

## 2.6 HISTORIC CONTEXT

2.6.1 Croydon has a long and rich past and Old Town is its historic heart. There are three conservation areas that lie within the study area; Croydon Minster, Church Street and Central Croydon. Conservation Area Appraisals and Management Plans for these conservation areas provide a more detailed account of the historic development of Old Town

### ORIGINS

2.6.2 Prehistoric remains have been found in the Old Town area and first habitation may have been a Roman staging post on the road between London and Brighton. To date there is no firm evidence of such a settlement or of the precise line of the Roman Road, but it is likely to have been on the higher ground at or close to the ridge of High Street and North End.

Tangible evidence of a settlement is present by the 9th century, by which date Croydon had become a Saxon stronghold and had associations with the early Christian church. The foundation of the early settlement is likely to be due to the presence of clear springs forming the source of the Wandle around St John's Church (the Minster). This low-lying area was also threaded by a number

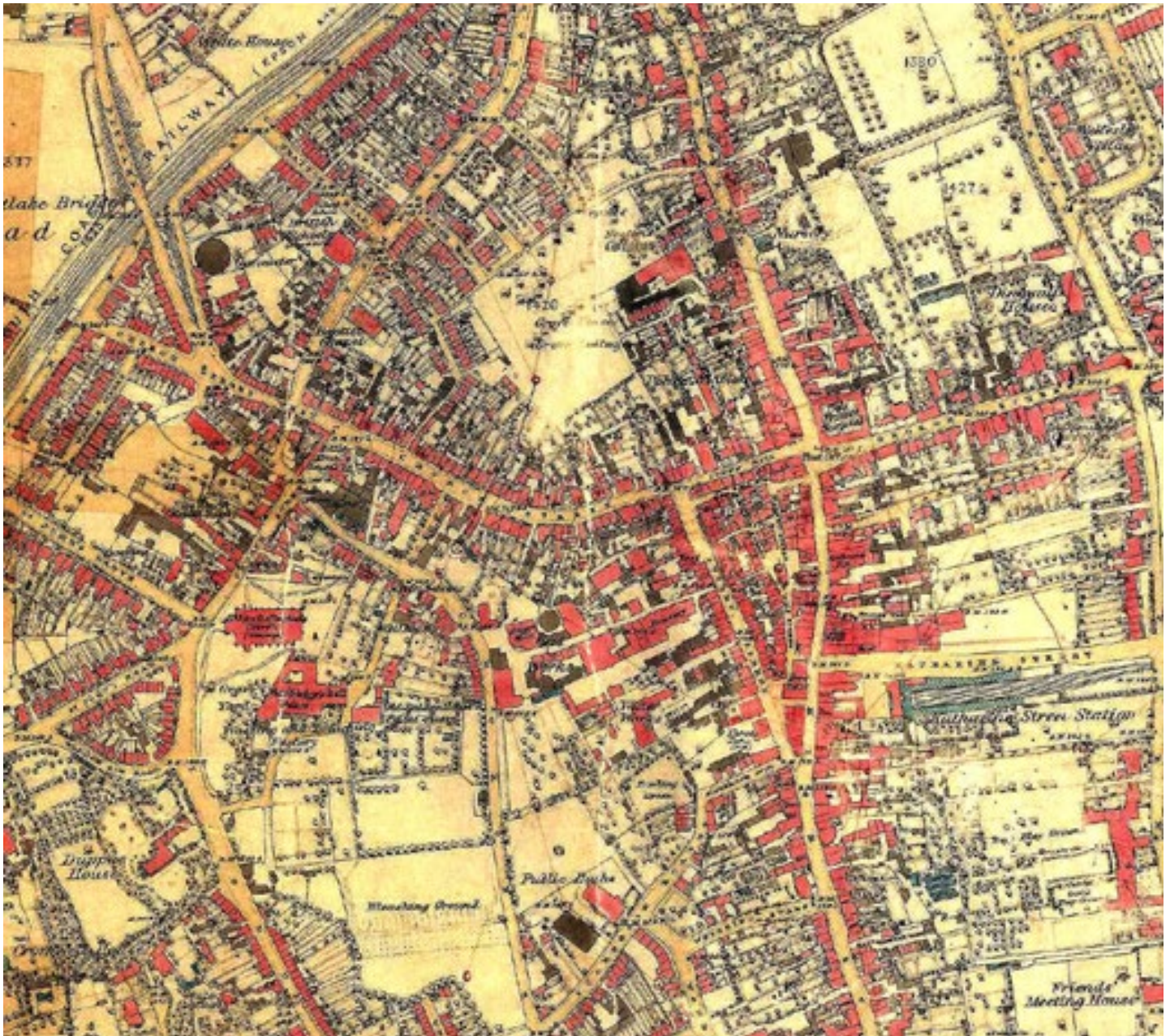


Figure 9 : 1868 First Series Ordnance Survey map of Old Town. Croydon was growing rapidly by this date with the first commuters using the new railway lines to London. The map shows Old Palace as a washing and bleaching factory. St John's Road and St John's Grove (now Rectory Grove) have been built with views of the Minster. Industries in Croydon town Centre - gas works, brewery and water works - are to the east of Church Road. The triangle between Surrey Street, Crown Hill and High Street is tightly packed with small buildings and narrow lanes.

of streams, one of which can still be traced in the winding course of Church Road.

2.6.3 Church Street may have originated as a footpath to open fields, or possibly as the curved remains of Saxon earthworks. More certain is that the line of the street formed the northern boundary to the Archbishop of Canterbury's residence, whose associations with Croydon date back to this period.

### MEDIEVAL GROWTH

2.6.4 The Domesday survey of 1086 records a church at Croydon and a population of 365.

2.6.5 Church Street was the main route into the town from the north west, meeting up with Pound Street (present-day George Street) at the crossroads with North End and High Street.

2.6.6 The Manor, known as Croydon Palace from 1600, was the first of several Archbishop's dwellings on the route between Lambeth and Canterbury. The buildings housed the Archbishop's extensive retinue, but they also had an administrative function for the collection of rents and served as a civil and ecclesiastical court. The 15th century Great Hall is the most spectacular survival from this period, but the layout of the estate including the fishponds can still be traced in the present day street pattern.

2.6.7 The small town flourished through its connections with the Archbishop, but its low-lying position made it prone to flooding and general dampness. In the early Middle Ages the centre of the small town shifted from the area around the church to higher and drier ground to the east.

2.6.8 Through a charter in 1275 Croydon's first market was established, within a triangle now formed by Surrey Street, the High Street and Crown Hill. After the medieval period the market place filled up with buildings, and a web of narrow alleys.

### GEORGIAN CROYDON

2.6.9 By the 18th century there were renewed concerns about flooding, and sanitation prompting the Archbishop of the time to give up the Palace in 1780 and

move to Addington. The Palace was converted to industrial use before falling into ruin. The loss of the Archbishop's patronage could have been critical for the small town, but it coincided with the burgeoning of Brighton as a seaside resort and Croydon was well placed to offer refreshment and shelter for travellers. The High Street became a toll road with the turnpike positioned near the junction with Surrey Street.



Croydon Palace from the north c1785, (now Old Palace School) shortly after the Archbishop of Canterbury moved to Addington Place (source: Wikipedia commons image)



Church Street in the 19th century with development on the east side of the road. The Church Hall (built in 1960) is now on the site, with open space in front of the Minster

2.6.10 Modest industrial expansion followed with the horsedrawn Surrey Iron Railway (1803) and the Croydon Canal (1809). Both closed by the 1840s when new railways provided fast connections with central London and the commuting era began.

VICTORIAN CROYDON AND LATER

2.6.11 The area between Church Road and Surrey Street was a small hub of industry, including tanneries, a flour mill, dyeworks and a water works. Overton's Yard is likely to have medieval origins but its name comes from Page and Overton's brewery, which operated there until 1954. The Surrey Street Pumping Station is the principal survivor from this period and is significant to Croydon's growth because it provided clean water. As the town grew, so its streets changed; Tamworth Road was created in the 1840s and was fully developed by 1870.

2.6.12 The Old Town waterways had become heavily polluted by the mid 19th century and after outbreaks of cholera and typhoid they were filled in or culverted by Croydon's new Board of Health.

2.6.13 St John's Church (now the Minster), once the largest church in Surrey was gutted by fire in 1867. Its prompt rebuilding was followed by the rescue of the Old Palace, becoming the Girls' School that continues there today. The southern grounds of the Palace were sold for housing, with streets named after former Archbishops.

2.6.14 The Churchyard was extended in 1808 by purchasing



High Street 1890, before road widening in 1898. Surrey Street is on the left and the clock tower is that of the Old Town Hall. The Ship Public House is on the right and survives today



Church Street from Crown Hill about 1910. (source: Edwardian Croydon Illustrated, John Gent)



Figure 10: Plan for the major redevelopment of the Surrey Street and High Street, published in the Croydon Advertiser in 1889. The plan superimposes the realigned streets, with Bell Hill truncated and Market Street removed altogether. (Source: Croydon Old and New, John Gent)

parts of the Old Palace grounds. Burials ceased in 1861 and the old graveyard was laid out afresh in 1960 as a public park.

2.6.15 By the 1880s the overcrowded market was a cause of concern. In 1898 the High Street was widened with a new frontage on the west side and the Grants store taking pride of place (see figure 10 of the revision on the previous page). The older buildings on Crown Hill and Bell Hill were kept, along with a number of buildings at the north end of Surrey Street.



Corner of Church Street and Frith Road c.1900

2.6.16 Croydon as a town grew apace, increasing its population twentyfold over the course of the nineteenth century to reach more than 100,000 residents by 1901. By 1931 Croydon was the size of a city, with a population of 264,000.

**POSTWAR DEVELOPMENT**

2.6.17 After the Second World War Croydon was the subject of an ambitious growth programme, with office towers and suburban expansion. One consequence was that the town centre became choked with traffic, prompting plans for a ring road in the 1960s round its western and southern edge. Roman Way was overlaid in part on the existing streets, which truncated the southern part of Church Street and contributed to severing the Minster from Wandle Park and the homes to the west of the road from the town centre. A further substantial change came in the 1960s when Drummond Road, then a narrow street off Frith Road, was extended to provide car parking and servicing to shops on Church Street. Ryland House is a 13 storey concrete clad structure, built as the General Post Office switching station in



Reeves Corner, from the tower of the Minster, c.1910

the early 1970s at a time when there was less value placed on the historic environment in Croydon. The building replaced the maltings of Overton's brewery.

2.6.18 In 1999-2000 the tram was re-introduced to Croydon, running along Church Street. The elevation of the Parish Church to Minster status in 2011 is a reminder of Croydon's civic and historical significance.

## 2.7 PUBLIC REALM

### WHAT IS PUBLIC REALM

2.7.1 In this document public realm is defined as it is in the Croydon Public Realm Design Guide (2012) as 'incorporating all areas to which the public has open access such as streets, squares, pathways, right of ways, urban parks and open spaces'. Although private spaces and buildings are often not publicly accessible they make a significant visual contribution to the public realm they adjoin. The public realm forms a key part of the setting of Old Town's heritage assets and has a significant impact on their visual appearance.

2.7.2 This section should be read in conjunction with sections 2.8 Movement Context and 3.4 Movement Parameters which provide more information on walking and cycling routes.

### PUBLIC SPACES

#### GREEN SPACES IN THE OLD TOWN MASTERPLAN STUDY AREA

2.7.3 The Old Town Masterplan Study Area has limited green space which is clustered around Croydon Minster. St John's Memorial Garden lies to the south of the Minster and the currently named St John's Memorial Garden (North) lies to the north of it. Anecdotal evidence suggests both of these spaces are underused by local people and there are some concerns over safety. St John's Memorial Garden, in particular, is not directly overlooked, has a low number of access points and suffers from being adjacent to a busy road – Roman Way. However, funding from the Mayor's Pocket Park Scheme has been secured for St John's Memorial Garden which will help to improve this asset for local people and visitors.

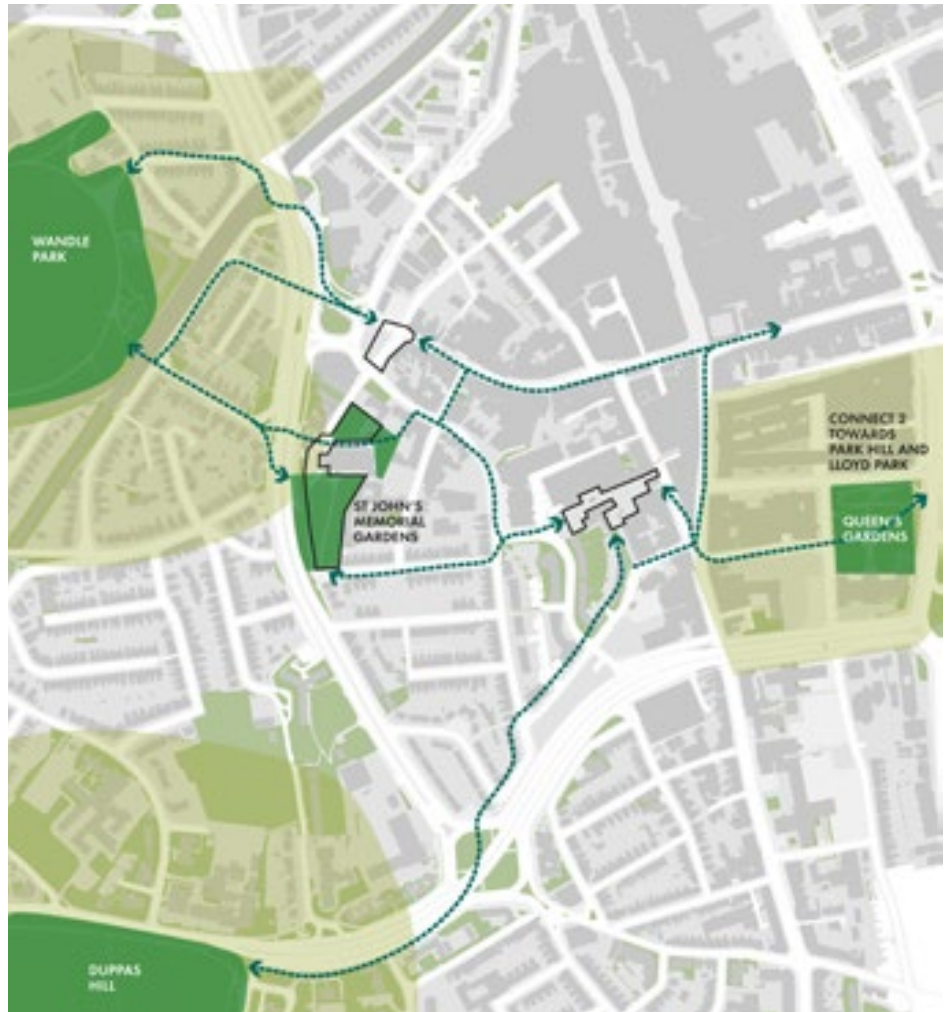


Figure 11: Areas of open space and access routes, with indicative 400m catchments



The newly refurbished Wandle Park. The River Wandle in the foreground has been restored.

