

12.3 Pipeline site analysis considerations

12.3.1 In identifying areas appropriate for tall buildings, the analysis undertaken so far has primarily considered environmental context and analysis of the associated data. This includes analysis of existing buildings heights derived from OS data.

12.3.2 However, a more granular assessment and analysis of current or forthcoming changes in the urban environment needs to be taken into consideration. This base mapping data would not however reflect recently completed schemes, recent decisions on major planning applications and advancing discussions on emerging scheme.

12.3.3 An additional stage of analysis has therefore been undertaken which addresses those sites which have been consented but are not yet represented in the analysed datasets.

12.3.4 The council has undertaken placemaking analysis of its Local Plan site allocations in order to establish a high level assessment of each site's capacity in terms of density and height.

12.3.5 In order for the tall buildings strategy to anticipate and best reflect the future townscape of Croydon, this placemaking analysis and the resulting building heights and density proposed, should be taken into consideration in determining the locations and heights suitable for tall buildings in Croydon.

12.3.6 A summary of these sites and the relevant data is provided in the adjacent table.

Site no.	Status	Consented or estimated no. of storeys
21	Allocated site with placemaking analysis	6 to 20
32	Consented	Part 33, 11
??	Allocated site with placemaking analysis?	??
33	Allocated site with placemaking analysis	12
34	Allocated site with placemaking analysis	4 to 14
133	Allocated site with placemaking analysis	5 to 20
138	Consented	25
172	Allocated site with placemaking analysis	15
174	Allocated site with placemaking analysis	18
190	Consented	31
199	Allocated site with placemaking analysis	2 to 14
201	Allocated site with placemaking analysis	2 to 8
211	Consented	21 to 25
218	Allocated site with placemaking analysis	37
220	Allocated site with placemaking analysis	20
242	Allocated site with placemaking analysis	4 to 14
245	Allocated site with placemaking analysis	20
375	Consented	4 to 14
493	Allocated site with placemaking analysis	4 to 15
522	Consented	5 to 25
1	Consented	14 to 28
4	Allocated site with placemaking analysis	2 to 18
155	Consented	26
193	Consented	?
173	Consented	22
104	Consented	13-35
195	Consented	?

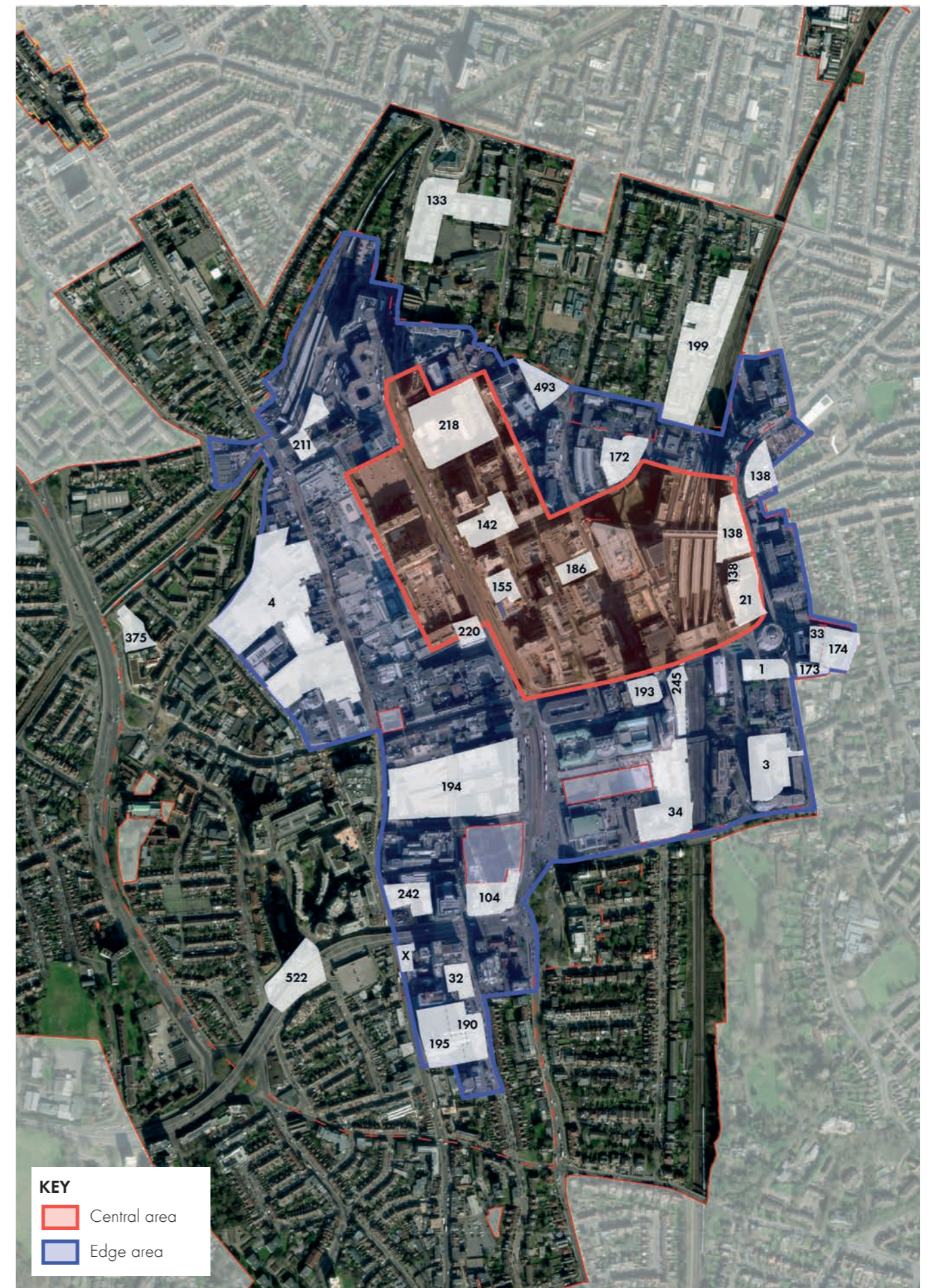


Fig 113 Existing building height areas from the Croydon Opportunity Area Planning Framework with pipeline sites

12.4 Croydon Central tall buildings zone

Inner and Outer Zones

- 12.4.1 Central Croydon is identified as a location considered potentially appropriate for tall buildings.
- 12.4.2 A two tier designation is suggested, with the smaller and more central Inner Zone appropriate for the tallest developments and an Outer Zone potentially appropriate for tall buildings but with a lower tall building threshold principally in light of its greater sensitivity to potentially adverse townscape impacts of new tall buildings, particularly to the west of the town.
- 12.4.3 The boundaries for the two zones for the Croydon Central potentially appropriate location are set out in Fig 112. The threshold definitions of tall and upper end of the appropriate tall buildings heights range for both zones within this area are outlined in Fig 114.
- 12.4.4 For the Outer Zone, the threshold above which a building would be considered tall is set at the default minimum GLA threshold of 21m. Within this Outer Zone, new tall buildings would be expected to range in height from that lower threshold to approximately 48m.
- 12.4.5 For the Inner Zone, the threshold above which a building would be considered tall is 33m. Within this Inner Zone, the upper height threshold for new tall buildings is 93m.
- 12.4.6 Analysis to support these thresholds is outlined on the following page.

