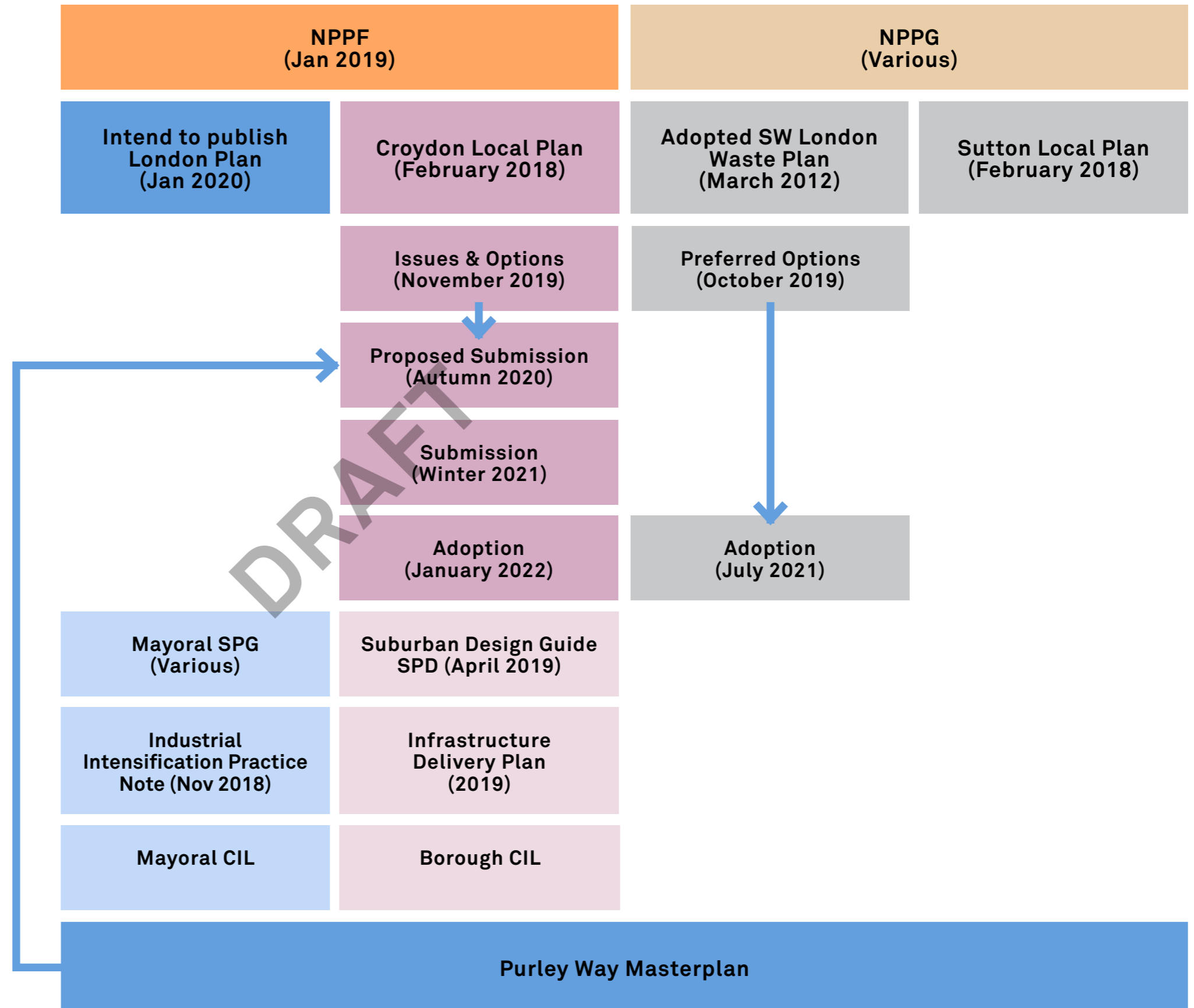
Uneven or damaged paving, a lack of level crossing points and general clutter caused by signage and barriers, contributes to a poor accessibility along the Purley Way and adjacent streets.

Unattractive environment for pedestrians and cyclists along Purley Way with limited provision of street furniture, few street trees and little activation of external space.

Long stretches of inactive frontage, defined by set back building lines or fences and walls segregate Purley Way from its immediate surroundings and reinforce the impermeability of the area.

3.0
 PLANNING POLICY
 REVIEW

Relevant document and
 policy review diagram



Key relevant planning policy

This section sets out the relevant planning policy in relation to the Purley Way Masterplan. Further detail on specific policies can be found in Appendix 02.

Intensification of industrial space & the economy

London Plan Policies:

E2 (Providing suitable business space)
E3 (Affordable workspace)
E4 Land for industry, logistics and services to support London's economic function)
E5 (SIL)
E7 (Industrial intensification, co-location and substitution).
D13 (Agent of Change)

Industrial intensification and co-location through plan-led and masterplan approaches

Croydon Policies:

SP3.1 (Employment)
SP3.2 (Innovation, Investment & Enterprise)
DM9 (Expansion of industrial and warehousing premises in Strategic, Separated and Integrated Industrial Locations)

Safeguarding waste sites (Croydon & Sutton)

London Plan Policies:

SI9 (Safeguarded waste sites)

Croydon Policies:

SP6.6 (Waste management)

South London Waste Plan (adopted) policies:

WP3 (Existing Waste Sites)
WP4 (Industrial Areas with Sites Suitable for Waste Facilities)

South London Waste Plan (Issues & Preferred Options) policies:

WP3 (Existing Waste Sites)
WP4 (Sites for Compensatory Provision)
WP5 (Protecting and enhancing amenity)

Housing

London Plan Policies:

D3 (Optimising site capacity through the design-led approach)
D4 (Delivering good design)
D5 (Inclusive Design)
D6 (Housing quality and standards)
D7 (Accessible housing)
D10 (Safety, security and resilience to emergency)
D11 (Fire safety)
D13 (Noise)

H1 (Increasing housing supply)
HLP Policy 4 (Affordable housing)
H5 (Delivering affordable housing)
H12 (Housing size and mix)
H14 (Supported and specialised accommodation)
H15 (Specialist older persons housing)
H17 (Purpose built student accommodation)
H18 (Large scale purpose built shared living)

Croydon Policies:

SP2.2 (Quantities and locations)
SP2.3 (Affordable homes)
SP2.7 (Mix of homes by size)
SP2.8 (Quality & Standards)
DM1 (Housing choice for sustainable communities)
DM2 (Residential care and nursing homes)

Sustainable Suburbs SPD

Movement & connectivity

London Plan Policies:

T1 (Strategic approach to transport)
T2 (Healthy Streets)
T3 (Transport, capacity, connectivity and safeguarding)
T5 (Cycling)
T6 and T6.1 to T5 (Car parking)
T7 (Deliveries, servicing and construction)
SI6 (Digital connectivity infrastructure)

Croydon Policies:

SP8.3 (Pattern of development and accessibility)
SP8.5 SP10 (Sustainable travel choice)
SP8.12 to SP8.14 (Motor vehicle transportation)
SP8.16 (Parking)

Environmental sustainability & Contamination

London Plan Policies:

SI1 (Improving air quality)
SI2 (Minimising greenhouse gas emissions).
London Plan Policy SI3 (Energy infrastructure).
London Plan Policy SI4 (Managing heat risk).
London Plan Policy SI5 (Water infrastructure).
London Plan Policy SI7 (Reducing waste and supporting the circular economy).

