

PURLEY STRATEGIC FRAMEWORK



Draft Final Vision & Regeneration Framework



Spring 2021

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INTRODUCTION

1

Introduction

Purley is experiencing rapid change with a large number of development sites coming forward. In March 2020 Croydon Council commissioned a multi-disciplinary team to develop the Purley Strategic Regeneration Framework. The overarching objective of the framework is to create a plan to ensure that the changes brought by the emerging developments benefit the wider community by funding local projects, social and physical infrastructure and public realm improvements.

The challenges in Purley have been further exacerbated by the Covid-19 pandemic. Through public engagement and urban design analysis, a shared vision has been developed with a focus on projects and initiatives to improve the public realm and support sustainable development in Purley. This is also coupled with projects that start to look at what short and long term post pandemic recovery looks like for the businesses and local community in the area.

The Strategic Regeneration Framework

The Croydon Local Plan 2018 is currently under review and the vision and ideas from this framework will feed into the Purley Chapter of the Local Plan. This framework will also support the Local Plan by providing further Purley specific guidance that can be used by community groups, landowners, developers, the Council, councillors and residents to positively shape the future of Purley.

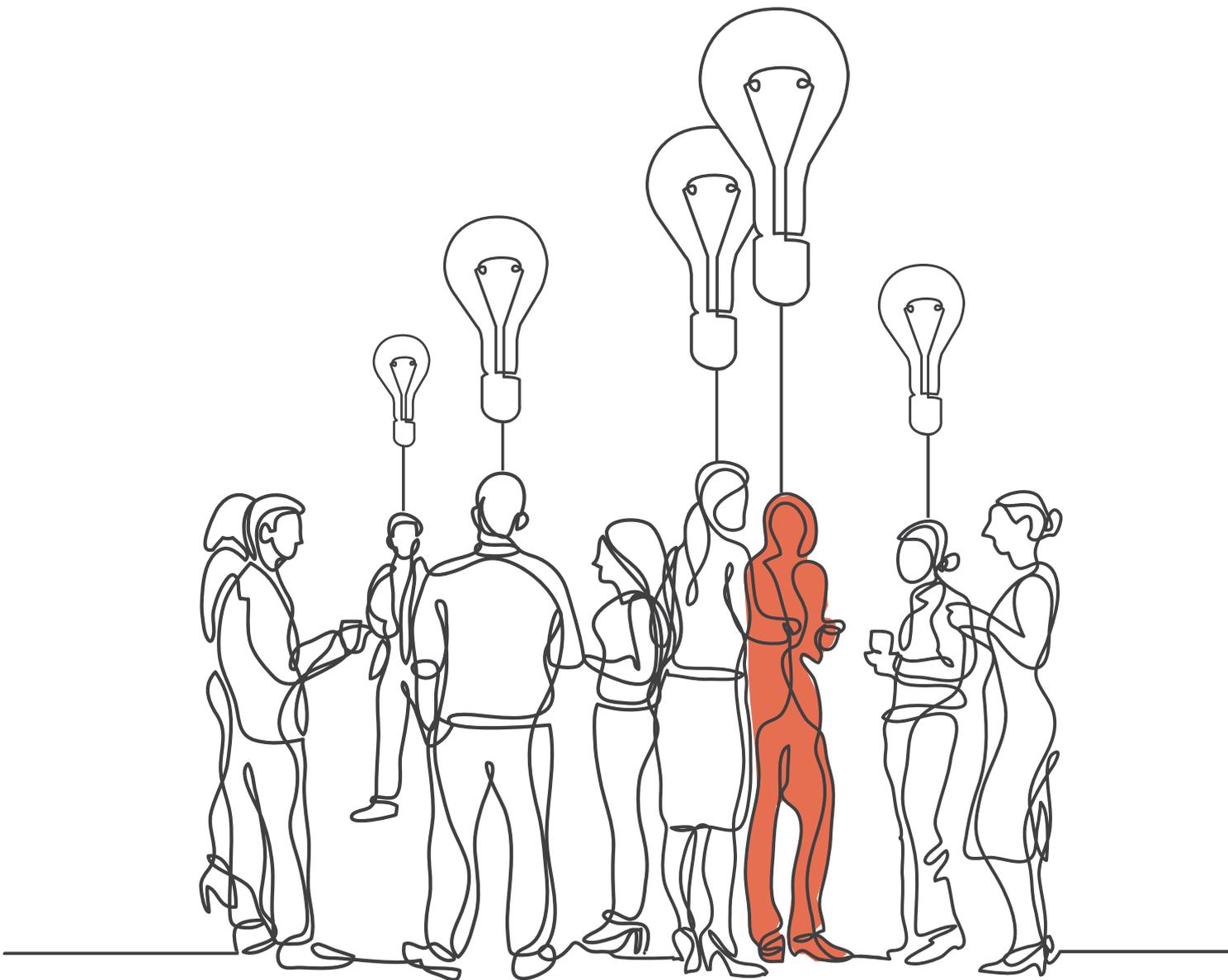
The projects and opportunities proposed in this framework are not currently funded and so an aim of the framework is to capture the ideas and priorities that will be used to seek funding through various means, including developer contributions and grant funding applications.

The framework is broken down into the following sections:

- **Section 1** sets out the context of Purley. Over the years there have been a number of transport strategies, projects and policies and a Masterplan in 2008. It was important that we review this information to avoid reinventing the wheel. It also helped to understand the long standing challenges and opportunities in Purley such as flooding and transport congestion; more current issues included the impact of the Covid-19 pandemic, increase in housing and Croydon Council's financial challenges.
 - **Section 2** highlights how the vision was developed from understanding the challenges in Section 1 and alongside community engagement
 - **Section 3** defines the strategies for the area and proposes guidelines for creating a coherent Purley District Centre.
 - **Section 4** looks at specific areas of the Purley District Centre and how they could be shaped using the strategies outlined in Section 3. This section lists some of the key projects from the small to large and short term to long term whilst setting out how they could be prioritised, phased and delivered.
 - **The Appendices** have more information about the history of Purley and a record of the community engagement undertaken and describes how key development and allocated sites could come forward and how they could help to fund some of the larger scale initiatives and infrastructure in Purley.
- Key development sites
 - Community Engagement
 - History of Purley

The Team

This project is led by Urban Symbiotics, a multidisciplinary placemaking practice who have curated and assembled a multidisciplinary team on the basis of a collaborative and inclusive design approach, to deliver this Strategic Regeneration framework for Purley. The team consists of McGregor Coxall who are leading on the landscape architecture, Momentum who are a transport consultancy, Graham Harrington leading on planning advice, and Gbolade Design Studio who are focussing on advising on the social, economic and environmental sustainability of future projects.



The Key Sites

Development Sites

As Purley is experiencing development, it is important to understand how each of the key sites can provide opportunities for the town centre and how they can relate to the principles outlined in the framework.

The adjacent plan highlights the key sites (allocated sites, current planning applications and some of the large sites that have come forward through pre-application discussions). The framework proposes how these sites can be designed to adhere to character typology and frontage guides as outlined in the strategies you will find in section 3. Sections 3 and 4 details the approach and guidance of how key sites fit within the core places of Purley and describes what should be considered when enhancing the public realm that sits around any development site that comes forward.

The following key sites are listed here and noted on the adjacent plan. Further and more detailed information about each site can be found in the appendices.

Key Allocated sites

(as in the Croydon Local Plan)

- 1 Tesco, 2 Purley Road
- 2 Purley Leisure Centre, car park and former Sainsbury's Supermarket, High Street
- 3 Purley Back Lanes, 16-28 Pampisford Road

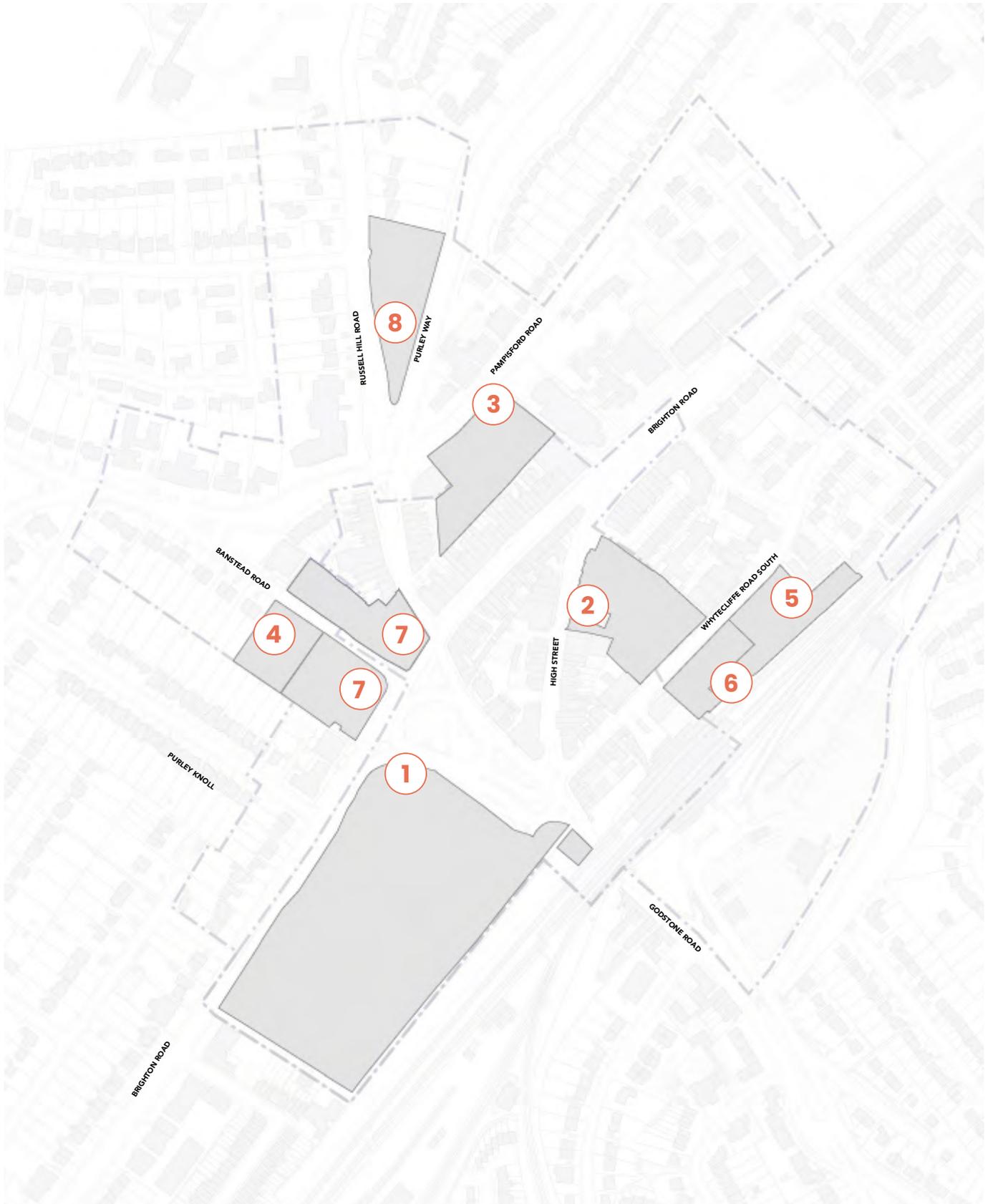
Potential sites

(based on past planning applications, pre-applications and current and predicted trends)

- 4 11- 17 Banstead Road
- 5 26 -58 Whytecliffe Road South
- 6 Station Approach, 1-17 Whytecliffe Road South

Key sites with Approved Planning Applications

- 7 Purley Baptist Church And Hall, 1-9 Banstead Road Purley (also known as Mosaic Place development) Banstead Road, 1-4 Russell Hill Parade, 1 Russell Hill Road And, 2-12 Brighton Road
- 8 922 – 930 Purley Way



Key Development Site Map

Community Engagement

The project ran from Mar 2020 to Feb 2021 and has faced some challenges due to the Covid-19 outbreak. At the inception of the programme, physical engagement activities had been planned alongside street interviews and attendance at local events, but due to the Covid-19 restrictions, engagements were moved online.

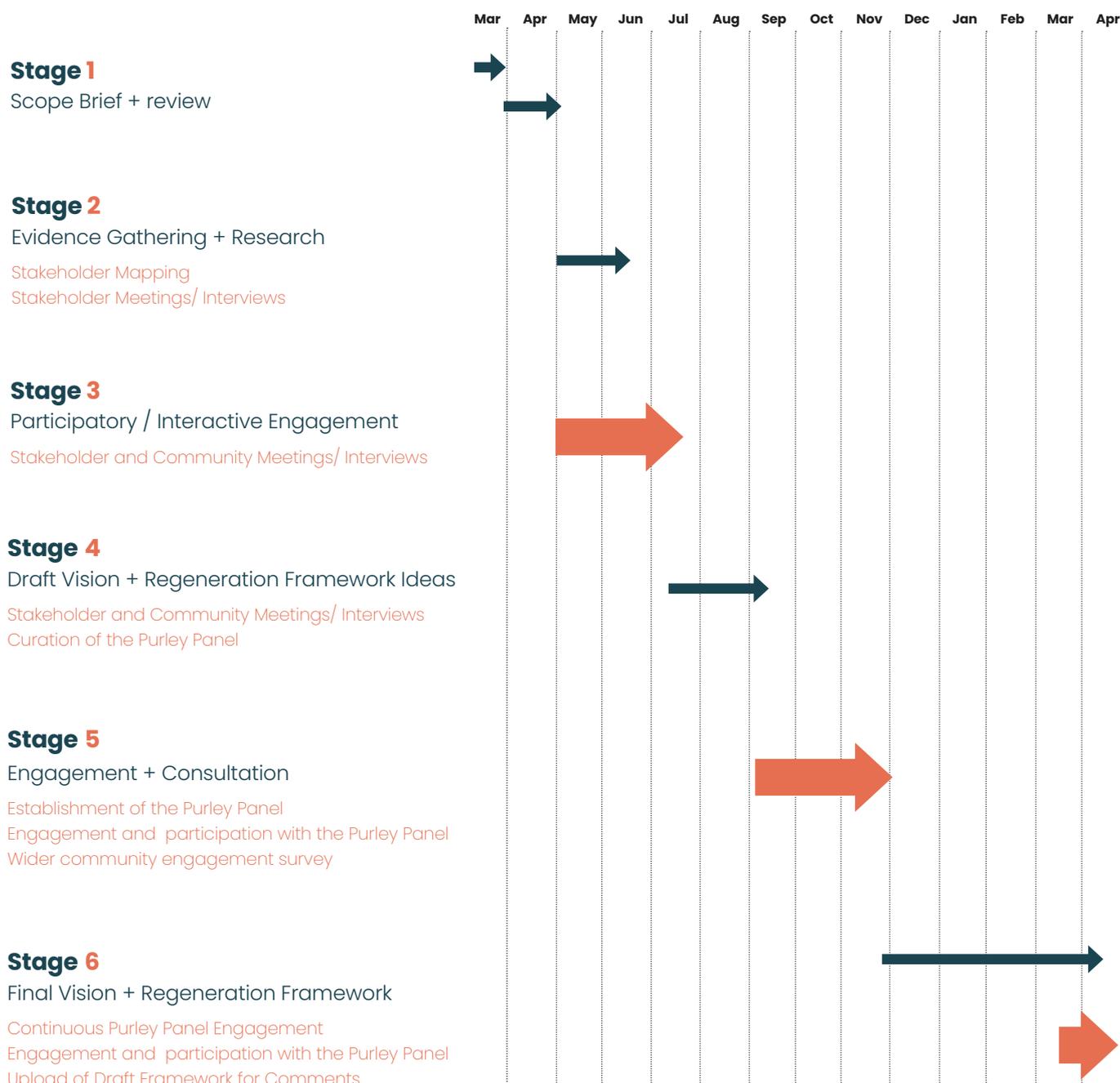
Desktop research was undertaken to understand the demographics of Purley, and local councillors and council staff who work in Purley, highlighted key community groups who represented the following local demographics and groups:

- Young people
- Older People
- Faith groups
- Residents
- Local businesses
- Local parents
- Young professionals
- Community groups
- Councillors

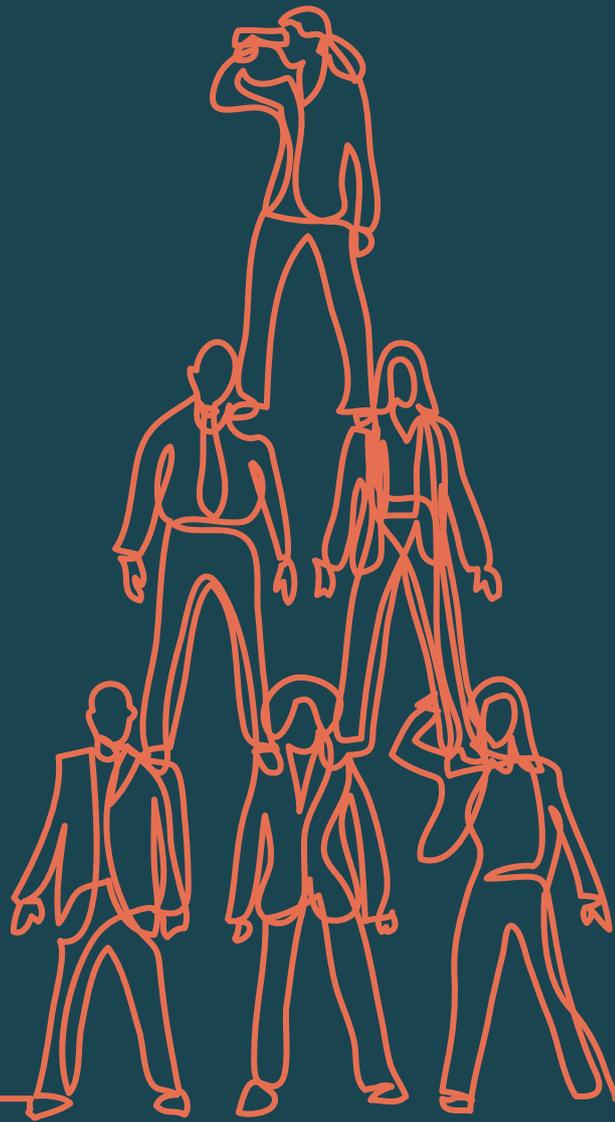
1-to-1 online meetings and/or phone interviews were carried out with the various representative groups; a large percentage of whom were contacted agreed to be part of an ongoing community advisory group now known as the Purley Panel.

The Purley Panel assisted in developing and distributing a survey to the wider area which had 423 responses. Further Purley Panel workshops were held in December 2020 and Jan 2021 to review the results. There is a hope that the Purley Panel continues to support the vision and can help to facilitate the delivery of some of the short term projects.

Community Engagement Timeline



-  Key project task stages
-  Key engagement stages



PURLEY
BACKGROUND
+ **CONTEXT**



Site Area

Defining Wider Area

The primary area for the Purley Strategic Framework will be focussed on Purley's District Centre as defined in the Croydon Local Plan 2018 (CLP18) and shown in the blue line. It will also look at the environs which are shown in the pink line and have specific design guidance within CLP18 and the emerging Croydon Local Plan.

The wider area is approximately within 800m walking distance from the town centre and railway. The 800m stipulation comes from the New London Plan Policy H3 which encourages housing intensification on small sites within 800m walking distance of a town centre or railway station. Croydon's emerging local plan spatial options* also encourage growth in this same area around Purley. With these emerging and current policies, the framework recognises that the areas defined are where growth will most likely be concentrated and where there is an opportunity to shape coherent and sustainable growth, that positively impacts Purley and it's community.

* At the point of publication of the framework the emerging Croydon local plan has not yet been published. To see the exact boundaries of the 800m please refer to the Croydon Local Plan.



Study Area



Land Use

Purley is an urban village displaying the typical land-use characteristics of a metropolitan suburb. Its mixed-use core has developed along the Brighton Road corridor, the main arterial route into central London, where footfall and passing trade is at its highest.

The wider study area is dominated by low density detached and semi detached homes, although these are undergoing rapid change as plots are developed into multi occupancy units.

The town centre has a mix of units including high street shops and a good range of cafes and restaurants that support the evening economy. There are however a number of charity shops and retail voids that create an impression of a failing High Street. Other uses in the town centre include places of worship, employment space, leisure, education and health. An aggregates site sits immediately to the east of the rail tracks with its own sidings.

Within the town centre there are some relatively large development sites which should aim to support existing uses in the town by creating complementary offers or clusters that will attract existing and new users. They should also contribute to activating the public realm by significantly reducing the amount of blank facade and introducing flexible ground floor units that appeal to modern businesses.

A large Tesco superstore and associated surface car park dominates the southern part of the District Centre, cut off from the main town by a large traffic gyratory. Other large, single use sites include the aggregate works on the east of the rail tracks and the hospital site at the north on Brighton Road. Developers are also buying up multiple plots to create new, large development sites.

Opportunities

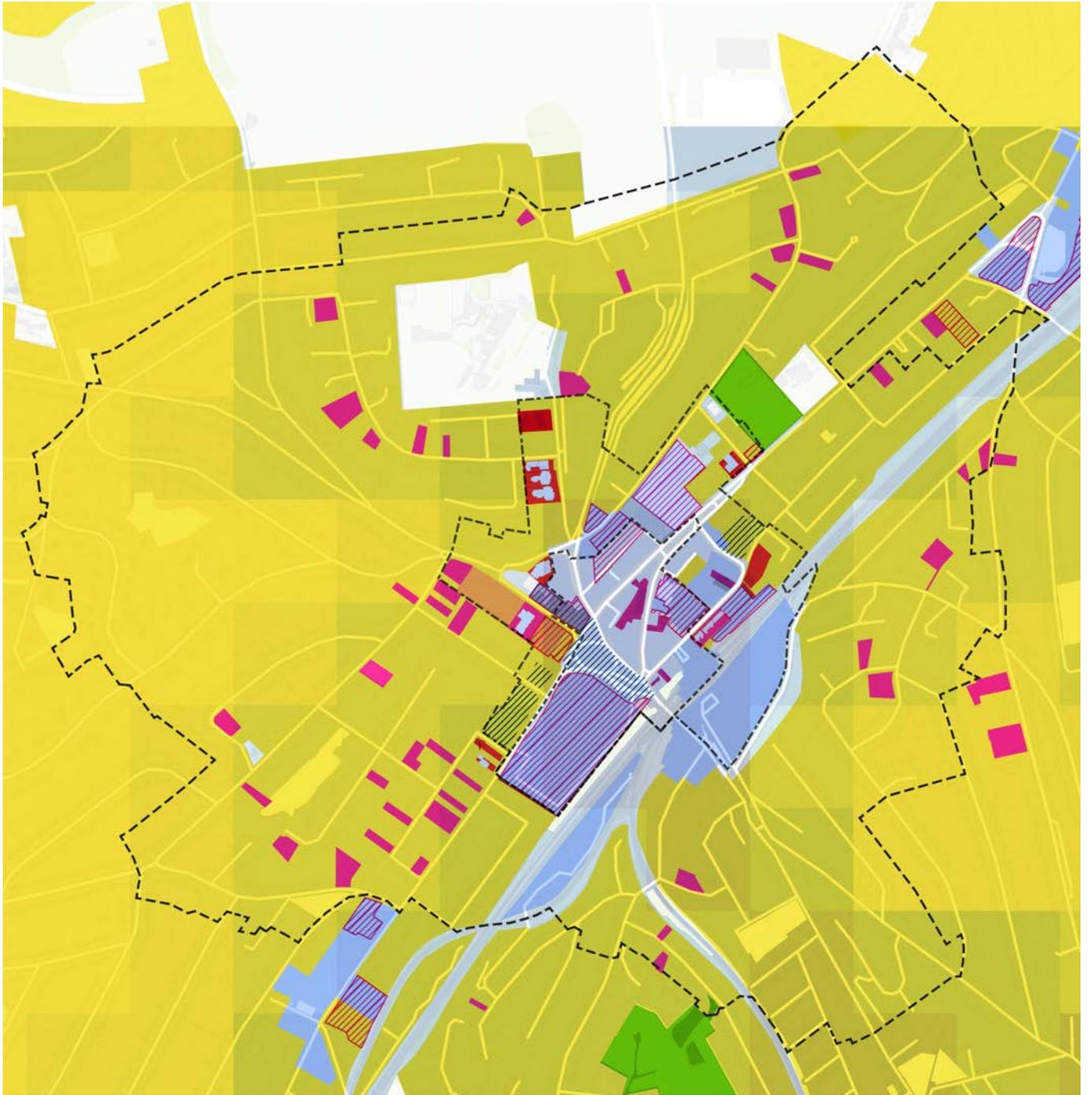
The large development sites in and around the town centre enable a comprehensive approach to regeneration including a consistent approach to character and quality, a diversity of land use new uses that are complementary to the town. The Tesco site is the largest of these and development here could effectively double the size of the town centre. Ensuring that existing business benefit from this is crucial to the long-term success of the town.

The suburban hinterland closer to the town centre within the 800m radius could benefit from some gentle housing typology diversification to provide a wider range of homes catering for all life stages. Intensifying residential use, together with some limited land-use changes to provide for very local needs would encourage more activity throughout the day and evening and create a more inclusive, sustainable place.

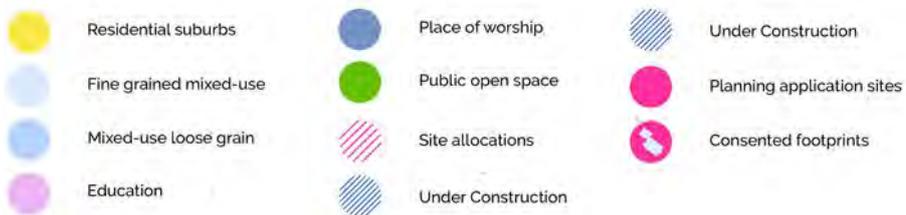
Private rear gardens make up a large part of the existing ground cover. They help to mitigate flooding and heat island effects, provide zones of biodiversity and create an attractive green environment. Care should be taken not to lose this important function as a result of densification.

The aggregates site could contribute to the sustainability of any new development by providing locally produced construction materials and enabling rail transportation of materials and waste.

NB: Planning application sites and consented footprints showcase a snapshot of selected notable sites as of spring 2020



Land Use & Change



Character

The overarching visual characteristic of Purley is of a well-heeled, leafy metropolitan suburb. Its somewhat homogenous character stems from the fact that it is a relatively young settlement whose urban fabric has grown from the 1920/30s over a reasonably short period of time.

Purley's town centre has a fairly uniform character, particularly in the local heritage area which contains several distinctive parades of shops with "Tudorbethan" half timbered facades. These stand out by virtue of their dark red brick bases and bright white painted render with black timber detailing above. They are lined with narrow shopfronts which have been altered over time so that signage and continuity is now somewhat haphazard, detracting from the overall harmonious feel. Gable frontage demonstrates an attempt to blend with this character.

Materials in the area are predominantly warm hued with red brick, red tile, pantile dominating. White render and timber are often used to add detail to facades. Later buildings are less homogenous in their palette and use a variety of brick colours, concrete and painted renders.

The plan illustrates the how Purley's built character is closely related to housing typology and age. Local heritage areas and conservation areas indicate areas

that have changed little since they were built and as such are considered worthy of preservation. The relatively low numbers of listed buildings in the area are testament to Purley's young age.

The most diversity is to be found in the centre of Purley where redevelopment over time has created pockets of varying character including Victorian and Edwardian buildings side by side with more contemporary buildings. Buildings here are range between 2 and 6 storeys.

Opportunities

Larger development sites in and around the town centre are located at key gateways from the north, south, east and west. These are sites where you would expect to see landmark developments and they create a unique opportunity for Purley to set quality benchmarks and define its future character as a healthy, sustainable 21st century suburb.

This could best be achieved through use of a Purley specific design guide. Understanding what residents perceive as the unique character of the place and exploring ways to retain the much loved, leafy feel whilst increasing density and opportunity is key to a successful outcome.



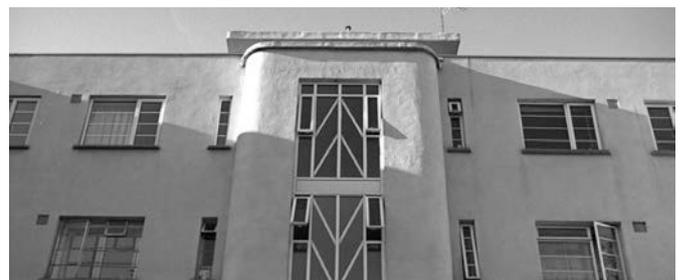
Brighton Road Mock-Tudor shopping parade



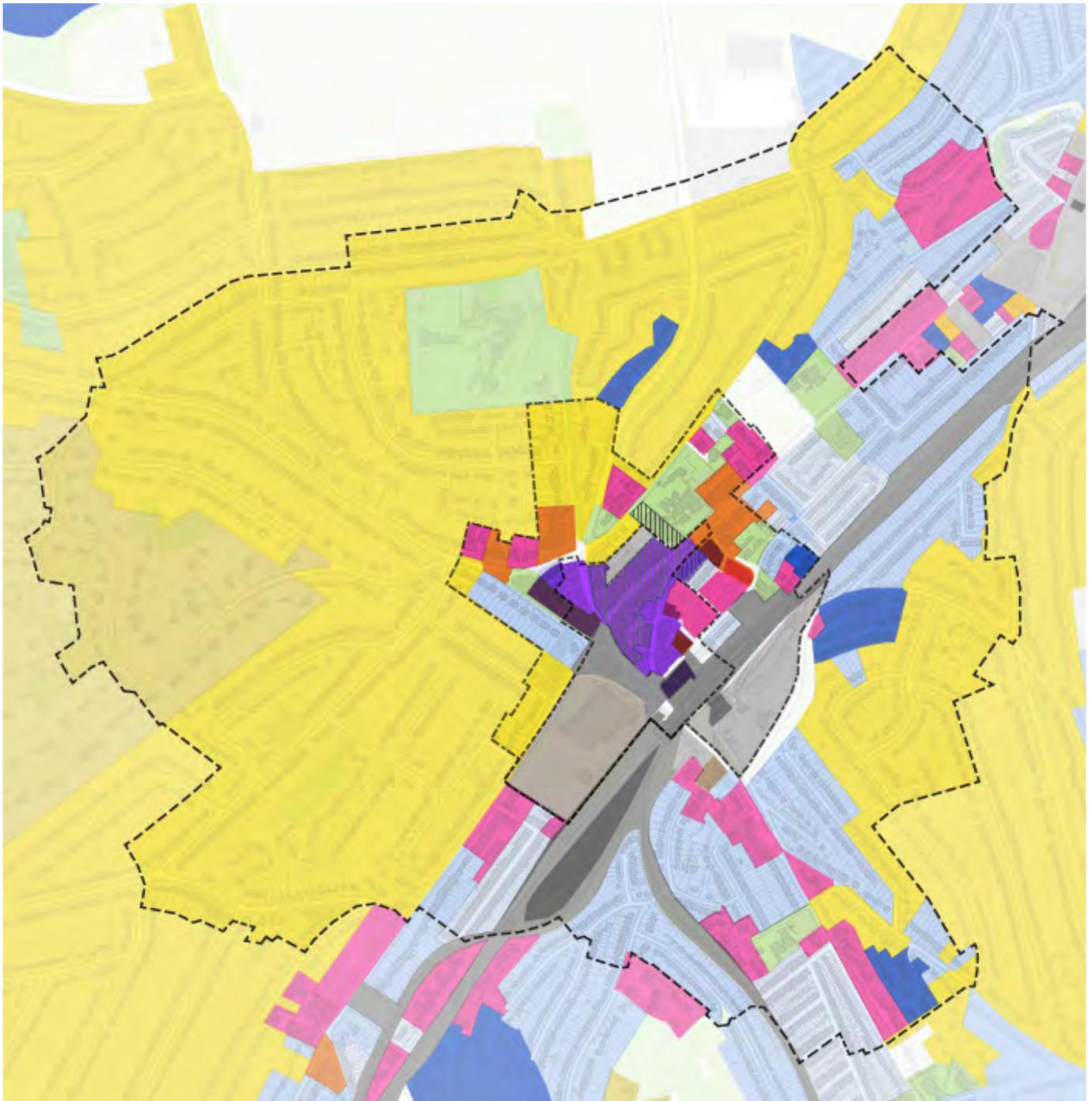
Typical "Tudorbethan" suburban semi on Foxley Lane



Tesco & the gyratory



Lansdowne Court Art Deco flats



Character & Typology

- | | | | | | |
|--|--|--|-----------------------------|--|-----------------------------------|
| | Heritage bdy- Victorian & Edwardian compact terraces | | Cottages | | Industrial & large plan buildings |
| | Arcadia | | Compact houses | | Pavilions on large grounds |
| | Suburban detached 2-3 storeys | | Planned estates | | Road & rail |
| | Large houses on small plots | | Medium rise pavilion blocks | | |

Social Infrastructure

Social Infrastructure

The term 'social infrastructure' covers a broad range of public and private amenities. They consist of an exhaustive list including health provision, education, community, recreation and sports facilities, places of worship, community safety facilities, children and young people's play and informal recreation facilities. They are a significant part of development as they contribute to sustainable and vibrant communities by providing opportunities for people to meet, learn, grow, play and interact socially.

With the growth anticipated in Purley some key areas to focus on in terms of social infrastructure provision and the opportunities are:

Population and Demographics

With the anticipated growth in population in the area there will be pressure on Purley's existing social infrastructure. Purley also has the highest projected population growth of over 65's in Croydon meaning there will be a higher proportion of the ageing population.

Purley is ranked 13th out of 16 in Croydon for the likelihood of over 65's facing loneliness, which is also a major risk factor of frailty and early mortality.

Purley has strived to become a safe place for people with dementia and has been referred to as a 'dementia friendly' town.

Purley also has a high resident youth population which is increased by a transient population that attend the local schools.

Opportunities

There is an opportunity for the promotion of and creation of new multi-generational events and facilities.

Green Space

Only 3% of Purley is defined as accessible open space.

Opportunities

There is an opportunity to create new green infrastructure and green healthy streets within the emerging development sites and existing streets could be enhanced to incorporate more greenery

Equality

Community hubs, primarily Purley Cross serve a lower income and diverse mix of people in Purley to tackle areas such as social and digital isolation, health and wealth inequalities, mental health issues, volunteer training, improving employability and promoting regeneration of healthy communities.

Opportunities

Development sites could offer more rentable and accessible neutral community spaces to expand activities that cater to those most in need.

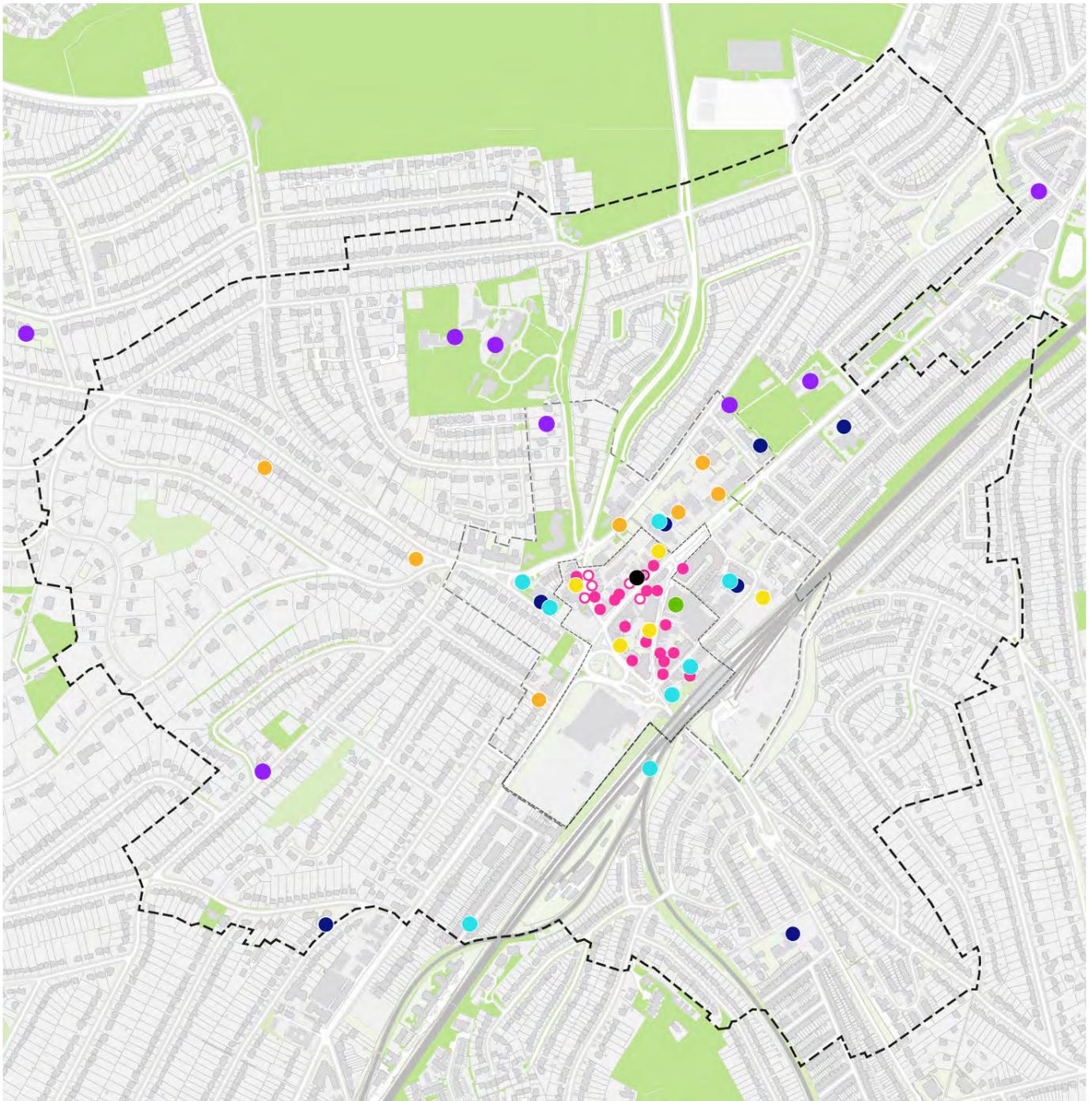
Healthcare and Education

Population growth will lead to a need for more health and education facilities. The Tesco site houses the South East Cancer Help Centre showing how retail and health facilities can be collocated with the retail providing sufficient parking for those needed to access health facilities.

Opportunities

The Croydon Clinical Commissioning Group already have plans for expanding healthcare in the South of Croydon. Allocated development sites within the town centre could house health facilities to support the growing population.

There is an opportunity to work with partners to expand existing facilities such as schools, and there is an allocated site already identified to support a new primary school on 95-111 Brighton Road.



Social Infrastructure



Opportunities

Co-located social infrastructure

The NHS are looking to locate a new healthcare centre in Purley or Coulsdon. A great location for this could be the site of the leisure centre which has a sizeable footprint, is adjacent to a current car park and could be ideally co-located with other community facilities alongside an enhanced square. Another location could be the Tesco site, but this would take the focus away from the central Purley area.

The location of health facilities can also take the form of small venues such as 'Health Hubs' - places that combine GP surgeries, health and social care services and gyms, places that could also accommodate BID (Business Improvement District's) variety of live well activities tailored to the Purley Community.

Elderly living and care

There appears to be a market for the elderly via retirement living schemes in Purley, however it is important with a growing population to provide high standard, sustainable inter-generational homes and a mix instead of just housing for the elderly.

Inter-generational amenities

There is an opportunity for inter-generational social facilities to be provided for the existing ageing population and the new projected populations to address loneliness issues (30% of millennials reported to be lonely -YouGov report).

Strategies to reduce isolation and loneliness amongst older people and young professionals alike can include the provision of spaces that bring people together to reduce the gaps across social, generational, digital, cultural and attitudinal divides. This could include addressing the high street decline and vacant units by encouraging places for training and knowledge exchange e.g. third generation learning facilities, workspaces for all and multi use facilities such as nurseries and retirement living uses.

Enterprise Centre

An enterprise centre for Purley as defined in the local plan can seek to address the direct needs of the existing and new populations of Purley, to include its self employed, elderly and young demographic.

Enhanced night time economy

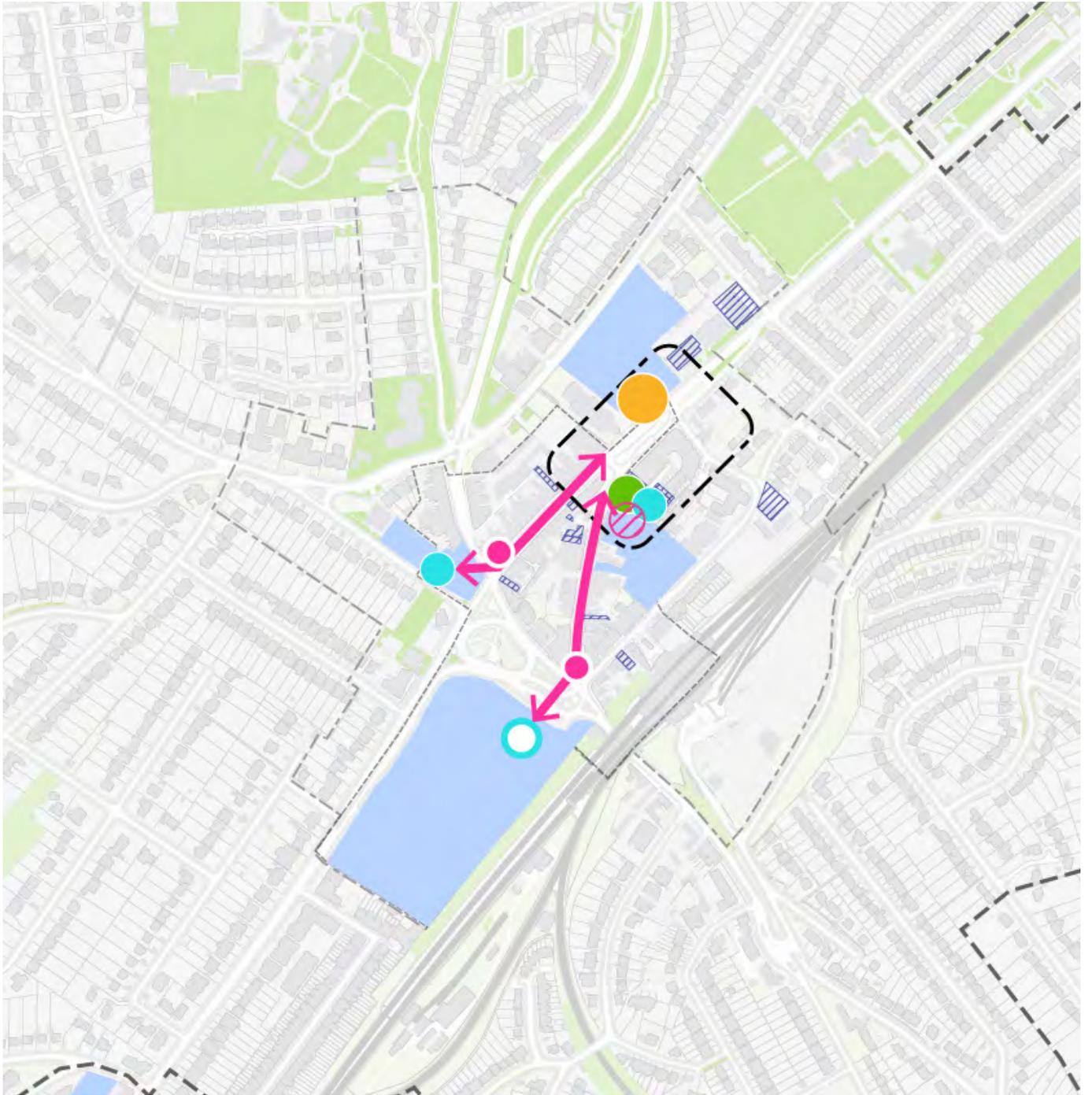
An opportunity to enhance the existing night time economy of Purley and enhance it through resilience strategies and better connections and accessibility.

Strengthen Site Allocations review

Strengthen references to social infrastructure in proposed Local Plan Site Allocations.

Meanwhile uses

The use and appropriation of vacant shops could be used to test community facilities and events on a short term basis. This could also be used to activate the multi-storey car park area



Social Infrastructure

- | | | | | | | | |
|---|--|---|--------------------|---|------------------------------------|---|----------------------|
|  | Co-location hub |  | Schools |  | Specialist entertainment/ activity |  | Enhanced Routes |
|  | minor community facilities |  | Healthcare |  | Community facilities |  | Enhanced Environment |
|  | Allocated Sites/ large development sites |  | Public House/ Bar |  | Places of worship | | |
|  | Re-Purposing Vacant Buildings |  | Cafes/ Restaurants |  | Environs | | |
|  | Potential School Expansion |  | Take aways |  | Wider Area | | |

Environment

Environment

Green Space

Purley District Centre benefits from street trees along all roads and at junctions, and some hanging baskets have been installed by Purley BID.

Green space provision is generally lacking, providing neither amenity space for people to use nor providing environmental benefits in terms of biodiversity and flood water attenuation. Green space is primarily located along roadside verges and railway corridors.

Flooding

Purley District Centre is characterised by high risk surface flood water that collects along Brighton Road. The Caterham Bourne, a culverted river that floods every 7 years greatly effects the area of Purley Cross. In recent flood events, the pedestrian underpass was purposefully flooded to direct flood waters away from properties.

Opportunities

Addressing the flooding is key to ensuring that environmental issues affecting the area are mitigated, an opportunity to do this is detailed below:

Creating a green corridor along Brighton Road to address the surface and river flooding with water sensitive solutions. This linear greenspace will help to retain water and create a more environmentally resilient urban realm. The increased greenspace will aid in softening the urban character of the central district area and create a place that is both attractive to residents and sustainable to manage.

Address key flood affected areas by integrating water retention basins into the landscape to capture excess water. Purley Cross has been heavily affected by past flood waters with the pedestrian underpass used as a retention basin. Integrate this natural flow of water into the design of the site to reduce the damage from flooding.



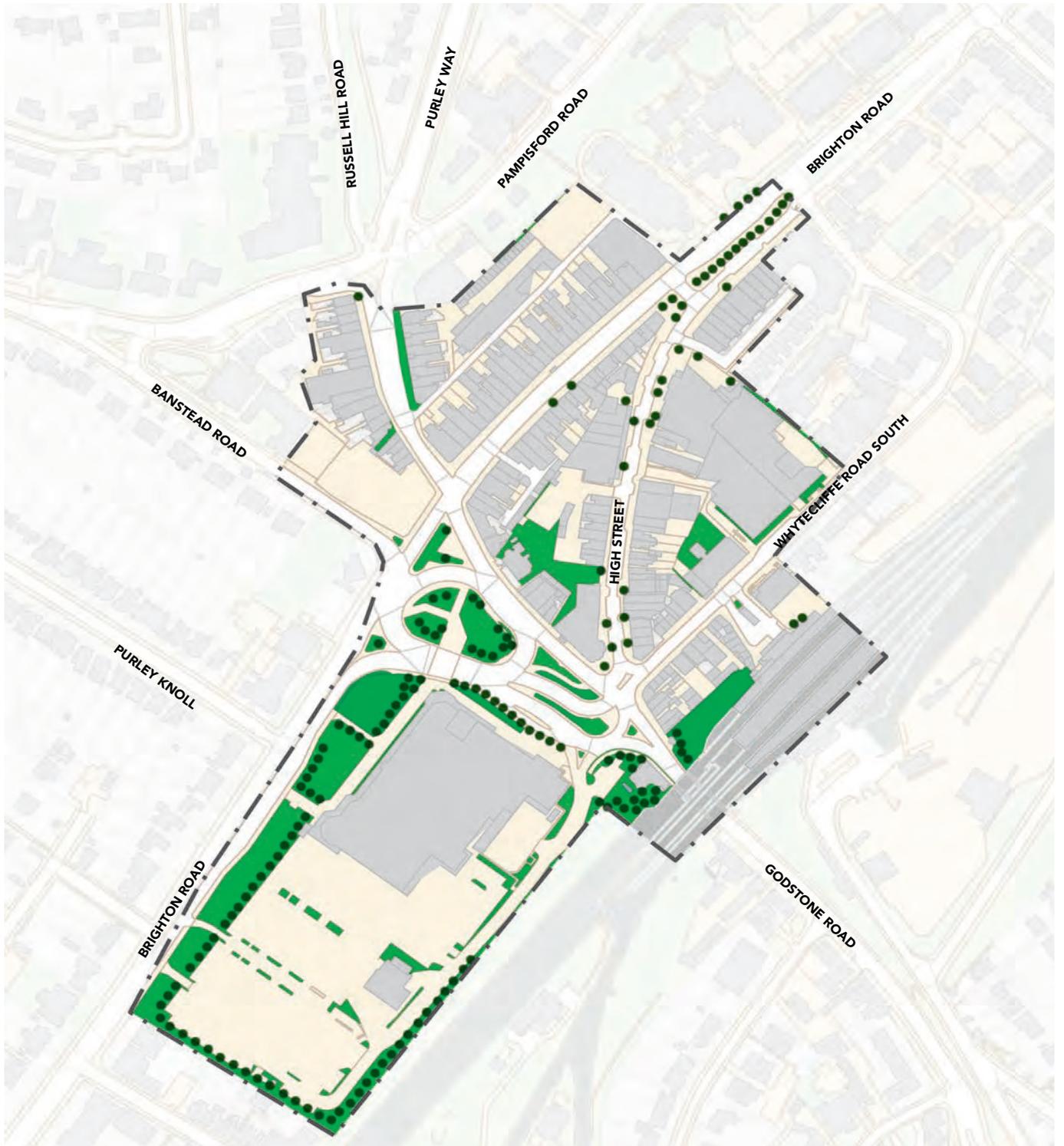
Caterham Bourne culvert



Affected area at Dale Road



Purley Cross flooding 2016



Environmental Analysis

- Site Boundary
- Greenspace
- Tree

Public Realm

Public Realm

Purley District Centre comprises of car park dominated public spaces and various pocket spaces that are underused.

