




- | | | | |
|-------------------------------------------------------------------------------------|------------------------------------------------|-------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------|
|  | Wellesley Road improvements |  | New public spaces/squares |
|  | High Street enhancements |  | Tall buildings area |
|  | Frith Road and Poplar Walk improvements |  | Retail-led mixed use development including residential, leisure space and amenity space |
|  | Main new public access east/west route (24 hr) | | |
|  | New and improved secondary routes | | |

Figure 4.6 Indicative application of desired outcomes for the Retail Core

HIGH STREETS

4.33 Growth of the Retail Core will attract more people to shop and live in the COA. This will support enhanced economic performance for existing businesses across the COA's high streets. Additional people will result in greater footfall that will be able to support new spin-off uses.

4.34 The COA contains a series of town centre high streets, including; London Road, North End, George Street, Church Street, Surrey Street, High Street and South End. In addition, there are also a number of smaller side streets that connect to the larger high streets, which contain a mix of other retail uses including; Frith Road, Station Road, and St Georges Walk.

4.35 The COA's high streets perform a vital function and provide the local community with retail, community, leisure and social activities. The OAPF supports major investment in these high streets including retail, leisure, community, residential and night-time uses.

4.36 Temporary "meanwhile" uses will be important in the function and life of the high streets. The OAPF encourages the temporary use of vacant shops in order to maintain economic activity and interest until more permanent retailing can be established.

4.37 The Mayor and the Council have committed approximately £10m of capital and revenue funding to improve the COA high streets by March 2015.

4.38 Specific high street aspirations include;

- **George Street:** To the west of Wellesley Road it will retain its diverse character and historic form. Improvements to this street will create a better environment. Relocation of the existing tram stop and the demolition of No. 36 will improve permeability and pedestrian capacity as set out in the Mid Croydon masterplan. To the east of Wellesley Road, redevelopment of brownfield sites will help change people's perception and experience of this important arrival space. The street will include day and evening options for eating and leisure for employees and residents travelling to and from East Croydon station.

- **Old Town:** (including Church Street, Surrey Street and Frith Road) Improved public realm and building facades along with a retail support project on Surrey Street will help facilitate the wider regeneration of Old Town and will increase footfall in the area. Old Town's streets should retain their historic grain and form, which are critical to the area's character. The retail units are suitable for smaller, independent retailers, café and maybe restaurants.
- **North End:** will continue to be the primary comparison retail high street location. North End is the backbone of the Retail Core. It houses a mix of heritage assets which play an important role in defining the area's character. Public realm improvements will be crucial in helping to create a desirable destination for the Retail Core.
- **South End:** Provides an entry point into the COA. It offers a successful mix of cafes, restaurants and night time uses. Changes will include infilling vacant and underused premises and sites, addressing problems created by outlying 1960's and 1970's office buildings, and improving the public realm and physical connection to the COA.
- **London Road:** Its local high street character and valuable diversity will be reinforced through sympathetic public realm enhancements and increased business and economic support.
- **Wellesley Road:** will not become a traditional 'high street', however, it will see significant transformation, realising the ambition of this street as one of the Mayor's Great Spaces (see chapter 5 on public realm).

4.39 A key high street objective is to improve east/west permeability across the COA and to strengthen existing north / south routes. This can be achieved by emphasising pedestrian movement in conjunction with calming traffic, and urban greening will encourage new retail, community, culture, leisure and cafés.