Croydon Policies:

SP6.2 (Energy and carbon dioxide reduction)
SP6.3 (Sustainable design and construction)
DM23 (Development and construction)
DM24 (Land contamination)

Safeguard adjoining SIL (Sutton)

London Plan Policies:

E4 (Table 6.2) puts LB Sutton in the Provide Capacity category so it needs to find additional industrial capacity
E5 (SIL) – Beddington Lane Industrial Area

Retail, Leisure, Cultural & Creative Industries & offices

London Plan Policies:

SD6 (Town centres and high streets)
SD7 (Town centres: development principles and DPDs)
SD8 (Town centre network)
E1 (Offices)
HC5 (Supporting London's culture and creative industries)
H1 (Increasing housing supply)

Croydon Policies:

SP3.6 (Town Centres)
SP3.8 (Town Centres)
SP3.9 (Town Centres)
DM6 (Development in Shopping Parades)
DM8 (& Appendix 3)

Open space, Green Grid and public realm

London Plan Policies:

Policy D7 (Public realm)
S4 (Play and informal recreation)
G1 (Green infrastructure)
G4 (Open space)
G5 (Urban greening)
G6 (Biodiversity and access to nature)
G7 (Trees and woodlands)
G8 (Food growing)

Wandle Area Framework

Croydon Policies:

SP7 (Green Grid)
DM26 (Metropolitan Green Belt & Metropolitan Open Land)
DM27 (Protecting and enhancing our biodiversity)
DM28 (Trees)

Character & Landscape

London Plan Policies:

D1 (London's form, character and capacity for growth)
D3 (Optimising site capacity through the design-led approach)
D8 (Tall buildings)
HC1 (Heritage conservation and growth)
HC3 (Strategic and Local Views) boroughs should identify local views in strategies and protect and enhance them

Croydon Policies:

SP4 (Urban Design and Local Character)
DM15 (Tall and large buildings)
DM17 (Views and Landmarks)

Flood Risk, Drainage & Waterways

London Plan Policies:

SI12 (Flood risk management).
SI13 (Sustainable drainage).
SI16 (Waterways use and enjoyment).
SI17 (Protecting and enhancing London's waterways).

Mayor of London SPG (Sustainable Design & Construction) (2014)

Borough Strategic Flood Risk Assessment (SFRA)

Borough Surface Water Management Plan (SWMP)

Croydon Policies:

SP6.4 (Flooding, urban blue corridors and water management)
SP6.5 (Urban Blue Corridors)
DM25 (SuDS and reducing flood risk)

Social Infrastructure

London Plan Policies:

D2 (Infrastructure requirements for sustainable densities)
S1 (Developing London's social infrastructure)
S2 (Health and social care facilities)
S3 (Education and childcare facilities)
S4 (Play and informal recreation)
S5 (Sports and recreational facilities)

Infrastructure Delivery Plan
Child Sufficiency Assessment (2019)

Heritage (Croydon)

London Plan Policies:

HC1 (Heritage conservation and growth)

Croydon Policies:

DM18.1 to DM18.9 (Heritage Assets)

Inclusive, healthy & safe design

London Plan Policies:

D3 (Optimising site capacity through the design-led approach)
D4 (Delivering good design)
D5 (Inclusive Design)
DM15 (Promoting healthy communities)

Mayor of London's Making London Child-Friendly (February 2020)

The *Croydon Local Plan Review - Issues and Option 2019* sets out the opportunities, constraints for Waddon and Purley Way Transformation Area. These are summarised below:

- High quality residential and mixed use development will be concentrated on the **Purley Way masterplan area**.
- A possible **Local Centre** close to Five Ways ensuring strong links with the existing community, particularly on the Waddon Estate.
- Purley Way, a Strategic Industrial Location, will remain an important centre of employment activity
- The borough will invest in new **community and education** facilities, such as a proposed football 'hub' facility at Purley Way Playing Fields, supplementing the high quality indoor leisure offer at Waddon Leisure Centre
- Opportunities for public realm improvements will focus on **Five Ways**
- **Improved connections** to Croydon Town Centre and Wandle Valley Regional Park via Wandle Park and Waddon Ponds will be sought, improving and expanding the Green Grid to promote strategic east/ west and north/south links
- High quality connections within an attractive environment will be sought to **reduce the severance effect** of the Purley Way road, railway and tram lines.
- The council will explore with Transport for London, the feasibility of a new rapid **transit route/tram extension** to Purley (via Purley Way) and Sutton.
- In total up to **12,000** new homes will be predominately focussed in the Transformation Area across the Places of Broad Green & Selhurst and Waddon

STRATEGIC OPTION 1

All residential growth to take place in the existing urban area.

Homes already under construction: **95**

Number of homes in Waddon in 20 years
(the proposed Place target):
500 to 610
(plus **2,110 to 3,250** homes in the Purley Way Transformation Area)

Waddon and conservation areas will see little change.

In the Purley Way Regeneration Area the retail parks will be redeveloped into a new neighbourhood, mixing retail, leisure and new homes.

Explore feasibility of rapid transit routes/tram extensions along the Purley Way through Waddon, linking Ampere Way and Purley, as well as to Sutton

STRATEGIC OPTION 2

Major redevelopment of the Purley Way area to reduce some pressure off residential growth in the existing urban area.

Homes already under construction: **95**

Number of homes in Waddon in 20 years
(the proposed Place target):
400 to 480
(plus **6,860 to 8,740** homes in the Purley Way Transformation Area)

Away from the Purley Way Regeneration Area there will be less change.

In the Purley Way Regeneration Area the retail parks will be redeveloped into a new neighbourhood, mixing retail, leisure and new homes.