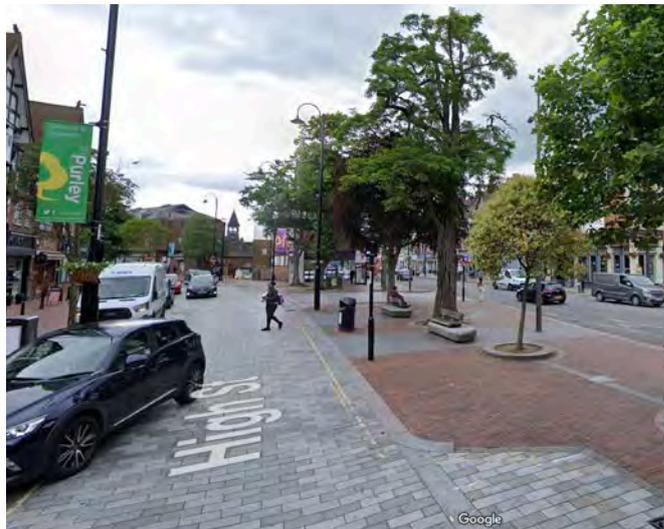
The High Street offers opportunities for spaces to dwell and have some respite from the car centric environment of the centre although work needs to be done to make it a welcoming environment and a place that people want to sit and stay.

Open space is located at the north of the site at the High Street / Brighton Road connection. This space has been recently redesigned with upgraded furniture and paving and is used for various events throughout the year. The local community groups who have organised events in this area do however emphasise that the bureaucratic processes of closing off the space and organising bus diversions can be off putting.

There are a number of key connections through the area linking to the railway station and High Street and Brighton Road, however some of the routes are fractured, have narrow pavements and are not well signposted. Some are also inadequately lit, which creates an environment that does not feel safe at night.

Brighton Road is affected by street clutter due to its busyness and effective function as the main shopping street. There are numerous items of street paraphernalia at the back of kerbs that could be hazardous to those who are sight impaired. The street lacks seating which is confined to bus stops.

Cycle amenities are located throughout the site but are generally underused.



Current seating provision - High Street



Limited seating - Brighton Road



Current outdoor amenity space - High Street

Opportunities

Reconnection is the key to creating a successful public realm that serves the residents of Purley. Some ideas are:

- Develop a central public space on High Street that focusses on the pedestrian experience and encourages people to stay in the area longer. This could also have an added benefit to the businesses in the area. This central space could also provide better connections through the District Centre.
- Improve pedestrian connections to and from the High Street and to improve pocket sites and lanes that will help make the town centre for safely accessible.
- Ensure that Purley and it's new developments are sufficiently connected, a pedestrian route across the gyratory is established at the southern end of the High Street. This would form a gateway connecting the Tesco site with the High Street and Purley Station.



Integrated public realm



Flexible public realm for outdoor seating



Active pocket spaces



Active street frontage

Transport

Transport

Purley District Centre is strategically well connected with public bus and rail links to Gatwick, central Croydon and central London and is a major junction of the A23 and A22 roads. It is recognised however that the road network divides the centre with a large scale one-way system known as the Purley gyratory. A holistic approach to improving the environment for pedestrians, cyclists and accessible public transport is a key priority for the area.

Pedestrian Movement

Purley has the potential to be a accessible and pedestrian friendly town centre, however there are currently limitations to access from the Tesco site and access to High Street via an east / west movement.

Limitations and impediments in pedestrian movement is also caused by some layouts of crossings across busy roads and local infrastructure such as the railway line. The strategic road network (SRN) and Purley gyratory both disrupt the pedestrian activity. There are limited crossing opportunities along Brighton Road corridor and the gyratory. The crossings are mostly signalised junctions which cause delays to the pedestrian movements.

Due to the typology of the area some of the Purley residential areas are car dependant. The town centre offers more opportunities for pedestrian activity with the majority of the shops being within a 5 min walking distance from the key development sites allowing for current and future residents to be within short distance to their local centre.

Opportunities

The pedestrian strategy should aim at enhancing the pedestrian experience in the town centre by improving pedestrian connectivity, safety and comfort, particularly for east / west movement. One of its key features should be to prioritise pedestrian uses along High Street Road and enhance pedestrian experience along Whytecliffe Road (south) which connects to the station. In some cases the relocation of crossing points would also improve connectivity across the area.

Cycle Movement

The cycle strategy should seek to enable safe navigation of the gyratory, strategic road networks and the town centre for commuter as well as leisure trips to and from Purley. Limited accidents involving cyclists are recorded on the gyratory, however the layout is clearly lacking supportive cycling infrastructure.

Another cycle deterrent is that a notable proportion of the adjoining residential areas are located on higher ground, whilst the district centre lies in central point. The surrounding hilly slopes may be challenging for some potential cyclists.

Opportunities

In order to facilitate cyclists' activity some options are:

Introducing Advanced Stop lines at each junction of the gyratory supported by clear wayfinding to help cyclist orienting themselves at the gyratory.

Strengthen cyclist connection to High Street, Whytecliffe Road the Purley Railway station and implement segregated cycle lanes on Brighton Road north and south of the gyratory.

Ensuring a clear connection and high-quality cyclist facilities around Purley and at the Purley railway station to encourage rail-cycle interchange for Purley residents working in areas connected by rail. Cycle parking should be located in convenient places and in close proximity to likely destinations.

Introduce electric bike hire schemes that can allow cyclists to navigate the surrounding hills



Physical Infrastructures

- | | |
|---|---|
|  Pedestrian Priority |  Enhanced Pedestrian Priority Crossing |
|  Enhanced Street |  Formal Pedestrian Crossing |
|  Gateway |  Provision of Formal Cycle Lanes |
| |  Provision of Cyclist Facilities |

Transport

Parking

Purley benefits from a high number of car parking facilities, a number of which are present on the carriageway in the form of 'pay and display' parking bays, particularly along High Street and Brighton Road directly next to the shops.

Purley MSCP and Purley Station Car Park provide off-street parking provision in close proximity to Purley Station offering 'park and rail' opportunities, particularly as Purley Station offers direct links to central London, adjacent parking and faster train times when compared to nearby Kenley for example.

The Tesco located south of the gyratory also provides significant provision for retail trips despite the high PTAL of the site.

Some facilities are reportedly underused because of perceived safety issues and anti-social behaviour. For example, according to local Councillor comments, Purley residents feel reluctant to park their vehicles in Purley MSCP for security reasons exacerbated by the adjacent narrow pedestrian link between High Street Road and Whytecliffe Road.

The future developments in Purley will have an impact on the existing parking provisions of the town centre.

Opportunities

There is a desire to retain sufficient and convenient car parking within Purley town centre which would support the economic activity. This will need to be safe and secure as well as being supported by interventions to promote active and sustainable travel to avoid dependency on the private car and associated congestion. The supporting infrastructure for sustainable modes will also enable an alternative for people to change behaviour patterns and form new habits that reduce the need for car dependency.

Delivery and Servicing

The framework for Purley will need to accommodate the practicalities of delivery and servicing activity to support the local economy and the provision of services. A Transport & Travel Research Ltd. survey of Purley servicing (2010) showed the servicing activities (collections and deliveries) on Brighton Road, High Street Road, Whytecliffe Road South and Purley Way on February the 16th and the 17th 2010. According to this survey, High Street Road has the highest number of deliveries per day compared to the other roads and is likely to reflect back of house servicing of properties on other links as well as servicing of High Street itself.

Opportunities

Delivery and servicing times could be reduced on High Street to limit the hours of impact to those outside peak pedestrian, shopping or dining activity. This would reduce the number of vehicles passing through High Street during these times and access would be limited to Blue Badge permit holders using the remaining on-street parking spaces and vehicles requiring direct access to properties.

This can be supported by other management measures with the help of engagement with Purely BID to test potential for consolidated delivery or waste services for common goods and coordinated delivery scheduling to further reduce delivery and servicing traffic and potentially reduce costs across the town centre.



Delivery & Servicing



Car Park Facilities

Sustainability

Sustainability

There is an opportunity for Purley to change the narrative from 'concreting over Croydon' to becoming an ambitious Green Corridor by enhancing the quality of new developments. Encouraging collaboration with developers could help to ensure the implementation of good quality design that priorities the environment.

Opportunities

Quality of Life: Due to the scale and pace of anticipated new development, this guidance should focus on how new development will benefit existing residents; ensuring good long-term Quality of Life (QoL) to new and existing residents, contributing to long-term local economic growth.

Environmental Sustainability: turning Purley District Area into a 'Green Corridor' and acting as a significant step change in implementing the net zero carbon commitment by Croydon

Socio-Economic Sustainability: ensuring the existing social environment is protected from disruption and can benefit from new development through shared spaces, collective activities and new community spaces that draw people to the town centre.



E-Cargo bike



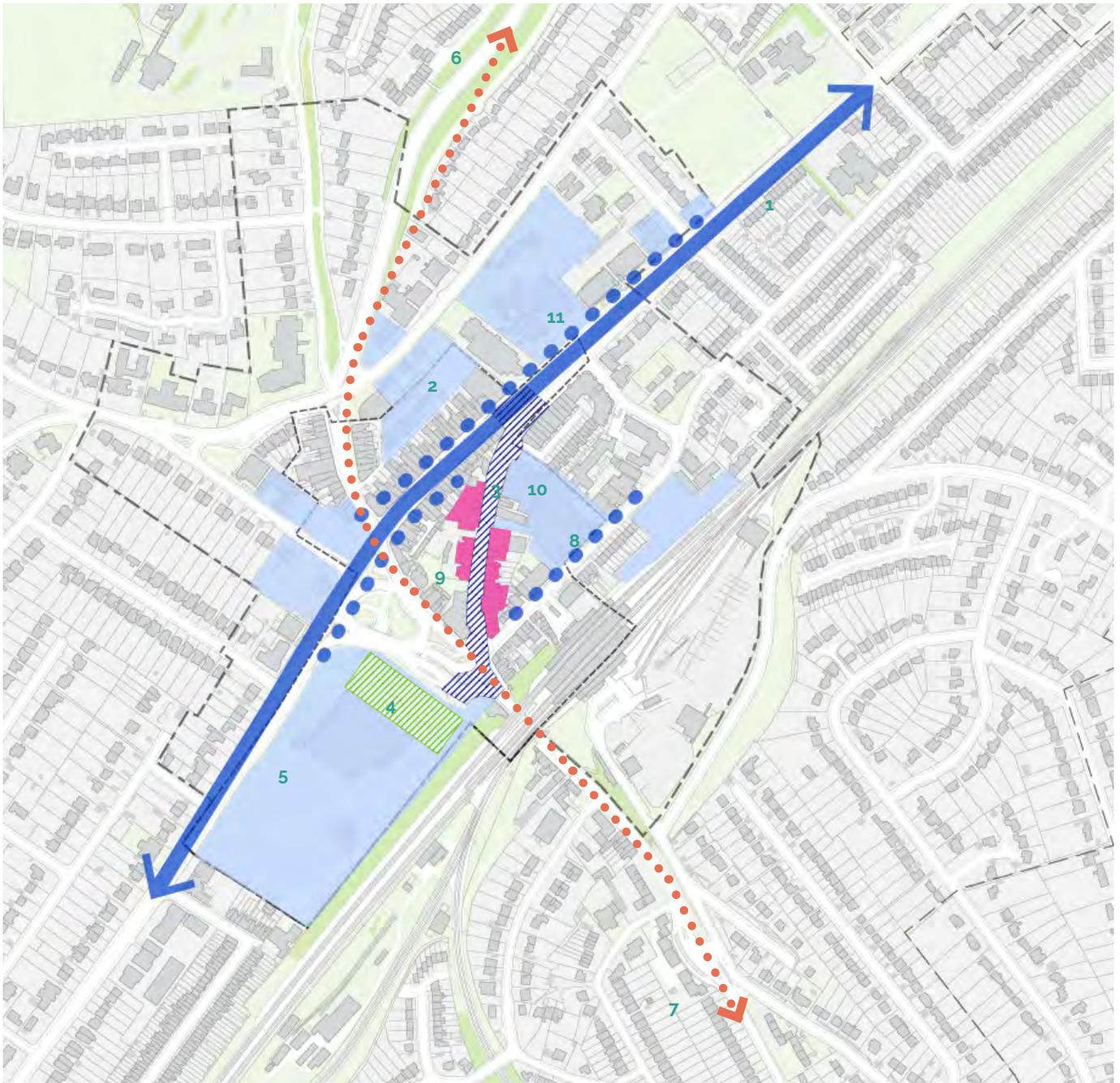
Energy generating pavement



E-bike share schemes



Meanwhile use example



Sustainability Opportunities Plan

- | | | |
|--|---|---|
| 1 EV charging points along Brighton road and electric and e- cargo bikes | 7 Economic growth and preserve historic street | 14 E-bike parking along purley way from Wadden Station to Purley Station |
| 2 Charge car if driving/ can shop without car | 8 Additional public open space | 15 New lighting along unsafe areas |
| 3 Materials from demolitions to be real-used in hard landscaping across larger site (if not in new buildings) | 9 Community asset | 16 Retrofit existing buildings (sustainability strategy on circular economy principles) |
| 4 Embodied energy reduction | 10 Governance: long term stewardship by residents associations | 17 Meanwhile use in multi-storey car park |
| 5 A pedestrianised high street that generates electricity as people walk on it | 11 Sustainability guidance covering new development | 18 Widened pavements to Brighton Road and Gyratory (permeable pavements due time flooding) |
| 6 Potential council tax reduction | 12 Lower running costs | |
| | 13 E- bikes from Purley Station to Kenley Station | |

THE VISION

2



Realising **Purley** as an

Active and Evolving Destination





A Community **Vision**

A Vision for the Community

Our engagement approach started by listening, first to internal stakeholder teams; conducted within the earlier stages and then to local community stakeholders to the assembly of wider community insight.

Our aim was to achieve a real understanding of the local community, engaging with those that shout loudest but also understanding that there are always community stakeholders that don't have a voice or face barriers to standard engagement practices.

Building upon the internal "Road-show" that was conducted within the early stages, the team and members of Croydon Council Regeneration team identified and engaged with local community representatives to derive local insight that was used within the following:

- Input into the Local Plan Review
- Development of a community vision
- Purley Regeneration Framework
- Identification and curation of members of the Purley Community Panel
- Wider community survey via the Future Purley Website

During the inception of the programme, physical engagement activities had been planned, along with street interviews and attendance at local events, but due to COVID-19 lock down restrictions engagements were moved online. The majority of the engagement was conducted via the Purley Panel and via the online website for 'Future Purley'.

The Purley Panel

The "Purley Panel" is a community panel made up of passionate local residents, businesses and community groups who were approached early on in the project to help the team understand some of the local issues and opportunities. This group of people represent the area's diverse community and is made up of different age groups, faith groups, resident's associations and business representatives.

The long-term vision for the Panel is for the panel to grow into a self-sufficient, representative community group capable of seeking funding that will help implement community projects. We hope that the Purley Panel will continue to operate beyond this project as a community network to identify, champion and deliver local initiatives. In response to this, the projects identified also include those that may be led by the community and/or Purley Panel.

The Purley Panel includes representatives from:

- Purley BID, Purley Youth project,
- Purley and Woodcote Residents Association,
- Purley & Couldson Centre for the Elderly,
- Purley Masjid Mosque,
- Churches Together,
- Riddlesdown Residents Association,
- Diverse individuals and residents, including local mothers and young people

Website & the Wider Community

A focussed survey that covered the majority of the key sites in Purley was shared over a two week period on the future purley website (www.futurepurley.com) which was used by the team to gather insight and priorities to focus the framework. Over 420 people filled out the survey and represented a wide demographic of people, the lowest response was from those under 15 years old. (This will have to be addressed via a schools programme created specifically for the Purley Regeneration Framework). We were unable to deliver workshops within the project timeframe due to the December 2021 national lockdown that resulted in schools being closed. A workshop template has been designed and stakeholders looking to further this work can work with local schools to deliver this. See the appendix for the School Workshop Template.

Vision Priorities

Community priorities focused on Purley becoming a destination, a place that was more green (including the need for more trees and greenery to include natural flood storage) and more opportunities for social activities (a cafe culture, pedestrianised streets and inclusive events programme) and a Purley with an enhanced and diverse retail offer.

It is noted that a number of people mentioned 'no more flats' within their comments which is not within the remit of this study to influence. In the town centre location study area that has been identified for this project, flats will primarily be the residential type. However the framework emphasises the need for good quality and well designed homes for a range of age groups and for families, whilst responding to the community priorities by promoting access to green space, good public realm, public transport networks and pushes for the spaces between buildings to enhance and complement Purley.

This framework should not be seen this as a static document and we encourage the community to continue to feedback as the needs of Purley change and evolve. Further details on community Projects can be found in section 4.

Vision Background

Vision Background

A vision based on health

Purley is the biggest employer in South Croydon and due to the presence of the Purley War Memorial hospital, its largest employment sector is in the healthcare industry. There is an opportunity to celebrate Purley as a centre for health and to encourage and promote businesses that support the healthcare and wellbeing industry. As we move towards a post pandemic world which nationally is seeing more shops and offices falling vacant, Purley could become a pioneering Health Hub:

- A town centre with places for people to socialise and stay longer therefore combatting loneliness
- A town centre where people can go to learn and work, therefore supporting them in finding employment, starting businesses and promoting the economic vitality of the area
- A town centre with trails for play and activities to keep people active and green infrastructure to improve the environment

A vision based on movement

Purley is the main transport hub in South Croydon and therefore the Heart of the South. It attracts residents from Coulsdon, Kenley and further afield. It benefits from already having footfall passing through. There is an opportunity to improve how people arrive and move through Purley ensuring its transport networks encourage people who normally pass through to stay longer.



A vision based on multiple generations

Purley will have a high proportion of over 65's in the years to come, higher than the Croydon average. Purley also has a high resident youth population which is increased by a transient population that attend the local schools. This means that there is an importance to support both inter-generational homes and radical multi generational spaces.

A large majority of Purley residents work in professional occupations and those retired and currently retiring in Purley tend to have had long careers and comprehensive knowledge across a range of industries. With a high youth population there is an opportunity for the High Street and Brighton Road to be a place for training and knowledge exchange between the two generations.

Opportunities for different generations to come together, could take the form of third age universities, workspaces for 'all', that offer technology support for digital inclusion, courses and talks. These could include some of the older residents at organisations such as the Bourne society and Purley Rotary club. Ideas such as third generation workspace could also solve the problem of vacant units by attracting workspace providers.

Nursery spaces mixed with general workspace to allow parents to work and have childcare close by, alongside spaces for after school cafés and homework clubs can also be accommodated. Purley has in the past has focussed on being dementia friendly and this could put it on the map as an attractive multi-generational hub.

A vision based on character

Purley has a unique character that distinguishes it from its wider context and in particular Purley Way. It is distinctly suburban with a focal 'tudorbethan' character and fine grain of development within the heart of a valley, set within layers of landscape and trees. Whilst its an area that is set to change, its sense of history, human scale, fine grain and active community should be enhanced and built upon. This framework has the opportunity to guide the context of future development and the spaces between them.



Regeneration **Strategy Vision**

Realising **Purley** as **Unique** &

Active and Evolving Destination

Whatever the weather, whatever the season

Purley will be a place of choice...

- A place that's radically inclusive
- A place that's continuously vibrant and socially diverse
- A place that actively enhances wellbeing
- A place that's progressively green

Vision

One of the key insights from the engagement was the desire to establish Purley as a place for the community and as somewhere for people go 'to' rather than 'through'.

Our vision is therefore to establish Purley as a destination of choice. One that appeals to and provides for all of its inhabitants and their active health, inter-generational and social needs and one that attracts people from all facets of the immediate community and the wider area to spend their time and money in the Place of Purley.

Our vision is to establish Purley as a bustling, vibrant, local town centre, full of the life that comes with a place that is cherished and utilised by its community. Purley will become a local destination shaped around the needs and aspirations of the local community.



Building on its unique characteristics, Purley will become a place where people come together to learn, work and play in an environment that supports their mental and physical health and wellbeing. It will be a radically inclusive and intergenerational place that draws on the unique qualities of the community to create homes, businesses and a diverse programme of activities that support the very youngest to the oldest residents and a place that will work to ensure its development sites contribute to bringing green space and green streets into the heart of the town centre etc.

Both the local community and town centre will grow together in a symbiotic relationship, with Purley district centre being empowered with the ability to adapt and organically adjust to meet the needs and aspirations of the local community; supplying the retail offerings, dining and evening use opportunities, event programming, workspaces (including workshops and start-up studios) and easy access to community facilities and support services required by an ever changing community.

The catalyst for change starts with a desire to do so, building on the huge amount of community passion that resides within local community and ambition to reinstate the town centre as a vibrant community destination.

The Regeneration Framework sets out a path towards achieving this vision. The plans illustrate where and how to drive incremental change that will aggregate over time to create a more attractive, vibrant and successful place. Each project is described in more detail at the end of the report.

Regenerating the District Centre will require people to re-map Purley in their minds. Achieving that will require a combination of approaches:

1. Public spaces of varying scales that are inviting, inclusive and adaptable,
2. A movement and wayfinding strategy that makes it easy and interesting to stop and explore,
3. Programme of public events and activities that activate the public realm and meets multi-generational and health ambitions,
4. A strong commercial vision that positions Purley District Centre as a 'boutique destination' to complement the current 'big box' retail experience at Purley Way and the Local and Neighbourhood Centres proposed in the Purley Way Masterplan,
5. Built form that strengthens Purley's unique sense of place and concentrates density in and around the District Centre,
6. A business strategy that seeks to attract independent retailers and SMEs with commercial spaces that provide for their needs,
7. An awareness raising campaign that incorporates art and culture that entices people to visit and spend time in Purley.
8. A strengthened community to initiate and champion the framework and future vision of Purley

A Sustainable **Vision**

Sustainability Approach

The Vision clearly highlights the need for Purley to become a unique community destination

The responses contained within the remainder of this document have been proposed to ensure that sustainability is the key theme reflected in each Framework / Strategy; ensuring high-quality design decisions are embedded throughout

Sustainability here refers not just to design aspirations; but decisions have a layering of purposes in terms of Environmental & Socio-Economic responses; as well as reflecting the community engagement undertaken.

We believe this 'layering' of purposes brings a richness to each proposal – cementing the ambitions for Purley to become a boutique community destination.

For example;

- A pedestrian focus towards the High Street not only encourages active travel and clean air quality reflecting the environmental sustainability; but the very act of pedestrianising pro-actively increases economic activity as the community are able to easily access and spend money locally, therefore reflecting socio-economic ambitions – contributing to Purley as a community destination
- Where new street furniture is proposed; emphasis is placed on supporting the materiality of the furniture being reused or reusable where possible, or where providing new materials, it's important that supported materials are those that retain embodied carbon (environmental sustainability), whilst also utilising local makers and creators to stimulate economic activity (economic sustainability)
- Where new street lighting is proposed for safety purposes, emphasis is placed on ensuring that new lighting is solar-powered lighting thereby adopting renewable energy strategies for environmental sustainability.
- Additional tree planting not just for lining streets for delight; but clearly acting for carbon sequestration purposes (environmental), as well as reducing overheating in the public realm making streets more likely to be used in hot weather (socio-economic sustainability)

Therefore, all interventions proposed should be viewed as responding to a 'layering-up' of clearly utilitarian functions, as well as embedding sustainability in the truest form.



CARBON REDUCTION



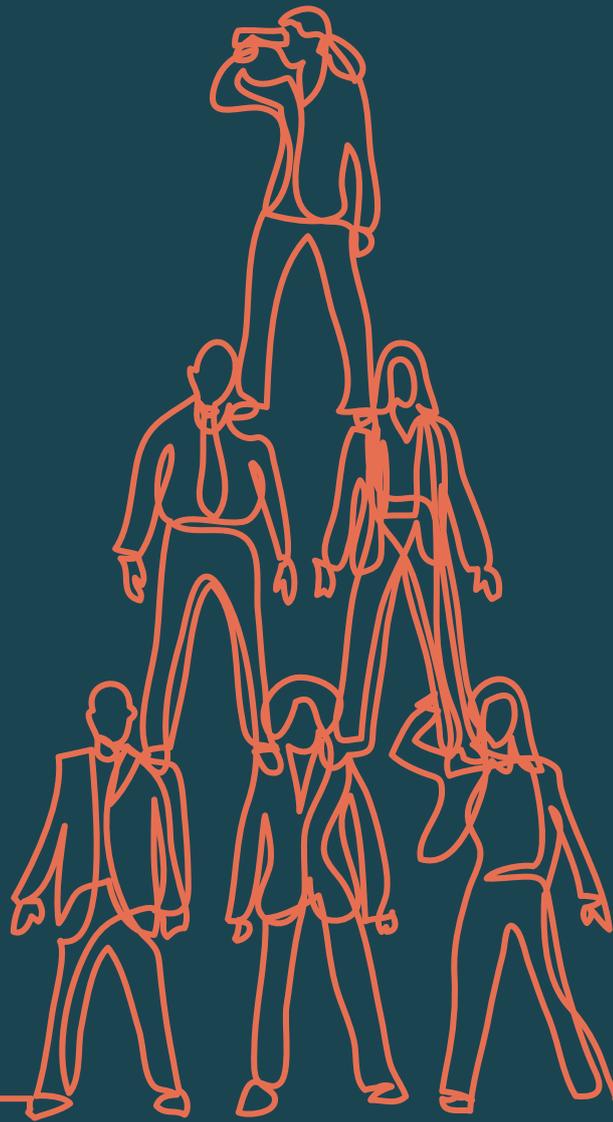
RENEWABLE ENERGY



AIR QUALITY



EXISTING ASSETS



THE DRAFT **FRAMEWORK**

3



Framework Strategy

Wider Area

Unique Purley

Whilst the core and majority of the interventions within this Framework will be focused on Purley's District Centre and Environs, it is important to note that the key overarching projects (see implementation section) are based on the wider area and context within which all of the strategies sit. This adjacent wider framework plan outlines the key high level strategies for Purley. This plan displays the combined strategies within the wider area from a sustainability, urban design, public realm, environment and movement perspective.

The 6 main features of the plan (see key) all seek to provide a Purley that is centred on the community need for Purley to be a diverse, attractive, pedestrian focussed and active destination.

KEY



Create Purley specific guidance for increasing residential density & resilience



Maximise potential of environs to diversify Purley's offer and intensify residential use



Protect unique heritage character of central Purley



Take advantage of larger development sites to deliver coherent placemaking

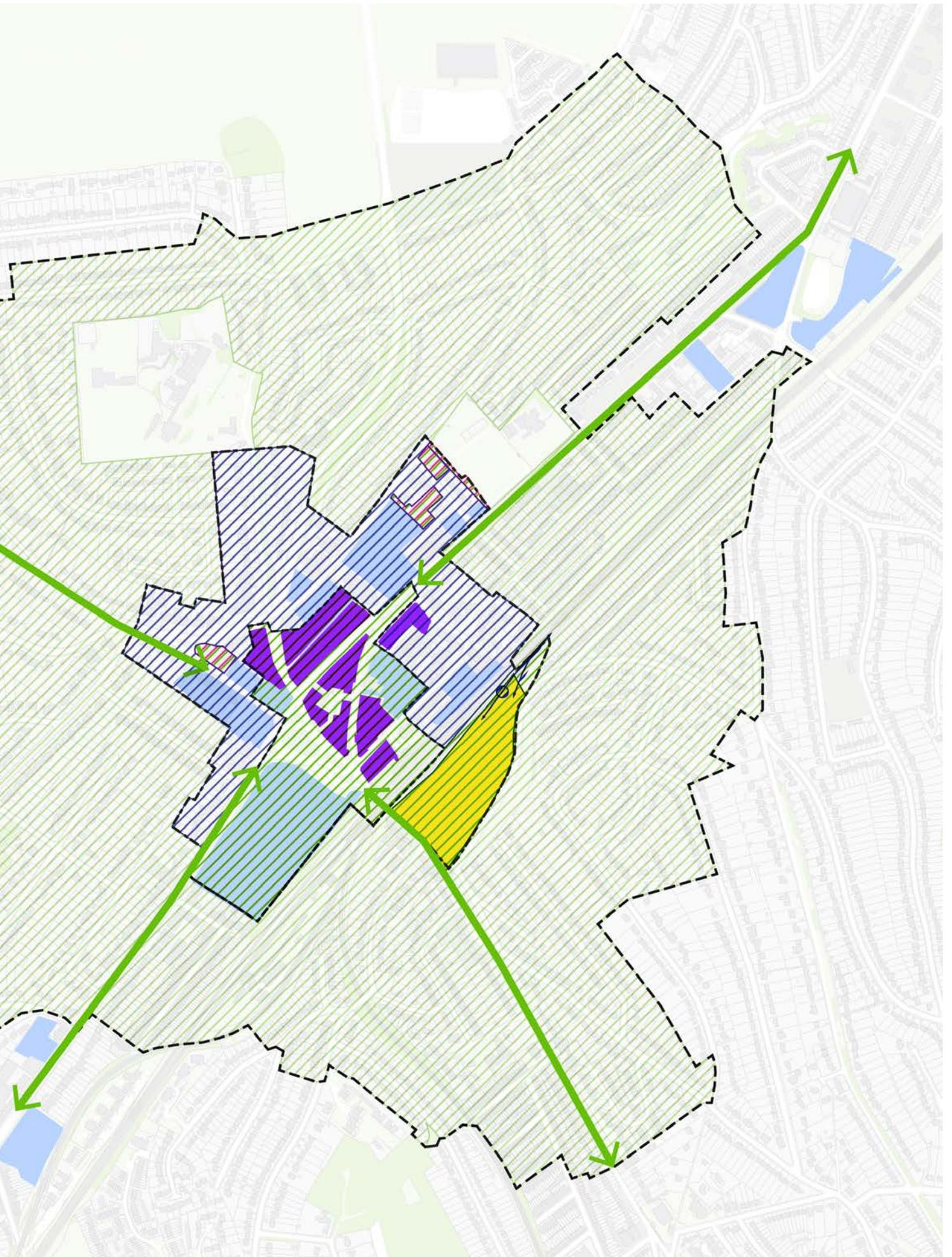


Use local aggregate site for construction materials and waste management



Enhance and create safer and more attractive routes for pedestrians and cyclists between the wider area and the district centre





Framework Strategy Environs & District Centre

Consolidated Plan

The following chapter seeks to develop upon the opportunities gathered in section 2 and to explain and describe the overall draft Strategic Regeneration Framework and how it relates to the community derived objectives and local plan context for Purley through differing layers and strategies that consist of the following:

- Placemaking strategy
- Frontage strategy
- Culture strategy
- Public Realm strategy
- Environmental strategy
- Movement and Access strategy

A sustainable approach has been integrated throughout the document within each strategy to provide a holistic approach to the framework. Sustainability relates to the quality of social infrastructure, development quality and placemaking interventions.



- | | | | | | |
|--|--|--|--|--|--|
| | <p>Create new, active public lanes connecting station, High Street and Brighton Road</p> | | <p>Pedestrian Prioritised High Street</p> | | <p>Protect unique heritage character of central Purley</p> |
| | <p>Strengthen gateways and create new landmarks on strategic sites</p> | | <p>Ensure new development is designed with streets and spaces that knit into the existing urban fabric</p> | | <p>Key opportunity for co-located amenities</p> |
| | <p>Transform Brighton Road into green corridor</p> | | <p>Ensure gyratory land makes a positive contribution to Purley's environment</p> | | |
| | <p>Protect green spaces and create new green pocket parks</p> | | <p>Use local aggregate site for construction materials and waste management</p> | | |

Placemaking **Strategy**

Legibility & Sense of Place

A responsive strategy - Purley isn't currently seen as a place with a clear identity or presence by its community.

The Placemaking Strategy aims to improve the visual perception and urban experience of Purley by protecting, uncovering and enhancing its unique sense of place. It establishes a visual framework that structures new buildings and refurbishments such that they collectively contribute to the District Centre's legibility and incrementally improve the visual coherence and character of the place over time.

This strategy is about appearance rather than function. It identifies areas within which proposed development should contribute towards specific urban characteristics;

- Creating clear and attractive gateways to signal arrival,
- Creating landmarks and vistas that aid navigation,
- Creating memorable spaces to punctuate the urban realm,
- Establishing a hierarchy of street frontages with a consistent approach to interaction between the building and the street

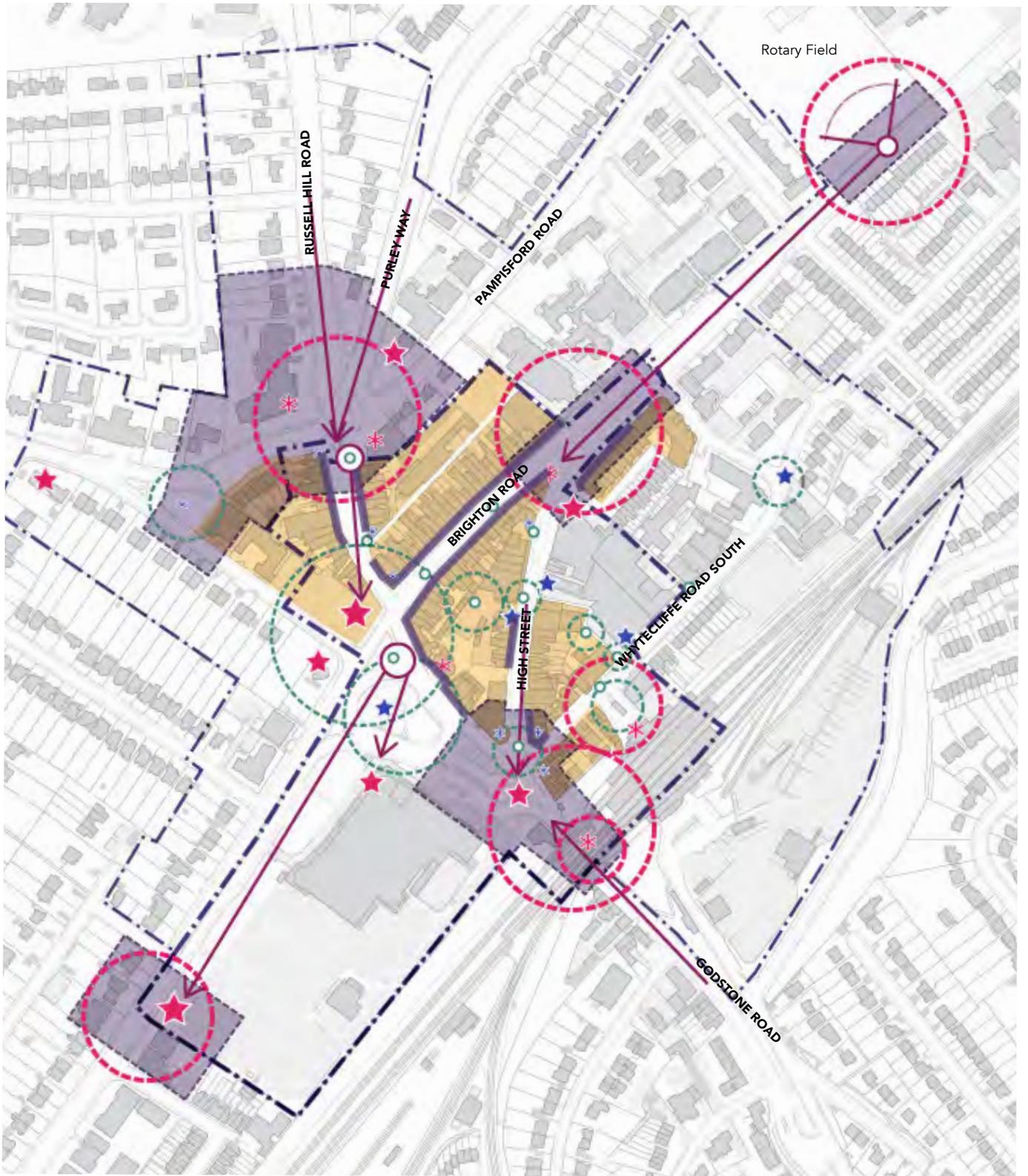
If developments adhere to the structure of the plan and contribute to a stronger, more coherent perception of place, over time a rejuvenated Purley will emerge that is a recognisable, attractive and successful destination in its own right. It will no longer be a place that people merely pass through, but a place that its community can be proud of.

Definitions

Landmark - a memorable built or natural feature in the townscape that stands out significantly from its surroundings through colour, scale, style, shape or combination. Contributes to the identity of a place.

Marker building - a built feature that stands out somewhat from its surroundings and aids navigation.

NB: Areas where gateway development zone and existing heritage core overlap indicates areas where the existing heritage core may be permitted to change in a sensitive manner.



KEY

- | | | | |
|---|----------------------------------|--|--|
|  | District Centre |  | New marker building |
|  | Environs |  | Wayfinding feature |
|  | Purley Gateway |  | Retain/ create vista |
|  | Urban place/ node (focal point) |  | Wide view to parkland |
|  | Retain existing landmark |  | Gateway development zone |
|  | Retain/ replace marker |  | Existing heritage core - future development sites must respond to heritage interface |
|  | New landmark (orienting feature) |  | Retain and protect heritage facades |

Character Strategy

Character Areas

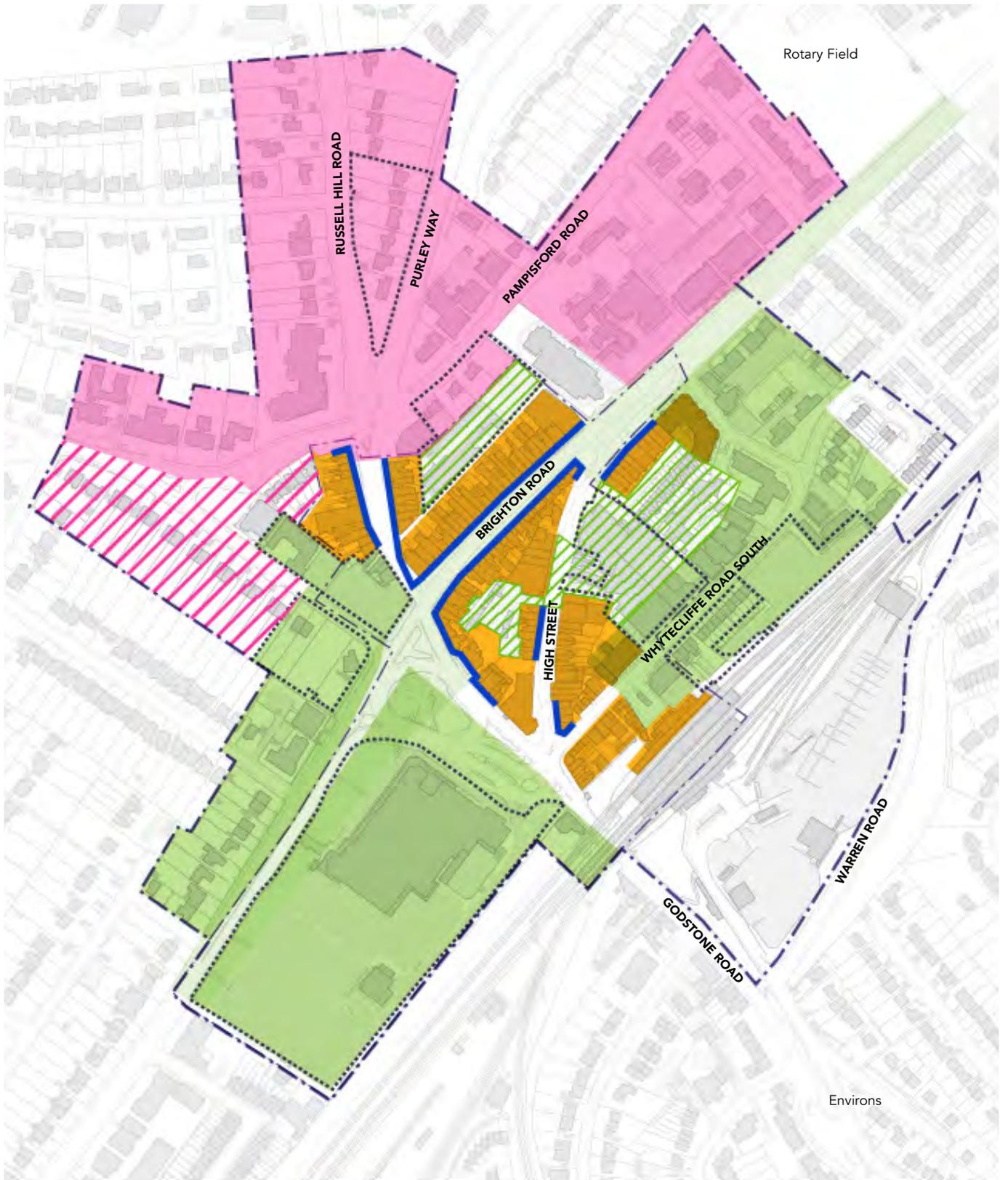
A responsive strategy - As Purley is undergoing developmental change, there is a fear that its suburban character is under threat.

The Character Strategy defines areas within which new development should aim to create a coherent and attractive urban character that is an evolution of Purley's existing suburban feel. It aims to demonstrate how a contemporary aesthetic can be achieved in the new areas whilst still retaining the traditional architectural features that differentiate Purley from the other places in the borough.

The strategy encourages a variety of approaches to densification such that distinct character areas emerge as a result of grouping typologies. The evolving character areas will support both traditional and contemporary buildings, helping to achieve variety and interest in the streetscape, not only through changes in style and materials but also through different approaches to massing, setbacks, rhythm, repetition and scale, based on the surrounding context.

The proposed areas are:

- **1930s traditional urban core** - retain the historic block structure, distinctive retail parades and traditional buildings at Purley's heart
- **Contemporary urban core** - urban infill that interprets traditional active streets and replicates the interest and activity at ground floor using modern materials, techniques and architectural style
- **Contemporary greenway** - an evolution of a traditional avenue using modern plantings as a unifying landscape feature
- **Higher density residential 1** - contemporary mansion blocks. Relatively long facades with minimal gaps and repeated elements and motifs. A higher density interpretation of the surrounding terraced and close grained streets
- **Higher density resi 2** - contemporary pavilion blocks with green set backs and a strong rhythm of built and unbuilt space. Deriving from the existing pattern of built form where individual buildings of various scales are surrounded by private space
- **Higher density resi 3- responding to the need to mediate between the more urban typology of the Purley District Centre and the more verdant suburban context.** Flexible contemporary pavilion blocks that mediate between long to short facades with an increase in green set backs and a strong rhythm of built and unbuilt space increasing as the sites move northwards and away from the district centre.



KEY

- District Centre
- Environs
- 1930s traditional urban core
- Distinctive frontage to retain
- Contemporary greenway
- Contemporary urban core
- Higher density resi -1
- Higher density resi -2
- Higher density resi -3
- Key sites within character areas

Frontage Strategy

Active frontages

A responsive strategy - Purley is seen as a place of underutilised opportunities which doesn't cater to the community or the pedestrian experience.

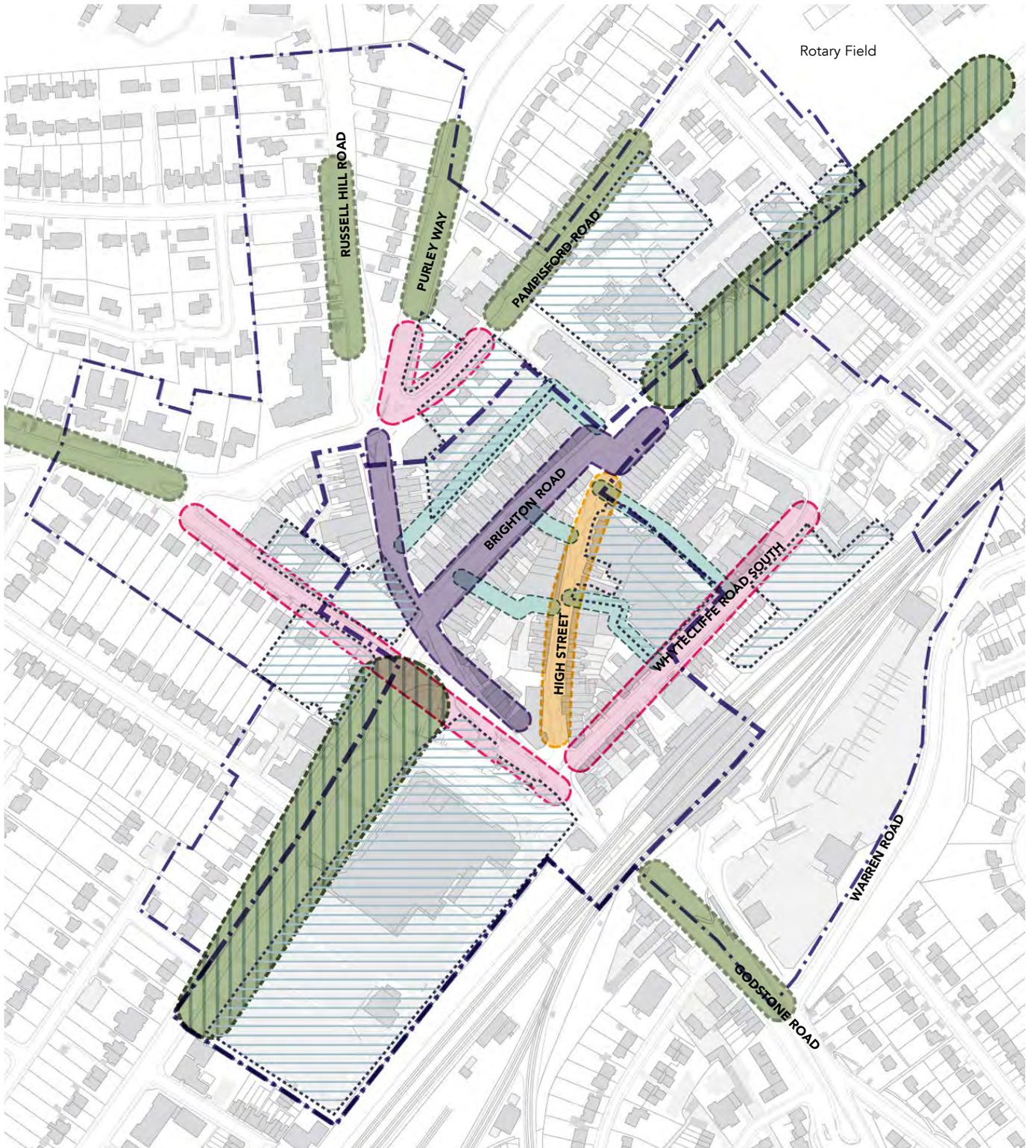
The aim of the active frontage strategy is to combine a more legible and attractive streetscape with a richer commercial offer to improve the centre's vitality. It addresses the community need for Purley to be more attractive and distinctive. Identifying frontage typologies that closely track the proposed street hierarchy leads to a richer, more diverse urban experience and encourages exploration by allowing the structure of the centre to be more easily understood.

Providing a variety of different frontage typologies, from larger shop units to smaller mews type spaces in the laneways will cater to a range of businesses. The range of typologies and the way they are clustered will help to define the character of the streets and spaces and may encourage interesting combinations of commercial enterprise that work well together.

There are a number of ways to provide guidance, from detailed shop front design guides and coding to looser guidance that offers a palette of approaches. The aim is visual coherence of each typology without stifling creativity or sacrificing variety.