The green spaces are not closed at night (see OT20).

### GREEN SPACES SURROUNDING OLD TOWN

2.7.4 There are two large urban parks within a ten minute walk of Roman Way – Wandle Park and Duppas Hill. Wandle Park has been recently refurbished with a deculverted river, café, bandstand and other new facilities. Queens Gardens is another smaller sized green space within walking distance of Old Town which is located three minutes walk from Surrey Street to the East (see figure 11).

### ACCESS TO GREEN SPACE OUTSIDE OF THE STUDY AREA

2.7.5 A large proportion of the Old Town Masterplan study area is further than 400m (walking distance) from a large green space (Croydon's Open Space Strategy, 2004) which is considered to represent poor accessibility to green space. This issue of poor accessibility is compounded by

Roman Way / Old Town (A236) and the roundabout at the junction between Roman Way and the slip road to the Croydon flyover. These roads have a high traffic volume and are physical barriers to movement in between Old Town and Wandle Park and Old Town and Duppas Hill (see figure 11). Wandle Park has two other physical barriers to its access – the railway and the tramline that border the eastern edge of the park.

2.7.6 The issue of poor accessibility to green space from Croydon town centre was recognised in the 'Croydon Third City Vision' (2007) which set out the objective to connect central Croydon with surrounding green spaces through improving pedestrian and cycling connections. This idea has been incorporated into the All London Green Grid Area Frameworks 7 & 8, the Croydon Opportunity Area Planning Framework, and specific projects to achieve this are being delivered through the Connected

Croydon Programme. Two projects that have already been delivered are the 'Legible London' signage scheme and the improved pedestrian and cycling crossing on Roman Way opposite St Johns Road.

### HARD LANDSCAPED SPACES

2.7.7 Exchange Square is the only hard landscaped public space in Old Town. It is privately owned but was made publicly accessible in 2008 as part of the neighbouring development of Bridge House on Surrey Street. The square forms the setting to the Surrey Street Pumping Station – a large and highly attractive Grade II Listed Building built in the gothic style - which is currently unoccupied and in need of restoration (see OT5 for further information). The square also offers pleasing views of the Surrey Street roofscape. Exchange Square has minimal seating, is under-used and poorly maintained. However, it is still a valued space, and has been used to accommodate a craft fair on



St John's Memorial Garden, next to the Minster



Duppas Hill is a large urban park, located within a ten minute walk of Roman Way. Ryland house is visible above the trees which marks the location of the Pumping Station.

several occasions along with other ad-hoc events such as bake-offs, a theatre performance and crazy golf. (See OT4 for further information.)

2.7.8 The only other hard landscaped space of a significant size is on the southern side of Crown Hill where the footway is very wide. This is currently only used as footway.

#### ANTICIPATED PRESSURE ON PUBLIC SPACES

2.7.9 The planned delivery of 7,300 new homes over the next 20 years in Croydon Metropolitan Centre, many of which will be flatted developments with compact amenity space, means that in the future existing and new public spaces will be shared between many more residents than they are today.

#### STREETS

2.7.10 The central area of the Old Town Masterplan study area has a different character and quality of public realm to the rest of the Croydon Metropolitan Centre. The streets are generally narrower than those in the rest of Croydon Metropolitan Centre and the area has several yards and passageways.

2.7.11 Roman Way / Old Town is a dual carriageway north-south road that runs through Old Town. The design of the road has created severance effect between the East and West of Old Town (see OT21 for further information).

2.7.12 Please see Section 4.0 Components for more information about the context of specific streets.

#### Street Surface Material Palette

2.7.13 Street surfacing materials vary within the area and sometimes within individual streets, which can contribute towards a cluttered appearance. There are some cracked paving stones which also have a detrimental visual impact.

#### Tram Infrastructure

2.7.14 The tram infrastructure clutters the streets on which it is located - Church Street, Reeves Corner, Cairo New Road and Tamworth Road - and has a detrimental visual impact. It also restricts the location of street trees on the streets on which it is located because for safety reasons trees cannot make contact with the tramlines (see 'street trees' below).

#### Street trees

2.7.15 Street trees can make a highly valuable contribution to the visual amenity of streets, urban cooling and biodiversity. Several streets in Old Town have a low



Exchange Square could include features for formal or informal play for future developments



Cobbled street surface on Bell Hill, off Surrey Street

number of street trees namely Drummond Road, Tamworth Road, Cairo New Road, Howley Road, Old Palace Road and Church Street. (See tram infrastructure above).

#### *Precedents*

2.7.16 Part of Charles Street has a high quality public realm design. It has a consistent treatment, wide footway for pedestrians and cyclists, attractive street trees, seating and public art. (See Public Art below).

2.7.17 Bell Hill is another attractive pedestrian only narrow street with a cobbled street surface which lends it an historic character.

#### SEATING

2.7.18 There is a lack of public seating in Old Town which deters people from resting, consuming refreshments in the fresh air and appreciating the surrounding historic environment.

#### PUBLIC ART

2.7.19 There is one notable piece of public art in Old Town known as the 'Portrait Bench' on Charles Street. It is a metal sculpture of three famous people associated with Croydon – Peggy Ashcroft, Coleridge Taylor and Ronnie Corbett. It was installed in 2013 and funded by Sustrans.

#### PLAY SPACES

2.7.20 The provision of play spaces is important for the well-being of children and to encourage families to spend time in an area.

2.7.21 The Old Town Masterplan study area has a substantial, growing residential population and currently has an under provision of play spaces.

2.7.22 Old Town lacks both formally designated play spaces and play opportunities that are informally integrated in to the public realm<sup>1</sup>. However, there are new high quality play facilities within the nearby Wandle Park.

2.7.23 The London Plan SPG (Providing for Children and Young People's Play and Informal Recreation, 2008) on providing play and informal recreation space recommends 10 sqm of play space per child. 400 new homes are planned for the Old Town Masterplan study area up until 2032, with an estimated 82 additional children, which equates to an additional 820 sqm of required play space.

2.7.24 The Opportunity Area Planning Framework identifies suitable sites for play facilities in Old Town (formal / informal) at the Minster, Exchange Square and on Surrey Street.

#### LIGHTING

2.7.25 There are some attractive historic lighting columns in Old Town in the area surrounding the Minster.

2.7.26 To view the objectives and proposals to improve the public realm in Old Town see Section 3.2 Public Realm Parameters.

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<sup>1</sup> Informal play opportunities often serve more than one purpose such as public art that can be climbed on or seating that can be balanced on.



## 2.8 MOVEMENT CONTEXT

2.8.1 Old Town has strong public transport connections with Public Transport Accessibility Levels (PTALs) ranging from Level 4 (Good) to 6b (Excellent). It also has good strategic road connections to London and the south east. Vehicular and cycle movement within the Old Town Masterplan study area is constrained by several one-way streets, dual carriageways and tram infrastructure. The main constraint on pedestrian movement within Old Town is Roman Way.

2.8.2 The OAPF suggests that the majority of car journeys to the Croydon Opportunity Area (at least in the weekday interpeak 10:00-16:00) are less than 5km in length. The Council considers that, for journeys of this length, transport modes such as tram, bus, walking and cycling should be able to offer an attractive, sustainable alternative.

### WALKING AND CYCLING

2.8.3 The population of the Croydon Opportunity Area is due to expand significantly over the next twenty years and the retail core is due to be redeveloped which would attract more visitors (see the OAPF). Within this context it will be important to invest in improving walking and cycling facilities for three key reasons:

- 1) There will be increased demand for cycling and walking facilities which will need to be accommodated in a safe, attractive and efficient manner.
- 2) To discourage people from driving into central Croydon from outside the area (especially those short journeys of less than 5km referred to above).
- 3) If people choose to walk and cycle rather than travel by

public transport this will help minimise pressure on capacity and associated investment required in additional road and public transport infrastructure, increase health and wellbeing and contribute towards minimising carbon emissions.

### WALKING

2.8.4 The quality of the pedestrian environment in Old Town is mixed. (See Section 2.7 Public Realm Context for information about the condition of the streets and public spaces.

2.8.5 Roman Way and the rail/tram lines between West Croydon and Waddon station/Wandle Park tramstop are major physical barriers for pedestrians (and cyclists) between Old Town and Wandle Park.

2.8.6 The subways under the roundabout at the junction between the slip road to the Croydon Flyover and Old Town (located just outside the Old Town Masterplan study area) feel unsafe because they lack natural surveillance. They are a physical barrier to pedestrian access from the centre of Old Town to Duppas Hill.

### CYCLING

2.8.7 There is currently a limited 'formal' cycle network within Old Town (see figure 12) although some improvements have been made to cycling facilities recently: In 2012 a high quality and safe cycling route was installed between Park Hill and Wandle Park. A shared-surface pedestrian/cycle route was installed along Roman Way / Old Town in 2014, although this requires cyclists to stop at junctions with adjoining streets.

2.8.8 On many of the predominantly residential streets in Old Town there is a relatively low volume of traffic which can make it feel safe to cycle in Old Town in comparison to the neighbouring major roads.

2.8.9 It is considered that the heavy traffic flows and relatively high vehicle speeds on the main dual carriageway roads surrounding Old Town (Roman Way/Old Town and the Croydon Flyover) tend to discourage their use by cyclists.

2.8.10 A key constraint on cycling in Old Town are the large number of one-way streets in the area (see figure 14) This means, for example, that it is not possible to cycle directly from Reeves Corner to North End.

2.8.11 Other constraints to cycling are some steep hills in the north-east of the study area, poor maintenance of the surface of Exchange Square, Surrey Street Market when it is operational and the tram-only section of Church Street.

2.8.12 Roman Way and the rail/tram lines between West Croydon and Waddon station/Wandle Park tramstop are major physical barriers for cyclists (and pedestrians) between Old Town and Wandle Park.



Cycling prohibited sign at the subway under the A236

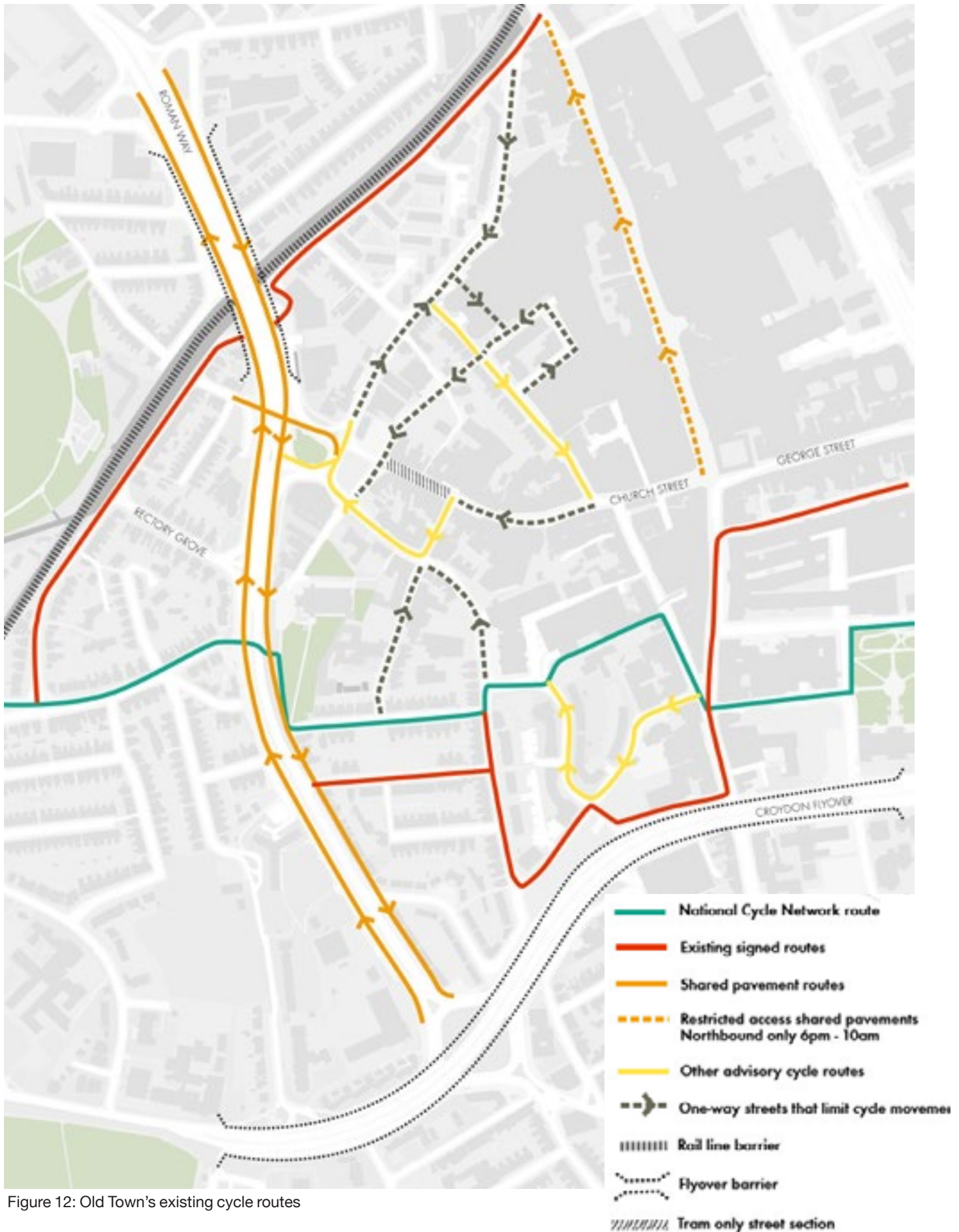


Figure 12: Old Town's existing cycle routes

2.8.13 It is considered that the heavy traffic flows and what appear to be relatively high vehicle speeds on the roundabout at the junction between Old Town and the slip road to the A232 tend to discourage their use by cyclists.

2.8.14 At present, there are only a limited number of cycle parking facilities in Old Town and it is considered there is scope for a significant number of additional parking stands for cyclists within the area.

2.8.15 The tram-only section of Church Street prevents cyclists from travelling directly from Church Street to Reeves Corner.

#### RAIL

2.8.16 It takes between 5-15 minutes to walk from the Old Town Masterplan study area to both West Croydon and East Croydon rail stations.

2.8.17 From East Croydon Station journeys to Victoria take less than 20 minutes and journeys to London Bridge takes less than 15 minutes. Other destinations with

direct trains from East Croydon are London Blackfriars, London St Pancras and Bedford, to the north; and Gatwick and Brighton to the south.

2.8.18 From West Croydon Station journeys to London Victoria take around 30 minutes and journeys to London Bridge take around 40 minutes. Other destinations with direct trains from West Croydon include Epsom Downs and Sutton to the south. West Croydon is also a London Overground Station. Destinations that can be reached directly via the London Overground include Whitechapel and Dalston Kingsland.