Explore feasibility of rapid transit routes/tram extensions along the Purley Way through Waddon, linking Ampere Way and Purley, as well as to Sutton

STRATEGIC OPTION 2

Limited release of Green Belt land for residential development to reduce some pressure off residential growth in the existing urban area.

Homes already under construction: **95**

Number of homes in Waddon in 20 years
(the proposed Place target):
400 to 480
(plus **2,110 to 3,250** homes in the Purley Way Transformation Area)

Thornton Heath Town Centre will see some moderate intensification with denser development that is in keeping with its character.

-Elsewhere there will be less change.

Explore feasibility of rapid transit routes/tram extensions along the Purley Way through Waddon, linking Ampere Way and Purley, as well as to Sutton

4.0 SOCIO-ECONOMIC ANALYSIS

Summary

Evidence has been drawn together from a wide range of public and private datasets in order to provide an understanding of the socio-economic context of Purley Way, with a particular focus on economy, people and place. Where relevant, its performance has been benchmarked against outer London and London. Further detail on specific trends can be found in Appendix 01.

Economy: As a Strategic Industrial Location and industrial heartland of the borough, Purley Way will remain a preferred area for industrial and warehousing activity according to the Local Plan (2018). It is a key economic location for the borough and accommodates a large proportion of the borough's employment (14%) and business base (11%) and has accounted for 17% of the borough's overall employment growth over the last five years.

Whilst Purley Way has been a key driver of growth in terms of employment and businesses, the economy currently has as a higher concentration of lower productivity economic activities relative to the wider LB Croydon and London context. There is an opportunity for Masterplan proposals to bring forward new and intensified commercial developments capable of attracting higher-value activities.

The retail sector, which currently dominates local employment, is one of the only sectors locally to have contracted in recent years. Macro economic changes to the sector and greater emphasis on the Whitgift Centre as a local retail destination emphasizes the vulnerability of Purley Way in having such a strong reliance on one sector. Future masterplan proposals should seek to diversify the local economy and consider the ways in which retail is accommodated in the area which compliments rather than competes.

Maintaining Purley Way's important role as an employment and business location whilst also delivering additional housing for the borough will require a careful balance in land uses across the Masterplan area.

People: Purley Way is currently home to around 21,900 residents accounting for 6% of the borough's total population. Compared to the borough as a whole, the age profile is relatively young – additional housing is likely to reinforce this trend with new homes tending to attract a higher proportion of working age people with young children. Careful consideration will need to be given to the Social and Community Infrastructure requirements.

Over the last five years the overall population has increased by 7%, more than double that of the borough as a whole (3%). Growth rates have been broadly similar across all age groups within Purley Way,

but the above average growth in young and working age population and below average growth in older persons when compared with the borough is noticeable.

Whilst population growth in Purley Way has been greater than the borough average, the wider study areas has experienced even more substantial growth (21%) which is likely to put excessive pressures on local services. The Masterplan will need to ensure there is suitable delivery of social and community infrastructure to meet demand from both new and existing residents.

Economic Activity levels of Purley Way (78%) broadly reflect that of the borough and wider London economy. There is currently a greater proportion of higher level professional workers (54%) living locally relative to Croydon as a whole (51%). Unemployment rates are also in line with the borough and London average.

Whilst deprivation locally is being driven by a range of factors, access to housing and services and the quality of the living environment are the most acute issues. The Masterplan should aim to relieve issues inked to air quality, housing quality and access to social and community infrastructure. The inequality seen locally emphasises the potential for Purley Way to play a role in serving the needs of those on the periphery of the Masterplan area as well as those within the boundary itself.

Place: There are currently around 7,940 dwellings across Purley Way and the area is characterized by lower levels of home ownership and a greater concentration of social housing. House prices for those living in Croydon are 10 times median earnings. This is well in excess of the national position but more affordable than the rest of London. However, these affordability challenges are more acute for those working in the borough (11x) earning local wage levels. Since 2015, in line with the rest of London house prices have outstripped wage growth and there has been a marked increase in affordability challenges.

Growing house prices and affordability issues threaten existing residents living locally and may fragment existing communities on lower incomes. Greater levels of social housing locally is likely to present more acute social challenges and greater need for community engagement and support programmes.

Pre-war housing dominates the current stock with 56% of all homes built before 1939. Dated housing stock is likely to create challenges around the quality of housing stock and the carbon efficiency of buildings. This is likely to have implications for the health outcomes of residents and the level of fuel poverty experienced locally.