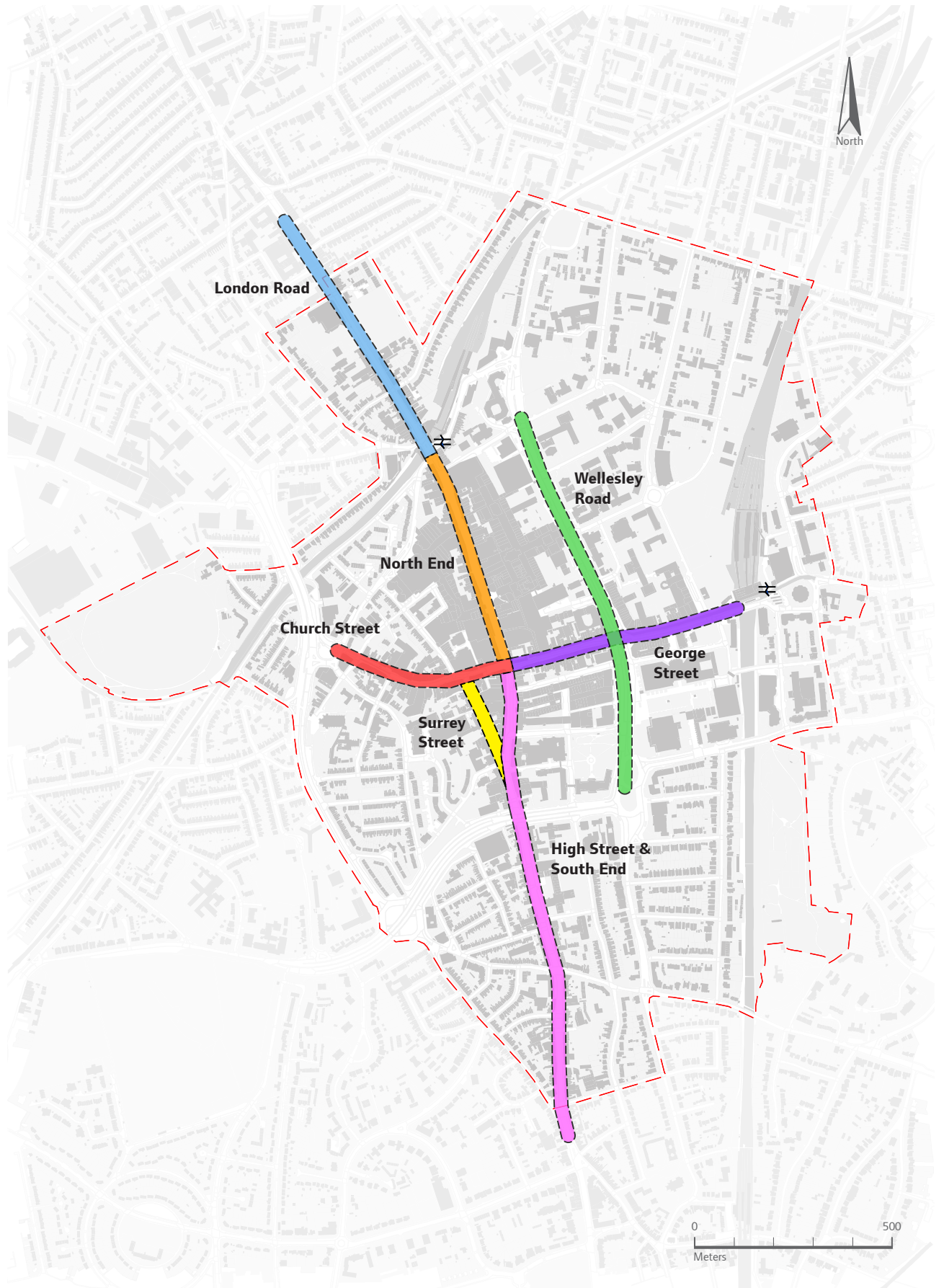


Figure 4.7 The location of the COA High Streets

RESIDENTIAL

4.40 An objective of the OAPF is to support the delivery of 7,300 new homes within the COA over the next 20 years. This equates to 17,000 new residents in addition to the 8,000 already living there.

4.41 Much of this change will be facilitated in medium and high density residential development. This level of housing is underpinned by a robust capacity and building typology model (see technical appendix). Fig. 4.8 shows an indicative housing provision of new residential across the COA by character over the next 20 years. These figures are not the required level of housing for each character area, but rather an indication of potential housing capacity.

