

THE FAIR FIELD MASTERPLAN

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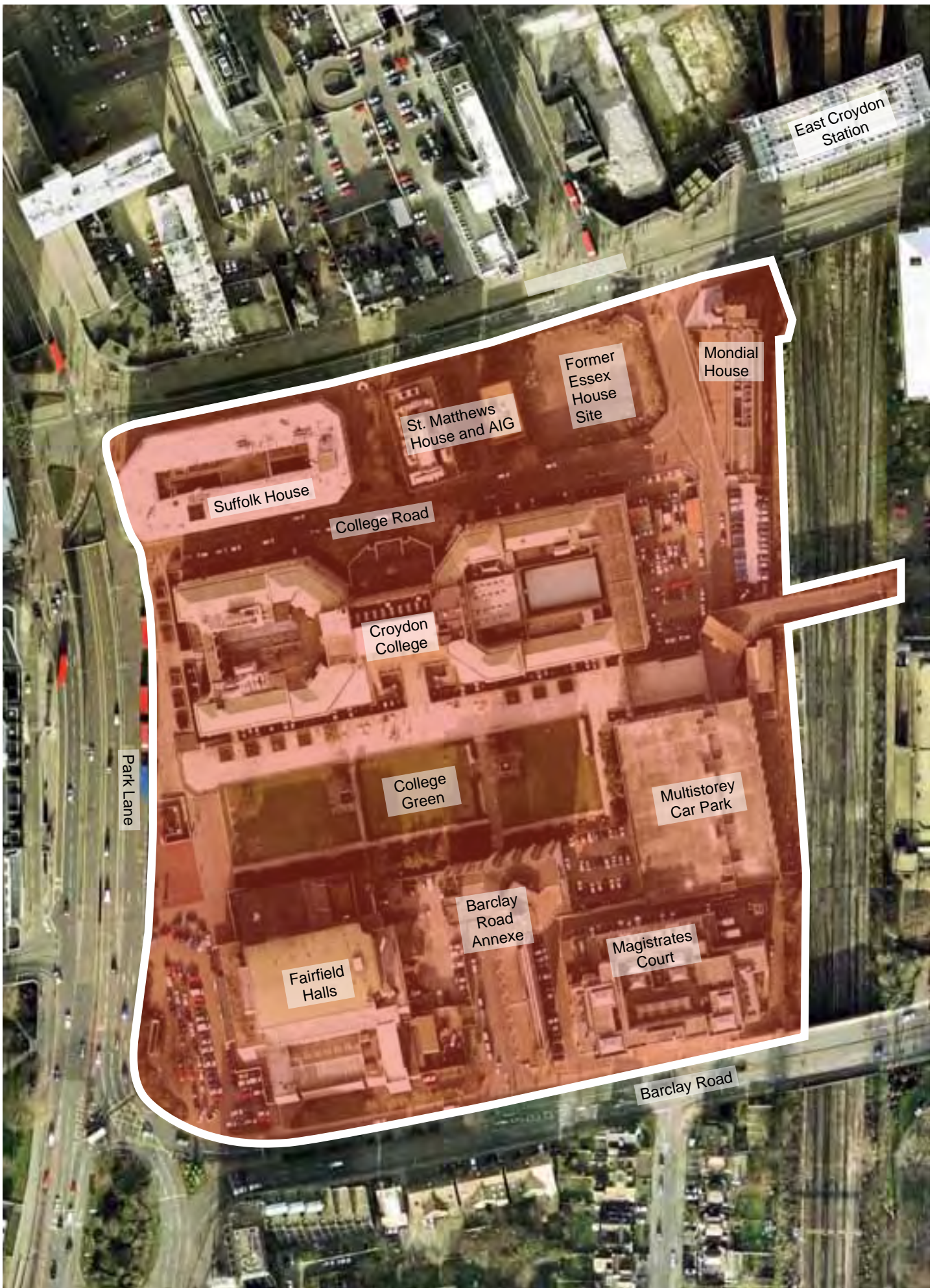
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Aerial view highlighting The Fair Field Masterplan area.

1.0 FOREWORD

1.1 FOREWORD

1.1.1 Croydon is unique. From major market town and residence of the Archbishops of Canterbury to dynamic Victorian County Borough and booming 60s commercial centre, a strong sense of civic identity and aspiration runs through Croydon's history. Croydon's potential lies somewhere between its twin roles as a leading sub-centre of outer London, and a significant and ambitious Metropolitan Centre in its own right. Croydon's vision is to be recognised as London's most enterprising borough – a place that offers rare opportunities as a focus for growth in one of the world's great cities.

1.1.2 Croydon already has all the right ingredients. It is London's biggest borough and has the biggest youth population in London. It is one of the top retail and commercial centres in London and provides one of the greatest ranges of homes; from low density suburbs to the south of the borough to higher density urban areas to the north. A borough made up of lots of interrelated places, each with its own distinct character, one third of Croydon's area is green space. Croydon also boasts some of the best transport connections in the UK, with London's only tram system, rail connections from East Croydon Station that take you to central London in 15 minutes and Gatwick in 20 minutes, and new connections to the East London Line/ London Overground at West Croydon.

1.1.3 Within this context, Croydon Metropolitan Centre (CMC) in particular offers huge potential for positive change, with significant

capacity for thousands of new homes, businesses, community facilities and a radically transformed public realm with new squares, streets and green spaces. Change on the scale required needs clear leadership, a shared vision, a collaborative approach and a focus on delivery. This document is one of a series of masterplans that do just that.

1.1.4 Developed in collaboration with our partners, Croydon's Metropolitan Centre masterplans provide a clear vision that will generate shared enthusiasm and confidence but, more importantly, they are all about delivery. These coordinated masterplans provide a robust framework for significant positive change in CMC over the coming years, and open up exciting new opportunities for involvement and investment that will benefit all those who choose to live, work or play in the Borough.

1.1.5 And we have already started. As a direct result of Croydon's innovative masterplanning process, we are working with Network Rail and having secured funding to deliver significant improvements at East Croydon Station, work is now on site. We are working with the Mayor to deliver the Connected Croydon Programme of public realm projects. And we are working with our development partners John Laing as part of our ground-breaking Croydon Urban Regeneration Vehicle (CCURV) to take the lead in getting development rolling in the Metropolitan Centre. Construction of the Council's new offices, Bernard Weatherill House, is nearing completion.

1.1.6 With the completion of these masterplans, we are at the beginning of an exciting decade of collaboration and delivery.

Councillor Jason Perry
Cabinet Member for Planning,
Regeneration & Transport,
Croydon Council



View looking west over College Green, 2010



Aerial view looking North-East over The Fair Field Masterplan area.

2.0

SETTING THE SCENE

2.1 THE BIGGER PICTURE

2.1.1 Croydon is set for major transformation. Existing and emerging Mayoral policy supports Croydon as a key place for delivering the potential of Outer London. Croydon Metropolitan Centre (CMC) is classified as an Opportunity Area in the London Plan. Croydon has also secured Growth Funding.

2.1.2 The Croydon Local Plan: Strategic Policies (CLP: SP) sets the aspiration for Croydon to be London's most enterprising borough and defines it as a place of opportunity, a place to belong and a place with a sustainable future. The CLP: SP identifies Croydon Metropolitan Centre in particular as the place in the borough that provides the greatest opportunity for positive change, and is seen as having capacity for thousands of new jobs and homes, and includes options for enhancing the quality of the public realm, and providing enhanced facilities and amenities. These will include new educational, cultural, retail, business, leisure and community uses, underpinned by robust green and grey infrastructure, including streets and utilities. The CLP: SP was submitted in April 2012 and is due for adoption in April 2013.

2.1.3 The Mayor's strategies support Croydon's intentions for CMC to increase its residential population as well as continue as the major retail, office and regional transport interchange centre in South London.

2.1.4 Building on the themes set out in previous visionary work such as Vision 2020 and the Third City Vision and responding to the opportunities for growth set out in the CLP: SP, a set of coordinated technical masterplans laying

down the framework for delivery in CMC have been developed in partnership with public and private stakeholders.

2.1.5 These masterplans include East Croydon Masterplan led by Studio Egret West and the West Croydon Masterplan led by East, both of which create a welcoming public realm and coordinate development around Croydon's two major transport interchanges. The Mid Croydon Masterplan led by GVA Grimley, and the Fair Field Masterplan led by Make introduce mixed use to complement and enhance the CMC's cultural and learning offer. Improvements to Wellesley Road and Park Lane will unlock pedestrian movement by transforming the dual carriageway into a high quality urban space. Public realm improvements will extend to Wandle Park, where a regenerated green space will be re-connected to the metropolitan centre, supported by an emerging Old Town Masterplan.

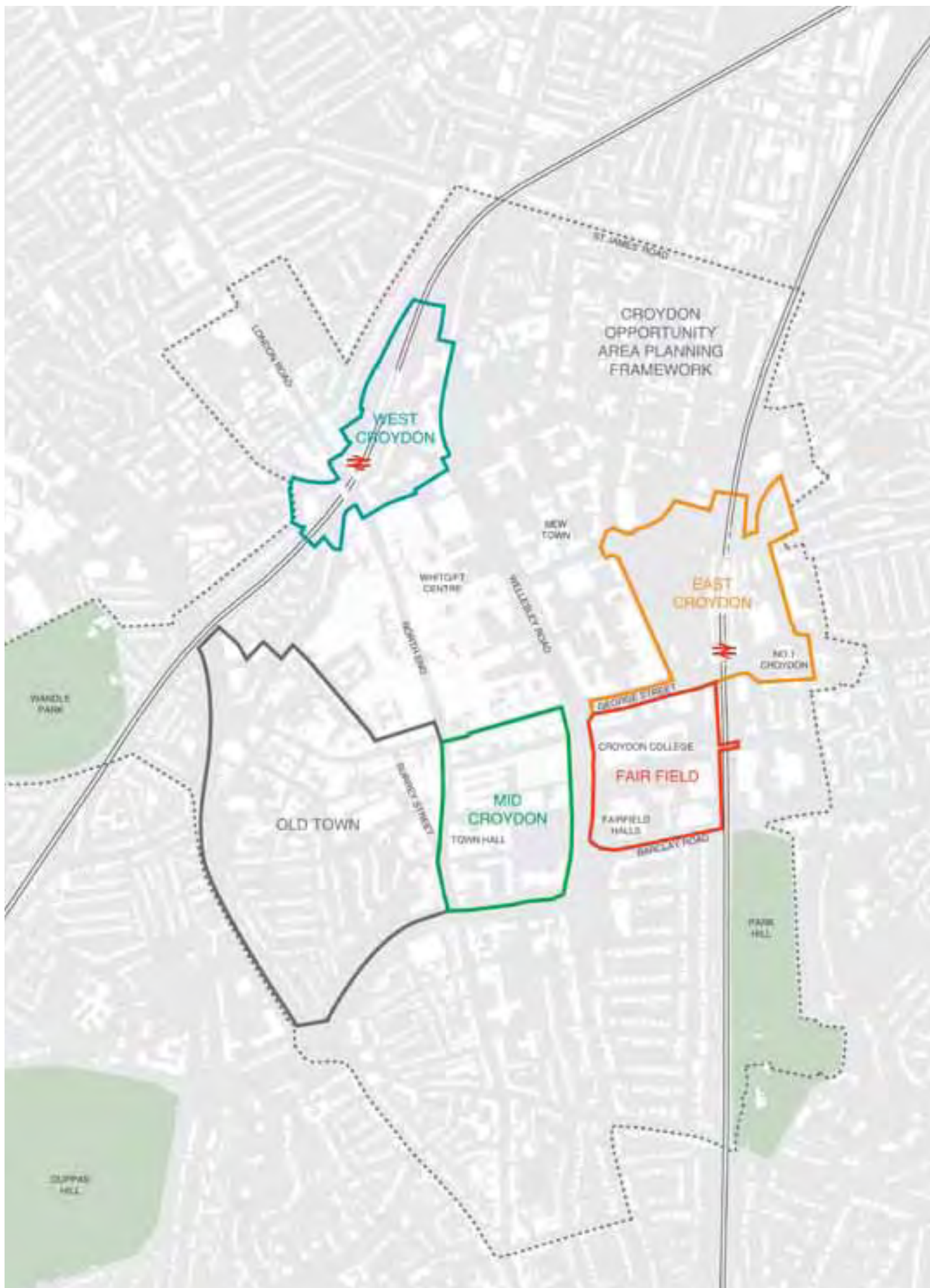
2.1.6 These masterplans and strategies have generated a suite of interconnected public realm projects being delivered as the Connected Croydon Programme. A number of Connected Croydon projects have already been completed, including Legible London signage and the Connect2 walking and cycling route, and the new footbridge at East Croydon Station is currently on site. Further projects to re-connect Croydon's public realm network are in the pipeline and due for delivery over the next few years.

2.1.7 The masterplans are underpinned by a shared evidence base and founded in collaborative working between partners and stakeholders. Each Masterplan will

be adopted as Interim Planning Guidance and inform the emerging Opportunity Area Planning Framework (OAPF) for the CMC, which Croydon is preparing with the Greater London Authority and other key stakeholders.

2.1.8 This document sets out the detail of the Fair Field Masterplan, which covers the area bounded by George Street, Park Lane, Barclay Road, and the railway lines. It includes two of central Croydon's most important institutions, Fairfield Halls and Croydon College, as well as College Green, and a number of significant development sites.





The Fair Field Masterplan in the context of the other Croydon masterplans and Opportunity Area Planning Framework

2.2 ROLE OF THE MASTERPLAN

2.2.1 The Fair Field was Croydon's historic venue for entertainment and social activity, hosting fairs, markets and performances until the arrival of the railways in the 1860s. But since redevelopment as College Green in the 1960s the area has become increasingly disconnected from the rest of the town centre.

2.2.2 The Fair Field area holds huge potential; two of Croydon's most important institutions, Fairfield Halls and Croydon College, as well as the open space of College Green and a number of significant development sites. The purpose of the Fair Field Masterplan is to realise that potential, and rediscover the area's role as the cultural destination in Croydon and South London.

2.2.3 The Fair Field area has the potential to be Croydon's cultural and learning centre; an innovative and inspiring area with a lively and sustainable mix of residential, cultural, educational, commercial uses and a well-connected and high quality public realm.

2.2.4 The coordinated transformation of the Fair Field area is fundamental to the success of Croydon Metropolitan Centre and the borough as a whole. These aspirations support the enterprising city and learning city themes and general objective of nurturing innovation set out in the borough vision and CLP: SP.

2.2.5 This is not the first time proposals have been made for the Fair Field area – which is why it is important this is not simply 'yet another plan'. The Fair Field Masterplan provides a phased long-term framework for delivering

the transformation of the area. Crucially, it also includes proposals for making change happen now.

2.2.6 The Fair Field Masterplan is the result of a careful collaborative process, guided by Croydon Council and involving key stakeholders in the area through the Fair Field Stakeholder Board, formed in October 2011. The Stakeholder Board comprises key landowners, institutions and statutory organisations with an interest in the area:

- Croydon Council
- Bridgewater Property / Mondial
- CCURV
- Croydon College
- Fairfield Halls Trustees
- Magistrates Court
- Metropolitan Property / Freshwater
- Network Rail
- NCP
- Terrace Hill / Chroma
- Transport for London

KEY TO LAND OWNERSHIPS:

-  FAIRFIELD MULTI-STOREY CAR PARK
Croydon Council, operated by NCP
-  COLLEGE GREEN AND URBAN REALM
Croydon Council
-  FAIRFIELD HALLS
Croydon Council and the Fairfield Trust
-  CROYDON COLLEGE (with planning consent for a 29-storey tower to the east of the existing building)
-  BARCLAY ROAD ANNEXE
Croydon College
-  MAGISTRATES COURT
HMCS
-  SUFFOLK HOUSE
Metropolitan Properties (Provincial) Limited
-  ST MATTHEWS HOUSE AND AIG
Metropolitan Properties (Investments) Limited
-  ESSEX HOUSE SITE (with planning consent for a 17-storey office building)
Terrace Hill (Croydon) Limited
-  MONDIAL HOUSE
Bridgewater Properties Limited
-  EXISTING SUBSTATION
UK Power Networks
-  CAR PARK ACCESS BRIDGE
Network Rail



Ground floor plan showing landowners within the Fair Field Masterplan







2.2.7 Croydon Council and its partners on the Stakeholder Board believe that the way to make the most of the opportunities that Fair Field offers - and to transform it in to the fantastic place that it could be - is to develop a Masterplan consisting of:

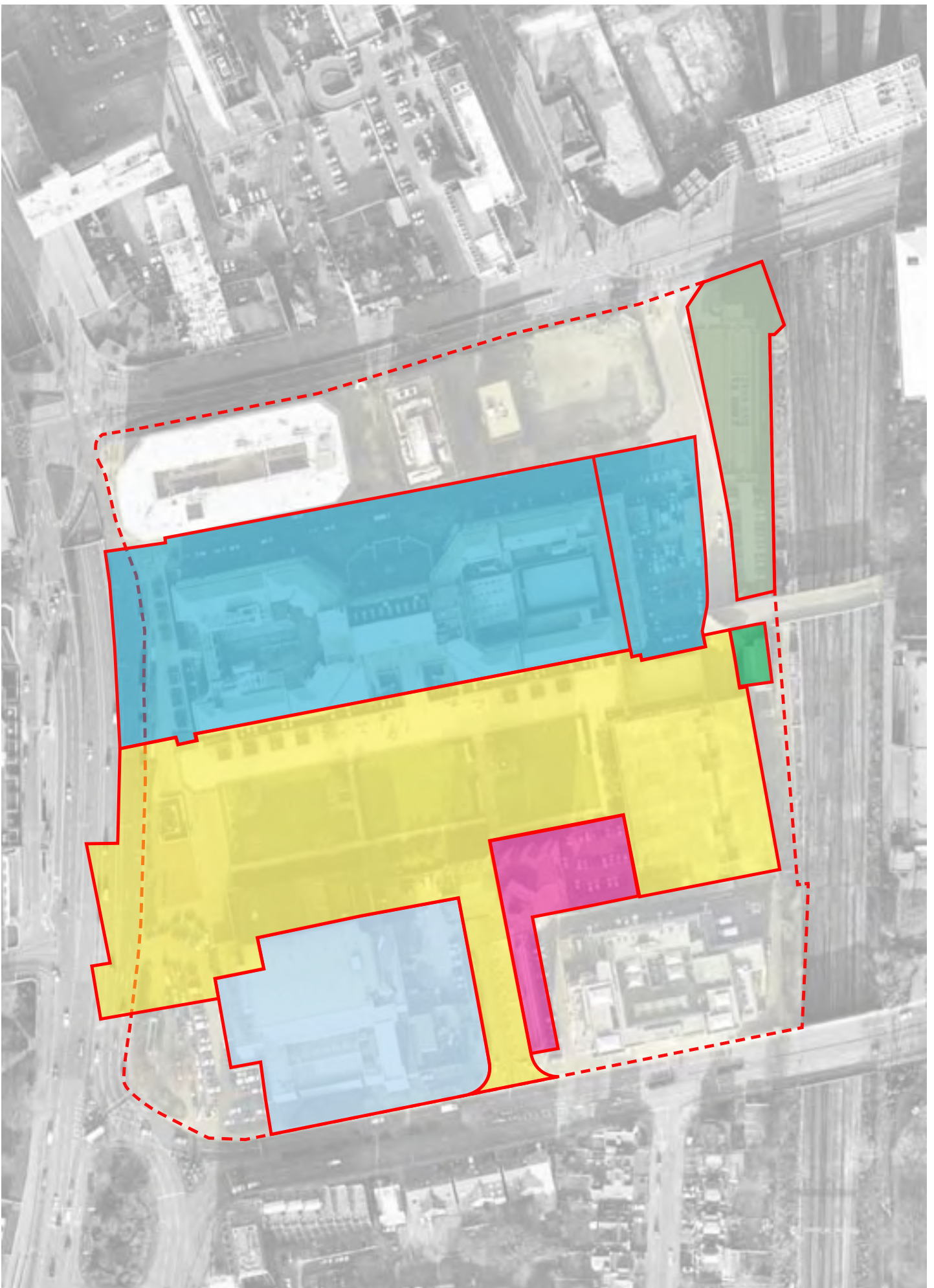
- A Shared Vision; developed and agreed with stakeholders and the public
- Strategic Objectives; clear, concise, spatial moves underpinning the Masterplan
- Public Realm Parameters; to transform the area's public realm at both ground floor and subterranean levels, in compliance with Croydon's emerging Public Realm Design Guide
- Movement Parameters; for all modes of transport, in coordination with wider transport modelling and strategies for central Croydon.
- Development Parameters; guiding development and inspiring confidence and certainty
- A Robust Implementation and Phasing Strategy; realistic, viable and flexible framework for delivery in the short, medium and long-term
- Character Areas; Setting the quality, tone and use of different areas within the Masterplan
- A Series of Components; the Masterplan broken down into a comprehensive set of independently deliverable projects with clear costs and responsibilities
- Supported in parallel by a Suite of Early Wins; detailed designs for a prioritised set of public realm projects that are ready-to-tender and implement.

2.2.8 The Fair Field Masterplan includes a substantial subterranean area, which sits adjacent to the Wellesley Road underpass and underground parking at St. George's Walk. Ownership boundaries vary at different levels, meaning strategic sites need to be understood in three dimensions.

2.2.9 A multi-disciplinary team led by Make and Kinnear Landscape Architects was appointed in January 2012 to develop the Masterplan.

KEY TO LAND OWNERSHIPS:

-  FAIRFIELD MULTI-STOREY CAR PARK
Croydon Council, operated by NCP
-  FAIRFIELD HALLS
Croydon Council and the Fairfield Trust
-  CROYDON COLLEGE (with planning consent for a 29-storey tower to the east of the existing building)
-  BARCLAY ROAD ANNEXE
Croydon College
-  MONDIAL HOUSE
Metropolitan Properties (Provincial) Limited
-  EXISTING SUBSTATION
UK Power Networks



Below ground plan showing landowners within the Fair Field Masterplan

2.3 HISTORIC CONTEXT

2.3.1 The Fair Field was historically a lively open space and a regional destination for fairs, markets, and entertainment. The arrival of the railways in 1868, widening of Park Lane, and subsequent comprehensive redevelopment in the mid-20th century resulted in the area becoming increasingly disconnected from the rest of the town centre. The Masterplan aims to rediscover Fair Field's historic role as a thriving regional destination for the 21st Century.

2.3.2 In the context of the modern world, which provides so many different and easy ways to travel and communicate, it is difficult to appreciate the importance of Croydon's fairs and markets and the physical impact they had on the town and its citizens. Throughout the year these fairs were the largest in the county and attracted thousands of people from a broad cross section of society, including many visitors from Central London.

2.3.3 From early medieval times the fairs and markets gave isolated rural developments the opportunity to buy and sell goods which were unavailable in the smaller towns and villages. In addition the fairs provided a forum for entertainment and social engagement between diverse communities. By the 18th Century the fairs were places where fashionable London society gathered.

*'The town was a fair of itself, music, singing, acrobats, and all kinds of entertainments going on in the street....'*¹

2.3.4 For over four hundred years Croydon's fairs were held at Fair Field. The arrival of the

¹ Mr William Page remembering the fair in the 1850s



Croydon Fair at Fairfield, 2 October 1833

railway in the mid 19th Century began to transform the character of Fairfield. What was once a multi-use, green open space, linked to the town centre by the ancient Fair Field footpath running from Park Hill to the junction of Park Lane and George Street, became separated from the town centre by the widening of Park Lane. The resulting pedestrian network offered few options, and reduced access to the new public space of College Green. This is demonstrated by the rapid decline of College Green, which replaced

Fair Field as a public gathering space in the town centre.

2.3.5 Today College Green has sporadic use, proving popular with both students and skateboarders but failing to attract a broader cross section of the local community.

2.3.6 This masterplan proposes a number of strategies which aim to redress this situation and recapture the vibrancy of Fair Field when it was a popular and lively destination.



1880s. View from Park Lane, near the junction at George Street looking east.



Early 1900. The area south of Fair Field Path was still used for recreation



1940s. Fair Field with the railway gone. The site becomes a car park.



1945. VE Celebrations in Fair Field



1960s. On completion college green was separated from Queen's Gardens by the widening of park lane



1935 Plan of the Fair Field site when it was used for fairs



1935 Plan of the Fair Field site as a railway depot

2.4 FAIR FIELD TODAY

CHALLENGES



The pedestrian route is complex, convoluted and perceived as unsafe.



Barriers and other obstacles make it impossible to cross the road at street level.



Pedestrian crossings are poor quality and uninviting. The environment is defined by the predominant use of tarmac.



Many connections to the site are underground through the carpark.

OPPORTUNITIES



Croydon College is a dynamic and thriving educational institution.