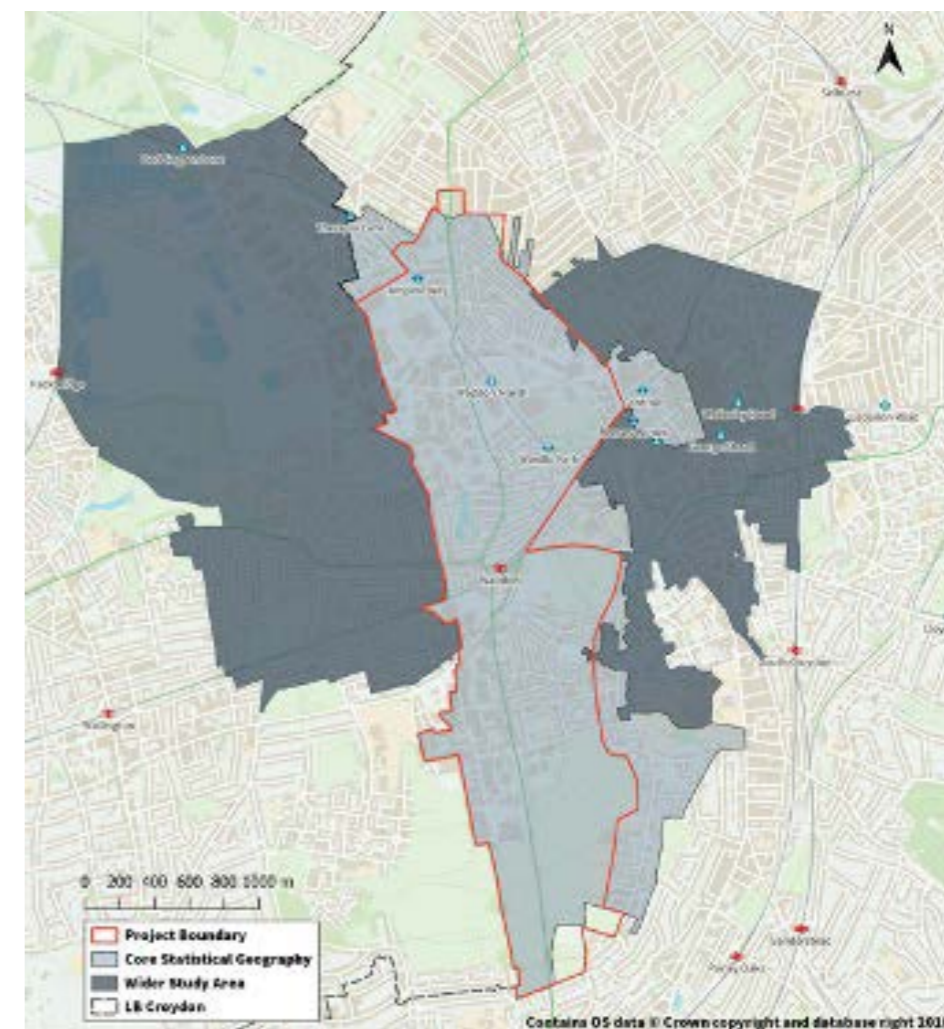


Figure 1: Statistical boundary map

Key findings

The following sections highlight the key findings of the socio-economic analysis in three categories: Economy, People and Place.

Economy

A major part of LB Croydon's Economy



1,705 businesses trading on the Purley Way employing around **17,235** people

Dominated by micro businesses



Around **9 out of 10** businesses in the area employ **less than 4** people

Accommodating Economic Growth



Purley Way has accommodated **17%** of LB Croydon's employment growth and **15%** of business growth

Dominance of the Retail Sector



Over **one in three** jobs in the area are retail jobs. It is the **only major sector to contract** locally in employment terms

Trailing in Productivity Terms



A **lower GVA per Job** than the wider LB Croydon and London economy

People

Notable Residential Population



21,900 people currently living on the Purley Way **6%** of LB Croydon's population

Relatively Young Population



A younger population than the rest of Croydon **a quarter** of the population are children

Younger Age Population Growth



Population has grown at twice the rate of the wider borough (**7%**) with relatively **high growth** in younger age bands

In-Migration Trends



Data shows an inward movement of people from surrounding authorities with **more acute affordability challenges**

Distinct Drivers of Deprivation



The most pronounced deprivation issues locally are around **Access to Housing and Services & the Living Environment**

Place

Current Housing Stock



There are **7,940** dwellings across the Purley Way. The area is dominated by **terraced and pre war housing**

Public Transport Accessibility



The lowest levels of Public Transport Accessibility coincide with areas where deprivation is most acute

Air Quality



Particulate matter air quality that **exceeds the WHO guideline threshold** for no health effects

Active Transport



Pedestrian movement and cycling flow levels are **far below TfL guidance**

Pronounced Urban Heat Island Effect



Lower levels of greenspace mean increased daytime temperatures, reduced nighttime cooling and **higher air pollution levels**

Summary

The following section summarise the key points and cost assumptions for the following categories: Residential, Retail, Leisure, Industrial & logistics, Offices and Hotels. Further detail on market assessment can be found in Appendix 03.

Residential

- Supply rates were suppressed in 2019 as many developers held off taking sites forward due to political uncertainty related to Brexit and the General Election.
- Since January 2020 and before the coronavirus hit the UK, the London residential property market was the strongest it had been since before the Brexit referendum, with asking prices showing the biggest annual increase of 5.1%, since May 2016. London house prices climbed by 2.1% since the general election.
- A current impact of the coronavirus is likely to be the stagnation of the buying and selling market, for example due to macroeconomic uncertainty and as people reconsider viewings given the social distancing measures. In the medium term, developers may face resourcing and supply chain issues.
- From a local perspective, recent demand for Ikon House at the north end of Purley Way, was above expectations, driven by the Help-to-Buy initiative.
- New build house prices in Purley Way are around 18% lower than the wider borough, averaging at £494psf.

Assumption	Input
Market residential	£ 575.00psf
Intermediate residential	£ 403.00psf (70% of market value)
Social rent residential	£ 403.00psf (70% of market value)

Retail

- An increasing number of retailers are altering their growth strategies with key trends including reducing store portfolios, incorporating click-and-collect services into stores, improving digital capabilities and introducing collaboration between retailers e.g. Sainsbury's and Argos.
- In the market in general, with Brexit uncertainty having also taken a toll on occupier demand coupled with ongoing store rationalisation, availability is increasing which in turn is limiting the opportunities for rental growth. We expect to see landlords turning to incentive packages to attract tenants, compressing rents further.
- The bulk of take-up has been from value-orientated retailers (Aldi, Lidl, Home Bargains, B&M). We anticipate these pure play budget brands will continue to expand into retail warehouses as consumers spend with caution.
- The growth of ecommerce is encouraging landlords to re-fit retail warehouses into urban logistics facilities, parcel service centres and home and grocery delivery dispatch centres.
- The impact of the coronavirus is clearly having a profound impact on consumer habits. It is too early to tell whether these will have medium and longer term impacts on retail occupier strategies that will alter the above trends that are already in play.

Assumption	Input
Retail rent	£ 35.00-£ 40.00psf
Retail yield	6%

Leisure

- UK leisure sector is growing at 2-3% pa.
- 'Big box' leisure tenants have seen the largest growth, driven by consumers' demand for experiences and competitive socialising. They typically pay rents at half the amount of retail operators and require high levels of capital incentives due to heavy fit-out costs.
- Food and beverage occupiers are continuing to play a key role in attracting 'on-the-go' customers to out-of-town retail and leisure parks.

Assumption	Input
Leisure rent	£ 35.00-£ 40.00psf (F&B) £ 20.00-£ 25.00psf (big-box)
Leisure yield	7%

Industrial & logistics

- There is very positive sentiment associated with industrial use. The sector become popular with occupiers, investors and developers in recent years largely with the increased demand for logistics space associated with the growth of e-commerce.
- Investment yields have compressed to circa 4% and below in some areas, further highlighting the positive sentiment.
- Rents have adjusted upwards due in part to increased demand and decreasing availability, but also due the loss of space to residential redevelopment.
- Within the Purley Way area, 750,000 sqft of new development is planned or recently completed.
- For industrial intensification to occur, rents would need to be higher relative to land and construction costs. Multi-storey is not currently considered viable in Purley Way.

Assumption	Input
Rent	£ 15psf
Yield	4-4.50%

Offices

- Investment volumes were down during 2019, associated with Brexit uncertainty. Prior to the arrival of the coronavirus, this uncertainty had been reduced somewhat.
- Within London, vacancy levels were down to a low of 4.6% in the start of last year, this is expected to rise to around 6%, partly due to the supply pipeline. Over 13.6m sqft of office space is currently being developed in London in core locations, which adds a further 3.5% to stock levels.
- In terms of Croydon, the office market is strongest in Central Croydon, where vacancy levels are low at around 4%. Average office rents are around £25psf.
- Central Croydon is appealing as it offers strong transport links as well as low rents compared to central London.
- Peripheral locations such as Purley Way don't currently offer the same amenities and transport access to enable the area to attract the same demand from occupiers and associated rental levels. Those offices that are present are typically ancillary to industrial property.