4.42 Affordable housing requirements are set out in London Plan (2011) policies 3.9 to 3.14 and in Croydon Council's Core Strategy policy CS2 and table 4.1. Future funding and delivery of affordable housing is in a state of evolution at the national level and so requirements will continue to change. Beyond the existing policy and economic position, applicants will;

- Have a combined engagement with Registered Providers and planning authorities
- Demonstrate that where off-site donor sites are proposed for affordable housing provision, these sites will contribute to a mixed and balanced community, as well as delivering their own affordable housing requirements. Details of the delivery mechanism will need to be agreed with the Council and GLA.
- Ensure that affordability is adequately considered where sub-market rented schemes are proposed, and to demonstrate that rent levels are not out of reach of prospective tenants in the area. Whilst smaller homes may be sustainable at rents of 80% of local market rent, rents on larger homes will need to be carefully assessed because of anticipated benefit caps.

Housing mix

4.43 The Council's core strategy requires a mix of housing in the COA, including a 20% provision of three bed homes. This 20% requirement equates to 1,460 three bed homes over the next 20 years.

4.44 Both the Mayor and Croydon Council accept that it will not be possible for each housing scheme in the COA to deliver 20% three bed homes, and nor would it be appropriate for all sites.

4.45 For example, it may not be desirable to have high levels of family housing in the most built up and busy areas around the Retail Core and New Town and East Croydon.

4.46 The OAPF proposes the following three bed breakdown across the six COA character areas;

- Retail Core: 5% three bed+
- New Town: 10% three bed+
- West Croydon: 20% three bed+
- Mid and Fairfield: 20% three bed+
- Southern/Old Town: 45% three bed+
- Northern Area: 45% three bed+

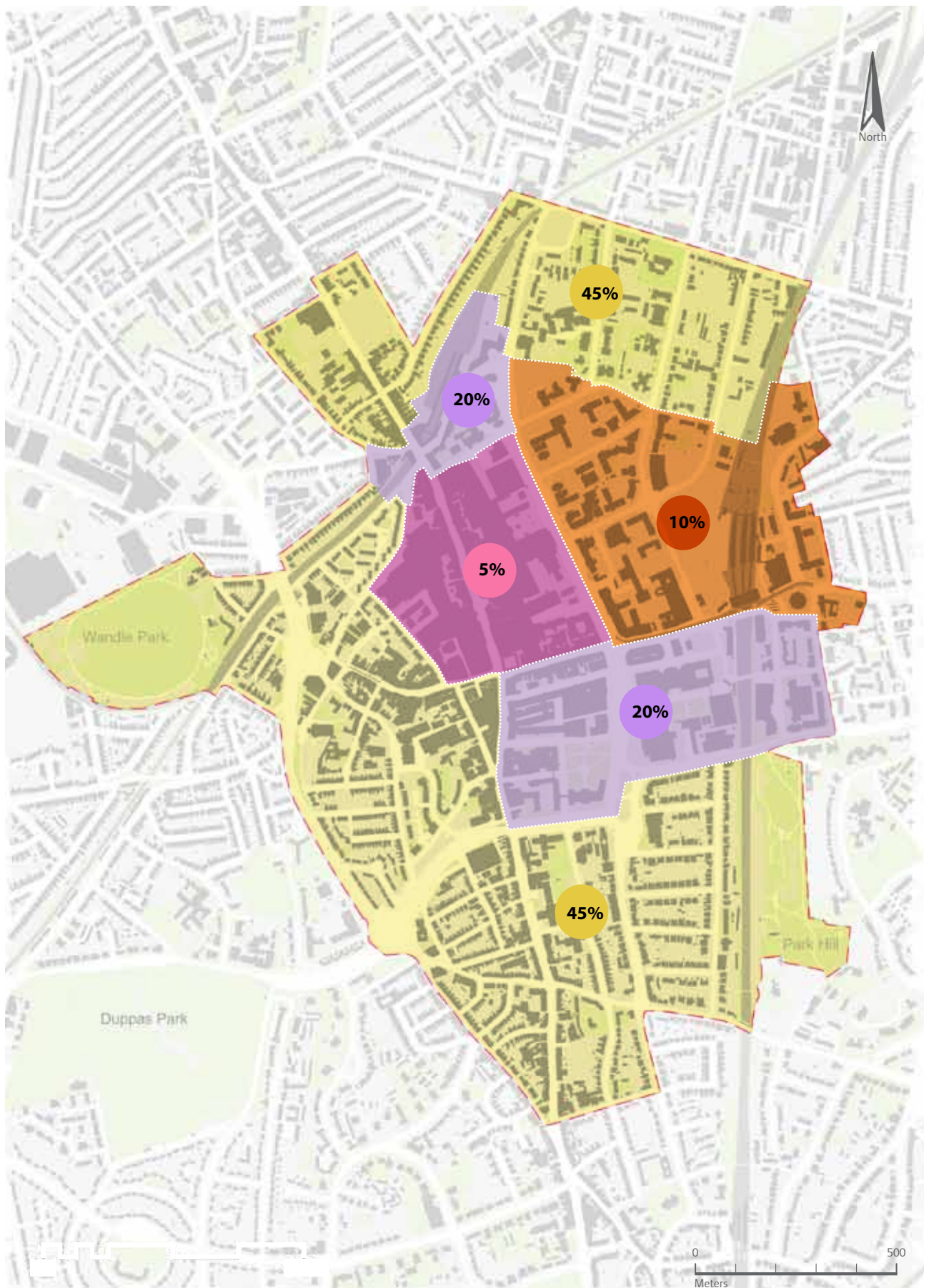
4.47 This breakdown is based on a capacity assessment for the whole of the COA (see technical appendix) and should be taken as the broad three bed housing requirement for each character area.