The plan indicates frontages identified as having significant placemaking potential.

- Brighton Rd Greenway - signal change and introduce a fresh image for Purley, enhancing existing green features
- Purley Approaches - as Purley Greenway but with more limited opportunities to introduce new planting
- 1930s shopfronts - Distinctive parades to be retained, minimal changes to appearance, reduction in activity to be resisted
- New urban street - likely to be predominantly residential and could seek to complement the scale of its surroundings and the Local Plan guidance
- Independent High Street - differentiated from the main shopping areas to offer a distinct character and experience
- Laneway frontage - small and irregular units providing activity and interest in Purley's smaller streets



KEY

- District Centre
 - Environs
 - 1930s Shopfronts
 - Brighton Rd Greenway
 - Purley Approaches

- New Urban Street
 - Independent High Street
 - Laneways & Yards
 - Development sites

Active frontage typologies

A responsive strategy- Purley streets should support activities and interactions that feel vibrant, welcoming and safe.

Brighton Road Greenway

This is a major opportunity to achieve radical environmental and social changes to the image and function of Purley. Taking advantage of existing wide verges to mitigate flooding, improve biodiversity and air quality, the interaction between the landscape and active frontages will provide a greener, more comfortable and visually unique pedestrian and cycle experience, encouraging behaviour change towards the use of sustainable transport.

Purley Approaches - suburban greenways

The five other approaches to Purley Centre should be treated in a similar way to the Brighton Road Greenway, with new contemporary urban plantings creating a unified impression of entering a green and leafy suburb.

Although these streets are currently very road dominated and don't benefit from the generous amount of green space available on Brighton Road, it is still possible to introduce elements from the Purley Greenway planting palette in key locations as development comes forward. This will improve the image of the place, encourage more walking and cycling. Additional tree planting here would enable carbon sequestration from road traffic.

New urban streets

These are existing suburban streets that will be transformed through new development to have a much more urban feel. This typology is coming out of the number of allocated sites with housing planned and some already approved and imminent applications showing a trend of increased density and heights. The local plan supports some height in the district centre and in order for these new higher density developments to fit into the existing and evolving urban landscape a new urban street is proposed. Apartment buildings that are taller than the houses that it will replace and mansion blocks will be the dominant typologies. A critical factor in

maintaining a feeling of pedestrian safety and comfort will be the interactivity between the ground floor uses and the pavement. Doorways should be regularly spaced and adjacent pedestrian routes overlooked by ensuring that the frontages are active. Due to the steep typology of Purley there may need to be some undercroft spaces where car parking and bin and cycle storage can be located. However, this will need to be approached sensitively by minimising blank walls fronting the public street.

1930s shopfronts

Predominantly found on Brighton Road, these distinctive parades with their half-timbered gables and ground floor shops are a key feature of Purley's character. Changes to their appearance and use should be discouraged, particularly any loss of functioning doorways to maintain the active frontage.

Independent High Street

This street presents an opportunity to create a new High Street experience post-Covid that provides a social function in the heart of Purley with plenty of spill-out and pedestrian space. To be conceived as an elongated urban square lined with flexible, affordable mixed-use spaces that prioritise local independent businesses with a range of ground floor functions including shops, cafes, studios and services.

Laneway frontage

Rediscovering Purley's lanes and alleys will create a distinctive urban experience that adds quirk, interest and variety to make visiting Purley a memorable experience. The laneways provide direct connections between key streets and if well signposted and well lit should benefit from a good amount of footfall. In addition to the existing semi-industrial uses, these are ideal places to locate unique activities including small and irregular spaces that are ideal for start-up studios, workshops and independent cafes and bars.

1. Green approaches to Purley



2. New urban streets



3. 1930s shop fronts



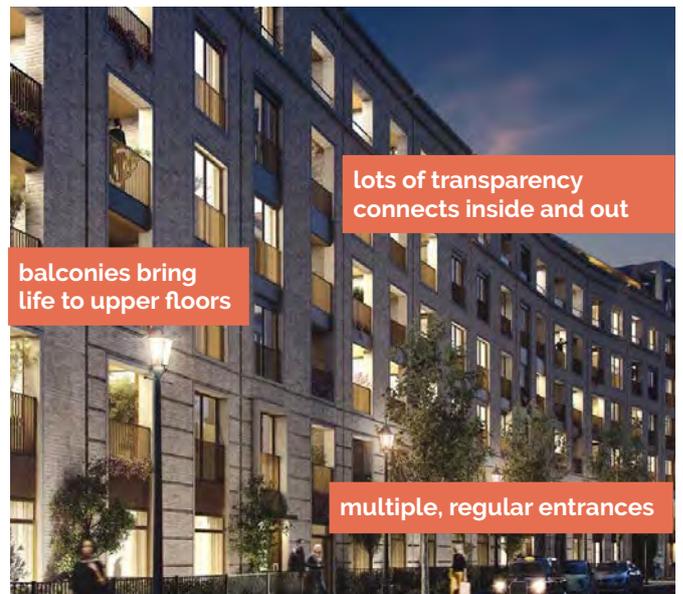
4. Independent High Street



5. Laneways & yards



6. Activity & connection

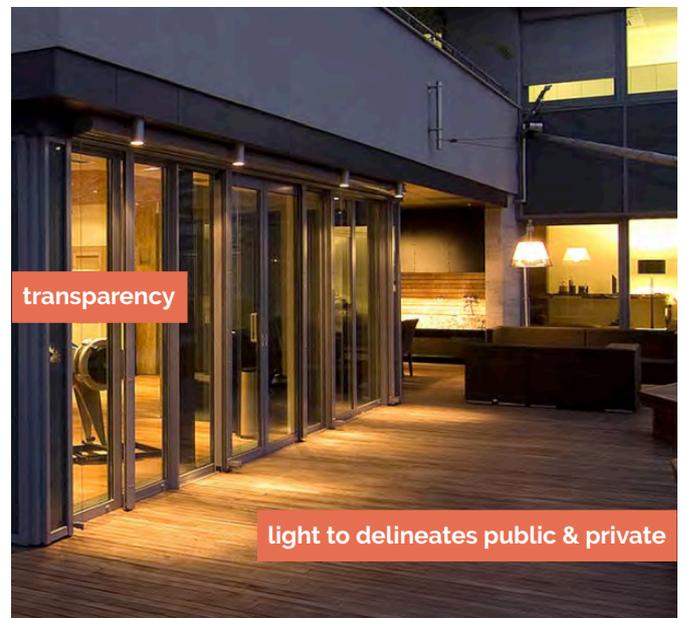


KEY

5. top: Rupert Court, London, laneway with small shops & cafes
bottom: Guildford Lane

6. top: Portobello Place, London, new residential apartments in contemporary mansion block
bottom: Tranquil Vale, Blackheath SE London

7. Identity and enrichment



KEY

7. top: Ruskin Place street mural, Croydon

bottom left: Croydon South End, successfully rejuvenated High Street

3. bottom right: Light used to define boundaries between public and private space, Source: the hidden lighting company

Public Realm Strategy

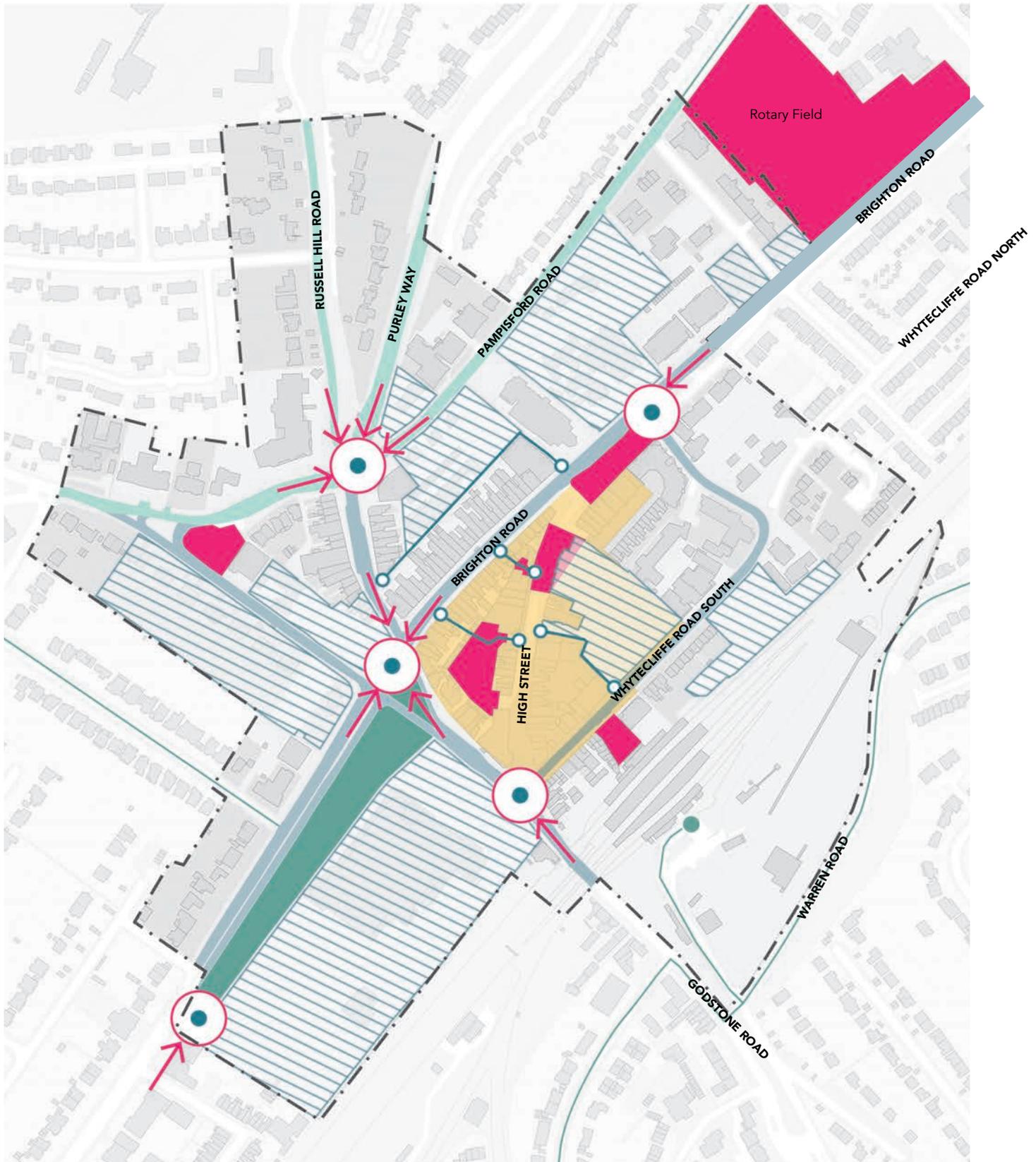
The public realm strategy aims to create a district centre that is designed primarily for people - attractive, sustainable, easily maintainable, safe and welcoming, and Purley specific. In order to achieve these aims, the following Public Realm strategy is proposed:

- Pedestrian Priority Zone - socially focussed intervention located in the core commercial area of the District Centre. Strengthens connections along the High Street to Purley Station and surrounding public open spaces.
- Public Open Spaces - a network of strategically improved multi-functional community spaces that enhance the existing underutilised space. Each space responds to its adjacent context through appropriate public realm uses. Importantly these spaces form a complementary relationship with the Rotary Field that supports active recreation, picnic spaces, natural play spaces, open air gym and a locally run cafe.
- Public Realm Improvements - social and environmental initiatives, located at the core of Purley Environs, include increased footway widths to accommodate biodiverse planting, street trees, furniture and public spaces.
- Sustainable Urban Drainage - increased water sensitive solutions located along key northern entry routes include bioswales, rain gardens, street trees and biodiverse planting to collect stormwater runoff and increase biodiversity net gain.
- Gateway Arrival Space - key strategic arrival points located within Purley District Centre creating a unique public realm experience that is distinctly Purley, placing it back on the map.
- Unique Laneways - The laneways are rejuvenated to form a vibrant corridor of flexible spaces that connect to the network of public open space.

*Cycle Hub - a hub located at busy transport interchanges with 24 hour 7 day secure access to a variety of cycle stands for members to park their cycles. Free bike pumps and repair tools are provided. Cycle stands will be located throughout Purley including on the High Street by the Leisure Centre and Brighton Road amongst others (see cycle strategy for more information).

Public Realm - an insight based strategy

When asked 'How do you think the streets, public spaces, green spaces and the Rotary Fields could be improved in Purley?' The vast majority (64%) chose more trees and greenery, followed by outdoor eating spaces at 56.1% and rain gardens / flood storage features. This public realm strategy uses this insight to create a strategy that optimises areas for enhanced multi functional landscapes (aesthetic and environmental) throughout both its streetscape and open spaces alongside the expansion of the public realm to facilitate activity and spill out spaces for café culture and spill out opportunities.



KEY

- | | | | |
|---|--|---|----------------------------|
|  | Purley Environs Boundary |  | Public Realm Improvements |
|  | Purley District Centre Boundary |  | Sustainable Urban Drainage |
|  | Public Open Space |  | Linear Eco-Park |
|  | Pedestrian Prioritised Public Realm Zone |  | Development Site |
|  | Gateway Arrival Space |  | Proposed Green Grid |
|  | Gateway Approach |  | Proposed Cycle Hub |

Environment **Strategy**

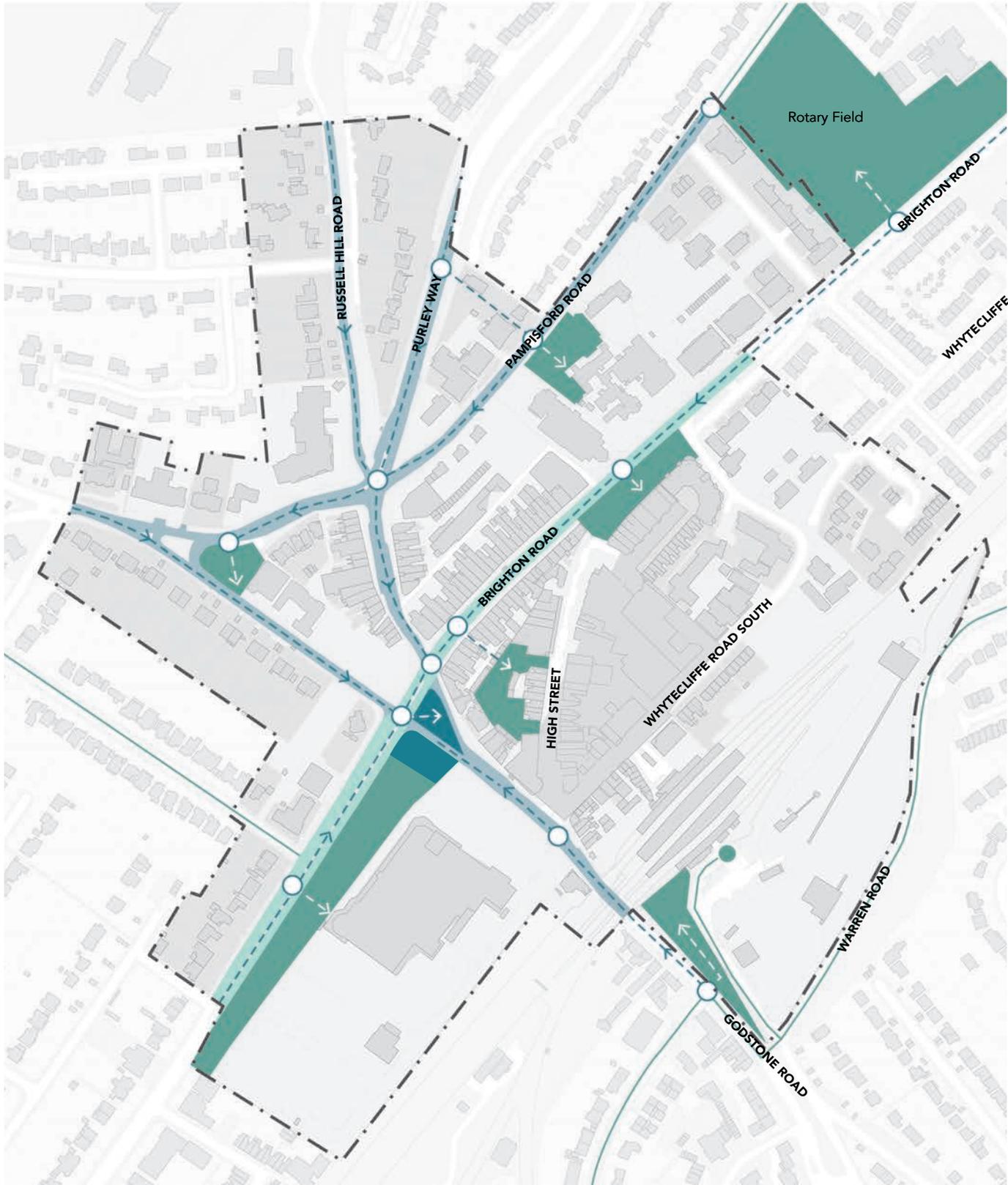
Purley has been known to suffer from significant flooding. The environmental strategy aims to ensure that flood water issues affecting the District Centre are mitigated, whilst increasing biodiversity, improving biophilic benefits and strengthening the public's connection to green open spaces across Purley Environs. In order to achieve these aims, the following Environmental framework is proposed:

- Water Sensitive Solutions - strategic environmental interventions that include bioswales, street trees and biodiverse planting are located along key flood affected routes to capture and store excess flood water, mitigate damage and create an environmentally resilient district centre.
- Enhanced Greening/ Biodiverse-Street - Brighton Road forms the centre's major biodiverse street, embedded with water sensitive solutions and biodiverse planting. The creates a unifying connection to environmentally focussed public open spaces, mitigating flood water damage and increasing biodiversity.
- Flood & Stormwater Detention Zone - utilising existing green infrastructure sites and public open spaces to capture and store flood water. These sites connect to a central bioretention zone that stores excess flood water to mitigate the risk of flood damage.
- Water Attenuation Site - storing excess flood water in Purley Cross to mitigate the risk of flood damage. A naturalised centre, Purley Pond, that creates an environmental focal point to the District Centre.
- Biodiverse Planting - increased biodiversity across Purley Environs through wild flower and species rich planting located along key routes.

The environmental framework will seek to be multi-functional by enhancing the well being of the community through increased greening and opportunities to harness the physical and educational benefits of a bio diverse and sustainability focussed place.

Environmental - an insight based strategy

Croydon Council have declared a climate emergency and future decisions for developments will need to consider how they can be built and lived in more sustainably but also how the people that live in them travel into and around Purley. When asked what would you like to see? What would you prioritise in the future for a more sustainable Purley? The overwhelming majority (71.6%) suggested that green flood storage is a priority followed by green walls & pollution monitors. With this insight the environmental strategy will seek to ensure that every opportunity for flood mitigation measures is utilised across an overarching strategy for Purley.



KEY

-  Purley Environs Boundary
-  Water Sensitive Solutions
-  Flood Water Direction
-  Point of Redirection
-  Bio-Street

-  Flood & Stormwater Detention Zone
-  Water Attenuation Site
-  Proposed Green Grid
-  Proposed Cycle Hub

Culture Strategy

Purley isn't seen as a destination, older residents lament that Purley in the past was a place to dance, drink, eat and live life, whilst a younger generation stresses that there is simply nothing to do. The following strategy seeks to mitigate this whilst also achieving the public realm principles. This strategy also allows for an improved events and cultural offer as well as being more attractive for leisure/F&B.

Events

- Intermittent Use: Purley Markets e.g. street markets, farmers markets (high street/square)
- Intermittent Use: Purley Sundays - Use of the multi-storey on a Sunday (parking in the multi-storey car park is free on a Sunday which may encourage more visitors whilst ensuring that parking revenue isn't disrupted), this could be for a flea market, cinema, local performance space/ theatre, pop up bars/ restaurants, cycle hub, etc. The focus could be for inter- generational use and for young people who lack sufficient facilities in Purley.
- Permanent Use: Spaces for community and cultural events/uses (library/theatre/ performance space) i.e. Rotary Fields and Purley Baptist site, redeveloped leisure centre

Diversity

Purley is seen as a 'place of fast food outlets, charity shops and estate agents', compounded by vacant units. Purley could diversify its offer by mitigating the vacant shops via the following:

Vacant/new units:

- Replaced with pop up/ permanent retail, workspaces and cultural spaces to enhance existing uses such as 'Get Fired' and Art-K, with an emphasis on facilities for young people and inter-generational use. This may include innovative social infrastructure such as the idea store in Bow.
- To be used as intermittent artist residences and galleries, performance and gathering spaces to maker/retail space to enhance uses such as the 'Wine Gallery'.
- To be mitigated with attractive business offers e.g. rent/ business rates reduction etc.

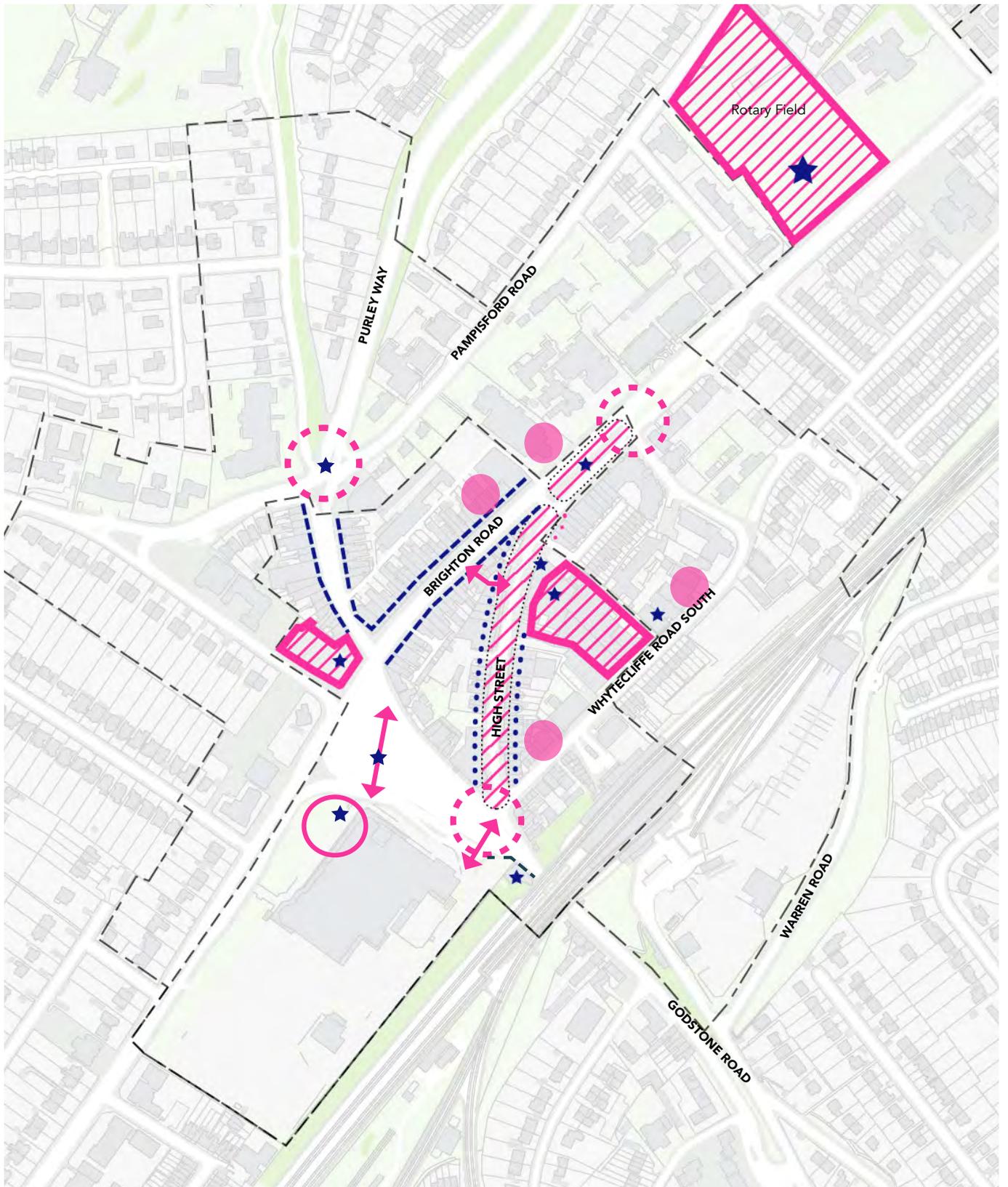
Enhance existing assets

- Rotary field amenities e.g. play area
- Improved District square (see public realm strategy)
- Provide easy access community events pack

Culture - an insight based strategy

When asked for ' ideas for outdoor and indoor activities and community events that would encourage you to come to Purley Town Centre, or events and activities you currently attend which you would like to see more of/retained? 70.6% highlighted a market followed by (Pavement) Café Culture at 53.5%. Followed by that was film and theatre at 42% and a Purley festival at 34.4% children's/ youth activities (30.3%) wellbeing & garden activities (26.5%)

The culture and events strategy uses this insight to form a cohesive strategy that also incorporates sports and health activities.



KEY

-  Proposed Permanent Community/ Cultural Spaces
-  Intermittent Community Spaces/ Events
-  Vacant Sites Approach- Brighton Road
-  Vacant Sites Approach- High Street
-  Landmarks/ wayfinding devices/art
-  key enhanced connectors
-  Ancillary cultural uses/ non competitive
-  Gateway art and activities
-  Existing Cultural locations

A Culture of Community, Events + Diversity

An opportunity for Purley to be an immediate destination, a place of culture and placemaking built on community values and space to gather.

Events



Example of a market that could occur seasonally or weekly in Purley, an extremely popular result from the survey.



Flexible public realm to accommodate outdoor seating and a pavement cafe culture.



An example of Purley Sundays utilising the rooftop of the car park for events such as a secret cinema, which responds to the high vote for a place of film and theatre. A boutique cinema would also be encouraged in the area in response to high votes from the survey.



A Heritage Trail could be used to explore the hidden heritage of Purley adding interest and activity to Purley.

Vacant Unit Opportunities



An example of testing uses such as a pop up arts and crafts shop, a start up workspace space or a games unit for young people to use after school in place of a vacant unit.

Enhancing Existing Assets



Example of an enhanced Rotary field with additional facilities for Young people and family and children and/ or oriented activities that could occur on the old Sainsbury's site e.g. softplay or trampoline sites

A Culture of Street Life

Purley has come to be distinctly known for being a place without interest and place with limited safe spaces for the pedestrian. It isn't a place that families feel safe to roam with their children and the lack of spaces to dwell is felt both by Purley's businesses and communities. The regeneration framework seeks to alleviate this by bringing a sense of active, pedestrian prioritised street life to Purley and by activating and connecting new areas as part of its new identity:

Brighton Road (see Key Sites +Places)

- Limited and controlled spill out space with an enhanced green offer for pedestrians and cyclists

Purley Heart

- The high street- a pedestrian focussed street as a place for people, a street as public space, characterised by restaurant spill out areas, market stalls, play on the way and park like activities

The Purley lanes (see Key Sites +Places)

- Characteristic of art trails/ art as way finding
- Locations for art

The Purley yards (see Key Sites +Places)

- Areas to grow, areas for independent pop ups and programmed gatherings

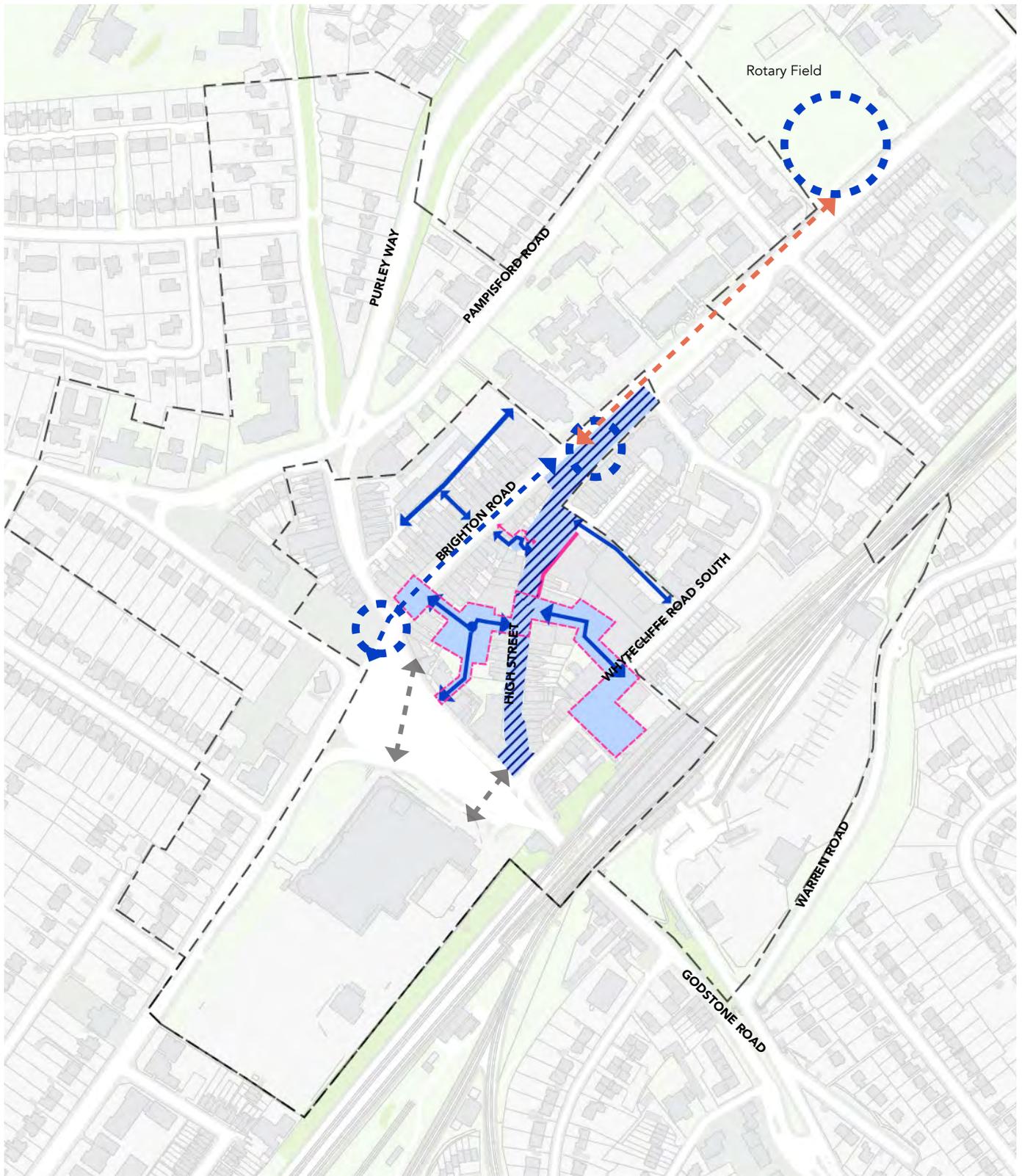
The Purley Sites

- Potentially surrounded on all sides by development, the sites of change (as well as those that lay dormant) should have a duty to enhance Purley's identity rather than hindering it , through art, wayfinding measures and meanwhile uses

Purley Art (along the Purley Lanes and Yards)

- Art as landmarks
- Art trail (along the Purley Lanes and Yards)
- Art/graffiti festival

NB: The focus is predominantly on the High street and Brighton Road to establish a social heart and critical mass of activity and interest. The surrounding areas should serve to support this as opposed to competing with it.



KEY

-  Gyratory Connections

 Purley Heart
-  Purley Lanes

 Purley Yards
-  Brighton Road Spill Out/ Community Connection

 Active community areas
-  Intermittent activity route and permanent soft landscaped route to connect Rotary Fields to the centre

 New passive green/ enhancing street scene

A Culture of Street Life

Examples of active and pedestrian prioritised life, activities and spaces.

Purley Spill Out



Example of intermittent events on the pedestrian focussed High Street.

Purley Heart



Flexible area to host a variety of activities and people



Example of spilling out onto the streets temporarily using parklets.



Example of bio-diverse landscaping and Pedestrian and cycle focussed streets.

Purley Lanes and Yards



An example of an art trail that is also used as a tool for discovery and wayfinding along the Purley Lanes

Purley Sites



An example of an art festival that could be used within the Purley urban realm, using the streets and development hoardings as a canvas.



An example of a pop up allotment, that could be used in the Purley Yard spaces.



An example of hoarding being used to be alluring, tell a story and add to placemaking in an area rather than as a nuisance. It can also be a place that starts the heritage trail in Purley.

Existing Movement Objectives

Design objectives

An ambitious aspiration to create a District Centre that provides a comfortable and welcoming place for the community and visitors that will increase footfall, healthy travel and a place to stay and enjoy.

In addition it seeks to facilitate healthy travel choices to and through Purley by enabling permeability to the various parcels of the Town Centre and providing safer cycling routes to navigate the Strategic Road Network (SRN) that will need to be accommodated in some form, but should minimise its impact on the priorities and aspirations of this framework.

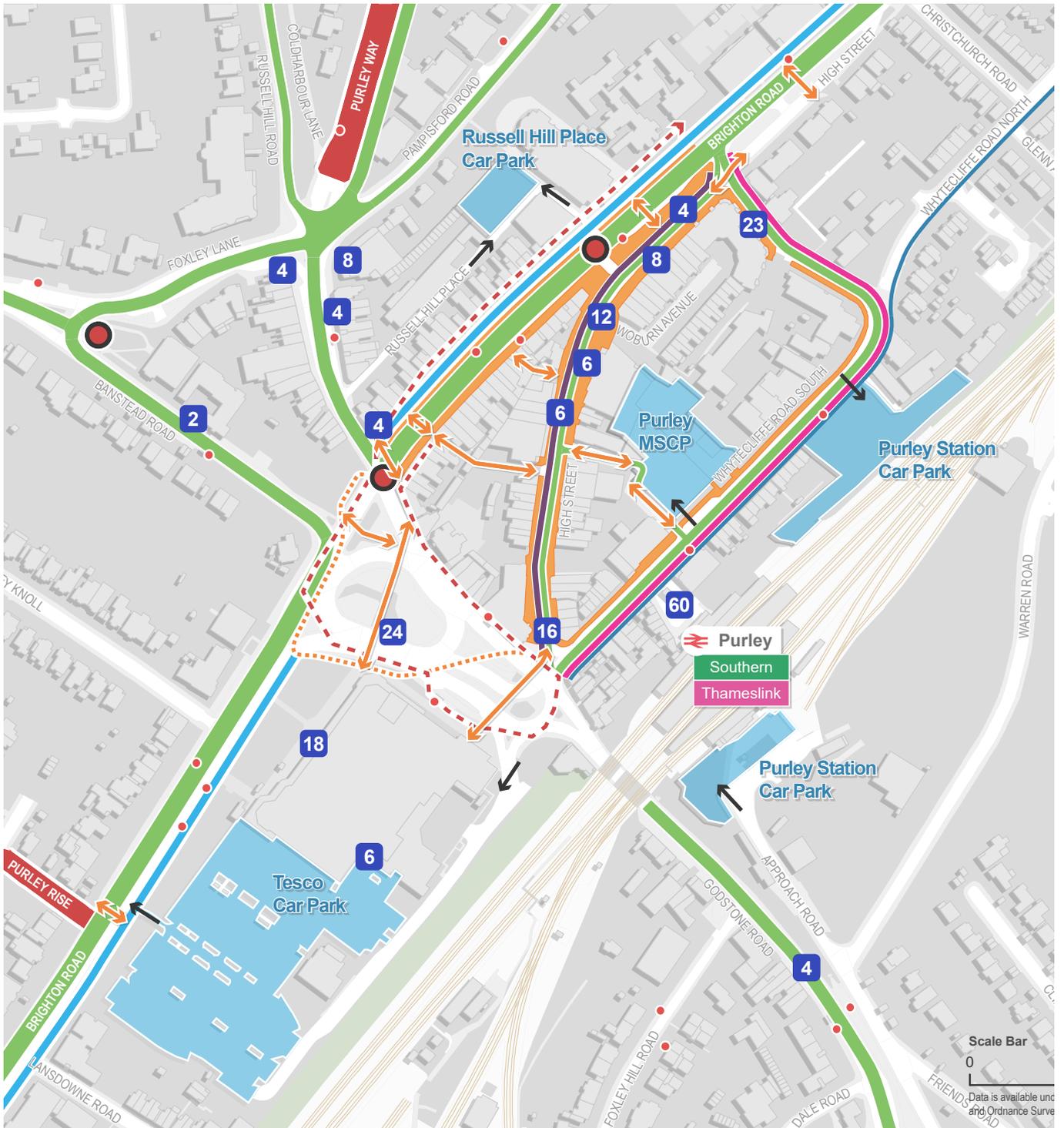
With regards to movement within the framework area, the design objectives are suggested as follows:

- High quality (robust and long lasting) pedestrian links across a more permeable Town Centre, particularly between Brighton Road, the High Street and Whytecliffe Road;
- Improved pedestrian and cycle connectivity and enhanced public realm across the Purley Cross Gyratory addressing severance;
- Improved cycle infrastructure and segregated cycle lanes ensuring safe navigation along Purley main highways, especially along Brighton Road and across the Purley Cross Gyratory;
- Reduced vehicular activity along High Street to improve pedestrian and public realm experience;
- Improved bus infrastructure with priority measures and enhanced stopping facilities providing ;
- Upgraded wayfinding system at the different gateways directing towards the Town Centre
- Enhanced High Street with reduced vehicle activity (including buses) and greater provision for walking, cycling and dwelling.

Success Indicators

With regards to the movement, the indicators of success are suggested as follows:

- Increased use of sustainable and active modes of transport from, to and within Purley Town Centre, whilst ensuring the function of the Strategic Regeneration Network is maintained;
- Increased footfall on Brighton Road and the High Street, both along the streets and in the shops.
- The taking place of activities and dwelling on High Street.



-  National Rail
-  Car Parks
-  Car Park entrance points
-  Bus Stop
-  Bus Rerouting
127, 289 & 359
-  Main pedestrian axis
(step-free)
-  Enhanced pedestrian
connectivity

-  8 Cycle Parking
with no of spaces
-  Steep Roads
-  Unsafe Junctions
high collision rate
-  Cycle Movements
-  Advisory Lane
-  Segregated cycle lane
required to navigate gyratory
-  Potential quiet cycle route
-  Cycle Improvement
-  Existing quiet cycle route

Movement Strategy

Movement Strategy

The Accessible Movement Network Strategy provides guidance to enhance the Town Centre by improving connectivity and accessibility in addition to promoting a shift towards more walking and cycling.

In line with the GLA and LBC's visions, this strategy sets walking at the top of the movement hierarchy. Although the surrounding residential area has a level of car dependency, the Town Centre gives it the potential to be permeable in terms of pedestrian movements and offer high quality (robust and long lasting) pedestrian experience, especially along the High Street. To achieve this, there is a requirement to enhance footways, increase pedestrian comfort and security, improve pedestrian connectivity (by removing severances) and prioritise pedestrian use on some routes.

Purley has also the potential to accommodate more cycle activity, which is currently low in the area. This could be promoted with infrastructure improvements along the major corridors, safer connections and better routing. This seeks to support those that seek an alternative to the car for travel and restrain further dependency on the car for travel in Purley Town Centre.

There is especially potential to increase cycling as part of a rail-cycle interchange with Purley Station. The station is a major transport node with over three million entries and exists in 2018/2019. This strategy seeks to capitalise on this asset, as well as the proposed Brighton Main Line Upgrade Programme which will improve the journeys' reliability, speed and services. Purley Station offers attractive travel times into central London and the promotion of cycle interchange will support the use of cycling part of the overall trip rather than using the car as part of park and rail.

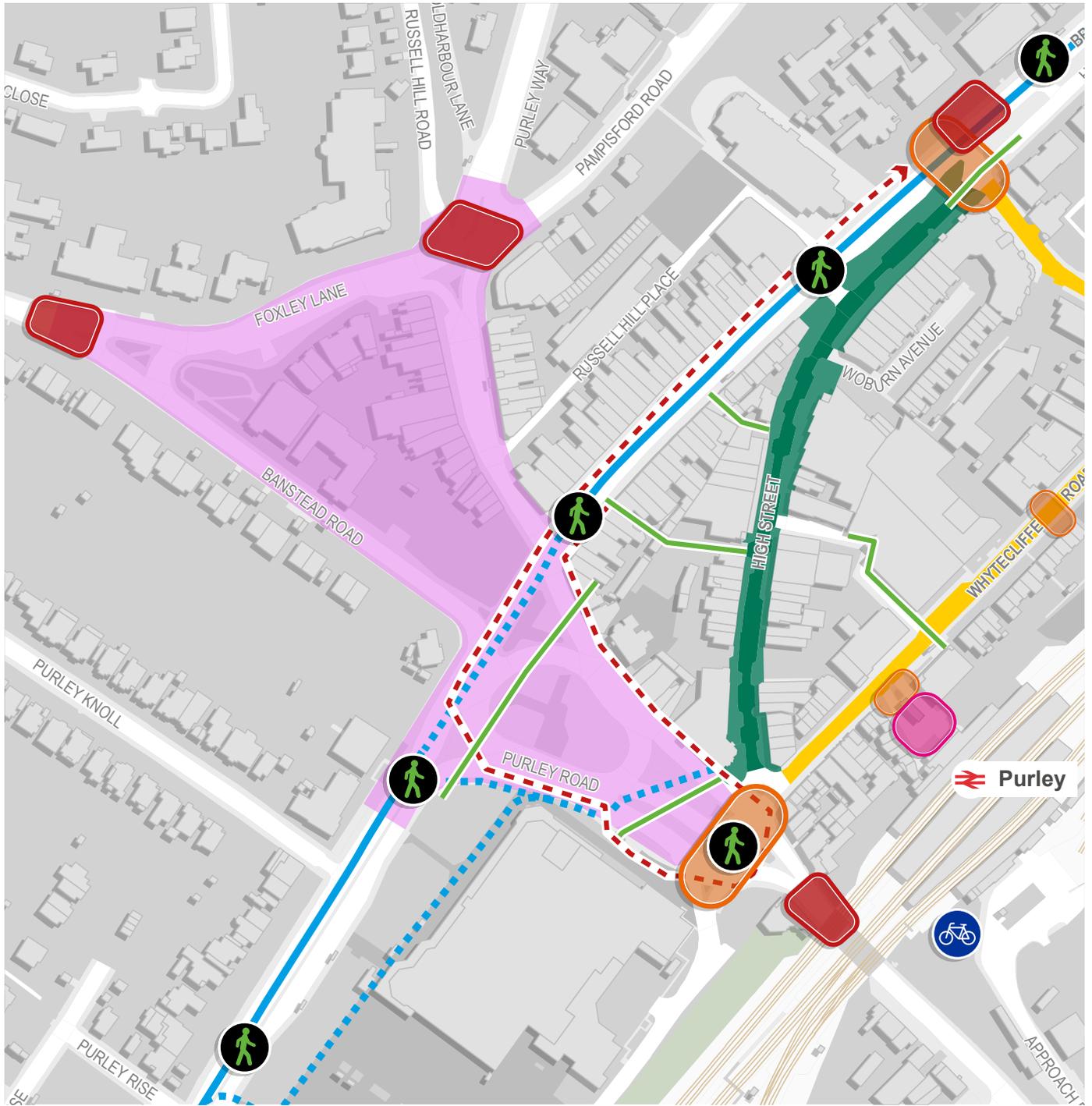
Purley's wider transport connectivity via its multiple bus routes and Purley Station's link is also incorporated in addition to car parking and delivery and servicing arrangements.

Through the promotion of walking and cycling, the strategy principles are in line with the incorporation of COVID response measures. Notably, the enhancement of the streetscape would contribute towards maintaining social distancing within the Town Centre.

The transport improvements within this framework should not be implemented in isolation, but are considered alongside the inclusion of wider public realm enhancements, sustainable planting and landscaping which contribute towards the healthy street in line with TfL guidance and policy. Further guidance on how key development sites can contribute to this and the following strategies can be found within section 4 of this document and in the appendix.

NB: Warren Road railhead (Days Aggregates)

The railhead offers opportunities to transfer freight to rail and take lorries off the roads and will be supported in accordance with London Plan Policy D13 and the Agent of Change' principle.



- | | | | |
|---|---------------------------------|---|--|
|  | National Rail |  | Provision of Cyclist Facilities |
|  | Pedestrian Priority |  | Improved pedestrian connectivity |
|  | Enhanced Street |  | Improved wayfinding |
|  | Gyratory Improvement |  | Potential new route for Buses 127, 289 & 359 |
|  | Gateway |  | Provision of Segregated Cycle Lanes |
|  | Existing Pedestrian Crossing |  | Mobility Hub |
|  | Provision of Formal Cycle Lanes | | |

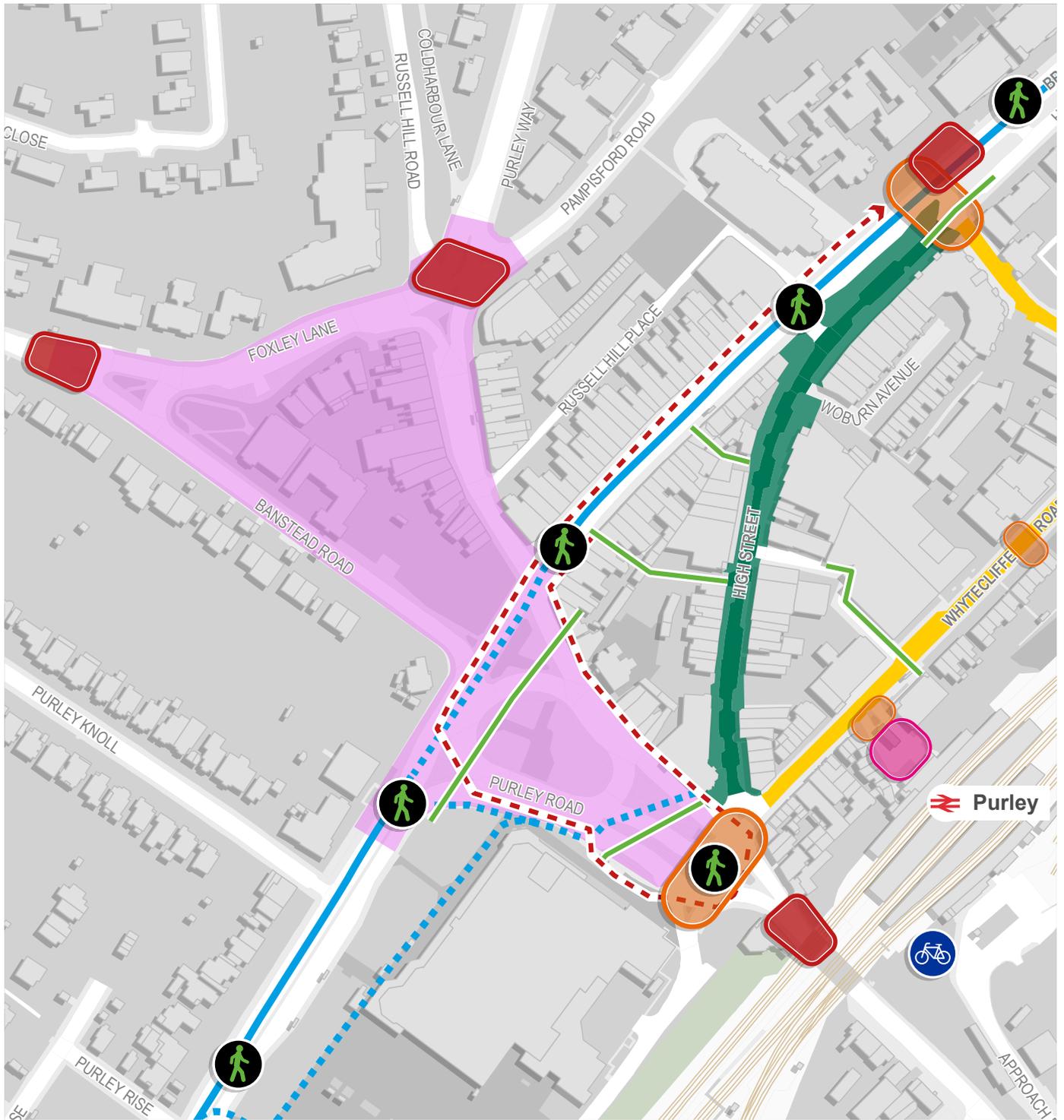
The Gyratory

The gyratory represents one of the main severances to pedestrian and cycle permeability and its future improvements will be key to transform the Town Centre movement patterns. As will be further explored, the provision of a segregated cycle lane along the gyratory and appropriate crossing points will be supported which in turn link to the wider area. This will also need to be supported with pedestrian and cycle links through the Tesco site.