#### TRAM

2.8.19 The Tralink service runs through the centre of Old Town. Services to Therapia Lane and Wimbledon travel westwards along Church Street and into Cairo New Road. Services to West Croydon (and then to Beckenham Junction, Elmers End and New Addington) also travel westwards along Church Street and then eastwards along Tamworth Road. All four tram

routes serve Old Town with tram stops at Church Street, Reeves Corner and Centrale. These tram stops provide excellent public transport access to Old Town, although the Church Street stop can cause some overcrowding on the footway (see Section 4, OT1: Church Street and Crown Hill for more information).

2.8.20 Traffic signals (which fall under the control of TfL) are set to provide priority to approaching trams throughout central Croydon (including Old Town).

#### BUSES

2.8.21 There are several bus stops located within and immediately adjacent to Old Town: High Street, to the east of Old Town serves bus numbers 50, 197, 264, 60, 455, 468, 119, 412, N68, 60, 166, 312, 405, 407, 455, 466). Within Old Town Tamworth Road serves bus numbers 264, 157, 407, 410, 455), Reeves Corner serves bus numbers 264 and Drummond Road serves bus numbers 157, 407, 410, 455).

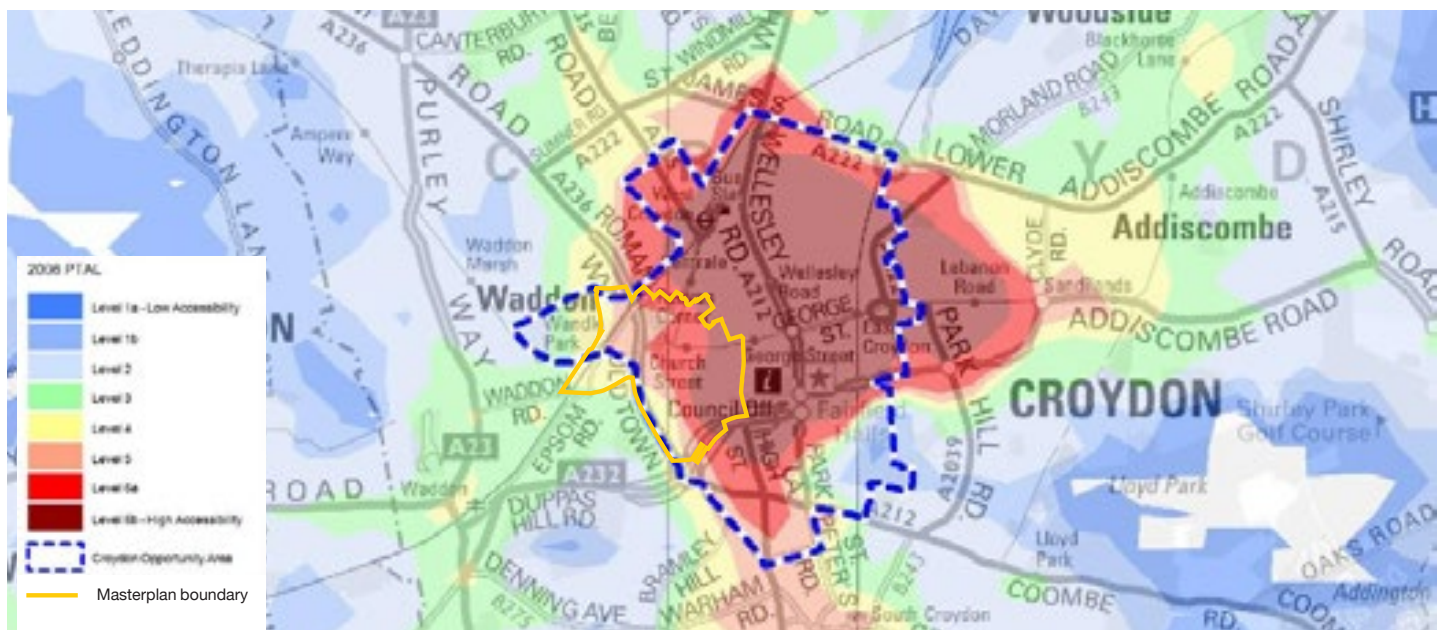


Figure 13: 2006 PTAL rating for the Croydon Opportunity Area of which incorporates most of the Old Town Masterplan study area.

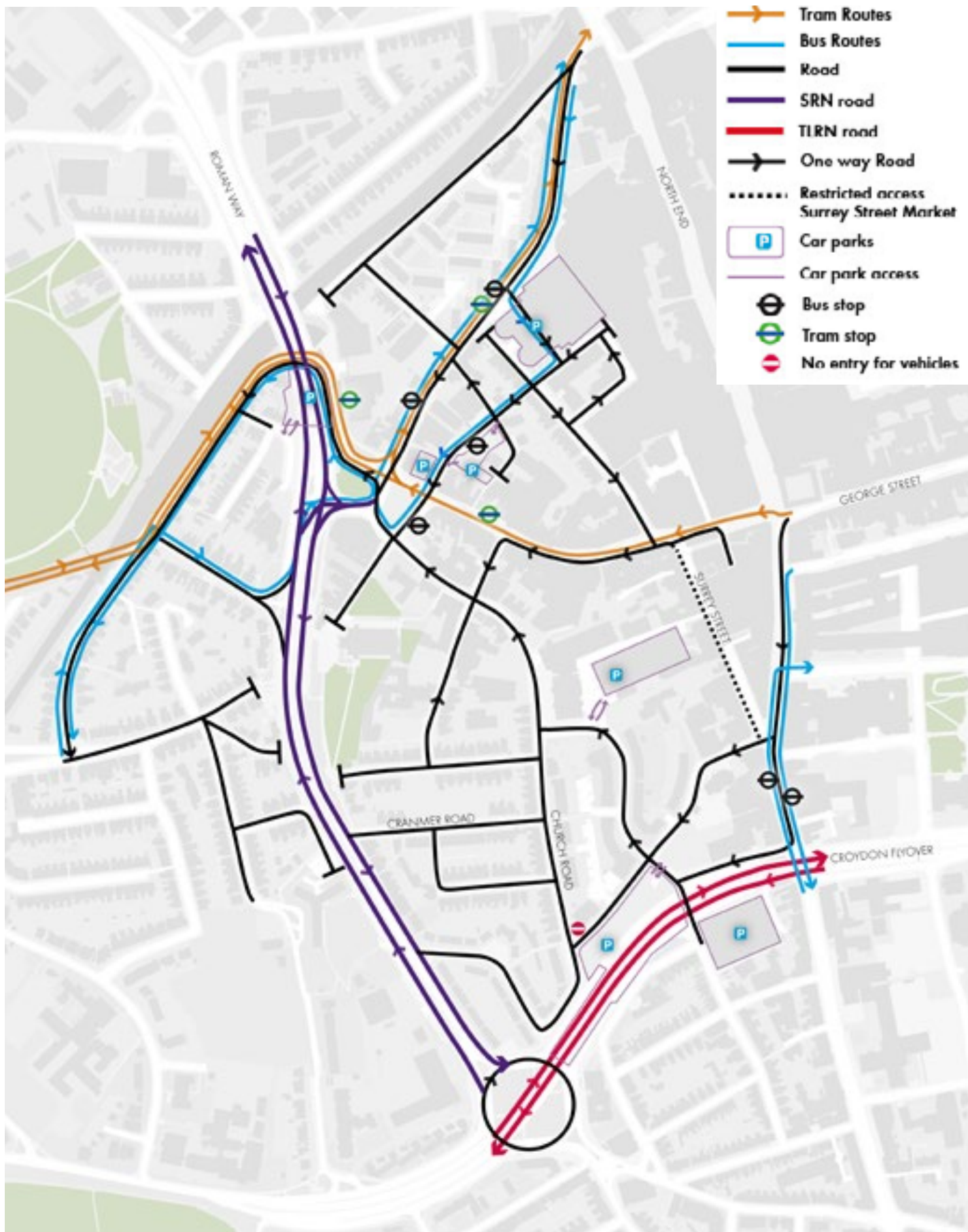


Figure 14: Old Town's existing vehicular movement network

## ROAD

2.8.22 Vehicular access in to the Old Town Masterplan study area is constrained by Roman Way (a dual carriageway) and within it by one-way routes (see figure 14). This makes it difficult to access key destinations in Old Town such as the Minster, Q-Park car park and Wandle Road car parks. For example, it is not presently possible to access the Q-Park car park by entering Old Town from Roman Way into Reeves Corner.

### *Reeves Corner and the Centrale Car Park*

2.8.23 Reeves Corner is a key gateway into Old Town for vehicles, in particular to access the Centrale car park. Traffic enters the Centrale car park via Tamworth Road and exits via Drummond Road. Both of these streets are one-way streets.

2.8.24 During busy shopping periods, there are sometimes lengthy traffic queues in Tamworth Road caused by vehicles waiting to enter the Centrale car park. This can cause delays to both tram and bus services in the area.

2.8.25 The current location of the vehicular entrance and exit ramps to the Centrale Car Park, together with the presence of tram services and a tramstop on Tamworth Road, preclude the conversion of Tamworth Road and Drummond Road from one-way to two-way operation at the present time.

### *Dual Carriageways*

2.8.26 The A236 Roman Way / Old Town is part of London's Strategic Road Network (SRN) and provides direct connections to Mitcham and central London to the north. At its southern end, it links directly to the Croydon Flyover / A232

which is part of Transport for TfL's London's Road Network (TLRN) and provides connections to Orpington, Sutton and the M25 (via the A23).

2.8.27 Roman Way is a dual-carriageway road with a 40mph speed limit. However, it is very wide in places, for example 5/6 lanes by Reeves Corner. Despite its 40mph speed limit, its elevated section, design and excessive width in places, tend to give it the feel of an "urban motorway". This has both a detrimental impact on the public realm (see OT21) and may also encourage drivers to exceed the speed limit.

## PARKING

2.8.28 There are a number of off-street car parks located in Old Town as well as on-street parking on many roads in the area.

### *Off-Street Car Parks*

2.8.29 The larger privately owned off-street car parks are at the Centrale shopping centre, Q-Park in Charles Street and the NCP car park on Wandle Road.

2.8.30 Croydon Council also operates a number of smaller off street car parks: Wandle Road surface car park (the Croydon Council staff car-park during week day working hours), Jubilee Bridge car park and Ann's Place car park which has two sites on Drummond Road referred to in this document as Ann's Place (West) and Ann's Place (East).

2.8.31 The Croydon Opportunity Area Planning Framework (OAPF) guidance identifies an over-provision of off-street parking within the Croydon Metropolitan Centre. It sets out a policy of ensuring that off-street car parking

spaces are in suitable locations, easy to access and of high quality, rather than seeking to increase parking levels. It also outlines options for the location of parking for two potential future scenarios: One scenario where the retail core of Croydon Metropolitan Centre is redeveloped and one where this does not occur. Please see the Croydon OAPF for further details.

2.8.32 Signage to these car park is presently poor – in particular to the Q-Park Car Park and the Wandle Road Car Park. This poor signage, combined with difficulties of access resulting from the existing one-way operation of many streets in Old Town, may be part of the reason why these car-parks currently have significant spare capacity at most times. (See information on access to the Centrale Car Park above).

### *On-Street Car Parking*

2.8.33 The existing on-street parking in Old Town is generally well-used, with only limited spare capacity for much of the time.



Cycle route and Legible London signage by St John's Memorial Garden

## 2.9 PROPERTY MARKET CONTEXT

### RESIDENTIAL MARKET

2.9.1 There are three predominant types of residential stock in Old Town.

- Rows of, predominantly small, terraced houses in the south-west western and north-east areas. There are about 325 of them and some are divided into apartments. There are about 50 of these terraced houses on and near Frith Road.
- A zone of apartment buildings on Scarbrook Road and Charles St, built in the 1990s.
- There is also some residential accommodation above the shops on Church Street, Surrey Street and Frith Road.
- Apartment buildings built post-2000. They are mainly also in the south of the area.

2.9.2 At the time of writing overall, one bedroom flats within purpose built blocks are reaching sale prices in the £150,000 - £180,000 range, depending on size and quality. £300 per square foot is the upper end. Larger flats including 2 bedroom units can reach between £190,000 and £280,000 again depending on size and quality. Prices are lower than the average for London (£271,000 for all apartments) but higher than for the UK (£134,000 for all apartments). Prices are currently rising in line with prices across London and the South East.

2.9.3 Stock is low, with limited amounts of property on the market. The available property in the area is advertised to investors, so there is evidence of development and investment opportunity in the area. Demand from private buyers is also strong, as is rental demand.

### SECTORAL COMPOSITION OF BUSINESSES

There are over 200 registered businesses in Old Town supplemented by self-employed and free-lancers (such as market traders and sub tenants of workspace units), many of whom will not be VAT registered and therefore do not appear on Companies House data. Figure 15 illustrates the sectoral make up of Old Town businesses, indicating a preponderance of small independent businesses contrasting with the national multiple chains on and around North End.

### OFFICE MARKET

2.9.4 A very small amount of Croydon's Office stock is in the Old Town area and at least 50% of it is vacant. Some of this existing stock could be converted to residential accommodation. The largest office building in Old Town is Ryland House which is occupied by BT. There are a couple of office buildings close to High Street, as well as the BT tower building, Ryland House. The main office buildings are:

- Green Dragon House, High Street
- Canius House, Scarbrook Road
- Surrey House, Surrey Street
- Albion House, Howard House and Metropolitan House (sandwiched between High Street and Surrey Street)
- Crown House, Crown Hill
- Ryland House, Church Road
- Church House Business Centre, Church Road.

### RETAIL AND COMMERCIAL LEISURE MARKET

2.9.5 Croydon is the primary retail centre in the south of Greater London. Its popularity has been reducing as the offer has tired,

in particular, by comparison to the West End, which has had huge continuing investment; and Bluewater, the large out of town shopping centre near Dartford, that is a 40 minute drive from Croydon.

2.9.6 The main retail offer for Croydon is on North End and in the two shopping centres – the Whitgift Centre and Centrale – which flank it. It is on the edge of the Old Town, immediately to the north east and the occupiers are predominantly national multiples. They are, with the exception of some coffee shops and fast food restaurants, predominantly shops. It is a largely mono-use offer.

2.9.7 The Whitgift Centre was the first covered shopping mall in the country and has been in need



High quality housing stock on Howley Road



Church Road is the location of some of Old Town's office stock, Church House Business Centre (left side) and Ryland House in the distance

of a second substantial renewal for some time. The Croydon Partnership (a partnership between Hammerson and Westfield retail businesses) has been granted outline planning permission and Conservation Area Consent for the redevelopment of the Whitgift centre. If development goes ahead, this is likely to increase and revitalise the branded retail offer (especially in the fashion sector) and expand the town centre leisure offer.