4.48 The exact level of three bed+ housing will be determined on a case-by-case basis. Some sites will deliver more, while other sites will deliver less. The figures are a starting point and the final agreed level of three bed housing should also be informed by; site context, site history, design potential, building height.

4.49 Sites seeking the renewal of existing planning permissions for residential schemes in the COA will have to have some regard for this approach.

The Six Character areas	Years 0 to 5	Years 6 to 10	Years 11 to 20
	Residential	Residential	Residential
New Town & East Croydon	819	900	1000
Southern and Old Town Area	100	150	168
Retail Core	0	400	700
Fairfield and Mid Croydon	100	600	557
West Croydon	0	445	300
Northern Area	0	400	661
Total	1019	2895	3386

Figure 4.8 Residential capacity figures from 2012 to 2032



Three-bed housing requirements by character area

- 5% Three Bed+ Retail Core
- 10% Three Bed+ New Town and East Croydon
- 20% Three Bed+ West Croydon, Fairfield, Mid Croydon
- 45% Three Bed+ Southern and Old Town, Northern Area

Figure 4.9 Provision of family housing by six COA character areas

OFFICE AND HOTELS

4.50 The OAPF promotes the growth of 95,000 sqm. of office space in the COA over the next 20 years. There is a need for new modern office space that meets the needs of modern users. Providing high quality, well located, office space will be crucial in attracting new office occupiers. These occupiers can take advantage of great access and cheaper rents.

4.51 To this aim, new space should be focussed around New Town and East Croydon. This area has the strongest market credentials; the highest demand for office space, the highest office rents, the best access to public transport and has an established cluster of office buildings.

4.52 Focussing new office space in New Town and East Croydon should not be considered a zoning approach. The OAPF still encourages a flexible approach and would permit the development of new/converted office space in any of the other character areas. However, applicants must be convinced that new office space in other locations would be viable.

4.53 The OAPF supports a reduction in office vacancy rate to 12% (from 30%) and a rejuvenation of least 25% of the existing office stock. These targets would occur through the refurbishment, redevelopment and conversion of existing buildings.