Is this area appropriate for tall buildings?		YES
INNER ZONE CORE		
Minimum threshold	Upper threshold	
33 metres measured from the ground to the top of the building	138 metres measured from the ground to the top of the building	
INNER ZONE		
Minimum threshold	Upper threshold	
33 metres measured from the ground to the top of the building	93 metres measured from the ground to the top of the building	
OUTER ZONE		
Minimum threshold	Upper threshold	
21 metres measured from the ground to the top of the building	48 metres measured from the ground to the top of the building	

Fig 114 Tall building thresholds in central Croydon

Inner Zone Core

- 12.4.7 There are already some existing apex buildings within the Inner Zone which should remain amongst the tallest buildings in central Croydon.
- 12.4.8 Two areas within the Inner Zone emerge as natural clusters for the town centre's tallest buildings. The axis along Wellesley Road and the area around East Croydon Station have already emerged as locations most suited to the tallest buildings. The Inner Zone Core as shown in Fig 112 is best suited in townscape terms to accommodate these tallest buildings. Within these zones, exceptions might sometimes be made to allow tall buildings which exceed the upper height threshold for new tall buildings, up to an upper limit of 138m.

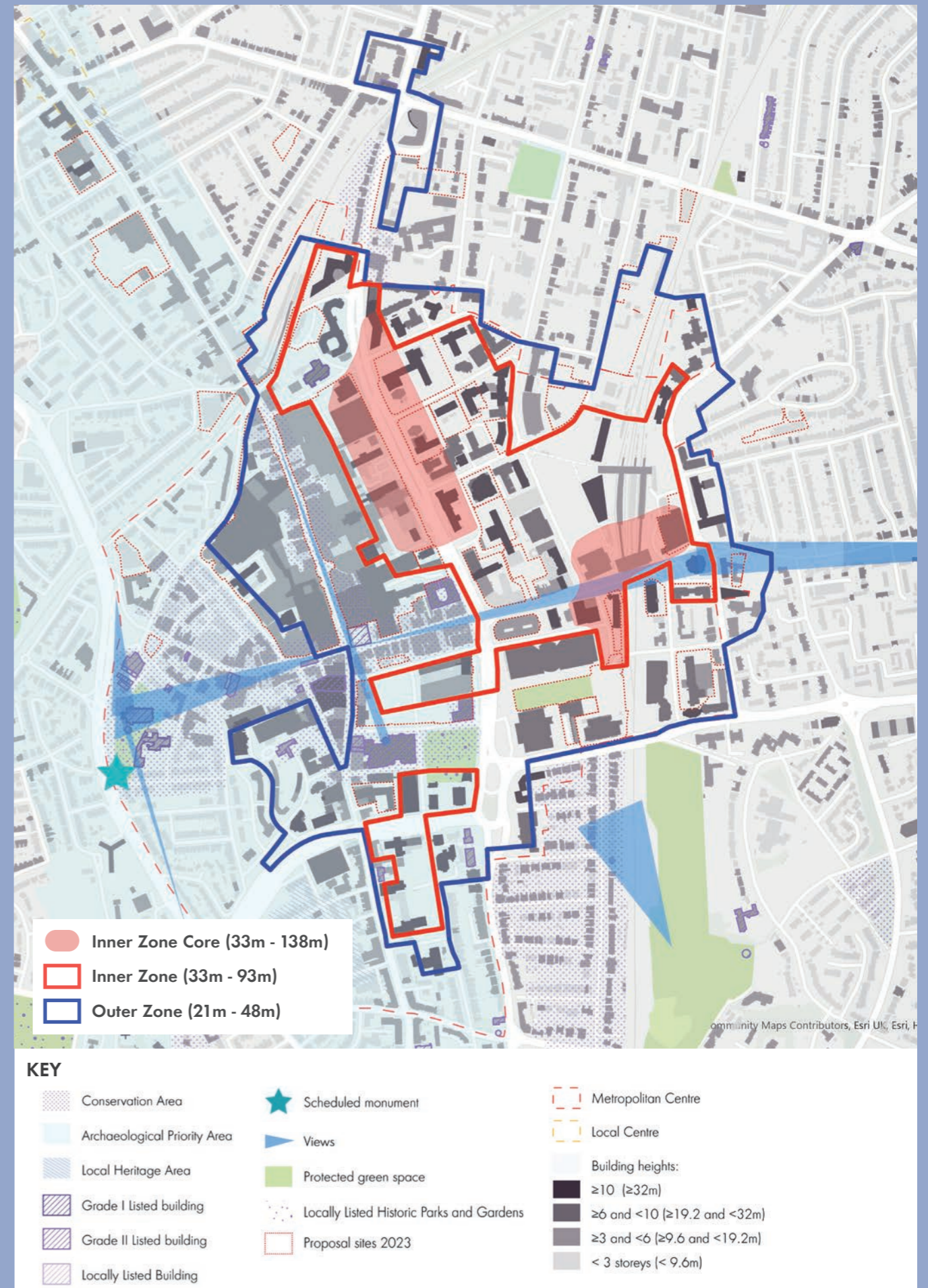


Fig 115 Townscape analysis plan informing tall building boundary

12.5 Tall building thresholds: Outer Zone

12.5.1 Using VuCity, townscape tests have been undertaken to help set the minimum upper and upper tall building threshold heights.

12.5.2 A green laser beam is set at a particular height within VuCity. Buildings which exceed this threshold height can be seen to break through the laser beam's datum. Those buildings lower in height are concealed by the green light.

12.5.3 This method of testing the extent to which existing buildings pierce the beam is useful in helping to set tall building thresholds - and most particularly, the minimum threshold above which a new building would need to exceed to be considered tall.

Minimum threshold

12.5.4 Taking a camera angle in central Croydon, Fig 116 presents a laser beam set at something equivalent to the GLA's minimum tall buildings threshold of 6 storeys. Whilst a significant amount of the area shown is occupied by buildings which do not rise above this threshold, similarly, there are clearly a significant number of recent developments which do exceed and significantly exceed this modest threshold. The GLA's default lower threshold is therefore considered appropriate for the Outer Zone.