2.9.8 In Croydon, as in all cities in Western Europe, there is a divide in the use of buildings between areas that are dominated by branded businesses and those that are dominated by independent businesses. The property in the areas dominated by branded businesses is invariably owned by large property companies and financial institutions. The shop units are typically larger. The property in areas dominated by independent businesses tends to be owned by individuals and smaller companies and the shop units tend to be smaller. Businesses of similar type also tend to cluster together – as can be seen in the Old Town with the group of pubs and clubs on High Street that are orientated towards young adults.

2.9.9 Croydon Council’s statistics suggest that there is about 24,000 m<sup>2</sup> (c.265,000 ft<sup>2</sup>) of retail space in the Old Town area. The amount of unoccupied space has increased substantially since 2009, mainly as a result of the inclusion of the units on Exchange Square which were partially completed in 2008 but need substantial further investment to make them ready for occupation.

2.9.10 The character of the retail in the Old Town area is, in summary:

- Church Street, Frith Road and Keeley Road, having a mix of reasonably large units and small units in close proximity to the town centre, and a mix of multiples and independents. The retail offer is a mix of comparison and convenience, with some fashion. It is predominantly value-orientated.
- The area of High Street within Old Town is dominated by bars and clubs orientated towards young adults.
- Surrey Street is dominated by the fruit and vegetable market and a mix of small independent shops and food & beverage businesses (which continue on Frith and Keeley Roads).
- About 9% of shop units, excluding those inside the Grants entertainment complex and around Exchange Square, are vacant. It would be only 6% if the four riot damaged units at Reeves Corner are excluded. There are four areas where there are clusters of vacant units, at Reeves Corner, Exchange Square, south east Surrey Street and in Grants.

2.9.11 All three of the retail areas have a clear niche within the retail hierarchy of Croydon. Their high footfall and low vacancy levels suggest they are serving the community well. Despite the long term changes to shopping patterns that are resulting from the growth of internet shopping, and the impact that the expected new retail centre is likely to have, the ground floors of all three retail areas are likely to have a distinct role and should remain in retail and leisure use. Allowing units at

ground floor to change from a retail or leisure use or another customer facing use would be a risk to the integrity and, therefore, viability of the whole of the retail offer of Old Town.

SECTOR	%
Restaurants and Bars	13%
Community Activities	6%
Retail trade	19%
Professional Services (inc Real Estate)	6%
Legal, Financial, and Insurance Activities	4%
Public Administration & Education	4%
Entertainment	3%
Personal Services	2%
Office Administration & Support Activities	2%
Other / Unknown	39%
Total	

Figure 15: Sectoral composition of businesses in Old Town. The high proportion of other / unknown businesses is striking

## 2.10 PLANNING POLICY CONTEXT

2.10.1 There are a number of documents that provide the planning policy and guidance context for the Old Town Masterplan, as well as existing reports and documents that have been referred to in preparing the masterplan. These are as follows:

### NATIONAL

- National Planning Policy Framework (2012) and the National Planning Practice Guidance.
- English Heritage and CABE - Guidance on tall buildings (2007)
- By Design: Urban Design in the Planning System - Towards Better Practice (2000)
- Urban Design Compendium 1, Llewelyn Davies Yeang in association with Alan Baxter and Associates (2000)
- Urban Design Compendium 2 (2007)
- Manual for Streets (2007)
- Department for Transport, Pedestrian Guardrailing, Local Transport Note 2/09, April 2009
- English Heritage - Streets for All (2004)
- English Heritage - Understanding Place: Conservation Area Designation, Appraisal and Management (2011)
- English Heritage - The Setting of Heritage Assets (2011)

### LONDONWIDE

- The London Plan (2011)
- All London Green Grid SPG (2012)
- Accessible London: Achieving an Inclusive Environment SPG (2004)
- 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)
- South London Sub-Regional Transport Strategy (2013), TfL
- Transport for London (TfL) Streetscape Guidance (2009)
- Transport for London (TfL) - Making London a Walkable City (2004)
- Housing Supplementary Planning Guidance (November 2011)

### LOCAL

- Croydon Local Plan: Strategic Policies (2013)
- Croydon Replacement Unitary Development Plan: The Croydon Plan (2006). Saved policies 2013 only
- South London Waste Plan (2012)
- Croydon Local Plan Detailed Policies (Preferred and Alternative Options) (2013)
- Croydon Opportunity Area Planning Framework SPD (2013) (see summary of the key information for Old Town in the OAPF, below)
- Technical Appendix: Further Evidence and Justification Croydon Town Centre Opportunity Area Planning Framework, Adopted 2013 (2013)
- Conservation Area General Guidance SPD (2013)
- Croydon Minster Conservation Area Appraisal and Management Plan SPD (2014)
- Church Street Conservation Area Appraisal and Management Plan SPD (2014)
- Central Croydon Conservation Area Appraisal and Management Plan SPD (2014)
- Croydon Public Realm Design Guide (2012)
- Croydon Economic Development Plan 2013-18 (2013)
- Planning Brief-Site: Reeves Corner - 104-12 (even) Church Street and 1-5 Reeves Corner, (5th November 2011)
- East Croydon Masterplan interim planning guidance (2011)
- Fair Field Masterplan interim planning guidance (2013)
- Mid Croydon Masterplan interim planning guidance (2012)
- West Croydon Masterplan interim planning guidance (2011)
- Shopfronts and Signs SPG (1996) and addendum (2011)
- We are Croydon this is our vision (2010)
- London Borough of Croydon's Community Strategy 2010 - 2015
- London Borough of Croydon Infrastructure Delivery Plan (2013)
- Croydon Local Plan Evidence by Topic" available at: <http://www.croydon.gov.uk/planningandregeneration/framework/lpevidence/>



# The Croydon Opportunity Area Planning Framework

## SUMMARY OF ITS KEY INFORMATION FOR OLD TOWN

### 2.10.2 The Croydon OAPF

Supplementary Planning Document (SPD) demonstrates that Croydon Opportunity Area has the capacity for 7,300 homes and 17,000 new residents and sets a series of other spatial objectives, including the renewal of the Retail Core character area. It describes the improvements to the public realm, transport and infrastructure that need to take place to accommodate this growth and increase the attractiveness of Croydon Opportunity Area for people who live in, work in and visit the area. The OAPF also provides planning guidance regarding a series of defined character areas within Croydon Opportunity Area.

### 2.10.3 Key observations and guidance provided for Old Town are:

- Old Town is a characterful area that has many heritage assets and an existing pattern of well-defined streets and spaces of a human scale that should be preserved and respected by future infill development
- Improving the pedestrian and cycling route along Drummond Road which links Croydon Minster and North End is a priority to improve permeability and the attractiveness of the area.
- Mixed uses are encouraged to increase activity and natural surveillance during the evenings and thus increase safety and the perception of safety in the area.
- Old Town has the capacity to accommodate approximately 400 new homes in the long term. The Technical Appendix outlines potential sites for

new homes in Old Town and the probability of their development.

- Old Town is a suitable location for family housing and there is a broad requirement for 45% of new housing to have three or more bedrooms.
- Either conversion and/or redevelopment of surplus offices to other uses is supported because New Town is considered the most viable and appropriate location for good quality office space, mainly due to its proximity to East Croydon Station.
- There is over-capacity of off-street public car parking spaces in Old Town and thus the potential to reduce car parking provision.

2.10.4 It should be noted that this is summary information from the OAPF only and that for a full understanding of the guidance set out in the OAPF, including other guidance that relates to the Old Town area specifically, please refer to the OAPF itself, which should be understood in its entirety.

## 2.11 PUBLIC ENGAGEMENT

2.11.1 To provide a viable masterplan that reflects the aspirations of the local community it has been crucial for the masterplan to be informed by local people who know Old Town well and understand its characteristics and issues. The Masterplan has therefore been developed through a detailed process of stakeholder and public engagement which is described below.

### UNDERSTANDING OLD TOWN

2.11.2 In March 2012, preliminary engagement work was done to support the funding bid to the Greater London Authority (GLA) to produce a masterplan. An engagement exercise was conducted on the streets of Old Town over a period of four days. Local people were asked about their opinions of Old Town – what they value about it and what they would do to improve the area if they were The Mayor of Croydon? Over 100 people contributed their views.

### PUBLIC MEETING

2.11.3 In October 2012 – after funding for the Old Town Masterplan had been granted from the Greater London Authority – a public meeting was held in the Minster church hall to introduce local people to the project. Letters were sent to every address in the Old Town Masterplan study area to inform residents about the meeting and the masterplan. The meeting was also promoted in the local press. 110 people attended the meeting and 120 people registered to be on a contact list to be notified about future events and the progress of the Old Town Masterplan.



Workshop session with members of the public at Matthews Yard



Understanding Old Town event (March 2012) Ideas from the March 2013 workshop



Workshop sessions with members of the public at Matthews Yard (March 2013)

## IDEAS WORKSHOP

2.11.4 An Ideas Workshop was held on the evening of 26 March 2013 at Matthews Yard in Exchange Square. The workshop was attended by around 55 people who live, work and/or shop in Old Town. The workshop was open to all and advertised by Croydon Council and via local social media.

2.11.5 The workshop was an opportunity for people to contribute to the Masterplan as local experts at an early stage in the process. Useful information was collected about buildings, streets, public spaces and movement in Old Town. Priorities, issues and opportunities for the future were identified, and used to inform the emerging ideas for the Old Town Masterplan.

## THE KEY MESSAGES WERE:

- The Surrey Street Pumping Station in Exchange Square is the number one priority building to be brought back into use.
- A better entrance to Old Town is needed from Crown Hill.
- Surrey Street Market is a key asset that should be more of a draw for residents and visitors.
- Croydon Minster is a key asset though public safety issues need to be addressed in the surrounding area, the visual setting enhanced, access to the St John's Memorial Garden improved and facilities such as a cafe and children's play provided.
- Old Town needs a better connection to North End via Centrale and Drummond Road.
- Reeves Corner should be brought back to life by repairing the fire damaged shops on Church Street, creating an attractive space, and providing new buildings that could have a

community use.

- Roman Way acts as a barrier in the area for pedestrians and cyclists and a strategy to improve crossing facilities and change the character of this road would be welcomed.
- It is currently difficult to access Old Town by car from Roman Way, due to the confusing one-way system and this should be addressed.



Ideas from the Ideas Workshop

## MEMORIES OF OLD TOWN

2.11.6 In March 2013 the masterplanning team met with residents of Elis David Almshouses, who had lived in Old Town for many years and witnessed many changes. Residents who participated



Stakeholder Project Board members



Figure 16: A 'wordle' produced to represent the comments made regarding aspirations for Old Town's character. The larger the word, the greater the number of times it was mentioned by groups at the workshop on their sheets.

ranged in age from 75 to 101 and discussed how the area had changed in the past 50 years.

2.11.7 The sessions were important in helping to understand how Old Town has changed, and in ensuring that the Masterplan proposals for Old Town’s future are informed by its history.

**KEY MESSAGES**

- Participants remembered the ease with which they used to cycle around Croydon and further afield, with many cycling to work in other areas of south London.
- Participants remembered Surrey Street market during the inter-war period as a place to meet friends and for entertainment rather than to only buy groceries. Live music and performances took place, and a greater variety of produce was on offer.
- Participants remembered people visiting Old Town and the town centre in general because of the entertainment offer - many cinemas, theatres, dance halls and pubs.

**MID-CROYDON CONSERVATION AREA ADVISORY PANEL**

2.11.8 The masterplan project team met with the Mid-Croydon Conservation Area Advisory Panel during the research and analysis stage of the project, in order to draw on their understanding of the historic environment in the local area and their identified priorities for Old Town in the future.

The key messages that emerged from this meeting generally aligned with those from the wider public consultation exercises. They included;

- Promote the history of Old Town
- Concern about St John’s Memorial Garden and the setting of the Minster
- Improve the appearance of Exchange Square
- Night-time safety was a concern for many residents
- Opportunities for shared space and de-cluttering of streets
- A concern about the condition of upper floors of the buildings in Church Street

**STAKEHOLDER PROJECT BOARD**

2.11.9 An extended conversation with key stakeholders was also crucial in shaping the Old Town

Masterplan. The Masterplan is based on a brief that was written collaboratively with the Old Town Stakeholder Project Board made up of key partners and landowners, public sector organisations and private sector landowners that will play a critical role in delivery of the masterplan. They are:

- Croydon Council
- BT
- Church House Business Centre
- Clowater
- Croydon Minster
- Croydon Old Town Business Association
- Durkan
- English Heritage
- Greater London Authority



The Old Town Masterplan Stakeholder Project Board



Elis David Almshouse residents

- The House of Reeves
- Q-Park
- Portas Town Team
- Rosepride
- TfL
- The Whitgift Foundation

2.11.10 The Stakeholder Project Board also reviewed, guided and signed-off the Masterplan as it developed, ensuring the final masterplan is delivery focused and has their buy-in.

### EMERGING IDEAS EXHIBITION

2.11.11 An Emerging Ideas Exhibition was held for two weeks from 20 June to 4 July at Matthews Yard in Exchange Square. The exhibition was staffed on the evening of 20 June and also during the day on Saturday 22 June. During these times approximately 120 people visited the exhibition to review the proposals and provide feedback.

2.11.12 Feedback on the exhibition and the emerging masterplan was positive and useful both during the staffed sessions and in the detailed responses provided on the feedback questionnaires. 35 feedback forms were received.

2.11.13 Formal consultation on the Old Town Masterplan took place over a six week period in February and March in accordance with the Council's adopted Statement of Community Involvement and Town and Country Planning (Local Planning) (England) Regulations 2012.

Formal representations were received on the Masterplan and some minor amendments have been made to the Masterplan as a result of the comments received.



The Emerging Ideas Exhibition, June 2013



The Emerging Ideas Exhibition, June 2013



Croydon Minster

3.0

# THE MASTERPLAN

# 3.1 THE OLD TOWN MASTERPLAN

## GENERAL

3.1.1 The historic environment of Old Town has many existing strengths which will be enhanced further through delivery of the masterplan. The realisation of the recommendations and proposals of the Old Town Masterplan will help transform Old Town from being a place that, despite its many qualities, is under-used, fragmented and car dominated; in to a distinct, attractive and legible destination for living, culture, leisure, shopping and relaxing. The setting of Old Town's historic buildings will be significantly enhanced by improving the public spaces, streets and buildings around them. All of Old town will become an area that is a pleasure to walk and cycle around. The Minster Quarter, Reeves Corner, Surrey Street Market and the Surrey Street Pumping Station will be heritage anchors for Old Town's success.