4.54 The OAPF promotes conversion and/or redevelopment of surplus offices to other uses. Conversion will be encouraged across the Northern, Southern and Old Town, Retail Core, West Croydon, Mid Croydon and Fairfield so long as it complies with any relevant masterplan, and/or the desired outcomes for the Retail Core as set out in the OAPF.

4.55 New Town and East Croydon is considered the most viable location for good quality office space. As such, it is anticipated that conversion schemes in this character area would be less likely to come forward, but in principle they would still be acceptable.

4.56 Conversion schemes should achieve a high standard of design and should be used as an opportunity to help mend damaged public realm and the built environment, by helping to define streets and spaces and improve the relationship with surrounding buildings.

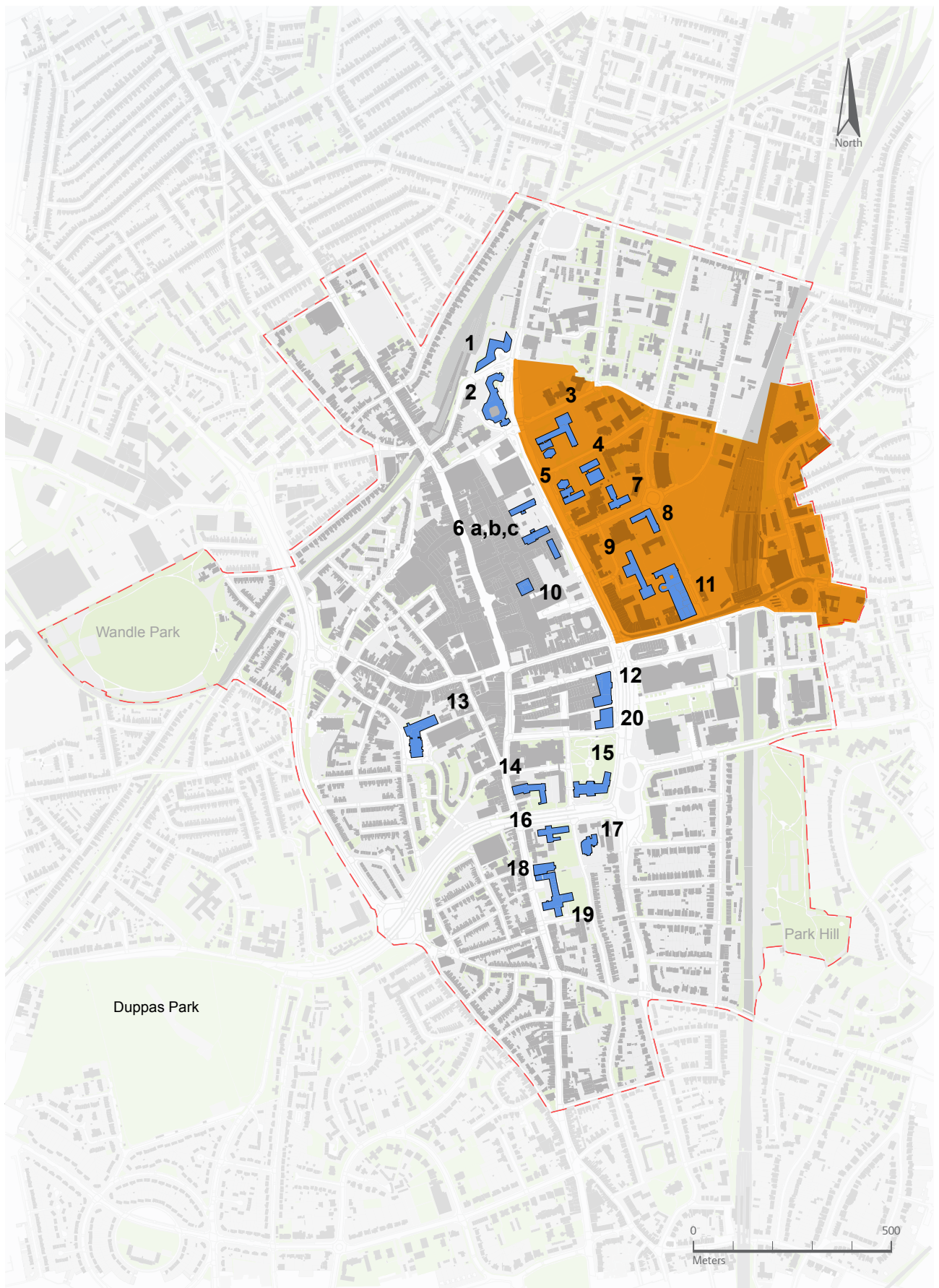
4.57 The Mayor and Croydon Council both recognise that there can be site specific issues that can restrict the ability to deliver a viable office building conversion. The delivery of a viable conversion may require some policy dispensation to assist with the feasibility of the scheme. The extent and type of dispensation will need to be discussed and agreed during the pre-application and planning application process. All conversion schemes will still need to achieve a high standard of design to avoid the development of poor quality residential. The types of dispensation could include;