Assumption	Input
Rent	£ 10psf
Yield	7-10%

Hotels

- There has been a 3.7% growth in London hotels, interestingly with the 4-star sector outperforming the budget sector.
- This has been driven by a rise in staycations, more frequent leisure trips and healthy tourism numbers.
- LB Croydon is dominated by budget brands, typically occupied by businesspeople during the week and leisure guests at the weekend.

Assumption	Input
Rent	£100,000 (price per room)
Yield	5%

6.0 CONSULTATION SUMMARY

Vision setting workshop

What:

A stakeholder workshop with the purpose of defining a vision for Purley Way, and facilitating discussions about appraisal findings, key opportunities and potential constraints.

When:

11 March 2020

Who:

Representatives across LB Croydon teams were invited to participate in the SWOT workshop to provide a holistic council view on development plans for Purley Way.

How:

The structure of the workshop was as follows:

- Project introduction and bigger picture
- Appraisal findings
- SWOT exercise for the study area
- Setting priorities for the Purley Way masterplan

A presentation of the wider project ambitions and the key appraisal findings was followed by group exercises analysing SWOT of the area and creating a hierarchy of priorities. This encouraged discussion between various stakeholders in an attempt to reveal and prioritise both individual and shared aspirations for the masterplan.

Where:

Croydon Arts Store



SWOT analysis

The table opposite provides a summary of the key topics brought up in our SWOT workshop. The topics are organised in 4 categories: Development context, Land uses, Public space and Transport & Connectivity.

	Strengths	Weaknesses	Opportunities	Threats
Development context	<ul style="list-style-type: none"> Organised stakeholders Development appetite: long term investment attitude from pension funds GLA and local cross-party support Supportive local residents and businesses Council housing assets Younger Community 	<ul style="list-style-type: none"> Limited engagement of residential population Limited strategic asset control Poor air quality 	<ul style="list-style-type: none"> Attract knowledge transfer businesses Wider Croydon business consultation - who might relocate? To support local employment Future-proof and innovatively develop retail Scale of parking: scope for reconfiguration. Retail sites by Waddon are redundant and prime for residential 	<ul style="list-style-type: none"> Existing low value creates viability challenge Contentious nature of challenging high performing retail Challenges over developer attitude to maximise use Land ownership complexity Challenges of planning obligations (employment) and effect on affordable housing
Local character & land uses	<ul style="list-style-type: none"> Rich industrial and residential heritage Large volume of industry and diversity through an abundance of small businesses Close to Opportunity Area Industrial focus with high demand Proximity to schools Adjacent to town centre: Purley Way warehouses could service housing and businesses in TC. 	<ul style="list-style-type: none"> Limited evening/night time offer. Lack of community facility provision Lack of industrial/commercial capacity (low vacancy) Inefficient use of land Scale of parking: inefficient Decathlon unit is very difficult to let but very well connected (could be something other than retail) 	<ul style="list-style-type: none"> Housing intensification Emphasise gateway to the Wandle Valley Making more of Waddon as a local shopping/neighbourhood centre Amenity offer for workers and businesses: nowhere to take clients for lunch Improved multi-use social infrastructure 	<ul style="list-style-type: none"> Conflict of residential and industrial uses: air quality, noise, pollution, traffic Changing nature of retail and reliance on it of the local economy Logistics are on the rise posing a threat to development ambitions Lack of proven vertical mix schemes
Public space & Streetscape	<ul style="list-style-type: none"> Good green space provision: Wandle Park, Playing Fields 	<ul style="list-style-type: none"> Playing Fields not very well used - the Croydon side has sports pitches while the Sutton side has higher biodiversity. Poor quality green space, especially in the south Lacking play space, especially for older children, teenagers 	<ul style="list-style-type: none"> Demand from local start-ups and small businesses. Upgrading quality of green space and outdoor sports and leisure offer and play Focus new housing around tram stops River Wandle: potential to create a nice walk along. 	<ul style="list-style-type: none"> Need for a behaviour change Borough boundary constraints (limits to shared social infrastructure)
Transport, movement & connectivity	<ul style="list-style-type: none"> Connectivity <i>along</i> the corridor Trams Within walking/cycling distance from Town Centre Northern half better connected 	<ul style="list-style-type: none"> Wayfinding Unfit for walking, cycling and a low quality public realm Large sites and uses restrict permeability which impacts the PTAL Tram stops are hidden and not well connected Low PTAL in the South Five Ways Junction: bad for pedestrians and cars. Lack of crossing points across Purley Way. 	<ul style="list-style-type: none"> Trams could have better connected stops and links Tram extension down to Colonnades Five ways junction could be an opportunity site LBD cycle network proposals: adjacent to tram route Work with companies to consolidate deliveries into the opportunity area with smaller, greener vehicles Unlock pedestrian footpaths (Waddon Ponds, River Wandle) 	<ul style="list-style-type: none"> Need for funding to increase tram network capacity. Volume of traffic and need to maintain network flow Retail customers are reliant on cars Hard to achieve sufficient buffer from road Ensure industrial vehicles can operate

Testing Priorities

The table opposite provides a categorization of priorities for Purley Way. Participants were asked to classify a number of priorities from high to low and add any further comments which have been represented opposite along a scale of low to high priority.

HIGH	Deliver a high quality network of safe, pleasant legible, low polluting walking and cycling routes.	Reduce traffic congestion/to improve air quality	Create a clear vision for Purley Way
	Improve transition/borders between residential and employment uses	Provide homes for people of all ages and all socio-economic backgrounds	Improve permeability of the area and connections to local centres
	Create affordable housing	Increase employment density to create more jobs for local people	Ensure benefits of the masterplan are accessible and felt by those in the wider area
	Improve cultural and social infrastructure to create an attractive place to live, work and visit.	Increase East West permeability to overcome severance caused by Purley way with improved crossings	Provide opportunities for businesses and services in Purley Way to be within reach of more people by active travel
	Better access to green spaces for existing and new residents	Provide a mixed residential offer, including non conventional accommodation like extra care, key workers and PRS Housing.	Be an attractive place for people to work in and visit.
	Intensify the industrial land to increase Purley Way's prominence as a key industrial location for London	Identify and deliver new community facilities for social interaction	Retain and create affordable workspace for start ups, smaller scale and creative businesses.
	Ensure new development does not negatively affect the functioning of existing employment uses	Provide a retail offer which complements Croydon Opportunity Area.	Create high quality and well defined local centres for existing and new residents.
	Protect and enhance existing green space in the masterplan area	Actively engage existing communities to participate in shaping the transformation of Purley Way	Invest and encourage growth of emerging employment sectors, such as Creative & Cultural.
	Ensure adequate capacity is retained on roads to service existing and ...	Consider knock on impact to neighbouring areas with regards to transport and social infrastructure.	Increase East West permeability to adjacent areas in LB Sutton
	LOW	Create a strong and consistent visual identity for the area	Create a safe area.