## PUBLIC SPACES

3.1.2 The masterplan sees Old Town's three key public spaces - Minster Green, St John's Memorial Garden and Exchange Square become popular, safe, bespoke, attractive and robustly designed destinations; frequently visited by residents and visitors. Café facilities will be integrated in to all of these public spaces to increase their appeal. Minster Green will be reconfigured so that the green space in the area is consolidated and it is surrounded by active frontages and attractive development. These spaces will enhance the setting of adjacent historic buildings.

## SURREY STREET PUMPING STATION

3.1.3 The impressive but currently unoccupied spaces of the

Surrey Street Pumping Station will be restored for cultural and leisure use and, along with the surrounding Exchange Square, it will be a prominent cultural destination in Croydon. Public access to the building will be maximized to enable as many people as possible to enjoy it.

## REEVES CORNER

3.1.4 Reeves Corner – a key gateway in to Old Town - is a focus for regeneration. A new high quality development will be constructed on the site where buildings were previously located, which could accommodate retail and/or residential uses. The road layout will be reconfigured and a new pedestrianised area created on the section of Church Street in between the island site and 105 - 109 Church Street. This will enhance the setting of new development on Reeves Corner and improve pedestrian and cycling connections between Reeves Corner and the rest of Old Town and the wider Opportunity Area.

## MINSTER QUARTER

3.1.5 The Minster and Old Palace will be given respect and prominence as important national heritage assets. A consistent public realm treatment will also be provided for the Minster Quarter, as a means of strengthening the identity of this area and highlighting the close relationship between The Minster and Old Palace School.

## COMMERCIAL STREETS

3.1.6 The commercial streets of Old Town - Church Street, Surrey Street, Frith Road and Keeley Road - will be given an attractive public realm treatment to strengthen their collective identity

as commercial streets and their aesthetic appeal to shoppers. Building frontages and shopfronts will be improved. New seating in the Surrey Street Market area will encourage the lunchtime offer to grow and Surrey Street's role as a heritage asset and catalyst for regeneration will be promoted.

## ROMAN WAY

3.1.7 The masterplan sees the character of Roman Way transformed. It will be converted from an unattractive dual carriageway that encourages fast driving and is a physical barrier to pedestrian and cyclist movement; to an attractive street that is a pedestrian and cyclist friendly environment with new and upgraded crossing points. This will make it much easier and attractive to access Wandle Park from Croydon town centre and provide a fitting setting to the Minster.

## STREETS

3.1.8 The masterplan sets out how to provide a high quality public realm treatment to the streets of Old Town that complements and strengthens the historic character of the area and helps unify the built environment. Additional tree planting and other greenery will be a simple way to soften the built environment and provide important visual amenity.

## INFILL FOR RESIDENTIAL

3.1.9 The Old Town Masterplan highlights key infill sites for redevelopment that currently fragment the urban fabric. New development will knit back together the urban fabric of Old Town and complement the historic environment by providing more consistency of active frontages, scale, massing and building lines. Examples of such sites are the



Ann's Place car parks and Cairo New Road. Increasing the quantity of residential accommodation in the area will have the additional benefits of raising activity levels at all times of day which will help the area feel safer after the shops close; and increase the market for retail, cultural and leisure facilities in the area.

### HIGH QUALITY DESIGN

3.1.10 The Old Town Masterplan highlights that paying attention to small scale development as well as large scale development is important because cumulatively small scale developments in Old Town will have a substantial impact on its character and visual appearance. The provision in the masterplan of clear development parameters as guidance for all future development will ensure that new architecture is of the highest quality and sympathetic to the historic context of Old Town.

### MOVEMENT

3.1.11 Vehicular access in to the centre of Old Town from Roman Way will be improved to increase the legibility of the area for visitors. The inclusion of contra-flow cycle routes on one-way streets will greatly enhance access around Old Town for cyclists. Key contra-flow routes along Drummond Road and Frith Road will provide key west to east and south to north routes respectively that are currently lacking.

### HOW TO READ SECTIONS 3-5

3.1.12 The remainder of section 3 provides general guidance for the design of the public realm, future development and enhancement to movement around Old Town which applies to all sites within the Old Town Masterplan

study area. It then provides an overview of the recommended phasing of improvements to Old Town. Section 4 contains more detailed guidance on a number of components that are individual sites within the Old Town Masterplan study area. It is important to note that not all opportunity sites within the Old Town Masterplan study area are included in Section 4. Section 5 looks at the Next Steps for delivery including projects that are already underway.



Croydon Minster



Figure 17: The Old Town illustrative and indicative Masterplan

## 3.2 PUBLIC REALM PARAMETERS

3.2.1 This guidance supplements the generic guidance for the design of the public realm in Croydon provided in the Croydon Public Realm Design Guide (2012), with specific public realm guidance for the Old Town Masterplan study area.

3.2.2 This guidance should also be read in conjunction with The Croydon Local Plan: Strategic Policies (2013) and the Croydon Opportunity Area Planning Framework.

3.2.3 The detail of most of the following public realm specific proposals is provided in the relevant Components in Section 4. (Please see 'OT' references within the text).

### GENERAL

3.2.4 The public realm in Old Town should provide visual amenity that enhances the setting of its heritage assets and increases the attractiveness of the streets. This is likely to encourage more people to visit the area and walk and cycle around it.

3.2.5 All street furniture, play facilities and public art should be designed and located so as they sustain and enhance the public realm and heritage assets.

3.2.6 Local artists and craftspeople should be involved in the design development of the public realm where possible to help create a distinctive environment and celebrate local talent.

### 3.2.7 MATERIAL AND FURNITURE PALETTE

The material palette for the public realm should respond to and reinforce the historic environment in Old Town and help to create a 'sense of place'.

3.2.8 Public realm materials should be consistent across individual character areas (see section 2.5) and potentially wider areas to help unify the historic and contemporary urban fabric in Old Town and reduce a cluttered appearance.

### PUBLIC SPACES AND STREETS

3.2.9 Below broad guidance is provided for a number of different typologies of public spaces and streets. Some streets or spaces may span more than one typology.

### PUBLIC SPACES

3.2.10 As the population of the Croydon Opportunity Area grows there will be more need for high quality public spaces on Old Town's from visitors and residents, particularly those residents living in flatted accommodation with minimal private amenity space.

3.2.11 Additional seating should be supplied in all public spaces to encourage people to spend time in them (see Seating below).

### *Green spaces in the old town masterplan study area*

3.2.12 Because Old Town has a deficiency of green space, existing green space should be retained and improved.

3.2.13 New publicly accessible green space should be considered as part of new developments.

3.2.14 The sense of enclosure of green spaces should be improved with landscaped boundary treatments or development with active frontages to help separate the green spaces from the hostile environment of the neighbouring Roman Way. Development facing green spaces should have active frontages facing on to the green

spaces to increase overlooking and safety.

3.2.15 The openness of existing green spaces should be retained so that they are flexible to accommodate different community activities.

3.2.16 Where pedestrian routes run through green spaces they should be well lit to increase visibility and safety.

3.2.17 Trees and bushes in the spaces should be carefully managed and trimmed, to ensure light, safe spaces in the area and a comfortable environment.

3.2.18 It is proposed that St John's Memorial Garden (North) is renamed Minster Green. See OT18 for further information.

### *Access to green space outside of the study area*

3.2.19 Connections to the nearby green spaces of Wandle Park, Duppas Hill and Queen's Gardens should be improved. See Movement Parameters Section 3.4 for further information.

### *Hard landscaped spaces*

3.2.20 The masterplan proposes enhancing existing hard landscaping at:

- Exchange Square, as the setting for the Surrey Street Pumping Station and the most sizable hard landscaped open space in Old Town (See OT4).
- The area around the Minster, as the setting for this high profile heritage asset (see OT18)
- Reeves Corner, where a new public space can be created by closing a small section of Church Street (OT10)
- Crown Hill, where the



generous footway width on the southern side of the street provides space for tree planting, seating and/or public activities, to help signify the entrance to Old Town.

3.2.21 Spaces should retain their openness for flexible use.

3.2.22 Spaces should include tree planting, where suitable, to provide visual amenity and shading.

3.2.23 Robust and high quality materials should be used to reflect the importance of these spaces within Old Town for public activity.

3.2.24 Squares and other hard spaces should balance maintaining site lines and natural surveillance with creating a sense of enclosure to define the spaces. A sense of enclosure can be created by active ground floor frontages.

3.2.25 Spaces should be lit sufficiently to support evening activities.

3.2.26 Management and maintenance of hard landscaped spaces is considered a priority. It should be amalgamated into plans for improved spaces wherever possible.

## STREETS

### *Street surfacing*

3.2.27 On individual streets, street surfacing materials should be consistent where possible to help unify the historic and contemporary development in Old Town (see Material Palette below).

### *Dual carriageway*

3.2.28 Dual carriageways should be

softened with tree planting and other soft landscaping.

3.2.29 There should be a greater number of pedestrian and cycling crossing points to improve pedestrian and cycle access across streets.

3.2.30 Subways and guard railings should be removed wherever possible in line with Department of Transport guidance (see section 2.10 Policy Context).

3.2.31 In the longer term, if possible, dual carriageway roads should be narrowed to give greater space for pedestrians and cyclists. (See also Movement Parameters 3.4 and OT21: Roman Way).

### *Residential streets*

3.2.32 Street trees should be included in all residential streets where possible because of their amenity value.

3.2.33 Where existing buildings do not have active frontages at a ground floor level, the street environment should be improved through soft landscaping. (See also Movement Context 2.8)

### *Commercial streets*

3.2.34 Interventions should seek to rationalise street furniture along retail streets that is a barriers to pedestrian movement.

3.2.35 Surfacing and other materials should be consistent between commercial streets to help visually unify them and thereby improve the legibility of the area.

3.2.36 Footways should be widened where possible to accommodate pedestrians, taking account of loading bay requirements.

3.2.37 Materials should be robust to withstand high footfall levels. (See OT1, OT2 and OT3).

### *Junctions and Thresholds*

3.2.38 Junctions should be designed to create a more legible, walkable and cycle-friendly environment.

3.2.39 'Threshold features' should be located at key entrance points to Old Town. They will help create an attractive and welcoming environment as well as landmarks to improve legibility.

3.2.40 A 'threshold feature' might be public art, lighting in trees, an archway, totem poles and/or a change of street-surfacing material to draw the attention of passers-by.

3.2.41 The key entrance points in to Old Town are:

- The junction between Reeves Corner and Roman Way (OT10 + OT14)
- The junction between the High Street and Crown Hill (OT1)
- The junction between North End and Drummond Road (OT12) (slightly outside the Old Town Masterplan study area)

3.2.42 Threshold features should also be located at both ends of Surrey Street to signal the entrances to Surrey Street Market (OT2).

3.2.43 Creative lighting should be introduced to mature trees at the green space to the west of Reeves Corner to mark the threshold in to Old Town and create a landmark. (See OT14).

### *Yards and passageways*

3.2.44 Old Town includes several of historic yards and passageways

that contribute towards the character of Old Town. Their surfacing should be of the same high quality as other streets in Old Town and they should be well lit to increase safety.

3.2.45 Privately owned service yards where public access is not intended should be gated with attractive gates that respect the character of Old Town. An example of such a space is the market storage space between Fellmongers Yard and Overtons Yard (see OT8).

*Subways and Underpasses*

3.2.46 Old Town has several subways and underpasses underneath the A232 and A236. They are often dark, drab and uninviting environments that feel unsafe because they have poor natural surveillance. The other disadvantage of subways and underpasses is that they require intensive maintenance, including cleansing regimes and lighting replacements.

3.2.47 Creative lighting and painting should be used to improve the visual appearance of these subways and underpasses.

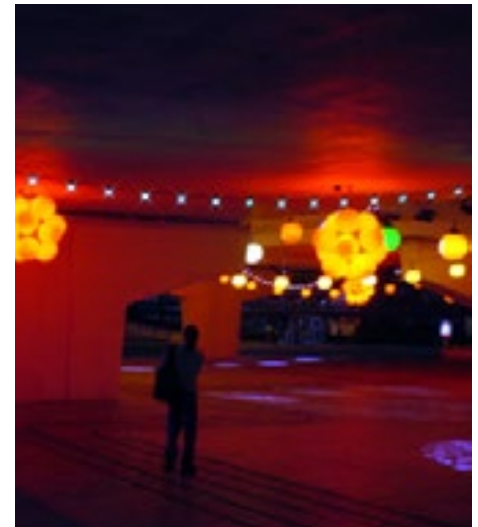
3.2.48 Subways under roads should be removed where possible and replaced with at grade crossings that have better natural surveillance, provide more direct routes across roads and are easier to maintain (see OT21).

**SEATING**

3.2.49 Additional seating should be provided on commercial streets and within public spaces to encourage people to consume refreshments outside, to provide resting points and to allow people



Creative lighting for pedestrian tunnels in Bankside



Lantern lighting at an underpass in Birmingham, UK



Figure 19:  
Old Town's Public and Green Spaces

- New or improved green spaces
- Private existing green spaces
- Existing significant mature trees
- New trees
- Proposed new or improved hard landscaped spaces

to stop and appreciate the historic buildings in Old Town.

3.2.50 Seating is encouraged in particular close to Surrey Street Market to support the lunchtime food offer (see OT2).

3.2.51 The use of temporary seating in public spaces could be a way of testing the popularity of seating whilst maintaining flexibility of use of space for times when seating is not required.

#### SOFT LANDSCAPING AND BIODIVERSITY

3.2.52 Vegetation should be maximised throughout the Old Town area.

3.2.53 The protection and enhancement of biodiversity should be considered in the design of the public realm, development and temporary uses for sites.

#### STREET TREES

3.2.54 New street trees in Old Town are encouraged where there is the capacity for them.

3.2.56 The following streets have a low number of street trees and would benefit significantly from additional trees: Drummond Road, Tamworth Road, Cairo New Road, Howley Road, Old Palace Road and Church Street (see OT16, OT26, OT24 and OT1).

3.2.57 Trees must not make contact with the tramlines for safety. However, emphasis should be placed on identifying suitable locations for trees on streets upon which the trams run, at a reasonable distance from the tramlines. This will help ameliorate the detrimental visual impact of tram infrastructure.

#### PLAY SPACES

3.2.58 Old Town has limited opportunities for additional play space so provision would need to be made within the development sites as a priority.

3.2.59 Should this not be possible, the Croydon OAPF suggests that play space be pooled off-site in existing and new spaces. Within Old Town, the areas around the Minster and Exchange Square are identified for this purpose. A potential new public space at Reeves Corner could also provide informal play space in the area. Any play facilities at Exchange Square and Reeves Corner should be informal and avoid limiting the use of these public spaces.

3.2.60 Four spaces for incidental play spaces are suggested to help address this need and to help populate and animate Old Town's sometimes quiet streets.

These are located at:

- The renamed Minster Green
- St John's Memorial Garden

- Exchange Square
- A new space at Reeves Corner

3.2.61 At these points a range of modest or more significant play interventions can take place amongst existing and proposed landscaped spaces. These could include:

- Surface treatment: Addition of graphics, routes, hopscotch markings.
- Play and street furniture: Integration of play and street furniture or seating which also provide playful qualities, for example chess tables or table tennis.
- Open play space: Larger areas of play alongside pedestrian areas or within identified open spaces.