The gyratory improvements should keep to the following principles:

- Reduction in the number of traffic lanes (and associated severance) whilst ensuring the SRN is maintained;
- Improvement of the cycling environment via the implementation of ASLs, the facilitation of a cycle corridor along Brighton Road and the provision of segregated cycle lanes connecting the High Street to the Tesco site;
- Improvement of the pedestrian environment via the increase of footway spacey and pedestrian corridors along Brighton Road and between the Tesco site and the High Street;
- Provision of suitably located formal crossings for pedestrians and cyclists
- Enhanced bus priority.

Also see Key Places + Sites Section



-  National Rail
-  Pedestrian Priority
-  Enhanced Street
-  Gyratory Improvement
-  Gateway
-  Existing Pedestrian Crossing
-  Provision of Formal Cycle Lanes
-  Provision of Cyclist Facilities
-  Improved pedestrian connectivity
-  Improved wayfinding
-  Potential new route for Buses 127, 289 & 359
-  Provision of Segregated Cycle Lanes
-  Mobility Hub

Pedestrian Connectivity

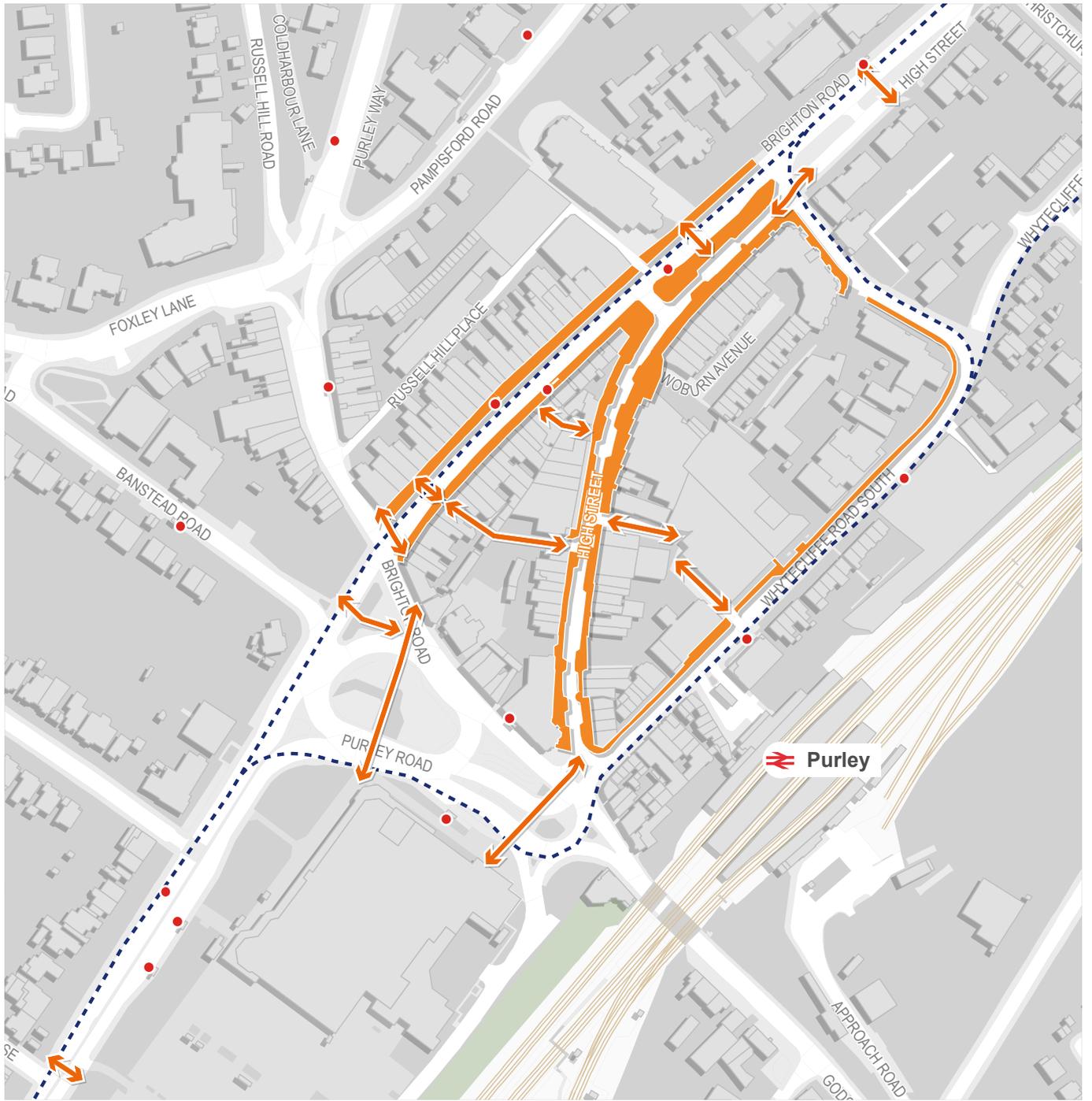
A key feature of pedestrian infrastructure improvements should be to prioritise pedestrian activity along the High Street to provide a healthy street and a place to dwell. This can be achieved by reducing the number of parking bays, restricting parking to blue-badge holders and direct access only and restricting servicing hours.

It's noted that the removal of parking bays may be difficult due to the current car dependency identified, business perceptions and with the income it brings the council, however this will need to be balanced between improvements to sustainable transport measures as well as a focus on encouraging behaviour change towards more sustainable modes of travel.

Through an engagement with TfL bus services, the three bus routes passing through the High Street (127,289 and 359) have potential to be rerouted and provide a better experience for pedestrian activity and footfall on the High Street.

On the longer-term, the redevelopment of the MSCP should be taken as an opportunity to reallocate the flows of vehicles accessing it onto Whytecliffe Road. Regarding the connection between High Street and Brighton Road, there are options to relocate the crossing point to more optimal locations for permeability. This could involve the pedestrian crossing located on Brighton Road (south of High Street) being removed and replaced by two new signalised crossings. These would have potential to increase connectivity from the northern frontage of Brighton Road into High Street if facilitated at the following locations:

- in front of the Downlands shopping precinct to encourage the desire line from Brighton Road through to High Street, and
- in front of Purley United Reformed Church opposite the existing public realm provision.



-  National Rail
-  Main pedestrian axis (step-free)
-  Enhanced pedestrian connectivity
-  Main cycling axis
-  Bus Stops

The widening of the footway along Brighton Road together with the replacement of loading bays with loading pads and allocated to pedestrian use when not occupied enables better space for pedestrians and improvements to the street scene.

Whytecliffe Road pedestrian infrastructure should be upgraded. Improving the safety, accessibility and quality of the link between the High Street and Purley Station on Whytecliffe Road should be a key provision and would further be supported through redevelopment of the existing leisure centre.

There is also a need to improve the connectivity at the crossing at the junction of High Street (northern end) and Whytecliffe Road South. There is currently limited pedestrian facilities and a misaligned crossing. This could be achieved by adjusting the kerb alignment of the High Street and through the provision of enhanced pedestrian provision such as raised table or build outs. This will need to be incorporated as part of the wider improvements to the High Street.

Pedestrian severance should be reduced along the Purley Cross Gyratory. Although the final future layout of the gyratory is to be established, one of its key principles is to allow for two main pedestrian corridors: one along Brighton Road, and one between High Street / Whytecliffe Road and the Tesco site. The transformation should also seek to increase the pedestrian footway around the gyratory and improve pedestrian safety with wider crossings.



PHYSICAL INFRASTRUCTURES

- Pedestrian Priority
 - Enhanced Street
 - Gateway
 - ➔ Enhanced Pedestrian Priority Crossing
- Formal Pedestrian Crossing
 - Provision of Formal Cycle Lanes
 - Provision of Cyclist Facilities

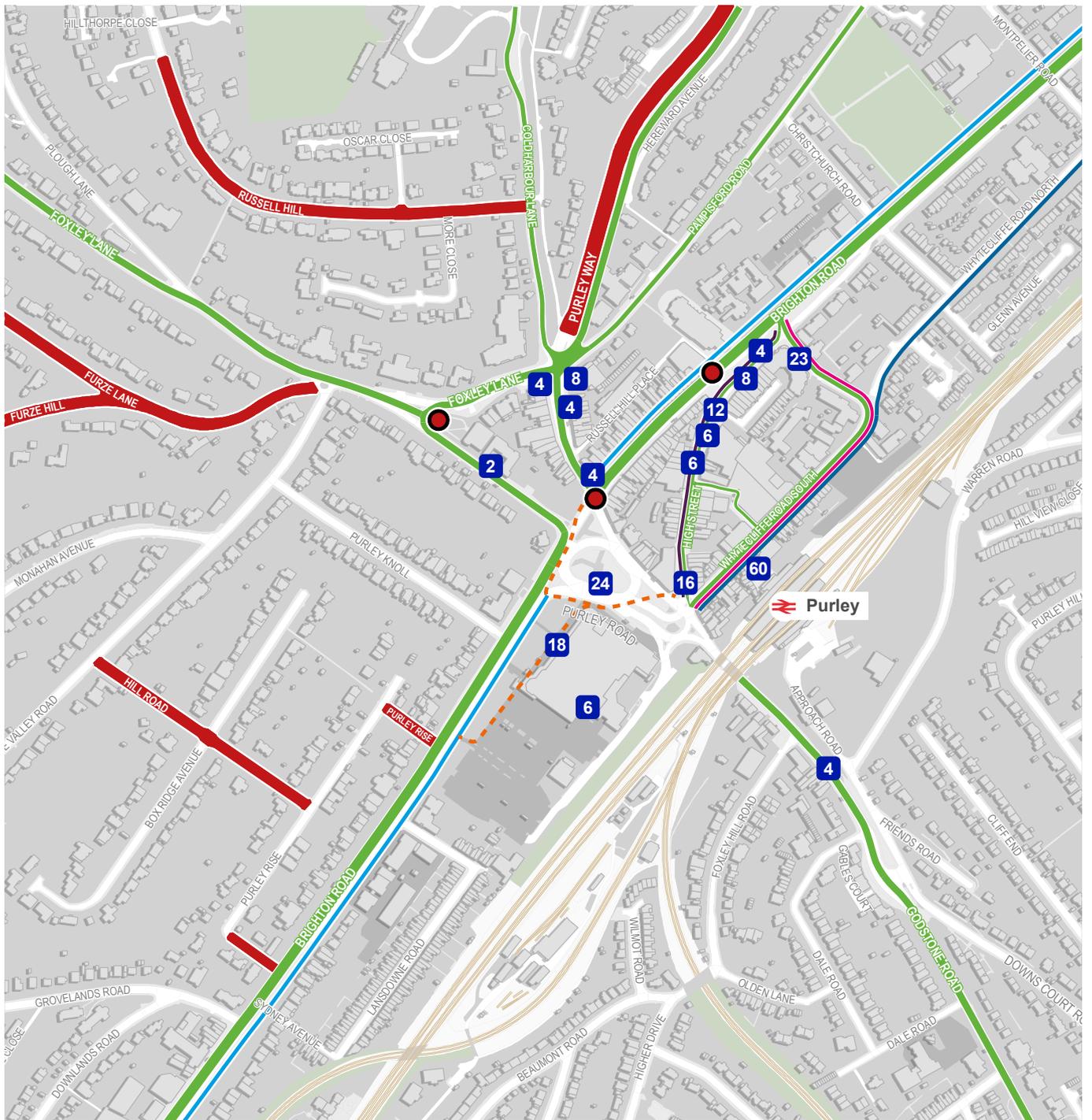
Cycling Connectivity

Cycling offers an alternative for people to the vehicular congestion within the town. The increase in housing provision and reduced parking provision set by standards requires alternative options to be safe and attractive. This supports the objectives to increase healthy and sustainable behaviour and limit the increase in vehicular trips taking place as the result of development and wider growth.

To promote cycling in Purley, supportive infrastructure should ensure safe navigation in a network characterised by dense vehicle flows. Following the Council's cycle infrastructure studies in 2019' findings, Brighton Road could become a major cycling axis with the implementation of cycle lanes.

The safe crossing of the gyratory is critical to improve safe cycle connectivity. The minimum improvements for the gyratory should include the provision of a segregated link between the High Street / Whytecliffe Road and the Tesco site / junction with Brighton Road A23. These upgrades would constitute a step forward in addressing an environment that is challenging for cyclists.

To provide a quieter cycle link, Whytecliffe Road South should be enhanced with appropriate public realm and landscaping and surfacing materials to slow and reduce vehicular traffic. This may also be supported by change in traffic direction subject to further study. Purley Station will support rail-cycle interchange by incorporating a number of cycle facilities such as high-quality cycle parking, cycle share, cargo bike storage and electric cycle charging facilities and potentially scooter share services.



National Rail



Cycle Parking
with no of spaces



Steep Roads



Unsafe Junctions
high collision rate



Cycle Movements



Advisory Lane



Segregated cycle lane
required to navigate gyratory



Potential quiet cycle route



Cycle Improvement

Public Transport

Purley benefits from a good connectivity and a high Pedestrian Transport Access level of 5. The Town centre is served by ten bus routes and Purley Station offers a connection to a large proportion of south London and direct services to Gatwick and central London within 45-60 min via the Thameslink and Southern Rail.

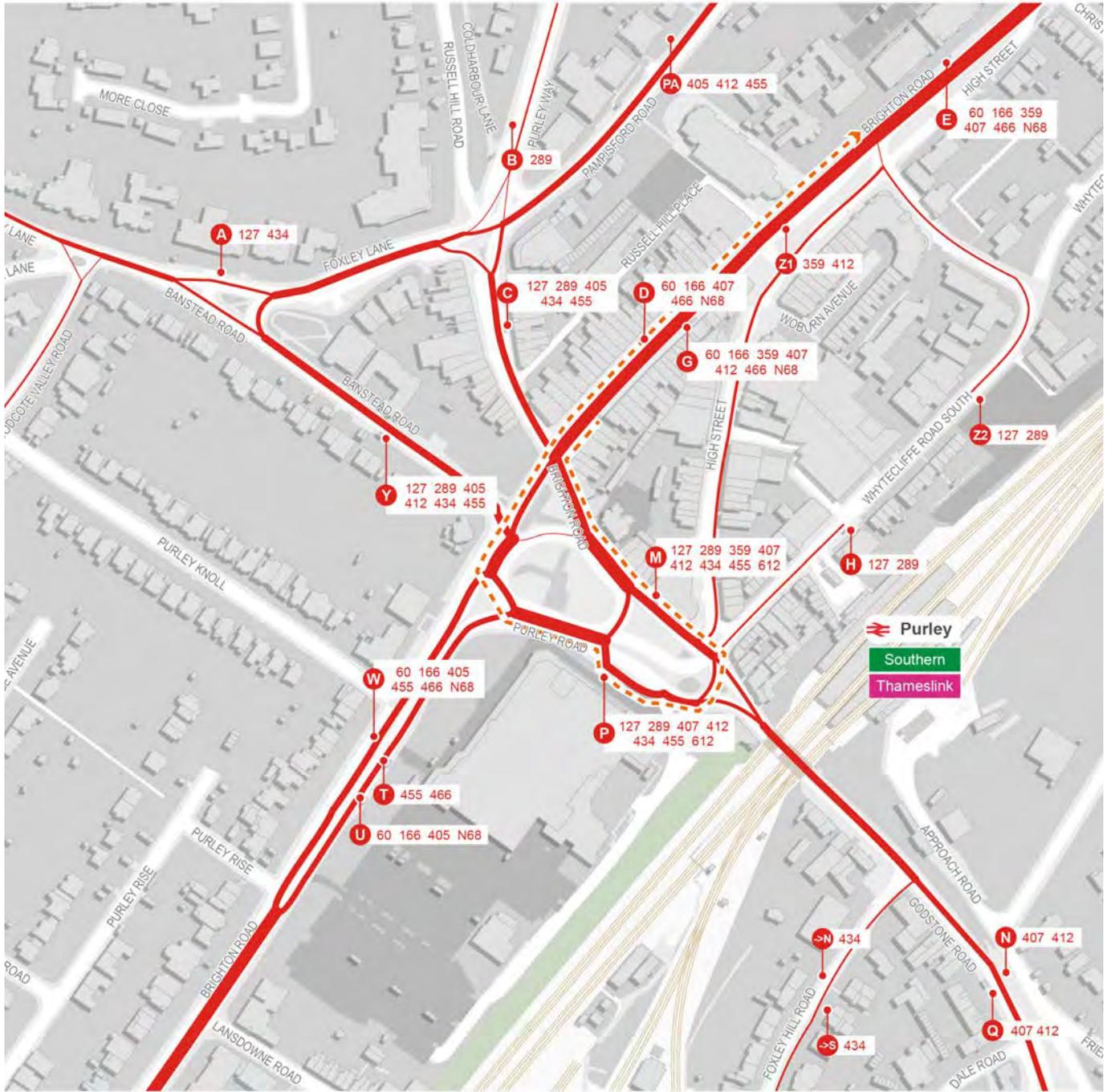
The strategy acknowledges the importance and existing quality of the bus connectivity, which is expected to increase with the new developments in the area and the Brighton Main Line Upgrade Programme.

The enhancement of bus priority facilities within any improvements to the gyratory and implementing bus priority at junctions where possible is supported. The promotion of walking activity would require to re-route the three bus routes going through the High Street (routes 127,289 and 359) reflecting the priority of walking and cycling within the hierarchy of the town centre, notwithstanding the role of bus provision. The re-routing will need to be considered against the phasing gyratory improvements.

New routing arrangements should be considered as part of the amendments to Whytecliffe Road South and will be important to achieve a better pedestrian experience on High Street. This should also incorporate a review of bus standing locations to ensure that provision is sufficient within proximity of Purley Town Centre.

Purley Station is a major transport node with over three million entries and exit in 2018 and they are expected to increase due to the journey's improve reliability and frequency. To capitalise on this increased capacity, it is crucial that the station should be easily accessed via walking and cycling. The Council will seek enhancements to Purley Station forecourt area to create a 'Mobility Hub'. This hub would benefit from better pedestrian and cyclist links to the station. Together with the introduction of cycle parking facilities on the southern side of the Purley Station to better improve the potential for interchange and access between cycling and rail to residential areas to the south and east.

There is a long-term aspiration to reintroduce tramway services between Purley, Croydon Centre and the south of the borough along the Brighton Road corridor. The tramway infrastructure is to be encouraged as it would reinforce Purley's role as a mobility hub and strengthen the offer of sustainable transport modes.



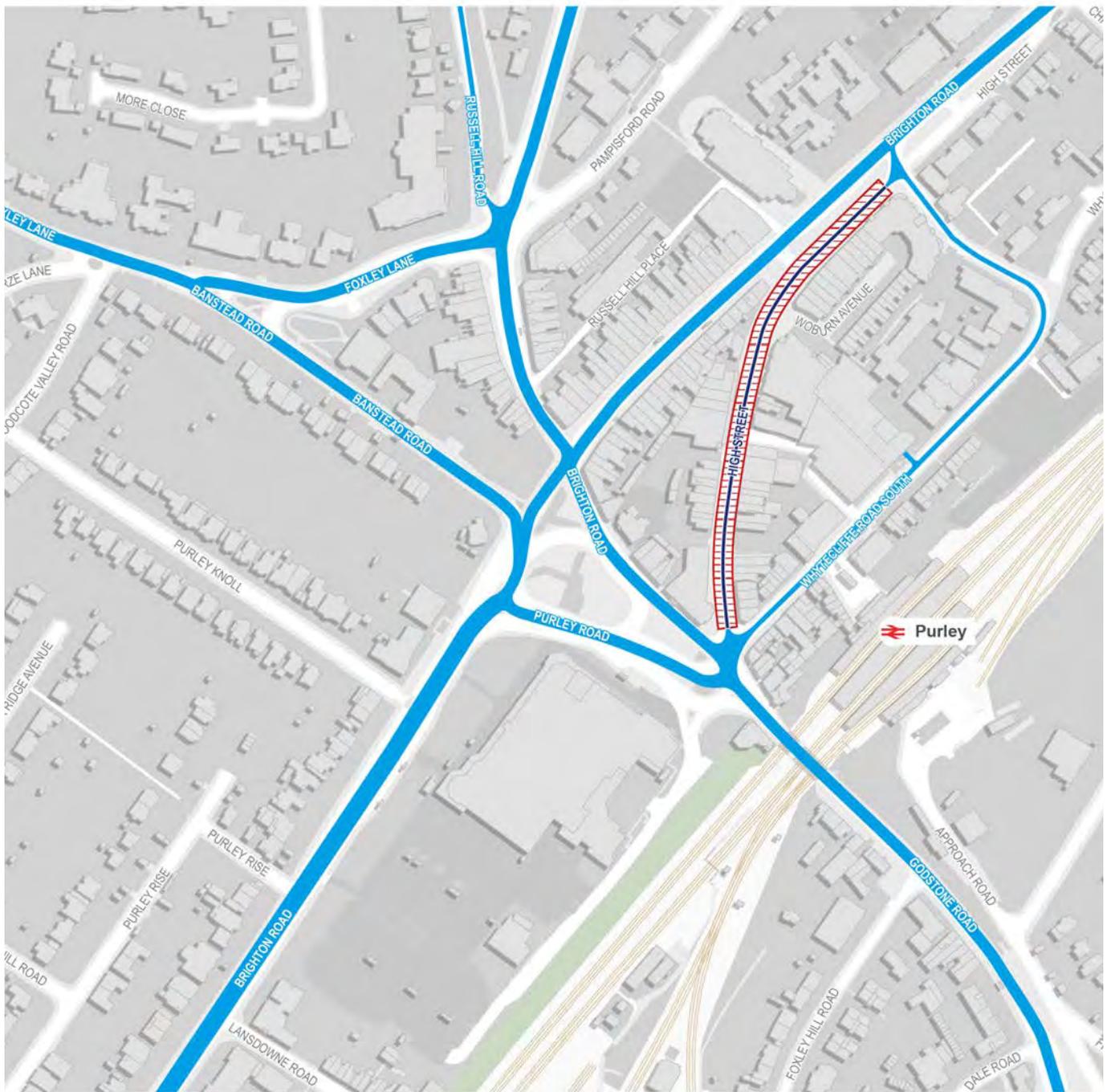
-  National Rail
-  Bus Stop
-  Bus Route
-  Bus Rerouting
127, 289 & 359

Vehicular Movements

The Strategy acknowledges the importance of the SRN for Purley and Croydon. Notably, there is a risk that such measures would reallocate part of the traffic on to the Town Centre Roads. Infrastructure improvements will prioritise the development of alternative mode of transports.

The future vehicular connectivity of Purley relies heavily on the improvements to the current gyratory arrangement. The Framework will need to offer a degree of flexibility to inform the detailed design of improvements and will support stepped and interim improvements as necessary, to encourage delivery of a comprehensive scheme. Notwithstanding this, the improvements to the gyratory should keep to the following principles:

- Reduction in the number of traffic lanes (and associated severance) whilst ensuring the SRN is maintained;
- Improvement of the cycling environment via the implementation of ASLs, the facilitation of a cycle corridor along Brighton Road and the provision of segregated cycle lanes connecting the High Street to the Tesco site;
- Improvement of the pedestrian environment via the increase of footway space and pedestrian corridors along Brighton Road and between the Tesco site and the High Street;
- Provision of suitably located formal crossings for pedestrians and cyclists
- Enhanced bus priority.



-  National Rail
-  Vehicle Movement
-  Delivery and servicing movement restricted to certain times
-  Vehicle movement limited to access to private parking and BB on-street parking

Parking

Parking is a key topic particularly for the businesses in Purley and the area benefits from a number of car parking facilities, a proportion of which are accommodated on the carriageway in the form of 'pay and display' parking bays, particularly along the High Street and Brighton Road.

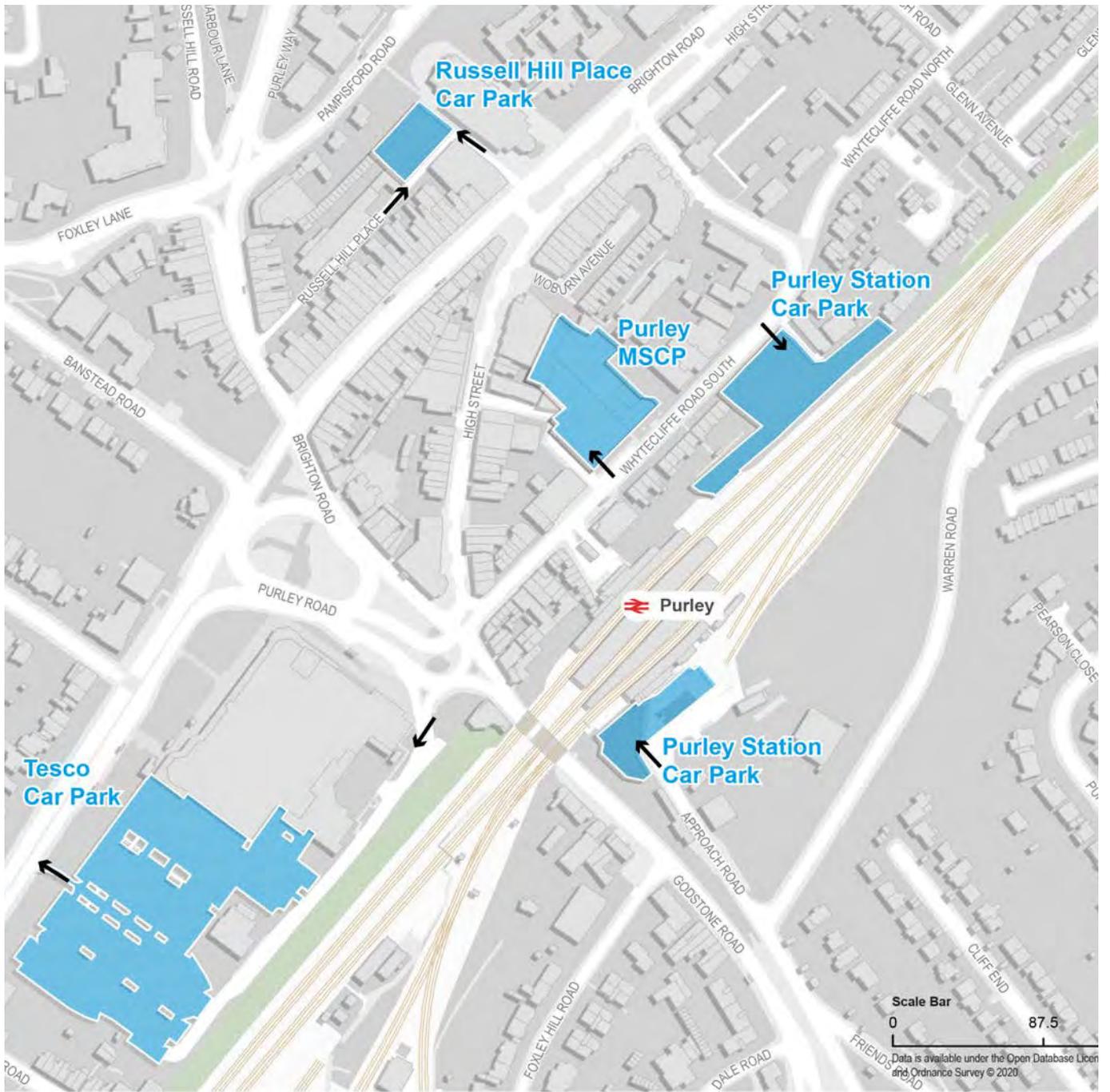
Purley MSCP and Purley Station Car Park provide off-street parking provision in close proximity to Purley Station. Given the car-dependent nature of the residential area surrounding Purley Town Centre, the overall quantum of visitor car parking should be maintained as much as possible, however this should not prevent the reduction of standard on-street parking on High Street. As the Tesco site has a PTAL rating of 5 which is considered good, it is therefore presumed that apart from parking spaces for the retail functions, there would be limited parking for the new residential units. That being the case the Tesco development would need to promote sustainable modes of transport, support local existing transport networks and ensure there are safe routes across the gyratory for residents, workers and shoppers.

It is recognised that the station offers a commuter link and that sustainable modes should be supported and promoted for shorter trips. Car parking provision and fee arrangements should seek to reflect the need to discourage using the private car for shorter journeys, especially in the vicinity of the station.

The reduction of car parking along the High Street is crucial to increase the pedestrian footfall and improve the experience. Future development or redevelopment in Purley, especially the MSCP, should seek to offset this loss of parking bays where possible. In the longer-term, the redevelopment of the MSCP should be taken as an opportunity to relocate the access to the site onto Whytecliffe Road.

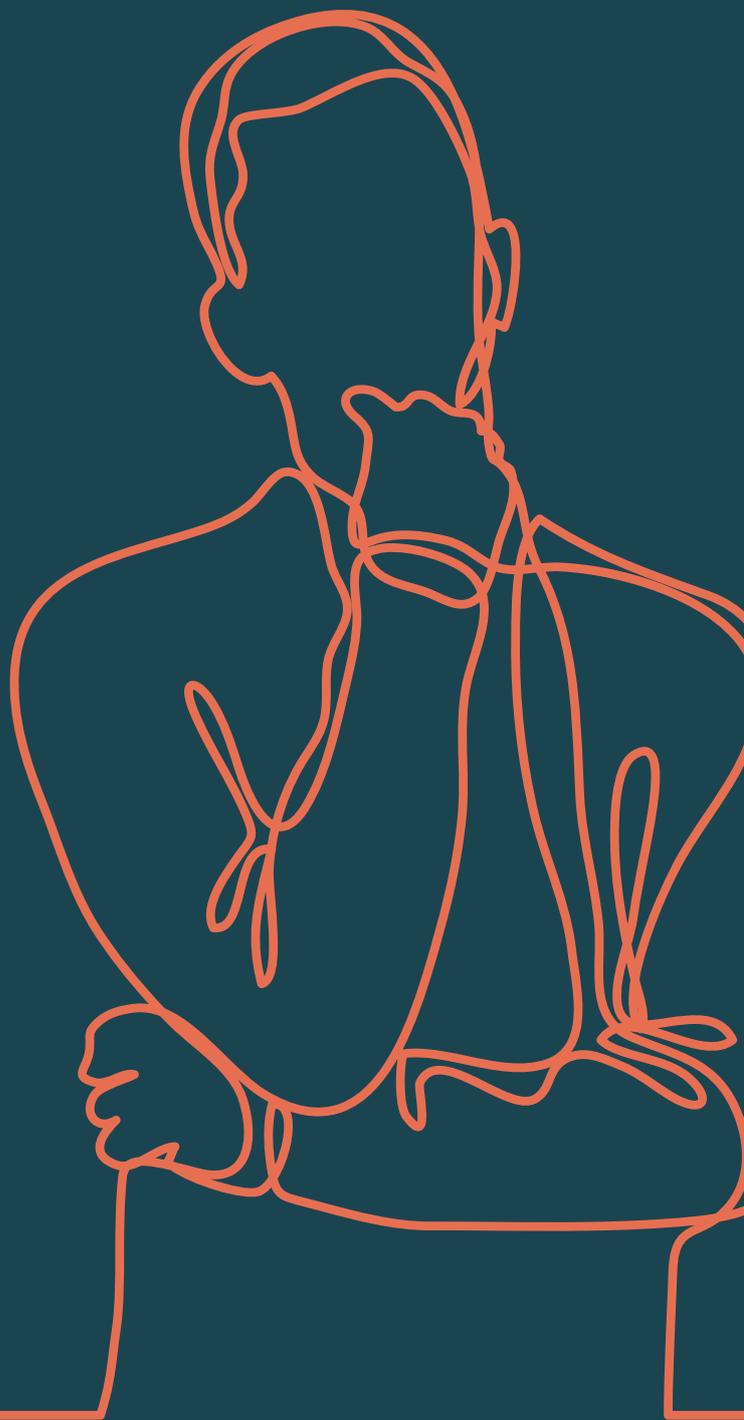
Additionally, the strategy seeks to transform some delivery patterns by managing delivery and servicing times on the High Street and transforming the loading bays on Brighton Road into loading pads.

The management of delivery times on the High Street can be supported by other management measures with the help of engagement with Purley BID to test potential for consolidated delivery or waste services for common goods and coordinated delivery scheduling to further reduce delivery and servicing traffic and potentially reduce costs. Delivery and servicing times should avoid peak pedestrian and cycle periods, particularly on the High Street.



-  National Rail
-  Car Parks
-  Car Park entrance points

4





KEY PLACES
+ **SITES**

A Framework based on **Community Insight**

Introduction

The following section as per the previous section has been developed from a thorough understanding of the site constraints and challenges. These have been derived from urban design analysis and key stakeholder insight (TFL, council staff, developers and the community) to unveil the key limitations and challenges and opportunities that can be afforded to improve the urban and social quality of Purley in a manner that is appropriate and deliverable.

The Vision also uses the insight gained from both the wider community's priorities, needs and aspirations to help form the basis of the Framework. It also includes more indepth outcomes of conversations taken from workshops with the Purley Panel alongside an array of internal and external stakeholders and developers. The following pages outline the outcomes from the Purley Panel and wider community that have led to the frameworks response and strategies.

Overview

The plans and illustrations on the previous pages illustrate a number of interrelated urban interventions and design themes that can work together to revitalise Purley. They aim to re-establish Purley as an attractive, active and welcoming place with a unique function and character within the Borough of Croydon, distinct from its neighbours.

Because various strands and themes are connected there is inevitable overlap. To streamline the delivery process we have identified and grouped individual actions into discrete projects that can be consulted on, prioritised and delivered in phases as funding allows. Separately, each will produce an improved local environment and strengthen the character and image of Purley. Collectively they will produce a step change in placemaking that delivers the community's vision of a welcoming, active and successful suburb.

Funding

The projects and proposed interventions are not currently funded, but it is important that the ideas and priorities are captured so that they that will be used to seek funding through various means including developer contributions and grant funding applications. At the point of publication of the framework there are already a number of emerging funding opportunities that are looking to support high streets and people returning to their local centres post Covid-19. Purley is at an advantage in having these community led plans and a framework which can be used in attracting funding.

Delivery

In tandem with the physical projects, a number of policy requirements, consultation and management actions have been identified that will help the community to shape these changes and drive their delivery towards a shared goal, avoiding piecemeal actions that do not add lasting value or contribute to Purley's long-term regeneration objectives.

There are two Purley-wide projects and nine projects related to the District Centre and environs. They are identified and listed on the plan opposite, and described in more detail on the following pages.

Key Places & Sites



Key projects

- | | | | |
|----|--|----|--|
| 00 | Purley Activation Strategy – Place-wide | 06 | Russell Hill Gateway – Centre & environs |
| 01 | Purley Placemaking Strategy – Place-wide | 07 | Station Gateway – District Centre |
| 02 | High Street Revitalisation – District Centre | 08 | Eastern Gateway & My Old China – Centre and environs |
| 03 | Rediscovering the laneways – District Centre | 09 | Northern Streets Improvements - Environs |
| 04 | Brighton Road Greenway – Centre & environs | 10 | Rotary Fields Action Plan – Environs |
| 05 | Gyrary Park – District Centre | | |

High Street

Overview

The High Street is proposed to become a street for people, with increased space for walking, tree planting, outdoor seating and socialising therefore establishing a public heart of Purley. It was identified in the community survey as one of the top priority areas for short to medium term improvements and a key location for events and markets and outdoor dining.

High Street could be conceived as an elongated urban square lined with flexible, affordable mixed-use spaces that prioritise local independent businesses with a range of ground floor functions including shops, restaurants, cafés and studios.

A managed delivery and servicing arrangement could allow people to enjoy the High Street at peak shopping or dining times, whilst enabling servicing to take place during more appropriate hours. On-street parking would be reduced and limited to blue-badge permit holders leaving the remaining on-street parking spaces and other vehicular access for limited vehicles requiring direct access to private properties.

Whilst the idea of the potential pedestrianisation of High Street was received as a positive by residents, businesses feel it will be bad for trade. They have suggested that the majority of their customers drive and park outside their shops and taking this option away will reduce their customer base. There is evidence however from other areas in the UK –

Case study evidence suggests that well-planned improvements to public spaces can boost footfall and trading, for example in Piccadilly, Stoke-on-Trent, investment to make the area more pedestrian-friendly led to 30% more footfall that businesses benefitted from. Allowing for more uses and activities on the street encourages people to spend more time and therefore more money in the area which in the long run is better for business. In the short term this could be tested through temporary closures and event days.

The aspiration for the pedestrianisation of High Street is long term and would require multiple stakeholder agreement and significant funding. The Purley Leisure Centre is a key development site on High Street which if redeveloped could provide good quality outdoor public spaces that could deliver some of the key priorities for High Street. It could replace the front of the leisure centre with uses that open up onto the street, it could provide places for eating and could be designed to allow for a small square that could be used for markets without the need for road closures thus realising part of the vision for Purley.

In the short term however there is still an opportunity to test and prototype pedestrianising High Street with yearly events and community groups such as the BID could work with the council and TfL to develop guidelines to streamline and hold regular events in the vicinity of High Street. This would help drive more footfall into the area thus supporting the existing businesses and potentially attracting new ones. The effective use of outdoor space is also a priority in light of the lifting lockdown restrictions and a post-Covid 19 world.

THE HIGH STREET

MULTI STOREY CAR PARK

THE HIGH STREET



High Street - Community Led Vision

High Street Revitalisation Overview

This project aims to establish a new role for the High Street as a “slow pace social space” with interesting independent shops and local businesses that provide a counterpoint to the “big box” retail experience at Purley Way. It will require a masterplan that details environmental improvements as well as changes to existing ground floor uses and the introduction of new built form with increased active frontage. Successful liaison with the developers of key sites in the environs is fundamental to ensure new development is complementary rather than competing.

Delivery of this project would benefit from the appointment of a dedicated District Centre Manager, (also outlined in Project 00), to coordinate and drive the vision, identify and market opportunities, target local independent businesses, advise on sustainable business plans that would synergise with developments in the pipeline and act as a liaison point of contact for multiple stakeholders. They could also coordinate meanwhile events and pop-up activities with stakeholders such as the BID. This function is not currently viable for the BID or Croydon Council in light of the council's financial challenges and in light of the decline in retail and other Covid-19 related economic challenges. Some grant funding applications do however cater for staff requirements and this role should be considered when applying for future funding.

Gravesend Heritage Quarter is a successful example of where this has been achieved. Reinventing the historic High Street as a quirky destination that complements the newer High Street with its chain comparison shopping. Historic buildings have been sympathetically restored and re-purposed as cafes, restaurants and independent retailers. South Parade in Croydon is another local example of a successful High Street transformation.

There is also an opportunity to introduce a digital High Street, while residents may visit Purley centre for experiential requirements (work in café / touch and feel clothes) they could then return home to make a purchase rather than buy from store; QR Codes can be posted in shopfronts to enable local small businesses to be easily accessible online and therefore easily accessed by retailers and residents.

Projects:

Short term

- Business workshops to identify strengths, weaknesses, opportunities and threats in regards to the current high street and future projects (C)
- Reclaim the High Street events (C)
- Prototype and test pedestrianisation with businesses, residents and visitors (D/LA/C)
- Meanwhile uses e.g. Purley Sundays- a weekly or monthly programme of events that could occur on a Sunday to attract more people to the area. This could be for a flea market, cinema, local performance space/ theatre, pop up bars/ restaurants, cycle hub, etc. The focus could be for inter-generational use and for young people who lack sufficient facilities in Purley. The use of the multi-storey on a Sunday is also viable as parking in the multi-storey car park is free on a Sunday which may encourage more visitors whilst ensuring that parking revenue isn't disrupted. (C)

Medium/ Long term

- High Street Masterplan – including environmental improvements and creating space for activities (D/LA)
- High Street Business Plan including ways to attract and retain smaller businesses (LA/C)
- Streamline the outdoor licensing process (one stop shop) (LA)
- Create an Al-Fresco dining zone (D/LA)

(D) Denotes potential developer led projects

(LA) Denotes potential Local Authority collaboration

(C) Denotes potential community led projects

Purley Panel Insight

The Purley Panel discussed the opportunity for the High Street to become a street that is more focussed on people, pedestrians and activities to increase the footfall in the area. It was also noted that the parking offer would need to be improved if pedestrianised and the high street exposed as a new destination point:

- Improved parking offer- multi storey car park to be seen as an attractive and safe option (noting that this is an allocated site and may be developed in the future - in the short term an aspiration is to use the parking for community uses such as roof top cinemas etc but in the long term that site might be completely redeveloped and other priorities would need to be explored or reintroduced)
- Pedestrianised space- café culture and al fresco spill out, including areas under shelter for all weather gathering and activities
- Diverse retail and experiential offer (differing from Brighton Road)- café culture, a local boutique focus, offer of grants for local businesses
- Activity focussed: an evening economy focus, destination catalyst, a place for food festivals and weekend markets, activities to bring new customers to Purley and with a family, youth and intergenerational focus
- Revealing its presence- advertising and potential branding to mark it as a destination e.g. purley markets/ market place
- Green - an enhanced green and landscaped space for shelter and aesthetic

Wider Community

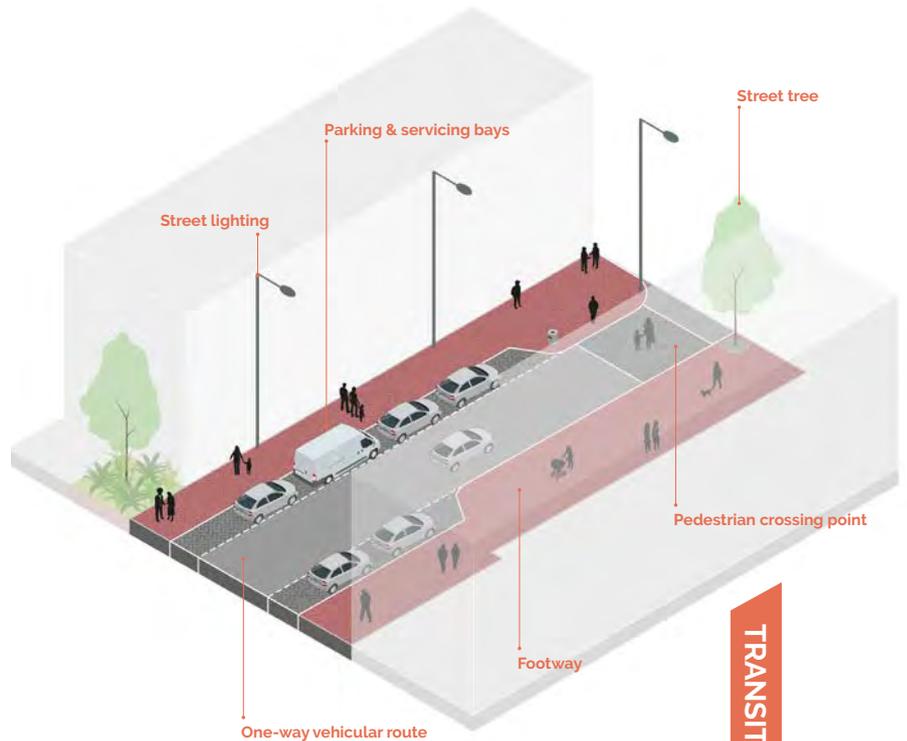
With an opportunity to make the High Street more pedestrian friendly with limited cars. The top 3 spaces and activities that would encourage the survey participants to visit and stay longer in Purley included

1. active street & shops followed by
2. spaces for eating and
3. space for events & markets



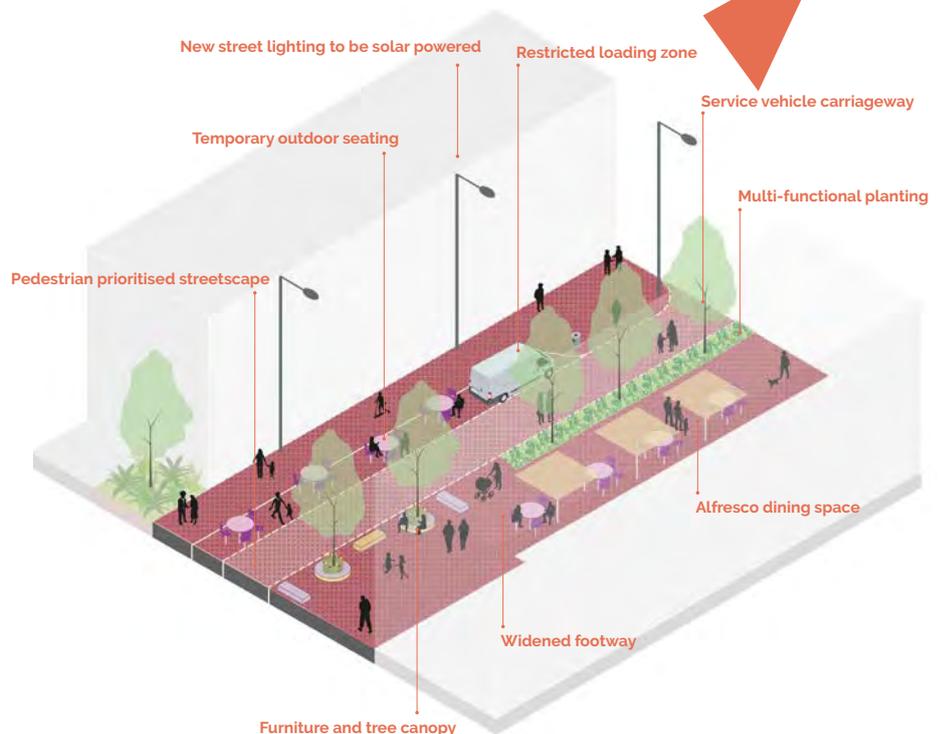
Existing Typology: Purley High Street

Key central movement corridor that connects the district centre. Currently underused due to poor transport connection and amenity offering. Pedestrianisation and reduced vehicle access will create a vibrant public realm.



Proposed Typology: Purley High Street

Pedestrian prioritised street creates a community-centred destination enabling more activation of local businesses by providing more amenity space. Additional furniture and street trees create an environment that people want to dwell in. Restricted access for service vehicles ensures businesses can continue operating as normal.



The above includes a number of multi-functional sustainable attributes to include planting in the form of rainwater gardens that are incorporated to address flooding challenges. Active tree planting for carbon sequestration, delight and shading to reduce overheating on the street. Supported furniture would include those made from recycled materials and permeable paving to address flooding where possible.



Integrated public realm



Flexible public realm for events

Purley High Street

Pedestrian prioritised High Street that establishes a welcoming public realm offering expanded outdoor seating, street trees, planting and alfresco dining for the local businesses.



Gateway entrance with ground floor building activation



Flexible public realm to accommodate outdoor seating



Purley High Street Square

Public space to the north of the High Street is enhanced through more biodiverse rich planting, rain gardens for water collection, seating and flexible space for markets.



Focus Space

To establish Purley High Street as a pedestrian prioritised zone through restricted servicing times, reduced carriageway space, increased socio-cultural space for local businesses and enhanced .

Gateway Arrival Space:

Pedestrian prioritised materials and reduced road with support an enhanced arrival experience.