Upper threshold

12.5.5 Fig 117 shows the laser beam set at a height of approximately 48m. This higher threshold captures a greater

OUTER ZONE	
Minimum threshold	Upper threshold
21 metres measured from the ground to the top of the building	48 metres measured from the ground to the top of the building

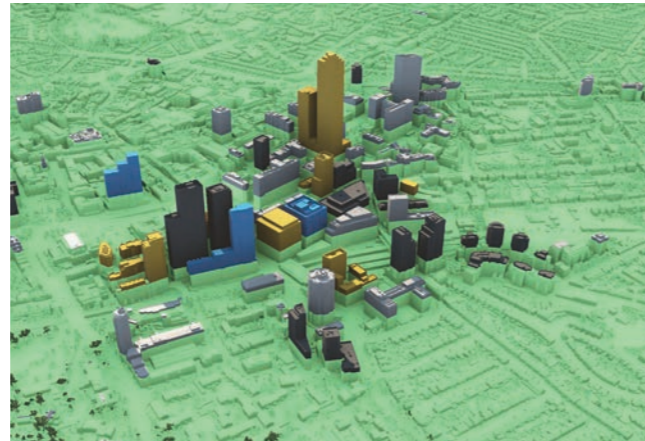


Fig 116 View of the East Croydon station area demonstrating the outer zone minimum threshold with green datum line set at approx 21m (equivalent to 6 storeys)



Fig 117 View of the East Croydon station area demonstrating the outer zone Upper threshold with green datum line set at 48m (equivalent to 15 storeys)

majority of existing buildings. Most of the buildings breaking through this upper threshold site in the graphic are located within the Inner Zone. This upper threshold height is therefore considered appropriate.

12.6 Tall building thresholds: Inner Zone and Inner Zone Core

12.6.1 Given the existing concentration of tall and very tall buildings, a higher threshold above which a new building in the Inner Zone would be considered tall is required.

Minimum threshold

12.6.2 Setting the VuCity laser beam at a height equivalent to approximately 10 storeys or 33m reveals that, in general terms, only more recent tall format development break through that threshold (see Fig 115). This is therefore considered a useful lower threshold which enable the Council to maintain good levels of control whilst also recognising the particular circumstances that occur in central Croydon.

Upper threshold

12.6.3 Setting an upper threshold for the Inner Zone of central Croydon is challenging. Some recently completed and consented buildings rise to around 50 storeys in this Inner Zone.

12.6.4 However, setting a threshold at or near that level could, it is considered, be misinterpreted as suggesting that those heights are encouraged rather than considered to be exceptional. It is clear that heights of that magnitude are and should continue to be exceptional.

12.6.5 Fig 119 shows the laser beam set at a height of approximately 93m. Only the tallest recent schemes, some of which are not yet constructed, break through that height threshold. It is therefore seen as an appropriate upper limit in this Central Zone.

INNER ZONE	
Minimum threshold	Upper threshold
33 metres measured from the ground to the top of the building	93 metres measured from the ground to the top of the building



Fig 118 View of the East Croydon station area demonstrating the outer zone minimum threshold with green datum line set at approximately 33m (equivalent to 10 storeys)

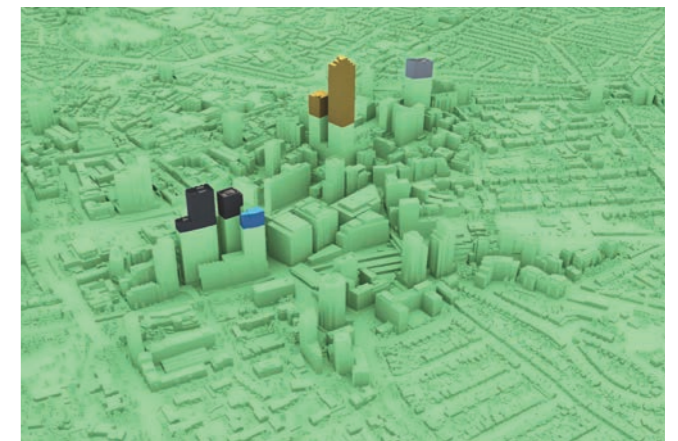


Fig 119 View of the East Croydon station area demonstrating the outer zone Upper threshold with green datum line set at 93m (equivalent to 30 storeys)

12.6.6 The townscape plan presented in Fig 115 includes a third Core Inner Zone within which it may be possible to consider some exceptionally tall buildings, up to 138m (equivalent to 45 storeys). These would sit alongside other existing or consented exceptionally tall developments in this zone, but these buildings should remain the exception.

12.7 Key areas of change

12.7.1 This study puts forward recommended revisions to the tall building boundaries currently included in the Croydon OAPF. With reference to Fig 120, changes to the more central Inner Zone are outlined below:

Inner Zone changes

Explanation for change

- | | | |
|---|--|---|
| 1 | Extend east of East Croydon Station to include the landmark and locally listed One Croydon/ NLA Tower and the consented City Link site immediately to its south. | Extremely close to East Croydon Station, the locally listed NLA Tower rises comfortably over the Outer Zone upper threshold of 48m, as does the consented adjacent development on the City Link site. The boundary is drawn tightly around the NLA Tower to help protect the setting of this landmark building. |
| 2 | Extend northward up to the bend in Cherry Orchard Road. | This extension includes a number of recently built apartment buildings which rise to approximately 20 storeys. |
| 3 | Extend to include the northern end of Dingwall Road. | Characterise by modern commercial buildings typically 10 - 11 storeys so almost all of them would already be considered tall even within the Inner Zone. |
| 4 | Extend northern end of Wellesley Road to incorporate the bus station and Delta Point. | The adjacent Pinnacle development changes the context of this part of Croydon. Delta Point already rises to 14 storeys and the bus station site might present opportunities in the longer term. The setting of St Michael's Church will be a key consideration and constraint however. |
| 5 | Extend south to incorporate the existing Nestle Tower. | Built in 1964, this is one of Croydon's most prominent landmarks and remains one of the town's tallest buildings. |
| 6 | Include a new sub area reflecting the redevelopment of the former Taberner House and the existing cluster of tall buildings on the southern end of High Street. | A number of very tall buildings, the tallest of which rises to 35 storeys. This is now a prominent cluster of tall buildings at the southern end of the town centre. |
| 7 | Extend along the south side of George Street to include opportunity sites. | This prominent corner at the intersection between George Street, Wellesley Road and Park Lane marks perhaps the epicentre of the town. |
| 8 | Extend south alongside the west side of the rail tracks south between George Street and Barclay Road. | This extension brings in a number of major site allocations in the heart of the town centre. |