- **Height:** potential to add additional floors
- **Land use:** not including a mix of other uses
- **Affordable Housing:** possibly providing a lower level of affordable housing where fully justified on a case by case basis
- **Family housing:** provide a lower level of three bed homes (based on the building and context)
- **Design standards:** there may be scope to relax some internal design standards and on-site play space but this would need to be carefully justified and the impacts reviewed for the whole building
- **Energy:** There may be scope to relax required connections to a COA wide district energy system but only where this is clearly justified.


4.58 The COA also has a strongly performing hotel market. The OAPF will continue to support the COA's hotel market. New hotels can take advantage of high quality transport links to London and Gatwick along with the attractions offered by the COA itself.

Six Character areas	Existing	Net uplift	Net total
	2011 (sqm)	(sqm)	2031 (sqm)
New Town & East Croydon	235,000	230,000	465,000
Northern Fringe	1,000	0	1,000
Southern Fringe	72,000	-50,000	22,000
West Croydon	44,000	-10,000	34,000
Civic and Cultural	113,000	-25,000	88,000
Retail Core	65,000	-50,000	15,000
Total	530,000	95,000	625,000

Figure 4.10 Commercial space breakdown



 New Town & East Croydon character area
Focus for new offices

 Indicative list of existing office buildings in the
COA that could be converted to other uses

- 1. Prospect First
- 2. Delta Point
- 3. Lunar House
- 4. Sunley House
- 5. Apollo House

- 6. Whitgift blocks a,b,c
- 7. Emerable House
- 8. Carolyn House
- 9. Southern House
- 10. Centre Tower

- 11. Amp House
- 12. Nestle Tower
- 13. Ryland House
- 14. Davis House
- 15. Taberner House

- 16. Impact House
- 17. Direct Line building
- 18. Grosvenor House
- 19. Leon House
- 20. Seagas House

Figure 4.11 Indicative list of buildings that could possibly be converted

SOCIAL INFRASTRUCTURE

4.59 Critical to building a new residential community of 17,000 people is the provision of social and community infrastructure.

4.60 The infrastructure needed to support and underpin the borough's growth to 2031 is identified in Croydon's Infrastructure Delivery Plan 2011 (IDP). The measures set out in the IDP will be programmed by Croydon Council over the next 20 years.

4.61 In addition to these, there are facilities in the COA that are already committed including;

- Stephenson House, Cherry Orchard Road, 328 sqm, medical centre
- Ruskin Square, George Street, 346 sqm healthcare facility
- 16 to 18 Barclay Road, 464 sqm, GP consulting room
- 73 North End, 358 sq.m, hairdressing training centre
- 267 to 279 High Street, 662 sqm, education
- Woolwich House, George Street, 125 sqm, dentist
- 96 Drummond Road, 317 sqm, place of worship
- 36 Pitlake, 1656 sqm, place of worship
- Croydon College extension which was opened in September 2011

4.62 Primary school: the Council's projections for the borough showed demand for 4500 places in 2011 which will be sustained on an annual basis for the next 10 years. This growth is concentrated in the north and central parts of the borough which includes the COA. 10 Form of Entry (FE) are planned in September 2012 at a cost of approximately £25 million and one expansion is located at the Aerodrome Primary School located west of the COA. Up to £34 million has also been set aside to fund the delivery of the additional permanent primary expansion.