Restricted Loading Areas:

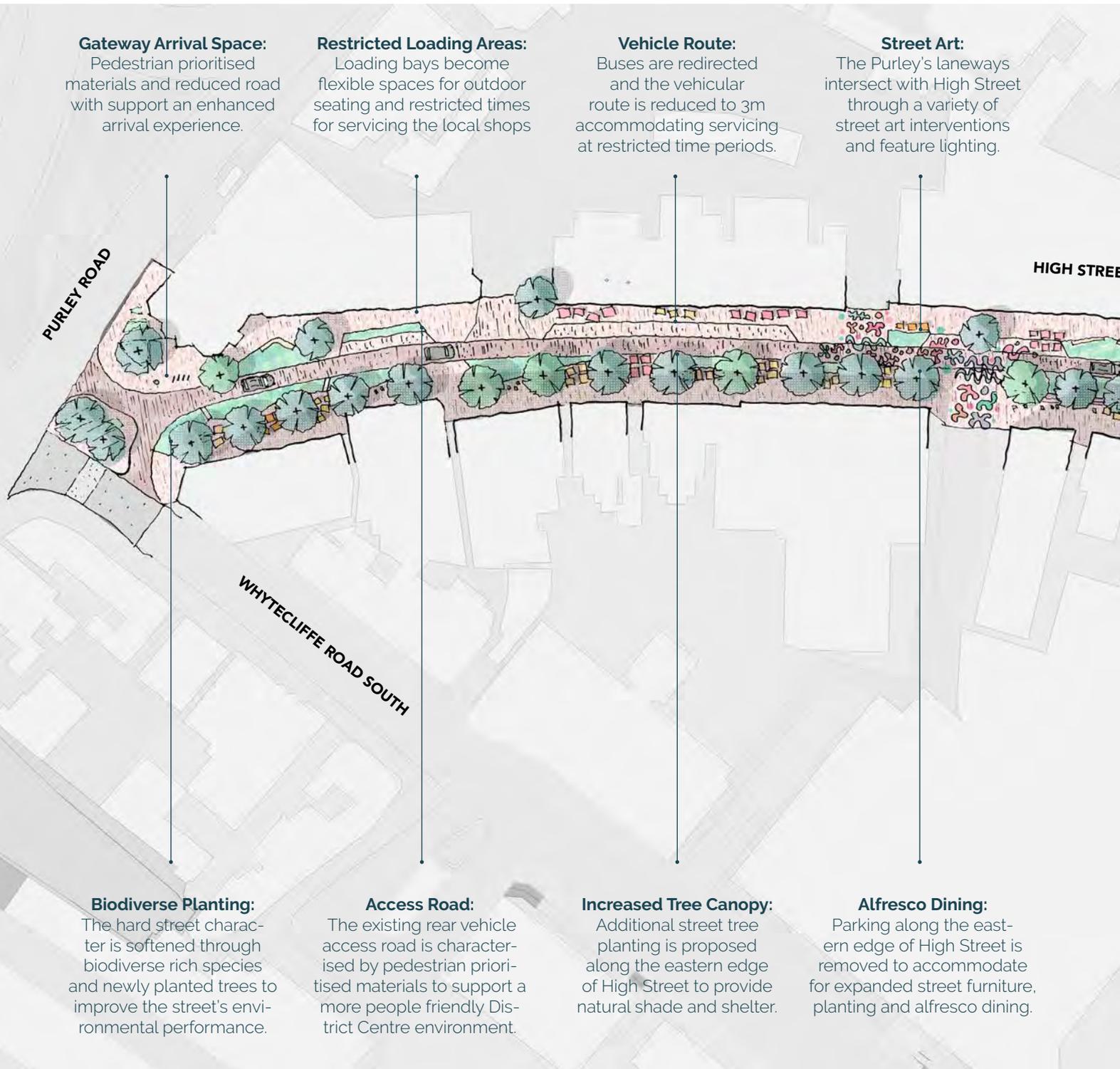
Loading bays become flexible spaces for outdoor seating and restricted times for servicing the local shops

Vehicle Route:

Buses are redirected and the vehicular route is reduced to 3m accommodating servicing at restricted time periods.

Street Art:

The Purley's laneways intersect with High Street through a variety of street art interventions and feature lighting.



Biodiverse Planting:

The hard street character is softened through biodiverse rich species and newly planted trees to improve the street's environmental performance.

Access Road:

The existing rear vehicle access road is characterised by pedestrian prioritised materials to support a more people friendly District Centre environment.

Increased Tree Canopy:

Additional street tree planting is proposed along the eastern edge of High Street to provide natural shade and shelter.

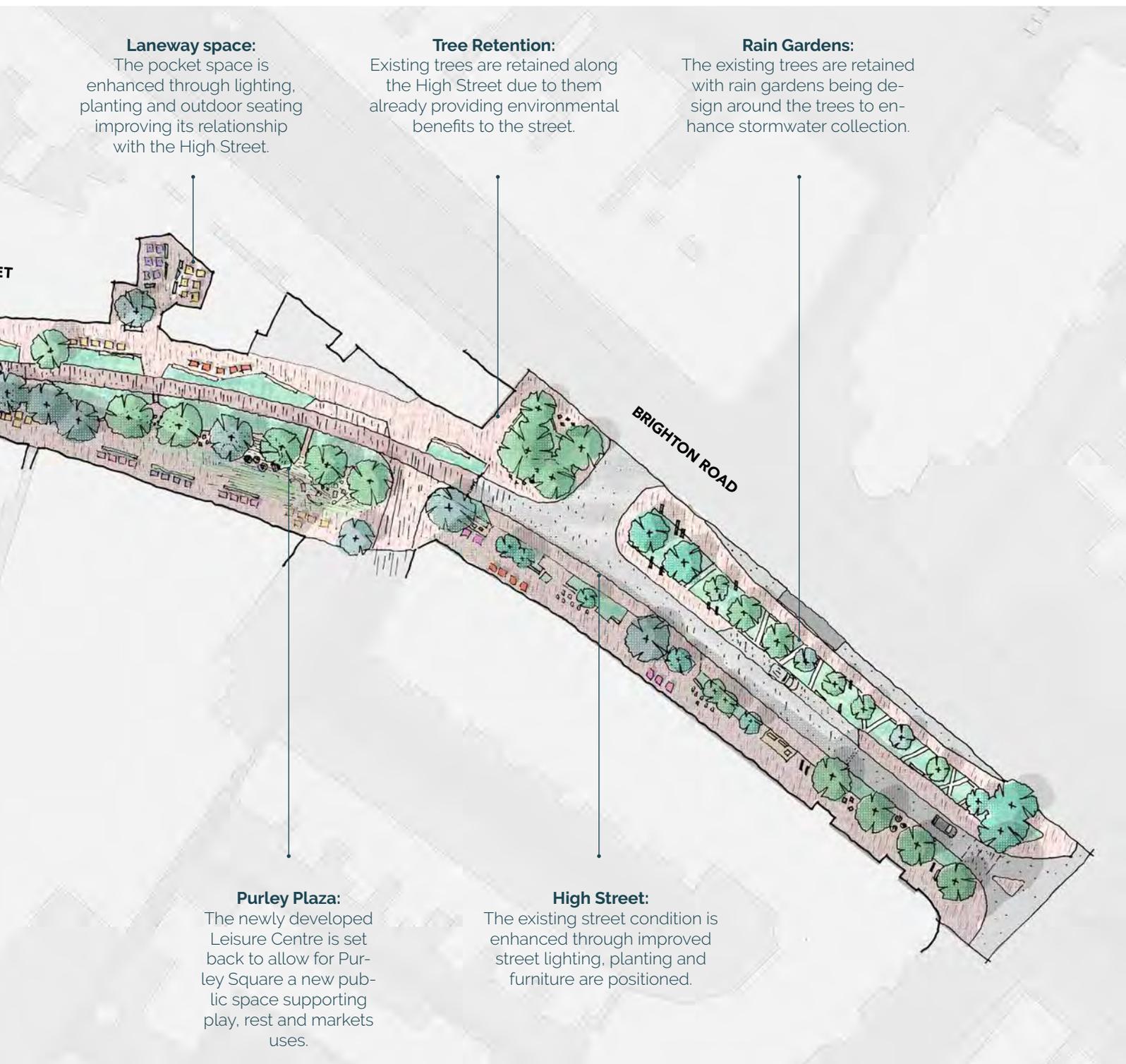
Alfresco Dining:

Parking along the eastern edge of High Street is removed to accommodate for expanded street furniture, planting and alfresco dining.

The following initiatives are proposed to be considered: Gateway Arrival Space

- 1 Increased Tree Canopy
- 2 Biodiverse Planting
- 3 Pedestrian Priority Street
- 4 Restricted Loading Zone
- 5 Reduced Vehicle Carriageway
- 6 Temporary Outdoor Seating
- 7 Laneway Connection

- 8 Street Art
- 9 Alfresco Dining Space
- 10 Public Space
- 11 Street Furniture
- 12 Play Space
- 13 Widened Footway
- 14 Public Vehicle Access
- 15 Retained Parking
- 16 Increased Cycle Parking



Purley High Street Precedent Studies

Chester, UK



Railton Road, London



Pedestrian priority public realm



Vibrant pedestrian high street



The 2017 Frodsham Street improvement scheme incorporated a shared surface approach to improve pedestrian amenity along a narrow, secondary retail street close to Chester city centre. The scheme utilises bespoke totems and strategically placed street furniture to reinforce the message of pedestrian priority, despite the street remaining open to traffic for most of the day.

Part of a low traffic neighbourhood scheme between Brixton and Herne Hill, Railton road became a central focus for pedestrians and cyclists. New traffic measures enabled a new Sunday market and a "shop local" card giving a discount for use in local shops. The evaluation of the scheme highlighted the increased footfall and economic activity created by rebalancing the area for pedestrians.

Maitland, Australia



Activated night time economy



The Maitland Riverlink contains public amenities for locals and visitors and is a new portal connecting the District Centre with the riverbank. The high street carriageway has been narrowed to accommodate one-way vehicle traffic that is calmed to prioritise pedestrian and active transport movement. Flexible furniture and updated lighting ensure an active and safe night time economy

Walthamstow, London



Active transport prioritised public realm



The Mini-Hollands scheme focussed on 3 outer-London locations to improve connectivity in the local area. This included separated lanes on main roads and access-only for vehicles maintaining through routes for bikes. The scheme has successfully encouraged more people to walk and cycle in their local area, reducing private car use and ensuring accessibility for all users.

Brighton Road

Overview

Brighton Road corridor is recognised as the main arterial route for commuting traffic, commercial and logistic activity and bus services. It is where footfall and passing trade is at its highest.

The framework will not seek to reduce vehicle flows along Brighton Road or to displace it onto local roads. However, it will seek to reduce the impact the road has which currently dominates the area. This will be done through a number of interventions including the widening of footpaths and cycle lanes where possible, the introduction and enhancement of green spaces and shopfront improvements.

Brighton Road is in the unique position to predominantly be made up of 1930's shopfronts which have distinctive parades with their half-timbered gables and ground floor shops. These are a key feature of Purley's character. It is proposed that these feature are retained but also maximised so they form part of the Purley specific history and architectural identity. This can work in a number of ways:

- As Brighton Road has heavy traffic flows passing through, enhancing the unique features of Brighton Road and improving the shopfronts and public realm in that area would attract people that would normally drive through or take public transport through Purley to stop or come back enticed by the green environment, attractive shopping parade and quality of shops.
- In an area facing rapid change and evolution this heritage core can be the historic part of Purley offering a different environment and town centre experience that sits alongside and helps to inform the transitional and gradual change of the overall District Centre.

The introduction of more green infrastructure will also help to mitigate the flooding, improve biodiversity and air quality. The interaction between the landscape and active frontages will provide a greener, more comfortable and visually unique pedestrian experience.

The Framework also support the development of active and sustainable modes of travel in the form of a green transport corridor via the implementation of segregated cycle lanes, enhanced bus facilities and the reallocation of additional circa 0.5m towards pedestrian use. The use of loading pads along Brighton Road could enable on-carriageway loading bays to be usable as footway space during allocated times.

The aspiration for shop front improvements and pavement widening would require multiple stakeholder agreement and significant funding. The introduction of green infrastructure would also need a maintenance plan and funds to support the upkeep of greenery on Brighton Road.

The Purley BID however have already been instrumental in coordinating a cleaner and greener Purley, and through contributions from businesses they have managed to introduce planters and hanging baskets that work towards uplifting the traffic dominant Brighton Road. In the short term low maintenance planting could be introduced in plant boxes and schools, businesses and community groups could be encouraged to adopt a tree of a planting area with the aim of helping to maintain them. Businesses could provide incentives to plant adopters and special offers for town centre advocates.

Other short to medium term activities could be the introduction of parklets, temporary cycling Sundays and a decluttering exercise would help to increase pedestrian space on the pavements and also help to highlight the distinctive shopfronts.

BRIGHTON ROAD

BRIGHTON ROAD

THE HIGH STREET

BRIGHTON ROAD

Brighton Road

Community Led Vision

Brighton Road Greenway

This project will develop a new visual landscape language for Brighton Road that creates a strong identity for Purley, signalling its commitment to tackling the climate emergency and bringing biodiversity and bioretention benefits.

Retaining and improving existing green spaces so that they work harder in terms of the environment will establish Purley a place that takes its environmental responsibilities seriously, embeds its response to the climate emergency in its urban fabric and demands strong responses from new development as it emerges.

Characterising the Purley's main through road as a modern urban greenway will add to its characterisation as an emerging contemporary suburb. Where verges do not exist, other methods of greening can be introduced as smaller scale interventions that continue the planting themes and provide visual continuity. It may also be possible to introduce hardscape flood mitigation measures where none currently exist.

A corridor masterplan that designs the greenway and planting interventions in detail is required. In our view this is high priority as successful liaison and buy-in with the developers of the Tesco site is fundamental to its success. Improvements on such a grand scale will be a significant indicator of positive change that gives confidence to residents that Purley is receiving investment along with densification. This could be undertaken in collaboration with the council, TfL and Tesco developers were a scheme to come forward on that site.

Projects:

Short term

- Identify and pilot community-led meanwhile uses such as pop-up planters, grow bag allotments and biodiverges (C)
- Initiate a 'Clean Purley' or 'Love Purley' campaign to champion local and community pride in the area. This is both particular to Brighton Road and the wider area (C)
- Establish Purley biodiversity action group to champion the new landscape and act as biodiversity stewards (D/C)
- Future of Retail Research and Strategy and Inward Investment Study (LA/C)
- Economic Research and Strategy on Success Shops and Residence (LA/C)
- Update the existing hydrology and flood retention technical studies and explore options for natural forms of flood retention within existing green spaces. (D/LA alongside the Environment Agency)

Medium/ Long term

- Commission a Brighton Road Landscape and Biodiversity Action Plan (this could be in parallel with the updated flood studies) (D/LA)
- Undertake a detailed Brighton Road traffic and transport study (this should be part of a wider environs traffic study looking at the gyratory, junctions, bus provision, parking, pedestrian priority areas and general street improvement options.) (LA with TfL as key stakeholder)
- Commission a Brighton Road Corridor Masterplan with detailed and phased proposals to transform Brighton Road. (LA)
- Procure a Landscape phasing, implementation and management plan including identifying funding sources. (LA)

(D) Denotes potential developer led projects

(LA) Denotes potential Local Authority collaboration

(C) Denotes potential community led projects

Purley Panel

The Purley Panel agreed that Brighton Road is the main thoroughfare into and through Purley and presents one of the greatest opportunities for change in the area- it's also a great advertisement to entice people to come and visit Purley. With this in mind the Purley Panel had the following recommendations:

- Shop front improvements - A curated aesthetic and vision for the shop keepers to follow, one that showcases collective value, celebrates history, consistency and potential for increased visitors and subsequent income
- A business strategy- to entice new businesses into the area and sustain those that are currently there, may include the testing of a digital strategy and capacity
- Creation of a hub – whether it's a cycle theme that provides cycle infrastructure, cafes, bike shops and routes
- A place of experience – future proofing the high street to encourage experiential retail e.g. a book shop paired with a café or retail focussed on arts and crafts or pop ups (include retail, workspace and experience focussed) to keep the high street active
- Accessible- provision of public toilets and seating to maximise use across all demographics
- An inter- generational hub/ place: to include family focussed spaces based on crafts such as get fired, to facilities for young people, such as after school drop-in centres etc.

Wider community

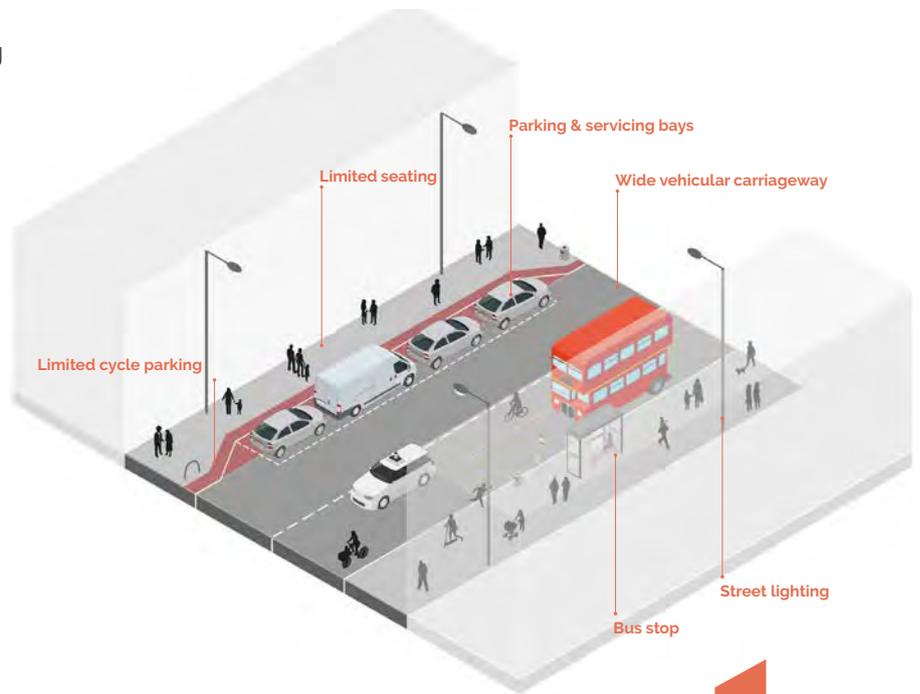
Survey participants when asked What they would like to see on Purley's Roads and Streets and what would attract them to visit and stay longer in Purley. The majority overwhelmingly agreed that there is a need for

- 1. more variety of shops**
- 2. more restaurants**
- 3. pop up space/events**



Existing Typology: Brighton Road

Commercial street dominated by vehicles. Servicing bays located along the road limit public amenity. A busy transport gateway into Purley offering limited street trees and furniture.



Proposed Typology: Brighton Road

Reconfigured carriageway increases the footway to create more outdoor amenity space. Newly paved parking/loading bays and targeted green infrastructure initiatives, improve the street character and its environmental performance.





SUDs create an adaptable public realm



Wildflower planting to increase biodiversity

Brighton Road [West]

Environmental focussed corridor that includes water sensitive solutions, biodiverse planting and a naturalised water retention basin to capture and store flood water and increase biodiversity.



Naturalised water retention basin



Raingarden to store flood water



Widened footways to increase public amenity space



Enhanced green infrastructure

Brighton Road [East]

Vibrant commercial street with an enhanced public realm, dedicated cycleways and increased amenity space. Widened footways create space for street trees and outdoor seating to encourage people to dwell.



Biodiverse planting softens the hard landscape



Separated cycle infrastructure

The Gyratory

Overview

The gyratory creates significant severance between Purley Town Centre and the Tesco site. Improvements to the gyratory are fundamental to the long term success of the centre. The Tesco site is the largest potential development site which could effectively contribute towards reducing the severance. Proposals for the Tesco site could double the size of the town centre and it is important that any uses proposed for it are complementary and benefit the existing businesses and community. The gyratory is therefore a key part of integrating the Tesco site to the rest of Purley centre.

Gyratory improvements will need to juggle a number of interests including those of businesses, the local community, Tesco developers, Croydon Council and the gyratory landowners TfL. Significant funding will be required to explore and test options as well as implement the chosen design thus the need for a collaborative approach across the multiple stakeholders.

The core function of the gyratory will need to still serve the strategic road network traffic function, however options should seek to minimise severance, support and encourage cycling and walking. The framework explores some short term interventions to encourage more use of the gyratory and to allow the community perception of crossing it to change, and high level long term interventions which would need to be explored further supported by transport modelling and testing.



THE GYRATORY

The Gyratory - Community Led Vision

Gyratory Park

The existing green space at the centre of the gyratory has potential as a natural green space and bioretention park that offers natural respite in the heart of Purley's urban core. Although one of the ultimate goals of the regeneration strategy is to reduce the severance of the gyratory whilst maintaining traffic flow and reclaim some land for public use, a shorter term strategy is required to improve the pedestrian experience between the Tesco Site and the existing District Centre and encourage people to move between the two.

Transforming the space using contemporary approaches to planting, flood attenuation and activation will encourage more users to enjoy the space and tie in with the new character of Brighton Road with contemporary, natural plantings. The design should follow the language established in the treatment of Brighton Road to offer a contemporary landscaped space that offers an alternative to Rotary Fields at the opposite end of Purley centre for outdoor sitting and low-key play.

Whilst further traffic studies are undertaken to reduce dominance of the gyratory, inserting low-cost interventions such as kiosks, small stage areas, public art, natural play and other temporary interventions will help to animate the space and encourage people to stop for a while. Including attractive and comfortable street furniture, signage and lighting will improve the feeling of safety and security and identify the space as part of Purley's public realm. These projects are currently not funded but some of the smaller interventions could be implemented by sourcing grants that encourage walking, cycling and the use of outdoor space, as well as funding that looks at mitigating air pollution and reducing flooding.

For longer term and larger scale interventions developer contributions and infrastructure funding to support new housing as well as where possible TfL and Croydon Council resourcing could be used to implement changes to the gyratory.

Projects:

Short term

- Greening the Gyratory Square- work with the BID to start and support initial projects (C)
- Meanwhile Uses - examples such as mobile greening using portable planters and a light festival to improve this dominant site (C)
- Updated hydrology and flood retention study (combine with Brighton Road greening projects). (D/LA as well as the Environment Agency)

Medium/ Long term

- Commission a Gyratory Park masterplan and landscape design study (D/LA and TfL)
- Develop a landscape phasing, implementation and management plan (D/LA)
- TfL, Croydon Council and Tesco developer to develop and implement a best possible scenario for the gyratory which will reclaim as much road space as possible for public use whilst maintaining efficient vehicular flow. (This should be part of a wider environs traffic study looking at the gyratory, junctions, bus provision, parking, pedestrian priority areas and general street improvement options.) (D/LA and TfL)

(D) Denotes potential developer led projects

(LA) Denotes potential Local Authority collaboration

(C) Denotes potential community led projects

Purley Panel

The Purley Panel discussed the divisive nature of the gyratory and the need for improvements to be made both in the short and long term. They described the need for it to be humanised and easier to access on foot as well as contributing to the flood issues that Purley experiences. The following areas were suggested

- **Enhanced greening:** use of landscape to soften the aesthetics and polluting nature of the gyratory
- **Accessibility:** better and more direct crossings, reducing the need to use the underpass and including seating to enable accessibility for the elderly or disabled. To include a strategy that ties the Baptist Church's new plaza with a public realm strategy.
- **Landmark/ aesthetic:** reinstating the fountain as a landmark within the gyratory and/ or lighting the landscape to improve the aesthetic outlook of this major piece of infrastructure
- **Purley Pond/Park:** utilising and enhancing the central green area within the gyratory to include needed flood mitigations and an enhanced landscape setting

Wider community

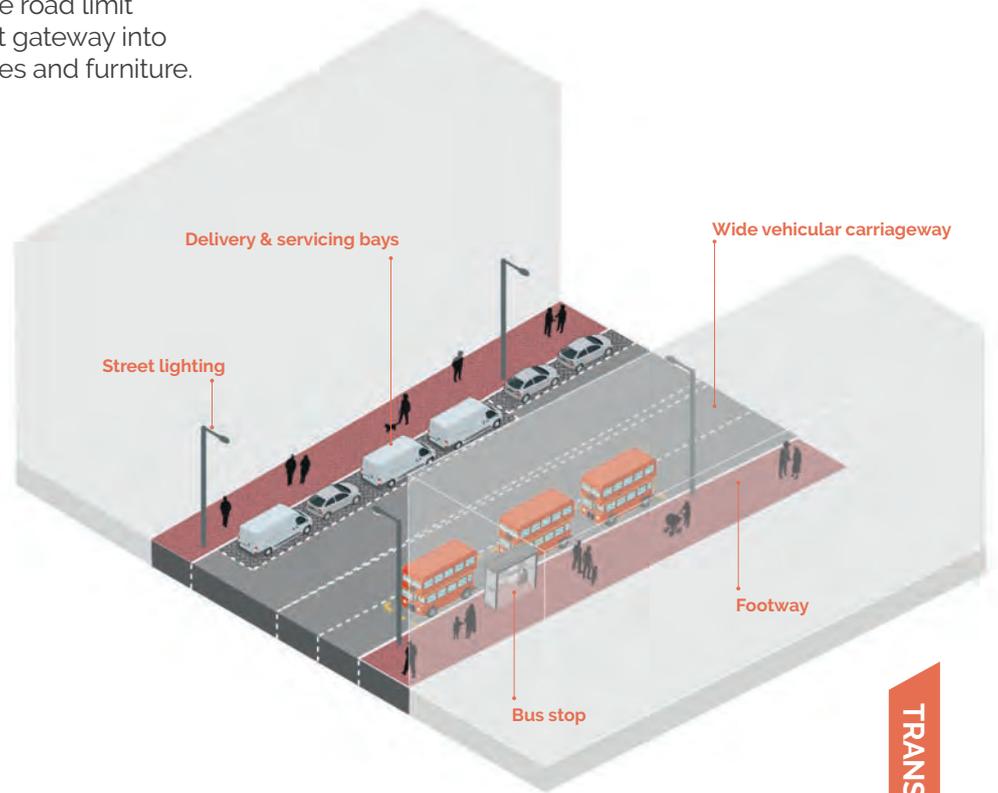
The top three elements from the survey are noted below:

- 1. an improved Gyratory Square**
- 2. green flood storage area to be prioritised to enhance the setting of the gyratory area**
- 3. better crossings and path improvements**



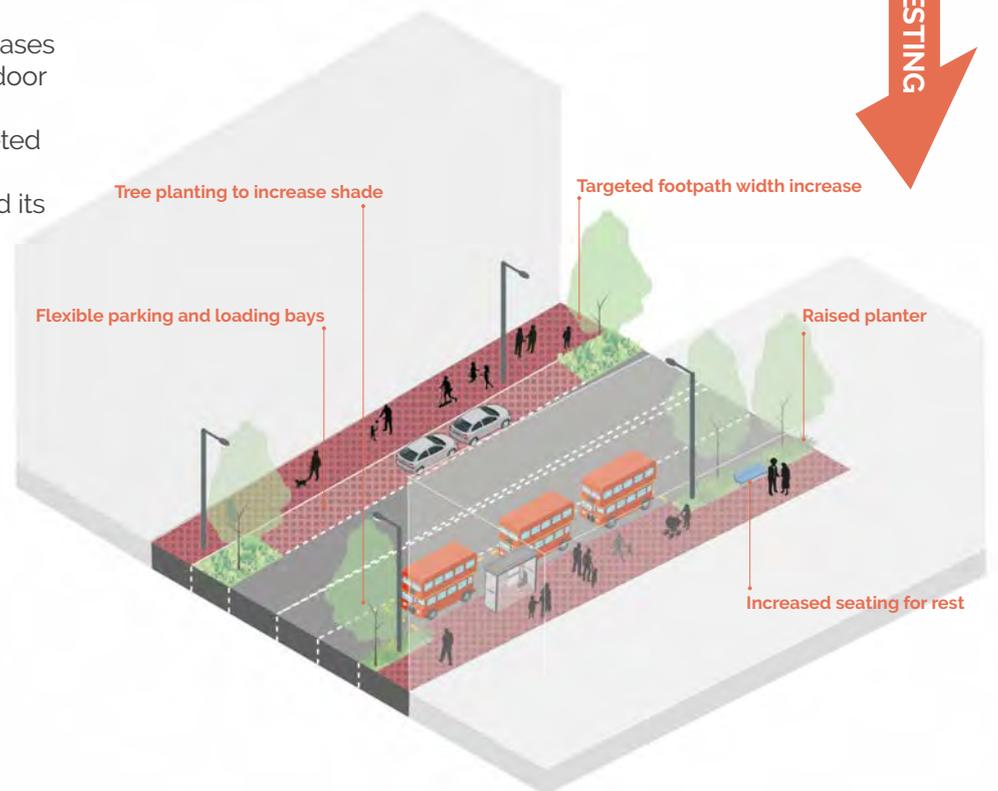
Existing Typology: Russell Hill Road

Commercial street dominated by vehicles. Servicing bays located along the road limit public amenity. A busy transport gateway into Purley offering limited street trees and furniture.



Proposed Typology: Russell Hill Road

Reconfigured carriageway increases the footway to create more outdoor amenity space. Newly paved parking/loading bays and targeted green infrastructure initiatives, improve the street character and its environmental performance.





Street furniture to encourage dwell time



Loading bays accommodating a pavement materiality



Integrated planters to naturalise and frame the public realm



Green infrastructure to reduce flood water damage



Naturalised water retention basin



Raingarden to store flood water



Enhanced pedestrian crossing points



Seating to ensure accessibility

Russell Hill Road

Commercial street supporting expanded paving materials within the servicing bays, targeted street tree planting and widened footpath treatments.

Upgraded Gyratory

Reconfigured gyratory allowing traffic to move north and south. Naturalised open space at the centre of the gyratory accommodates a water retention basin to mitigate the impact of flood water.

Whytecliffe Road South + Station Approach

Overview

As the framework was being designed there was a development proposal pre-application already underway consisting of a number of sites consolidated on Whytecliffe Road South collectively making up the 'Whytecliffe Road Masterplan'. The sites proposed are made up of rows of terraced houses and an allocated site consisting of a Network Rail Carpark and will provide approximately 250 homes. Adjacent to this site is the Purley Masjid approved development which consists of a new mosque, community spaces and flats, and the allocated site that houses the Purley Leisure Centre and Multi Storey Car Park. This is further testament to the upcoming changes and gradual evolution being seen in the Purley District Centre.

With the level of development that is perceived, the framework recognises the need for a consolidated enhanced public realm and frontage strategy to enhance this area of change.

An example of how the emerging developments can contribute to funding and implementing positive change in the public realm can already be seen with the Whytecliffe Road South design proposals which will set back from the street to increase what is currently a narrow footway and enhance the cycling and pedestrian experience. The development is also going to retain and preserve an existing row of trees and provide planting, furniture and public spaces. The framework encourages this on other emerging sites in the area.

Along Whytecliffe Road South is Purley Station, which is Croydon's 6th busiest station. It faces a high demand of passengers, especially commuters and with increased growth in Purley and the surrounding area it is anticipated that this demand will rise. The framework proposes enhancements to the station forecourt area to create Purley Station Square, a socially focussed public space located outside of Purley Station, which provides an enhanced arrival experience into Purley.

The framework also proposes a 'Mobility Hub'. This could include improved cycle parking, cycle share, cargo bike storage and electric cycle charging facilities and potentially scooter share services.

It is also suggested that future improvements of Whytecliffe Road South should look at the possibility to reverse its one-way vehicular flow in order to avoid rat-running into the gyratory. This would need to incorporate the review of bus routing arrangements and the junction layout of High Street, Whytecliffe Road South and Brighton Road).

A number of the larger interventions would need to be multi-stakeholder long term projects involving resourcing from the council and funds from developers, Network Rail, TfL and grant funding that supports public transport use. There are elements that could be introduced incrementally such as improved cycle storage spaces and improved signage.

Finally the route between Purley Station and High Street would benefit from a direct route for pedestrians and cyclists offering better connectivity to the station and encouraging footfall on the High Street. The link or laneway between Purley Station and High Street is located within the proximity of the Purley Leisure Centre allocated site which should contribute to funding these enhancements.

Whytecliffe Road South + Station Approach - **Community Led Vision**

Station Gateway & Whytecliffe Road Approach

This project combines a number of sites and activities that make up the Purley arrival experience for train and bus passengers. It has been identified separately from the Eastern Gateway (Project 08) because it can be implemented separately, however regard should always be had to the close relationship between the two.

Purley Railway Station is a key gateway to the District Centre that is currently mostly used by commuters. As Purley seeks to become a destination rather than a dropping off point it needs to improve its arrival experience and create legible pathways leading to its attractions and activities. The Station Square offers a great opportunity to indicate change is happening in Purley and reflect its unique sense of place.

High quality (robust and long lasting), contemporary landscape design can elevate the space from a traffic dominated roundabout to a shared use space that is attractive and functional outside of rush hour drop-off time. Its design quality should be indicative of the experience a visitor can expect in Purley with safe, attractive spaces and interesting use of materials and details tied to the Purley Placemaking Strategy.

The route from the station to the District Centre should be simple to find, easy to navigate and accessible for all users. Legible signage and pedestrian scale lighting should indicate a choice of safe, direct and interesting routes. An easy, attractive and engaging arrival experience goes a long way to attracting return visits.

Projects:

Upgrading the station arrival experience and improving the visual and accessibility aspects of Station Square and its interconnectivity with Purley Centre should have regard to the following actions:

Short term

- Implement pilot studies to test changes to parking/ drop off/ pedestrian space (if needed) pilot/ test (LA/C)

Medium/Long term...

- A traffic study including station drop-off and bus movements (LA with TfL and Network Rail)
- A Station Square Masterplan technical and design study (LA with TfL and Network Rail)
- A Whytecliffe Road corridor improvement plan (this should include reference to frontages on key development sites and wayfinding potential linked to street improvements and redevelopment of low quality buildings). (D/LA/C)
- Identify funding (via S106/ CIL/ grant funding etc.) to implement improvements. (D/LA)

(D) Denotes potential developer led projects

(LA) Denotes potential Local Authority collaboration

(C) Denotes potential community led projects



1899

Purley Station

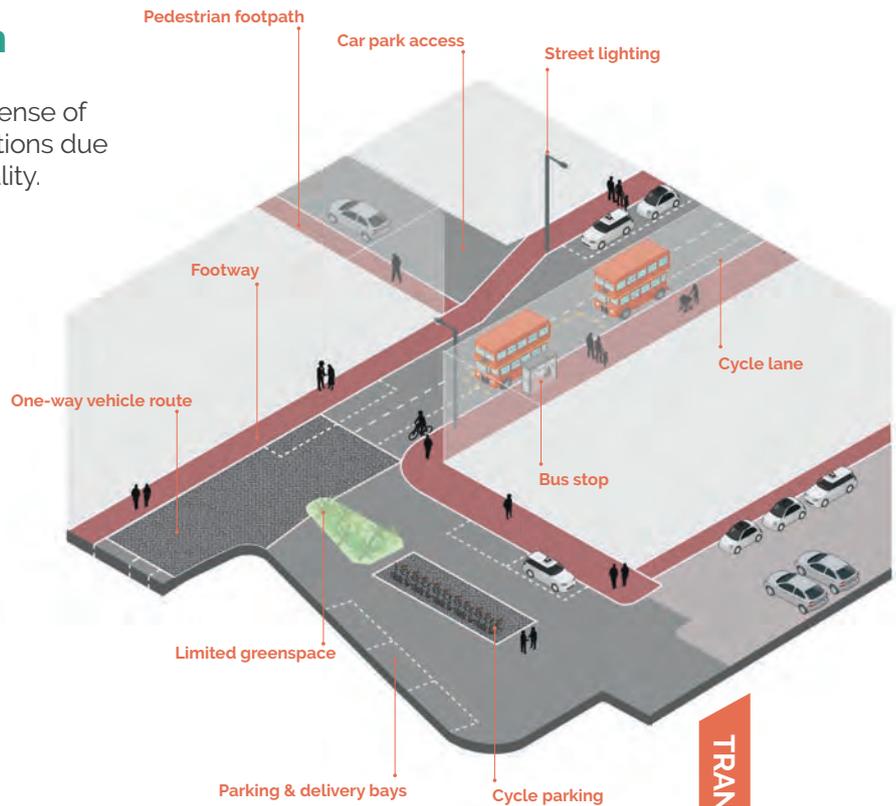
Taxi Rank
Please queue
other side

Welcome to
Purley Station

LL15 2XY

Existing Typology: Whytecliffe Road South

Gateway to Purley Station lacking a sense of place and reduced transport connections due to wayfinding and pedestrian materiality.



Proposed Typology: Whytecliffe Road South

Enhanced public realm treatment creates a coherent and connected station gateway. Pedestrian priority streetscape and improved crossings enhance the pedestrian experience, while wayfinding and materiality connect to the nearby bus station and Purley laneway.





Gateway arrival space



Enhanced crossing points

Whytecliffe Road South [Railway Station]

Enhanced public realm treatment creates a coherent and connected station gateway that supports an improved relationship to the High Street and Brighton Road.



Pedestrian priority streetscape



Improved wayfinding



Separated cycle infrastructure



Improved transport infrastructure

Whytecliffe Road South [Bus Station]

Improved transport interchange reconnected to Purley Station through improved crossings, wayfinding and materiality. Cycle infrastructure ensures all modes of transport are catered for.



Widened footways



Materiality delineating street hierarchy

Eastern Gateway - Community Led Vision

Eastern Gateway & My Old China Site

This project aims to improve the arrival experience and urban legibility for pedestrian, cycle and car users arriving in Purley from the south east beneath the railway bridge. It is closely connected to the Station Square Improvement Project (07) but has been identified separately because of ownership and phasing considerations and it's links to the long term high priority gyratory project.

A detailed masterplan and development brief is required that includes the My Old China site, the existing railway bridge, the southern end of the gyratory and the northern edge of the Tesco site.

The brief should consider the potential for:

- Landmark architectural responses terminating the vistas from High Street and Whytecliffe Road,
- The relationship between the Tesco's development edge and the junction of High Street and Whytecliffe Road,
- The opportunity for public art and light installations around the railway bridge and
- The potential to create a better at-grade crossing experience between Tesco and Purley Station.

Consideration of wayfinding and the relationship between this project and the Station Square project is also required.

Projects

Short term

- Liaise with Network Rail to ascertain the opportunities from bridge enhancements including lighting and public art. (C)
- Liaise with Network Rail to ascertain the opportunities for enhanced planting of its green bank along Godstone road amongst other bio-diversity and flood features.(C)e
- Meanwhile uses to create an aesthetically enhanced My Old China site through art work, hoardings, ground floor use or a park/ public realm space in place of a demolished building in the meantime. (C)

Medium/ Long term

- Identify funding (via S106/ CIL/ grant funding etc.) to implement improvements. Traffic study including new access arrangements to the Tesco site (D/LA and TfL)
- Procure Eastern Gateway Development Brief (this should include reference to the relationship with Station Square, frontages on the Tesco site, existing landmarks and wayfinding elements, and redevelopment of low quality buildings). (D/LA and TfL)
- Implement pilot studies to test changes to traffic priorities and crossing arrangements. (D/LA and TfL)

(D) Denotes potential developer led projects

(LA) Denotes potential Local Authority collaboration

(C) Denotes potential community led projects

Purley Panel

The My Old China Site was seen as a widely contentious issue to the majority of the Panel members, serving as an eye-sore and an inadequate gateway into Purley. The prevailing opinion is the need for the site to be developed or demolished. It was discussed that the site in the meantime could be made to be more aesthetically pleasing with the BID taking forward an art project using its facade or hoardings.

Wider Community Insight

When asked what area needs to be prioritised when discussing where small to medium contributions towards improvements should be focussed, the My Old China Site was defined as the site with the highest priority (joint first position with the Leisure Centre).



Northern Entry Roads

Overview

The Northern entry roads including Foxley Lane, Russell Hill Road, Purley Way and Pampisford Road are currently very road infrastructure and traffic dominated. They would benefit from the introduction of public realm interventions and a planting palette to encourage a more pleasant walking and cycling experience that will improve footfall and benefit existing businesses on these streets.

This area will see increased demand with the emerging developments planned and underway including the block of flats at 1-9 Foxley Lane which is under construction, the Purley Baptist / Mosaic Place residential block and tower, church and community space development which has been granted planning permission and the residential blocks proposed at 922-930 Purley Way which is seeking planning permission at the point of publication of the framework.

The emerging character of this area is higher in density with new blocks ranging from 3 to 8 storeys to the one17 storey iconic tower block at the bottom of Russell Hill Road. Within this context the framework proposes transforming existing grass verges along the northern entry roads into wild flower and species rich planting to increase biodiversity net gain. A series of water sensitive solutions are also proposed including bioswales and street trees. These initiatives address flood water damage by capturing and storing excess flood water to increase the centre's environmental resilience and they also soften the hard landscaping in order to make the spaces feel more welcoming.

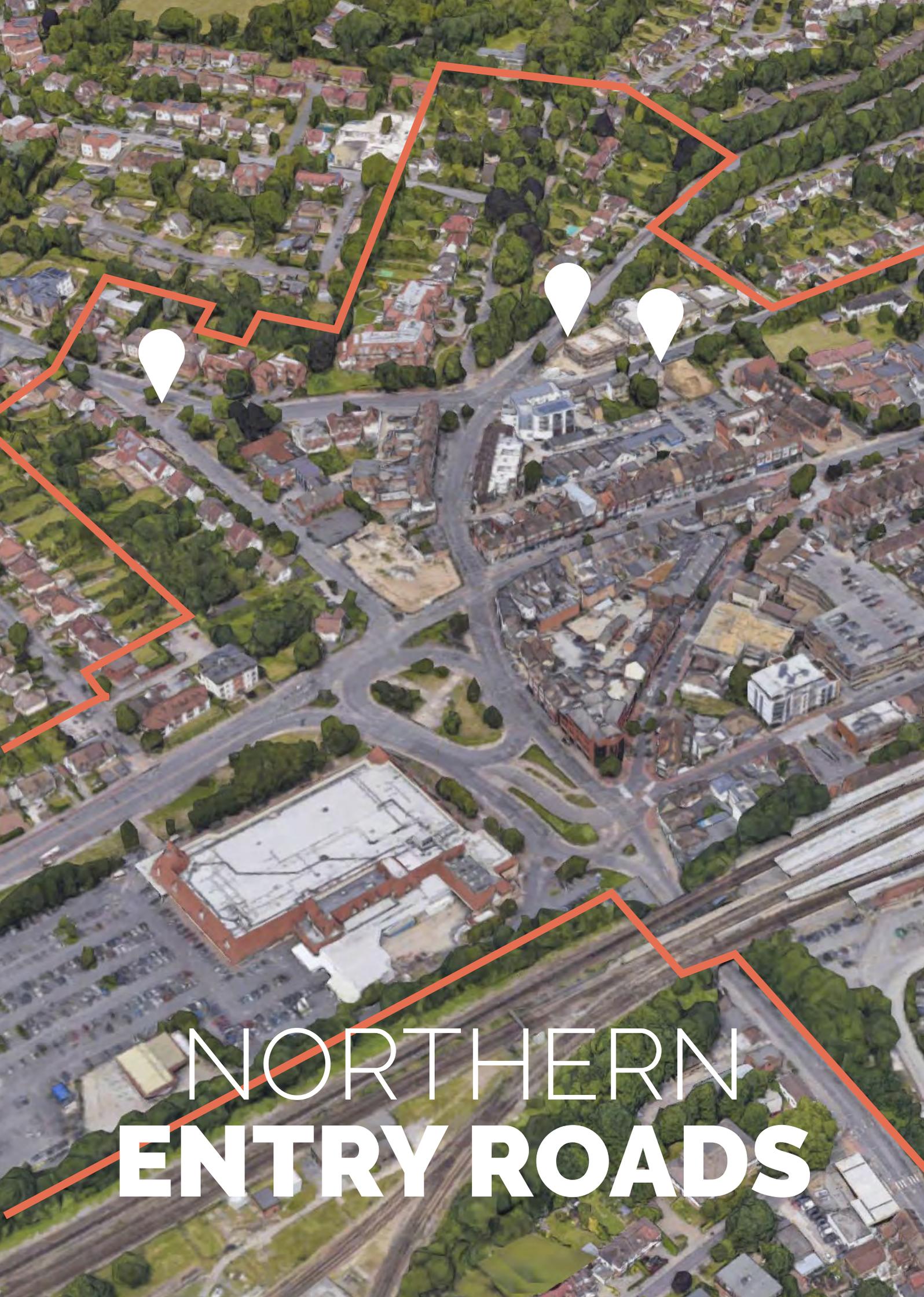
The improved pedestrian corridors in this area will also serve as a means of reconnecting the open space located outside Purley Library to the surrounding northern entry roads and their surrounding residential areas. A means of ensuring communities are connected to nearby open space through good access routes.

Similar to Brighton Road the introduction of green and flood mitigation infrastructure would also need a maintenance plan and funds to support the upkeep of greenery. The Purley BID however have already been instrumental in coordinating a cleaner and greener Purley, and through contributions from businesses they have managed to introduce planting and hanging baskets that work towards uplifting the traffic dominant streets. In the short term low maintenance planting could be introduced in the highway verges. Schools, businesses and community groups could be encouraged to adopt a tree of a planting area with the aim of helping to maintain them. Businesses could also provide incentives to plant adopters and have special offers for town centre advocates.

Other short to medium term activities could be a de-cluttering exercise would help to increase pedestrian space on the pavements and also help to highlight the distinctive shopfronts.

In the medium to long term development sites in the area should be set back where possible to give room for wider pavements and to safeguard land for any future highway improvements that could also improve cycle lane provision.

The northern entry roads act as gateways into Purley and the framework emphasises the need to create a memorable first impression of Purley within these gateways. They can work to attract people that may normally pass through Purley to want to stop or come back. This could be achieved by the articulation of a building in those locations, distinctive landscaping that is both attractive and provides respite space from the busy road activities and Purley specific artwork that promotes the character and heritage of the Purley.



NORTHERN **ENTRY ROADS**

Northern Entry Roads - Community Led Vision

Northern Street Public Realm Improvements

Description

This project looks to implement suburban street improvements that reclaim excess road space for pedestrians, cyclists and public greening. The aim is to encourage more walking and cycling by providing safe, well designed, uncluttered pavement space that improves the pedestrian experience and reduces the dominance of cars, and to secure a green future for the suburban hinterlands of Purley.

Purley's character as a green and open neighbourhood derives chiefly from the tree canopies that can be seen rising up the slopes of the downs either side of the valley. The majority of these trees are located in private gardens and are under increasing threat from the proliferation and densification of windfall sites, particularly if these trees are unprotected by planning legislation such as TPOs or conservation areas. By increasing the number of street trees located within the public realm, we can protect the green character of Purley for future generations by ensuring they cannot fall prey to densification.

Other elements for consideration would be pavement widening, servicing and parking, cycle paths, signage, lighting, water management, materials and boundary treatments. Detailed designs should comply with the Purley Placemaking strategy identified as Project 01.

Potential to link to Project 09.

Actions

Detailed designs for streetscape improvements should be commissioned following completion of the traffic and transport study. Alternatively, if this project is identified by the community as a Priority Project the detailed designs could be developed hand in hand with the technical transport work.

Roads for consideration should include but not be limited to:

- Pampisford Road
- Foxley Lane
- Banstead Road
- Russell Hill Road

Russell Hill Gateway

Description

Russell Hill Gateway is a key entrance to Purley from the north and should provide a memorable transition experience from the suburban hinterland to the more urban environs of Purley District Centre. A development brief or masterplan is needed that articulates a vision for the Russell Hill Gateway area, including new and existing built form and public realm, that creates a strong sense of arrival and provides a legible entrance that can be read by both pedestrians and drivers travelling at higher speeds.

The masterplan should refer to the Purley Placemaking strategies and include shopfront improvements, lighting, wayfinding, street materials, street furniture and urban plantings. It should be underpinned by traffic studies that review options for pavement widening, parking and servicing, pedestrian crossings and traffic calming. The traffic studies could be undertaken as a separate commission but would ideally form part of the wider traffic study for the District Centre.