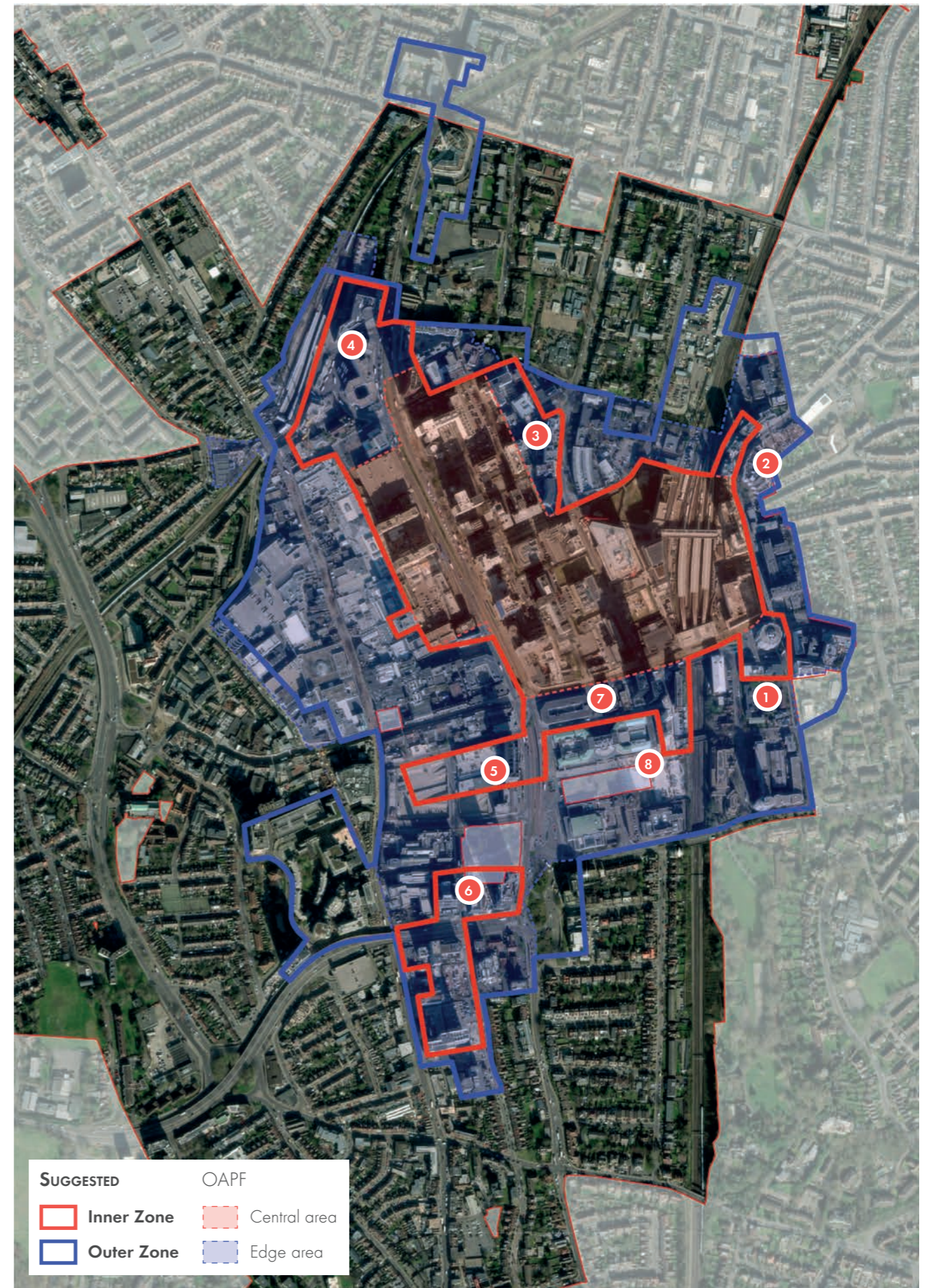


Fig 120 Suggested new tall building zones in central Croydon, cross references with currently adopted OAPF areas

12.7.2 With reference to Fig 121, changes to the more peripheral Outer Zone are outlined below:

Outer Zone changes

Explanation for change

1	Extend to include land to the south of the Addiscombe Grove Pocket Living development which includes the elegant East Croydon URC Church.	The threshold between more traditional low scale housing and the apartment building of Addiscombe Grove forms a logical boundary and threshold.
2	Extend northwards to incorporate the existing tall Cumberland Court and the rail-side depot site on Lansdowne Road.	To reflect existing tall buildings on the east side of the railway and include the potential site allocation Lansdowne Road depot site.
3	Reduce area to exclude historic and characterful properties on the south side of Bedford Place.	A pleasant and handsome fragment of smart three storey terraced housing on the edges of the town centre, which contributes positively to the local townscape.
4	Extend north to include the southern most apartment block at the south of Tavistock Road.	In the context of recent developments and permissions, the scale of this development could relate more positively to its town centre context.
5	Extend to include the Hogarth Crescent area and Woburn and Bedford Court estate where infill and new development has taken place.	Existing tall buildings already cluster around this small gyratory which is dominated by commercial and community buildings, the grain of which differs from the surrounding residential streets. The housing estate to the south also differs although the adjacent conservation area will be an important consideration.
6	Remove the car parking area to the rear of housing terrace north of the town centre.	This residential back-land and peripheral site is surrounding by residential properties, the amenities of which could be adversely impacted by tall development.
7	Remove the Derby Road site, west of West Croydon Station.	Whilst a development opportunity, the context around this site is sensitive with Victorian terraces and a Victorian Church building forming its immediate context.
8	Step the boundary back from the Frith Road frontage.	The south-west side of Frith Road is formed by established Victorian terraced housing. Any development on the town centre side of the road should take account of this domestic scale of existing townscape.
9	Extend to include the Matthew's Yard area and Ryland House, west of the town centre. Incorporate the tall Kindred House development.	The land falls away to the west with some modern coarse developments having taken place including the tall Ryland House. The setting of the Grade II listed Croydon Pumping Station will be an important consideration. The boundary should include the recently and tall Kindred House site on Scarbrook Road.
10	Expand to include Croydon Police Station site east of the Park Lane roundabout.	The context here is radically different because of the redevelopment of the Taberner House site. The setting of the adjacent conservation area will be a key consideration and constraint.