#### PUBLIC ART

3.2.62 Public art should be encouraged across Old Town and could reflect and celebrate the rich heritage of the area. One way of achieving this could be by representing the waterways of the River Wandle, which flowed through the area before they were culverted.



Uncluttered public realm, new street trees and portrait bench on Charles Street, Croydon

3.2.63 Artworks could be embedded into surface treatment, street furniture, play objects/equipment/ spaces.

3.2.64 High quality graphic design could be included as part of a public art strategy for creative route markings between key destinations to help promote the historic environment of Old Town.

**STREET LIGHTING AND CREATIVE LIGHTING**

3.2.65 Lighting has been identified as being particularly important in pedestrian areas currently considered unappealing or unsafe to walk through and at the setting of important historic buildings. This includes the yards and passageways in Old Town and the area by the Minster and Drummond Road car park.

3.2.66 Creative lighting is proposed to enhance visual amenity at the following places:

- The Minster
- Surrey Street Pumping Station in Exchange Square
- The underpasses at Cairo New Road, Jubilee Bridge, Centrale and Wandle Road
- The group of trees between Reeves Corner and the Jubilee Bridge

3.2.67 Creative lighting that is located within or adjacent to sites of heritage assets should be robust, discrete and used to highlight architectural qualities.

3.2.68 More dramatic lighting could be used on a temporary basis to add dramatic focus as is illustrated in the photographs on this page. However, its permanent use is discouraged as this would alter the character of the heritage



Examples of informal play space in Barking town centre (Muf Architecture/Art)



Example of incidental play equipment at Kings Cross, London



Shouwburgplein (Theatre Square), Rotterdam, Holland. Seating plays an important role in public spaces



Black Maria gathering space at Central St Martin's College, Kings Cross



Performance space and creative lighting in an historic setting at Norwich



assets in the Old Town Masterplan study area.

3.2.69 Where historic light columns exist, these should be retained and refurbished where possible. (See also 'Safety and Security' below)

#### INTERPRETATION BOARDS

3.2.70 Interpretation boards which provide information about historic buildings and the historic environment could be placed in key historic locations such as at the top of Crown Hill and outside Croydon Minster. They should be sensitively designed and could form part of a 'heritage trail' publicised with a leaflet.

#### SAFETY AND SECURITY

3.2.71 Public realm designs and proposals should all contribute to safety and the perception of safety in Old Town.

3.2.72 Areas close to the nightlife cluster on the High Street should be particularly well lit to increase the safety of walking routes.

3.2.73 Creating well-lit streets and encouraging activity and natural surveillance is prioritised over the introduction of CCTV in the area because this will result in a more attractive environment.

3.2.74 Natural surveillance should be increased for currently poorly lit pedestrian passageways and underpasses with additional lighting. Surrounding areas should also be well lit (see OT8, OT12 and OT21).

3.2.75 Soft landscaping should be maintained and trimmed regularly to prevent dark areas which are not sufficiently overlooked.

#### EVENTS AND ACTIVITIES

3.2.76 Events and temporary activities have the potential to make a valuable contribution to Old Town street life. Meanwhile uses will be encouraged on sites awaiting development (see Section 3.6 for more information on Meanwhile and Temporary uses).

3.2.77 A range of interventions should be explored for the creation of flexible, temporary performance spaces in Old Town which should make use of the striking backdrops afforded by the Minster and Surrey Street Pumping Station.

3.2.78 Creative lighting strategies should be explored to support events.

3.2.79 Access to electricity will be required for most events which should be considered when landscaping works are undertaken in these areas.



Creative lighting to improve a sense of safety at an underpass in Birmingham, Alabama



Sensitive lighting celebrating Southwark Cathedral

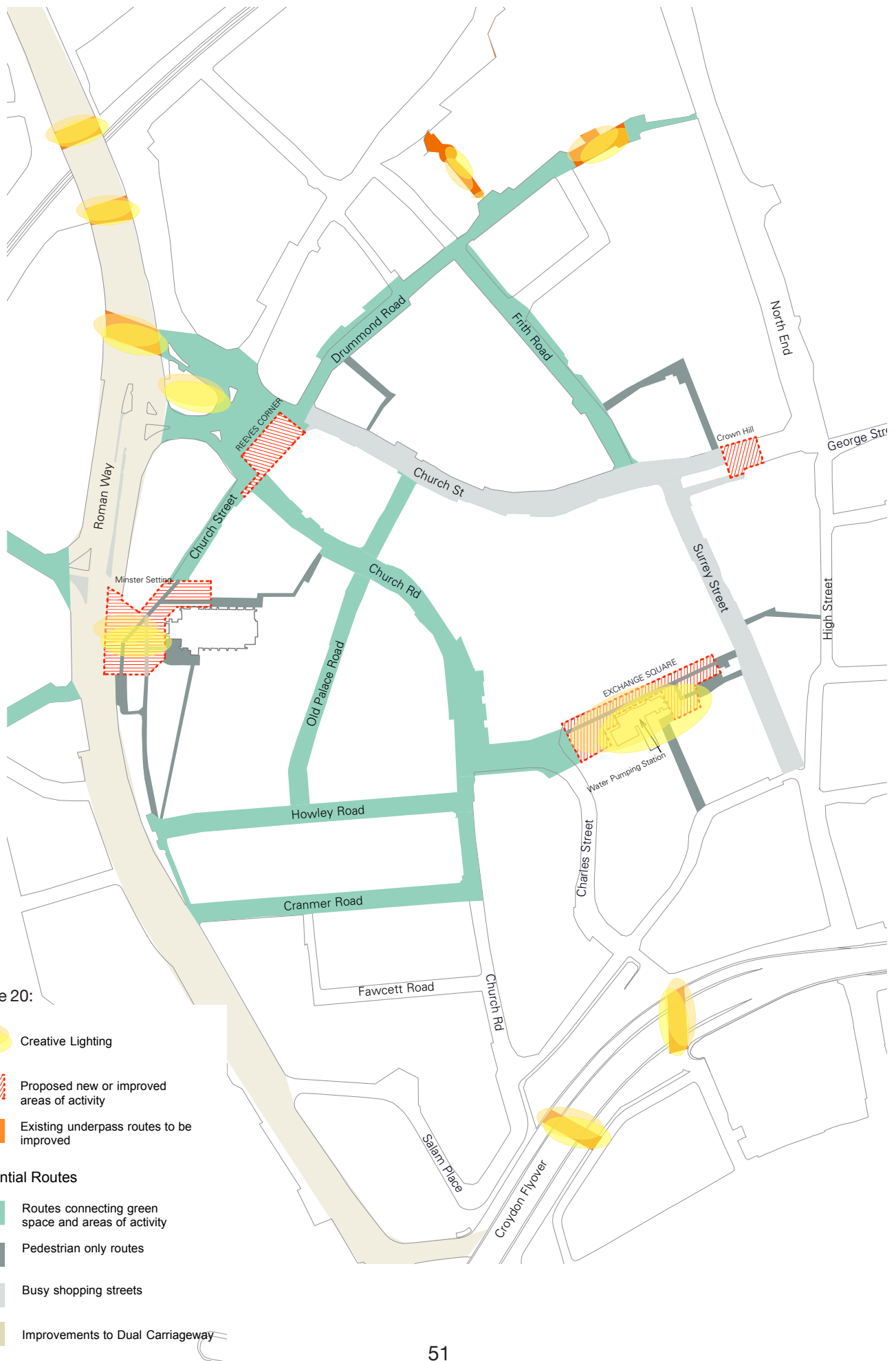


Figure 20:

-  Creative Lighting
  -  Proposed new or improved areas of activity
  -  Existing underpass routes to be improved
- Potential Routes**
-  Routes connecting green space and areas of activity
  -  Pedestrian only routes
  -  Busy shopping streets
  -  Improvements to Dual Carriageway

# 3.3 DEVELOPMENT PARAMETERS

3.3.1 This section outlines guidance parameters for development in Old Town at two levels. Firstly, general parameters guidance relating to all development types. Secondly detailed parameters guidance related to the four key development typologies that will form the basis of potential development within Old Town – Infill, Flyover Edge, Refurbishment and Re-use, and Temporary Structures. The following development parameters apply to all future development opportunities within the Old Town Masterplan study area, not only the opportunities outlined in The Components (Section 4).

3.3.2 Old Town is both distinctive and sensitive to change due to its rich historic fabric. Any new development must enhance the appearance and setting of existing heritage assets, which includes individual buildings as well as the fine grain street patterns and building plots.

3.3.3 The Old Town Masterplan area includes the Croydon Minster, Church Street and Central Croydon Conservation Areas (see Figure 4). Conservation Area Appraisals and Management Plan (CAAMPs) documents for all three conservation areas were adopted by Croydon Council as Supplementary Planning Documents at the same time as the Old Town Masterplan and have weight in the planning process as Material Considerations in addition to the development parameters guidance set out in this section. The CAAMPs define the principle qualities that constitute each area's special character and identify threats to this character. They also provide guidance on how to manage these threats and potential ideas for the areas

enhancement. The development parameters of the Old Town Masterplan should also be read in conjunction with the Conservation Area General Guidance (CAGG) SPD (2013) which provides generic guidance for all Croydon's conservation areas. Please see the CAAMPs and the CAGG for guidance on alterations to historic buildings – such as replacement windows and extensions.

3.3.4 The Old Town Masterplan conforms to and supplements the development policies set out in the London Plan, Croydon Local Plan and saved UDP policies (2013). These documents should also be read in conjunction with the Old Town Masterplan guidance.

3.3.5 Developments in Old Town will be subject to the planning process and will benefit from discussions with the planning service at pre-application and application stage.

## PARAMETERS GUIDANCE FOR ALL DEVELOPMENTS

### CHARACTER

3.3.6 All new development should contribute to, reinforce and repair the historic character of Old Town. The detailed analysis of the special character of the Conservation Areas that cover Old Town available in the CAAMP SPDs, includes identification of buildings which make a positive or neutral contribution to the area, and those which detract from the special character (see appendix). These assessments should be taken as guidance regarding the appropriateness of new building development alongside the building character parameters guidance below:

- New buildings should respect and reinforce the prevailing

urban grain of Old Town in terms of the width of building frontages, orientation of building form, and alignment of roof forms. The streets of Old Town are predominantly characterised by a fine grain with a variety of scale that enlivens the streetscape. Any new development should, therefore, seek to reflect the existing patterns of development through the use of narrow plot frontages and the continuation of established building lines. Modern buildings that have not recognised this grain have had a detrimental effect on the area, such as the bulky renovation at 14 High Street (Grants complex).

- Pre-existing building plots should not be merged in new developments where this impacts on the scale and grain of buildings and their frontages.
- Buildings should not be set back from the established building line. Ramps or other access features should be fully integrated within the building envelope.
- Building layouts should reinforce the clear hierarchy between street fronts and the backs of blocks. Therefore, main entrances to buildings should be on the street front, at street level, supplemented by secondary back doors to parking or service areas if required.
- The prevailing range of building scale within Old Town is two-three storeys. Some two-storey buildings also include roof accommodation. This provides a welcome 'human scale' to Old Town in contrast to much of central Croydon. There are a



Threshold passageway treatments between courtyards and the street. St. Andrews Bow, London - Allies and Morrison



High quality facade detailing and materials. Greenery makes an important contribution towards the attractiveness of these spaces. Highbury Square, London - Allies and Morrison



Terrace level gardens within high density development at Accordia, Cambridge, Maccreevor Lavington



Car parking, bike parking and planting within developments, Arsenal, London - Allies and Morrison

number of existing modern buildings within Old Town that exceed 5-storeys with larger floor plates. These generally produce forms of an inappropriate bulk within the Old Town context, such as 1 Charles Street (Ryland House) and 14 High Street (Grants complex) and have a detrimental impact on the character of the area. These buildings should not, therefore, be regarded as a precedent for future development.

- Projecting balconies are not considered part of the established Old Town character and the use of balconies should be limited to rear elevations and should not impact on locally important views towards the Minster. Recessed terraces and bays may be appropriate alternatives where required.

## DESIGN QUALITY

3.3.7 The character of Old Town has suffered in the past from development that has not been sympathetic. Old Town is vulnerable to further erosion by future detrimental building developments that do not respect this character. Design quality (and its execution through construction) is one of the most important factors that will govern the successful intensification and consolidation of the Old Town character. Robust, high quality architecture that is built to last will hold its own amongst the historic buildings of Old Town, adding a new layer of history to the area. Increasing the stock of high quality architecture within Old Town will help to reinforce prospects of its long term success as a destination within Croydon.

## SETTING OF HERITAGE ASSETS

3.3.8 English Heritage set out guidance in the document 'The Setting of Heritage Assets' (2011) that should be referred to when planning new development in Old Town. The following specific parameters also apply to Old Town:

- The key views to Croydon Minster identified in the Croydon Minster CAAMP SPD should not be obstructed by new buildings in front of, or behind, the Minster. The potential impact of development on any local view of the Minster requires consideration and all proposed development that could affect views to the Minster must be accompanied by a full analysis of the impact of development on views agreed with Croydon Council.
- In addition to views of the Minster there are a number of important townscape focal points that should be considered in terms of the impact of new development on their context. These are typically located at key junctions, routes or to complete sight lines of historic streets. Buildings at these points are considered to be particularly important, and any new development here would require particular consideration in terms of contribution and impact to the townscape setting. Some of these sites are already contributing positively in townscape terms and should not be altered. These locations include:
  1. Reeves Corner
  2. Southern end of Church Street, adjacent to the Minster
  3. Corner of Church Street and Church Road

4. Church Street at northern end of Old Palace Road
5. Church Street at northern end of Surrey Street
6. The eastern point of Crown Hill
7. The corner of High Street and Surrey Street
8. The corner of High Street and Scarbrook Road
9. Entrance to Exchange Square from Surrey Street

## DETAILING AND MATERIALS

- High quality natural, fair-faced finished materials such as brick, stone, slate, clay tile and timber should be used, in keeping with the character of the Old Town. Brick shall be the predominant external wall material.
- The articulation of openings, typically of a vertical proportion should establish relationships with neighbouring heritage assets. Reveal depths of openings should be generous, enhancing the solidity found in the historic buildings and the traditional masonry details.
- Glass should be of a clear type. Mirror or tinted glazing is not acceptable as it undermines continuity with the historic buildings and the relationship between buildings and street.
- Window frames and external metalwork should have a colour and finish that coordinates with the masonry colour and finish and be robustly, yet elegantly detailed. Grey/dark grey or bronze is an alternative to white.
- Roof forms and features should complement and extend the historic types established on each street.
- Shop fronts should be detailed to revive and reinterpret

the scale and intimacy of the traditional shops, with appropriately scaled window panes and dividing piers, base details, signage and awning components.