4.63 Secondary school: The planned level of new housing across the borough is expected to have an increase of 15-30% for secondary school places. This demand equates to 10 FE secondary school provision in the north and central parts of the borough. Funding for delivering this growth has yet to be determined as proposals are currently being developed against the Government's recently

announced 'priority school building programme.' A new 6th Form school will be built on the vacant hospital site on the London Road and should be delivered and operational by September 2015. This will provide much needed school capacity for the area.

4.64 Special Needs: Approximately £36 million of funding has also been identified within the 5-year Croydon Capital Programme to deliver specific Special Education Needs proposals.

4.65 University: A key part of the vision for the COA is to achieve a new university presence. A 'multiversity' concept is preferred whereby a range of further and higher education courses and qualifications is offered, possibly from a number of institutions across the borough and beyond. The Council will adopt a partnership approach to forge links with the higher education sector and develop it around Croydon College. The College currently has an agreement in place with Surrey University to offer degree level courses and hopes to offer masters level courses in the next 2-3 years.

4.66 Enterprise / Innovation centres: The OAPF will support the establishment of an Enterprise Centre on the London Road High Street along with a new Innovation centre in the New Town and East Croydon character area. These facilities will provide training and support for existing businesses and will also help to establish new businesses in these areas. Some of the COA's substantial supply of vacant and underutilised office space could potentially be converted to meet some of the need identified above. Further evidence supporting the conversion of offices to other uses is outlined in the Technical Appendix.

4.67 Emergency services: To ensure that the COA can be a safe and secure place for residents and visitors, it is important that the diverse nature of policing needs as a result of development and intensification can be met. The Council will work alongside the Mayor's Office for Policing and Crime and the Metropolitan Police Service to ensure the delivery of necessary policing facilities in Croydon Town Centre so that the impact of new development upon policing can be appropriately mitigated.

DECENTRALISED ENERGY

4.68 Delivery of a Croydon Central Area Heat and Power Scheme is an objective of the Croydon Council climate change strategy. In order to achieve a major reduction in the Borough's carbon footprint, and meet the Mayor's decentralised energy target, the Core Strategy (Policy CS6) expects that larger developments and refurbishments should be enabled to connect to district energy networks based on centralised combined heat and power plants (CHP), particularly in the COA and other district centres within the borough.

4.69 Croydon Council has undertaken a detailed study on the viability of delivering a district heating network to support the regeneration of the COA. The scheme would provide low carbon heat to new developments which would enable them to meet the energy performance standards required by planning policy and national Building Regulations. Existing buildings would also be able to connect to the scheme to benefit from the lower carbon heat. Some key features are:

- A centralised "energy centre" fuelled by gas fired Combined Heat & Power plant
- This heat is distributed across the COA as hot water in a network of buried pipes

- The electricity generated could be sold for use in nearby buildings with the excess being exported to the public supply grid
- The scheme would be financed, designed, built and operated by a commercial partner
- Cost of connecting to the scheme would be lower than making on-site heat provision
- Cost of heat to building users will be less than alternative on-site provision of heat (e.g. having own boiler system and paying for heat)
- Wandle Road car park has been identified as a potential location for the energy centre but further feasibility work is required to assess this option in more detail

4.70 It is envisaged that the first phase of the scheme would connect to new developments in mid Croydon and East Croydon, along with a core of existing public buildings. The full potential would expand to buildings across the wider COA area. The council will be working with the GLA "Decentralised Energy Project Delivery Unit" to configure the scheme so that it would be commercially attractive to the energy services market. This work is currently ongoing. As and when new development comes forward it will be expected to help deliver and connect into such a district heating system, if feasible.



Figure 4.12 Aerial image of the COA highlighting street lighting energy use