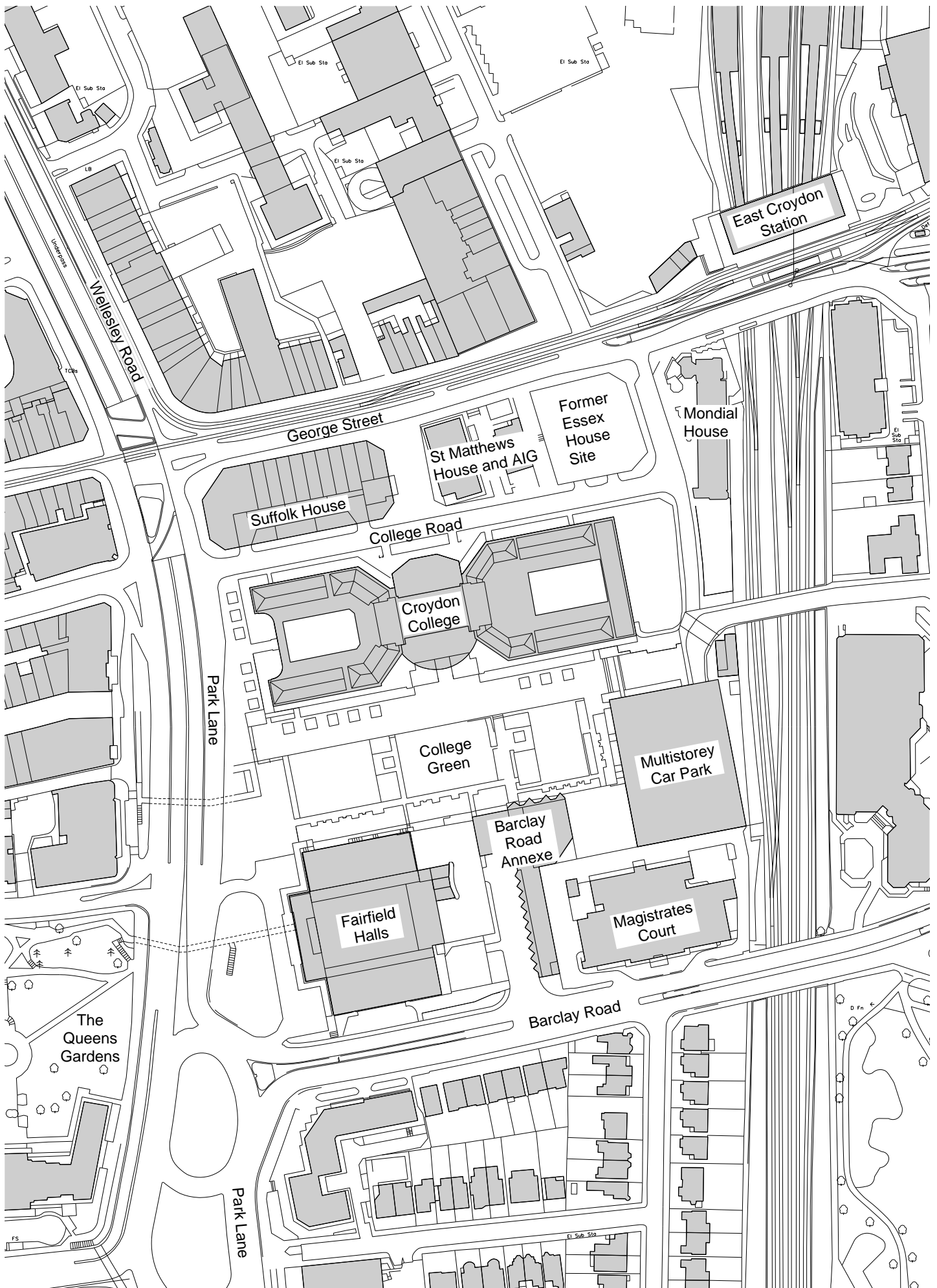
Fairfield Hall's is celebrating 50 years of amazing performances.



The bustling Croydon City Centre is only minutes away from the Fair Field site once across Park Lane.



The central location means that the site is already connected to beautiful and interesting parts of Croydon.



Existing plan of the Fair Field Masterplan Site, 2012

2.5 CONSTRAINTS

AN ISOLATED AND INACCESSIBLE AREA

2.5.1 The Fair Field Masterplan area is physically disconnected from the rest of Croydon. Because of this there is very little pedestrian activity and consequently minimal public life.

2.5.2 ACCESSIBILITY

- The Fair Field area is an isolated quarter surrounded by barriers.
- There are few possibilities to walk through College Green.

2.5.3 LEVELS

- The Fair Field area is perceived as complex and unsafe due to several differences in levels and underpasses.
- It is an inhospitable and incoherent environment for pedestrians due to inconsistent material treatments and lack of legibility.

2.5.4 ACTIVITY

- The Fair Field area suffers from a lack of genuine active frontage discourages pedestrians to use the spaces as either route or destination.
- There are few opportunities to cross the roads, primarily due to barriers and other physical obstructions.
- In particular, traffic barriers along Park Lane, George Street and Barclay Road do not encourage pedestrian movement. Where these crossings exist they are uninviting and indirect.



Constraint: Accessibility

- Public access
- Semi-public access



Constraint: Levels

- Lower
- Ground
- Raised

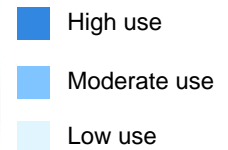


Constraint: Activity

- Active frontage
- Inactive frontage
- Barriers

2.5.5 USE

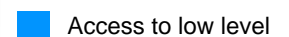
- The Fair Field Masterplan area is adjacent to East Croydon Station, one of the busiest stations in the UK. The footfall from this station is not being harnessed, primarily because there is a poor quality pedestrian link to College Green from the station.
- A number of buildings and sites within the masterplan area, and its surroundings, are underused or vacant.



Constraint: Use

2.5.6 UNDERGROUND

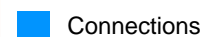
- The perception is that the underground parking is unsafe with little natural surveillance, natural light, poor access and egress and a confusing layout.



Constraint: Access to low level

2.5.7 LEGIBILITY

- The Fair Field Masterplan area is convoluted and minimal route options across the site discourage people from walking or cycling.
- Connections along major pedestrian desire lines are missing.



Constraint: Legibility

2.6 OPPORTUNITIES

A CONNECTED AND ACCESSIBLE AREA

2.6.1 ACCESSIBILITY

- Creating a new link to College Green from East Croydon Station and at grade crossings on Park Lane provides the vital missing links along a major pedestrian desire line from East Croydon Station to the town hall and civic centre.



- Public access
- Semi-public access

Opportunity: Accessibility

2.6.2 LEVELS

- Removing multiple stepped level differences across the masterplan area creates a number of key routes that intersect within the Masterplan area, creating concentrated areas of activity. These are places where public spaces will be created.
- The Masterplan seeks to reinforce many existing but poorly realised connections, such as that to Queen's Gardens.



- Lower
- Ground
- Raised

Opportunity: Levels

2.6.3 ACTIVITY

- Removing barriers and obstructions across the Masterplan area creates increase active frontage. Therefore providing opportunities to enliven routes and create destinations as well as engage more fully with the unique cultural institutions already present in the College and Fairfield Halls.



- Active frontage
- Inactive frontage
- Barriers

Opportunity: Activity

2.6.4 USE

- Increasing accessibility, legibility and activity allows for the enhanced potential of the redevelopment sites (in orange), creating the opportunity for further connections to be created to the south.
- A more inviting pedestrian route visible from East Croydon Station will capitalise on the significant pedestrian traffic.
- College Green will become a much busier place as people move to key destinations within Croydon. This will act as a catalyst for redevelopment within the masterplan area.



Opportunity: Use

- High use
- New development opportunities

2.6.5 UNDERGROUND

- Brighter, safer and more legible connectivity between the podium level and the car park below is essential for re-ordering people's perspective of the area.



Opportunity: Access to low level

- Reconfigured access to low level

2.6.6 LEGIBILITY

- A number of key pedestrian links sit outside the boundary, but they are critical to its success in order to create the necessary flow of people through the area.



Opportunity: Legibility

- Connections

2.7 AGREED OBJECTIVES

2.7.1 Six opportunities have been identified by the Stakeholder Board to deliver the vision, which underpin all recommendations and proposals set out in this Masterplan.

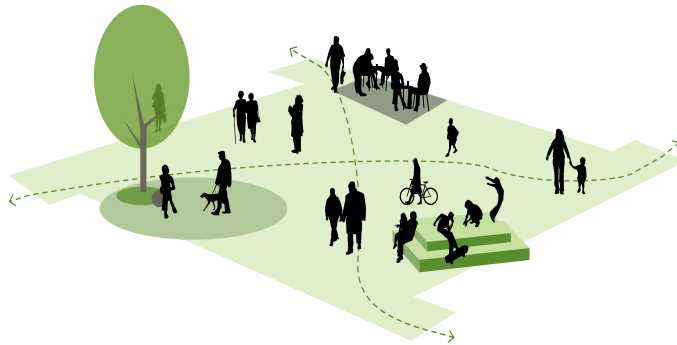
A DESTINATION

2.7.2 A regional destination anchored by significant institutions that contribute to and benefit from their surroundings.



STRONG PUBLIC REALM

2.7.3 An animated, and well-used public realm that complements surrounding spaces.



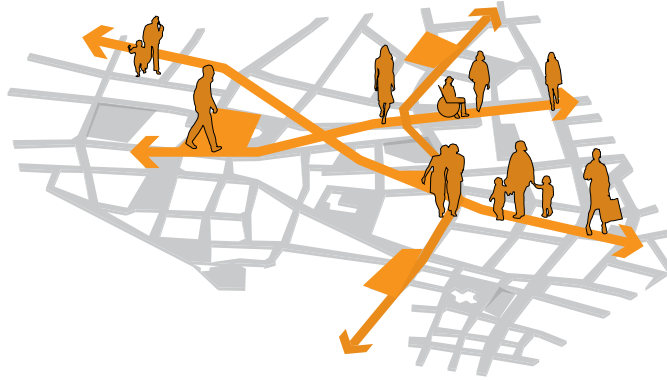
AN ACTIVE SPACE

2.7.4 A vital mix of activities giving opportunities for local enterprise.



MORE CONNECTED

2.7.5 Better connections to and through the Masterplan area.



NEW DEVELOPMENT

2.7.6 Optimised development potential to enable a new mix of uses.



A REALISTIC PLAN

2.7.7 A pragmatic plan to deliver change in the short and long-term



2.8 PUBLIC ENGAGEMENT

2.8.1 A Public Engagement event was held on the 29 & 31 March 2012 at Croydon College and Fairfield Halls respectively, exhibiting story boards articulating the vision and headline principles of the emerging Fair Field Masterplan to gather public feedback. The event was attended by over 300 people from Croydon College, Fairfield Halls and the wider area, over 50 of whom submitted written comments.

2.8.2 The event prompted discussions around the constraints and opportunities for the Fair Field area. It also provided the opportunity for the public to share their ideas with the design team for potential Early Wins projects and prioritise potential opportunities for regeneration of the Fair Field area. In addition, a walkabout in the Fair Field area with ward members and the Cabinet Member for Planning, Regeneration and Transport was carried out on the 29th March.

2.8.3 An extended conversation with key stakeholders has also been crucial in shaping The Fair Field Masterplan. The masterplan is based on a brief that was written collaboratively with the Fair Field Stakeholder Board made up of key partners and landowners critical to delivery:

- Croydon Council
- CCURV
- Croydon College
- Fairfield Halls
- Terrace Hill
- Metropolitan Property
- Magistrates Court (HMCS)
- Bridgewater / Grovebank Properties
- Transport for London
- NCP
- Network Rail



Post-it note ideas from the public engagement



The public engagement in Croydon College foyer



The public engagement in Fairfield Halls foyer

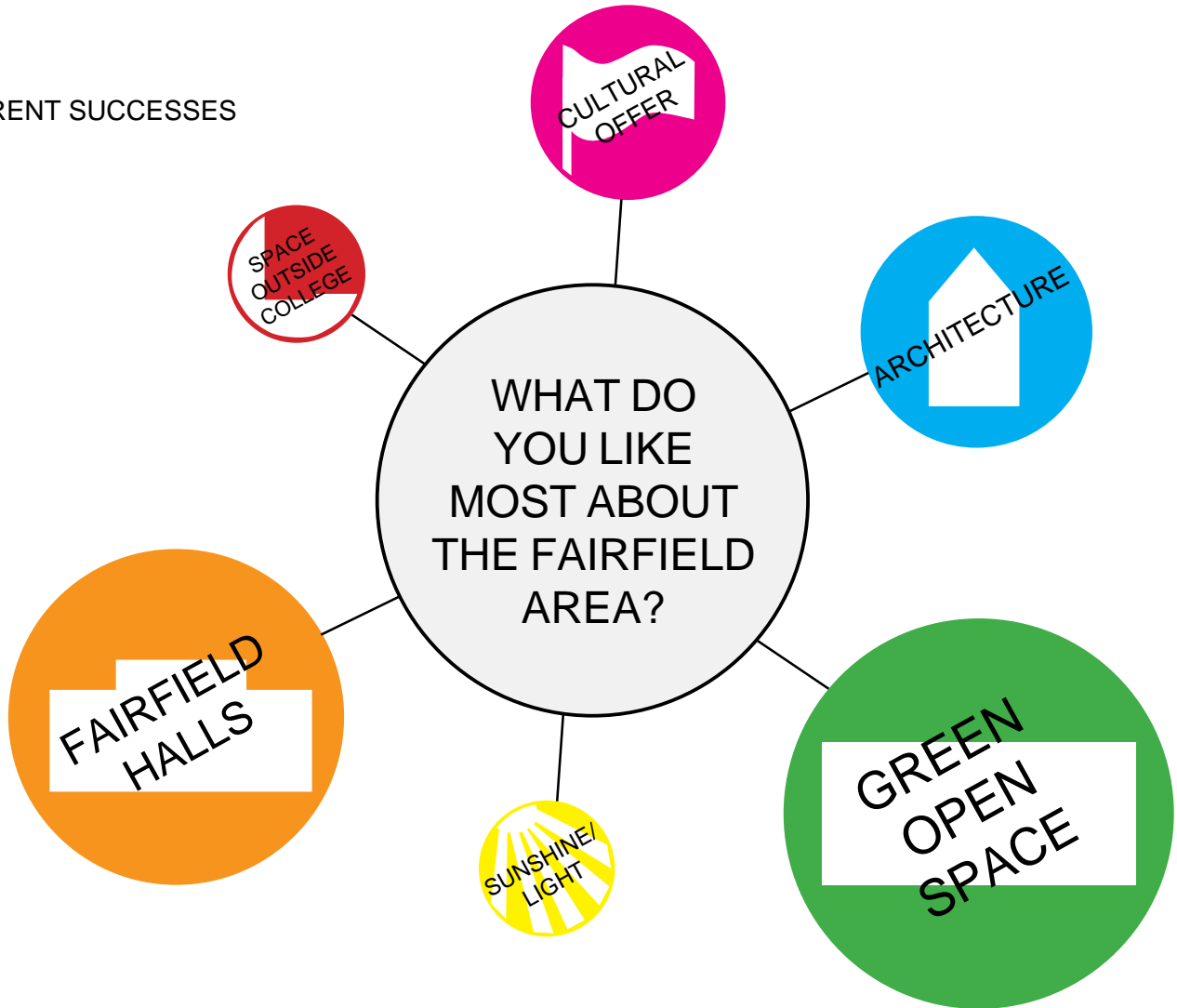
2.8.4 The Stakeholder Board has reviewed, guided and signed-off the Masterplan as it has developed, ensuring the result is a delivery focused masterplan with genuine buy-in.

2.8.5 The vision and headline principles of The Fair Field Masterplan have been on public display at Croydon College and Fairfield Halls. Comments from these events have been fed back into the Masterplan as it has developed.

DIAGRAMS SHOWING ENGAGEMENT FEEDBACK

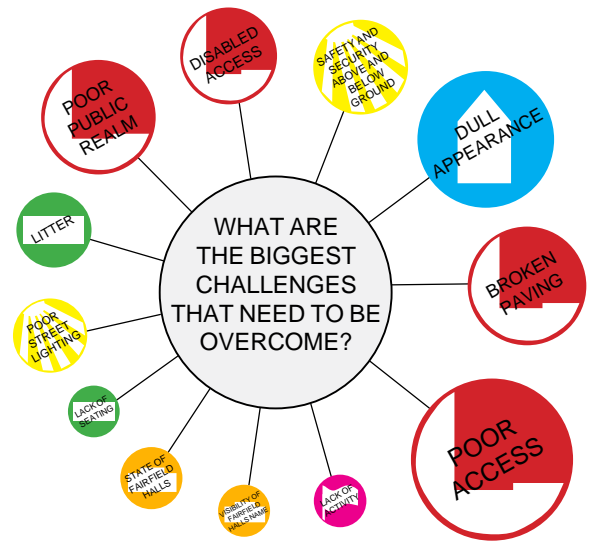
2.8.6 The following diagrams show the feedback from the public engagement in a diagrammatic manner with each comment relating to a key topic (as below) with the size of the icon directly proportional to the amount of times mentioned.

CURRENT SUCCESSES



 Development	 Landscaping	 Lighting
 Public Realm	 Fairfield Halls	 Activity

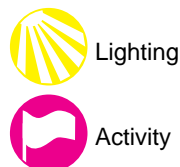
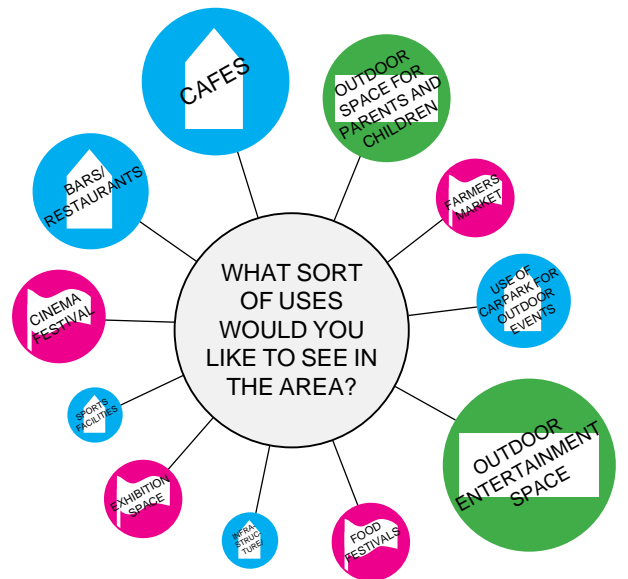
CURRENT CHALLENGES



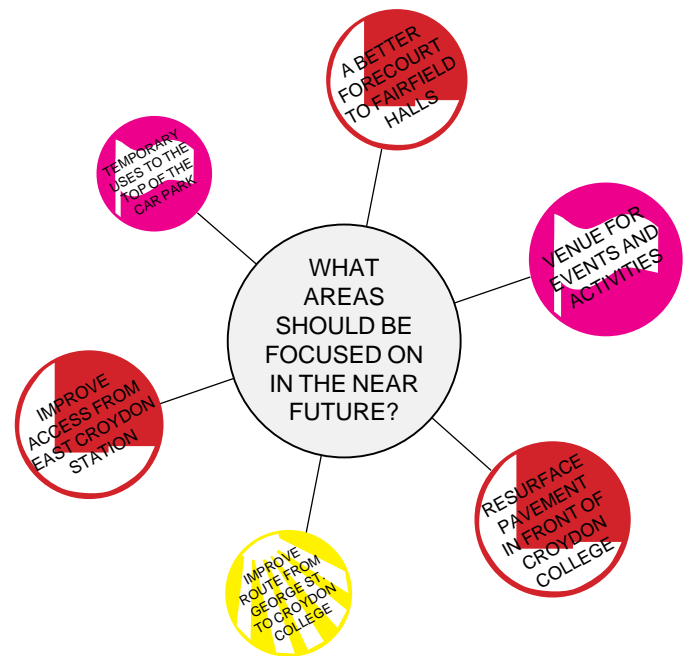
SUGGESTED IMPROVEMENTS



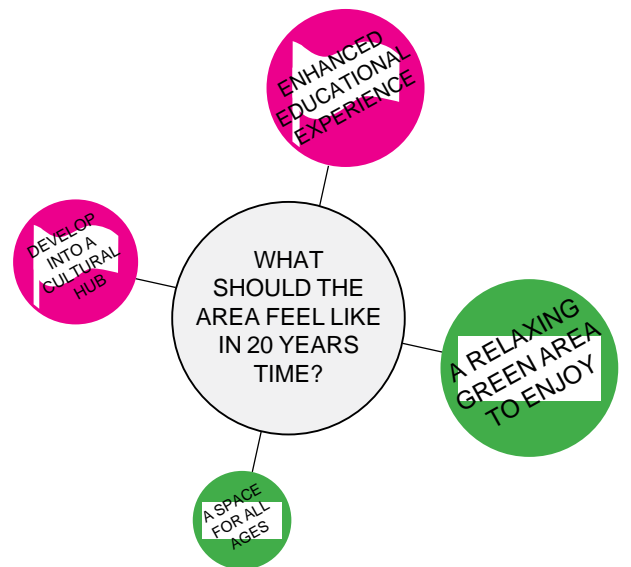
POTENTIAL USES



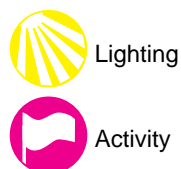
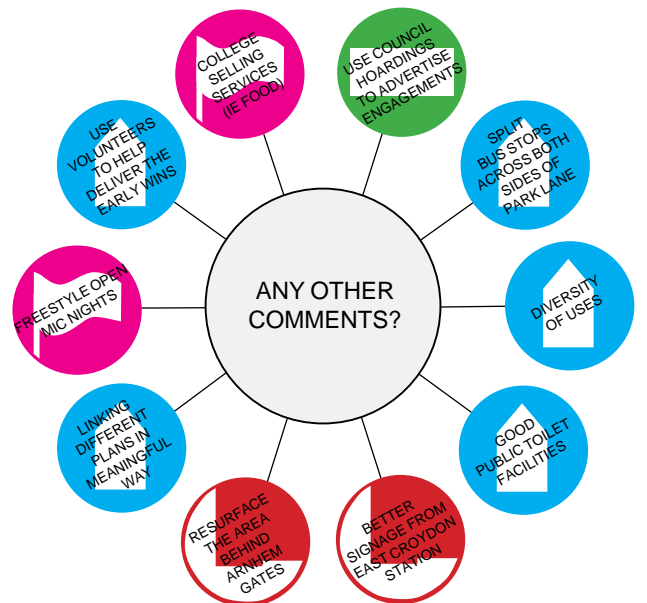
EARLY WINS



FUTURE PURPOSE



FURTHER COMMENTS



FURTHER CONSULTATION ON THE DRAFT MASTERPLAN

2.8.7 The draft Fair Field

Masterplan was released for public consultation over a six week period between the 3rd September and 15th October 2012. During this period 40 copies of the Masterplan were printed for use at dedicated Masterplan public consultation events, and made available at public libraries. A pdf of the draft Masterplan document was made available on the Council website.

2.8.8 Two Public Consultation events were held, the first on the 6th September in Queens Gardens in conjunction with the Mayors Showtime event and the second held behind the Arnhem Gates on the 6th October 2012. A total of 37 representations were received, which have been considered in detail to inform the final Masterplan. All representations have been collated and responded to in the Fair Field Masterplan Consultation Log, available on the Council's website.

2.8.9 The event on 6th September 2012 provided an opportunity for members of the public to review and discuss proposals through an interactive model of the draft Fair Field Masterplan. This material was publicly displayed in a shop on George Street between 6th September and 6th October.

2.8.10 The event on 6th October 2012 marked the ongoing engagement process with the various stakeholders, and was used to test the viability of temporary uses to activate College Green. A football tournament between interested parties activated the space. The Masterplan team collaborated with



Activation of space during consultation of the masterplan October 2012

Carpentry Students from Croydon College to produce spectator seating, and with Graphics Students to produce a publication with ideas for temporary uses for spaces within the Masterplan area. Food was provided by a Surrey Street Market trader, with music by a local brass band and Croydon's best DJ exports. Other attendees included local residents, skateboarders, and local politicians. A workshop was held to discuss the potential for implementing temporary uses in the Masterplan area, which has informed the final content of the Masterplan and proposed Early Wins.



Masterplan engagement October 2012



Football between parties interested in the future of The Fair Field October 2012

2.9 OPEN SPACE CONTEXT

OPEN SPACE AND GREEN INFRASTRUCTURE

2.9.1 The Croydon Third City Vision set out the objective to connect central Croydon with surrounding green spaces through a network of green infrastructure, or 'Emerald Necklace'. This is being taken forwards through the All London Green Grid Area Frameworks 7 & 8, the Croydon OAPF and the Connected Croydon Programme.

2.9.2 The open space of College Green on Fair Field forms a strong link. This can be strengthened for the future through the masterplan.

2.9.3 The nearby London Downlands Landscape is connected via the historic 'Vanguard Way' route which was the start of a route from London to Paris. The proximity of this landscape can be made visible in the urban context of Fair Field.

ACCESS TO OPEN SPACE

2.9.4 The aspiration must be to meet national guidelines for access to an appropriate mix of green spaces for a range of recreational needs. This is achievable at Fair Field if existing connections are strengthened, especially to Park Hill, and the site itself becomes a significant green space.



