

Consideration of a 'Restaurant Quarter' Policy







Pros

- Already has a strong business forum in area with website, branding etc
- Promotes/safeguards something that is good for Croydon (best restaurants in Croydon, local multiplier effects are greater from independents than chains, night-time offer for 'grown ups', etc.)
- Attracts complementary activity (e.g. art house films 3 nights a week in old cinema above Fuchsia Restaurant)
- Meets Policy 4.6Cc of the London Plan as it involves designating and developing a cultural quarter
- Generator of direct and indirect jobs

Cons

- Restrictive policy to stop loss of A3 uses would be contrary to permitted development rights and could result in longer vacancy periods
- Could be contrary to 'town centres first' and therefore NPPF, London Plan and Core Strategy
- Could undermine investor activity in retail core if Westfield/Hammersons candidates (Jamie's, Leon, etc) choose to be in the Restaurant Quarter
- Could undermine investor activity in London Rd/Broad Green
- Relies upon continued availability of Spices Yard Car Park

Key

-  Food or Drink use
-  Potential boundary of Restaurant Quarter
-  Boundary of Croydon Metropolitan Centre
-  Potential area to be excluded from Local Centre

The rationale for identifying this particular area as the boundary for the Restaurant Quarter is the clustering of A4 and A5 uses. There are restaurants within the Local Centre to the south, but the pattern of land uses does not replicate that within the boundary identified in the diagram opposite.

If a Restaurant Quarter policy is considered beneficial, there are a number of potential policy options available. For example, the boundary of Croydon Metropolitan Centre could be extended to include this area and a specific frontage policy drafted, a new Local Centre could be designated, or perhaps just the frontage could be identified and a specific frontage policy drafted without the need to include the area within a town centre.