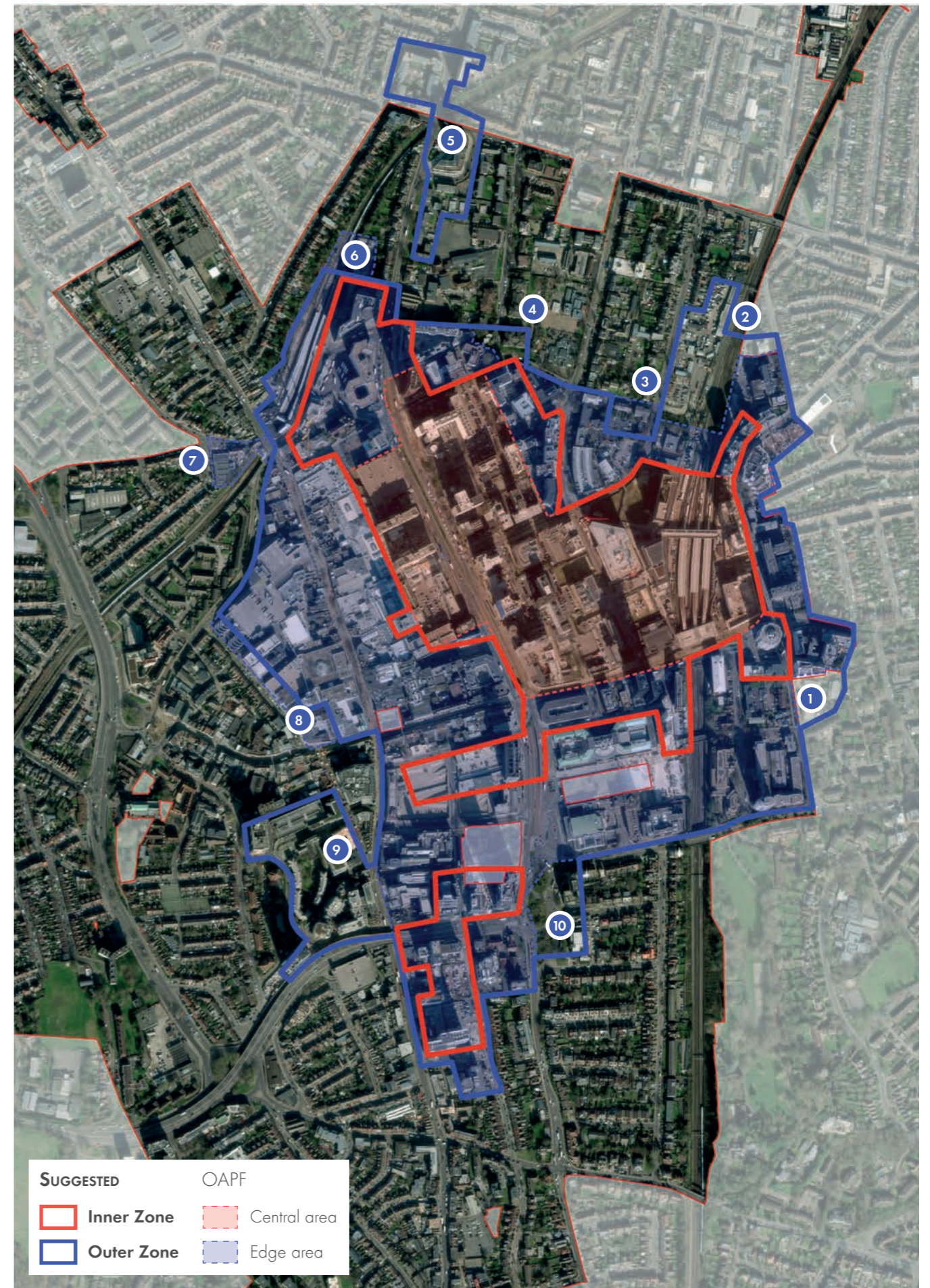


Fig 121 Suggested new tall building zones in central Croydon, cross references with currently adopted OAPF areas

13 ADDISCOMBE

13.1 Appreciation of context

- 13.1.1 Addiscombe is a single sided high street-based district centre with a residential hinterland tightly bordering the commercial uses.
- 13.1.2 Most retail and commercial uses in the centre occupy low-scale domestic style buildings, with a strong prevailing two storey character.
- 13.1.3 The few taller buildings are exceptions with little discernible change in urban grain between the centre and its hinterland.
- 13.1.4 Whilst there are few identified heritage assets within the centre itself, there is a conservation area and locally listed buildings to the south.
- 13.1.5 Given this constrained context and the street-based nature of the centre, Addiscombe is not considered an appropriate location for tall buildings.
- 13.1.6 The threshold above which a new building would be considered tall in Addiscombe would be the London Plan default minimum threshold.