Fair Field in the context of the 'Emerald Necklace'



Large Forest Trees to achieve green infrastructure in an urban context

2.10 POLICY CONTEXT

2.10.1 There are a number of documents which provide policy context for the Fair Field Masterplan or existing reports and documents which have been referred to in preparing the masterplan. These are as follows:

NATIONAL

- National Planning Policy Framework (2012)
- Technical Guidance to the National Planning Policy Framework (2012)
- Assessing Needs and Opportunities: A Companion Guide to PPG17 (2002)
- Planning for Biodiversity and Geological Conservation: A Guide to Good Practice (2006)
- English Heritage and CABI - Guidance on tall buildings (2007)
- DETR – By Design: Urban Design in the Planning System: Towards Better Practice
- The Urban Design Compendium & Urban Design Compendium 2
- Manual for Streets, Department for Transport (2007)
- English Heritage: Streets for All
- Community Infrastructure Regulations 2010, 2011 & 2012

REGIONAL

- The London Plan (2011)
- All London Green Grid SPG (2012)
- Accessible London: Achieving an Inclusive Environment SPG (2011)
- Shaping Neighbourhoods: Children and Young People's Play and Informal Recreation SPG (2012)
- Mayor's Economic Development Strategy (2010)
- Cultural Metropolis strategy (2010)

- London's Downlands Area Framework (2012)
- Mayor's Transport Strategy (2010)
- Emerging TfL South London Sub-Regional Transport Strategy
- Transport for London Streetscape Guidance (2009)
- Streets for All (2005)
- Transport for London: Making London a Walkable City (2004)
- TfL Interchange Best Practice Guidelines (2008)

LOCAL

- London Borough of Croydon Unitary Development Plan, The Croydon Plan (2006)
- Croydon Local Plan: Strategic Policies Post-Examination (2012)
- London Borough of Croydon Supplementary Planning Documents and Interim Planning Guidance
- Economic Development Strategy Refresh 2010 - 2012

EXISTING REPORTS AND REFERENCE DOCUMENTS

- We are Croydon this is our vision (2010)
- Third City, Alsop, Croydon Borough Council (2007)
- London Borough of Croydon's Community Strategy (2010-2015)
- Infrastructure Delivery Plan (2012)
- Understanding and Shaping the Cultural sector In the London Borough of Croydon (2010)
- Outdoor Space Needs Assessment (2009)
- Outdoor Space Needs Assessment Standards Paper (2009)
- Borough Character Appraisal (2011)

- Borough Character Appraisal Residential Typologies (2011)
- Croydon Housing Typologies (2010)
- CMCAAP Issues and Options Report, Croydon Borough Council (2008)
- Baseline Analysis of Urban Structure Layout and Public Spaces, Space Syntax (2007)
- Draft Croydon Transport Strategy, JMP Baseline Data Analysis (2008)
- Wellesley Road Competition, Stage 1 Brief (2008)
- South London Route Utilisation Strategy, Network Rail (2008)



Illustrative render of Fair Field Masterplan

3.0

THE MASTERPLAN

3.1

A DELIVERABLE MASTERPLAN

3.1.1 The Masterplan seeks to redefine the Fair Field area pragmatically with a strong focus on public realm and enhancements to College Green itself. Such improvements will aid the connectivity and legibility of the whole Masterplan and be the 'glue' for the various scaled developments within the area.

3.1.2 The over arching framework of the Masterplan is formed of a grid of similarly scaled development components, which draw on the relevant planning grids which lie latent in the planning of the area.

3.1.3 The Fair Field Masterplan is primarily about delivery:
a) because it has been developed alongside key landowners and stakeholders and has sought to be inclusive whilst always adopting a broader more extensive vision; and
b) because it has been collectively imagined to be delivered in phases as a series of components.

3.1.4 The Fair Field Masterplan in its entirety is a combination of all these components, with each element being integral to the long term vision and supportive of each other. However, there is an inherent flexibility with regard to the deliverability of many of the individual components. All the different components of the masterplan unite to eventually provide a stronger public urban framework with key north-south and east-west access as well as an improved set of public urban spaces which complement, rather than obstruct, the myriad of uses contained within the area.

3.1.5 The Fair Field Masterplan has been carefully considered to accommodate imminent change in a way that acts as a stepping stone for more far-reaching transformation later.

3.1.6 The Masterplan is based on an analysis of key pedestrian routes defining potential development plots with enlivened active frontages, whilst maintaining the overall area associated as *Designated Open Land (DOL)* as contained within the Croydon City Council UDP.

3.1.7 The Masterplan retains the area of the DOL, although in a different configuration.

3.1.8 A redistributed College Green allows for a smaller scaled development bordering its eastern end with the focus of the Green shifted towards Park Lane.

3.1.9 The area classified DOL in the masterplan is revised to 6,290m², approximately 30% of which is in an alternative arrangement from the current configuration.




3.1.10 Proposals will be considered against the National Planning Policy Framework (NPPF) as a whole and particularly paragraphs 69, 70 73 - 76, London Plan Policy 1.1, Unitary Development Plan Policy R08, Croydon Local Plan SP6.

3.1.11 It is of paramount importance that any residential development in the vicinity of the rear of Fairfield Halls must undergo thorough acoustic testing to ensure that residents will not be unduly affected by the operations of the Fairfield Halls service yard, and will therefore not limit the long term viability of Fairfield.



A deliverable masterplan based upon key pedestrian routes

KEY

-  Key pedestrian routes
-  Enlivened active frontages
-  Well defined public realm



Illustrative masterplan under development : red line boundary highlights redistributed Designated Open Land (6,290m²)



Illustrative complete masterplan : red line boundary highlights redistributed Designated Open Land (6,290m²)

3.2 PUBLIC REALM PARAMETERS

STREET LEVEL

3.2.1 The public realm parameters provide a framework to transform the pedestrian experience of Fair Field. Linking the site coherently with designated public spaces and integrating it with the wider pedestrian movement network are key objectives of the Fair Field Masterplan. Pedestrian accessibility, connectivity and legibility are the basis on which the parameters have been established.

3.2.2 The fundamental approach is to establish a simple network of links and squares, connected by a continuous ground plane and step free access to all areas.

3.2.3 Three key routes have been identified to make the overall public realm inclusive to all users and reinforce the grid of pedestrian movement across the site:

- Link from East Croydon Station to College Green
- Link from Barclay Road to College Green
- Link from Hazeldean Road to College Green

3.2.4 The vertical and horizontal circulation of pedestrians have been considered as equally important to keep both levels as active public realm. The entrance points at street level to the below ground car park and circulation levels have been a focus for upgrade and should provide opportunities for bold features in the public realm.

3.2.5 Developments bordering public realm should engage proactively at street level with entrances and active uses where possible to encourage a diverse community of users and uses.

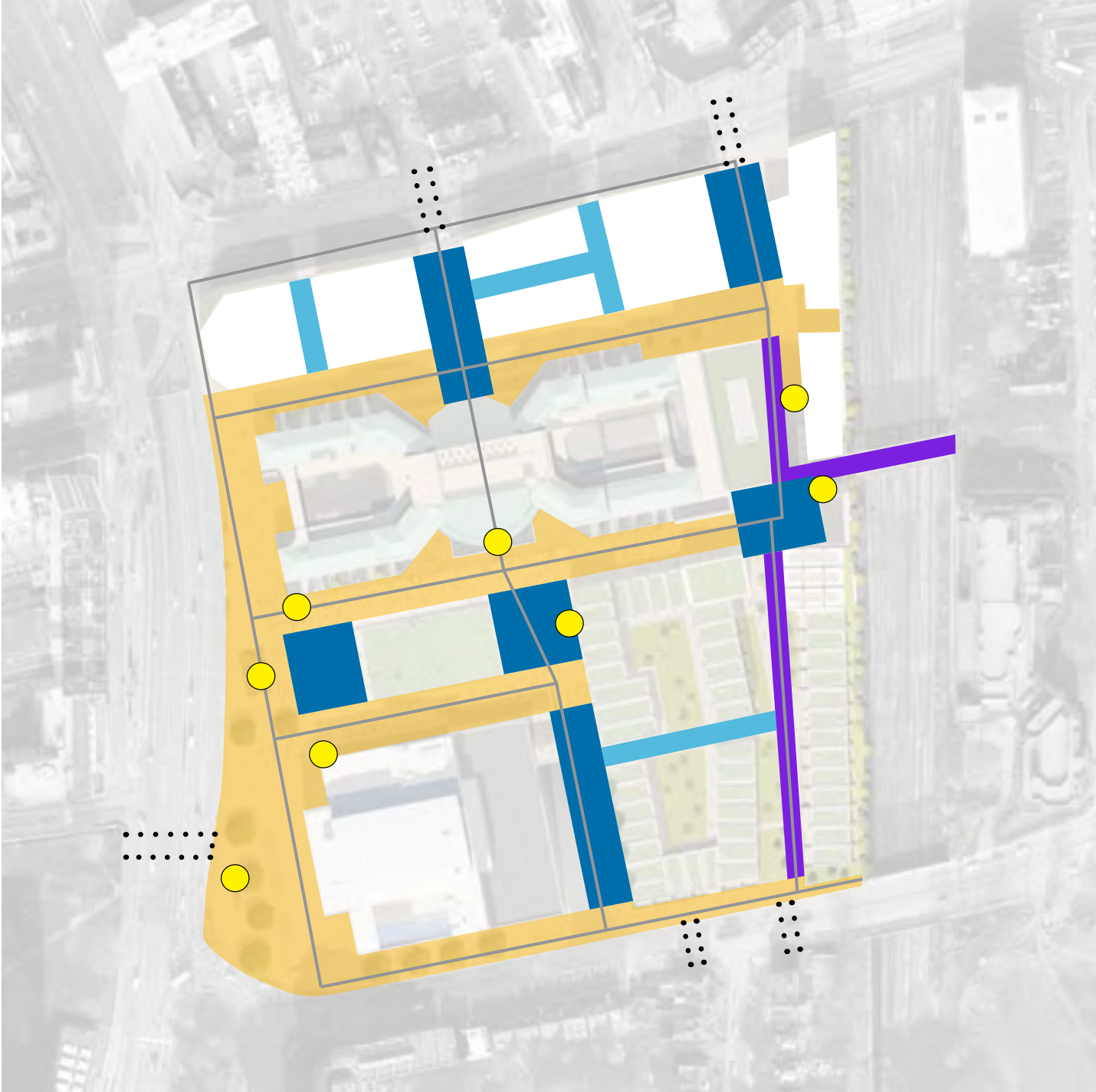
3.2.6 New public realm squares are distinctive places which have their own character as meeting or gathering places. Activities from the adjacent institutions can spill out into the urban realm creating a vibrant atmosphere.

3.2.7 Varied use of public realm spaces should be made flexible to accommodate a wide variety of users and uses including meanwhile use and spaces for young people.

3.2.8 Public realm improvements proposed will contribute to the reduction of anti-social behaviour and by providing an animated, well lit and usable public realm throughout the day and night.

3.2.9 Water may form part of the detailed design of public realm at a later stage; however there are technical challenges in installing a water feature on a concrete deck above a car park.

3.2.10 Public realm parameters encourage active frontages which to provide natural/passive surveillance as part of the masterplan.



Public realm parameter plan - Street level

KEY

- New Public Realm Link
- New Public Realm Square
- Upgraded Public Realm Access to below ground car park
- Upgraded Existing Public Realm
- New semi-private link
- Potential new or improved pedestrian crossing outside of the Masterplan area

BELOW GROUND

3.2.8 The Fair Field Masterplan area has an underground level which was originally formed as railway cuttings. Most of this is now an underground car park with connections to the subway network.

3.2.9 There are key pedestrian routes in the public realm at Fair Field which happen at the underground level. The use of them should be encouraged through improvements to access, lighting, wayfinding and maintenance. The population of these routes will contribute to safety and security.

3.2.10 The improvements to access that mediate between car park below ground level and the street are important to enhance the character of the subterranean spaces. The greening of the car park level will contribute to the experience of the car park level as public realm. Diversifying the appearance of access points with vegetation will contribute to the overall concept for the public realm to use landscape as natural wayfinding. A clear and simple signage strategy will reinforce the key routes.

3.2.11 The approach to materials should respond to the character of pedestrian routes in the public realm at street level for key routes.

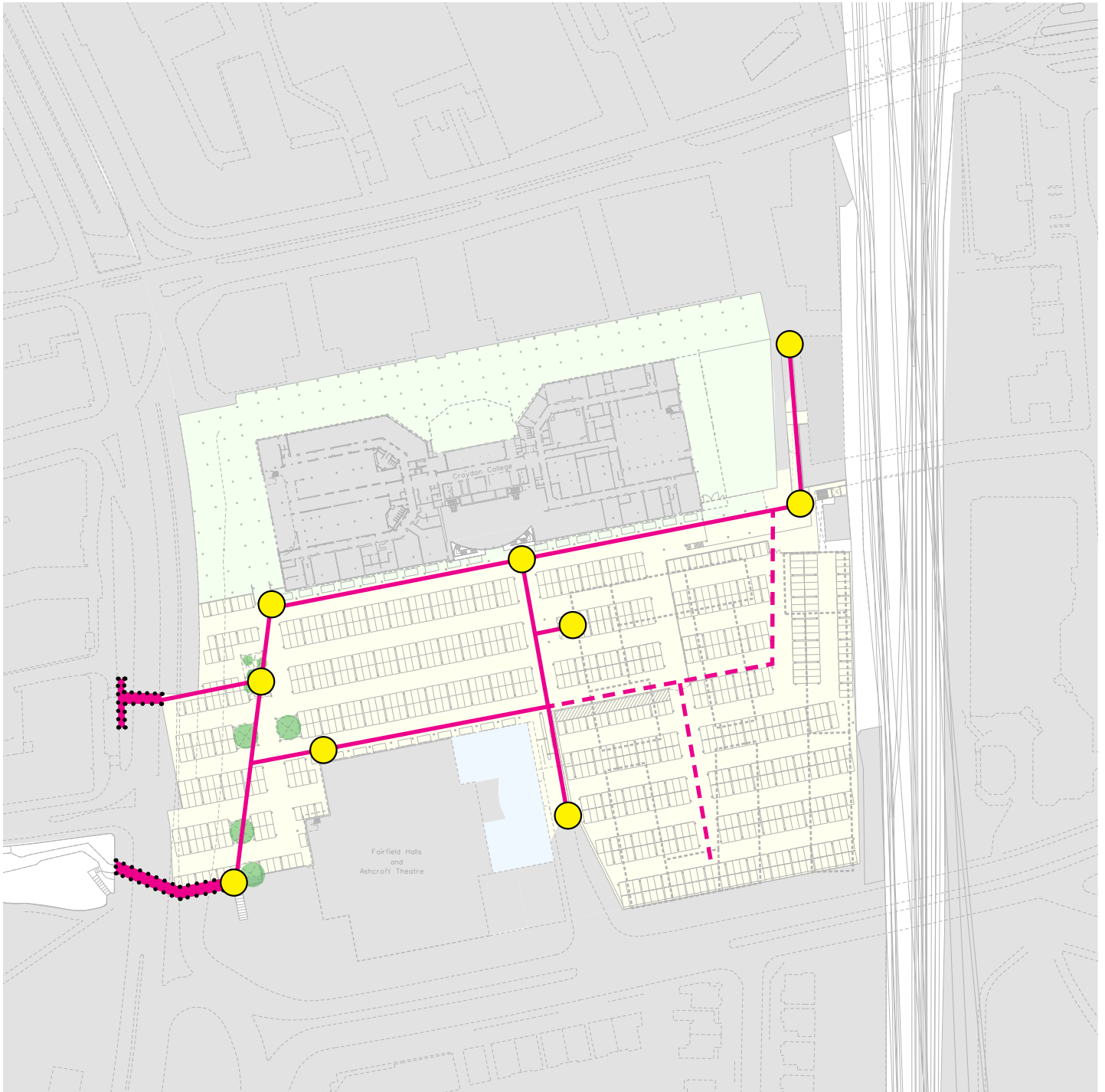
3.2.12 The improved access points and Forest Trees planted at car park level will allow increased natural light to the lower level with new openings in the structural slab. During the day the increase in natural light will contribute to improved safety and security.

3.2.13 Significant improvements to lighting of the overall space and key routes are fundamental to sustaining vertical and horizontal circulation.

3.2.14 The existing subways which provide access to the west side of Park Lane should be upgraded to sustain these important links. Subway entrances should be visible and legible at both street level and underground level. The condition of the subways themselves are important parts of the upgraded public realm as key pedestrian links.







3.2.15 Links to the key institutions, Croydon College and Fairfield Halls from the car park level will increase their connectivity with the wider area with an aim to increase their presence in Croydon Town Centre. Buildings should have a positive presence and frontage below ground level, so that different destinations are clearly legible from the car park.





Public realm parameter plan - Below ground level

KEY

-  Upgraded or additional access to above ground level
 -  Upgraded pedestrian routes below ground
 -  Private parking pedestrian routes below ground
-  Upgraded Public Realm for subways
 -  Forest Trees planted at below ground level for natural wayfinding.
 -  Pioneer trees planted at below ground level to distinguish upgraded vertical connections to above ground level.

PUBLIC REALM PALETTE

3.2.15 High quality materials should be used throughout to inform character and maximise longevity. Material selection must meet the requirements of the Public Realm Design Guide.

3.2.16 The success of the public realm will be dependent on clearly defined and funded maintenance arrangements. This should be in place prior to construction.

3.2.17 Granite kerbs are proposed throughout the masterplan area to provide a consistent, high quality and durable edging that frames the public realm.



3.2.18 Connecting Pavements; George Street and Barclay Road Area. Pavements to existing highways should be improved with the upgrade of materials which complies with the Public Realm Design Guide. Natural stone (mid grey granite) to be used where possible with the suggestion of resin bonded gravel to areas which may be more temporary.



3.2.19 Squares and shared surfaces should be defined by high quality natural materials such as granite setts. This will tie in with the kerbs and detailing across the whole area. Colour, finish and size of the units will differentiate from adjacent routes and spaces.



3.2.20 The pavement to Park Lane Frontage should be distinguished with large robust paving such as Granite plank paving to emphasise the space as a strong piece of public realm which prioritises pedestrian traffic.



3.2.21 Detailing of edges, steps and ramps are to be robust to withstand the existing and future uses of the public realm such as skating.

3.2.22 Street furniture should be integrated in the landscape design where possible. It needs to be robust to withstand skating. Otherwise products should comply with the Public Realm Design Guide.

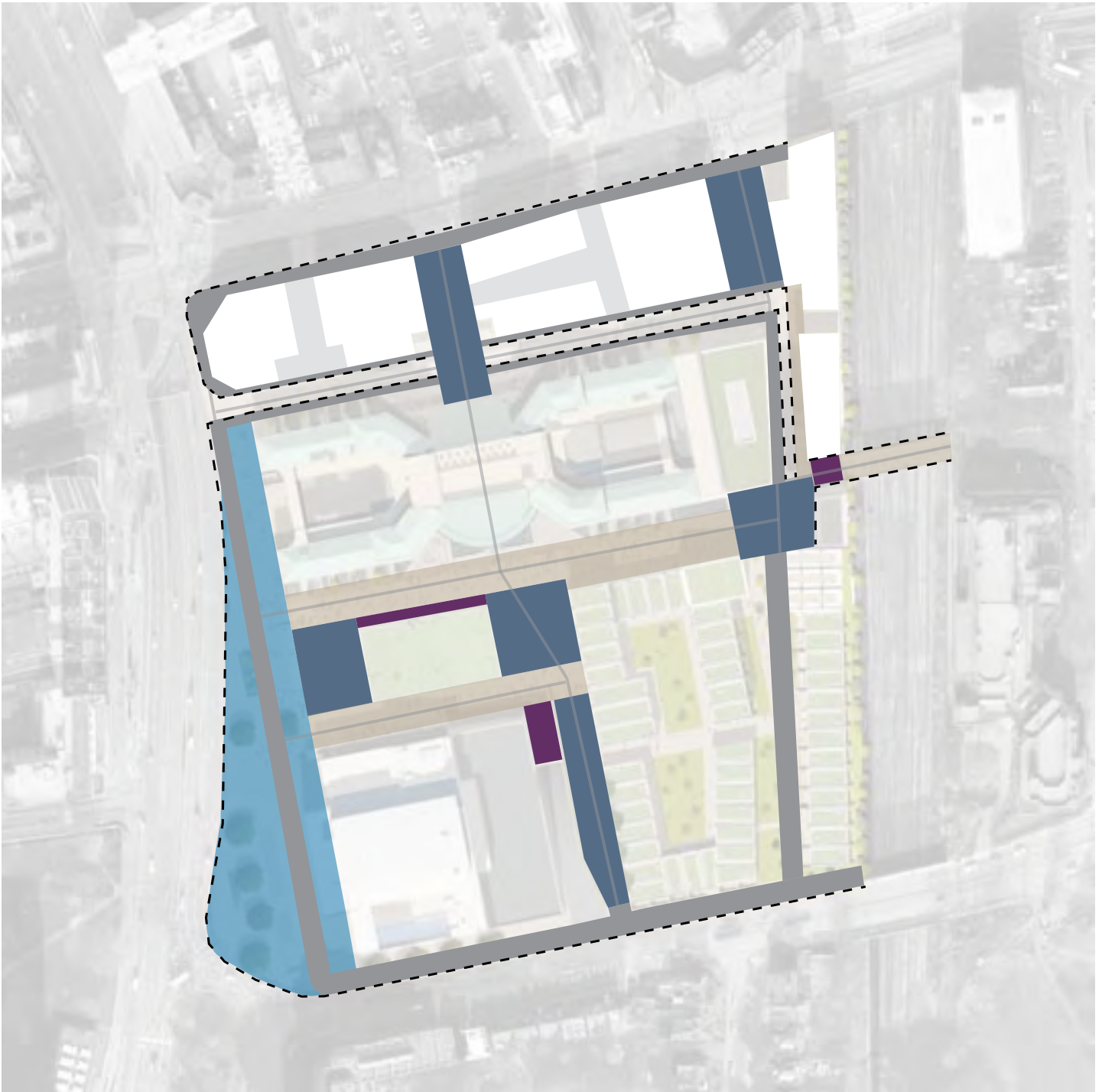
3.2.23 In situ concrete paving should be laid in areas which are unlikely to be needed to be dug-up in the future.



3.2.24 The pedestrian infrastructure of Fair Field is a mixture of constructed walkways which will mediate levels, creating an accessible and connected urban realm. In situ concrete paving will provide a robust unifying surface. Varying the scale and finish of the concrete will provide simple differentiations in character and scale of spaces. The material is robust and low maintenance. Its aesthetic references the heritage of Croydon's development.







3.2.25 Throughout the development of the masterplan there will be the need for new boundary treatments to the public realm both temporary and semi permanent while changes are taking place. Robust well designed hoardings should be used which provide opportunities for local artists, photographers and designers contribute to them. Solid hoardings with imagery should be used to enhance public realm. Hoardings to vacant sites could be permeable in their design to allow the visibility of natural vegetation to be an asset to public realm.





Public realm parameter plan - Material palette

KEY

- | | | | |
|---|--------------------------------|---|--|
|  | Public Squares/Shared surfaces |  | Frontage to Park Lane/Wellesley Road |
|  | Detailing |  | In situ concrete pavements and raised walkways |
|  | Connecting Pavements |  | Extent of Kerbs |

LIGHTING SAFETY AND SECURITY

3.2.26 The basic palette of lighting in the public realm should be consistent with the rest of Croydon Town Centre and comply with the Public Realm Design Guide, delivered through Croydon's street lighting PFI contract. Specific areas should be enhanced with feature lighting to support night time uses where appropriate.

3.2.27 Safety and security is the starting point for the Fair Field lighting strategy. A distinguished palette of lighting is proposed to promote envisaged activities and uses, and help develop the night time economy. This is seen as an addition to the existing lighting of the new 'Rotunda' to Croydon College and uplit frontage of Fairfield Halls. An increased public presence will result in the improved safety and security.

3.2.28 Lighting should inform the use of College Green for night time events. This needs to be flexible for a variety of uses. The film projection from Croydon College to the blank wall of the Ashcroft Theatre of Fairfield Halls has the potential for further development. This vibrant cultural project links the key institutions at Fair Field, provides innovative creative opportunities and atmospheric lighting. Clearance of the northern facade of the Ashcroft Theatre would establish the ongoing use for film projection.

3.2.29 Lighting should be low maintenance and energy efficient. The lighting strategy works simultaneously with the natural landscape wayfinding. Lighting from standard columns may be supplemented by uplighting forest trees.

3.2.30 The upgraded public realm of 'College Square' links George Street and College Road to Croydon College Entrance.

Distinctive feature lighting such as Catenary lighting should to characterise this public realm and highlight the presence of Croydon College on George Street.



Catenary lighting

3.2.31 College Green is lit at night by the new extension to Croydon College. Improvements to column lighting are informed by the public realm design guide and will dramatically improve the safety and security of the route at night. The aspiration for College Green is that it strengthened as part of the pedestrian route to East Croydon Station.



Column lighting complies with Public Realm Design Guide



Building lighting to Croydon College

3.2.32 Proposed residential development which forms part of the long term masterplan for Fair Field provides potential for a new character of public realm to Fair Field. Lighting proposals in this area suggest the character of semi private space. A continuous route is lit with seating objects.



Furniture lighting

3.2.33 Building frontage lighting and lit signage to Fairfield Halls can be integrated with facade improvements. This frontage should have a positive contribution to the public realm through lighting.



Lighting Fairfield Halls





Uplighting to trees




Public realm parameter plan - Lighting safety and security


KEY


 Standard column lighting to reinforce the primary pedestrian network

 Uplighting to trees supplements column lighting

 Catenary Feature Lighting

 Building Frontage Lighting

 Furniture Lighting to residential quarter

 Lighting and Film projection

LANDSCAPE, WAYFINDING AND BIODIVERSITY

3.2.34 The overall concept for the public realm is bringing green into the heart of Croydon. Fair Field is an important part of the green infrastructure where natural elements are proposed to provide wayfinding within the urban context. In addition the new Legible London wayfinding system highlights routes.

3.2.35 Forest Trees are recognised as the most significant element of urban green infrastructure. They provide natural landscape wayfinding and an opportunity to increase greening and biodiversity in the Masterplan area. The introduction of Forest Trees supports the over arching aim from the GLA to increase canopy cover.

3.2.36 Forest Trees planted at both the car park level and street level are a strong visual landmark, something distinctive to Fair Field. Initial structural analysis of this proposal has been positive, further engineering input will be required

to develop the idea and give a more accurate understanding of cost. Ciria have published a comprehensive guide to planting large species trees in urban landscapes which provides useful information on costing, design and management. Maintenance is key to the success of Forest Trees in urban contexts.

3.2.37 Pioneer species such as birch and alder planted at the car park level provide green to buildings and the public realm which highlight vertical circulation which is such a key aspect of the public realm connectivity.

3.2.38 Semi private spaces can extend from buildings which are currently separated from the public realm by voids to the below ground car park. The greening from below ground can give soft landscape character to these spaces and provide potential for growing projects from the College and future residential development.

3.2.39 Vertical greening should be used to enhance pedestrian routes and along the railway line which forms the eastern boundary to Fair Field.

3.2.40 Green and brown roofs have potential to become amenity green space. This should be done where possible to provide visually attractive roofscapes from the high number of taller surrounding buildings.