6.0
BEST PRACTICE & CASE
STUDY COMBILATION



Tiger Way, innovative resi-led mixed use development delivering a primary school & nursery, Hackney

INDUSTRIAL INTENSIFICATION

Case study 1



Prologis Georgetown Crossroads is a multi-story industrial warehouse, a three-level, 590,000 square-foot facility located minutes from downtown. Situated at the heart of the region's transportation gateways, with good connections to major bus, rail and road networks. Key rail links include Sounder Commuter Train and Sound Transit Light Rail, whilst key road links include immediate access to I-5, Highway 99 and I-90. The vast scale and strategic location of the building give prominent visibility within the area.

The bottom two levels are dedicated for fulfillment. The first floor, occupying more than 22,200 sqm, has a 8.5m clear height, 130 truck courts, and 60 truck aprons. The second floor, with more than 15,700 sqm, has a 7.5 clear height and an elevated 130-foot court served by two ramps that can accommodate big rigs. Level 3, at more than 16,700 sqm, has a 5m clear height and two loading docks supported by three forklift-accessible freight elevators. The floor has been designed for office, manufacturing and light warehousing use, but not for heavy-duty fulfilment.

Key lessons:

- Main truck access from rear of site, next to main truck routes (away from axial route)
- Parking at the edges to make use of irregular
- Distinctive entrances: 2 pedestrian entrances with lift access, loading from two sides, 3 goods lifts
- Large spans under elevated yard space
- Structural grid 50'x45'x60' (approx 15x13.5x18m)



Prologis Georgetown Crossroads

Address: Seattle, WA 98108, United States
 Type: Stacked large industrial units
 Space: New build, standalone industrial space

Case study 2



This industrial complex, designed by the Chemetov architecture workshop, is configured as an urban block with a large central square encompassing a working yard and internal streets for circulation.

The ground floor area is designated for heavy industrial activities, and the architecture offers a clear height of 6 meters and ground loads of 5 tonnes / m².

The first floor is designed for lighter industries, with an internal height of up to 5 meters and floor loads of up to 1.5 tonnes / m². Ramps allow cars and vans to access this floor directly.

The third floor contains offices and lighter activities. The structure is mixed, concrete and metal frame clad in galvanised and painted metal cladding.

Key lessons:

- An industrial business park vertically stacked
- Ramp access to upper floors makes these industrial spaces more functional and desirable for businesses
- Inward looking urban block allows noisy activities to be contained in the central core, buffering from other adjacent uses
- Requires a large site footprint



Hôtel Industriel, Pantin, Paris

Address: 100 Avenue du Général Leclerc, 93500 Pantin, France
 Type: Stacked small industrial units
 Space: New build, standalone industrial space

INDUSTRIAL & RESIDENTIAL CO-LOCATION

Case study 1

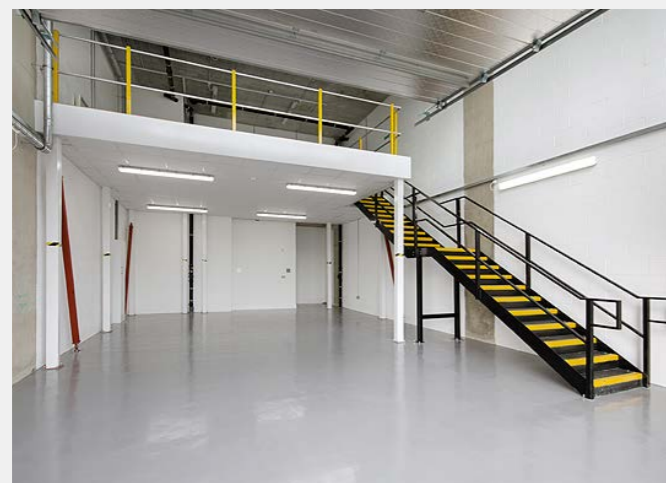


The Bow Enterprise Park development has built 384 homes, 46% of which are classed as affordable, and 8 B1c units, which are let and managed by Workspace Group. The development took c.7,000sqm of dated industrial space and re-provided c.6,220sqm of commercial space, a third of which is replacement B1c (light industrial) floor space at ground level. It was delivered through partnership with Poplar HARCA, Leaside Regeneration, Workspace Group and Peabody.

With individual secure access, the commercial spaces have proved popular, attracting a range of business activities -including a design agency and a 3D print studio- leading to employment opportunities for the local area. The scheme has been a finalist for seven awards, as well as being one of the best performing schemes of 2017 for residential sales.

Key lessons:

- A development of affordable residential, commercial and light industrial spaces
- Adequate loading bay at the rear part of the site
- Stepped section creates adequate separation between employment space, working yards and residential uses



Bow Enterprise Park

Address: Bow, London, E3 3TZ, UK
Type: Small production space
Space: New build mixed use residential development

Case study 2



Arbeit Project Ltd provides affordable creative workspaces for artists, designers, small businesses and start-ups, alongside business support, event/gallery space and a shared environment for innovative collaboration and community involvement.

Since 2018 Arebyte's artistic studios relocated in the new development of London City Island. This relocation is the result of a collaboration between Ballymore, the developers of London City Island; the pioneering Studiomakers initiative, in association with the Mayor of London; and Arebyte Gallery.

The site comprises 15 self-contained units, 6 open spaces and 20 desk spaces available. The scheme also contains a large kitchen and a dining area, a paint sink, double glazing, high ceilings and parking for your cars and bikes.