Actions

Some typical actions that might form part of this project include:

Short term

- Create Russell Hill working group that represents residents and business interests (include BID, Purley Panel) (C)

Medium/ Long term

- Pilot projects to develop traffic management plan including possible changes to pedestrian spaces, parking, carriageway narrowing, tree planting etc. (D/LA)
- Procure Development Brief/ Masterplan for Russell Hill Gateway (referring to Project 01 - Purley Placemaking Strategy) (D/LA/C)
- Work with developers where development sites are adjacent to key streets to deliver high quality (robust and long lasting) street frontage and/or landmark architecture (D/LA)
- Investigate grant funding opportunities for street and shopfront improvements (LA/C)

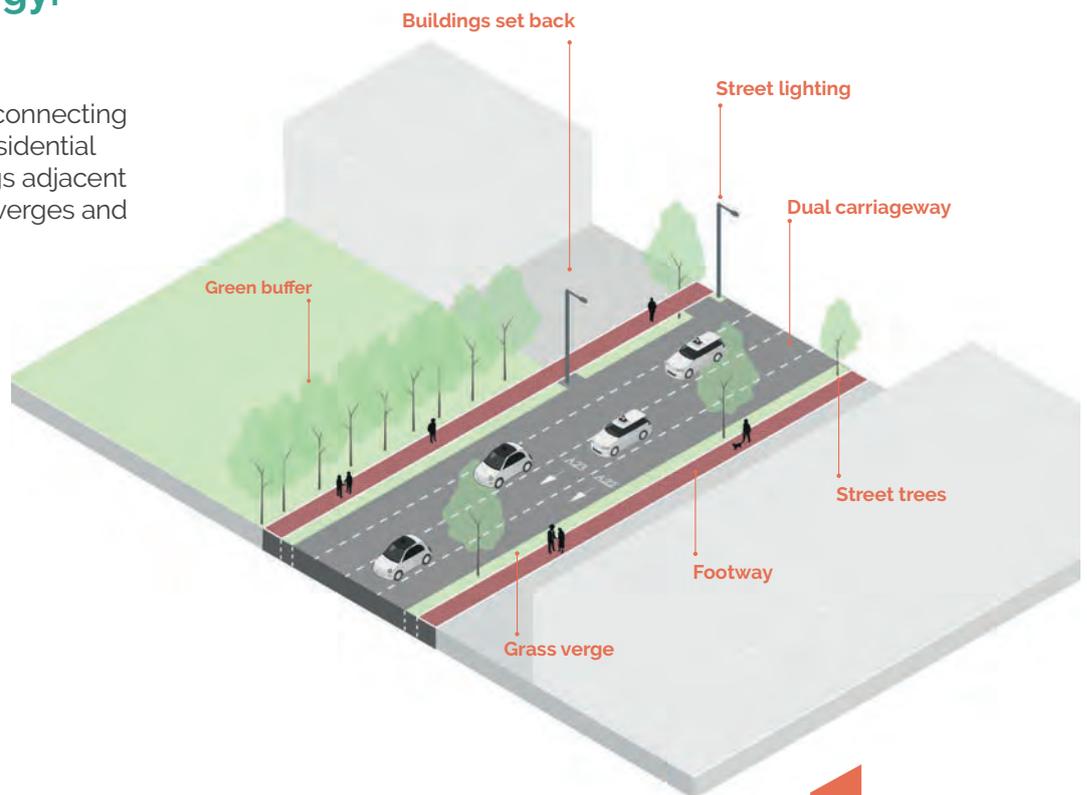
(D) Denotes potential developer led projects

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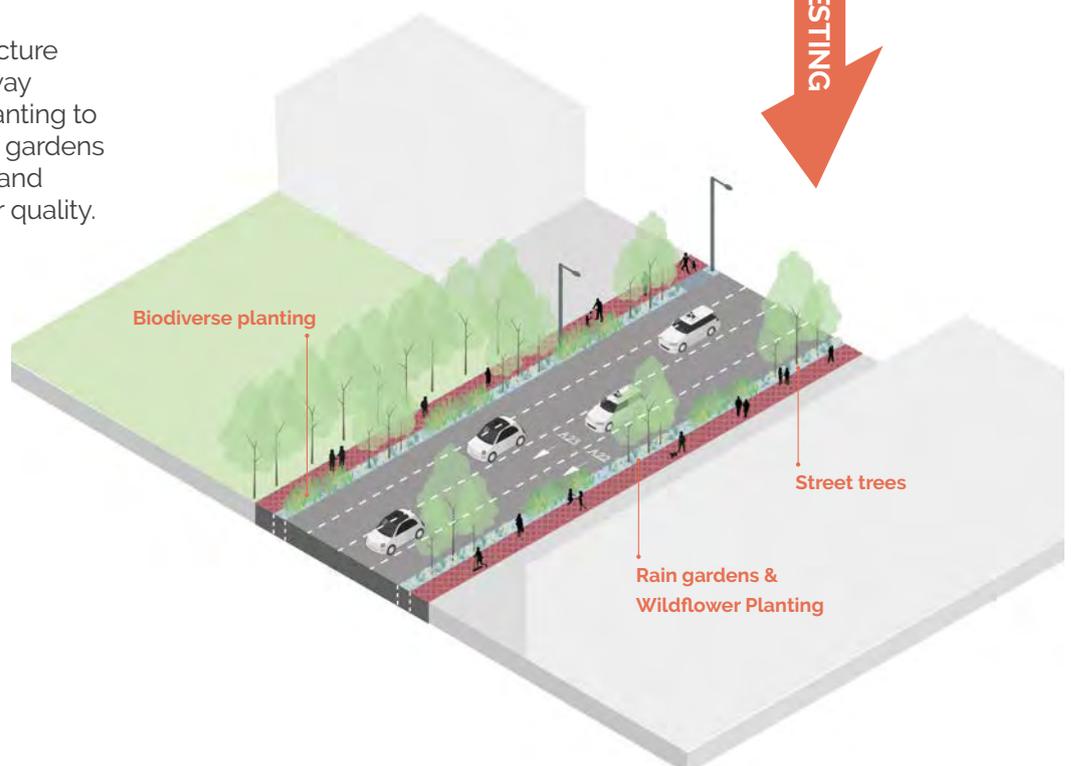
Existing Typology: Purley Way

Busy dual carriageway connecting Purley and Croydon. Residential semi-detached buildings adjacent to the street with grass verges and some street trees.



Proposed Typology: Purley Way

Improved green infrastructure adjacent to the carriageway containing wild flower planting to increase biodiversity, rain gardens to capture surface water and street trees to improve air quality.





Reconfigured vehicle gateway



Enhanced pedestrian crossing

Purley Way

Environmentally focussed dual carriageway utilising existing green space for rain gardens, street trees and biodiverse planting.



Raingarden to store flood water



Biodiverse roadside planting



Green buffer separating pedestrians and vehicular traffic



Biodiverse roadside planting

Pampisford Road

Single carriageway residential street incorporating environmental measures to increase biodiversity, capture surface water and improve air quality.



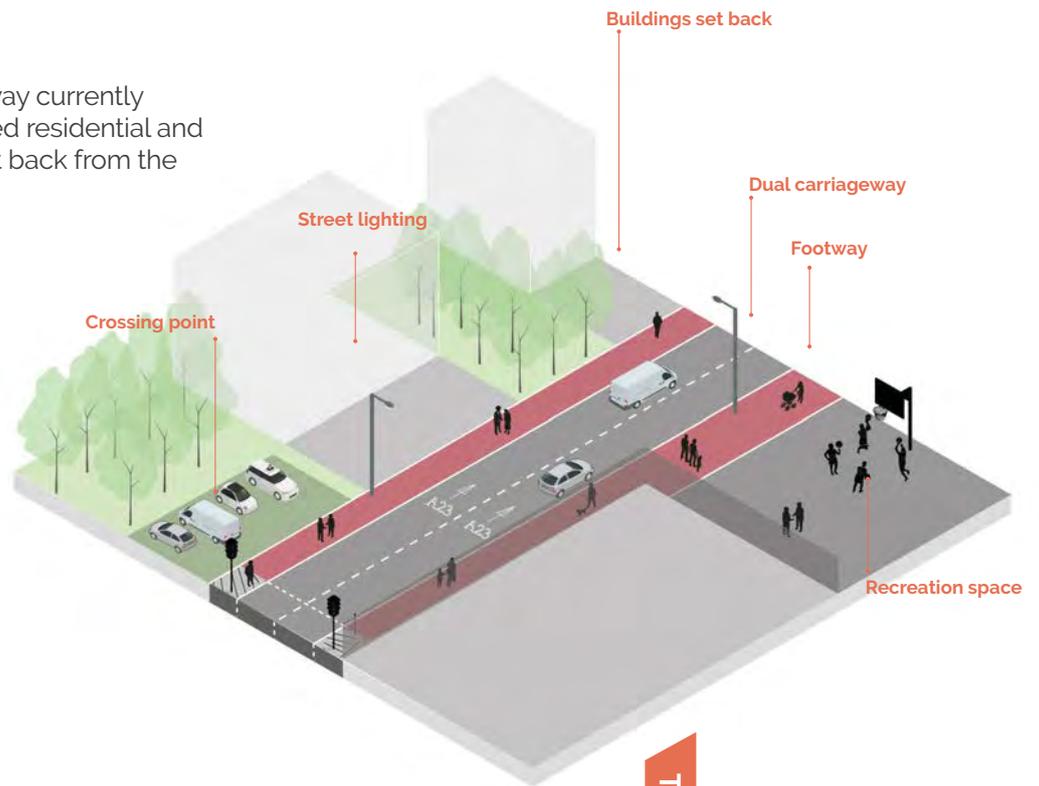
landscape bio diverse buffer



Raingarden to store flood water

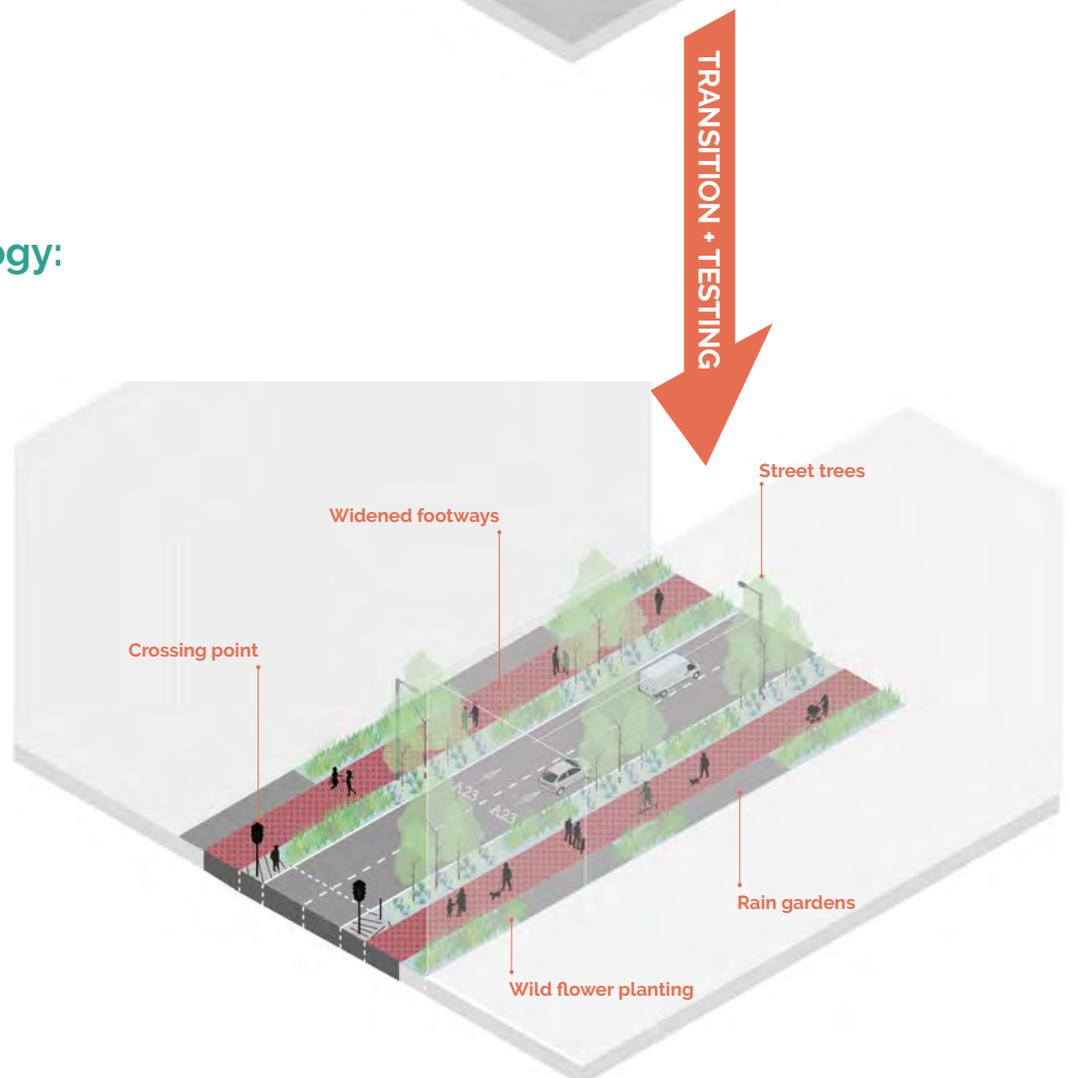
Existing Typology: Banstead Road

Busy one-way dual carriageway currently surrounding by semi-detached residential and amenity buildings that are set back from the street.



Proposed Typology: Banstead Road

Enhanced public realm to accommodate the increased density of the new developments including widened footways, increased street tree planting, biodiverse planting and rain gardens to collect stormwater runoff.





Widened footway



Tree lined street

Banstead Road Residential

High density residential street with widened footways and increased street trees to create an accessible and attractive public realm.



Places to stop and rest



Public open space



Green buffer



Accessible crossing point

Banstead Road Entry

Wide carriageway with water sensitive solutions implemented to mitigate stormwater and increase biodiverse planting along the road.



Biodiverse roadside planting



Raingarden

Rediscovering the Laneways

Overview

The Purley Centre has a network of interlinking low traffic and pedestrian routes that have been captured by the framework as 'Laneways and Yards'. They offer the opportunity for the most diverse and arguably the most interesting character of Purley. Their location away from the main footfall could drive lower rental values that are attractive to smaller fabricators, semi-industrial uses, studios and startups that do not rely on passing trade to operate. These uses can be messy, noisy and untidy - but that is also part of their charm.

The framework proposes revitalising these spaces and recognises the important role they play in local employment. Over-sanitising them could create a hostile environment for the employment uses they currently support. Equally some of the lanes are unlit, not overlooked and experience incidents of flytipping so if they are to become a key part of Purley's unique pedestrian movement network they must feel safe and comfortable at all times of the day and into the night.

A balanced approach is needed that recognises the needs of both retaining the businesses and their charm and encourages creative approaches to boundary definitions, lighting, signage and interaction between the public, private and semi-private realm.

Rediscovering Purley's lanes and alleys will create a distinctive urban experience that adds quirk, interest and variety to make visiting Purley a memorable experience and so they are considered a priority project for unlocking the vision. The laneways provide direct connections between key streets and if well signposted should benefit from a good amount of footfall. These are ideal places to locate unique activities including small and irregular spaces that are ideal for start-up studios, workshops and independent cafes and bars.

In the short term, provided the relevant landowners and businesses within the laneways are notified, pop up events and seasonal artwork and lighting installations could be funded through community grants and projects could be delivered alongside the work of the Purley BID.

In the medium to long term the laneways adjacent to development and allocated sites such as the Purley Leisure Centre and Purley Back Lanes, 16-28 Pampisford Road should contribute to forming these vibrant corridors through their sites. The framework proposes that these routes could be enhanced with lighting installations to make them safer to walk through at night and they could house art trails and artwork displays. They could host local events and pop ups as well as hosting informal play activities. Developers should consider how these activities could work when deciding on the accessibility, materiality, widths, heights and ground floor frontage of their sites that face the laneways.



LANEWAYS

Laneways & Yards

Community Led Vision

Rediscovering the laneways

The laneways are an interesting characteristic of Purley's urban fabric and have the potential to become an attractive destination in their own right. With the right streetscape design, lighting and activation, the laneways can be reclaimed as an alternative pedestrian network connecting key parts of Purley centre such as the Station, High Street and Russell Hill Road.

Each of the lanes has its own set of constraints including parts in private ownership, parts used for 'back of house' activities such as refuse and parking, lack of lighting and frontage and poor legibility. A comprehensive study should be undertaken to understand these and identify strategies for bringing them back into use. This could become a "Laneway Action Plan" that includes pilot projects to test alternative arrangements or organisation of parking, bin storage and access. It should also identify opportunities to introduce active frontages, either by re-purposing garage units and outbuildings, introducing new frontages to rear walls or building new, small units in strategic locations along the routes.

Following the Laneway Action Plan, detailed designs for street improvements, lighting, signage and activity should be drawn up and costed, in line with Purley Placemaking Strategies, to transform the underused network into an iconic feature of Purley's urban experience. These development briefs could be undertaken separately by individual owners or created as a single comprehensive plan by a consortium of owner/ developers. Coherence of approach will be assured by the Purley Placemaking Strategy.

Despite similar constraints, this has been achieved successfully by Greenwich Hospital Trust which recently transformed a small rear service yard into a vibrant outdoor seating and busking space that extended the public realm, attracted activity and tidied up unsightly rear yards. Brighton Lanes and Melbourne's reclaimed laneways are other good examples of reclaimed alleyways, albeit on a larger scale.

Projects

Short term

- Procure Laneway Action Plan: Identify routes, ownerships and current uses. Define vision and set out actions required to deliver. (C)
- Pilot projects/ desire lines/ meanwhile uses e.g. heritage, activity and art trails / alternate servicing and parking studies (C)

Medium/ Long term

- Consolidate land or create owner/ developer cooperatives/ SPVs (D/LA/C)
- Laneway improvement plans / development briefs (surfaces, lighting, uses, activities) (D/LA/C)
- Work with developers where their sites are adjacent to potential routes to deliver contemporary active edges, enhanced spaces and increase lighting (D/LA/C)

(D) Denotes potential developer led projects

(LA) Denotes potential Local Authority collaboration

(C) Denotes potential community led projects

Purley Panel

The Purley panel discussed the idea of Purley Lanes (new active pedestrian paths) and yards (new open space areas for activities and enhanced public space) which they welcomed. Russell Hill Place was noted as a popular walkway that is now dominated by car garages, with an aspiration to be reinstated as a new attractive connection and pathway with accessible access. The Purley panel suggested the following to be implemented alongside improvements to the rotary fields.

Purley lanes and yards

- Character creation – creation of a human scale and enticing character to include atmospheric effects such as canopy lighting and cobbled street pattern and texture
- Informal play- creation of areas for young children and families to meet Purley's open space deficit
- Wayfinding- by connecting the high street and Brighton road to the station, these laneways should be part of an adequate wayfinding and legibility strategy
- Purley yards- a place for pop ups and activities for parents young and old of both day and Night time activities e.g. Night Market

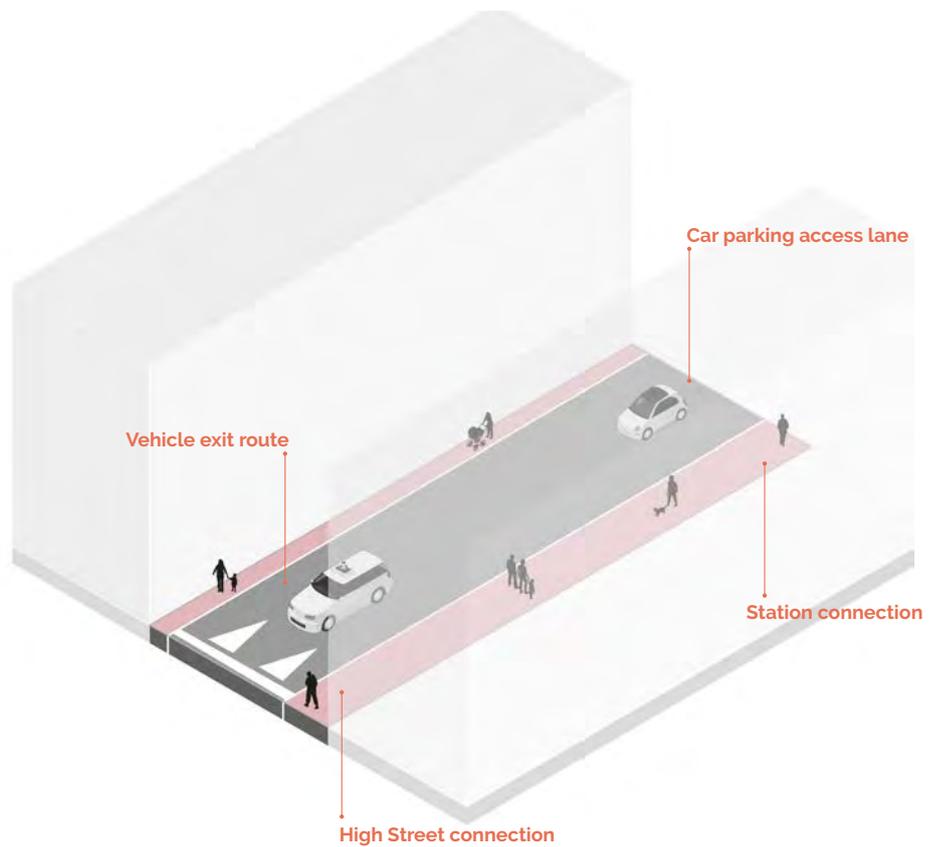
Wider Community

When asked about the potential opportunities for more activities in Rotary Fields and in the footways and public spaces in Purley. The top 3 priorities for activities and facilities included:

- **spaces for dining and events**
- **followed by edible gardens**
- **spaces for art**

Existing Typology: High Street Laneway

Laneway connection linking the High Street and Purley Station. The space is narrow and unwelcoming which causes people to use alternative routes as they do not feel safe.



Proposed Typology: High Street Laneway

Creating a safe and accessible laneway connection through enhanced materiality, street lights and seating. Green facade treatment and planters create an environment that is inviting and encourages people to dwell.





Vibrant activation



Night time usage

Purley High Street Laneways

Series of active and accessible laneways forming a north south connection across Purley Environs. Vibrant and welcoming active transport routes that connect Purley High Street, Brighton Road and Purley Station.



Outdoor seating



Public art installations



Community engagement



Recreational activities

Russell Hill Place Laneways

Active laneway connection Russell Hill Road to the High Street Plaza. Offers recreational and community uses that are accessible and pedestrian focused, encouraging people to dwell.



Utilising disused spaces



Accessible pedestrian routes

Rotary Field

Overview

Whilst Purley District Centre is within relatively easy access to the green belt and National Nature Reserves of Farthing Downs and other parks and open spaces in the South of Croydon, the District Centre lacks any significant green spaces and is dominated by roads and hard landscaping. The closest open spaces within walking distance of the town centre are Rotary Field Recreation Ground and Foxley Wood.

Rotary Field was given to the people of Purley by the Purley Rotary Club in 1925. During the first half of the 19th century the "Worlds First Railway Line" ran through the ground and remnants of the track can still be found in the park.

In 2019/20 Croydon Council and local Purley and Woodcote and Purley Oaks and Riddlesdown councillors funded an art project to celebrate the history and heritage of the local area. The 'Iron Horse' sculpture was installed in the park and now complements the rich history of the park and local area and it has added additional interest to the park. There is a longer term aim amongst the residents, businesses and councillors to have a Purley art trail that draws people to the park and into the town centre and vice versa thus improving connectivity and creating additional interest and activities. The framework has highlighted projects and significant gateway locations across Purley District Centre where the art trail and theme could continue.

The park is well used and well loved by local residents. It houses a children's playground and a skate ramp however residents have expressed the desire for more park facilities such as an outdoor gym and better play facilities as well as more facilities catered to young people. These projects would need significant funding and upkeep. They have been included for consideration as they would work to transform the park and funding opportunities for enhancing park facilities can be identified alongside the Purley Rotary Club who still take a special interest in the park and raise funds for various events and projects within Purley.

There is also a disused toilet block and over the years there have been requests to open the toilet block for use or for it to be converted into a cafe. There are financial implications with the running and maintenance of a toilet block. In other parks across the borough however 'Friends of' groups have successfully been able to open and maintain blocks within parks a few days a week and often in the summer, and this could be one solution for Rotary Field.

There are precedents of short term activities that have taken place in the park over the years such as the Purley Festival and Purley Classic Car show which draw people from across Purley and Croydon to the park. These events work to temporarily animate the park and attract new users to Purley and it's surrounding shops. As residents and businesses look towards the Post Covid-19 world, Rotary Field could be a significant resource for holding safe outdoor business/market events run by the Purley BID, youth picnics and games run by the Purley Youth Project and other community gatherings that may require social distancing.



ROTARY **FIELDS**

Rotary Fields

Community Led Vision

Rotary Fields Action Plan

Rotary Fields is a much loved open space but it could work much harder to cater for the whole community. A highly successful piece of public art, The Iron Horse, has already been installed. Additional interventions that provide flexible space for a range of activities and cater for all age groups could be identified through consultation and provided over time as funds become available.

The large, flat, open grassed area is ideal for ball games and active play, and this function could be retained whilst introducing additional elements such as seating and picnic space, wildflower meadows and bioretention areas, natural active play spaces, open air gym equipment, modern bandstand, locally run café etc.

This is an ideal project to involve the community. A steering group could be created to be the guardians of the masterplan, oversee improvements and ensure projects meet their quality and use criteria.

A masterplan vision that describes the end state of the whole space will ensure each project contributes to the overall vision as it is implemented.

Projects

Short term

- Create Rotary Fields Steering group including existing user groups, members of the Purley Panel, wildlife and leisure volunteers (C)
- Create Area Action Plan - consult on activities and uses - what is missing, what works and what can be removed. (C)
- Identify short-term / low cost interventions that could animate the space or act as pilot projects to test user engagement and popularity of activities (C)
- Identify improvements and funding for projects (C)

Medium/ Long term

- Identify longer-term interventions and improvements e.g. enhanced skate park, youth facilities, outdoor gym, cafe status and public toilet re-opening) as funds are made available. (LA/C)
- Commission Rotary Fields masterplan to include management and maintenance component (LA)
- Identify funding (via S106/ CIL/ grant funding etc.) (LA)

(D) Denotes potential developer led projects

(LA) Denotes potential Local Authority collaboration

(C) Denotes potential community led projects

Purley Panel

The Purley panel discussed the idea of Purley Lanes (new active pedestrian paths) and yards (new open space areas for activities and enhanced public space) which they welcomed and suggested the following to be implemented alongside improvements to the rotary fields

Rotary fields

- Improved youth facilities- the need for facilities for older children and younger adults to include involving young people in the design of the facilities to ensure its relevance. skate part, sports, fitness areas; need a multi-use space , need a space for older ages, basketball, different areas as different behaviours. Youth project also require the use of a flexible space, that can be cordoned off
- Improved public facilities- to include a new café and public toilet
- Improved existing park facilities- a wider variety of play equipment

Wider Community

When asked how the Rotary field could be improved in Purley, the top 3 included better facilities such as:

- **an improved skate park**
- **café**
- **informal play spaces**





Project 00

Purley Activation Strategy

Description

This project aims to establish Purley as an interesting and welcoming destination for all generations by hosting events and activities that encourage people into the centre throughout the year. It is a community focused engagement project that should seek to understand existing barriers, streamline the application process, coordinate various stakeholder groups and enable innovative long-term and meanwhile uses for the public realm.

A particular focus should be the High Street and its reinvention as a slow-pace social space that works hard for the whole community. Continuing the Purley Panel to encourage community collaboration (including building on existing community group work using their representation from the BID and rotary clubs for example) can help to focus attention on animating Purley's existing spaces, provide an accessible point of contact and potential Council liaison for businesses and interest groups, whilst championing Purley as an area worthy of investment. Funding for community interest groups could be used to facilitate and insentience this.

In the first year, we anticipate that the Council and/or the members of the Purley Panel could work with the community to identify, facilitate and implement community-building pilot projects that will bring activity and life to Purley District Centre. The resulting annual calendar of activities should ultimately evolve into an ongoing animation strategy that could be co-owned by the community and the Council and driven predominantly by the community itself.

Projects

Some associated activities might include:

- Create an annual event calendar for Purley
- Streamline the outdoor licensing process (Crystal Palace has successfully implemented a similar approach)
- Purley Panel Legacy - formalisation of structure, funding, venue, chair etc.
- Meanwhile uses (A highly successful programme was introduced in Deptford)
- Reclaim the High Street pilot event (eg summer street party)
- Reclaim the gyratory pilot event (e.g. party in the park)
- Initiate a 'Clean Purley' or 'Love Purley' campaign to champion local and community pride in the area. This is both particular to Brighton Road and the wider area to encourage a widescale behaviour change in the area.
- Create a heritage trail that links several areas of Purley together via heritage and play. It could manifest as the Purley (young) explorers trail that's rewarded by the businesses.
- An awareness strategy that identifies and showcases what wider Purley has to offer can be created through a marketing campaign and wayfinding strategy.
- A branding and awareness strategy via social media and active advertisements of Purley as a destination that may also begin to distinguish it from Purley Way and to establish new areas and events such as the Purley Lanes and Yards as well as Purley Sundays.

Project 01

Purley Placemaking Strategy

Description

This project aims to define Purley's unique sense of place and create place specific guidance to control the appearance, performance and quality of new development and refurbishment in the Place of Purley. Guidance should identify positive characteristics that differentiate Purley from the rest of Croydon and refer to existing Borough-wide SPD as well as undertaking new place-specific research.

With the scale of growth anticipated in Purley the character of the Place will inevitably evolve, but there is no reason increased density shouldn't lead to an equally, if not more distinctive and unique place that residents can be proud to call home. Existing guidance is comprehensive but generic. Focused guidance is needed if Purley is to avoid becoming a homogenous extension to Croydon centre due to the current suburban guidance not being specific to Purley's unique context and the rate of windfall development occurring.

The Strategy could be a single document or a suite of documents. It should be concise, context-specific and measurable. It is an ideal vehicle for community engagement giving local people the opportunity to identify special architectural characteristics, understand the importance of placemaking and take pride in their evolving neighbourhood.

Projects

Procure and adopt an SPD Purley Specific Design Guidance to include:

1. Built form character – architectural themes, elements, details and materials
2. Public realm materials and details
3. Street furniture including acceptable groupings and installation
4. Lighting including opportunities for interesting lighting solutions such as lighting facades and creating outdoor rooms
5. Wayfinding and signage
6. Planting palette
7. Shopfront guidance for new and refurbished units
8. Public art – identifying proposed locations, themes, local artists and funding streams

Framework

Priorities

Project	Name	Zone of influence	Type	Priority
00	Purley Activation Strategy	Place-wide	Community building & activation	High Priority and Short Term. Important for post covid-19 community and economic rebuilding
01	Purley Placemaking Strategy	Place-wide	Character and identity	Medium Priority and Medium Term - In the transition period to implementing a more detailed strategy, this framework has provided high level guidance that should lead to a more coordinated future development
02	High Street Revitalisation	District Centre	Placemaking and activation	High Priority and Short term. Important for post covid-19 community rebuilding. Partially pedestrianising the street may fall into a medium term category due to the potential length of the process
08	Eastern Gateway & My Old China site	District Centre & Environs	Connectivity, accessibility & identity	High and Long Term- Important to connecting the Tesco Site to the town centre which is a key long term success indicator for Purley, it is dependent on the development of Tesco
10	Rotary Field Action Plan	Environs	Open space, leisure, community	Medium Priority with some short and medium term projects. Revitalising the high street post Covid-19 is a higher priority but Rotary Field is identified as key to the transitional post covid activities and community building that may need to be socially distanced
05	Gyratory Park	District Centre	Environment, accessibility, placemaking	High and Long Term- Important to connecting the Tesco Site to the town centre which is a key long term success indicator for Purley, it is dependent on the development of Tesco
03	Rediscovering the Laneways	District Centre	Connectivity, accessibility & identity	High Priority and Short to medium Term. Important for post covid-19 community and economic and destination rebuilding
04	Brighton Road Greenway	District Centre & Environs	Environment, identity	High Priority with some short -medium term implementations. Important for post covid-19 community and economic rebuilding
06	Russell Hill Gateway	District Centre & Environs	Identity and placemaking	Medium Priority with some short and medium term projects. Developer contributions required to achieve elements of this
07	Station Gateway	District Centre	Identity and placemaking	Medium Priority with some short and medium term projects. Developer contributions required to achieve elements of this
09	Northern Street Improvements	Environs (could be rolled out to place-wide)	Accessibility, environment, identity	Medium Priority with some short and medium term projects. Developer contributions required to achieve elements of this

Framework

Implementation

Implementation Strategy:

Implementation within the Planning Context

Local Plan

This Regeneration Framework has informed the Purley Place section in the Local Plan Review and provides guidance on the implementation of Policy DM42: Purley.

Positive Development Management

The Regeneration Framework should be used to take a positive approach to development management by:

- Capturing and steering emerging proposals through pro-active pre-application discussions
- Safeguarding the development potential of nearby land/buildings
- Using the Croydon Design Review Panel to review and improve emerging schemes
- Shaping proposals and securing high quality (robust and long lasting) details/ specification through the effective use of planning conditions and obligations.
- Requiring Design and Access Statements submitted as part of planning applications for 'major' development to demonstrate how the proposals are aligned with and help implement the Regeneration Framework
- Using planning conditions to secure Construction Logistics Plans and construction phasing that allows for meanwhile uses and opportunities to enhance the appearance of the site during construction including hoarding designs, an offer for art opportunities and planting or greening interventions that minimises physical, social and economic disruption during construction.
- Using planning obligations to secure on-site social infrastructure, mitigation measures and financial contributions for local training/
- Implementation Strategy:
- Implementation within the Planning Context job brokerage and use of local services/businesses

Partnership working

- The Regeneration Framework encourages collaboratively working with partners and local stakeholders to support a comprehensive approach to regeneration, including:
- Working constructively with Croydon Council, the GLA and TfL in relation to short and long-term transport initiatives (potential gyratory improvements and tram extension) and referable strategic planning application schemes
- Working collaboratively with land owners and developers to shape new development
- Working with the Purley Business District (BID) to realise shared objectives for the District Centre
- Engaging with the Environment Agency and others over strategically important flood risk and nature conservation issues
- Using the council's land holdings to the best effect to bring forward exemplary development that sets the standard for others to follow

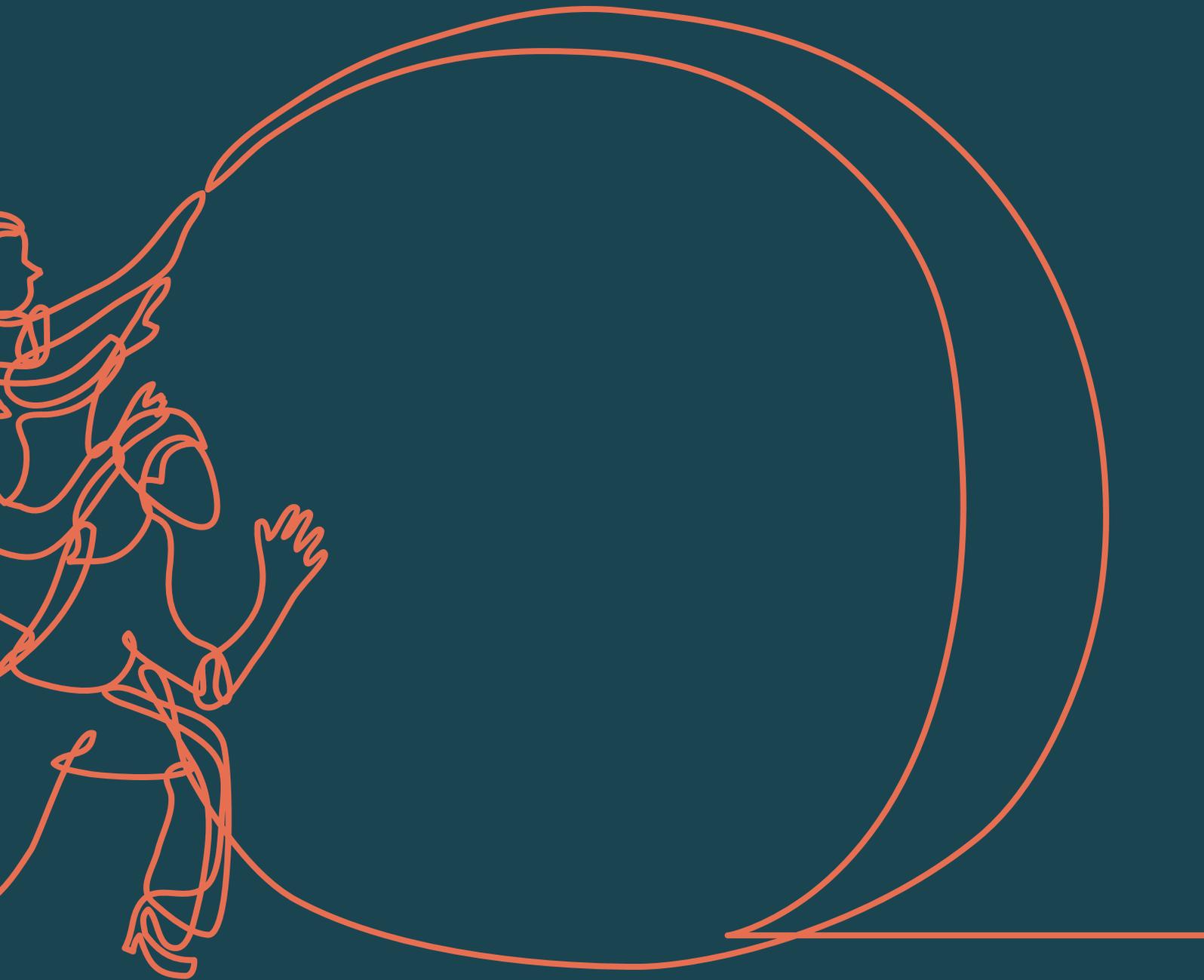
Funding

The Regeneration Framework should be used as an advocacy document to help bid for funding opportunities from the Mayor of London and the Government and its agencies as and when opportunities arise e.g. future rounds of the Mayor's Good Growth Fund, the Government's Future High Street Fund, Historic England's High Street Action Areas scheme and Arts Council funding.

6



APPENDIX



Appendix 1:

Key Development Site Guidance

The Key Sites

Development Sites

As Purley is experiencing development, it is important to understand how each of the key sites can provide opportunities for the town centre and can relate to the principles outlined in the framework.

The adjacent plan highlights the key sites (allocated sites, current planning applications and some of the large sites that have come forward through pre-application discussions). The framework proposes how these sites can be designed to adhere to character typology guides and frontage guides as outlined in strategies you will find in section 3. Sections 3 and 4 details the approach and guidance of how key sites fits within the core places of Purley and describes what should be considered when enhancing the public realm that sits around any development site that comes forward. The following key sites are listed here and noted on the adjacent plan. Further and more detailed information about sites 1-5 can be found on the following pages.

Key Allocated sites

(as in the Croydon Local Plan)

- 1 Tesco, 2 Purley Road
- 2 Purley Leisure Centre, car park and former Sainsbury's Supermarket, High Street
- 3 Purley Back Lanes, 16-28 Pampisford Road

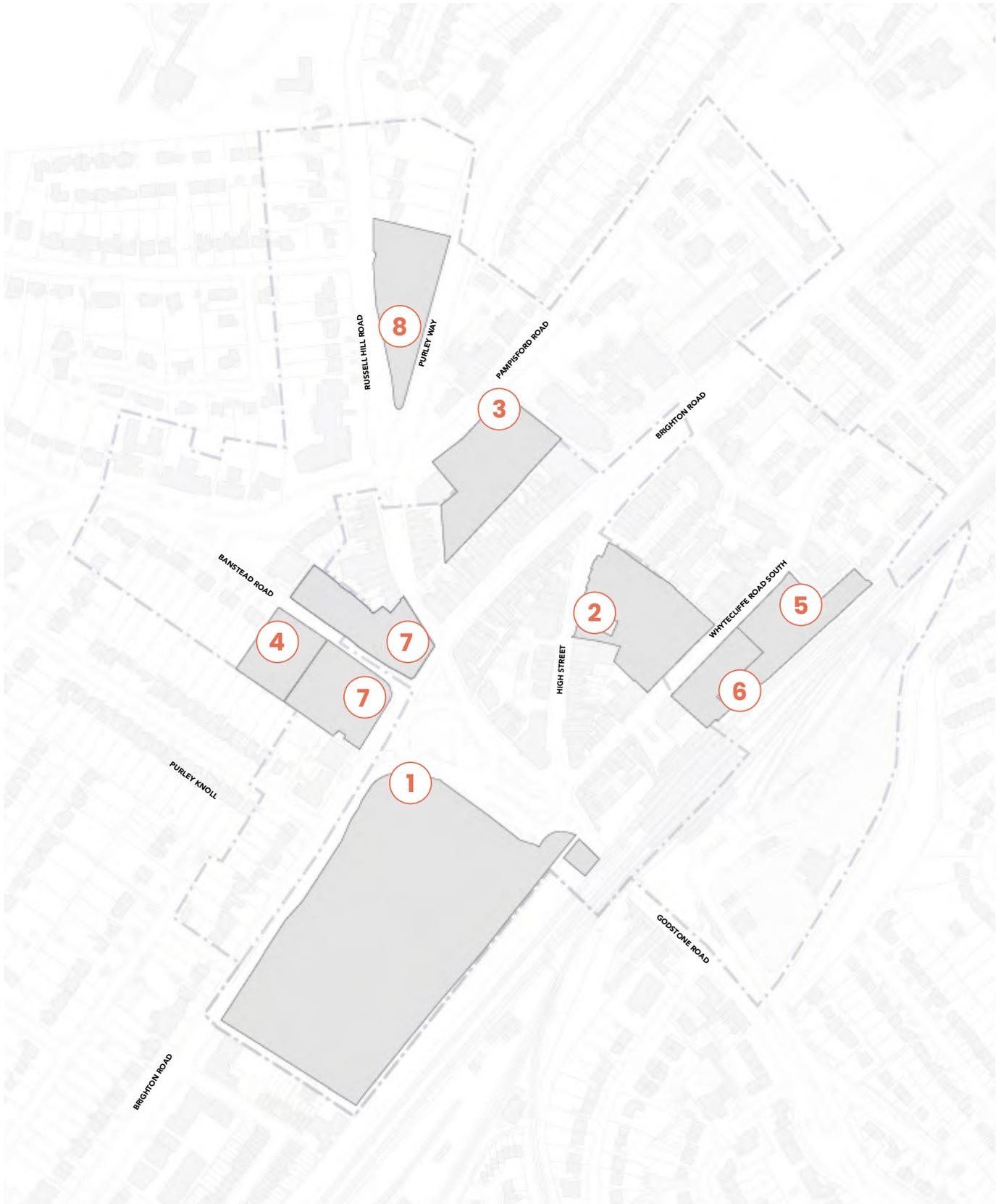
Potential sites

(based on past planning applications, pre-apps and current and predicted trends)

- 4 11- 17 Banstead Road
- 5 26 -58 Whytecliffe Road South
- 6 Station Approach, 1-17 Whytecliffe Road South

Key sites with Approved Planning Applications

- 7 Purley Baptist Church And Hall, 1-9 Banstead Road Purley (also known as Mosaic Place development) Banstead Road, 1-4 Russell Hill Parade, 1 Russell Hill Road And, 2-12 Brighton Road
- 8 922 – 930 Purley Way



Key Development Site Map

Key Allocated Sites

1. Tesco, 2 Purley Road

The Tesco site sits on the southern edge of Purley District Centre on a large footprint of approximately 38,000 sqm and consists of a Tesco Extra Superstore and Car Park. It opened in 1991 and the gyratory was also added at the same time as part of the development. Anecdotally there have been some suggestions that because of the severance caused by the gyratory, the district centre does not benefit from the large footfall that draws people to Tesco and this in turn has resulted in the slow decline of the centre. Creating better access and visual and physical connectivity between the Tesco site and the rest of the district centre is key to the future vibrancy and economic development of Purley.

This site is allocation 347 in the Croydon Local Plan 2018 (CLP18) as a site that could deliver mixed use residential, including the retention of retail such as the Tesco store and a healthcare facility (if required by the NHS). The local plan highlights that the inclusion of healthcare facilities should be explored with the NHS before development takes place. It is also important that any development complements and integrates with the rest of the district centre and does not try and replicate uses or create an island that could lead to further decline of the rest of Purley centre.

Next to Tesco is a network rail site often referenced to as 'My Old China.' It would be advisable for the two sites to work together to come forward and form a holistic development as this will enable a coherent urban design and public realm strategy, and expand development opportunity.

Regarding this site the following principles apply:

Placemaking Strategy

The gyratory was developed in conjunction with the Tesco site, any major developments on the Tesco site should therefore be considered in line with the gyratory and aim to minimise severance, aim to form a coherent character that responds to the evolving context and improve the visual perception, legibility and urban experience of moving through Purley.

Legibility- In order to make Purley a destination and not just a place to pass through, the south western corner of the Tesco site has been identified as a key location for a landmark feature that signifies the entry into Destination Purley. This landmark will signify the

approach to the town centre. This should be achieved by the articulation of a building in that location with distinctive attractive landscaping that also provides space for activities that complement rather than detract from the High Street. This area could also be enhanced by Purley specific artwork that promotes the character and heritage of the Purley.

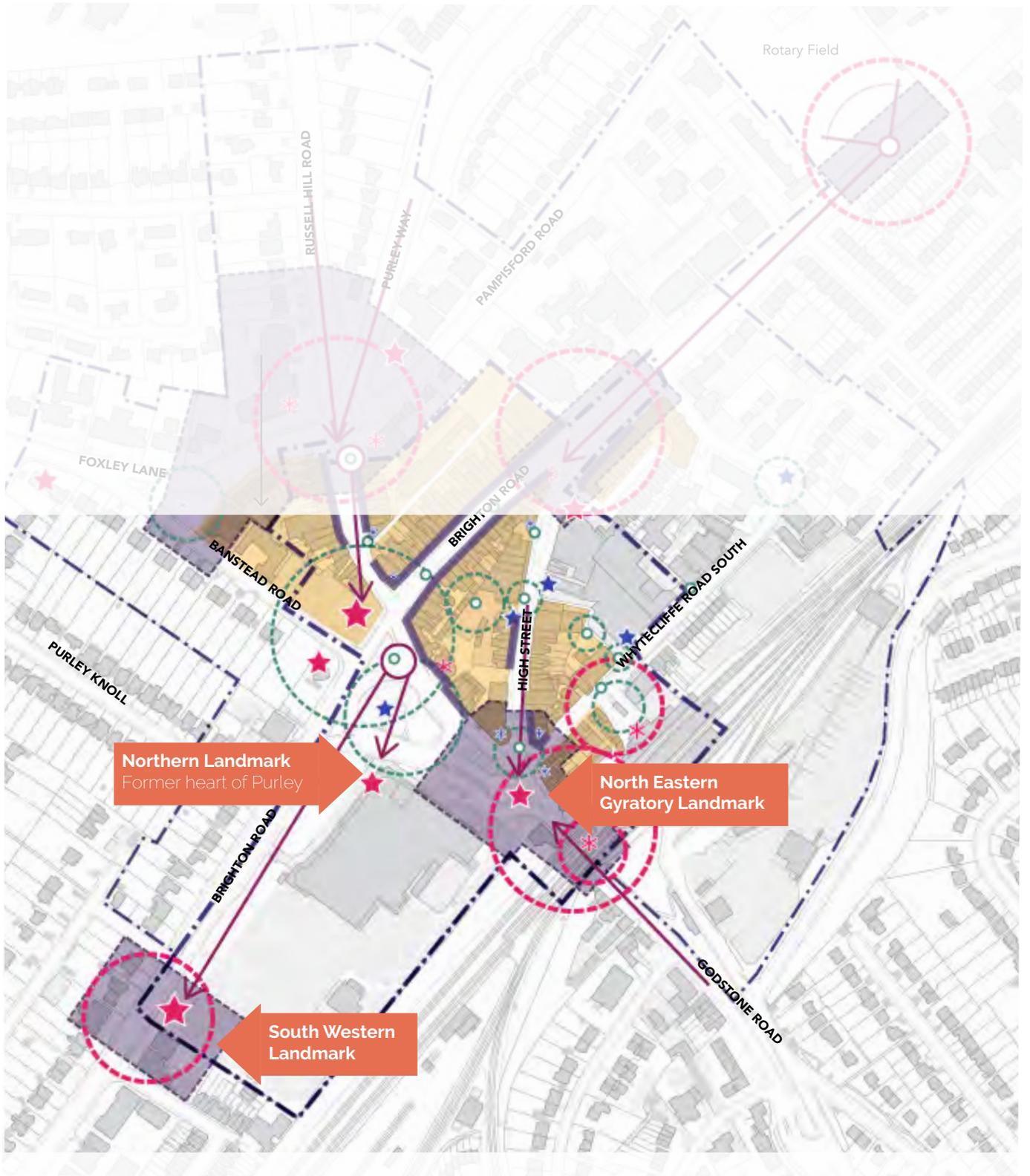
Whilst the large scale of this site has the potential to accommodate differing land uses, it's important that any land use offer here supports the High Street by providing ancillary and non- competitive uses such as limited social infrastructure needed to support a new population residing there.

Another gateway point linked to this site, is on the north eastern end linked to the gyratory. This is the 'My Old China. It presents an opportunity to add an element that signals arrival and creates a memorable space that encourages people to stop in or return to the area.

A third point of importance on this site sits on the northern corner of the site which is a key visual connecting point across the gyratory and it faces the existing heritage core of shops. Maintaining views and maintaining a generous amount of space would allow for an attractive focal marker with some height that creates a visual link across the gyratory and provides legibility. This location is approximately where the original Purley fountain used to sit and it used to be a key meeting point at the heart of Purley. There is an opportunity to pay homage to this history whilst also providing flood mitigation measures. However it is important that this does not try to be a major key meeting point as the Purley High Street is best served to become the heart of Purley that anchors a balance of uses across the district centre. The treatment and public realm interventions for this area would need to include a strategy that responds to the adjacent Mosaic Place/ Baptist Church's new plaza proposed development.