3.2.41 The protection of existing biodiversity should be considered in the design of the public realm in accordance with NPPF which states that there should be net gains in biodiversity where possible.

3.2.42 Green infrastructure in the Masterplan strengthens sustainable water management on the site and flood mitigation through increased tree cover. SUDS should be incorporated wherever possible and is another advantage to planting at the basement level.



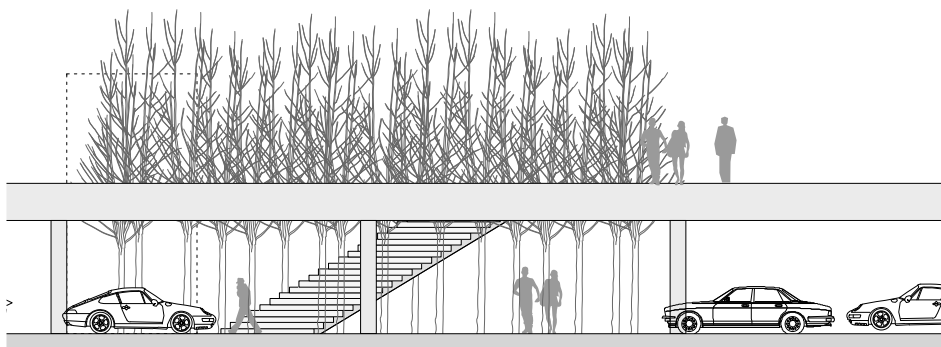
Forest Trees planted at below ground level



Greening to semi-private bridges



Growing potential to semi-private bridges



Groups of Pioneer Species planted at below ground level to highlight vertical circulation









Public realm parameter plan - Landscape wayfinding and biodiversity

2.3.2 Large Forest trees achieve a significant green infrastructure in dense urban contexts. They increase canopy cover which small trees don't. Research by Ciria has confirmed that Large Forest Trees are the single most important element to providing green infrastructure in urban contexts. They convey great financial social and environmental benefits and make a fundamental contribution to the well being of the population.

KEY

-  Pioneer Species such as Birch and Alder planted in groups
-  Forest Trees
-  Green Open Space
-  Vertical Green

3.3 DEVELOPMENT PARAMETERS

STREET LEVEL

3.3.1 As a public-realm and movement-led masterplan, the scope of the Fair Field Masterplan is focused on the basement, ground and first floors of development. As such the development parameters concentrate primarily on setting appropriate footprints, relationships between buildings and ground floor uses, as well as access and servicing arrangements.

3.3.2 Although some of the development plots have consented schemes outlining heights and massing parameters, the Masterplan shows illustrative massing for future development, however it does not impose specific height limits.

3.3.3 The anticipated massing of any future development should be sympathetic to the Masterplan in its entirety. Significant height is to be accommodated, although only in a way which activates and delineates the main pedestrian routes. The massing of development blocks should always be undertaken to best compliment the neighbouring public open space both in terms of definition and activity, as well as day lighting and security. The exact heights and massing of developments will be subject to more detailed testing, analysis and evaluation as part of the planning process for individual schemes that come forwards.

3.3.4 There is a fundamental need to respect the setting of surrounding heritage assets including the Chatsworth Road Conservation Area and Listed Segas House.

3.3.5 It is acknowledged that whilst the Masterplan represents an ideal fulfilment of a long term vision, the final realisation will be shaped by the significant role of market forces which will play on the influence, timing and levels of development within the Fair Field area moving forward. To this end, the Masterplan has been developed with key phasing objectives in mind.

3.3.6 The clear expectation is of high quality design and appropriate and lasting material selection for all development within the Fair Field Masterplan area.

3.3.7 The benefits of introducing significant residential uses to the area should not be underestimated in achieving the core aspirations for the site.

3.3.8 Any residential development should acknowledge the key role of affordable and mixed housing within the site as contained, within the Croydon Local Plan.

3.3.9 There are also numerous opportunities to accommodate related amenities and community facilities (e.g., play areas, health centres, gyms, creche and nursery facilities, in order to enrich the whole.

3.3.10 Significant importance is also placed on the need for innovative cultural and educational uses and the distinct opportunity to build in these to provide an incubator for local enterprise in accordance with the Croydon Local Plan Enterprise Centre policy.

3.3.11 The aim is to strengthen the role of creative and cultural industries in the area, building on the success of the existing high profile residents in establishing the Fair Field area as a cultural destination.

3.3.12 The development of the Fair Field Masterplan shall be complementary to the character and future development of neighbouring buildings, plots and masterplans.

3.3.13 There is an understandable need for active frontages and prominent building entrances throughout the Fair Field Masterplan area, in order to enliven key pedestrian routes and present an attractive and safe aspect to the Masterplan area.

3.3.14 There is also much importance placed on smaller scale active uses within the Fair Field Masterplan area, to provide a rich mix and hierarchy of activity, enlivening new routes and delineating new movement corridors.

3.3.15 The promotion of community and well being along clear sustainable parameters is of paramount strategic importance with the bringing forth of each new development opportunity. Each new building, / public realm improvement, should enrich and enforce the whole.

3.3.16 The development parameters should be very much seen as the starting point of detailed design development through the bringing forth of individual schemes.

3.3.17 Croydon Council is exploring the scope of a district energy scheme that would provide low carbon low-cost heat and power to new developments in Croydon Metropolitan Centre. The scheme would be run by an Energy Services Company and based on gas-fired combined heat and power plant at locations to be confirmed. Should the scheme be implemented, Croydon will expect all commercial and residential developments to be technically compliant to connect to a district energy scheme. Further to this Croydon will expect developments to adhere to its district energy policy contained within the Croydon Local Plan.

3.3.18 Croydon Local Plan SP6.2 requires high density residential developments of 20 or more units to incorporate site wide communal heating systems and major development to be enabled for district energy connection.

3.3.19 All new buildings will be encouraged to optimise the use of green and brown roofs to mitigate the impacts of climate change, improve views from high blocks and encourage biodiversity. Developments must include Sustainable Urban Drainage Systems to mitigate flood risk.

3.3.20 Croydon Local Plan SP6.4 requires developers to work in partnership with the Council, Environment Agency, community groups, water and highways infrastructure providers and other Lead Local Flood Authorities to reduce flood risk, protect groundwater and aquifers, and minimise the impact of flooding in the borough.

3.3.21 Croydon Local Plan SP6.5 requires the Council and its partners to promote the implementation of 'Urban Blue Corridors', enabling a network of multifunctional spaces and corridors that provide safe routes and storage for flood water within the urban environment.

3.3.22 The importance of trees in water management strategies is particularly noteworthy.

3.3.23 All new development will need to consider the net increase in water and waste water demand to serve the area and also any impact the development may have off site further down the network. Developers will be required to produce water and drainage strategies to identify any necessary upgrades and ensure compliances with policies 5.14 and 5.15 of the London Plan.

3.3.24 The Masterplan actively promotes and upholds the requirement for sustainable development. All development should be brought forth with reference to, and in coherence with, the following policies on sustainable development contained within the Croydon Local Plan.

3.3.25 Croydon Local Plan SP6.1 sets out a presumption in favour of sustainable development which is in line with the National Planning Policy Framework.

3.3.26 Croydon Local Plan SP6.2 seeks to ensure that future development makes the fullest contribution to minimising carbon dioxide emissions in accordance with the London Plan.

3.3.27 Croydon Local Plan SP6.3 seeks high standards of sustainable design and construction from new development, conversion and refurbishment.

3.3.28 It is important to note that the replacement UDP and Croydon Local Plan policies require the re-provision or retention of community uses for specific sites within the Fair Field Masterplan, as set out within the components chapter.

3.3.29 On a number of sites covered by the Masterplan, retail activity is envisaged on the ground floor. However, the scale and type of retail activity will need to reflect the extent of the Primary Shopping Area (PSA) as defined in Croydon's Replacement Unitary Development Plan. This Masterplan is also mindful of the requirement not to undermine proposals to increase and improve the quality of the retail capacity in the retail core as proposed in the OAPF.

BELOW GROUND

3.3.23 As a public-realm and movement-led masterplan, the scope of the Fair Field Masterplan is focused on the basement, ground and first floors of development. As such the development parameters concentrate primarily on setting appropriate footprints, relationships between buildings and ground floor uses, as well as access and servicing arrangements.

3.3.24 The development of the carpark will play a pivotal role in improving the use, legibility and perceived safety of new activity and greater movement throughout the area.

3.3.25 Practical considerations with regard to future carpark numbers, servicing and infrastructure issues in the development of the podium across its different levels, will need to be carefully considered to make sure that local and neighbourhood needs are maintained and improved upon.

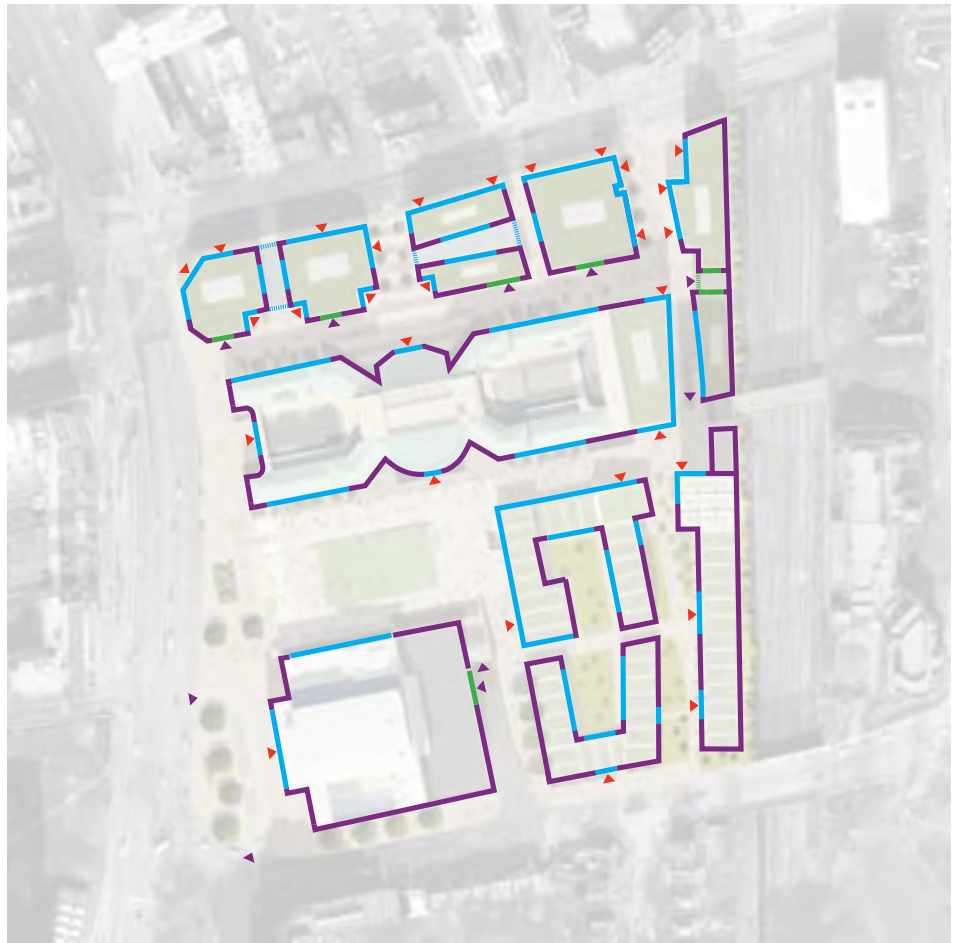
3.3.26 The development parameters should be very much seen as the starting point of detailed design development through the bringing forth of individual schemes.

3.3.27 The adequate provision of accessible toilet facilities is important to encourage visitors to the area. Developers are encouraged to include publicly accessible toilets in future ground floor uses to complement those already provided in Fairfield Halls.

3.3.28 Developments such as electricity sub-stations, telecoms installations and water pumping stations should be located appropriately to achieve satisfactory flood protection.

KEY

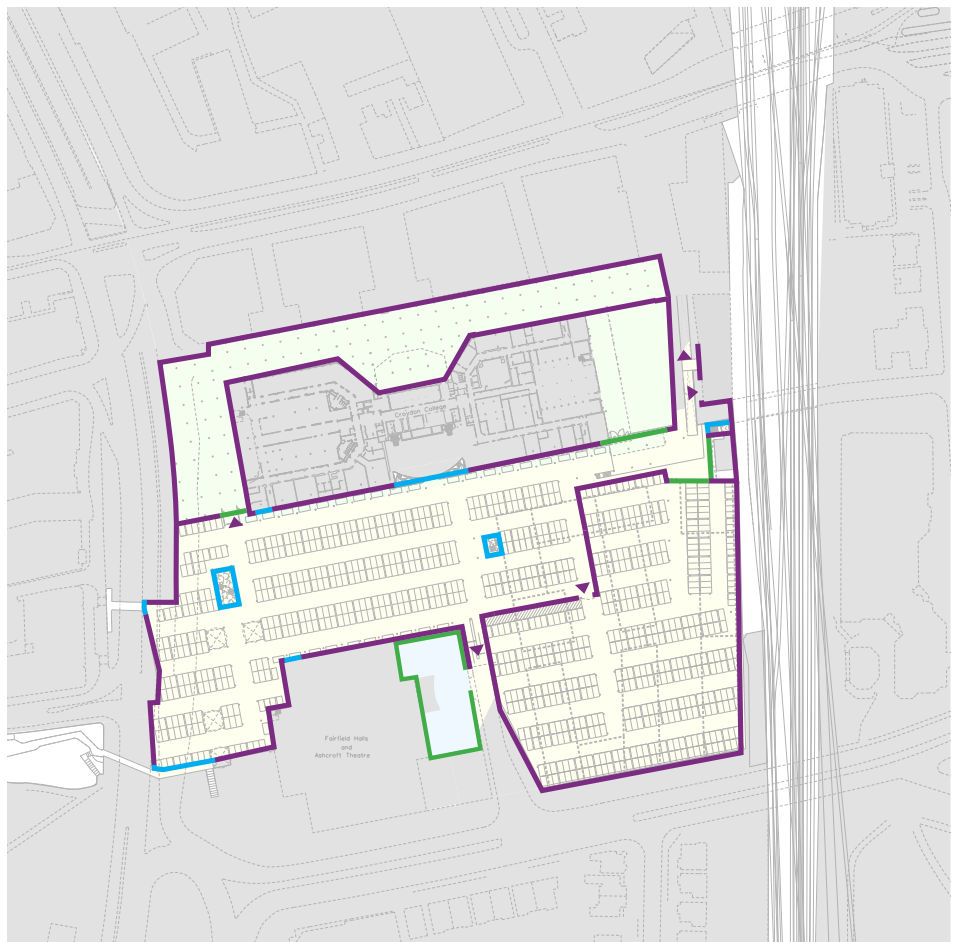
- Active frontage
- Non-active frontage
- Servicing
- ▲ Key building entrances
- ▲ Vehicular entrance



Development parameter plan - Street level

KEY

- Active frontage
- Non-active frontage
- Servicing
- ▲ Key building entrances
- ▲ Vehicular entrance



Development parameter plan - Below ground

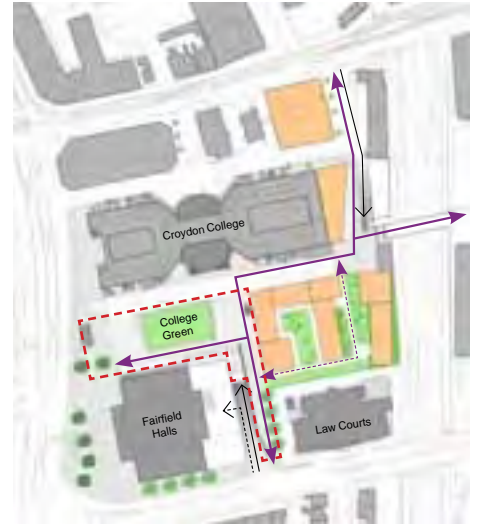
ILLUSTRATIVE SHADOW STUDIES

MASTERPLAN 'SOON' PHASE

Note: for comparison, all shadow studies undertaken for spring / autumn equinox.

Key

- Development
- Designated Local Open Land
- Primary routes through site
- Secondary routes through site
- Parking access
- Theatre loading access



Key plan



Morning shadow study



Noon shadow study



Afternoon shadow study



Evening shadow study

MASTERPLAN 'LATER' PHASE

Note: for comparison, all shadow studies undertaken for spring / autumn equinox.

- Key**
- Development
 - Designated Local Open Land
 - Primary routes through site
 - Secondary routes through site
 - Parking access
 - Theatre loading access



Key plan



Morning shadow study



Noon shadow study



Afternoon shadow study



Evening shadow study

3.4 MOVEMENT PARAMETERS

STREET LEVEL

3.4.1 Addressing transport and its layout across the Fair Field Masterplan is vital in the creation of a permeable site that encourages sustainable travel and ease of movement throughout this area of Croydon.

3.4.2 Currently, due to the configuration of the site buildings, movement through the site is fragmented with Fairfield Halls, the NCP car park and Croydon Magistrates Court acting as barriers to cross-movements. This section will look at the movement network by mode with key routes summarised in the parameter plans overleaf. It is noted that the general movement strategy is common to both Masterplan options.

PEDESTRIAN MOVEMENT

3.4.3 One of the key objectives of the Masterplan is for the site to be fully permeable with new North - South links connecting George Street with Barclay Road and a dissecting east-west link connecting Park Lane with Altyre Road. Internally the site will have numerous footways and links that allow free pedestrian flow providing a simple grid of pedestrian movement.

3.4.4 The east-west link has already been strengthened by the recent at-grade pedestrian crossing across Park Lane at the south-west corner of the site. The wider Connected Croydon Programme will provide a further two at-grade crossings further north across Wellesley Road to connect the eastern and western halves of central Croydon.

3.4.5 In addition, the bridge currently connecting the site with Altyre Road is currently used as a car park access road. This currently provides one narrow footpath with numerous pieces of street clutter. As part of the Masterplan proposals the bridge could be fully pedestrianised.

3.4.6 Proposals set out in the East Croydon Masterplan to improve north-south pedestrian crossings across George Street are being taken forwards through the East Croydon Interchange Major Scheme, due for delivery by 2015.

3.4.7 The provision of new and improved pedestrian crossings on George Street will open up new pedestrian routes between East Croydon Station and Queens Gardens, the Civic Hub and the Mid-Croydon area, a key objective of this Masterplan.

CYCLE MOVEMENT

3.4.8 Cycling around the site has recently been improved as part of the Connect 2 project linking Park Hill to the east with Queen's Gardens and Wandle Park to the west, through improvements to Barclay Road and a new 'Toucan' crossing at Park Lane. Cycle parking will be increased with a proposed cycle hub at Billinton Hill through the East Croydon Interchange Major Scheme.

3.4.9 The pedestrian links that are proposed throughout the site will also be suitable for cyclists. The recommended widths for these shared paths will be 3m. A cyclist design speed of 10mph should be achieved on paths shared with pedestrians. In areas of restricted visibility, environmentally sensitive speed reduction measures for

cyclists should be provided, e.g. 'false bends', surface treatments, markings and signs. These routes are intended for access to the development and the cycle parking which will be provided throughout the site in line with current policy for the proposed land uses. In addition, a minimum of 10 cycle stands should be provided in close proximity to the College within the public realm. Changes in level should allow for cyclists through channels on stairs or adequately proportioned lifts.

BUS MOVEMENT

3.4.10 Bus Routes are currently provided along Park Lane, Park Street, George Street and Barclay Road. These routes will all be retained as part of the Masterplan.

3.4.11 The bus stands located to the western boundary of the Masterplan area currently act as an obstacle to visual connectivity between the Fair Field and Mid Croydon areas. Any proposals to relocate these bus stands elsewhere would need to be coordinated at a wider strategic level with the Mid Croydon and OAPF transport proposals, and in the context of potential requirements for an increase in bus stand capacity.

TRAM MOVEMENT

3.4.12 The tram route currently runs southbound down Wellesley Road and turns eastbound down George Street. On the return journey the tram travels westbound down George Street and across Park Lane continuing along George Street. No changes are proposed as part of the Masterplan.

3.4.13 Tram service upgrades are

planned by TfL in 2012/2013 to increase frequency and capacity. These changes will need to be considered as part of any proposals on George Street.

VEHICULAR MOVEMENT

3.4.14 The underground car park will be accessed off Barclay Road to the south of the site, with the Altyre Road vehicular connection pedestrianised.

3.4.15 The ramp width has been amended to reflect the reduction in car parking spaces, however still accommodating service vehicle movements. Initial modeling has demonstrated the reduced ramp can accommodate the anticipated level of vehicle movements and further assessment should accompany any detailed scheme or planning application.

3.4.16 The proposed servicing arrangements for the Masterplan area are illustrated in the movement parameter plan and described in outline below. The detail of these routes and servicing areas will be provided by any subsequent planning applications with regard to vehicle manoeuvres, noise and visual effects.

3.4.17 FF19 – Fairfield Halls. Servicing for the Fairfield Hall is required by a range of vehicle sizes up to and including articulated lorries. Service Access will be taken, as at present, from the ramp from Barclay Road. It is understood that the Fairfield Hall and the Ashcroft Theatre currently use part of the existing road to undertake the necessary turning movements. However, it is also currently planned that the Fairfield Hall will install a lorry lift to allow direct movement of goods

from the lorries to the stage. WSP have undertaken the necessary swept path analysis requested by the Fairfield Hall in determining the design and dimensions of the car park ramp, and the necessary space would be maintained to accommodate their movements both in the interim stage before the lorry lift is installed and after this time when the road is narrowed.

3.4.18 FF23/22 – Barclay Road Development. Infrequent servicing for the Barclay Road residential development is proposed from the existing ramped access from College Road (FF11 Station Link) at the north-east corner of the site. It is proposed that part of the deck at the south-east of the College buildings would be raised to provide better connection with the pedestrian rail bridge, whilst also allowing service vehicle access under the new residential buildings. A clear height of 5m should be provided within this area.

3.4.19 FF7/FF8 - College Road should be retained either in whole or part, as a vehicular access to the site and will also provide access for vehicles servicing plots FF1, FF2, FF3, FF7 and FF8 (as present).

3.4.20 Emergency vehicle access should be available on all vehicle access routes described above as well as within the College Green area and through the new residential development as demonstrated on the parameter plans below.

3.4.21 Taxi drop-off and pick-up provision is provided on the Fairfield Halls forecourt. Detailed proposals for taxi provision will












be addressed through individual planning applications.

3.4.22 Coach set-down and pick-up is required for the Fairfield Halls. This will be provided in the Fairfield Halls forecourt and should be accommodated within the detailed design of this area.



Movement parameter plan - Street level

KEY

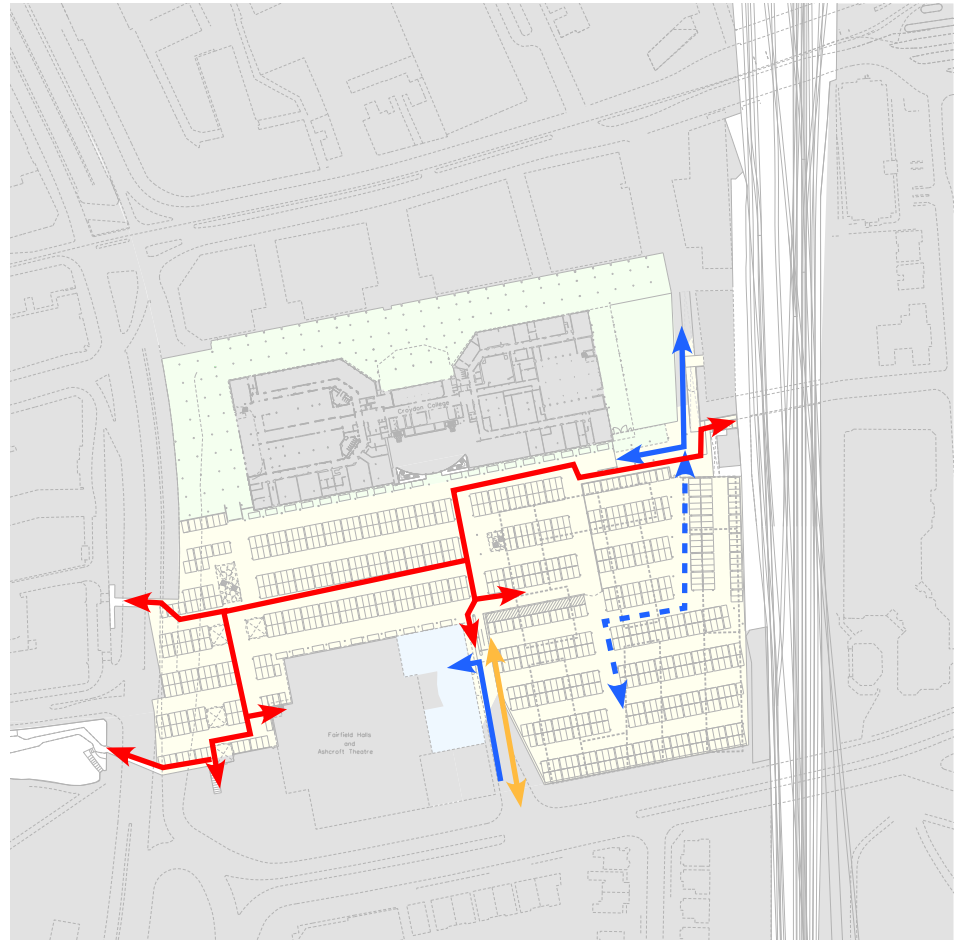
-  Pedestrian movement
-  Cyclist movement
-  Bus movement
-  Tram movement
-  Vehicular movement
-  Servicing movement
-  Servicing movement (underground)
-  Emergency vehicle access only
-  Coach and Taxi
-  Proposed crossing
-  Potential crossing

BELOW GROUND

3.4.23 An objective of the site will be to provide all car parking at basement level clear of the new public realm within the existing basement space. It should be noted that due to the high PTAL value (6b) TfL would support a car free residential scheme.