Key lessons:

- Successful mix of creative workspace (both production and office-type) with support/ ancillary spaces
- Start up space and business support cater to smaller early stage enterprises



Arbeit Studios

Address: London City Island, E14 0LH, UK
Type: Small/Large creative studios
Space: New build mixed use residential development

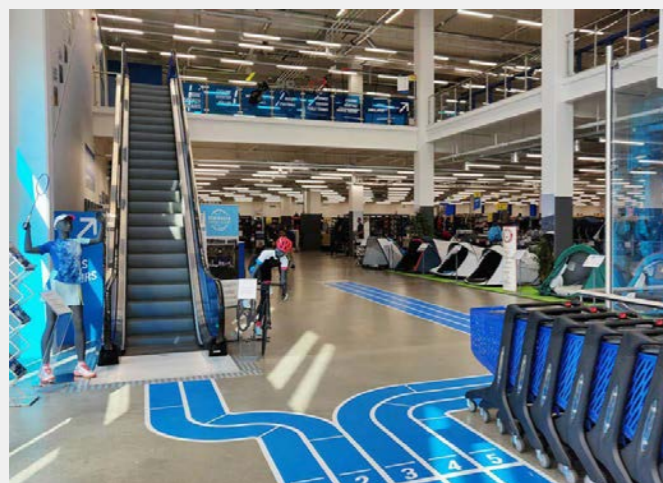
RETAIL & RESIDENTIAL CO-LOCATION

Case study 1



Porters Edge is a new mixed-use development in south London's Canada Water, designed by architect Maccreanor Lavington. It occupies a prime site overlooking the dock of Canada Water and is centred on a vast 100,000ft² Decathlon sports store, the largest in the UK. The outlet replaces an earlier store on the site that was of the large retail shed typology.

Above the Decathlon 234 flats have been incorporated into the same block. A number of town-house units directly about the store on the ground floor and the remainder are arranged into three residential blocks that rise above it to a maximum height of 17 storeys.



The development successfully takes the big-box retail model and redefines it as a series of urban blocks. This has been achieved while ensuring the continuity of trade that was essential to the scheme's commercial viability.

While the building was being constructed the retailer remained in its retained warehouse. Once it was completed, Decathlon simply switched premises one weekend.

A basement car park is set beneath the building replacing the at grade car park.

Key lessons:

- Successfully delivering large-scale retail box within a template that also provides a mix of uses and is principally centred on housing
- Densification of the town centre in a responsible and sensitive way
- An animated mixed retail offer in town centres, which includes large-scale retail in a way that revitalises rather than threatens the high street, can be delivered

Porters Edge

Address: Canada Water, SE16 7FZ, UK
 Type: Large scale retail
 Space: New build mixed use development

Case study 2



Prowse Court and Lord Graham Mews represents an exemplary development vehicle increasingly becoming popular for local authorities wishing to kick start regeneration.

Located in an area of social and economic deprivation, the site interfaces with both a town centre high street and streets of modest terrace houses. The scheme seeks to make a positive statement of regeneration through a distinctive architectural form and a responsive urban site planning approach.

Completed in July 2015, this redevelopment of a housing estate –built in the 60s– reinforces the high street by replacing the existing shops with new, better serviced units. Aligning the residential block along the street edge, makes a dramatic contribution to the townscape.

The orientation of the flattened block from east-west to north-south optimises solar gain and improves daylighting. To the rear the development includes new energy efficient (Code 4) houses to complete the suburban, Victorian fabric that was disrupted by the 60s development. Overall the scheme consists of 118 residential units of which 22 are houses.

The scheme also features a health centre and a new community facility, supporting the area with much needed social infrastructure.

Key lessons:

- Successful mix of fine-grain retail units with social-infrastructure and a wide range of residential types
- Mixed-use residential development can pro-actively contribute to the life and character of an area



Prowse Court and Lord Graham Mews

Address: Edmonton, N18 2FF, UK
 Type: Fine grain retail
 Space: New build mixed use residential development

SOCIAL
INFRASTRUCTURE

Case study 1



Tiger Way is an innovative mixed-use development. The project delivers a high-quality new primary school and nursery, providing much needed school spaces for the Borough of Hackney. The school is funded through the sale of 89 high quality private sale residential apartments co-located on the same site.

The key to the scheme was ensuring both the school and residential uses had an individual identity while creating a community.

The school is located facing the community with a more intimate scale of 2 storeys. The classrooms wrap around ground floor play spaces opening out to provide a sense of well-being. Play space for the school is provided on both ground floor and at roof level utilising as much of the site's potential for varied play and learning. The school also has a presence to the South with a large flexible space called the park room overlooking Hackney Downs.

To ensure a viable scheme the residential units were placed facing across Hackney Downs park where the scale of the expansive park allowed the towers to be taller and provide 89 units.

Key lessons:

- Successful integration of essential services within a resi-led masterplan as part of the city
- Sensitive consideration of overlooking between resi units and school below
- Public facing positioning of school areas to create a sense of community
- Using high quality residential sales to fund delivery of social infrastructure
- Roof levels used for play spaces and additional landscaped areas



Tiger Way

Address: Lower Clapton, London E5 8NA
Type: Primary school and nursery
Space: New build mixed use development

Case study 2



District Hall is a free-standing public innovation center, a single-story pavilion dedicated to gathering the innovation community together. It is the first project built for Boston Global Investors' 23-acre waterfront development, Seaport Square.

District Hall will serve as an anchor in this emerging district, a public facing infrastructure for businesses. The building is located at a natural gathering place between the Institute of Contemporary Art, a new public marina, bike-sharing and transit stops, and several parks on Boston's rapidly developing waterfront.

The 1,200m² facility provides space for promising companies and executives to meet and exchange ideas and to host business and social events. It includes a restaurant that is open to the public; a flexible assembly space with a capacity of 250 seats; a gathering space with lounge seating and worktables; and several flex spaces called "pods", meant to support a variety of uses, including pop-up retail shops, meetings, classes, and exhibitions.

Key lessons:

- Public-facing amenity space for businesses to socialize and host events.
- Flexible layout to support events of all sizes, from keynote lectures to start-up showcase nights.
- Writeable wall surfaces, easily reconfigurable furniture and programmable lighting all work together to allow users to customize the space.
- Easy to divide large rooms into smaller spaces, add extra exterior doors to make new spaces publicly accessible, or easily hang artwork or technology installations throughout the space.



Boston District Hall

Address: Seattle, WA 98108, United States
Type: Stacked large industrial units
Space: New build, standalone industrial space

Case study 1



Moor's Nook has transformed a neglected industrial lot in suburban Surrey into a convivial residential community for specialist retirement living developer PegasusLife.

The scheme, a 3400 sqm horseshoe shaped plan with 34 one and two-bedroom homes and a central communal landscaped courtyard, is located in central Woking. It is on a corner plot overlooking the leafy local cricket ground. The brief was to replace a derelict laundry facility with a modern, over-60s community-focused residential development whilst achieving a target net internal area and providing shared facilities that promote a sense of community.