Fig 122 Area of search

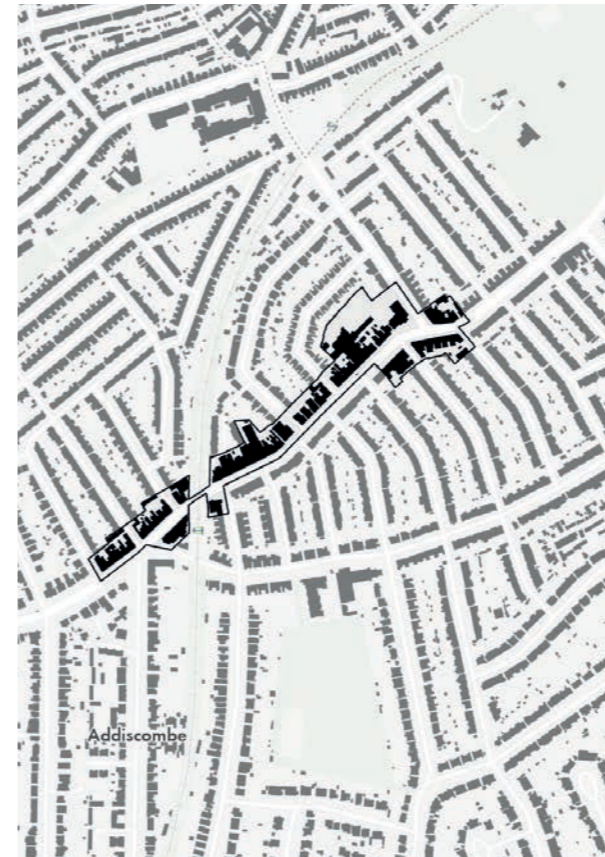


Fig 124 Figure ground, urban grain



Fig 125 Existing building heights

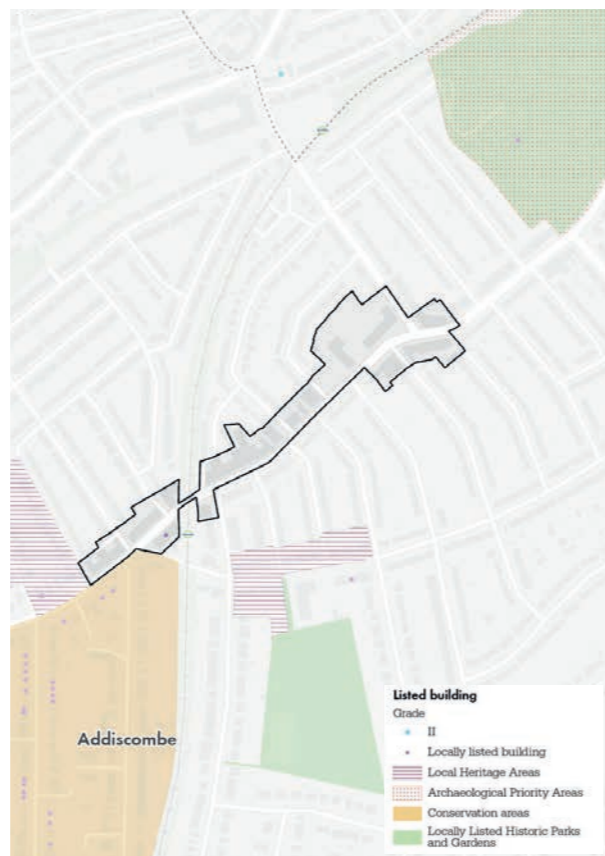


Fig 123 Heritage assets

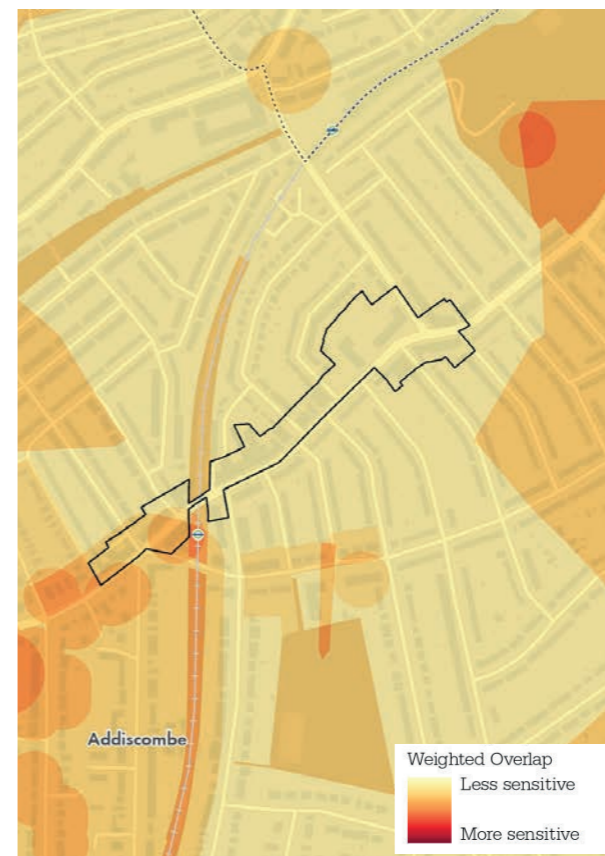


Fig 126 Weighted sensitivity



Fig 127 Weighted suitability

Is this area appropriate for tall buildings?	NO
Definition of tall building* in Addiscombe:	21 metres measured from the ground to the top of the building
<small>*threshold above which a building will be considered tall</small>	

14 BRIGHTON MAINLINE TRANSFORMATION AREA*

*area north of the Croydon Opportunity Area

14.1 Appreciation of context

- 14.1.1 Access will be a major constraint, but the site is of a scale where a new site specific character could be formed which might include taller buildings in a form which would be acceptable in terms of any potential adverse townscape impact.
- 14.1.2 Establishing good access to Selhurst Railway Station will be critically important in bringing the site forward.
- 14.1.3 Whilst heavily constrained in terms of access, the site may present a longer term regeneration opportunity.
- 14.1.4 However, prevailing building heights around all sides of this triangular parcel is two storey principally residential development.
- 14.1.5 Analysis shows this to be not a particularly suitable location, but neither is it particularly sensitive.
- 14.1.6 Given this constrained context and access issues, the Brighton Mainline Transformation Area is not (yet) considered an appropriate location for tall buildings.
- 14.1.7 The threshold above which a new building would be considered tall would be the London Plan default minimum threshold.