3.4.24 The Fair Field Masterplan proposals will retain and upgrade the underground level of the Fairfield Car Park, and remove the multi-storey element. The existing 905 spaces represent a reduction of 466 from the previous total of 1371 after part of the multi-storey car park was permanently taken out of use in September 2012. The removal of the multi-storey element will reduce the total number of publicly available spaces from 905 to circa 750-800. The proposed reduction of car parking is in accordance with the analysis of demand and wider strategic proposals set out in the Croydon Opportunity Area Planning Framework.

3.4.25 Parking accumulation surveys have been undertaken to justify this removal of car parking. Accumulation surveys were undertaken on Friday 2nd and Saturday 3rd November 2012 from 0700 – 0000 to coincide with major events at the Fairfield Halls expected to be attended by a high proportion of car users. The peak accumulation occurs in the car park during the working week with a peak accumulation of 472 vehicles (34% of 1371). Independent data on the Fairfield car park was also collated from 19th April (Thursday) 2012 – 22nd April (Sunday) 2012. These surveys showed a peak accumulation of 43% (594 spaces) on Thursday afternoon.








Movement parameter plan - Below ground

3.4.26 These surveys show that the provision of 750-800 spaces would be expected to take the car park to approximately 75% capacity on a weekday, leaving a 200 space 'buffer'.

3.4.27 Improved pedestrian connections through the car park should be created along with improved natural lighting and landscaping where possible to mitigate current fears over safety within this space. As described above, access should be provided to an enclosed area within the north-east corner to accommodate servicing for the new residential buildings. This area will provide an increased clear height of 5m and accommodate both light goods vehicle deliveries, refuse collection and occasional heavy goods vehicle deliveries.

KEY

-  Pedestrian Movement
-  Pedestrian Movement (private residents)
-  Vehicular Movement
-  Servicing Movement
-  Servicing Movement (on foot)

3.5 PHASING: NOW

3.5.1 'Now' is defined as being likely within the next 1-3 years.

3.5.2 The shortlist of projects for Early Wins are:

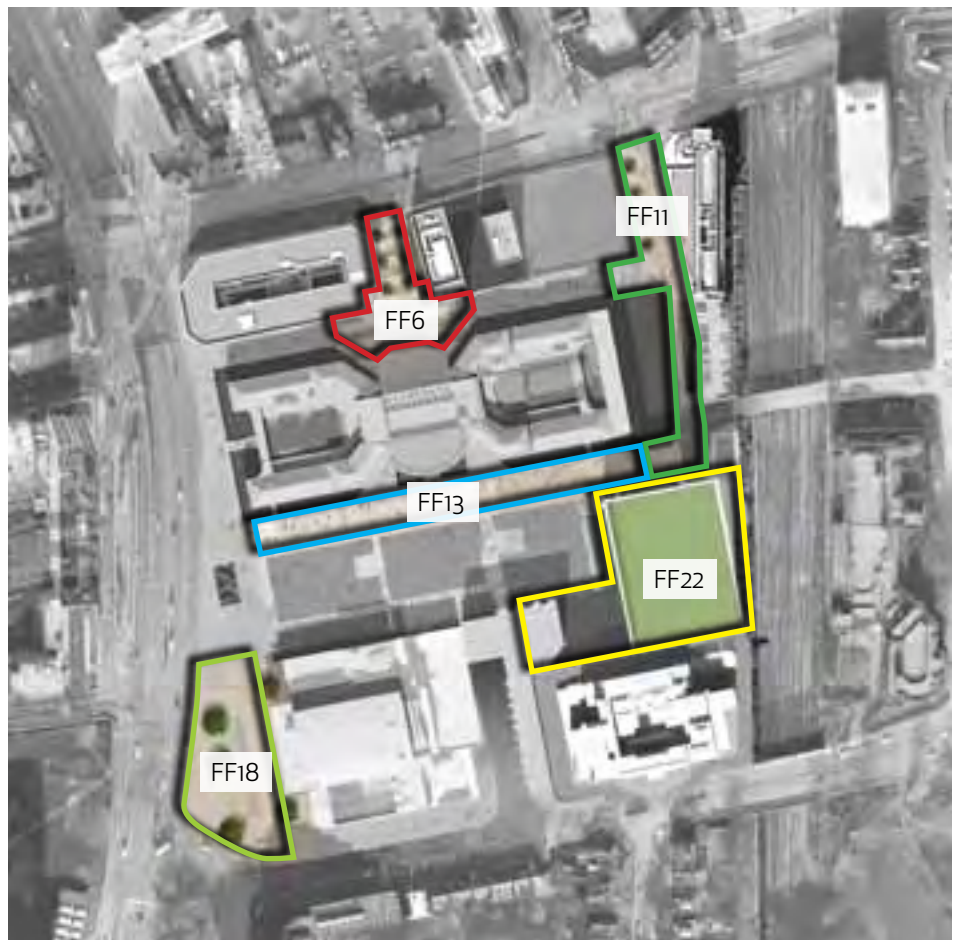
FF6 College Square
 FF11 Station Link
 FF13 Croydon College Walk
 FF18 Fairfield Forecourt
 FF22 Meanwhile Activation

3.5.3 The Fair Field Masterplan sets out the long-term framework for the regeneration of the area, at the same time as looking to catalyse change in the short-term through a suite of deliverable 'Early Wins'; public realm enhancement projects that can be implemented immediately subject to the allocation of funding. These Early Wins are strategically coordinated with longer-term masterplan proposals as well as surrounding initiatives to ensure that potential synergies, resources and opportunities are exploited efficiently.

3.5.4 The Early Wins constitute a first phase of coordinated precursors for more substantial phased masterplan improvements. The projects will visibly improve the public realm in and around Fair Field - addressing longstanding problems such as broken paving and lack of accessibility - making a place that a more diverse range of people will feel comfortable in and be attracted to use. The Early Wins use the art of the possible to start to create a fitting setting for Croydon College, Fairfield Halls and the wider civic area.

3.5.5 Five Early Wins projects have been selected to be tested, refined, prioritised, and developed in further detail in parallel to the Masterplan:

- College Square; improvements to the space between Croydon College and George Street and an enhanced pedestrian crossing to Croydon College.
- College Green Walk, new surface treatment replacing broken paving and poor quality surfaces on College Green. Decluttering and cleaning College Green removing defunct street furniture. Installing new accessible ramps, steps, robust seating, litter bins and planting.
- Station Link; improving the route from East Croydon station via the existing access road and timber staircase to College Green and the Fairfield Halls and activation of Arnhem Gates.
- Fairfield Halls Forecourt; improvements to the public realm directly outside the entrance to Fairfield Halls, extending activity outwards bringing in footfall.
- Meanwhile Activation; temporary activities to occupy underused spaces within the Fair Field area, for example the top floors of the Fairfield multi-storey car park.



Illustrative phasing plan - Now

3.6 PHASING: SOON

3.6.1 'Soon' is defined as being likely within the next 3-6 years.

3.6.2 The components that are within this phase are:

- FF3 Essex House Site
- FF8 East College Site
- FF9 Substation
- FF11 Station Link
- FF12 Croydon College Perimeter
- FF14 Park Lane Square
- FF15 College Green West
- FF16 College Green East
(contained within FF22)
- FF17 Park Lane Walk
- FF19 Fairfield Halls
- FF20 Service Yard
- FF21 Fairfield Walk
- FF22 Barclay Rd. Development N.
- FF24 Carpark Ramp
- FF25 Barclay Road Walk



Illustrative phasing plan - Soon

3.7 PHASING: LATER

3.7.1 'Later' is defined as being likely following the next 7 years.

3.7.2 The components that are within this phase are:

- FF1 Suffolk House Site
- FF2 St. Matthews House Site
- FF4 College Road
- FF5 George Street Walk
- FF7 Mondial Site
- FF10 Hazledean Link
- FF23 Barclay Rd. Development S.



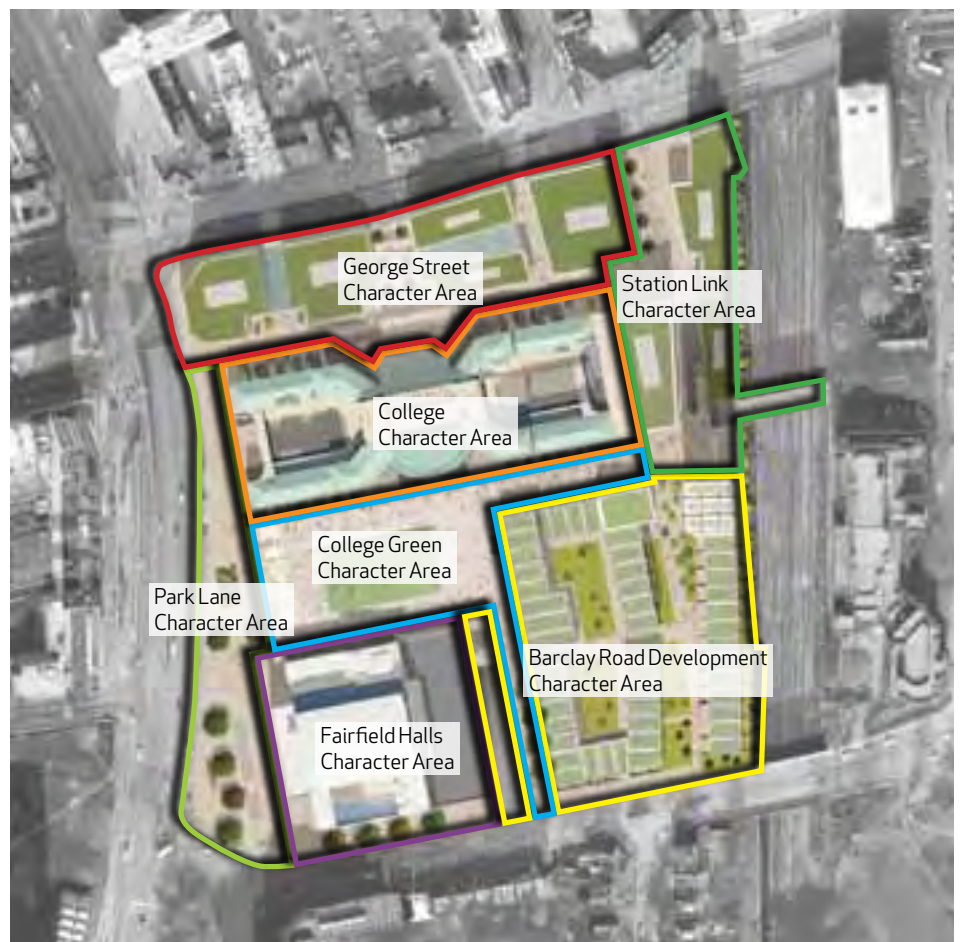
Illustrative phasing plan - Later

3.8 CHARACTER AREAS

3.8.1 The character areas are:

- George Street
- Station Link
- College
- College Green
- Park Lane
- Fairfield Halls
- Barclay Road Development

3.8.2 The Fair Field masterplan has seven character areas defining a variety of open spaces, public realm and key institutions. These character areas are defined by the proposed buildings which surround them. They have a variety of uses, typologies and characters which will support and enhance the envisaged open spaces. The buildings are used to create open spaces ranging from public to private in order to provide opportunities for different kinds of outdoor activities.



Illustrative plan highlighting Character Areas

3.9 CHARACTER DESCRIPTIONS

GEORGE STREET

3.9.1 The future of George Street is a vibrant urban connection between George Street and College Road. Active frontages to buildings bring life to public realm with the potential for future change and development.

3.9.2 The presence of Croydon College is key to the success of the future aspiration. Young energetic and creative activity is encouraged in the urban realm.

3.9.3 When passing through or spending time in the George Street area the vicinity of an important educational institution should be apparent.

3.9.4 Educational activities such as cooking, hair and beauty and fine art which are all courses offered at Croydon College should be present at street level. This would provide an active frontage to Croydon College and promote the College's presence in the city centre.

3.9.5 The 'College Square' provides an important piece of urban realm which is a forecourt to Croydon College. Distinctive public space will set the context for successful use of buildings for commercial/residential opportunities.



STATION LINK

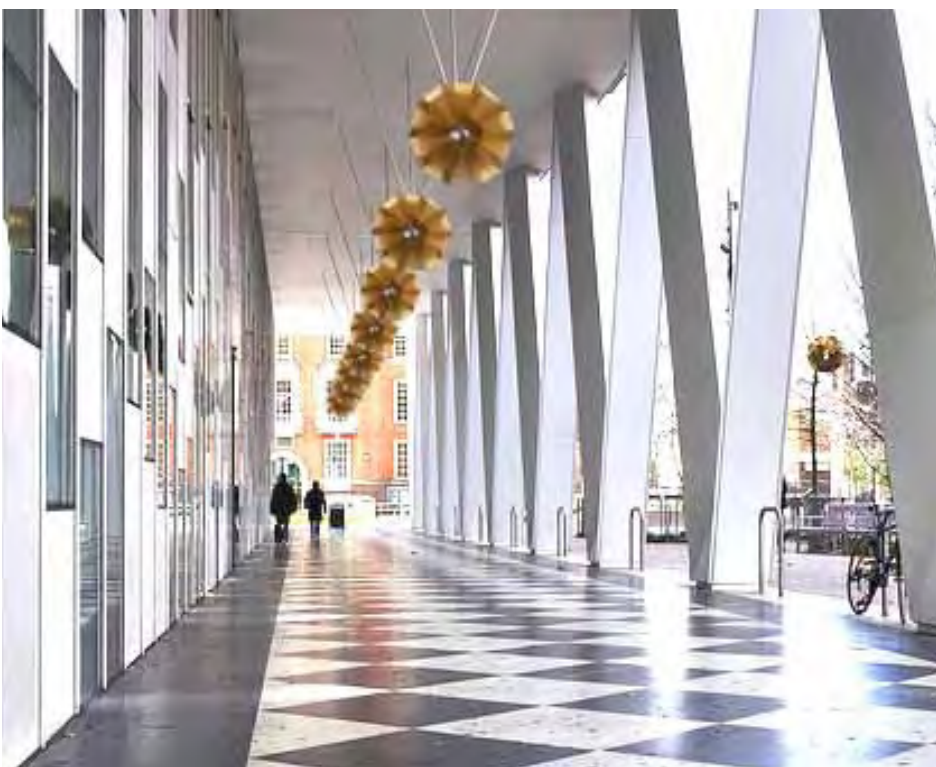
3.9.6 East Croydon Station is one of the busiest train stations in London. The relationship between East Croydon station to the Fair Field area is envisaged as a strong linking piece of urban realm through phased development proposals including a new public square linking the existing crossing from the station with the development sites to the south.

3.9.7 The route will mediate levels seamlessly with a raised walkway to bring pedestrians up to College Green and proposed development areas in the long term. Pedestrian priority will be evident in the arrangement of the walkway and will be highly visible from the road crossing of East Croydon Station.

3.9.8 An arcade arrangement from the East College Site would allow for a more generous north south circulation adjacent to this plot.

3.9.9 Pedestrianisation of the railway bridge brings needed connection from the east. The southern part of this character area becomes a critical node for pedestrian circulation.

3.9.10 The Arnhem gate is to be preserved and celebrated through public realm improvements.



COLLEGE

3.9.11 The College building is an important part of the future of Fair Field. Opportunities for more student presence in the public realm should be encouraged.

3.9.12 A masterplan strategy which aims to do that links the college building to the surrounding streets and public realm with semi private balconies to allow some of the activities from within the building to spill out into the urban realm such as growing food and sitting out spaces.

3.9.13 The student run 'Chefs' restaurant provides an exciting opportunity for this to happen as well as build a relationship with food growing.

3.9.14 Ground floor legibility of activity within the building should bring the surrounding College Road and College green to life.

3.9.15 Meanwhile use of the public realm for college projects is encouraged to activate surrounding spaces.

3.9.16 Public access through the centre of the college should be maintained to promote mixed use of the area.



COLLEGE GREEN

3.9.17 The designation open land of College Green is precious green space in Croydon Town Centre. It is the centre piece of Fair Field and should give a reason to be here.

3.9.18 The aspiration for College Green is an enhancement of green-ness and establishment as a key area of biodiversity within Croydon.

3.9.19 Natural landscape wayfinding with Forest trees aims to green the western frontage to Park Lane which contributes to the recognition of College Green as green space.

3.9.20 Activity on College Green will be developed with opportunity for more direct interaction from Fairfield Halls and Croydon College.

3.9.21 The area is an important long square which links institutions and lend itself to being populated with ideal location and scale for outdoor events such as cinema, performance, ice skating and exhibition showcase for Croydon.

3.9.22 Development Option 2 proposes a redistribution of College Green, connecting it with Barclay Road and Park Hill to the south east with a more generously proportioned green route, whilst maintaining the overall quantum and improving the quality.



PARK LANE

3.9.23 The frontage of Fair Field presents an opportunity for the considered placement of Forest trees which suit the grand scale of Fairfield Halls and Croydon College.

3.9.24 Distinctive to Fair Field and its relationship with a below ground level, trees emerge from the below ground car park.

3.9.25 The area is characterised by consistent public realm at street level from north to south with a coherent vertical circulation and access.



3.9.26 Frontage to Fairfield Halls has a pedestrian priority with integrated parking facilities which allow pedestrian traffic to permeate. The visibility of the institution and access from the wider area by pedestrians is enhanced with a connection to an at-grade crossing to the west.



FAIRFIELD HALLS

3.9.27 A cultural centre for Fair Field, which informs the area's potential to have people and activities spilling out to the adjacent spaces makes Fairfield Halls long term presence in the masterplan very important.

3.9.28 The wider influence of the Fairfield Halls on the character of the surrounding area, and indeed for the whole of Croydon, cannot be overstated.

3.9.29 The character of the 4 elevations of Fairfield Halls have a direct relationship to the adjacent uses of the urban realm. There are opportunities to create additional entrances and/or new active frontages to the north side of Fairfield Halls facing College Green.

3.9.30 Improvements to servicing and delivery access the halls are a major opportunity for long term change and development for the adjacent areas.

3.9.31 An external presence of the creativity and cultural activity will define the Fairfield Halls area and increase its legibility to the wider urban context.

3.9.32 Refurbishment of the building will be driven by some of these aspirations which celebrate it as an important part of Fair Field.

3.9.33 The use of film projection on blank facades is encouraged to activate public realm along with lighting improvements to the entrance canopy.



BARCLAY ROAD DEVELOPMENT

3.9.34 The quality of proposed residential development on the north side of Barclay Road is characterised by a green infrastructure.

3.9.35 Semi private space contributes to improved access and circulation of Fair Field and residential use becomes integrated city centre accommodation.

3.9.36 Green semi private space to south and east boundaries of College Green enhance designated open land for public use.

3.9.37 Routes through the development distinguished in appropriate palette to reflect the residential character within an urban setting.

3.9.38 The vicinity to the Chatswoth Road Conservation Area justifies the location as a residential destination.



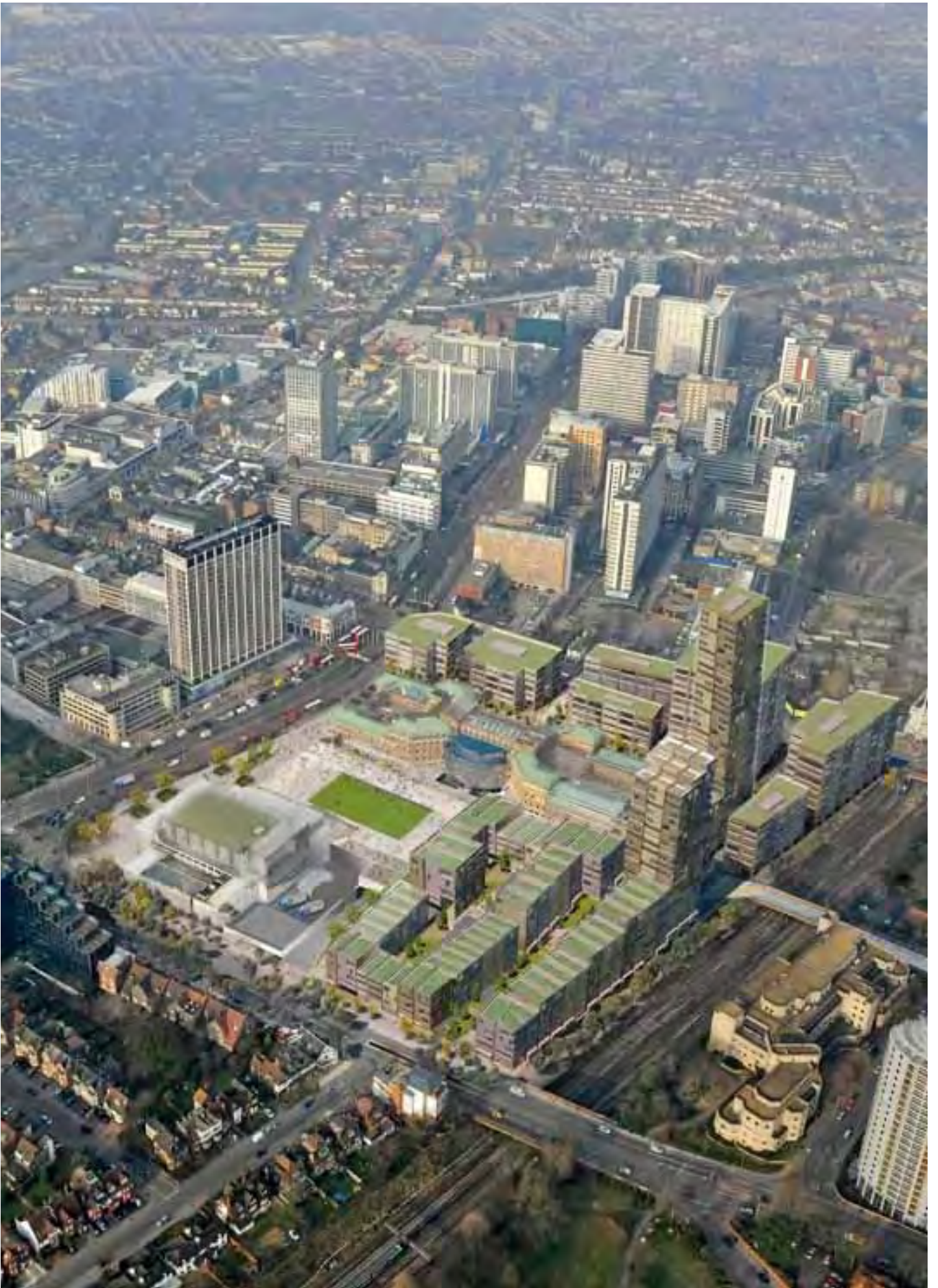
Low level townhouses



Green courtyards surrounded by lower level development



Protective edge with an open interior onto courtyards



Illustrative render of Fair Field masterplan

4.0

THE COMPONENTS

4.1 INTRODUCTION TO THE COMPONENTS

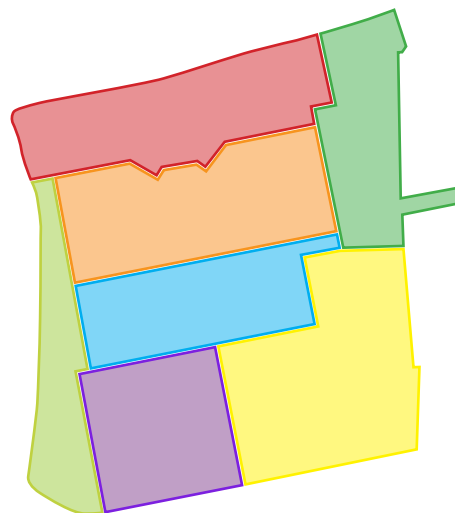
STREET LEVEL

4.1.1 In order to facilitate a flexible and phased approach to delivery the Masterplan has been broken down into a series of components that can be implemented independently or in combination, as and when key players have secured funding and market demand to build. Each component has been identified according to primary land holdings and the relative character areas.

4.1.2 These are presented in greater detail in this chapter.

4.1.3 The street level components are:

- FF1 Suffolk House Site
- FF2 St. Matthews House Site
- FF3 Essex House Site
- FF4 College Road
- FF5 George Street Walk
- FF6 College Square
- FF7 Mondial Site
- FF8 East College Site
- FF9 Substation
- FF10 Hazledean Link
- FF11 Station Link
- FF12 Croydon College Perimeter
- FF13 Croydon College Walk



Character Areas

- FF14 Park Lane Square
- FF15 College Green West
- FF16 College Green East (contained within FF22)
- FF17 Park Lane Walk
- FF18 Fairfield Forecourt
- FF19 Fairfield Halls
- FF20 Service Yard
- FF21 Fairfield Walk
- FF22 Barclay Rd. Development N.
- FF23 Barclay Rd. Development S.
- FF24 Carpark Ramp
- FF25 Barclay Road Walk

4.1.4 Each component is described by the following parameters:

PHASE

Indicative phasing: Now, Soon or Later

PRIORITY

High, Medium or Low

TYPE

Including Public Realm, Infrastructure, Utilities, Office, Residential, Retail, and Education.

OBJECTIVES:

Why it is needed. A statement of the objectives of the project in relation to the wider masterplan.

DESCRIPTION

What it is currently.

PARAMETERS

Proposed scope including:

- Flexibility of options
- Footprints
- Range of heights
- Character and materiality
- Ground and typical floor uses,
- Sustainability,
- Impact on setting
- Typologies

RELATED COMPONENTS

Projects that need to happen before and projects that are unlocked or enabled to happen after.

STAKEHOLDERS

Interested parties or groups to be consulted or seek approval

LEAD

Single organisation responsible for delivery.