All apartments are accessed off the central courtyard, creating an activated social space. Landscaping elements have been introduced to create subtle transitions from communal courtyard into private dwelling. These thresholds extend to the design treatment of the facade, which uses depth to create lobbies and incorporate bench seating.

- Key lessons:
- Specialist housing catering to the needs of a specific group
 - Emphasis on communality and social interaction built into the design
 - Low rise yet dense development
 - Reuse of former industrial plot

Moors Nook

Address: 73 Horsell Moor, Surrey GU21 4NN
 Type: New build low to mid-rise residential for retirement living

Case study 2



Trafalgar Place was commissioned by Southwark Council and provides 235 homes, built by developer Lend Lease as the first phase of the regeneration of the Elephant and Castle area.

The scheme by London studio dRMM comprises seven buildings ranging in height from four to 10 storeys. These are arranged around new streets and landscaping designed to improve their connection with the surrounding cityscape.

The massing and height of the buildings provides residential density with a variety of scale and form – a mixture of mini-tower, apartment buildings and terraced houses.

The buildings are arranged around public spaces and green areas that incorporate mature trees and new planting.

- Key lessons:
- Successful delivery of high density development with a variety of scales breaking up the mass
 - A range of housing types mixed within one coherent development
 - Generosity of planting and green space create pleasant environments surrounding the buildings



Trafalgar Place

Address: Rodney Rd, London SE17 1AS
 Type: Mixed tenure and typology residential development

Case study 1



Blackhorse Lane

Address: 114b Blackhorse Ln, Walthamstow, London E17 6AA
Type: Public realm improvements to industrial estate

Blackhorse Lane is a key regeneration area within the London Borough of Waltham Forest and has significant growth potential. As a precursor to future mixed-use development, the local authority commissioned area-wide proposals to address issues of poor perception and functional operation of the existing industrial estates and high streets, and to support the diverse enterprises in the area.

Delivered elements of the project include both physical interventions and 'soft' enterprise support, ranging from improvements to industrial estate frontages and shops to co-ordinated wayfinding signage and a new civic clock. Proposals were guided by a clear area-wide identity that celebrated the area's industrial past and proximity to the nearby Wetlands.

In order to create sustainable growth in the Blackhorse Lane area, the London Borough of Waltham Forest have recognised the need to support and create business and employment opportunities, as well as new housing. This is an innovative and pre-emptive approach to creating vibrant neighbourhoods that builds upon existing strengths in the area. Alongside the creation of Blackhorse Workshops, an open-access workshop and creative workspace, a series of skills, training and marketing opportunities have been supported in parallel with physical interventions. In combination with existing economic activity, the interventions support a diverse and resilient local economy.

Key lessons:

- Supporting businesses through improved wayfinding and new amenity for workforce
- Delivers both physical and programmatic improvements to activate the area
- Builds upon existing strengths in the area
- Interventions are guided by a clear area-wide identity and improvements to wayfinding

Case study 2



Croydon South End

Address: South End, Croydon, CR0 1BF
Type: Public realm improvement to high street/local centre

The £2.8m South End scheme has transformed the streetscape of a key gateway into central Croydon to create a coherent, high quality and welcoming place.

The improvements have included a range of finely balanced proposals from extended footways and junction re-alignments to focused new public spaces, shopfront upgrades and economic support. A number of distinctive interventions have amplified the area's character and highlighted existing heritage assets. The elements of the delivered scheme combine to make the area more accessible, greener and more prosperous.

The approach and strategy in Croydon South End has addressed both physical improvements to streetscape and building frontages, and also gone further by purposefully activating and promoting the area to contribute to perceptual change in those who live in and visit the area. The thinking was based around the way different activities can shape our high streets and how we could make South End High Street and Selsdon Road places where social and civic functions attract commerce and activity.

The South End project is part of Croydon Council's wider Connected Croydon programme of public realm improvements. It is part-funded through the GLA Mayor's Regeneration Fund.

Key lessons:

- Uses both 'hard' and 'soft' proposals such as establishing the 'South End Ideas Shop' as a way of drawing in the local community and triggering a change in perception.
- Creates a coherent visual identity.
- Traffing calming measures and provision of street furniture encourages footfall
- Dramatic improvement to vacancy rates in retail units

PUBLIC REALM -
OPEN SPACE

Case study 1



The park was created by a unique act of Parliament as a “green lung” for London, Essex and Hertfordshire. The park is run by The Lee Valley Regional Park Authority and comprises of open spaces and sports venues spread over the 26 mile long, 10,000 acre park.

Nearly two thirds of the park is designated as being important for nature conservation, at either international level through the Lee Valley Special Protection Area designated in 2000, nationally through the eight Sites of Special Scientific Interest or through the numerous sites designated as important regionally and locally. The aims for increasing biodiversity have been formalised through a Biodiversity Action Plan which sets out goals for a 10 year period.

Part of the Lee Valley Regional Park, Hackney Marshes has 80 grass football, rugby and cricket pitches available for hire. The South Marsh hub provides 26 new changing rooms as well as other community facilities such as meeting and conference rooms, a bar and function suite. As well as serving the local residents, Hackney Marshes has become a destination for amateur football.

Key lessons:

- Took advantage of wider investment (the 2012 Olympics) to provide high quality sports facilities for residents.
- Caters to the local residents as well as the wider area.
- Has a biodiversity action plan
- Intensifying use of existing underused open spaces with new facilities
- Improving wider green grid connections
- Encouraging biodiversity and opening up waterways on the edge of industrial areas



Lee Valley Regional Park

Address: Myddelton House Gardens, Enfield EN2 9HG
Type: Open space and sports venues

Case study 2



Cheney Row Open Space was a former landfill site that, with careful remediation and through a process of community and design development, has been transformed as an open space. The £1.2m project was commissioned by Waltham Forest Council and opened in summer 2019.

The previously empty 3ha of space now has:

- A new events space and outdoor stage where range of activities and performances can be held outside;
- A new playspace which includes different types of play from more boisterous adventurous, active play to more reflective social, sensory and creative play;
- 467 new trees which have been planted to support biodiversity and ecological interest in this overlooked corner of the Lee Valley Regional Park; and
- New entrances, lighting, paths, seating, wayfinding and signage all improve accessibility to make the park a more welcoming and attractive place.



Key lessons:

- Using planning gain to fund green/open space infrastructure interventions
- Intensifying use of a previously underused and misused open space
- Programme of activities and events during the design development led to creation of a Friends of group and BMX group in the park
- Launch of the space attended by more than 1,200 people, many who had never visited the space before despite living minutes away

Cheney Row Park

Address: Waltham Forest, London, E17 5ED
Type: Neighbourhood park with play space & events space