Fig 128 Area of search

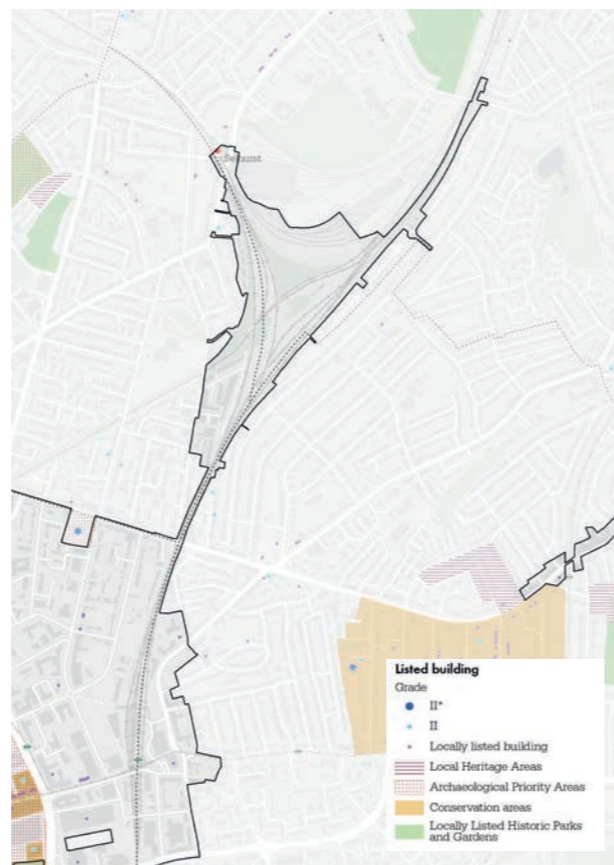


Fig 129 Heritage assets



Fig 130 Figure ground, urban grain



Fig 131 Existing building heights

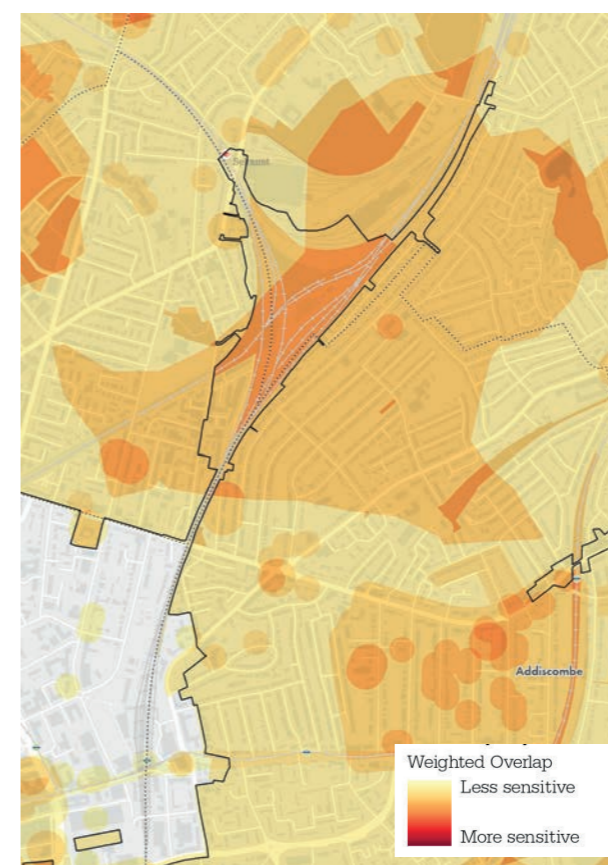


Fig 132 Weighted sensitivity

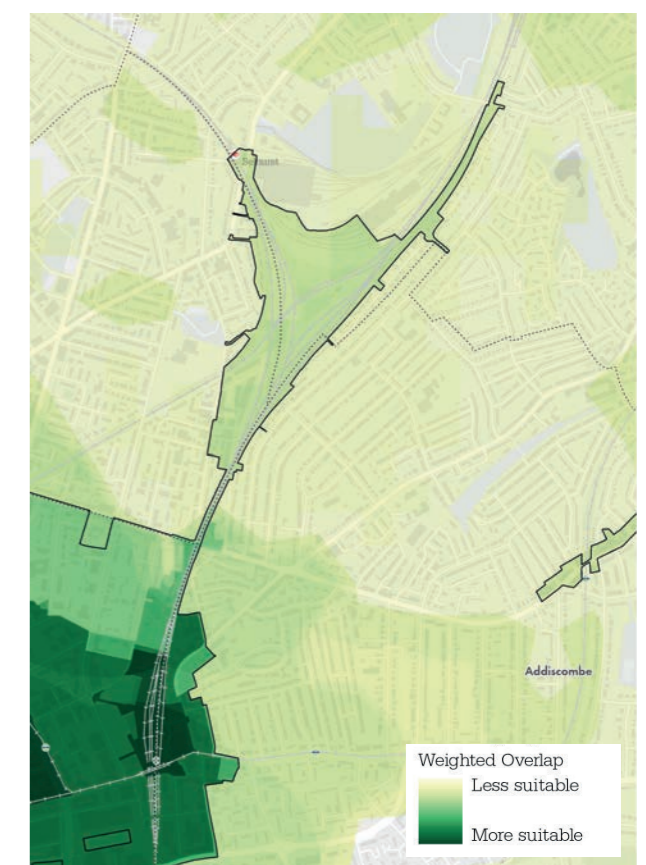


Fig 133 Weighted suitability

Is this area appropriate for tall buildings?	NO
Definition of tall building* in the Brighton Mainline Transformation area:	21 metres measured from the ground to the top of the building
<small>*threshold above which a building will be considered tall</small>	

15 BROAD GREEN / LONDON ROAD

15.1 Appreciation of context

- 15.1.1 Broad Green Local Centre and London Road are just north of the Croydon Opportunity Area.
- 15.1.2 Broad Green is an important local centre, bolstered by its proximity to West Croydon Station, with commercial activity focussed along London Road, with a characterful and lively high street environment, with new infill residential schemes creating additional ground floor retail units and public space.
- 15.1.3 Analysis found that relative levels of sensitivity were low, particularly around Broad Green local centre.
- 15.1.4 Identified as falling within an existing cluster of tall buildings, existing taller buildings are focussed along London Road, including some modern residential blocks, and within the Croydon University Hospital site.
- 15.1.5 There are two zones within the Broad Green and London Road area which are considered potentially appropriate for taller forms of development, namely the Croydon University Hospital site due to its scale and the presence of existing tall buildings. The other zone, to the south of Broad Green local centre, has a coarser urban grain, with larger urban blocks and existing higher density development which would make taller buildings more appropriate.