- Building mounted external lighting should be co-ordinated with the colour and materials of other street lighting in the vicinity.

#### SUSTAINABLE DEVELOPMENT

- Development should be low-carbon, use recyclable materials where possible and take in to account the embodied energy of materials. It should meet the energy efficiency standards required by the Croydon Local Plan and Building Regulations.
- Please see 'Landscape within Development' below for guidance on mitigating flood risk.

#### ACTIVE FRONTAGES

- New development should complete existing building blocks by infilling gaps in the street frontage and providing active ground floor frontages where these have been lost.
- Development should reinforce the continuity of the commercial ground floor frontages along Church Street and Surrey Street in particular by the installation of shop-fronts where they are missing.
- Where civic or semi-public uses are located large format glazed openings, offering high levels of transparency to the interior should be established.

#### LANDSCAPE WITHIN DEVELOPMENT

- Where walled front gardens characterise the street, new building developments should

continue this feature.

- Landscape finishes should be selected to form positive transitions to the public realm finishes.
- Hard landscape finishes should be of a high quality. Natural stone is preferred.
- Courtyard and communal gardens should be the subject of proposals by landscape architects. These will offer much needed visual and open space amenity.
- Landscape feature lighting should be integrated (see photo page 48).
- Perimeter drainage products and covers should be high quality and flush with adjacent surface finishes.
- Please also refer to the Croydon Public Realm Design Guide for further guidance.

Nearly half of Old Town has a medium risk of flooding from rivers and parts of Old Town have a high risk of flooding from surface water. Flood risk should not be increased by development. To contribute towards the sustainability of development the following measures are encouraged:

- The planting of trees as well as other greenery to aid cooling
- Sustainable Urban Drainage (SUDs) including green roofs, swales and open ditches where possible to mitigate flood risk
- Food growing and community gardens are encouraged to reduce food miles and improve visual amenity
- All of the above measures are also likely to have the benefit of improving visual amenity
- Retrofitting of existing properties with SUDs is encouraged

The above measures are dually beneficial in that they will improve visual amenity as well as sustainability. For further information please see the Mayor's supplementary guidance of Sustainable Design and Construction, the London Borough of Croydon Surface Water Management Plan and the Level 1 and Level 2 Strategic Flood Risk Assessment for the London Borough of Croydon.

#### SERVICING

- Service areas and parking should be integrated at the rear of buildings and screened by gates.
- All roller shutter or gate mechanisms should be concealed and fully integrated with the facade, not face fixed.

#### PLANT

- Roof top plant and roof access elements should be fully integrated within the main envelope of the building or contained within roof forms clad in materials of a quality equal to the main facades.
- Utility components should be out of sight or fully integrated with building facades.
- All telecoms antennae or dishes should be out of site from the adjacent public realm.

#### PROVISION OF FAMILY HOUSING

- Old Town is one of the most appropriate areas for family housing in the CMC. A proportion of 45% of 3+ bedroom homes in Old Town is proposed for new residential development, but exact levels of family housing will be determined on a case by case basis. (This guidance is consistent with the Croydon

OAPF).

- The development typologies that follow in this section seek to place family housing in the 'optimal' typologies within the sites available in Old Town. However an opportunistic approach to finding good locations for family housing should also be taken in order to maximise opportunities.
- Good family housing should have generous, safe, outdoor private amenity space, and easy access to communal or doorstep play space. It should have a simple preferably direct access system that does not involve many family units being accessed through one access core. These requirements mean that the majority of family units are placed at the top or bottom of apartment buildings where gardens or terraces are more feasible. Placing too many family units midway up a building makes the provision of sufficient outdoor amenity space difficult without adding a significant premium to development costs.

- Window and door openings in extensions should respect the alignment, scale and proportion of those of the original building (or those typical to the historic street if the building has been altered).
- Window sub-division and glazing bar arrangement should follow those of the existing building (or those of the original windows, typical of the street if the building has been altered). Slender mullions are preferred, most closely matching the original timber windows, where timber replacements are not possible.
- Alteration of the original form of projecting bays, their arrangement of openings or style of fenestration will not be permitted.
- Chimneys should not be removed or extended.
- Existing timber garage doors should not be bricked up. Where extension of the accommodation into such areas is acceptable a sympathetic arrangement of timber panels and glazing may be inserted into the original opening.

- features such as dormers and for small extensions. Treated, natural finish timber boarding may be used in conjunction for small areas of wall siding.
- Traditional painted timber panelled doors are preferred on building frontages.

#### *Roof level extensions*

- The angle of roof pitches should not be altered on houses (unless by returning a flat or misaligned roof to its original historic pitch and profile).
- The scale of dormers or roof lights on houses should be subservient to the overall scale of the roof surface in order that they are perceived as complementary features rather than the primary form of the roof.
- Top floor residential extensions above commercial property where acceptable should be set back in subservience to the primary frontage or integrated into a complimentary roof form that reinforces or reinstates the typical historic character of the street.

## RESIDENTIAL EXTENSION PARAMETERS

### *General*

- Residential extensions within the conservation areas should be clearly subservient to the original historic building, complementary in form and material and harmonious in terms of their contribution to the character of the streetscape and back garden areas.
- Extensions which do not respect the original scale and form of the house will not be accepted.

### *Materials*

- Bricks of a matching type and colour of the existing house should be used for extension walls.
- Where the house is rendered white or off-white render may be used for extension walls. Plastic sheet cladding panels are not permitted.
- Roof materials should match the typical historic material for the existing street, eg. slate or clay pan tile.
- Natural finished sheet metal (eg. lead, zinc) should be used for roofing and siding of roof

### *Front extensions*

- Where a building has a single front elevation then the original building line should not be breached. At corners where a building has more than one front elevation then extensions that breach the building lines of either street should be avoided.
- New front door porches are not permitted.

### *Side extensions*

- Where side extensions are acceptable, they may not project forward of the main body of the building.

- Any proposal which does not complement the existing form and scale of the entire dwelling, including the roofscape, when viewed from the public realm, will not be accepted.

#### Rear extensions

- Greater flexibility of materials and architectural features are permitted where not visible from the public realm, however the general guidelines above are the preferred starting point for the design of rear extensions.

### FOUR KEY TYPOLOGIES FOR FUTURE DEVELOPMENT

#### INFILL

3.3.9 Buildings on infill sites should contribute to the completion of existing urban blocks by developing on open or under-utilized gap sites. They should provide continuity of street frontage and reinforce a sense of place in Old Town. Infill development will be highly contextually sensitive, stitching together the old with the new.

#### Layout

3.3.10 Infill development will be comprised of one or more of the following building types:

- Terraced houses
- Almshouses
- Small blocks of flats/maisonnettes
- Civic/educational buildings

3.3.11 The ground floor layout of public buildings should, wherever possible, include publicly accessible civic, commercial or semi-public facilities that will contribute positively to the public realm through introducing additional activity in the street.

3.3.12 The use of courtyard and garden spaces to provide focal points at the centre or rear of developments is encouraged. The historic former almshouses at Church Street and North End provide a relevant local precedent for these spaces.

3.3.13 Small blocks of flats and mixed-use buildings will have the following key layout features: Front doors to busy thoroughfares in front of the building, well integrated with other ground floor uses.

- Access to residential units via small 'walk up' communal stairways with a small number of units around each core.
- Sufficient storage should be allowed for the residential use at ground floor for all flats in the building for outdoor equipment, bins and bicycles for example.
- Roof terraces to be provided for use by all units. These should be maximised at the rear of the building through the stepping or articulation of form to create multiple spaces and the use of roof space offered by deeper plan ground floor uses.
- Maisonnettes at the tops of buildings allow roof terraces to be formed by setting back the upper level, while the flat below has access to a ground floor garden or first floor roof terrace above commercial uses (see photo page 51).

#### Active frontages

To contribute towards the creation of a vibrant environment and deter anti-social behaviour and crime the provision of active frontages to buildings is encouraged to



Infill development near Oxford Street. The new building to the left is of an equal quality to its historic neighbour



Infill development at Old Palace School in Old Town with scale and materiality that responds to the existing historic condition



Three small houses, infill development by Stephen Taylor, Chance Street, London



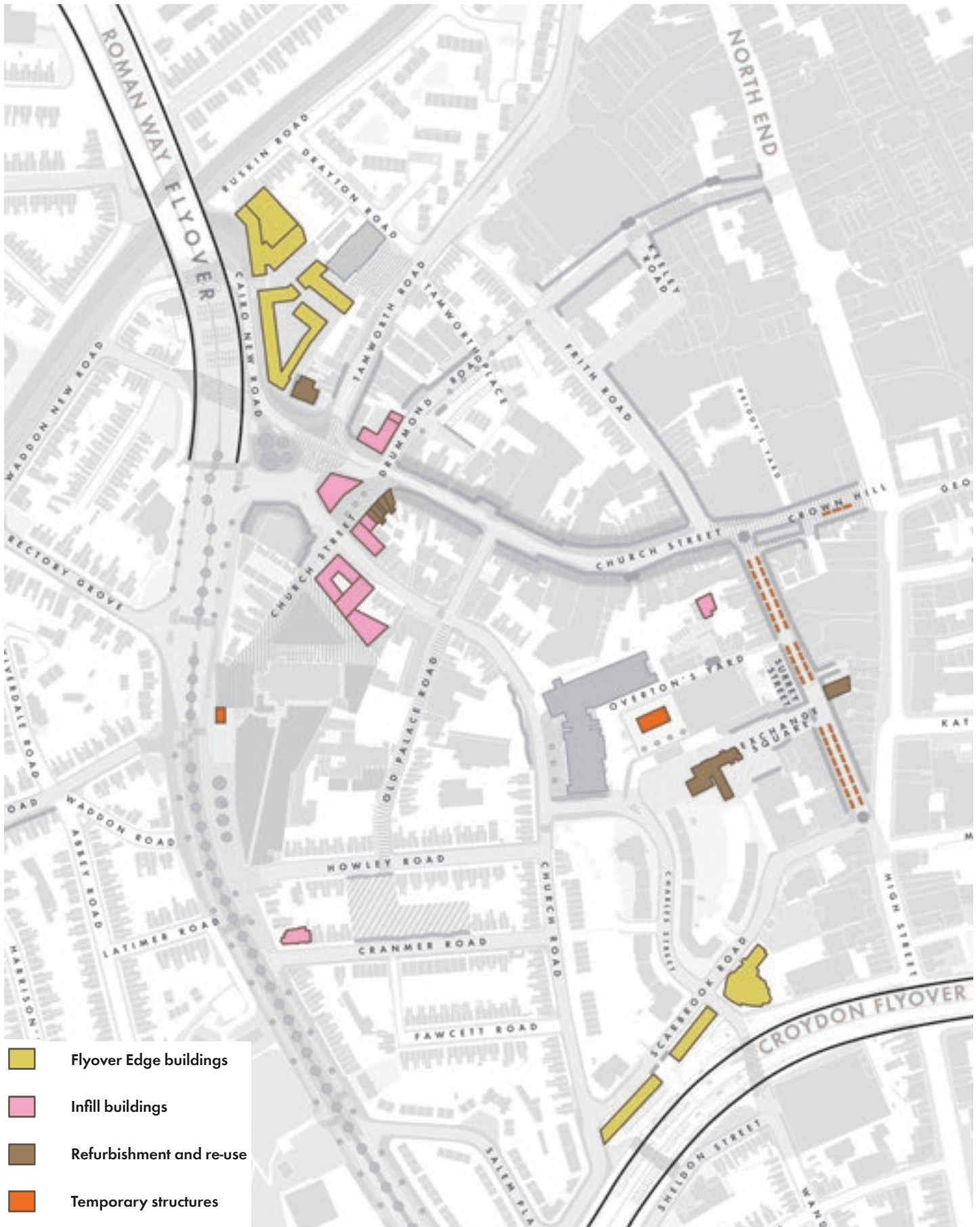


Figure 21: Examples of building typologies (Developments highlighted are examples of typologies only and are not exhaustive)

increase natural surveillance of streets and public spaces. Active frontages have doors and windows facing the street.

*Height, scale and massing*

3.3.14 The prevailing range of building scale within Old Town is two-three stories. Some two-storey buildings also include roof accommodation. To respect the predominant scale of Old Town, infill building should follow the height, scale and massing guidance parameters below:

- Typical development height: 2-3 storeys, with potential to include roof accommodation.
- All infill proposals should follow the established building scale of the street on which it is located.
- Continue the eaves or parapet lines of adjacent historic buildings where possible.
- Positively contribute to the established character of the roof profile and roof features of the street.
- Buildings should be massed in response to the context of the front, rear and sides of the site, establishing an appropriate scale for adjacent pedestrian passages, rear mews, garden and yard spaces as well as neighbouring property.
- The primary mass of any building form shall be located on the main street frontage. Where a sloping site has frontages on more than one street building height should be modulated to step down in response to the topography and to the historically established development scale of the streets.
- Infill building frontage heights and parapet lines should

mediate between the height of neighbouring buildings where these vary or step due to topography.

*Architecture*

3.3.15 Infill buildings contribute to the coherence of Old Town’s urban form by repairing gaps in street frontage and securing the corners of urban blocks. The architecture of infill buildings should therefore conform to the following architectural parameters:

- Brick shall be the predominant external wall material. (Stone and render details may be appropriate in conjunction, however render should not be the predominant facade material). Brick type and bond coursing should be selected to establish a strong positive relationship with adjacent historic buildings.
- Building corners at street junctions should be detailed and articulated to provide interest in the streetscape and contribute to a collective sense

- of place.
- All infill building facades should establish a pattern of fenestration and ground floor openings that respond to and reinforce the historically established street character.
- Where architectural rhythms are established in the facades of adjacent historic buildings (structural bays, fenestration, bay windows, roof parapet/profile) infill buildings should respond to and extend these rhythms across the new facade, reinforcing the



Family homes and green space at Cambridge Accordia



The roof line and materials of the infill development at Woolton Quad, Brighton College are a sensitive reinterpretation of the historic setting

- architectural character.
- Passages through infill buildings, providing access to rear yards or parking areas should be designed with reference to the historic precedents within Old Town in order to extend and enrich the scope of its distinctive character. Particular consideration should be given to the scale, proportion and formation of the opening, as well as the elevations and ceiling of the passageway. Integral, bespoke timber or metal gates should be provided. These elements should be of equal quality to the main facade and reinforce the character of Old Town through the quality of detail and use of materials.
- Historic features such as chimneys can be reinterpreted (for example as natural ventilation outlets) in new buildings in order to develop a stronger continuity between the profile of the new and historic roofscapes.