Character and Frontage Strategy

There are a number of emerging developments in the area and it is important to establish a coherent and attractive urban character that is an evolution of Purley's existing suburban feel. The Tesco site sits at the precipice of a number of existing and emerging styles. To the south there is terraced housing and 3 to



KEY

- | | | | |
|---|----------------------------------|--|--|
|  | District Centre |  | New marker building |
|  | Environs |  | Wayfinding feature |
|  | Purley Gateway |  | Retain/ create vista |
|  | Urban place/ node (focal point) |  | Wide view to parkland |
|  | Retain existing landmark |  | Gateway development zone |
|  | Retain/ replace marker |  | Existing heritage core - future development sites must respond to heritage interface |
|  | New landmark (orienting feature) |  | Retain and protect heritage facades |

4 storey blocks of flats along Lansdowne Road, and semi-detached houses and flats along Brighton Road. To the north is the gyratory and the 1930s traditional urban core of Purley as well as the emerging Purley Baptist/ Mosaic Place tower block which will be a landmark feature. With all these typologies to work with it is proposed that the Purley site integrate into the area by having:

A contemporary Greenway – This would be situated along Brighton Road and would work as flood mitigation but also serve as an evolution of a traditional avenue using modern plantings as a unifying landscape feature in order to maintain the aesthetic of the green corridors and glimpses of greenery that are a key part of Purley's existing character. This space would include increased footway widths to accommodate biodiverse planting, street trees, furniture and public spaces.

Higher Density Residential Typology 1 – Due to the nature of the surrounding area being of no one dominant character, a residential use would be appropriate, it is proposed that contemporary mansion blocks with relatively long facades with minimal gaps and repeated elements and motifs would be more suited to the immediate and emerging context.

This location would be suited to denser forms of development that could meet Croydon's housing need and reduce the housing pressure in the surrounding suburbs. This would be supported at ground level by a New Urban Street facing the gyratory. There could be uses such as small scale nurseries and local community facilities such as resident workspaces incorporated onto this frontage to allow for adaptability as well as to support the growing number of residents in the area, however it should be noted that the scale of these shouldn't detract from any similar offer located on the High Street and Brighton Road. This frontage typology would work to ensure a connection is maintained with the 1930s shops across the gyratory, and will respond to the character and scale of the high street and wider townscape.

The ground floor facing Brighton Road would as previously mentioned be fronted by the Brighton Rd Greenway which is a signal change that introduces the green image of Destination Purley, playing on and enhancing existing green features. The frontage facing this greenway should be active as well as green to provide a more comfortable and visually unique pedestrian experience and would be suited for uses such as a small NHS health hub facility and/ or creches or nurseries etc. However it should be noted that a larger co-located health hub and any leisure facilities would be best suited adjacent to the existing hospital and High Street area.

Movement Strategy

The London Plan Policy 6.13 states that 'in locations with high public transport accessibility, car-free developments should be promoted (while still providing for disabled people)' and the Croydon Local Plan 2018 also supports reducing car parking on new developments in areas of good public transport with levels of PTAL 4 and more. The Tesco site has a PTAL rating of 5 which is considered good, and it is therefore presumed that apart from parking spaces for the retail functions, there would be limited parking for the new residential units. That being the case the Tesco development would need to promote sustainable modes of transport, support local existing transport networks and ensure there are safe routes across the gyratory for residents, workers and shoppers.

Any development proposed for the Tesco site would need to support the following gyratory improvements:

Reduction in the number of traffic lanes (and associated severance) whilst ensuring the SRN is maintained;

Improvement of the cycling environment via the implementation of ASLs, the facilitation of a cycle corridor along Brighton Road and the provision of segregated cycle lanes connecting the High Street to the Tesco site;

Improvement of the pedestrian environment via the increase of footway spaces and pedestrian corridors. Although the final future layout of the gyratory is to be established, one of its key principles should be to allow for two main pedestrian corridors: one along Brighton Road, and one between High Street / Whytecliffe Road and the Tesco site. The transformation should also seek to increase the pedestrian footway around the gyratory and improve pedestrian safety with wider crossings;

Any reconfiguration of the gyratory should consider how more generous public space could be created adjacent to the high street (particularly where it is very narrow)

Provision of suitably located formal crossings to improve safe cycle connectivity. The minimum improvements for the gyratory should include the provision of a segregated link between the High Street / Whytecliffe Road and the Tesco site / junction with Brighton Road A23. These upgrades would constitute a step forward in addressing an environment that is challenging for cyclists;

The enhancement of bus priority facilities within any improvements to the gyratory and implementing bus priority at junctions where possible is supported.

With the increase in residents and limited parking facilities it is anticipated that there would be increased pressure on the already busy Purley Station. To capitalise on this increased capacity, it is crucial that the station should be easily accessed via walking and cycling. The Tesco development would need to support enhancements to Purley Station forecourt area to create a 'Mobility Hub'. This hub would benefit from better pedestrian and cyclist links to the station together with the introduction of cycle parking facilities on the southern side of the Purley Station to better improve the potential for interchange and access between cycling and rail to residential areas to the south and east.

All of the above would have to be closely worked up in conjunction with TfL, Network Rail and Croydon Council.

Cycling - Cycle parking provision should be part of the delivery of the scheme. E-cargo bikes could also be a solution allowing families to still undertake their weekly shops without a vehicle whilst still being able to navigate the surrounding hilly areas.

Environment Strategy

Purley has been known to suffer from significant flooding. The Purley Gyratory is located on a former channel of a tributary of the River Wandle. During heavy rainfall, surface water follows its natural course along the A23 Brighton Road towards the Purley Cross Junction, resulting in flooding to significant depths. Purley Cross underpass has been used as a temporary flood water storage area and Croydon flood investigations have considered the Purley Cross underpass for longer term mitigation. Purley District centre also sits at the junction of two valleys. The water runs off the surrounding hills to the valley floor and in the built-up areas and road surfaces the impermeable surfaces result in surface water flooding. The Tesco site is within Flood Zone 3 and will be subject to the Sequential Test as part of the Strategic Flood Risk Assessment.

The framework proposes a number of key flood reduction interventions for the Tesco site including:

Biodiverse Street - Brighton Road including the area fronting Tesco could form the centre's major biodiverse street, embedded with water sensitive solutions and biodiverse planting. The bio-street would create a unifying connection to environmentally focussed public open spaces, mitigating flood water damage and increasing biodiversity.

Flood & Stormwater Detention Zone – Again the area of Tesco fronting Brighton Road could retain and utilise the existing green infrastructure and public open

space to capture and store flood water. This spaces would connect to a central bioretention zone that stores excess flood water to mitigate the risk of flood damage.

Water Attenuation Site – This proposal is for retaining the use of storing excess flood water in Purley Cross to mitigate the risk of flood damage. This could become a naturalised centre, Purley Pond, that creates an environmental focal point to the District Centre and as previously described could be a landmark and create a unique identity for the area whilst also serving a practical used.

To mitigate further flooding, where possible the site should consider permeable surfacing and green infrastructure should be incorporated through interventions such as green roofs, pocket parks and the public realm in general.

Culture Strategy

The regeneration framework seeks to bring a sense of active, pedestrian prioritised street life to Purley in its vision to becoming a destination. This could be done by activating and connecting new areas as part of its new identity. On the Brighton Road front of the Tesco site there is a proposal for limited and controlled spill out space previously mentioned with an enhanced green offer for pedestrians and cyclists.

The framework also considers some short term interventions in the area that should be implemented if the site were to come forward and therefore be under construction for a few years. These meanwhile projects would aim to still encourage footfall and generate interest in Purley despite elements of it being a building site and this includes:

Hoarding artwork – This artwork would tie into the history and character of Purley and the site and would tie into any existing artwork trail in the area. This would also present an opportunity to test wayfinding or promote new activities coming forward / meanwhile uses and could be part of the engagement strategy.

Landmark/ aesthetic - Ideas of early phase work such as reinstating the fountain as a landmark within the gyratory and/ or lighting the landscape to improve the aesthetic outlook of this major piece of infrastructure during construction. SuDS features within the area could have a playful and educational use as well.

Water Attenuation Site, Purley Pond – In phasing works this could be implemented early on to enhance the environment around the gyratory and provide a respite from the development whilst also retaining interest in Purley during construction work.

2. Purley Leisure Centre, car park and former Sainsbury's Supermarket, High Street

The Purley Leisure centre is a priority site that could help drive the social and economic improvement of the centre and deliver the vision of Purley as a destination. It's located on High Street which has been identified in the framework as an area that could be a focus for community activity. The site is currently made up of a leisure facility consisting of a gym, swimming pool and ancillary uses, a vacant retail unit that was formerly a Sainsbury's and a multi storey car park with 424 car parking and an area for 12 motorcycles. The leisure centre is well loved by the local community who lobbied for it to stay open when a new purpose built facility opened up in Waddon. The swimming pool has the highest percentage of swimmers over the age of 60 in all of Croydon. The multi storey carpark was also very well used pre Covid-19 pandemic with it almost consistently filling up to capacity. The parking use consisted of 70% long stay use and 30% short stay suggesting a high number of commuter parking.

In the Croydon Local Plan 2018 the site is allocation 30 and is proposed for redevelopment, to include the following – "Mixed use redevelopment incorporating public car park, new leisure facilities, including a swimming pool, and other community facilities, healthcare facility, creative and cultural industries enterprise centre, retail or residential accommodation". The NHS have also considered this site for additional healthcare facilities. Another consideration has been around the relocation of the Purley Library which is currently located on an island site along Banstead Road and surrounded by busy roads. Previous proposals and community engagement sessions over the last 10-15 years have highlighted the need for the library use to be moved to a more central and accessible location.

The leisure centre site could be a suitable site for the library relocation further contributing to the footfall and dwell time in the area. An enhanced library service could also offer a neutral space (not linked to a religious organisation) for young people to hang out and do their homework after school. Purley sees a large footfall of young people with the number of schools in the area and the site could cater towards providing safe spaces for them.

There are a number of ambitions proposed for the site and it is not suggested that all the uses above must be achieved, but more to highlight the range

of uses and activities that could complement the location and contribute towards activating the town centre. Discussions around viability would need to be undertaken to understand what uses could be brought forward.

Swimming pool and leisure facility viability

The swimming pool and leisure uses are a key draw to the centre and with improvements could be instrumental to the future vitality of the area. The leisure centre also services residents in Coulsdon and Kenley and other parts of South Croydon. It is important that leisure facilities with a swimming pool are maintained in Purley, however at publication of the framework Croydon Council is facing financial difficulties and has served a S114 notice. The leisure centre which is council run is part of the Renewing Croydon public consultation and any decision on the future of the leisure centre is in line with the outcome of feedback from residents as well as the ability of the council to continue to run and maintain this or any leisure facility in the area. Discussions with developers for the site will need to work with the council to consider the viability and costs. This would involve understanding the operational models and costs, whether the facility would still be run by the council's term contractor or whether a private provider would have a community use agreement in place to allow for the local community to use it at council facility rates. It is recommended that as part of any future development plans, a specialist leisure consultant firm is employed to undertake piece of work on facility modelling, latent demand and to review past Sport England reports on local demand modelling of facilities. From that they can give a high level cost of build and an operational income and expenditure model.

Delivering the framework vision

The Purley Leisure centre is in a key location for delivering on a number of the vision objectives including:

Providing amenities and services that meet the diverse needs of the local community,

Enhancing and where possible protecting the pedestrian areas and public open spaces and routes



Open
24h

TESCO
Extra

Creating accessible areas to socialise and dwell areas that allow shoppers, workers and residents to spend more leisure and retail time in Purley

Delivering public realm which accommodates a range of leisure and recreational activity for a range of ages, that has a positive synergy with the ground floor uses delivered on the site

Ensuring Purley's perception, appearance and high street offer is unique and attractive to both residents and visitors, contributing to a social culture and adding to its aim of becoming a destination of choice.

There is a residential development consisting of approximately 250 homes that is being proposed on Whytecliffe Road South opposite the South Eastern elevation of the Purley Leisure Centre. This Whytecliffe Road Masterplan will have additional height and massing to what is currently there and this will impact on designs for the Purley Leisure Centre site and its surrounding public realm. Any future proposal for the leisure centre site will need to take into account and work coherently with the scale, materiality and relationship to the street of the development planned adjacent to it.

To the front of the site are two semi-detached buildings, 46-48 High Street with shops on the ground floor. Any development moving forward should ideally consider incorporating these two units as part of the wider site to ensure a more coherent development. If this is not possible then consideration should be given to how the proposed design accommodates for and does not impede the future development of these buildings.

Regarding this site the following principles apply:

Placemaking Strategy

The southern corner of the site is visible from Purley station and would be key to setting the scene and character for the area. It would work to draw people onto High Street. It would act as a key marker for legibility and ease of movement for those arriving into Purley and from those on Whytecliffe Road South where there is a residential development proposed.

The western corner of the site would also be an ideal location for a marker feature as it is visible from Brighton Road and High Street. In this instance the marker would work to attract and draw people from Brighton Road and High Street to the train station again contributing to the ease of movement and legibility of the area. The markers would be placed at the entrances of a key access route creating a better link to Purley centre. This route would be part of a network of other routes called the Purley Laneways a unique

characteristic of Purley's identity that will be discussed in more detail as part of the frontage strategy and movement strategy.

Character Strategy

The Character Strategy defines areas within which new development should aim to create a coherent and attractive urban character that is an evolution of Purley's existing suburban character. The leisure centre site was built in the 1980s and sits on a street that has a number of typologies including a set of semi-detached buildings with shops on the ground floor, more contemporary 1970's/80's developments, some traditional 1930s developments that make up the more historic typology and some new builds and some under construction with a modern aesthetic. The site spans across two frontages and also has a presence on Whytecliffe Road South which has more contemporary developments. The proposed character for the leisure centre therefore needs to consider its relationship with the two frontages and the surrounding mixed characteristics of the two streets these frontages are situated within. The framework proposes:

Contemporary urban core - Urban infill is proposed on the side facing High Street. With the surrounding ground floor retail it is important that the site interprets traditional active streets and replicates the existing interest and activity at ground floor using modern materials, techniques and architectural style that complements the architectural character of the high street terraces including the scale of frontages and rhythm of openings. Currently the pool plant for the swimming pool, gym facilities and vacant retail unit are located on the ground floor to the street with no windows overlooking High Street which makes the area inactive and it lacks vibrancy and natural surveillance. Future proposals will need to provide activity and natural surveillance to High Street.

Higher density residential 1 - Due to the mixed character of the location, proximity to the town centre as well as proximity to public transport this location would be suited to denser forms of development that could meet Croydon's housing need and reduce the housing pressure in the surrounding suburbs. Contemporary mansion blocks are proposed as a typology that would be more suitable facing Whytecliffe Road South. These would have a legible frontage with suitable undulations and gaps to mitigate any potential street dominance with repeated elements and motifs which in this context would be an interpretation of the existing and emerging higher density surrounding terraced and close grained streets.

Frontage and Public Realm Strategy

Along High Street proposals should aim to provide a legible and attractive streetscape with a rich offer to improve the centre's vitality. This site is a gateway to High Street and would work to draw more footfall onto the street and house activities that encourage people to dwell.

For this site the frontages identified as having significant placemaking potential are:

Independent High Street – High street presents an opportunity to create a new experience post-Covid 19 that provides a social function in the heart of Purley with plenty of spill-out and pedestrian space. This would be conceived as an elongated urban square lined with flexible, affordable mixed-use spaces that prioritise local independent businesses with a range of ground floor functions including shops, cafes studios and services differentiated from the main shopping areas to offer a distinct character and experience. Proposals for the leisure centre site would be expected to contribute to the evolution of High Street by providing a public open space linking onto High Street. This space is where community outdoor events, activities and gatherings could take place, as well as ground floor uses that encourage social and leisure functions, that accommodate a range of ages and demographics. Designs should take into account the long term aspiration of High Street becoming a pedestrian priority zone.

Laneway Frontage - Purley has a number of underused or disconnected lanes and alleys that if opened up could create a distinct network of access routes of different scales which would improve connectivity across the centre. It would also provide unique and intricate public spaces for people to explore, discover and dwell in. Any future proposals for this site would need to maintain and enhance a clear and active access route connecting Purley train station/Whytecliffe Road South and High Street. Topography and land levels also need to be carefully considered to ensure the lane is accessible for all abilities. It is proposed that these routes could be enhanced with lighting installations to make them safer to walk through at night and an art trail and artwork displays. They could host local events and pop ups as well as hosting informal play activities. These activities should be taken into account when deciding on the accessibility, materiality, widths, heights and ground floor frontage that face the laneways.

New Urban Street – Currently the Whyecliffe Road South frontage of this site is inactive and is predominantly blank walls and carpark which needs to be greatly improved upon. Whytecliffe Road South has no one principal character type. The emerging new

proposals will be of a predominately dense residential character. There is a recognition of the evolution of character on this road, however the new development should aim to contribute a positive form and rhythm that is common in its surroundings and ensure there is a generous and active street scene and greenery maintained to contribute to a positive pedestrian and cycle experience. The form and articulation of the development along with the public realm interventions should both complement and mitigate the impacts of higher density development along this street.

Movement Strategy

Parking - The London Plan Policy 6.13 states that 'in locations with high public transport accessibility, car-free developments should be promoted (while still providing for disabled people)' and the Croydon Local Plan 2018 (CLP18) also supports reducing car parking on new developments in areas of good public transport with levels of PTAL 4 and more. The London Plan Policy 6.13 also states that 'in town centres where there are identified issues of vitality and viability, the need to regenerate such centres may require a more flexible approach to the provision of public car parking to serve the town centre as a whole.'

Throughout the community engagement with local people and local businesses, the retention of parking was seen as key to improving the viability of the town centre. From the community survey results 48% of respondents recorded that they drive into Purley town centre. From further conversations with the Purley Panel it was suggested that the area surrounding the town centre is hilly and difficult to travel on foot or by bike and the gyratory and busy Brighton Road are off putting for cyclists. The PTAL map also shows that the area surrounding Purley which are primarily residential see a significant drop in the PTAL rating which might support the higher levels of car dependency.

Purley does however currently have a larger number of parking facilities than other district centres in Croydon, a large number of which supported commuter parking pre-covid. The multi-storey carpark over a one year period saw 70% of its occupancy used for commuter parking and the Network Rail car park also serves as commuter parking. With the global climate crisis and with Croydon council's declaration to be carbon neutral by 2030 it is important to assess if commuter car parks are the best use of space in this location. Before undertaking any development there is a need to make a case for the reprovision of car parking. Consideration will have to be given as to:

What sustainable means of transport are available and where investment is required to improve the pedestrian experience, cycle infrastructure, electric vehicles and public transport

A consideration of future commuter patterns post Covid-19 and whether there will be fewer people occupying offices full-time and the acceptance for remote and flexible working is long term.

An argument can still be made for the need for some short term parking which services the centre and contributes to its vitality. The framework proposes the full pedestrianisation of High Street in the long term. If this were to be implemented then any parking provision proposed for the redevelopment of the leisure centre would need to consider the existing short term stays for commercial purposes which may be in more demand with the reduced off street parking on High Street. This would be alongside parking for the leisure facility and other mixed uses and some provision for the residential units as well. Access arrangements for the car park would also need to be relocated so that vehicles could enter and exit on Whytecliffe Road South.

Cycling - To promote cycling in Purley, supportive infrastructure should ensure safe navigation in a network characterised by dense vehicle flows. The eastern side of the site facing onto Whytecliffe Road South should be enhanced with appropriate public realm and landscaping and surfacing materials to slow and reduce vehicular traffic. It should provide adequate setbacks to allow for a better walking and cycling environment. Cycle parking provision should also be considered as part of the delivery of the scheme. E-cargo bikes could be a solution so families can still undertake their weekly shops without a vehicle and still be able navigate the surrounding hilly areas.

Public Transport - With the increase in residents and limited parking facilities it is anticipated that there would be increased pressure on the already busy Purley Station. To capitalise on this increased capacity, it is crucial that the station should be easily accessed via walking and cycling. The leisure centre development would need to support enhancements to the route towards Purley Station as well as the forecourt area to create a 'Mobility Hub'.

Environment Strategy

Purley has been known to suffer from significant flooding. The environmental strategy aims to ensure that flood water issues affecting the District Centre

are mitigated, whilst increasing biodiversity, improving biophilic benefits and strengthening the public's connection to green open spaces across Purley Environs. Whilst the leisure centre site boundary does not have any flood zone classification, some of the immediate surrounding area on High Street is prone to flooding. To mitigate further flooding, where possible the leisure centre site should consider permeable surfacing and green infrastructure should be incorporated through interventions such as green roofs, pocket parks and public realm in general.

Culture Strategy

The regeneration framework seeks to bring a sense of active, pedestrian prioritised street life to Purley in its vision to becoming a destination. This will be done by activating and connecting new areas as part of its new identity. The high street is proposed to be the heart of Purley that will become a pedestrian focussed street characterised by restaurant spill out areas, market stalls, play on the way and park like activities. The leisure centre site should seek to support this by providing uses that encourage people to dwell in the area and provide opportunities for people to stop and sit.

Through the development of the framework and supported by community engagement a number of aspirations were identified for the uses of High Street. Some of these should be considered when developing the leisure centre site. Ideas include:

Diverse mixed uses that differ from Brighton Road. Suggested uses could be focused around food and a café culture that encourage a night time economy.

Following times of economic downturn there is often a growth in new businesses. Commercial units should have adaptable floor plates to allow for new businesses to grow and for start-up and training space thus encouraging the accommodation of specialist boutique units.

Post Covid-19 it is anticipated that more and more people may work from home. There is therefore an opportunity to utilise the new Class E for more flexible high street uses such as the incorporation of office spaces within retail/café uses or as standalone workspace units, thus bringing back a daytime economy that has previously lost to permitted development in Purley.

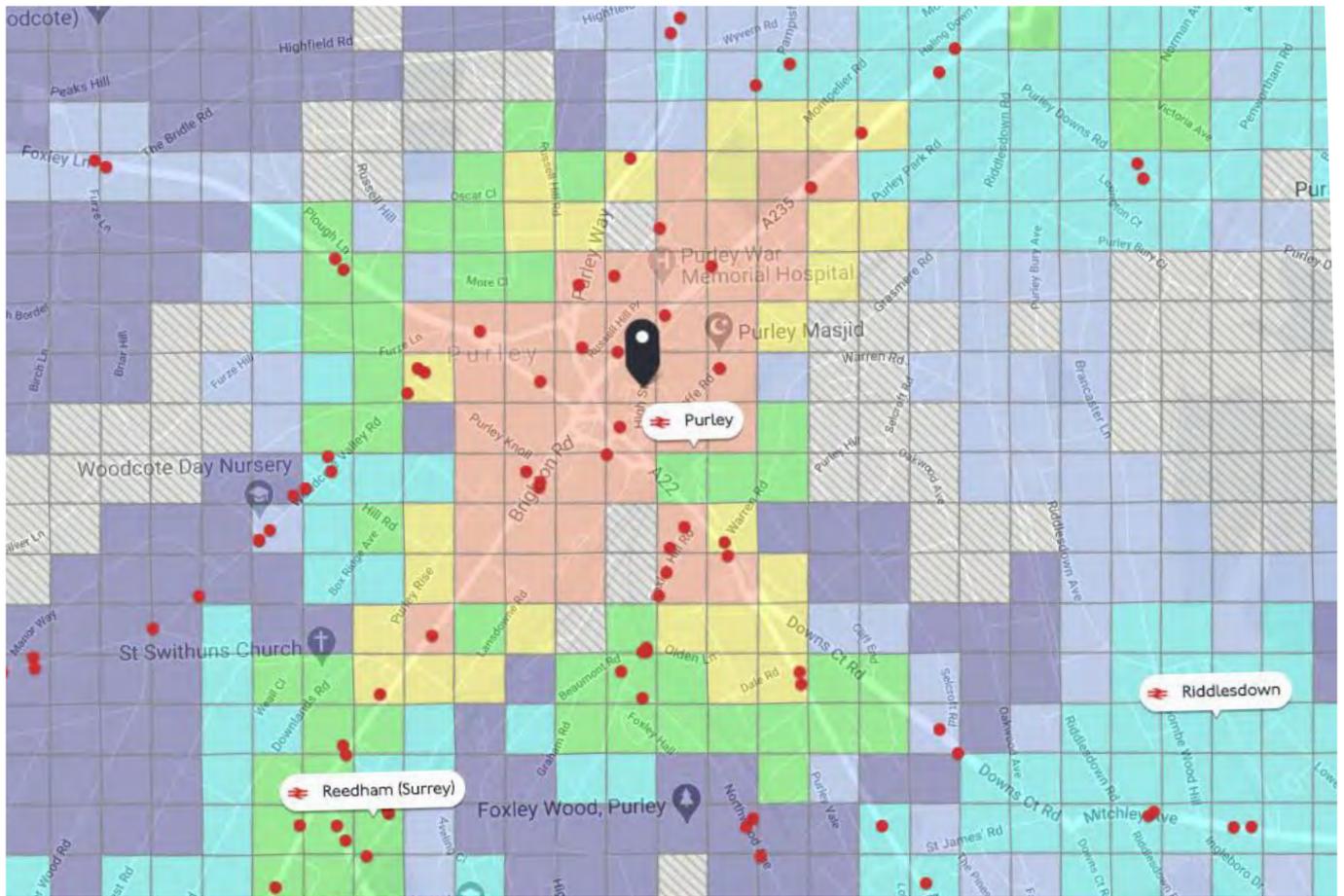
Encouraging experiential activities such as food festivals, weekend markets and other weekly or seasonal events that bring new customers to Purley.

This could also include meanwhile uses such as Purley Sundays, a weekly or monthly programme of events that could occur on a Sunday to attract more people to the area. There could be a pop cinema, local performances, pop up bars and restaurants and cycle hub activities. The focus could be for inter-generational use and for young people who lack sufficient facilities in Purley. An important aspect for these activities to take place would be shelter to encourage all weather gathering. This could be considered when developing the public realm on the leisure centre site and its adjacent laneway.

The framework also considers some short term interventions in the area that could potentially be carried out if the site were to come forward and therefore be under construction for a few years. These meanwhile projects would aim to still encourage footfall and interest in Purley despite elements of it being a building site and this includes:

Hoarding artwork – This artwork would tie into the history and character of Purley and the site and would tie into any existing artwork trail in the area. This would also present an opportunity to test wayfinding or promote new activities coming forward / meanwhile uses and could be part of the engagement strategy.

Meanwhile green and activity spaces - In phasing works, where possible some elements of the site could be delivered early or later in the works allowing for the retention of some public realm for green space or pocket parks for people to still enjoy experiences in the area even if parts of it are under construction. Spaces could be used to test different activities through an engaged process with the public.



PTAL map

3. Purley Back Lanes, 16-28 Pampisford Road

This site is comprised of a council owned carpark Russell Hill Place, car garages along Russell Hill Parade and two four storey detached houses in use as D1 E and F class facilities which face onto Pampisford Road. The site has two frontages with different characters. The Russell Hill Parade end of the site which is located to the south east is difficult to access and has a narrow entrance and exit. It faces onto the back of shops and flats above shops. It houses car garages and offers a town centre employment use that should be retained or replaced. The north western part of the site faces onto the busier Pampisford Road which has undergone a lot of change over the last few years with some larger detached houses being redeveloped into flats. The existing houses are currently D1 facilities (new E and F class) that house a mental health charity which offers counselling services on site and has been there since 1967, and a dentist. Within an area experiencing growth the retention and addition of local community uses would be ideal for continuing to serve the needs of the existing community and also supporting new residents.

Employment Opportunity

Purley has suffered from some loss of office units due to permitted development. The site allocation in the Croydon Local Plan 2018(CLP18) is 683 and states that this site could be used for Residential development and public car park including new industrial units to replace those currently on the site. There are many reasons to justify the retention of industrial units in the area. Studies undertaken during the development of the Purley Way Masterplan show that between 2013 and 2018 there was substantial employment growth in warehousing and logistics (158%) in the Purley Way area. Croydon as a whole is seeing overall growth in the same sector. The Covid-19 pandemic has only increased growth in deliveries and Purley Way which is the industrial heartland of Croydon has seen increased demand for warehouse and industrial facilities. Purley is located along a key route that services the Purley Way to the South of Croydon and South England and it could benefit from the success and growth of employment of the Purley Way. The Purley Back

Lanes industrial uses could offer opportunities for smaller industrial units serving small companies that may be priced out of Purley Way or that may support the growth in the Purley Way or the local economic ecosystem. These spaces could also be designed to cater to the industrial aesthetics that support messy artists' and maker spaces which pre-covid 19 was another growing sector in Croydon. There's an opportunity for these spaces to have more of a public frontage and contribute to local placemaking.

The retention and creation of new employment in the area would add to the vitality of Purley centre and support cafes and restaurants and the day time uses that come with an increased workforce. This is in line with the framework which aims to increase activity in Purley. The framework goes further and suggests the need for social infrastructure and active frontages in the area thus encouraging the retention of F Class community uses which will be much needed with the anticipated growth.

Landownership

A key constraint of the site is it has multiple landowners and any interested developer would have to navigate this before bringing a scheme encompassing the whole site forward. An alternative approach could be to look at the Russell Hill Parade and Pampisford Road sites separately, but this would have to be done in conversation with the council and the design would have to respect the potential future development opportunities of the adjacent site.

Placemaking Strategy

The Russell Hill frontage of the site is located through a narrow access road that comes off Brighton Road. The framework suggests that in order to aid with navigation a landmark or wayfinding feature leading to the site should be placed on Brighton Road or the current one should be amended. On Pampisford Road the site is in an area identified in the framework as a gateway development zone. The design of the building should contribute to the identity of Purley and signify the transition of character from suburban street to town centre. Any development will also need to consider heritage impact considering the adjacency to the Grade ii listed Purley United Reformed Church.

Character Strategy

The Character Strategy defines areas within which new development should aim to create a coherent and attractive urban character that is an evolution of Purley's existing suburban feel. The Russell Hill Frontage is a unique quality in the Purley area and

presents an opportunity for town centre industrial typology with residential above. This would be dependent on the scale of industrial units and what servicing would be required for businesses that are likely to be accommodated there. Viability would also need careful consideration alongside safe access, noise, activity, overlooking and public realm provision for both residential and industrial tenants.

If the Pampisford Road part of the site were to come forward at the same time this would present a unique opportunity for elements of the industrial/residential architectural design features to be replicated on Pampisford Road thus establishing it as a recognisable gateway development that draws and attracts people passing through Pampisford Road into Purley. The CLP18 Policy DM42.1 reinforces this by adding that in the Purley District Centre and its environs developments should demonstrate innovative and sustainable design, with special attention given to the detailing of frontages in order to enhance the character of the area.

The framework takes into account some of the emerging and existing developments along Pampisford Road and suggests a Higher density resi 2 typology which is higher density residential units with contemporary pavilion blocks with green setbacks and a strong rhythm of built and unbuilt space. This derives from the existing pattern that is dominant in Purley of detached properties where individual buildings of various scales are surrounded by private space.

Heights proposed for this site should be mindful of the significant gradient change between Russell Hill Parade and Pampisford Road and should consider the scale of the buildings along Brighton Road and the adjacent Grade ii listed church.

Frontage Strategy

As mentioned previously by retaining the current employment and community offer there is an opportunity for future developments to retain and enhance this site with active frontages. The framework and CLP18 Policy DM 42.1 encourage activity which promotes and supports growth in the Purley centre and its environs.

The narrow Russell Hill Parade with D1 frontage would be an ideal location for Laneway Frontage. It's small, cobbled streets and it's being set back from the busy Brighton Road allows for a distinctive urban experience that adds quirk, interest and variety to make visiting Purley a memorable experience. The laneway would provide direct connections between key streets and if well signposted and well-lit should benefit from a good amount of footfall. To support new and existing

semi-industrial uses, this frontage typology would be an ideal place to locate unique activities including small and irregular spaces that are ideal for start-up studios, workshops within the industrial units setting. These uses are part of the new wider category of use class E and therefore spaces would need to be designed to specific spatial requirements that protect the industrial use.

Any residential uses proposed on the Russell Hill frontage should be mindful of the adjacent existing residential units and design proposals should consider solutions that mitigate overlooking.

The framework identifies Pampisford Road as a New Urban Street likely to be predominantly residential which is in keeping with the predominant character of the street. However due to its gateway location and current uses on the site being E, this is a transitional site moving from residential to town centre. It would therefore be beneficial for the ground floor uses to still serve the community and to provide much needed space for health and social infrastructure for the growing population.

Public Realm Strategy

The framework sets out a public realm strategy that aims to create a district centre that is designed primarily for people - attractive, sustainable, maintained to high standards, safe and welcoming, and Purley specific.

A typology incorporating Sustainable Urban Drainage is proposed for Pampisford Road with the aim of increasing water sensitive solutions that reduce the threat of flooding in the area. The public realm in this area would include solutions such as bioswales, rain gardens, street trees and biodiverse planting to collect stormwater runoff and increase biodiversity net gain.

As previously mentioned Russell Hill Parade is proposed to be a Unique Laneway which forms a vibrant corridor of flexible spaces that connect to the network of public open space and laneways across the town centre.

Movement Strategy

Parking - The London Plan Policy 6.13 states that 'in locations with high public transport accessibility, car-free developments should be promoted (while still providing for disabled people)' and the CLP18 also supports reducing car parking on new developments in areas of good public transport with levels of PTAL 4 and more. The London Plan Policy 6.13 also states that 'in town centres where there are identified issues of vitality and viability, the need to regenerate such centres may require a more flexible approach to the

provision of public car parking to serve the town centre as a whole.' There is therefore the presumption that there would be reduced parking in any proposals moving forward. An argument can still be made for the need for parking that supports the employment specifically the access and servicing of industrial uses and some residential use.

Any significant increase in housing will put pressure on the public transport in the area. New developments should therefore seek to contribute towards improved transport facilities including:

Cycling - To promote cycling in Purley, supportive infrastructure should ensure safe navigation in a network characterised by dense vehicle flows. Contributions towards the creation of and improvement of cycle lanes and cycle parking provision should be considered as part of the delivery of the scheme.

Public Transport - With the increase in residents and limited parking facilities it is anticipated that there will be increased pressure on the already busy Purley Station. To capitalise on this increased capacity there is a proposal to improve the station forecourt area to create a 'Mobility Hub'. This site should consider contributing towards routes to the station and the improvements to the station forecourt.

Environment Strategy

Purley has been known to suffer from significant flooding. The environmental strategy aims to ensure that flood water issues affecting the District Centre are mitigated, whilst increasing biodiversity, improving biophilic benefits and strengthening the public's connection to green open spaces across Purley Environs. Whilst there are no specific recommendations for this site, the framework encourages, where possible the use of permeable surfacing and the incorporation of green infrastructure such as green roofs and pocket parks. Specific considerations would also need to be considered for the energy efficiency and climate change mitigation for the industrial uses and new homes.

The street along Pampisford Road has also been identified as a location suitable for enhanced urban greening (a street with an enhanced biodiverse focus) which is embedded with water sensitive solutions and biodiverse planting. The bio streets also create a unifying connection to environmentally focussed public open spaces, mitigating flood water damage and increasing biodiversity. Development proposals should consider contributing to the bio street networks that border their sites.

Culture Strategy

The regeneration framework seeks to bring a sense of active, pedestrian prioritised street life to Purley in its vision to becoming a destination. This will be done by activating and connecting new areas as part of its new identity. Increased development provides opportunities for the provision of the new amenities and facilities for both the existing and future population. The Russell Hill Parade site is well placed to provide new gathering spaces and enhanced social interactions alongside the safe use of the key streets.

The Purley Lanes - Russell Hill Parade is set back from the busier road networks in the area and could be closed off to vehicle access on certain days of the week, or if access arrangements could be planned it could be completely car free. This would allow it to host street life activities that relate to the warehouse/light industrial uses of the area that are linked to arts and maker spaces. This would be supported by street art work that could be used as a tool for discovery and wayfinding along the Purley Lanes, and the area could also host art festivals.

Proposed permanent community/cultural spaces – During the course of the framework a community survey asked residents about activities that would encourage them to visit and stay longer in Purley. Active streets and shops, spaces for eating and space for events and markets came out top. Whilst High Street, Brighton Road and Russell Hill Place are more suited for shops and spaces for eating, there is an opportunity for Russell Hill Parade to host smaller community events in the laneways or in communal areas of the employment spaces that could be open to the public. The site is in close proximity to the Purley Youth Project (PYP) located in the Purley United Reformed Church and could benefit from the footfall of young people in the area by offering non-religious neutral space that would support the outreach work of the PYP. Purley sees a large footfall of young people with the number of schools in the area and the area could cater towards providing safe spaces for them. This site could also house practitioners that deliver art and creative based experiential activities for all ages.

Purley Potential Development Sites

Over the last few years developers have been consolidating land in Purley and buying sites made up of carparks, semi-detached houses and terraced houses for residential schemes. A number of these sites have not been allocated, however due to the growth in this trend the framework has taken an approach to putting forward strategies across the centre as a way of ensuring future developments work towards achieving the overall vision of the area.

4. 11- 17 Banstead Road

This site is opposite and next to the already approved Purley Baptist Church/ Mosaic Place mixed use and residential development. There was an attempt in 2018 to develop the site but the planning application for retirement living apartments was refused and an appeal was dismissed on the grounds that the minimum affordable housing contribution was not met. The planning inspector also saw merit in the council's argument that the proposed apartments were only serving a narrow section of the community and not delivering a better choice of housing. Whilst the framework does not consider housing tenure and mix it does closely look at the demographics in Purley and encourage a town centre that serves all generations and a mixed community.

Some key learning from the 2018 planning application and the framework point to the following principles for the future development of this site and other developments coming forward on this road.

Character and Frontage Strategy

The 2018 proposals replaced the semi-detached grain of development by replacing it with a larger single building. This was seen as a part of the evolution of the environs of the District Centre, and is seen in the Croydon Local Plan 2018 (CLP18) DM42.1 policies. The framework complements this by idea by proposing Higher density residential 3 typology which consists of responding to the need to mediate between the more urban typology of the Purley District Centre and the more verdant suburban context. Flexible contemporary pavilion blocks that mediate between long to short facades with an increase in green set backs and a strong rhythm of built and unbuilt space increasing as the sites move northwards and away from the district centre.

This is a higher density interpretation of the surrounding street which has a mix of characters, as well as a response to the evolving style in the immediate vicinity. The frontage is proposed to be a New Urban street predominantly residential which complements the existing use on the site. This road is busy and traffic dominating and redevelopment could improve these conditions by providing generous footways. A critical factor in providing a feeling of pedestrian safety and comfort will be the interactivity between the ground floor uses and the pavement. Doorways should be regularly spaced and adjacent pedestrian routes overlooked by ensuring that the

frontages are active. Due to the steep typology of Purley there may need to be some undercroft spaces where car parking and bin and cycle storage can be located. However, this will need to be approached sensitively by minimising blank walls fronting the public street.

Public Realm Strategy

The framework proposes that the area around this site is earmarked for Public Realm Improvements due to the current narrow busy road with limited overlooking. It is proposed that social and environmental initiatives should include increased footway widths to accommodate biodiverse planting, street trees, furniture and public spaces. The improved pedestrian corridor will also serve as a means of reconnecting the open space located outside Purley Library to the surrounding residential area. A means of ensuring communities are connected to nearby open space through good access routes. Retaining some land on this stretch of road would also safeguard it for any future highway improvements that could also improve cycle lane provision.

Movement Strategy

The framework sets out an ambitious aspiration to create a District Centre that seeks to facilitate healthy travel choices to and through Purley by enabling permeability to the various parcels of the Town Centre and providing safer cycling routes to navigate the Strategic Road Network (SRN).

Parking - The London Plan Policy 6.13 states that 'in locations with high public transport accessibility, car-free developments should be promoted (while still providing for disabled people)' and the CLP18 also supports reducing car parking on new developments in areas of good public transport with levels of PTAL 4 and more. This location has a PTAL level of 5 which signifies that there is a good level of accessibility to public transport links. The site is also within close proximity of bus service routes and is within a reasonable walking distance of other bus routes and Purley Railway Station. Places to park on the street are non-existent and under pressure in the wider area, so consideration should be given towards only providing disabled parking provision on site. Any wider residential parking provision would need to be built into the typography of the site and would be at the expense of the quality of the design.

The CLP18 Policy SP8.g enables the delivery of electric vehicle charging infrastructure and requires development to provide electric charging infrastructure car clubs and car sharing schemes. There is no on street capacity for this and due to the

typography challenges that limit parking options on site, the more appropriate approach would be to secure contributions for car club provision on surrounding streets.

Cycling - To promote cycling in Purley, supportive infrastructure should ensure safe navigation in a network characterised by dense vehicle flows. Contributions towards the creation of and improvement of cycle lanes and cycle parking provision should be considered as part of the delivery of the scheme.

Public Transport - With the increase in residents and limited parking facilities it is anticipated that there will be increased pressure on the already busy Purley Station. To capitalise on this increased capacity there is a proposal to improve the station forecourt area to create a 'Mobility Hub'. This site should consider contributing towards routes to the station and the improvements to the station forecourt.

Environment Strategy

Purley has been known to suffer from significant flooding. The environmental strategy aims to ensure that flood water issues affecting the District Centre are mitigated, whilst increasing biodiversity, improving biophilic benefits and strengthening the public's connection to green open spaces across Purley Environs. Whilst there are no specific recommendations for this site, the framework encourages, where possible the use of permeable surfacing and the incorporation of green infrastructure such as green roofs and pocket parks.

The street along Banstead Road has also been identified as a location suitable for enhanced urban greening and streets focussed on its biodiverse qualities, which is embedded with water sensitive solutions and biodiverse planting. The bio streets also create a unifying connection to environmentally focussed public open spaces, mitigating flood water damage and increasing biodiversity. Development proposals should consider contributing to the bio street networks that border their sites.

Culture Strategy

Due to the residential nature of this site and it's out of the main town centre location, there are no proposals for cultural and social uses. Post-covid 19 consideration can however be given to the ground floor frontage and whether there may be a growing trend for residents' workspace to activate the site.

This location is close to Purley Library and a green space in front of the library. The framework movement strategy works hard to link the green space and library to the surrounding residential blocks in order for residents to have useable outdoor spaces within a short distance and to be able to access the library more safely. It is proposed that the library green space could form a complementary relationship with the Rotary Field that supports active recreation, picnic spaces and natural play spaces. Any development proposals for this site should therefore consider making contributions towards the activation of the library green space.



Existing condition of Purley Back Lanes,16-28 Pampisford Road

5. Whytecliffe Road South

As the framework was being designed there was a development proposal pre-application already underway consisting of a number of sites consolidated on Whytecliffe Road South. The sites proposed are made up of rows of terraced houses and an allocated site consisting of a Network Rail Carpark. The proposals for the site aim to deliver approximately 250 new homes and associated parking spaces and landscaping across 26- 58 Whytecliffe Road South. Whilst a planning application has not yet been submitted the proposals have been developed for over a year and the developers have consulted the community and local councillors and they have had detailed discussions with the Croydon Planning department and the Croydon Place Review Panel. The framework aims to learn from and support the work that already been achieved on what will be a high density town centre scheme which will result in the evolution of the district centre.

Whilst there has been no interest expressed for these next sites, the current trends shows that there could be other potential sites along Whytecliffe including areas such as the job centre or even the properties along Station Approach, 1-17 Whytecliffe Road South.

Some key ideas the framework proposes for this site and the rest of the road include:

Character and Frontage Strategy

Higher density residential 1 - contemporary mansion blocks. Relatively long facades with minimal gaps and repeated elements and motifs. A higher density interpretation of the surrounding terraced and close grained streets. Emerging plans for the 26- 58 Whytecliffe Road South show a similar typology that is both a recognition of the evolution of character on this road whilst also contributing a positive form and rhythm that is common in its surroundings. The framework would further recommend that there is a generous and active street scene and greenery maintained to contribute to a positive pedestrian and cycle experience.

In terms of frontage the framework proposes a New urban street which is likely to be predominantly residential and again from the pre-application presentations shared publicly this was the approach being taken on 26- 58 Whytecliffe Road South. The framework does go further and emphasises that a critical factor in maintaining a feeling of pedestrian safety and comfort will be the interactivity between

the ground floor uses and the pavement. Suggesting that doorways should be regularly spaced and adjacent pedestrian routes overlooked by ensuring that the frontages are active. However, due to the steep typology of Purley there may need to be some undercroft spaces where car parking and bin and cycle storage can be located. However, this will need to be approached sensitively by minimising blank walls fronting the public street.

Public Realm Strategy

The framework proposes that the area around this site is earmarked for Public Realm Improvements the footways are relatively narrow and the area would benefit from an improved pedestrian environment. The space fronting the Network Rail carpark has a row of mature trees that offer a break from the built up elements and hard landscaping. Retaining these trees would be beneficial to creating an attractive environment and influencing any other future developments on the road to incorporate more greenery.

The overall social and environmental initiatives for an improved public realm include increased footway widths to accommodate biodiverse planting, street trees, furniture and public spaces.

Movement Strategy

Parking - This location has a PTAL level of 5 which signifies that there is a good level of accessibility to public transport links. The site is also within close proximity of bus service routes and is within a reasonable walking distance of other bus routes and Purley Railway Station. Purley currently has a larger number of parking facilities than other district centres in Croydon, a large number of which supported commuter parking pre-covid 19. The multi-storey carpark which is opposite the site and the Network Rail car park are both primarily used for commuter parking. With the global climate crisis and with Croydon council's declaration to be carbon neutral by 2030 it is important to assess the necessary quantum for parking. There is of course an argument to be made that due to the low PTAL rating in the areas immediately surrounding Purley and due to the current demand for commuter parking that there should still be a parking offer. There will also be an increase in the number of residents in the area some of which may own cars so again there will need to be consideration on the quantum of parking spaces.

Cycling - To promote cycling in Purley, supportive infrastructure should ensure safe navigation in a network characterised by dense vehicle flows. Whytecliffe Road South offers an important alternative cycle quiet route off Brighton Road that could encourage more cyclists. It should be enhanced with appropriate public realm and landscaping and surfacing materials to slow and reduce vehicular traffic and it should provide adequate setbacks to allow for a better walking and cycling environment. Cycle parking provision and adjoining cycle routes should also be considered as part of the delivery of the scheme.

Public Transport - With the increase in residents and limited parking facilities it is anticipated that there would be increased pressure on the already busy Purley Station. To capitalise on this increased capacity, it is crucial that the station should be easily accessed via walking and cycling. Developments in this vicinity would need to consider supporting enhancements to the route towards Purley Station as well as the forecourt area to create a 'Mobility Hub'.

Environment Strategy

Purley has been known to suffer from significant flooding. The environmental strategy aims to ensure that flood water issues affecting the District Centre are mitigated, whilst increasing biodiversity, improving biophilic benefits and strengthening the public's connection to green open spaces across Purley Environs. Whilst Whytecliffe Road South does not have any flood zone classification, some of the immediate surrounding area is prone to flooding. To mitigate further flooding, where possible developments should consider permeable surfacing and green infrastructure should be incorporated through interventions such as green roofs and pocket parks.

Culture Strategy

Due to the residential nature of this site and its close proximity to the town centre location, there are no proposals for cultural and social uses as this would detract from the main activities on High Street. Post-covid 19 consideration can however be given to the ground floor frontage and whether there may be a growing trend for residents' communal spaces and workspace to be used on occasion by the community, through a community use plan. This would aid with activating the frontage of the site.

It is recognised that by the time the framework is published, some sites will be advanced in planning discussions or already approved and so some of the cultural strategy suggestions may not be implemented. The framework still encourages these short term interventions in the area that could potentially be carried out when the site comes forward and therefore is under construction for a few years. These meanwhile projects would aim to still encourage footfall and interest in Purley despite elements of it being a building site and this includes:

Hoarding artwork – This would tie into the history of Purley and the site and to tie into any existing artwork trail in the area.

Landmark/ aesthetic - Ideas of early phase work such as where possible completing and opening up the widened and landscaped footways, cycle lanes and frontages would improve the aesthetic outlook of the road during construction.

Appendix 2:

Community Engagement Survey Results

Community Engagement

Engagement Approach

Our engagement approach started by listening, first to internal stakeholder teams; conducted within the earlier stages and then to local community stakeholders; assembling community insight.

Our aim was to achieve a real understanding of the local community, engaging with those that shout loudest but also understanding that there are always community stakeholders that don't have a voice or face barriers to standard engagement practices.

Building upon the internal "Road-show" that was conducted within the early stages, the team and members of Croydon Council Regeneration team identified and engaged with local community representatives to derive local insight that was used within the following:

Input into the local plan review

- Development of a community vision
- Purley Regeneration Framework
- Identification and curation of members of the Purley Community Panel
- Wider community survey via the Future Purley Website

During the inception of the programme, physical engagement activities had been planned, along with street interviews and attendance at local events, but due to COVID-19 lock down restrictions engagements were moved online. The majority of the engagement was conducted via the Purley Panel and via the online website for 'Future Purley'.

The Purley Panel

The "Purley Panel" is a community panel made up of passionate local residents, businesses and community groups who were approached early on in the project to help the team understand some of the local issues and opportunities. This group of people represent the area's diverse community and is made up of different age groups, faith groups, residents associations and business representatives.

The long-term vision for the Panel is for the panel to grow into a self-sufficient, representative community group capable of seeking funding that will help implement community projects. We hope that the Purley Panel will continue to operate beyond this project as a community network to identify, champion and deliver local initiatives. In response to this the projects identified also include those that may be led by the community and/or Purley Panel.