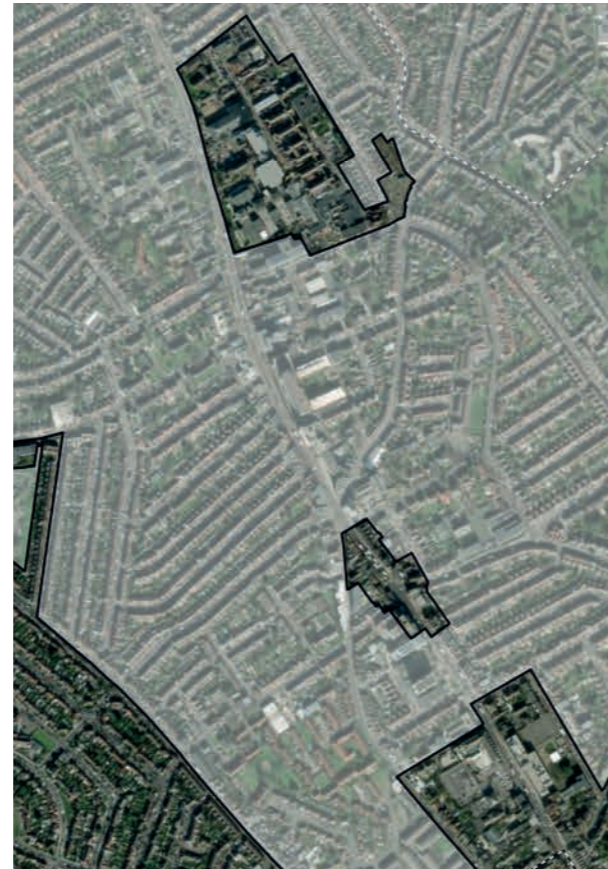


Fig 134 Area of search

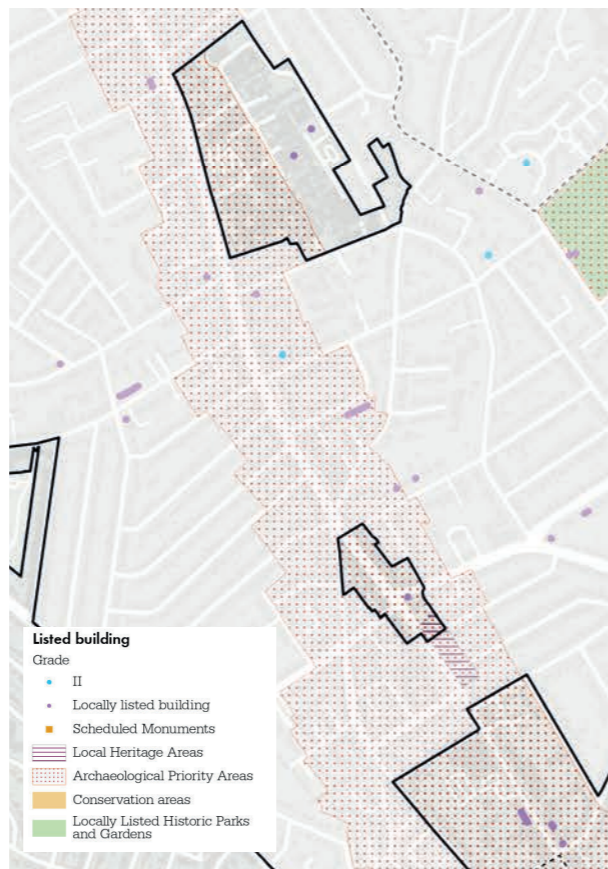


Fig 135 Heritage assets



Fig 136 Figure ground, urban grain



Fig 137 Existing building heights

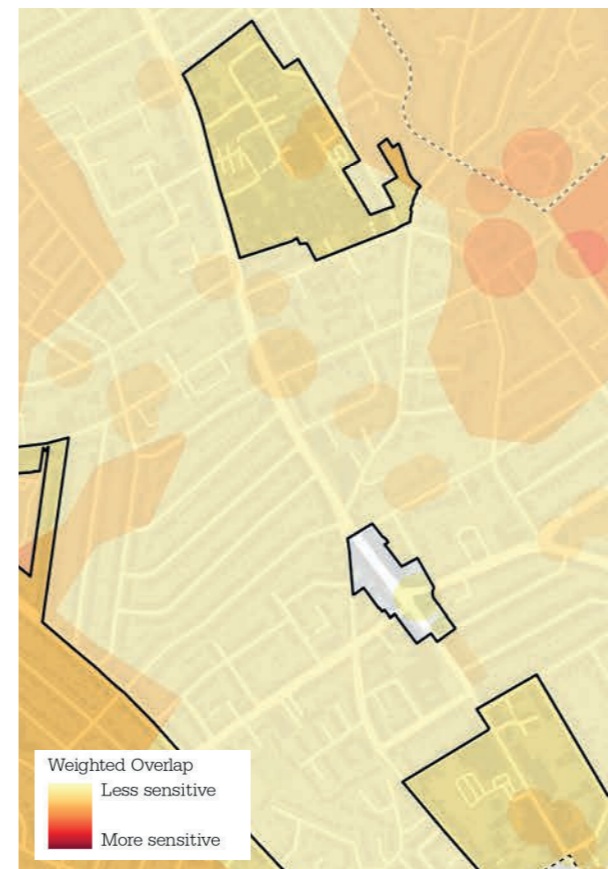


Fig 138 Weighted sensitivity

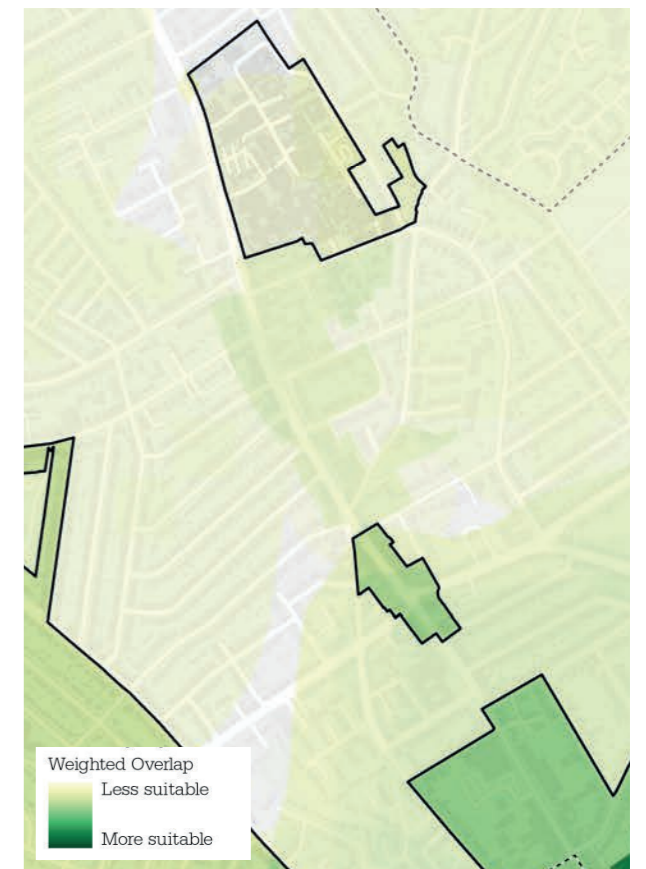


Fig 139 Weighted suitability

15.2 Broad Green/London Road tall building thresholds

15.2.1 The Broad Green/London Road area is identified as a location considered potentially appropriate for tall buildings.

Threshold of tall in Broad Green/London Road

Casting a VuCity laser beam at the equivalent height of 6 residential storeys demonstrates that almost no existing buildings within the area rise through that threshold - see Fig 140. Only the existing tall apartment buildings break through that threshold.

The definition of tall in Broad Green / London Road is the London Plan default definition of 21 metres measured from the ground to the top of the building (Growth and Characterization LPG).

Upper threshold heights for tall buildings in Broad Green/London Road

15.2.2 The upper threshold for tall buildings within the area potentially appropriate for tall buildings in Broad Green / London Road is 33 metres measured from the ground to the top of the building. This can be seen to broadly align with the heights of the tallest existing buildings in the locality.

15.2.3 The VuCity laser beam test of 10 residential storeys shows just parts of the tallest buildings passing through that threshold - Fig 141.

Is this area appropriate for tall buildings?	YES
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Minimum threshold	Upper threshold
21 metres measured from the ground to the top of the building	33 metres measured from the ground to the top of the building



Fig 140 View demonstrating the minimum threshold with green datum line set at approximately 21m (equivalent to 6 storeys)



Fig 141 View demonstrating the upper threshold with green datum line set at approximately 33m, equivalent to 10 storeys



Fig 142 Area potentially appropriate for tall buildings



Fig 143 Areas potentially appropriate for tall buildings



15.3 Broad Green/London Road's tall building boundary

- 15.3.1 Following a careful review of the townscape attributes and constraints of Broad Green/London Road, two zones are identified as potentially being appropriate for tall buildings. These can be seen in context of their townscape setting in Fig 144.
- 15.3.2 To the north, the Croydon University Hospital site is an emerging site allocation and a large site characterised by existing large buildings. The site is of a scale that would enable new tall buildings to be accommodated and located sensitively to ensure no adverse townscape impacts on the surrounding neighbourhood.
- 15.3.3 The boundary of the emerging site allocation itself has been taken as the boundary of the potentially appropriate zone for tall buildings.
- 15.3.4 The site identified to the south, nearer Croydon Town Centre, is also an emerging site allocation and is already host to a number of tall buildings. The existing tall office building, Zodiac House, has been converted into apartments and the existing mixed use development on the corner of Summer Road rises to approximately 9 storeys at its highest point.
- 15.3.5 Again, the boundary for this part of the zone is taken directly from the site allocation.

- 15.3.6 This location, between Croydon town centre and Thornton Heath along the axis of London Road is however a suburban location, generally characterised by low prevailing building heights with relatively low levels of public transport accessibility. Care will therefore need to be taken to ensure new development takes account of this context and responds positively to the existing townscape character.
- 15.3.7 It should also be noted that the area along the London Road between the identified zones also contains some existing tall buildings although these locations do not fall within an existing or emerging site allocation or any form of retail centre. It should also be noted that this area falls within an area identified for taller buildings in the existing Local Plan.



Fig 144 Townscape analysis plan informing tall building boundary