FUNDING

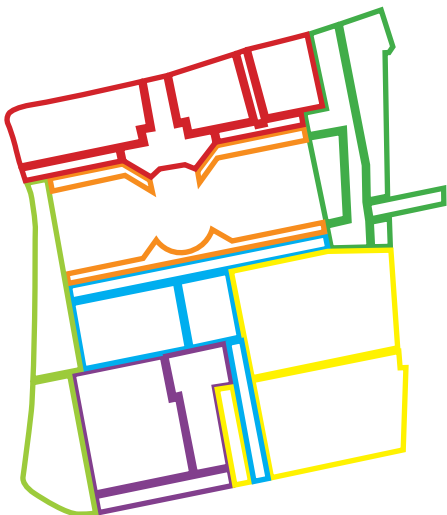
Identified or potential funding sources. Where LB Croydon are indicated this may include other sources of public funding and planning obligations.

MANAGEMENT

Responsible body for the management and maintenance of the project following completion, and any specific considerations.



Illustrative masterplan highlighting component areas



Components key plan

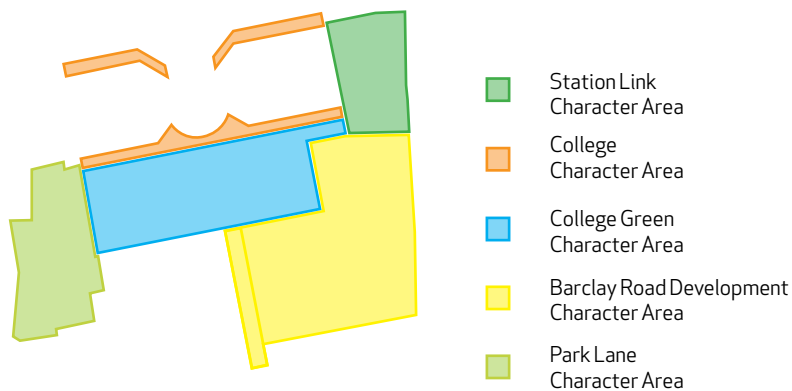
BELOW GROUND

4.1.5 The basement is reorganised so that car parking access is from Barclay Road only, with an additional service access off Station Link.

4.1.6 Many of the street level components extend below podium level.

4.1.7 The below ground components are:

- FF7 Mondial Site
- FF8 East College Site
- FF9 Substation
- FF10 Hazledean Link
- FF11 Station Link
- FF12 Croydon College Perimeter
- FF13 Croydon College Walk
- FF17 Park Lane Walk
- FF18 Fairfield Forecourt
- FF22 Barclay Rd. Development N.
- FF23 Barclay Rd. Development S.
- FF24 Carpark Ramp



Character Areas



Basement car parking plan highlighting component areas



Components key plan

FF1 Suffolk House Site

PHASE: Later

PRIORITY: Medium

TYPE: Retail/Office/Residential

OBJECTIVES:

Provide a high quality new building to define the prominent corner of George Street and Park Lane, improve north-south pedestrian permeability, and reinforce active frontages.

DESCRIPTION

The building on the site is currently underused through a lack of footfall to the south side of George Street.

PARAMETERS

The illustrative massing is consistent with the mid-rise city scale, reinforcing the strong urban grid. The height of the development will be subject to detailed testing, analysis and evaluation as part of the planning process for any future proposals.

The ground floor should be predominantly active frontage, especially facing George Street and College Road.

A mix of upper floor uses is anticipated.

The materiality of any building development should reflect its civic presence. Materials should be of a significant quality and reflect a characteristic of permanence. Any glazed link between the blocks should be lightweight in appearance and subservient to the mass of the adjacent blocks in terms of appearance.

Technical compliance with a potential CMC district energy scheme and adherence to Croydon's policy on district energy.

A green roof strategy for biodiversity and rainwater attenuation purposes is encouraged.

The quality of the urban realm is to reflect the immediate environment:

- local, intimate square off College Road and
- pedestrian priority passage between building plots

Temporary improvements to the development site and meanwhile uses are encouraged to address vacancy in the short-term, where these can act as a catalyst for longer-term regeneration. Where possible, temporary uses should involve local institutions and benefit the surrounding community.

RELATED COMPONENTS

- FF4 College Road
- FF6 College Square

LEAD

Metropolitan Properties / Freshwater

FUNDING

Private sector funding



MANAGEMENT

Metropolitan Properties / Freshwater

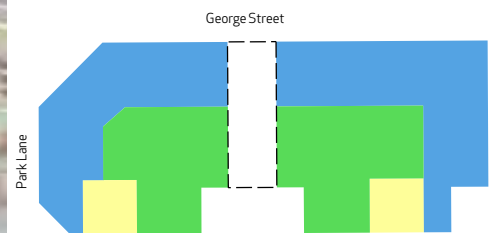
Key

- Retail
- Office/Residential
- Loading
- Possible glazed link

The indicative ground floor uses maximise active frontage to both George Street and College Road, whilst the upper levels allow for a configuration of office or residential accommodation.



Indicative typical upper floor uses



Indicative ground floor uses



The illustrative massing of the blocks is shown at 19.5m above ground level.



Biodiversity green roof



Urban realm should be appropriate to the scale of the immediate environment.



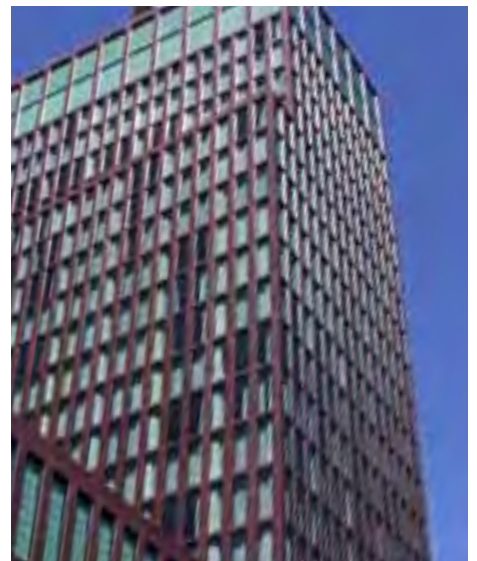
Activity to enliven the space throughout the day and improve the feeling of safety at night.



Maintain retail units at ground level.



Potential connection through to George street by a semi-private glazed arcade.



Materials should reinforce a strong sense of civic presence and reflect a feeling of quality and permanence. Illustrative materials shown are cast natural stone, brick and anodised aluminium.

FF2 St. Matthews House Site

PHASE: Later

PRIORITY: Medium

TYPE: Retail/Office/Residential

OBJECTIVES:

Opportunity for a significant mixed-use development to define the George Street frontage, and gain valuable active frontage.

DESCRIPTION

The existing buildings fail to engage with the surrounding streetscape through a lack of ground floor active frontages. A raised north/south walkway provides permeability but the level difference reduces accessibility.

PARAMETERS

The illustrative massing is consistent with the mid-rise city scale, reinforcing the strong urban grid. It is recommended that the development steps up in scale towards George Street to address its prominent frontage to East Croydon station. The height of the development will be subject to detailed testing, analysis and evaluation as part of the planning process for any future proposals.

Ground floor active frontages should primarily address George Street and College Square, with servicing from College Road. A mix of upper floor uses is anticipated.

The materiality of any building development should reflect its civic presence. Materials should be of a significant quality and reflect a characteristic of permanence. Any glazed link between the blocks should be lightweight in appearance and subservient to the mass of the adjacent blocks in terms of appearance.

A green roof strategy for biodiversity and rainwater attenuation purposes is encouraged.

Technical compliance with a potential CMC district energy scheme and adherence to Croydon's policy on district energy.

High quality elevations to enhance the setting of the locally listed buildings opposite on George Street.

The quality of the urban realm is to reflect the immediate environment:

- local, intimate square off College Road and
- pedestrian priority passage between building plots

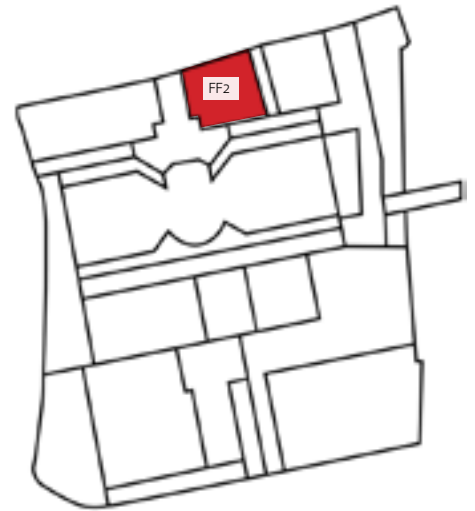
Temporary improvements to the development site and meanwhile uses are encouraged to address vacancy in the short-term, where these can act as a catalyst for longer-term regeneration. Where possible, temporary uses should involve local institutions and benefit the surrounding community.

RELATED COMPONENTS

- FF4 College Road
- FF5 George Street Walk
- FF6 College Square



The illustrative massing shows the George Street block 25.5m above ground level, and the College Road 18m above ground level.



LEAD

Metropolitan Properties / Freshwater

FUNDING

Private sector funding

MANAGEMENT

Metropolitan Properties / Freshwater

Key

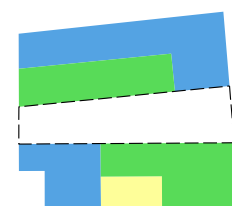
- Retail
- Office/Residential
- Loading
- Possible glazed link

The indicative ground floor uses maximise active frontage to both George Street and College Road, whilst the upper levels allow for a configuration of office or residential accommodation.



Indicative typical upper floor uses

George Street



Indicative ground floor uses



Biodiversity green roof



Activity in the arcade space could be over two levels.



A new covered shopping arcade would help to maintain active use throughout the day as well as providing a retail destination.



Materials should reinforce a strong sense of civic presence and reflect a feeling of quality and permanence. Illustrative materials shown are cast natural stone, brick and anodised aluminium.

FF3 Essex House Site

PHASE: Soon

PRIORITY: Medium

TYPE: Retail/Office/Residential

OBJECTIVES:

Provide a prominent landmark / gateway to the masterplan area from East Croydon Station and valuable active frontage to George Street and Station Link.

DESCRIPTION

The site is currently a vacant plot.

PARAMETERS

The site has planning permission for an 18 storey office building comprising a total of 258,000 sq ft. The scheme includes the landscaping of the adjacent area of College Road to the east.

The illustrative masterplan shows a block height of 30m above ground level. Should an alternative scheme be developed from the extant consent, taller proposals should increase in slenderness in all dimensions to minimise their visual and environmental impact. The height of the development will be subject to detailed testing, analysis and evaluation as part of the planning process for any future proposals.

A mix of uses to encourage active frontage is encouraged at ground level.

The materiality of any building development should reflect its civic presence and prominent location. Materials should be of a significant quality and reflect a characteristic of permanence.

How the building appears at all times of day should be carefully considered in response to its prominent location, possibly via the inclusion of a dynamic lighting

scheme. Where decorative effects are employed, low energy long life sources should be specified.

A green roof strategy for amenity, biodiversity and rainwater attenuation is encouraged.

Technical compliance with a potential CMC district energy scheme and adherence to Croydon's policy on district energy.

Temporary improvements to the development site and meanwhile uses are encouraged to address vacancy in the short-term, where these can act as a catalyst for longer-term regeneration. Where possible, temporary uses should involve local institutions and benefit the surrounding community.

RELATED COMPONENTS

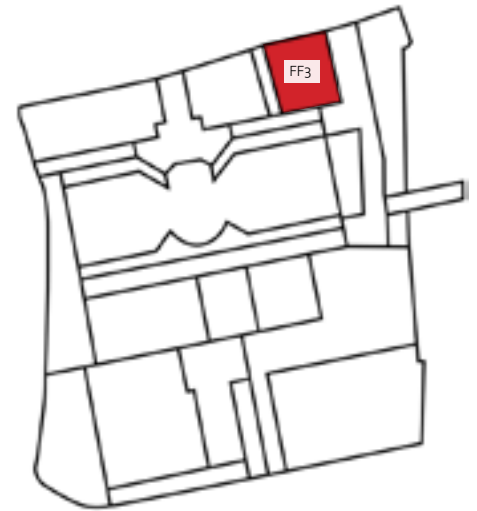
- FF4 College Road
- FF6 College Square
- FF11 Station Link

LEAD

Terrace Hill



The current Chroma planning permission allows for the full footprint to extend to 18 storeys. Developments beyond this height should increase in slenderness.



FUNDING

Private sector funding

MANAGEMENT

Terrace Hill

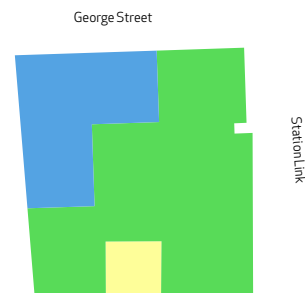
Key

- Retail
- Office/Residential
- Loading

The indicative ground floor use is to maximise active frontage to both George Street, Station Link and College Road, whilst the upper levels allow for a configuration of office or residential accommodation.



Indicative typical upper floor uses



Indicative ground floor uses



Consented scheme for 'Chroma', 100 George Street



Green roof can be used for amenity, biodiversity and rainwater attenuation



A strong corner, anchoring the site



Lighting can be used to provide visual interest at all times. Low energy, long life sources should be used.



Materials should reinforce a strong sense of civic presence and reflect a feeling of quality and permanence. Illustrative materials shown are cast natural stone, opaque glazing and anodised aluminium.

FF4 College Road

PHASE: Later

PRIORITY: Low

TYPE: Public Realm

OBJECTIVES:

Improve pedestrian environment on College Road and setting of Croydon College..

DESCRIPTION

College Road currently performs well as a service and access road, but lacks the active frontages and quality public realm necessary to provide a positive environment for pedestrians.

PARAMETERS

The local urban public realm should be addressed in consideration of the following criteria:

- provides a key secondary commercial link to town centre
- urban realm acts as a predominantly pedestrian transition

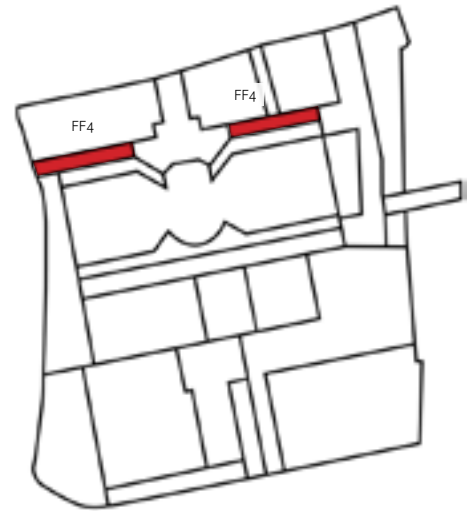
- alternative commercial activities and active frontages
- pedestrian priority surfaces
- possibly slow traffic with passive traffic calming measures
- allow for appropriate servicing and access
- few parking spaces may be provided, delineated in shared surfaces
- the quality of the urban realm is to reflect the immediate environment with local, intimate squares off College Road and pedestrian priority passage ways between building plots.

RELATED COMPONENTS

- FF1 Suffolk House Site
- FF2 St. Matthews House Site
- FF3 Essex House Site
- FF5 George Street Walk
- FF6 College Square
- FF11 Station Link
- FF17 Park Lane Walk

LEAD

Croydon Council



STAKEHOLDERS

- Metropolitan Properties / Freshwater
- Terrace Hill
- Croydon College

FUNDING

- Public
- S106
- CIL

MANAGEMENT

Croydon Council



College Road to be a shared surface with areas of retail, offices and seating with reduced parking

FF5 George Street Walk

PHASE: Later

PRIORITY: Medium

TYPE: Public Realm

OBJECTIVES:

Improve permeability between George Street and College Road.

DESCRIPTION

The existing north/south pedestrian link in this area is raised and therefore reduces accessibility.

PARAMETERS

The local urban public realm should be addressed in consideration of the following criteria:

- provides a key secondary commercial link to town centre
- pedestrian priority surfaces
- allow for appropriate servicing and access
- the quality of the urban realm is to reflect the immediate

environment with local, intimate passage ways between building plots.

- Lighting must be designed to provide a safe and even lit experience. Careful attention must be made to light under the canopy of trees to avoid 'dark spots'.
- The link should be lined with active frontages to provide passive surveillance.
- Recommended minimum width of 8 metres.

RELATED COMPONENTS

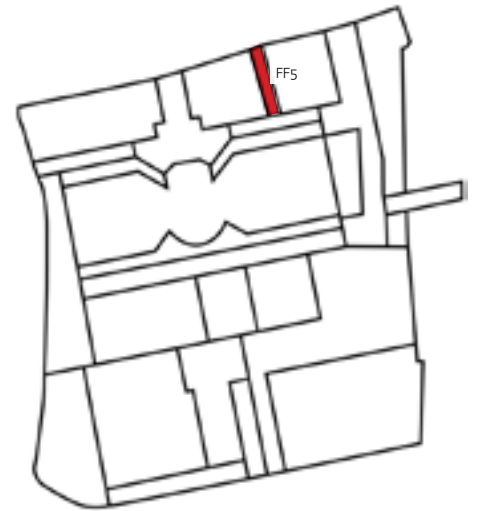
- FF2 St. Matthews House Site
- FF3 Essex House Site
- FF4 College Road

LEAD

Metropolitan Properties / Freshwater

STAKEHOLDERS

Metropolitan Properties / Freshwater
Terrace Hill
Croydon College



FUNDING

Private sector funding
S106

MANAGEMENT

Metropolitan Properties / Freshwater



The street is a secondary route which remains light and safe at night

FF6 College Square

PHASE: Now

PRIORITY: Medium

TYPE: Public Realm

OBJECTIVES:

Improve permeability between George Street and College Road, and wider north-south permeability.

Give Croydon College a presence on George Street and high quality arrival space outside the main entrance.

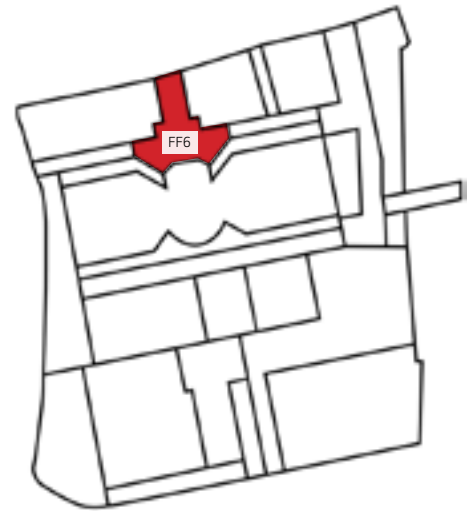
DESCRIPTION

The existing public space is underused, and suffers from poor quality planting, seating and materials and a lack of active frontages.

PARAMETERS

The local urban public realm should be addressed using quality materials and in consideration of the following criteria:

- a new square would give the College a better 'front door'
- new public realm 'carpet' linking front door of Croydon College with George Street and potential, non-signalised crossing subject to TfL approval, which falls outside the scope of the Fair Field Masterplan.
- catenary / decorative lighting could be utilised to add scale to the space and draw people through the site
- where decorative lighting is employed, low energy long life sources should be specified.
- allow for appropriate servicing and access.
- seek to remove redundant advertising.
- increase overall levels of seating, particularly in areas which receive direct sunlight



Public realm 'carpet' which acts as a second frontage to Croydon College

RELATED COMPONENTS

- FF1 Suffolk House Site
- FF2 St. Matthews House Site
- FF3 Essex House Site
- FF5 George Street Walk
- FF6 College Square

LEAD

Croydon Council

STAKEHOLDERS

- Metropolitan Properties / Freshwater
- Terrace Hill
- Croydon College

FUNDING

- Public
- S106
- CIL

MANAGEMENT

Croydon Council



Lighting in narrow spaces can help to define and external 'room'.



Use of catenary lighting

FF7 Mondial Site

PHASE: Later

PRIORITY: Medium

TYPE: Office/Residential

OBJECTIVES:

Provide a prominent landmark / gateway to the masterplan area from East Croydon Station, as well as providing valuable active frontage to George Street and Station Link.

DESCRIPTION

The building on the site is currently uninspiring and fails to address the adjacent street level adequately.

PARAMETERS

The illustrative massing is consistent with the mid-rise city scale, reinforcing the strong urban grid. It is recommended that the development steps up in scale towards George Street to address its prominent frontage to East Croydon station. The height of the development will be subject to detailed testing, analysis and evaluation as part of the planning process for any future proposals.

Suitable design consideration should be given to the orientation of habitable rooms away from the adjacent railway. High performance facade and acoustically attenuated mechanical ventilation should also be considered along this facade, as well as the early weathering / discolouration of any susceptible materials.

An open and engaging ground floor reception / meeting rooms / amenity spaces providing active frontage is encouraged.

The materiality of any building development should reflect its civic presence. Materials should be of a significant quality and reflect a characteristic of permanence.

Any glazed link between the blocks should be lightweight in appearance and subservient to the mass of the adjacent blocks in terms of appearance.

A green roof strategy for amenity use, biodiversity and rainwater attenuation is encouraged.

Technical compliance with a potential CMC district energy scheme and adherence to Croydon's policy on district energy.

Temporary improvements to the development site and meanwhile uses are encouraged to address vacancy in the short-term, where these can act as a catalyst for longer-term regeneration. Where possible, temporary uses should involve local institutions and benefit the surrounding community.

RELATED COMPONENTS

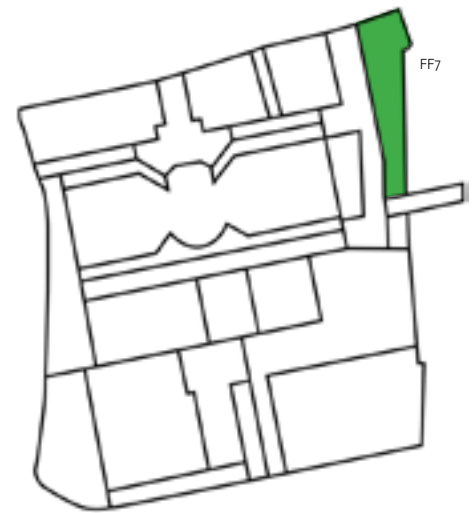
FF10 Hazledean Link
FF11 Station Link

LEAD

Bridgewater Properties



The illustrative massing shows the George Street block 31.5m above ground level, and the College Road 22.5m above ground level.



STAKEHOLDERS

Network Rail

FUNDING


Private sector funding


MANAGEMENT


Bridgewater Properties

Key

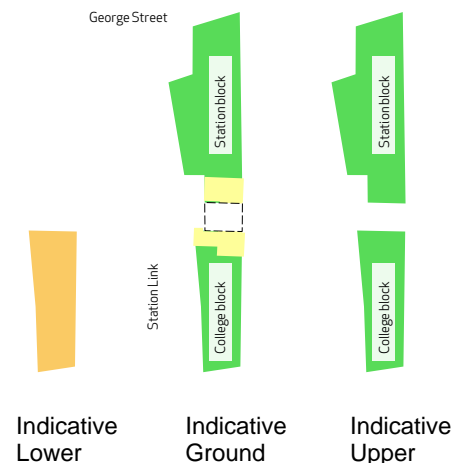
 Office/Residential

 Loading

 Car park

 Possible glazed link

Although predominantly office / residential, it is anticipated the ground floor will be as open and attractive as possible, with entrances off George Street opposite East Croydon Station and the potential for some retail.





Green roof can be used for amenity, biodiversity and rainwater attenuation



Using height on the corner can help to mark the entrance.



Breaking the massing of the block into individual elements can help to make the most of the linear site.



Materials should reinforce a strong sense of civic presence and reflect a feeling of quality and permanence. Illustrative materials shown are cast natural stone, opaque glazing and anodised aluminium.

FF8 East College Site

PHASE: Soon

PRIORITY: Medium

TYPE: Community/Residential

OBJECTIVES:

Provide landmark extension to the College and improve public realm connectivity at grade.

DESCRIPTION

The plot is currently vacant apart from parking and service access, which is to remain.

PARAMETERS

Any development on this site should include a mix of residential / community use. The scheme should include a set-back at ground floor level to provide a more generous north-south link, as well as a mix of uses to provide open and active ground floor frontages.

Whilst the masterplan allows for the implementation of a tower scheme, the illustrative masterplan shows a plinth with a shoulder height matching the parapet level of the existing college building, with a slender tower above. Should an alternative scheme be developed, taller proposals should increase in slenderness in all dimensions to minimise their visual and environmental impact. The height of the development will be subject to detailed testing, analysis and evaluation as part of the planning process for any future proposals.

The ground floor presents a valuable opportunity to improve the public realm by providing an at grade pedestrian transition between Station Link and the College Green.

The materiality of any building development should reflect its civic presence and prominent location.

Technical compliance with a potential CMC district energy scheme and adherence to Croydon's policy on district energy.

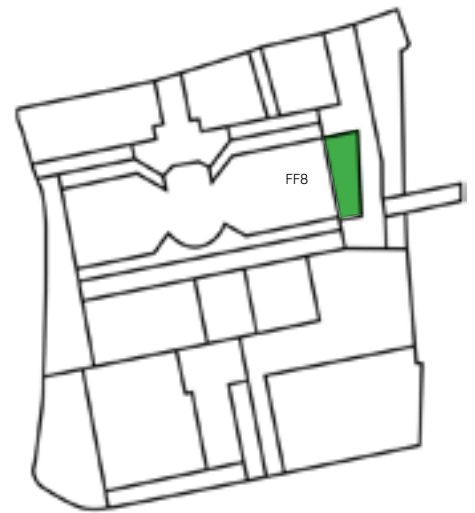
How the building appears at all times of day should be carefully considered in response to its prominent location, possibly via the inclusion of a dynamic lighting scheme. Where decorative effects are employed, low energy long life sources should be specified.

Temporary improvements to the development site and meanwhile uses are encouraged to address vacancy in the short-term, where these can act as a catalyst for longer-term regeneration. Where possible, temporary uses should involve local institutions and benefit the surrounding community.