The Purley Panel includes representatives from:

- Purley BID, Purley Youth project,
- Purley and Woodcote Residents Association,
- Purley & Couldson Centre for the Elderly,
- Purley Masjid Mosque,
- Churches Together,
- Riddlesdown Residents Association,
- Diverse individuals and residents, including local mothers and young people

Website and the Wider Community

A focussed survey that covered the majority of the key sites in Purley was shared over a two week period on the future purley website which was used by the team to gather insight and priorities to focus the framework. Over 420 people filled out the survey and represented a wide demographic of people, the lowest response was from those under 15 years old. This will have to be addressed via a schools programme created specifically for the Purley Regeneration Framework. We were unable to deliver workshops within the project timeframe due to the December 2021 national lockdown that resulted in schools being closed. A workshop template has been designed and stakeholders looking to further this work can work with local schools to deliver this. See the appendix for School Workshop Template.

Vision Priorities

Community priorities focused on Purley becoming a destination, a place that was more green (including the need for more trees and greenery to include natural flood storage) and more opportunities for social activities (a cafe culture, pedestrianised streets and inclusive events programme) and a Purley with an enhanced and diverse retail offer.

It is noted that a number of people mentioned 'no more flats' within their comments which is not within the remit of this study to influence. In the town centre location study area that has been identified for this project flats will primarily be the residential type. However the framework emphasises the need for good quality and well designed homes for a range of age groups and for families, whilst responding to the community priorities by promoting access to green space, good public realm, public transport networks and pushes for the spaces between buildings to enhance and complement Purley.

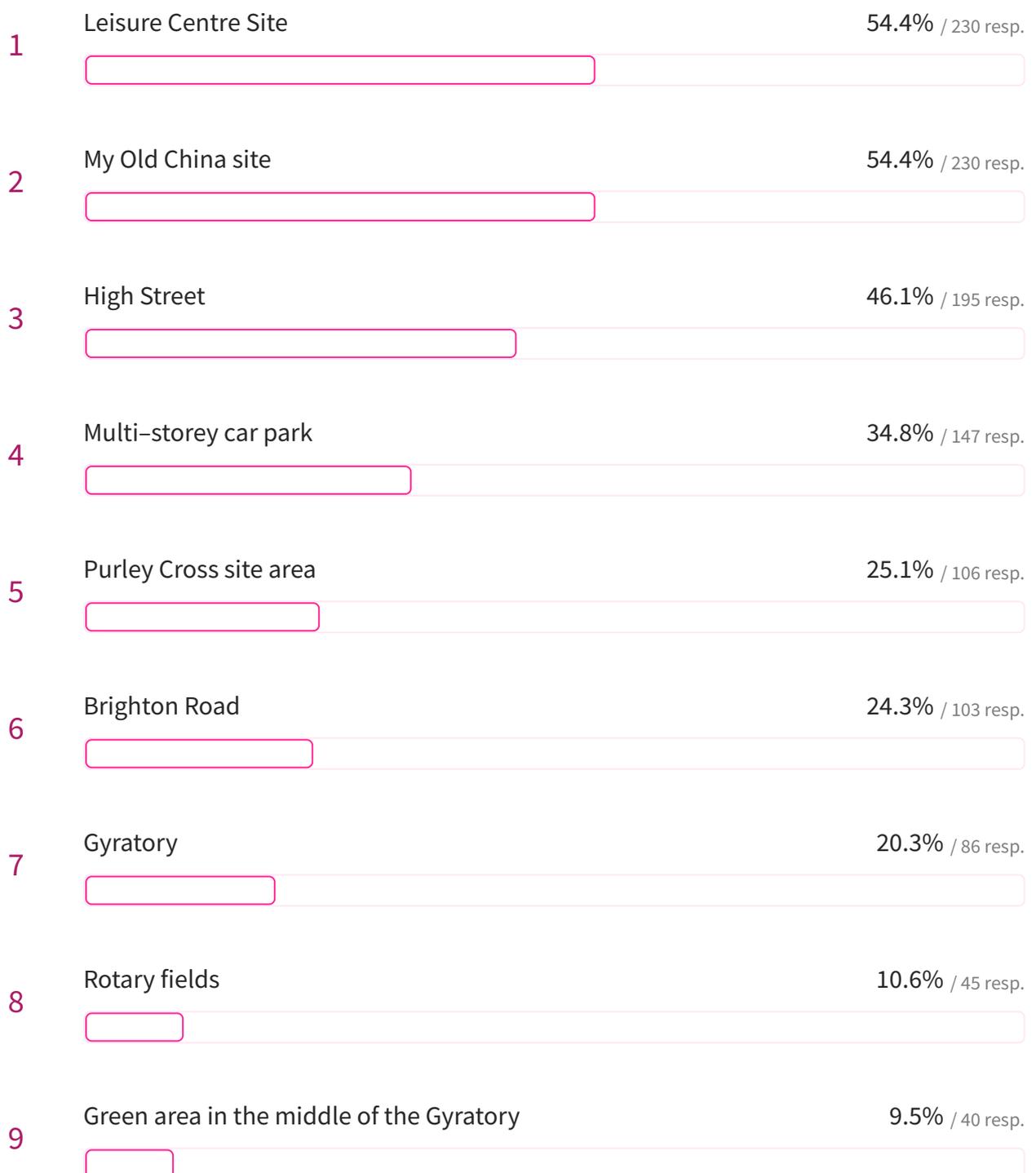
This framework should not be seen this as a static document and we encourage the community to continue to feedback as the needs of Purley change and evolve. Further details on community Projects can be found in section 4 and the following pages describe the survey results.

When speaking to developers and landowners interested in developing in Purley it is important for them to understand where they could support or contribute towards wider improvements.

Key to this is understanding your needs as a local community.

In light of this which areas do you think need to be prioritised when discussing where small to medium contributions towards improvements should be focussed?

423 out of 423 answered



- 10 Other 5.0% / 21 resp.
- 11 Tesco 4.7% / 20 resp.
- 12 Russell Hill Road 3.8% / 16 resp.
- 13 Russell Hill Place and car park 2.6% / 11 resp.
- 14 Whytecliffe Road 2.6% / 11 resp.
- 15 Banstead Road 1.9% / 8 resp.

Public Realm Questions

How do you think the streets, public spaces, green spaces and the Rotary Fields could be improved in Purley?

421 out of 423 answered



more trees and greenery

63.9% / 269 resp.



outdoor eating spaces

56.3% / 237 resp.



rain gardens / flood storage features

37.8% / 159 resp.



better facilities in the Rotary Fields e.g. skate park, cafe etc.

33.3% / 140 resp.



informal play spaces

26.4% / 111 resp.



Publicly accessible toilet facilities

21.6% / 91 resp.



areas to stop and rest

20.4% / 86 resp.



more space for pedestrians & cyclists

18.1% / 76 resp.



Purley Fountain restoration

17.8% / 75 resp.



other

4.5% / 19 resp.



Environmental Questions

Croydon Council have declared a climate emergency and future decisions for developments will need to consider how they can be built and lived in more sustainably but also how the people that live in them travel into and around Purley.

What would you like to see? What would you prioritise in the future for a more sustainable Purley?

418 out of 423 answered



green flood storage

71.8% / 300 resp.



green walls & pollution monitors

70.6% / 295 resp.



solar lighting

56.7% / 237 resp.



smart solar- wifi benches

31.6% / 132 resp.



experimental installations e.g. energy generating pavement

26.8% / 112 resp.



electric bikes

22.5% / 94 resp.



car clubs

10.0% / 42 resp.



other

10.0% / 42 resp.



Culture and Events Questions

Do you have any ideas for outdoor and indoor activities and community events that would encourage you to come to Purley Town Centre, or events and activities you currently attend which you would like to see more of/retained?

421 out of 423 answered



market

70.5% / 297 resp.



(Pavement) Café Culture

53.4% / 225 resp.



sports and health activities

42.0% / 177 resp.



film and theatre

34.7% / 146 resp.



a Purley festival

31.6% / 133 resp.



childrens/ youth activities

30.2% / 127 resp.



wellbeing & garden activities

26.4% / 111 resp.



education & Learning

8.1% / 34 resp.



other

3.1% / 13 resp.



Street life

What would you like to see on Purley's Roads and Streets such as Brighton Road, High Street, Russell Hill Road etc?

What would attract you to visit and stay longer in Purley?

Do you have any ideas how empty shops could be better used?

421 out of 423 answered



more variety of shops

86.5% / 364 resp.



more restaurants

56.1% / 236 resp.



pop up space/events

45.8% / 193 resp.



more areas for activities

33.5% / 141 resp.



community rentable space

28.5% / 120 resp.



start up rentals

24.5% / 103 resp.



office use/ studio space

16.4% / 69 resp.



other

8.8% / 37 resp.



Destination Purley

What factors/ attractors would define Purley as a destination?

421 out of 423 answered



diverse retail and dining offer

68.4% / 288 resp.



a boutique-type cinema

58.0% / 244 resp.



pedestrianising the High Street and Plaza

50.1% / 211 resp.



a regular event calendar

49.9% / 210 resp.



accessible library and multi-use community facility

44.7% / 188 resp.



a youth hub

22.8% / 96 resp.



other

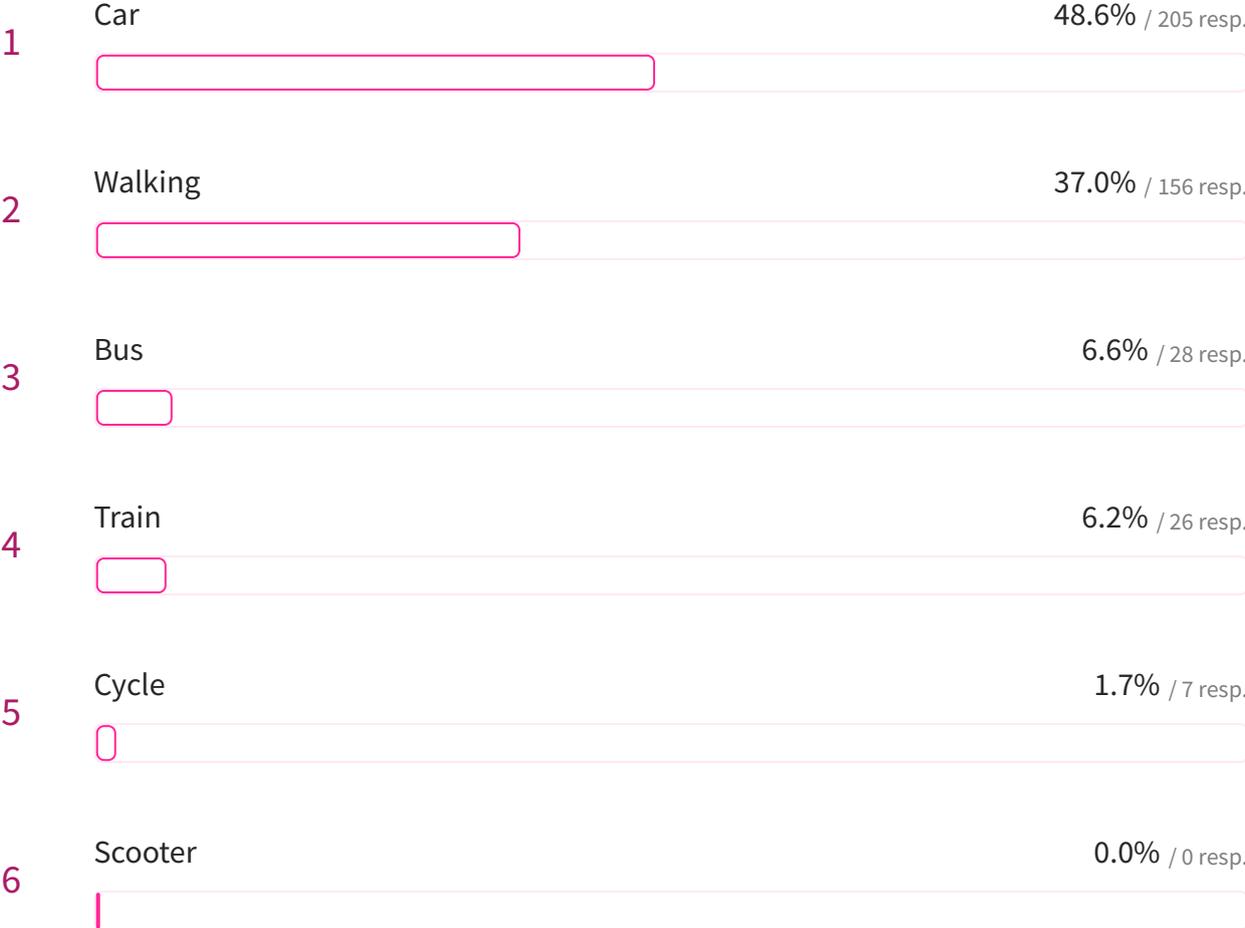
6.2% / 26 resp.



Transport

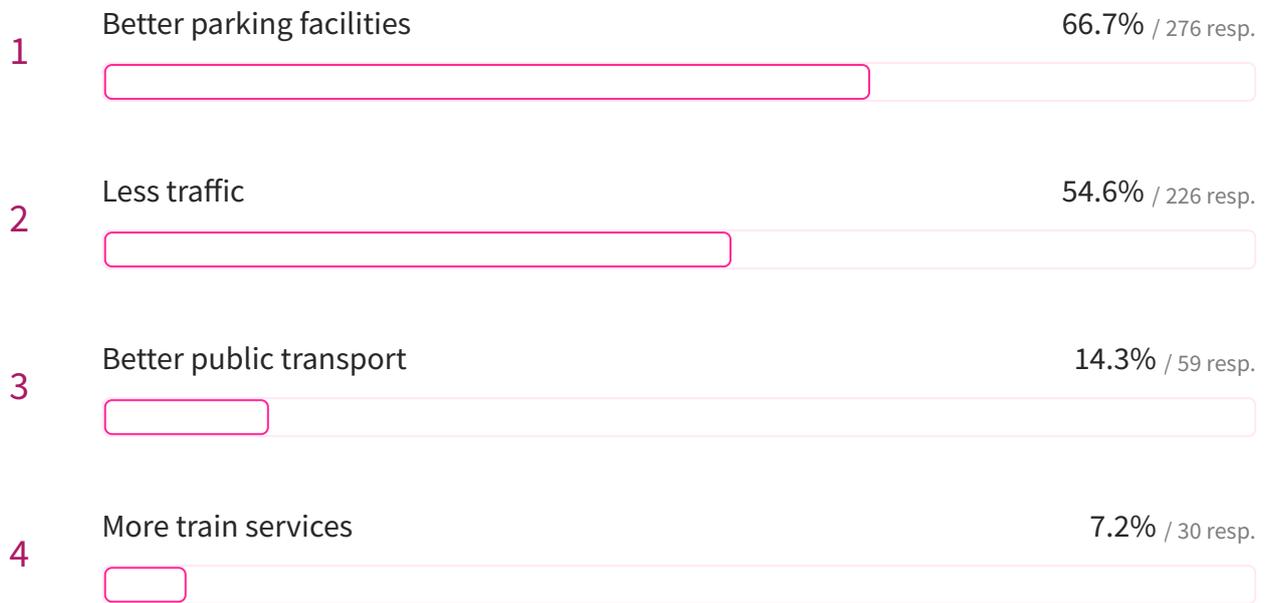
How do you travel into Purley? - Please select the mode of transport you use the most.

422 out of 423 answered



What would improve your experience of travelling into and through Purley and give you ease of using the shops and staying longer?

414 out of 423 answered



What would you like to see in the Rotary Fields and public spaces in Purley?

There is a potential opportunity for more activities in Rotary Field and in the footways and public spaces in Purley. What would be your priority for activities and facilities in this area?

420 out of 423 answered



spaces for dining & events

55.5% / 233 resp.



sports areas

46.7% / 196 resp.



better youth facilities

42.6% / 179 resp.



edible garden/spaces

31.0% / 130 resp.



spaces for art

19.0% / 80 resp.



other

5.2% / 22 resp.



What would you like to see on the High street?

There is an opportunity to make the High Street more pedestrian friendly with limited cars. What spaces and activities would encourage you to visit and stay longer?

420 out of 423 answered



active street & shops

58.8% / 247 resp.



spaces for eating

47.6% / 200 resp.



space for events & markets

43.6% / 183 resp.



outdoor seating

24.0% / 101 resp.



shade & shelter

21.2% / 89 resp.



other

4.8% / 20 resp.



How could we improve the environment of the Gyratory?

There are opportunities to improve the Gyratory, what improvements would you like to see there?

420 out of 423 answered



improved Gyratory Square

54.8% / 230 resp.



green flood storage

50.7% / 213 resp.



better crossings

40.2% / 169 resp.



path improvements

24.5% / 103 resp.



spaces for seating

21.0% / 88 resp.



other

8.8% / 37 resp.

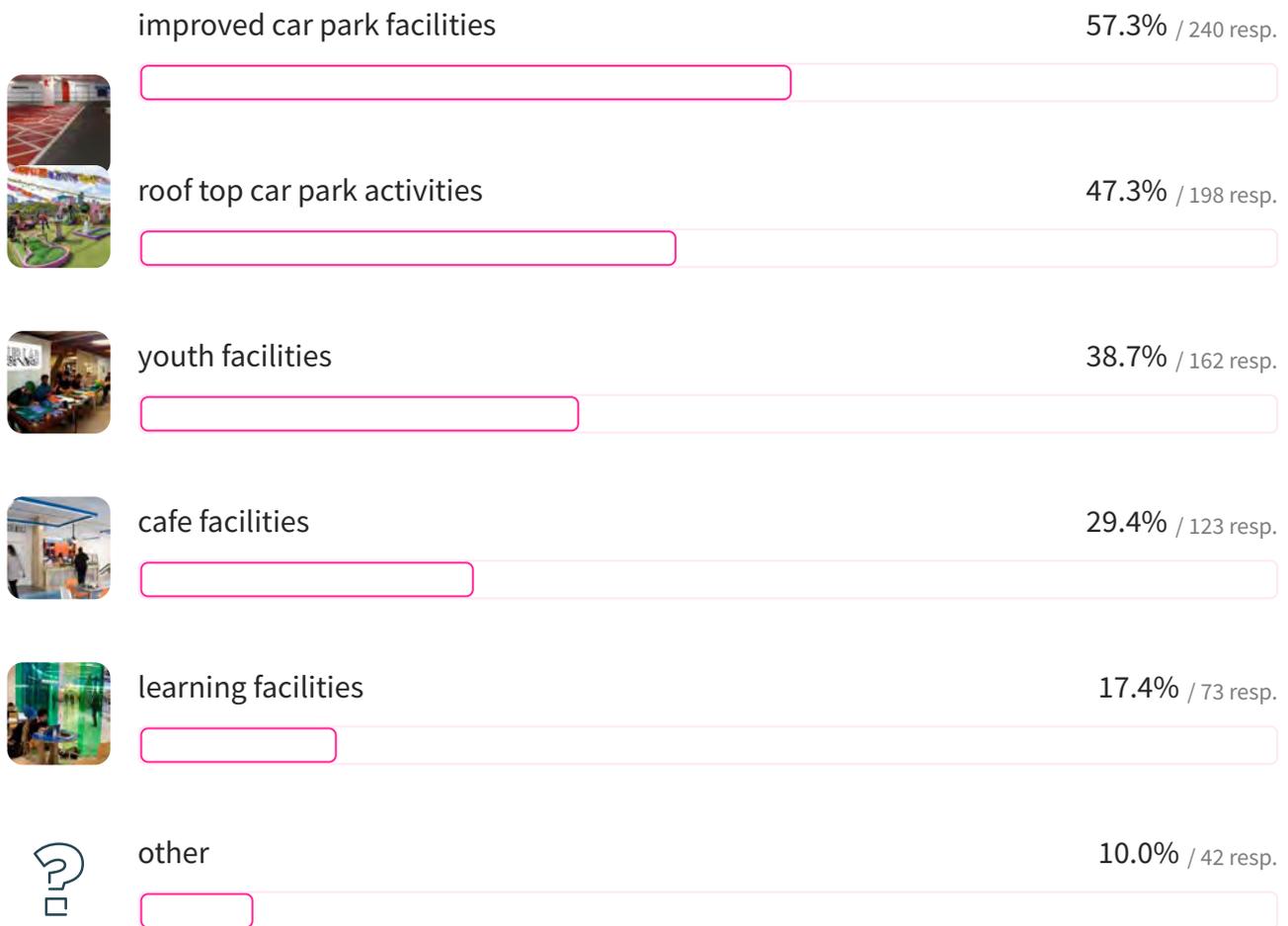


What would you like to see done with the old Sainsbury's and multi storey car park?

There are opportunities to improve the old Sainsbury's and multi storey car park including providing more uses on the site.

What improvements/ activities would encourage you to use this site?

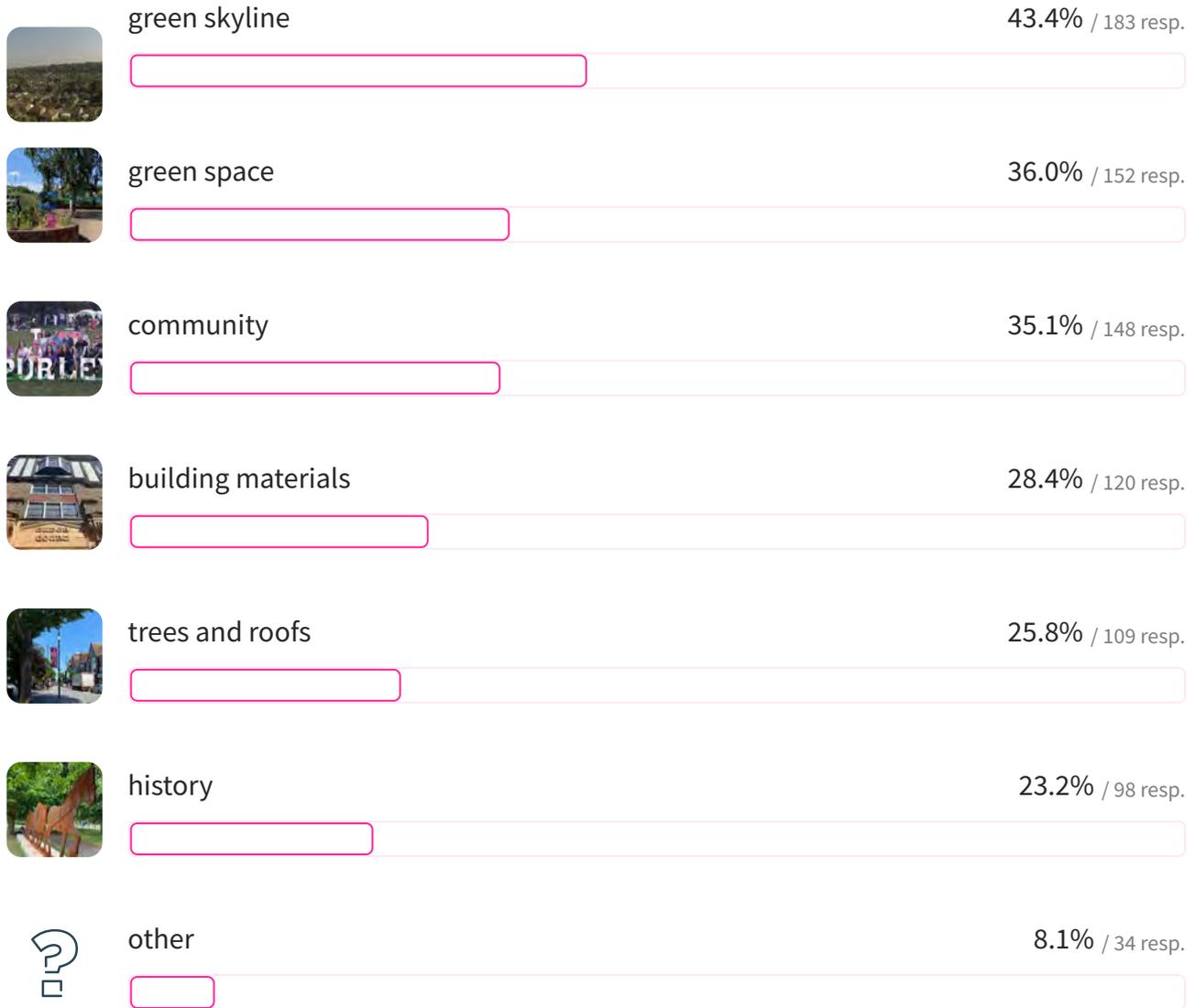
419 out of 423 answered



What makes Purley unique?

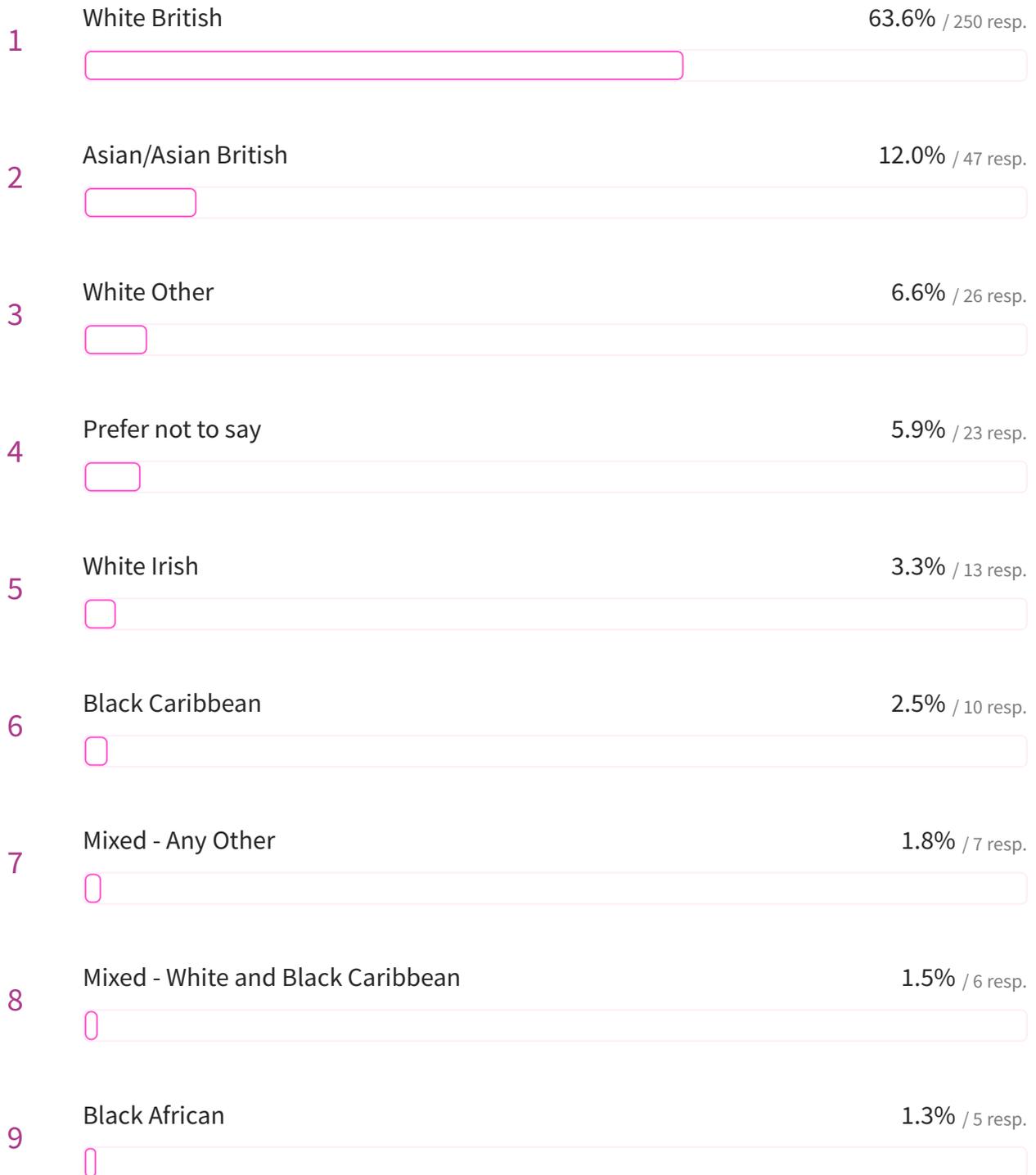
As Purley is undergoing development change, what makes Purley unique to you and what would you like to see maintained and celebrated?

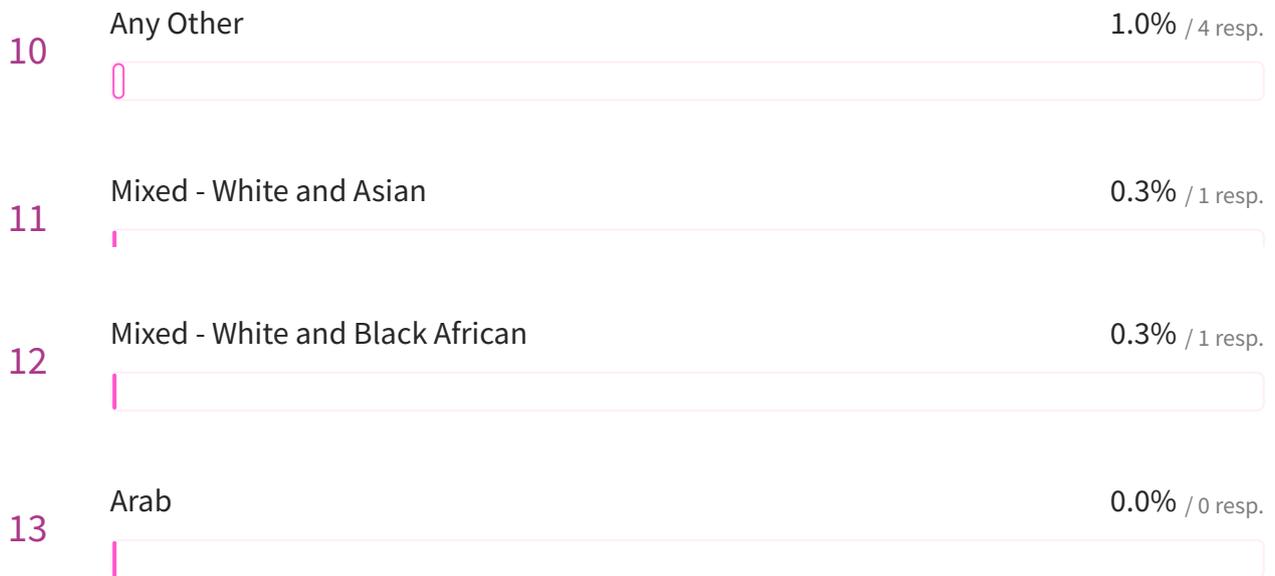
422 out of 423 answered



Please indicate your ethnic group

393 out of 397 answered





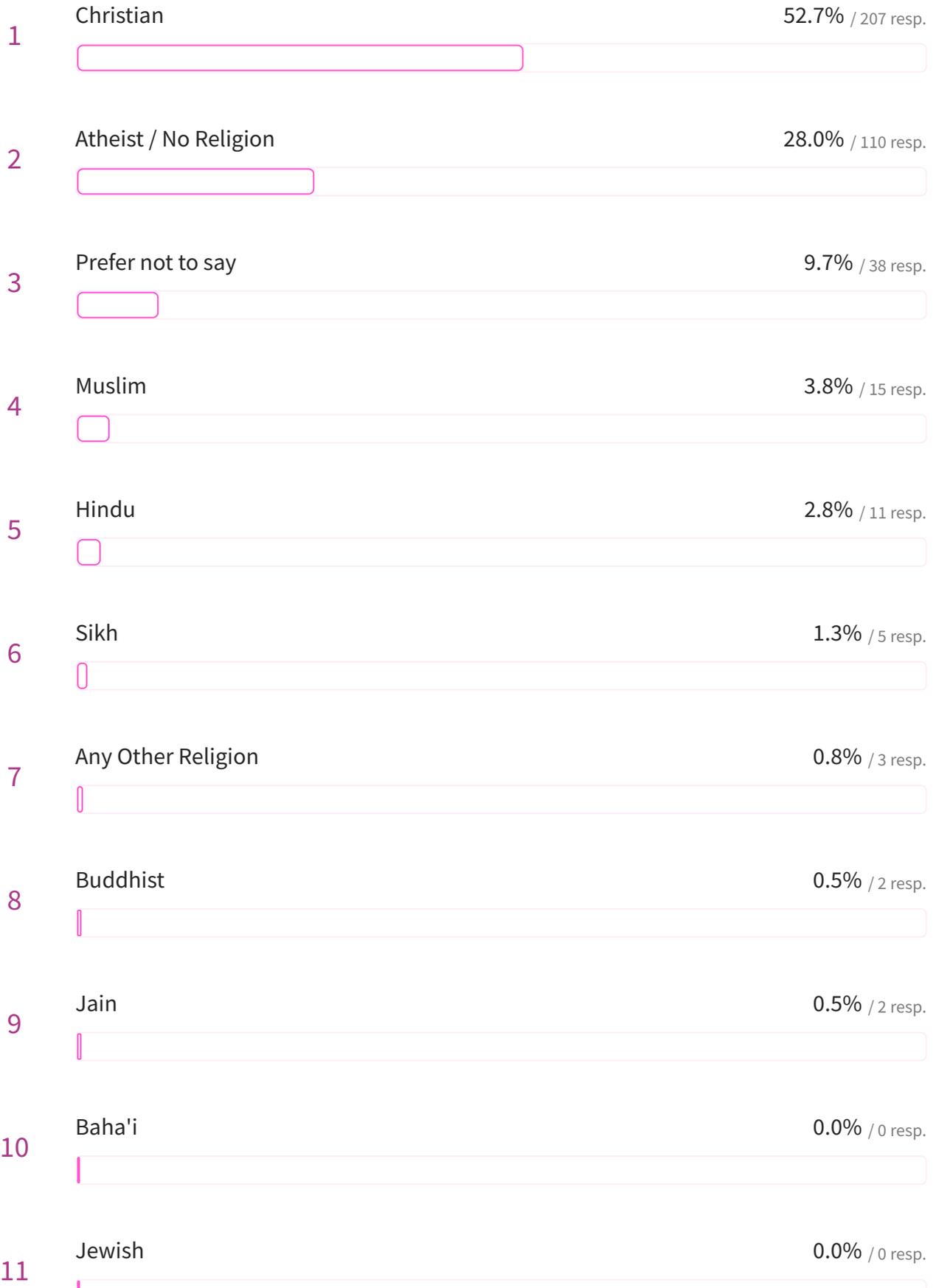
What is your main spoken language?

392 out of 397 answered



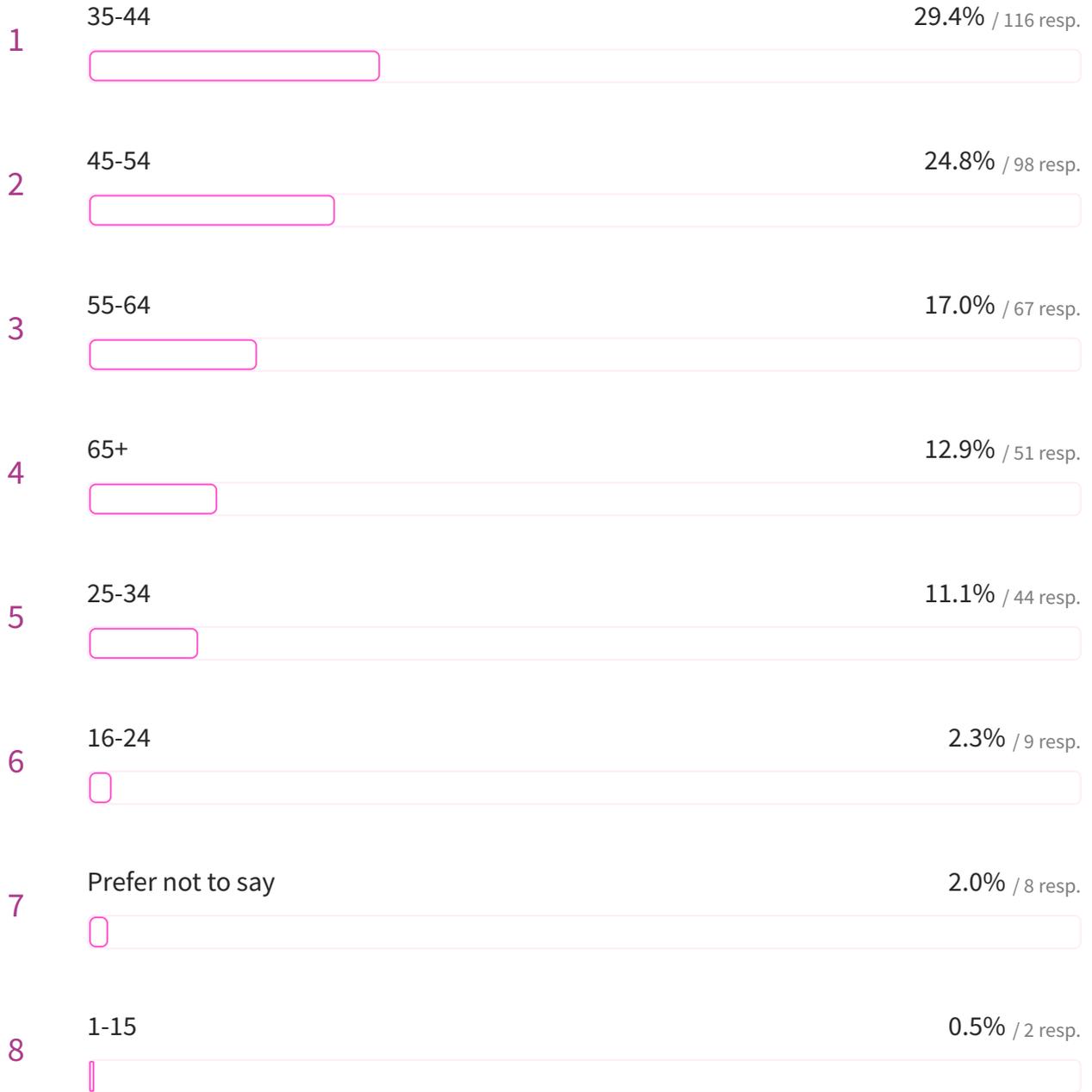
What is your religion?

393 out of 397 answered



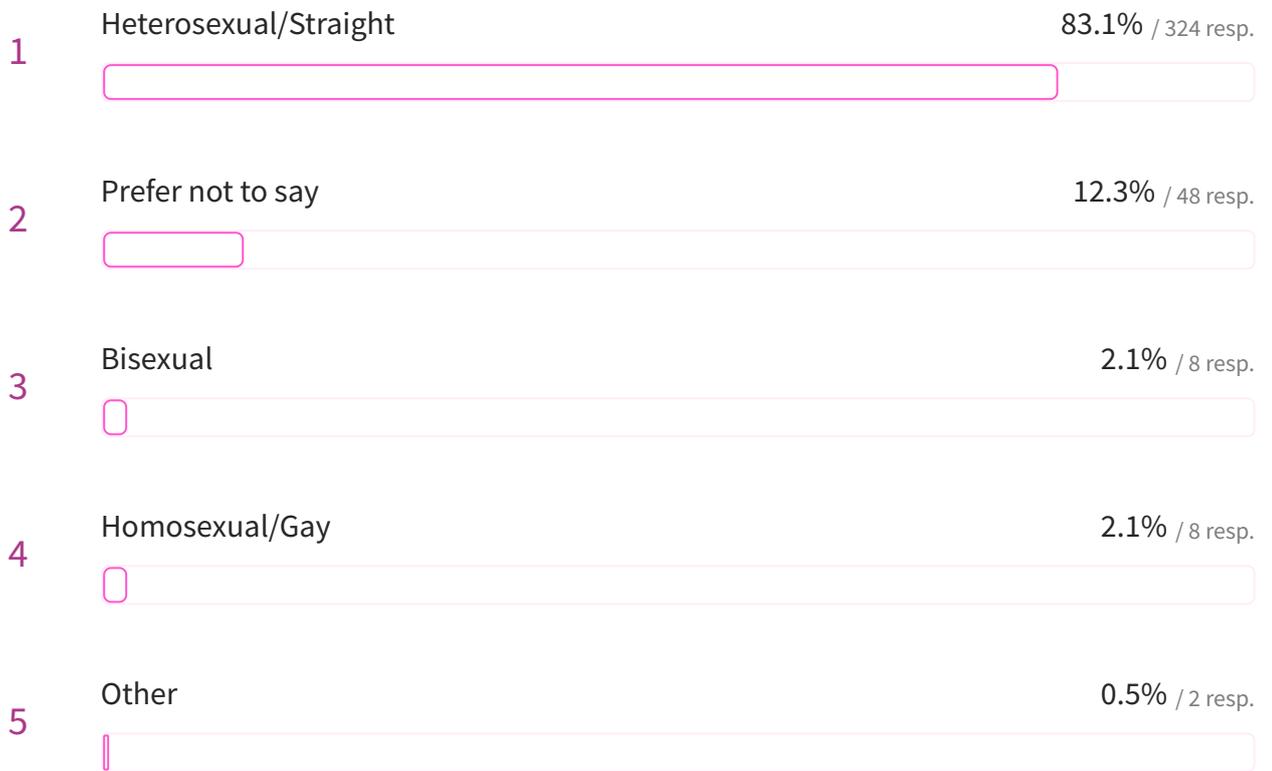
Please indicate your age group

395 out of 397 answered



What is your sexual orientation?

390 out of 397 answered



Do you consider yourself to be disabled?

396 out of 397 answered



Appendix 3:

A Template to Engage with Schools + Young People

Engaging with Young People

Programme/ Workshop outline

The following section outlines a document template that can be used as prompts to engage

young people in a discussion and introduce them to careers in the built environment through discussion and individual or group activities. The following example sheets can be used as a teaching or workshop aid to be used in the classroom or on site in the study area of Purley.

The red text on the adjacent pages describe how the sheets can be used.

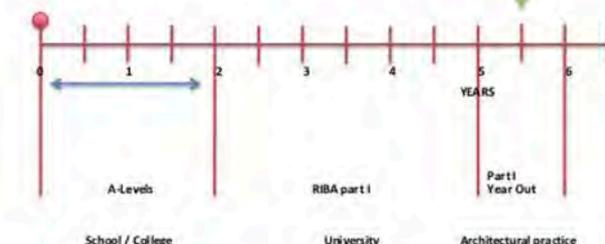


What does a Masterplan

Question to be used as a discussion point

A Route to Architecture

YOU'RE AT SCHOOL



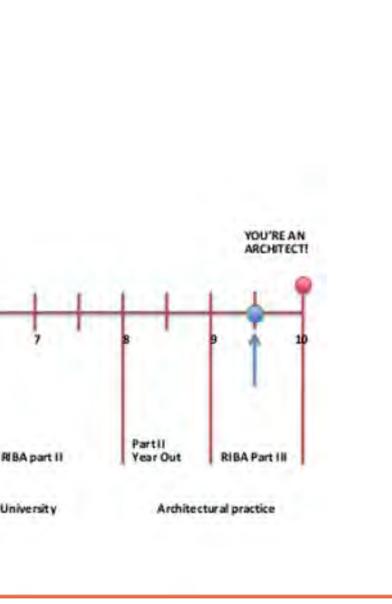
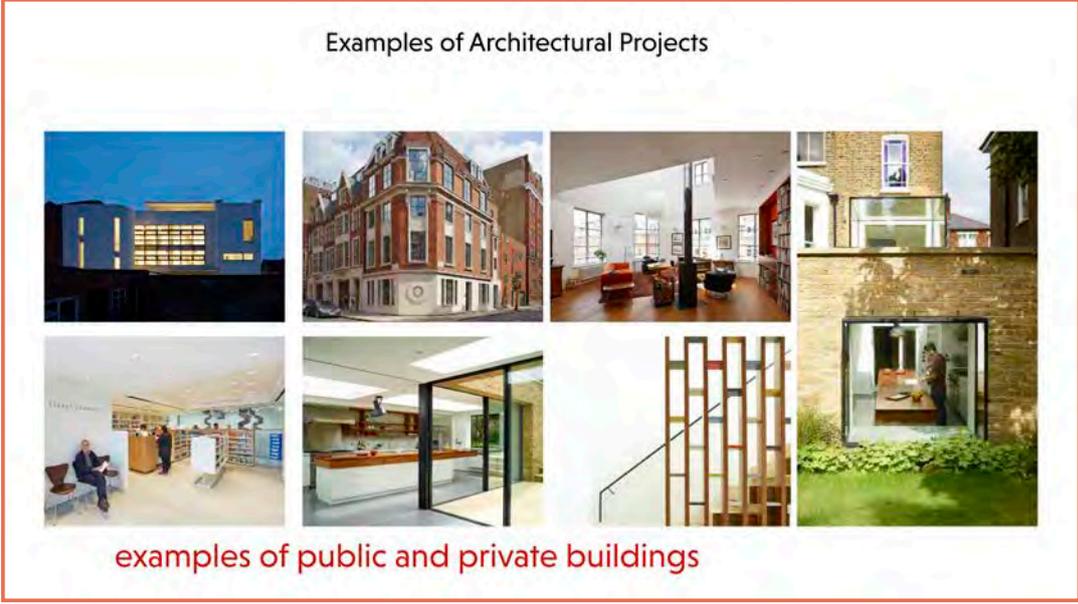


What does an Architect do?

Question to be used as a discussion point

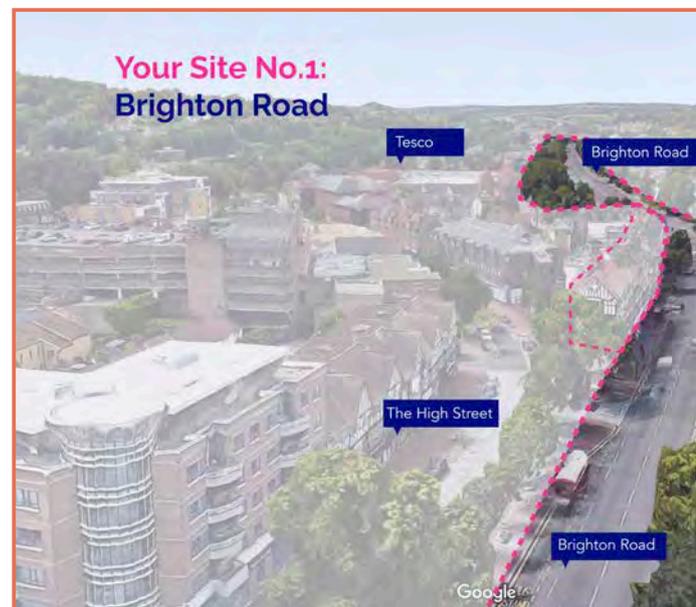
ner do?

nt



Site Tasks

The following adjacent sheet covers the Bright Road area as an example of engagement on the key sites and places from section 4, the different should follow the same example as shown to explain an engage on Brighton Road.





WE WANT YOUR IDEAS: BE A MASTERPLANNER FOR A DAY



Ideas/ Ingredients these can be used as playing cards

Select 3 and put your own ideas in too and explain why the cards/ ideas have been chosen.

3. diverse shops/pop ups

1. improved shopfronts

2. areas to sit and stay

4. space for cycles

5. green streets

6. other

?

6. other

?

Area to place the chosen playing cards thoughts and reasons why

Brighton Road
Greening, shop front improvements and use of vacant units

1. improved shopfronts

why

3. diverse shops/pop ups

6. other

?

an example worksheet

Appendix 4:

A Brief History of Purley

Purley's History & Site

Six historical phases that represent changes to Purley between 1800 to the present day.



Phase 01 1811: Origins

The name derives from Purley Farm which was originally part of the Benendon estates owned in the Middle Ages by the Huscarle and Carew families. The original meaning of Purley was a riverside field inhabited by snipe or bittern.

Phase 02 1885: Rural District

Purley was still a small village on the outskirts of London. Under the Local Government Act 1894, Purley became part of the Croydon Rural District of Surrey.

Phase 03 1915: Urban District

In 1915 Purley and the neighbouring town of Coulsdon formed the Coulsdon and Purley Urban District.



Phase 04 1930: Rapid Growth

Purley grew rapidly in the 1920s and 1930s, providing spacious homes in a green environment. The Aerodrome Hotel, part of Croydon Airport, was completed in 1930, located on Purley Way.

Phase 05 1965: London Borough of Croydon

1963, was abolished and its area transferred to Greater London and used to form part of the London Borough of Croydon.

06. In 2002 Purley topped Britain's rich list becoming the most affluent London suburb, attracting the high earning city workers with large houses and greenery less than 30 minutes from central London

Phase 06 2000: Affluence