Any temporary uses should take the existing car parking into consideration. The existing College car park is protected by the Replacement UDP and Croydon Local Plan policies and therefore community uses are to be either re-provided or retained.



The illustrative massing shows a shoulder height plinth matching the parapet level of the existing college building, with a slender tower above.



RELATED COMPONENTS

FF11 Station Link

LEAD

Croydon College

FUNDING

Private sector funding

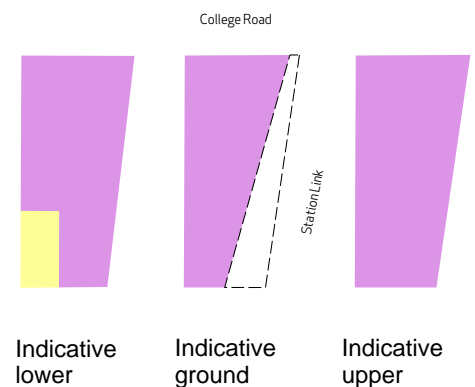
MANAGEMENT

Croydon College

The intention is for the ground floor to be set back to incorporate a wider public route between College Green and Station Link. Service access to the basement level of the College is to be preserved beneath.

Key

- Loading
- Education/ Residential
- Public realm





Completed to its potential, the addition to the College should be a landmark for the masterplan and the wider area as is the approved tower to Cherry Orchard Road.

FF9 Substation

PHASE: Soon

PRIORITY: Medium

TYPE: Utility

OBJECTIVES:

Allow flexibility for future use and access for servicing / replacement.

DESCRIPTION

The existing substation will require continual access and a means for replacement.

PARAMETERS

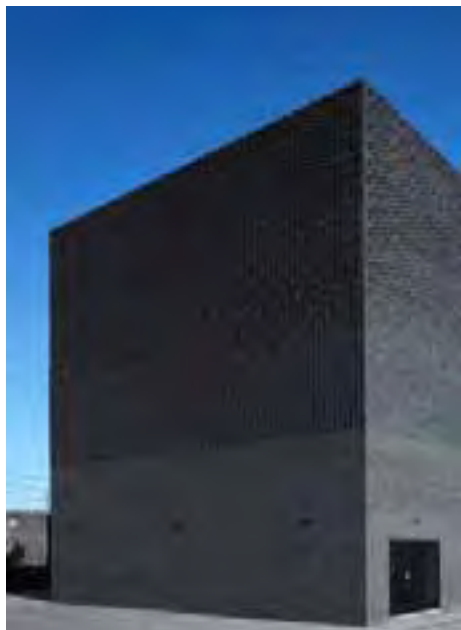
All local development will need to address issues of accessibility, both for the existing and replacement substation.

There is potential for the site to be redeveloped as an energy centre connected to a proposed wider District Energy system, serving the Barclay Road development and wider area.

RELATED COMPONENTS

FF10 Hazledean Link

FF11 Station Link



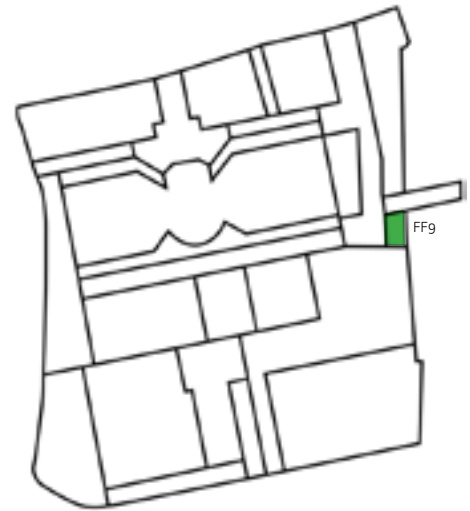
Short/ medium term: the utility can be enclosed with a robust aesthetic

LEAD
UK Power Networks

STAKEHOLDERS
CCURV
Network Rail
Croydon Council

FUNDING
UK Power Networks
Public
S106
CIL

MANAGEMENT
UK Power Networks



Long term: there may be opportunities to turn into a site wide energy centre with key elements on display for public promotion / education.

FF10 Hazledean Link

PHASE: Later

PRIORITY: Medium

TYPE: Infrastructure

OBJECTIVES:

Improved pedestrian links to masterplan area.

DESCRIPTION

The existing bridge over the railway is predominantly used by cars and involves a convoluted route negotiating a series of level changes for pedestrians.

PARAMETERS

A pedestrian east - west link will greatly improve connectivity provided that:

- disabled access is granted via means of a lift mediating between the proposed masterplan levels adjacent the existing car park core.
- the high quality public realm, including planting, flows seamlessly from the masterplan development.
- the route is well lit to encourage use throughout the day.
- allow for bicycle use by incorporating channels in stairs

RELATED COMPONENTS

FF7 Mondial Site
FF9 Substation
FF11 Station Link

LEAD

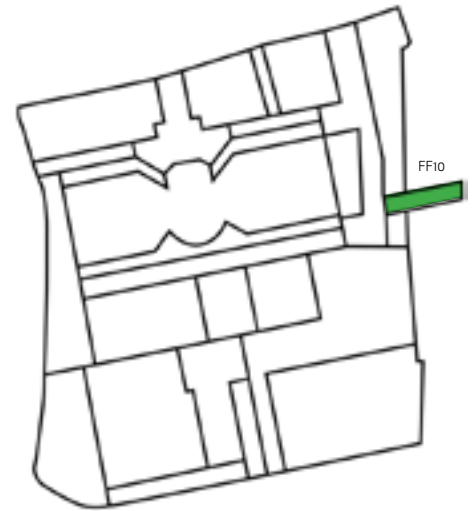
CCURV

STAKEHOLDERS

Network Rail
Croydon Council
NCP

FUNDING

Public
S106
CIL



MANAGEMENT
Croydon Council



The bridge could be renovated to increase the sense of enclosure / protection whilst maintaining a sense of openness and transparency.



The conversion of the existing bridge into a pedestrian only route allows opportunities to extend the high quality urban realm and green space beyond the masterplan.

FF11 Station Link

PHASE: Soon

PRIORITY: High

TYPE: Public Realm

OBJECTIVES:

Provide crucial at-grade pedestrian link between East Croydon Station and College Green whilst maintaining service access to the lower level.

DESCRIPTION

Presently, access to College Green via College Road is by means of several flights of stairs. The intention is to provide at grade access through the use of ramps and bridges elements.

PARAMETERS

A 'shared space' adjacent FF3 and FF7 is to encourage movement to and from the station, whilst complementing the greater quality public realm to College Road.

The delivery of the Station Link should be coordinated with developments on either side (FF3 and FF7) to ensure a positive interface at ground floor level.

The link must be well lit and designed with optimal surveillance both active and passive, in mind.

Sectional studies show the potential for level pedestrian access combined with reduced width of vehicular access to carparking for FF7 and servicing for Croydon College. Allow for use by bicycles

If lowering the basement level proves unfeasible then a combination of steps and ramps above would need to be introduced to mediate between levels onto College Green (see FF13).

Any 'bridged' element would be topped with identical finishes to College Green to provide continuity of surface and be complemented by the additional 'at grade' urban realm created by pulling back the building line of FF8 East College Site.

RELATED COMPONENTS

- FF3 Essex House Site
- FF7 Mondial Site
- FF8 East College Site
- FF9 Substation
- FF10 Hazledean Link



LEAD
Croydon Council

STAKEHOLDERS
Bridgewater Properties
Terrace Hill
Croydon College
CCURV
NCP

FUNDING
Public
Private
S106

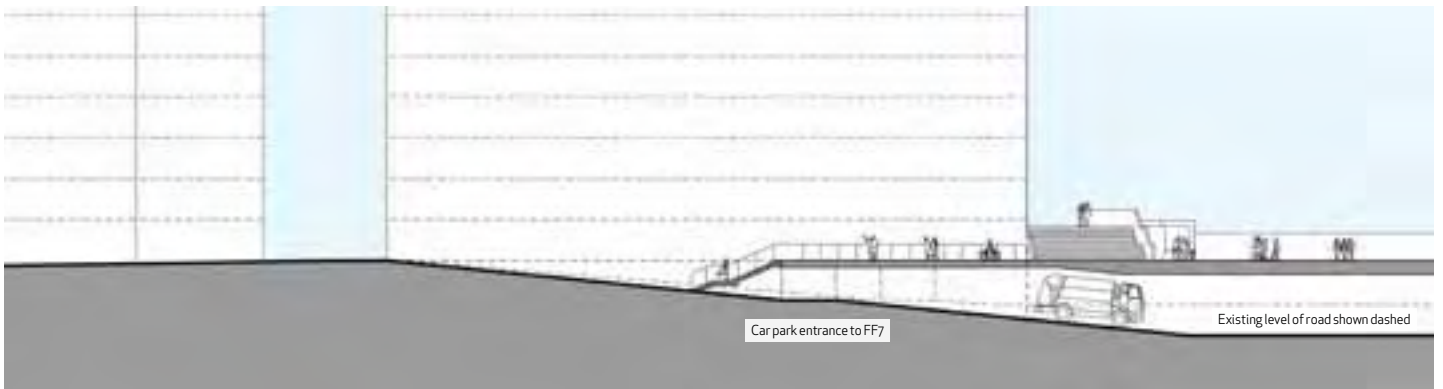
MANAGEMENT
Croydon Council



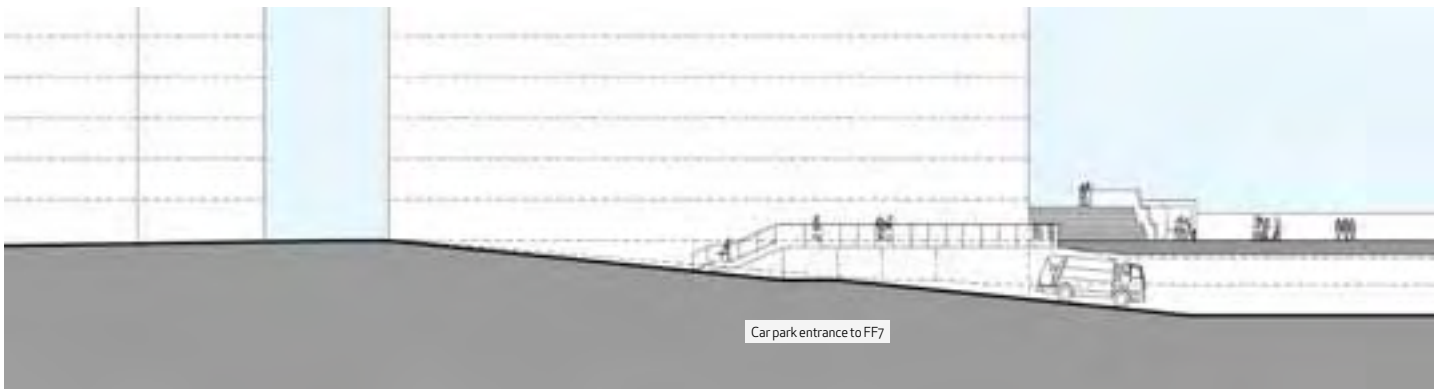
A gentle ramped footpath, similar to the experience of the Millennium Bridge, could be utilised to mediate the levels between the station and College Green, whilst the single lane road access descends in between: maintaining access to the FF7 site car park and the service bay of the College.



Plan of NE Station Link



Section 1 through stair access



Section 2 through car park ramp access



Section 3 through pedestrian level access

FF12 Croydon College Perimeter

PHASE: Soon

PRIORITY: Low

TYPE: Public Realm/Education

OBJECTIVES:

Improve the relationship between the ground floor of Croydon College and the surrounding streets, increasing the potential for the college to provide outward facing services.

DESCRIPTION

Existing voids to basement allow light and ventilation to the north elevation of Croydon College but act as a moat isolating the College from the surrounding public realm.

PARAMETERS

A structural and environmental assessment will determine the impact of 'bridging' elements over existing voids in order to increase the amount of active and accessible frontage to the College.

Note that adequate passive ventilation to the basement parking will need to be maintained.

Once created, new bridging elements could be used for a variety of activities and create potential for opening up different areas of the college, e.g. catering / hospitality / health and beauty etc.

The materiality of the new bridging elements should be robust and practical, complementing the adjacent public realm and include feature lighting and planting wherever practical.

Where decorative lighting effects are employed, low energy long life sources should be specified.

RELATED COMPONENTS

FF4 College Road

FF5 George Street Walk
FF8 East College Site
FF13 Croydon College Walk
FF17 Park Lane Walk

LEAD
Croydon College

STAKEHOLDERS
Croydon Council

FUNDING
Private sector funding
Public
S106
CIL

MANAGEMENT
Croydon College



Bridging over the void to College Road and College Green to improve the engagement of Croydon College onto these spaces

FF13 Croydon College Walk

PHASE: Now

PRIORITY: High

TYPE: Public Realm

OBJECTIVES:

Repair critical failures in the quality and condition of the existing public realm, and improve the setting for Croydon College and general east-west access.

DESCRIPTION

Linear hardscaped area currently in poor condition, including broken paving, redundant planters and lack of adequate seating and bins.

PARAMETERS

The addition of a robust, continuous new walkway across the entire south face of Croydon College will provide an appropriate setting for the educational institution.

Carefully located and subtle changes in level ensure that the area is accessible to all.

As well as improving the public realm to the College Green, the opportunity should not be lost to improve the levels of lighting and

appearance of the car park below. Simple accents can improve the quality and impression of safety immeasurable from the dingy reality of the existing. It may also present an ideal canvas for the College's artistic residents.

College Green is nationally recognised as an informal venue for urban sports and plays an important role in the skateboarding community. The design of the space should continue to accommodate this use whilst minimising disturbance and conflicts with other users.

RELATED COMPONENTS

- FF11 Station Link
- FF13 Croydon College Walk
- FF14 Park Lane Square
- FF15 College Green West
- FF16 College Green East
- FF17 Park Lane Walk



LEAD

Croydon Council

STAKEHOLDERS

Croydon College
Skateboarders

FUNDING

Public
S106
CIL

MANAGEMENT

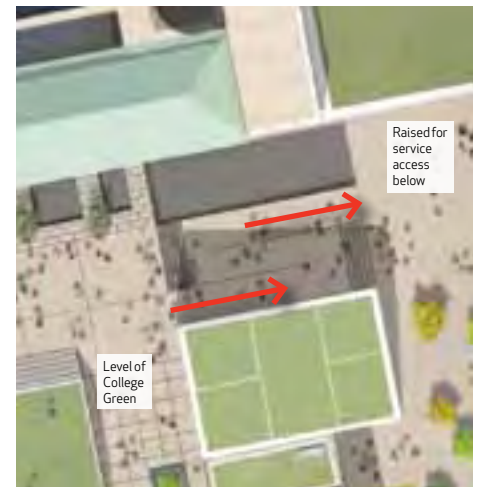
Croydon Council



Brighter, safer car park to improve quality of access via subway



Quality and durable in situ concrete strip providing new setting to Croydon College



If lowering the level of Station Link (FF11) proves impractical then a combination of steps and ramp could be introduced to mediate between levels at the top of Croydon College Walk.

FF14 Park Lane Square

PHASE: Soon

PRIORITY: Low

TYPE: Public realm

OBJECTIVES:

Create a multi-functional green open space between Fairfield Halls and Croydon College capable of accommodating events, performances and activities, as well as allowing for relaxation.

DESCRIPTION

The space is currently arranged as a semi-raised lawn, incorporating underused flag-poles and public art.

PARAMETERS

A multi-use event space between Fairfield halls and Croydon College. To be designed to allow for a variety of activities and uses throughout the year.

The existing 'green' space should be maintained and enhanced, both in terms of quantity and quality within the overall masterplan.

An assessment on structural load of car parking podium will provide information as to type of activities / quantity of people permitted.

Materials should be robust and of a considerable quality to emphasis permanence.

The design should allow for screenings to be projected onto the north face of the Fairfield Halls from Croydon College.

All levels to be able to be navigated by use of ramps or shallow steps.

RELATED COMPONENTS

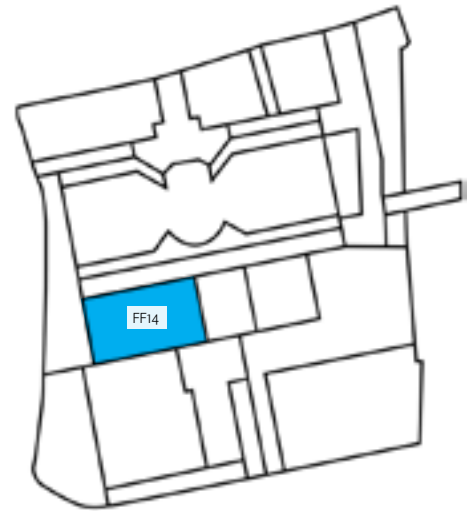
- FF13 Croydon College Walk
- FF15 College Green West
- FF17 Park Lane Walk
- FF19 Fairfield Halls

LEAD

Croydon Council

STAKEHOLDERS

- Croydon College
- Fairfield Halls



FUNDING

- Public
- S106
- CIL

MANAGEMENT

Croydon Council



Connecting square to be used for evening projections onto Fairfield Halls



Connecting square to be used in the day for performances and activity



The character of the area should be predominantly 'green' in feel.

FF15 College Green West

PHASE: Soon

PRIORITY: Medium

TYPE: Public Realm

OBJECTIVES:

Provide a central gathering space in College Green, and prominent forecourt to Croydon College.

DESCRIPTION

Central college space as a formal entrance to Croydon College.

PARAMETERS

The opportunity to present a formal setting for Croydon College. A mixed use space capable of accommodating temporary art installations, weekly markets or performances etc.

The existing 'green' space should be maintained and enhanced, both in terms of quantity and quality within the overall masterplan.

Materials should be robust and of a considerable quality to emphasis permanence.

Lighting should be carefully considered to provide an even and well lit environment at the heart of

the College Green area - a glowing centre across which all pedestrian routes pass.

Proposals will be considered against the National Planning Policy Framework (NPPF) as a whole and particularly paragraphs 69, 70 and 73-76, London Plan Policy 1.1, Unitary Development Plan Policy R08, Submitted Croydon Local Plan SP6. The development plan will be given weight in accordance with paragraphs 214, 215 and 216 of the NPPF.

RELATED COMPONENTS

- FF13 Croydon College Walk
- FF14 Park Lane Square
- FF16 College Green East

LEAD

Croydon Council

STAKEHOLDERS

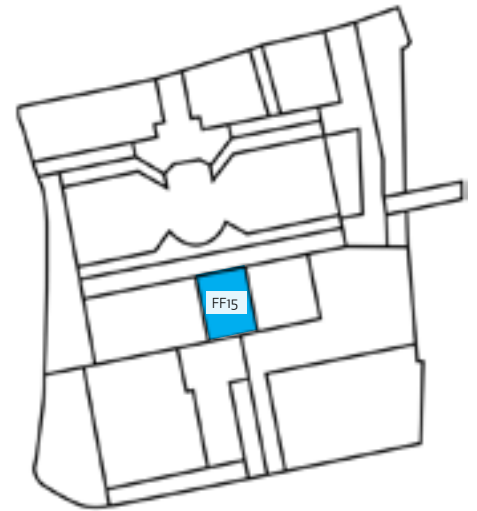
- Croydon College
- Fairfield Halls

FUNDING

Public, S106, CIL

MANAGEMENT

Croydon Council



Space for temporary art installations to increase activity in the space



Potential to use the space for weekly markets visible from Park Lane



A useful forecourt and mixing area for the College

FF16 College Green East

PHASE: Soon

PRIORITY: Medium

TYPE: Public Realm

OBJECTIVES:

Improve quality of College Green and provide communal space for adjacent residential development.

DESCRIPTION

The space is currently arranged as a series of lawns, with tired planting and redundant pergola structures. The eastern end of College Green is underused.

PARAMETERS

Materials should be robust and of a considerable quality to emphasis permanence.

The existing 'green' space should be maintained and enhanced, both in terms of quantity and quality within the overall masterplan.

All levels to be able to be navigated by use of ramps or shallow steps.

Lighting should provide attractive, safe environment and appropriate to scale and quality of residential development adjacent.

Proposals will be considered against the National Planning Policy Framework (NPPF) as a whole and particularly paragraphs 69, 70 and 73-76, London Plan Policy 1.1, Unitary Development Plan Policy R08, Submitted Croydon Local Plan SP6. The development plan will be given weight in accordance with paragraphs 214, 215 and 216 of the NPPF.

The exact extent of the redistribution of College Green will be considered against the criteria outlined above, and other policy requirements and material considerations.

A semi-private residential amenity space within a residential block will include a good variety of play space and equipment in due consideration of the scale and mix of the adjacent development.

RELATED COMPONENTS

FF13 Croydon College Walk

FF15 College Green West

FF22 Barclay Rd. Development N.

LEAD

Croydon Council

STAKEHOLDERS

Croydon College

Fairfield Halls

CCURV

FUNDING

Private sector funding

Public

S106

CIL

MANAGEMENT

Croydon Council / CCURV



Semi-private enclosed space defined by residential accommodation.



A residential square with a relationship to adjacent development and its residents.

FF17 Park Lane Walk

PHASE: Soon

PRIORITY: Medium

TYPE: Public Realm

OBJECTIVES:

To improve the quality of the north-south link along Park Lane.

To provide a buffer to Park Lane and a fourth side to College Green.

To improve legibility of access and light to the carpark level below.

DESCRIPTION

Pavement along Park Lane adjacent the western elevation of Croydon College and College Green.

PARAMETERS

The use of Forest trees in this setting can deliver a unique level and scale of screening to the western end of College Green and reinforce the impression of a luxurious 'city scale' green space, whilst preserving an element of transparency and connectivity.

A structural analysis would identify the most appropriate areas to cut into the existing slab.

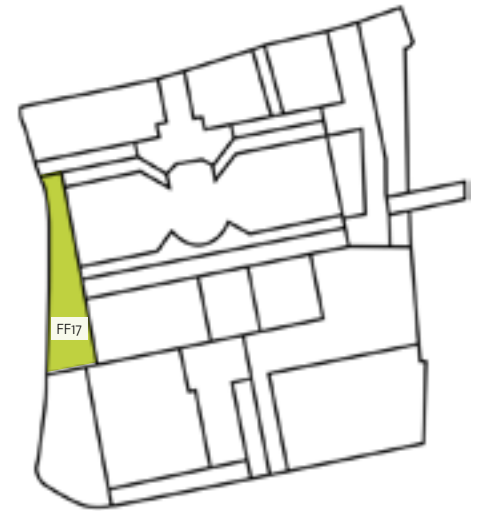
An environmental analysis would identify areas of holes required for ventilation to compensate for loss in filling in voids to FF12 Croydon College Perimeter.

A revised transition between car park and podium level could thus be focused around the trees, utilising the trunks and the natural daylight as wayfinding elements from the car park.

Existing subways to be retained and refurbished with feature lighting and artwork as FF14 car park level.

The masterplan supports the relocation of bus standing away from the western edge of College Green to improve visual connectivity with the western side of Park Lane, should this be able to be accommodated satisfactorily elsewhere.

Connectivity between the Fair Field and Mid Croydon masterplan areas has been significantly improved through the implementation of Connect2 pedestrian crossing over Park lane. Therefore, the detailed design of the public realm should acknowledge and enhance this greater east-west connectivity wherever possible.



RELATED COMPONENTS

- FF4 College Road
- FF13 Croydon College Walk
- FF14 Park Lane Square
- FF18 Fairfield Forecourt

LEAD

Croydon Council

STAKEHOLDERS

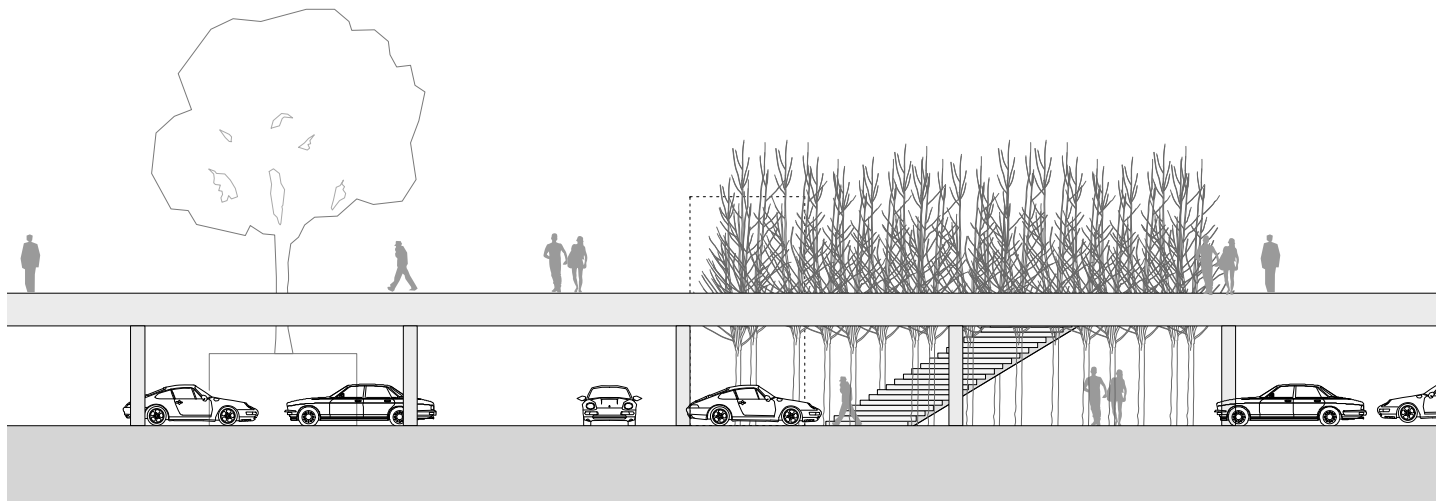
- Croydon College
- Fairfield Halls
- TfL

FUNDING

- Public
- S106
- CIL

MANAGEMENT

Croydon Council



Illustrative section through car park showing connecting Forest trees and wayfinding Pioneer trees

FF18 Fairfield Forecourt

PHASE: Now

PRIORITY: High

TYPE: Public Realm

OBJECTIVES:

Improve public use of Fairfield Halls forecourt.

Improve visibility to the front of Fairfield Halls.

DESCRIPTION

Forecourt to Fairfield Halls used for carparking and coach drop off.

PARAMETERS

The use of Forest trees in this setting can deliver a unique level and scale of screening to the drop off and carparking in front of Fairfield halls and reinforce the impression of a luxurious 'city scale' green space, whilst preserving an element of transparency and connectivity.

A structural analysis would identify the most appropriate areas to cut into the existing slab.

Zero loss of advertising potential to the facade of Fairfield Halls would have to be realised with the careful positioning of the trees instead framing any large scale hoardings to the face of the theatre.

Option studies for revised carparking/coach drop off are



Forest trees along Park Lane

a priority for any 'early win' programme. The layout of the Fairfield Forecourt should accommodate disabled vehicle parking, coach and taxi drop-off, and service vehicle access to the Arnhem Gallery side of the building.

Improved pedestrian connectivity / legibility and alternative means of parking are considered of vital importance to the success of this important city address.

A reduction in car parking to the forecourt would have to be compensated for by an equivalent provision of well-lit, safe parking spaces at the lower level as close as possible to the Fairfield Halls. The Fairfield Halls would require exclusive use and management of these spaces.

Connectivity between the Fair Field and Mid Croydon masterplan areas has been significantly improved through the implementation of Connect2 pedestrian crossing over Park lane. Therefore, the detailed design of the public realm should acknowledge and enhance this greater east-west connectivity wherever possible.



Pedestrian friendly forecourt to theatre



All lighting should be largely at low level concentrating on wayfinding, and not detracting from any feature lighting to the facade of Fairfield Halls.

RELATED COMPONENTS

- FF17 Park Lane Walk
- FF19 Fairfield Halls
- FF21 Fairfield Walk

LEAD

Croydon Council

STAKEHOLDERS

Fairfield Halls
TfL

FUNDING

Public
S106
CIL

MANAGEMENT

Croydon Council
Fairfield Halls
TfL



Trees bridging levels where possible

FF19 Fairfield Halls

PHASE: Soon

PRIORITY: High

TYPE: Arts centre

OBJECTIVES:

Ensure the masterplan supports the continual operation and future development of this important institution.

DESCRIPTION

Existing well used theatre, the Fairfield Halls is designated a locally listed heritage asset. Could benefit from improved aspect and adjacent public realm.

The Fairfield Halls is due to undergo a £27m refurbishment by 2016.

PARAMETERS

Improvements to Fairfield Halls set out in the masterplan largely focus on the setting of the Fairfield Halls and its immediate environment (see FF18).

However, a site for additional amenity space has been identified to the north of the building, providing possible active frontage to College Green.



There is potential for the Park Lane frontage to be more unified through the possible reimagining of the existing canopy and introducing a new signage and lighting system.

Any redevelopment needs to promote appropriate street level activity, ideally through the provision of A3 uses.

Any development of Fairfield Halls should provide for the management of appropriate archaeological resources.

RELATED COMPONENTS

- FF14 Park Lane Square
- FF18 Fairfield Forecourt
- FF20 Service Yard
- FF21 Fairfield Walk

LEAD

Fairfield Halls



STAKEHOLDERS

Croydon Council

FUNDING

Public
S106
CIL

MANAGEMENT

Fairfield Halls



Whilst it is accepted that the entrance to Fairfield Halls will remain off Park Lane to the west, a new cafe / colonnaded addition to the northern edge would provide valuable facilities and active frontage to College Green

FF20 Service Yard

PHASE: Soon

PRIORITY: Medium

TYPE: Servicing / Landscaping

OBJECTIVES:

Rationalise access for deliveries

Increase active frontage and defensible space fronting College Green

DESCRIPTION

Loading bay to Fairfield Halls serving the main performance space.

PARAMETERS

The masterplan allows for possible landscaped development to the northern edge of the service yard whilst maintaining delivery access below.

Continual access to the service yard for large delivery wagons remains via the car park ramp. A new green / acoustic wall assists in attenuating noise break out between the yard and any adjacent development.

Seek to reduce the aperture of the service ramp whilst maintaining service vehicle clearances by building over the ramp as far as possible.

Seek to provide outdoor performance space in conjunction with an acoustic and visual barrier to the service yard

Any development in this area will be subject to acoustic testing / analysis to demonstrate that the functional operations of the Fairfield Halls service yard

can be accommodated without any adverse impact in terms of noise. It should be noted that any development in the area will need to be designed with a high standard of acoustic insulation to mitigate noise from the adjacent railway and road network as well, and that the boundary treatment of the service yard presents an opportunity to reduce noise breakout.

RELATED COMPONENTS

- FF21 Fairfield Walk
- FF19 Fairfield Halls
- FF24 Carpark Ramp

LEAD

Fairfield Halls

STAKEHOLDERS

- Croydon Council
- Croydon College
- CCURV
- TfL

FUNDING

- Public
- S106
- CIL

MANAGEMENT

Fairfield Halls



Engaging stepped area for public and theatre use



FF21 Fairfield Walk

PHASE: Soon

PRIORITY: Medium

TYPE: Public realm

OBJECTIVES:

Improve East-West access along wider, greener pavement.

DESCRIPTION

Public realm to Barclay Road adjacent Fairfield Halls

PARAMETERS

An opportunity for significant improvement to the urban realm linking Queen's Gardens and Park Hill drawing on the recently implemented Connect2 public realm improvements, including a new shared cycle track on the north side of Barclay Road. Future proposals should build on these initial improvements

Large Forest trees could complete the aesthetic of a lush green perimeter to the Fair Field masterplan.

Materials should be robust and of a considerable quality to emphasis permanence.

Feature lighting could be utilised to accentuate the canopy of the trees at night, illuminate the public realm and advertise the presence of Fairfield Halls at the prominent junction between Park Lane and Barclay Road.

Where decorative effects are employed, low energy long life sources should be specified and appropriate fittings utilised in consideration of the residential character to parts of Barclay Road.

RELATED COMPONENTS

FF18 Fairfield Forecourt
FF19 Fairfield Halls
FF20 Service Yard
FF24 Carpark Ramp

LEAD

Croydon Council

STAKEHOLDERS

Fairfield Halls
TfL

FUNDING

Public
S106
CIL

MANAGEMENT

Croydon Council
TfL



Forest trees maintain a green boulevard along Barclay Road to Park Hill

FF22 Barclay Road Development North

PHASE: Soon

PRIORITY: High

TYPE: Residential/Community

OBJECTIVES:

Introduce residential development to Fair Field, improving the mix and vitality of the area.

Improve activity around the Green.

Add secondary north south route.

Secure replacement community use.

DESCRIPTION

The development plot comprises the underused multi-storey element of the Fairfield Car Park and Croydon College Barclay Road Annexe, due to be vacated in September 2012.

PARAMETERS

Incorporate a mix of townhouses, apartment blocks and taller apartment blocks. Any taller tower element(s) should be located where their shadows have the least impact on residential amenity and public open space.

Private carparking below associated with residential units and dedicated service and delivery access is to be via Station Link to the north.

Materials should reinforce a strong civic presence whilst being appropriate for a residential scale,

A green roof strategy for amenity use, biodiversity and rainwater attenuation is encouraged.

Suitable design consideration should be given to the orientation of habitable rooms away from the adjacent railway. High performance facade and

acoustically attenuated mechanical ventilation should also be considered along this facade, as well as the early weathering / discolouration of any susceptible materials.

Technical compliance with a potential CMC district energy scheme and adherence to Croydon's policy on district energy.

The impact of the adjacent plot (Croydon Courts) is to be reduced during phase 1 through the consideration of a green/art living wall.

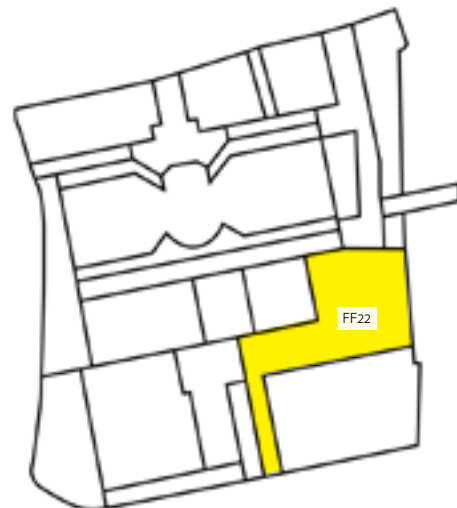
The quality of the semi-public / semi-private urban realm is to be carefully considered, and include:

- adequate and varied play spaces for residential density and demographic
- local, intimate square/passages off College Green and pedestrian priority passages between building plots
- high quality and robust materials, planting and detailing.

The existing 'green' space should be maintained and enhanced, both in terms of quantity and quality within the overall masterplan.

Temporary improvements to the development site and meanwhile uses are encouraged to address vacancy in the short-term, where these can act as a catalyst for longer-term regeneration. Where possible, temporary uses should involve local institutions and benefit the surrounding community.

Any development in this area will be subject to acoustic testing / analysis to demonstrate that the functional operations of the Fairfield Halls service yard can be accommodated without any adverse impact in terms of



noise. It should be noted that any development in the area will need to be designed with a high standard of acoustic insulation to mitigate noise from the adjacent railway and road network as well, and that the boundary treatment of the service yard presents an opportunity to reduce noise breakout.

Incorporate a community element. The existing educational floorspace is protected by the Replacement UDP and Croydon Local Plan policies and therefore community floorspace needs to be either re-provided or retained. The Barclay Road Annexe also offers opportunities to accommodate a temporary community use.

RELATED COMPONENTS

FF10 Railway Link
 FF13 Croydon College Walk
 FF16 College Green East
 FF23 Barclay Rd. Development S.
 FF25 Barclay Road Walk

LEAD
 CCURV

STAKEHOLDERS

Croydon Council
 Croydon College
 Fairfield Halls
 HMCS

FUNDING

Public Private Joint Venture

MANAGEMENT

Existing owners / CCURV



Green roofs, front gardens and communal external space



Maintain retail / cafe units at ground level wherever practical and certainly when addressing public space.



Development blocks visually broken up into smaller elements through the use of materials to better relate to a human scale



Illustrative masterplan heights shown adjacent. The heights of the development will be subject to detailed testing, analysis and evaluation as part of the planning process for any future proposals.

Key

- Taller apartment blocks
- Apartment blocks
- Towers
- Townhouses

FF23 Barclay Road Development South

PHASE: Later

PRIORITY: Medium

TYPE: Residential/Community

OBJECTIVES:

Introduce residential development.

Improve activity around the Green.

Add secondary north south route.

DESCRIPTION

The site is currently occupied by Croydon Magistrates Court. Should the Courts relocate in the longer-term, the site would be suitable for residential accommodation, subject to the re-provision of community related floorspace.

PARAMETERS

Incorporate a mix of townhouses, apartment blocks and taller apartment blocks. Dual aspect accommodation should be used to mitigate against inhospitable boundary conditions such as the railway.

Private carparking below associated with residential units and dedicated service and delivery access is to be via Station Link

Materials should reinforce a strong civic presence whilst being appropriate for a residential scale,

A green roof strategy for amenity use, biodiversity and rainwater attenuation is encouraged.

Suitable design consideration should be given to the orientation of habitable rooms away from the adjacent railway. High performance facade and acoustically attenuated mechanical ventilation should also be considered along this facade, as well as the early weathering / discolouration of any susceptible materials.

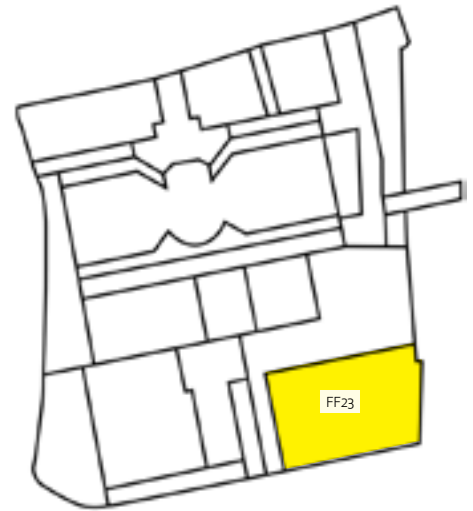
Technical compliance with a potential CMC district energy scheme and adherence to Croydon's policy on district energy.

The Barclay Road frontage should be appropriately scaled to respect the setting of the Chatsworth Road Conservation Area, and should include active ground floor frontages.

The quality of the semi-public / semi-private urban realm is to be carefully considered, and include:

- adequate and varied play spaces for residential density and demographic
- local, intimate square/passages off College Green and pedestrian priority passages between building plots
- high quality and robust materials, planting and detailing.

The existing magistrate's court is protected by the Replacement UDP and Croydon Local Plan policies and therefore community floorspace needs to be either re-provided or retained. Under certain circumstances it could be released conditional to re-provision elsewhere.



RELATED COMPONENTS

FF22 Barclay Rd. Development N.

FF25 Barclay Road Walk

LEAD
HMCS

STAKEHOLDERS
CCURV
Croydon Council
Croydon College
TfL

FUNDING
Private sector funding
Public Private Joint Venture

MANAGEMENT
Existing owners / Private development interests



Medium height development surrounding semi-public green communal spaces



Illustrative masterplan heights shown above. The heights of the development will be subject to detailed testing, analysis and evaluation as part of the planning process for any future proposals.

Key

- Taller apartment blocks
- Apartment blocks
- Towers
- Townhouses



Lower level residential blocks around semi-public courtyards surrounded by taller apartment blocks creating a community feel.



Shared surfaced streets with defensible green space in front of residential accommodation



Materials should reinforce a strong sense of civic presence whilst being appropriate for a residential scale, and reflect a feeling of quality and permanence. Illustrative materials shown are cast metal cladding / roofing, brick and timber.

FF24 Car park Ramp

PHASE: Soon

PRIORITY: Medium

TYPE: Infrastructure

OBJECTIVES:

Reduce width / impact of car parking access road but maintain number of lanes and access / egress.

Acoustically / visually screen impact of ramp and service access from adjacent residential development.

DESCRIPTION

Five lane wide ramp down to the underground carpark and current access for servicing Fairfield Halls.

PARAMETERS

Reduce area and visual impact of access road whilst maintaining key widths for access and servicing.

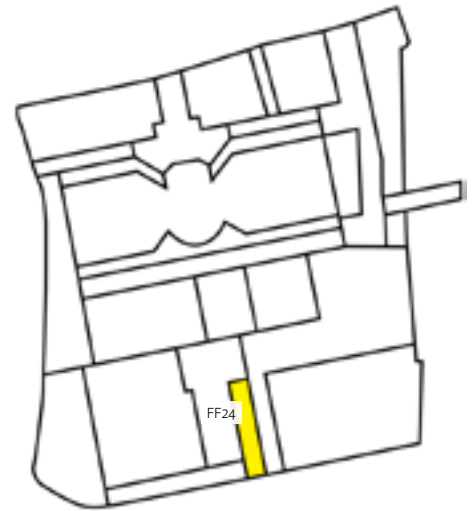
The inclusion of a living wall / acoustic screen aids protection and separation of residential development from service / access ramp.

Provide usable public space by covering over northern section of the ramp with steeped terraced feature (FF20).

Any development in this area will be subject to acoustic testing / analysis to demonstrate that the functional operations of the Fairfield Halls service yard can be accommodated without any adverse impact in terms of noise. It should be noted that any development in the area will need to be designed with a high standard of acoustic insulation to mitigate noise from the adjacent railway and road network as well, and that the boundary treatment of the service yard presents an opportunity to reduce noise breakout.

RELATED COMPONENTS

- FF13 Croydon College Walk
- FF15 College Green West
- FF20 Service Yard
- FF25 Barclay Road Walk
- LEAD
- Croydon Council



STAKEHOLDERS

- Fairfield Halls
- Croydon College
- CCURV
- NCP
- TfL

FUNDING

- Public
- S106
- CIL

MANAGEMENT

- NCP
- Croydon Council
- Fairfield Halls



Green wall hiding the parking ramp transforms into the terraced steps facing the Green

FF25 Development Walk

PHASE: Soon

PRIORITY: Medium

TYPE: Public Realm

OBJECTIVES:

Introduce a grand north-south link improving access from Park Hill to College Green and East Croydon Station

DESCRIPTION

The Croydon College Barclay Road Annexe building is due to be vacated in September 2012.

PARAMETERS

A new landscaped boulevard, acting as a pedestrian orientated bridged link, incorporate the living art wall screening the carpark ramp and entrance (FF24) and forming one side of the new terraced steps to College Green.

Large Forest trees could complete the aesthetic of a lush green interior to the Fair Field masterplan.

Materials should be robust and of a considerable quality to emphasis permanence.

Feature lighting could be utilised to accentuate the canopy of the trees at night, illuminate the public realm and provide a lit boulevard leading to the College Green West (FF15) and College entrance beyond.

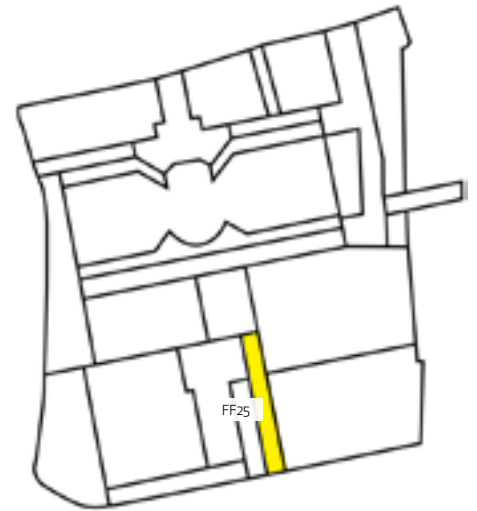
Where decorative effects are employed, low energy long life sources should be specified and appropriate fittings utilised in consideration of the adjacent residential development.

Allow for use by bicycles

Barclay Road Walk should contribute to the quantum of green open space in the masterplan area through a more generous width and additional greenery.

RELATED COMPONENTS

FF15 College Green West
FF22 Barclay Rd. Development N.
FF23 Barclay Rd. Development S.
FF24 Carpark Ramp.



LEAD
CCURV

STAKEHOLDERS

Croydon Council
Croydon College
Fairfield Halls
HMCS
TfL

FUNDING

Public Private Joint Venture
S106
CIL

MANAGEMENT

Existing owners
CCURV
Croydon Council



A new tree-lined boulevard leading to College Green Square.



5.0
NEXT STEPS
- EARLY WINS

5.1 EARLY WINS PROPOSALS

5.1.1 The next steps following the masterplan are to implement projects which make something happen now in the Fair Field masterplan area in terms of improvement and regeneration in the public realm.

5.1.2 A shortlist of 5 Early Wins projects has been identified through engagement with Stakeholders and the public:

- FF6 College Square
- FF11 Station Link
- FF13 Croydon College Walk
- FF18 Fairfield Forecourt
- FF22 Meanwhile Activation

COLLEGE SQUARE (FF6)

5.1.3 This fundamental part of the north south link of Fair Field is a well used route and space for pedestrians in central Croydon. The regeneration of this space is focused on a link between Croydon College and George Street and an urban realm with the presence of the educational institution.

5.1.4 The Early Win should regenerate the existing public realm with a future aspiration to extend this carpet across George Street developing the legibility of this route into Fair Field via the College.



College Square Early Win (FF6)

STATION LINK (FF11)

5.1.5 The current route is not legible, coherent or accessible. An improved DDA compliant visible route is required to make Fair Field part of the wider urban realm of Croydon. This will be realised through the masterplan.

5.1.6 A series of short term improvements to the legibility of the route are proposed as an Early Win. Innovative robust lighting and painting to the existing route are proposals for improving legibility and safety of the route in the short term.



Station Link Early Win (FF11)

CROYDON COLLEGE WALK (FF13)

5.1.7 The existing condition of the pavement is not acceptable in terms of access and trip hazards due to loose slabs and cracking. The pavement is envisaged as a long term connection through the Fair Field and considered important amenity space in the city. It is prioritised for refurbishment.

5.1.8 The Early Win proposal is for a new in situ concrete surface to be installed which is in accordance with the Croydon Public Realm Design Guide. The existing planters are to be upgraded with new low maintenance vegetation and seating edges. Robust seating provided throughout will accommodate the wide range of users.

5.1.9 Proposed engagement with College Students and local skaters in the detailed design process will provide integration of users and support future ownership and care of the space.

5.1.10 Croydon Council's aspiration is for this Early Win to be delivered in 2013.



Croydon College Walk Early Win (FF13)

FAIRFIELD FORECOURT (FF18)

5.1.11 Aspirations are for the frontage to Fair Field on the western boundary to become a unified pedestrian surface which give pedestrian priority and increase the visibility and access to Croydon College and Fairfield Halls.

5.1.12 The drop off has been designed with the approval of Fairfield Halls to accommodate all drop off needs.

5.1.13 A reduction in car parking to the forecourt would have to be compensated for by an equivalent provision of well-lit, safe parking spaces at the lower level as close as possible to the Fairfield Halls. The Fairfield Halls would require exclusive use and management of these spaces.

5.1.14 Improvement to the fabric of the existing underground car park is considered a way in which spaces could be re provided.



Fairfield Forecourt Early Win (FF18)

MEANWHILE ACTIVATION

5.1.15 Large open space in central Croydon is currently underused. There is potential for alternative uses of the multi-storey car park which uses local resources to make something happen now at Fair Field.

5.1.16 Croydon Local Plan SP3.5 and SP5.7 support the temporary occupation of empty buildings and cleared sites by creative industries, cultural organisations and community uses where they contribute to regeneration and enhance the character of the area

5.1.17 The engagement event held on 6th October 2012 tested the viability of meanwhile uses in spaces the Fair Field area. A programme supporting the implementation of meanwhile uses in central Croydon is currently under development.

5.1
EARLY WINS
PROPOSALS

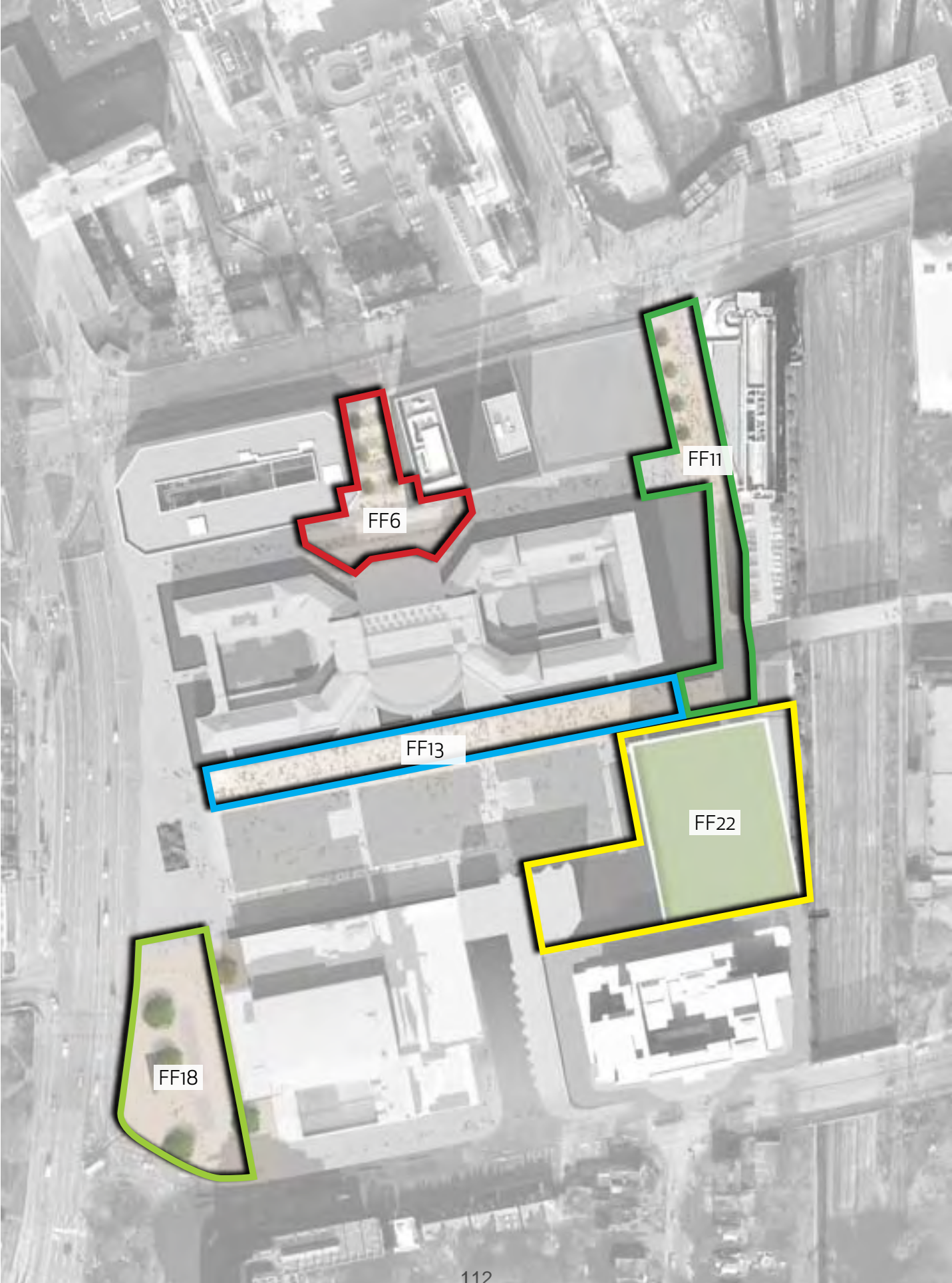


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