## FLYOVER EDGE

3.3.16 The Flyover Edge development typology relates to sites on the incomplete edges of defined urban block structures or with significant re-development potential following a change of use. Elevated road infrastructure forms either the front or rear boundary of the sites which are typically large but face a number of development challenges, as well as opportunities, related to their proximity to the flyovers. There may be the opportunity for an increased scale of development at flyover edge sites than in other areas of Old Town, but these sites also form an important part of the setting of the conservation

areas in Old Town and also the Laud Street Local Area of Special Character that lies to the South of the Croydon flyover.

### Layout

3.3.17 Flyover edge development will be comprised of one or more of the following building types:

- Terraced houses
- Stacked maisonettes
- Blocks of flats

Combinations of these building types can be used to reinforce the local block structure and create strong street fronts as well as a diversity of accommodation.

3.3.18 Two, special ‘thin’ typologies are also recommended as potential alternatives in response to the harsh outlook at the flyover edge and the conflict between the orientation of frontages and the orientation of available sunlight to new homes. Single aspect homes are discouraged to increase active frontages, prevent undue noise disturbance to properties facing flyovers, allow cross ventilation and to maximise the quantity of natural light entering the properties at different times of day. The ‘thin’ typologies are categorised as follows:

- *Thin stacked maisonettes over commercial* – This type is sufficiently thin at the upper floor-plates for all the principle rooms and the private amenity space to face away from the flyover. Screened or enclosed gallery access is located on the flyover side, providing an environmental buffer. Commercial uses at ground floor address the most blighted areas of the facade and re-provide commercial use.
- *Thin townhouses* – These houses have relatively thin front to back floor-plate



High quality facades and variations in scales of residential blocks, St. Andrews Block C, development at Bromley by Bow

depth but wide frontages that comprise a house with a private garden to the side. Facades can be largely blank to the back and to the party wall. The primary rooms address the street and the side facing the private garden. This typology can include a commercial ground floor use with the residential configuration above.

3.3.19 The use of garden squares to create focal points at the centre or rear of developments is encouraged along with shared surfaces, courtyards and smaller mews streets to diversify the settings for housing within the language of the Old Town character.

3.3.20 Landscape design at the perimeter street edges can help provide a further buffer for ground floors. Front gardens or public terraces related to commercial or food and beverage units will have a positive effect on transforming the external environments of currently under-utilised edges. Relationships to the land beside or under the flyover should also be considered. For example at the Royal Standard pub on Sheldon Street the beer garden is located across the road, adjacent to the flyover and this helps to create a more positive setting both in terms of amenity and streetscape.

*Density and mix*

3.3.21 The Opportunity Area Planning Framework Technical Appendix sets out five building typologies for development sites in Croydon Town Centre and an appropriate density range for each. As a guide, given the sensitive historic character of Old Town, the appropriate density

range for flyover edge sites is considered to be the upper end of the ‘historic infill sites’ typology range and the lower end of the ‘buildings adjacent infrastructure’ typology range, which is in the region of 80 to 120 dwellings per hectare. Further guidance is available in the OAPF and its technical appendix.

3.3.22 The capacity for Flyover Edge sites to provide residential development sits alongside significant challenges regarding the quality of the homes that can be provided by them. The ground floors of Flyover Edge developments are particularly challenging for residential use. Therefore ground floor commercial or civic uses should form part of the development mix where residential aspect is poor and where continuity can be established with the existing patterns of use.

3.3.23 Family housing should be placed in the optimal location within the development for its success. This is typically at the tops and ground floors of buildings, in townhouses and pairs of stacked maisonettes, rather than at the middle storeys of

blocks of flats.

*Height, scale and massing*

- Typical development height: 3-10 storeys.
- The massing of buildings should establish a strong street edge at the perimeter streets. Where the street frontage faces neighbouring development the new buildings should create a balanced street enclosure in relation to the existing buildings. Where the street frontage faces the flyover taller building forms, offering views over the elevated structures, may be appropriate, provided that these are stepped down in scale where they connect to adjacent existing buildings.
- Larger plots may have capacity for taller building forms to be set back from the perimeter streets, achieving greater density whilst minimising the impact of the massing on views from the public realm.

*Architecture*

3.3.24 Flyover Edge sites form visual thresholds to Old Town from the main roads. They are also visible from a number of key local streets. As such they must form



Brick town houses with private gardens, Abode

an integral part of the Old Town fabric despite their 'edge' location. The architecture of Flyover Edge buildings should therefore conform to the following architectural guidance parameters:

- The architecture should be a continuation and evolution of the Old Town character, not contrast with it.
- Buildings should not seek to stand out as 'icons' in the streetscape as this will place them in conflict with Old Town's local landmark, Croydon Minster.
- The predominant external wall material on street frontages and upper parts visible from the surrounding public realm should be brick. Materials on internal facades and at lower levels can be more diverse. Brick type and bond coursing should be selected to establish a strong positive relationship with adjacent historic buildings.
- Projecting balconies of a simple design are appropriate on inward facing elevations.
- Top floor flats or maisonettes should provide generous private open spaces. These can take the form of terraces at upper level building set-backs or outdoor 'rooms' integrated with the building facades or set within the residential unit plan. The latter type in particular offers safe and well overlooked play space for children.

## REFURBISHMENT AND RE-USE

3.3.25 The presumption will be towards retention and refurbishment of buildings within conservation areas, in line with the development guidelines in the Conservation Area General Guidance (2013). For demolition to be permitted, the Council must be

satisfied that a building is beyond economic repair and all possible options for retention have been examined.

3.3.26 The refurbishment and re-use of existing buildings within the masterplan area is actively encouraged when in accordance with the Croydon Local Plan<sup>1</sup>. This includes buildings which make a positive contribution to Old Town but require repair as well as buildings which do not currently make a positive contribution but could be improved through refurbishment. The following measures in particular are encouraged by the masterplan:

- The reinstatement of publicly accessible ground floor uses where these are currently vacant or have been occupied temporarily by other uses (see the Townscape focal points and key development frontages plan).
- The reinstatement of retail frontages (shop windows, demising piers, fascia signage, awnings etc.) that follow the established historic bay widths

<sup>1</sup> Currently, the Croydon Local Plan for Croydon comprises The London Plan (2011), The Croydon Local Plan: Strategic Policies (2013), the Croydon Unitary Development Plan: Saved Policies (2013) and the South London Waste Plan (2012). Proposals for development will be considered in accordance with the development plan, unless material considerations indicate otherwise.



A temporary restaurant structure at London Southbank using shipping containers

and high street character.

- The integration or refurbishment of entrance doors and access cores to bring upper storeys of existing buildings into usable service. These can be designed to minimise the impact on existing ground floor uses.
- Removal of inappropriate cladding finishes and the restoration of historic brickwork and masonry details.

## TEMPORARY STRUCTURES

3.3.27 There are a number of opportunities for temporary structures to enhance, improve and diversify Old Town for visitors and the local community. This typology also includes small pavilion buildings occupying sensitive positions within the public realm. The following parameters should be considered:

### Layout

- Temporary structures should be strongly related to the public or semi-public spaces in which they are sited in order to unlock maximum potential from the usage of the outdoor



A positive example of a sensitively refurbished historic building at St Pancras.

space around them.

- Temporary or permanent landscape design should be integrated with the design of new structures to ensure an appropriate transition between old and new and demarcate zones of activity.
- Pedestrian orientation and movement should be improved by the temporary intervention, not hampered by its location or form.

#### *Height, scale and massing*

- A temporary structure, where it contains accommodation, will typically be one storey only and subservient in scale and bulk to the fixed structures that form its context.
- Unsightly plant, storage or service areas should be planned for, integrated and concealed within the building form.

#### *Architecture*

- The form and profile of temporary structures can be innovative where this does not produce a detrimental impact on the setting of heritage assets.
- To minimise the risk of damage by vandalism the architecture should be defensible. 'Open' and 'Closed' conditions should be considered in the design (through the use of hinged, folding or retractable shutters) and both should have a positive impact on the Old Town streetscape.
- Architectural lighting and signage should be integral and designed to project a positive image by day and night, also enhancing evening security.

## 3.4 MOVEMENT PARAMETERS

3.4.1 The movement parameters seek to address the movement issues for Old Town described in Section 2.8 Movement Context and protect positive aspects of movement in Old Town such as the Tramlink and bus routes running through the area.

3.4.2 Much of Old Town's transport provision forms part of a wider highway, bus and tram network and is due to have a major interface with the Whitgift Centre redevelopment and Connected Croydon projects supported by the Mayor of London. Proposals in the masterplan will be developed in harmony with these other projects, with amendments made where required to ensure system performance is maintained or improved. Schemes coming forward on the highway or Tramlink network will be subject to the usual Council and TfL development approvals to ensure high quality and safe interventions.

3.4.3 The movement parameters in the masterplan are strategic aspirations and support the objectives of the masterplan. They have not been designed in detail; however, sufficient work has been done to demonstrate that they would be deliverable.

3.4.4 The implementation of any of the proposed changes to the movement network in the masterplan would be subject to detailed design, which would include safety audits and traffic modelling where required and further public consultation. In addition, any adverse impacts identified through the detailed design process would need to be satisfactorily ameliorated.

3.4.5 Encouraging a reduction in car use will become an increasingly important objective for Old Town and the Croydon Opportunity Area more widely, as the density of central Croydon increases and the retail core is redeveloped as is anticipated in the OAPF. This intensification will increase trip numbers to, from and within the Old Town Masterplan study area.

3.4.6 To encourage a reduction in car use, improving facilities for cycling, walking and public transport will be encouraged. Improving pedestrian and cycling routes and facilities is given a high priority in the Old Town Masterplan as they are the healthiest forms of movement and they do not create pollution, carbon emissions or significant traffic congestion. They are also cost effective compared to other transport infrastructure and have regeneration benefits like increasing footfall along a retail street.

3.4.7 The detail of most of these movement proposals is provided in the relevant Components in Section 4. (Please see 'OT' references within the text).

### PEDESTRIAN AND CYCLING ROUTES

3.4.8 The Old Town Masterplan seeks to improve the attractiveness and safety of all pedestrian and cycling routes within the Old Town Masterplan study area, and prioritises the improvement of routes between key destinations in and slightly beyond the masterplan study area. The key destinations identified are the two large green spaces located close to Old Town - Wandle Park and Duppas Hill; The Minster; North End; the commercial streets of Old Town (Church Street, Frith Road, Surrey

Street and Keeley Road); Old Palace School; East Croydon Station; West Croydon Station and South Croydon.

### PEDESTRIAN ROUTES

3.4.9 The following inter-connected key routes should be prioritised for improvement in the ways described below:

#### *The Minster to Wandle Park*

3.4.10 A ramped footbridge over the railway (OT22) and improvements to the Rectory Grove pedestrian crossing on Roman Way (OT21 and OT23).

#### *Reeves Corner to Wandle Park (South)*

3.4.11 The design and lighting of the undercroft of Jubilee Bridge and a ramped footbridge over the railway (OT21).

#### *Reeves Corner to Wandle Park (North)*

3.4.12 Upgrading the public realm of Cairo New Road (OT16); a new staircase on to the Jubilee bridge and improvements to the visual appearance of Jubilee Bridge.

#### *The Minster to North End*

3.4.13 A new pedestrianised area at Reeves Corner (OT10); improved footway surfacing on Church Street (OT18), additional greenery and wider footways on Drummond Road (OT12) and improved lighting beneath the undercroft of the Centrale shopping centre.

3.4.14 It should be noted that if the Whitgift Centre is redeveloped as planned it will be possible to access East Croydon Station via a new east-west pedestrian route through the redeveloped shopping centre. Drummond Road would therefore provide the most direct route by walking



Figure 22: Priority streets for improvements to key pedestrian routes in Old Town



or cycling between the Minster and East Croydon Station. (See the Croydon Opportunity Area Planning Framework for further information).

#### *Reeves Corner to Church Street and Crown Hill*

3.4.15 Upgrading the footway surfacing, additional pedestrian space, street trees, public seating (OT1).

#### *Church Road to South Croydon*

3.4.16 A new pedestrian (and cycling) route from Salem Place under the flyover through the Wandle Road car park (OT27) to provide a link between Old Town and South Croydon.

#### *Church Street tram stop to Drummond Road bus stop*

3.4.17 Upgrading the public realm of part of Tamworth Place to include additional lighting (OT12).

#### *Church Street tram stop to Old Palace School*

3.4.18 Improving the existing crossing over Church Road at the junction with Old Palace Road and installing a raised pedestrian crossing facility between Old Palace School's two sites (OT24).

#### *Latimer Road to St John's Memorial Garden*

3.4.19 A new at-grade pedestrian crossing on Roman Way (OT21)

#### *Frith Road to North End via Keeley Road*

3.4.20 Public realm improvements to enhance the setting of the shops (OT3)

#### *High Street to Surrey Street*

3.4.21 Public realm improvement to the Grants Arcade (OT9)

#### *Surrey Street to Q-Park entrance*

3.4.22 Lighting and surfacing improvements (OT7)

#### *Old Town to Duppas Hill*

3.4.23 Improve the pedestrian crossing experience at the roundabout and junction between Old Town (the road that adjoins Roman Way) and the slip road to the A232 which currently comprises of a network of subways under the roads (located just outside the masterplan study area). Any improvements at this location would be informed by the general guidance on improving the public realm of different types of street, as set out in Section 3.2: Public Realm Parameters.

#### *Pedestrian Crossings on Roman Way*

3.4.24 In addition to the new crossing opposite Latimer Road (see above), existing pedestrian crossings on Roman Way should be enhanced by increasing the width of the median strip to provide more space and shorter crossing distances for pedestrians (and cyclists) and help calm traffic. Guardrail should also be removed where it is safe to do so. (See reasoning below). (See also OT21).

#### *Traffic Calming: Removing guardrail, Minimising Road Marking*

3.4.25 Removing guardrails and minimising road markings where it is safe to do so is recommended in line with the Department for Transport guidance (see Policy Context 2.10). This will improve the visual appearance of the streets as well as potentially help calm traffic because drivers will be more aware that they are sharing streets with pedestrians.

3.4.26 See also Section 3.2 Public Realm Parameters for general guidance on improving the public realm of different types of streets.

#### CYCLING

3.4.27 Enhancing cycle routes from the north-west to the north-east of the study area (which are currently compromised by the one-way system and Surrey Street Market) is a priority of the Masterplan. Please see Figure 23: Proposed new cycle routes in Old Town.

3.4.28 The safety of cycle routes along roads which are share with tram routes should be given careful consideration. The design of cycle routes should adhere to TfL's Best Practice Guidance and Standards.

#### *Contra-flow*

3.4.29 Contra-flow routes for cyclists should be introduced on one-way streets wherever possible to improve accessibility and permeability around Old Town for cyclists.

Contra-flow cycle lanes should be installed on the following one-way streets:

- Drummond Road to improve the West-East route from the Minster to North End (OT12) (high priority)
- Frith Road (OT3) (high priority)
- Church Road between Reeves Corner and Charles Street (OT25)
- Old Palace Road (OT24)
- High Street between Scarbrook Road and Church Street

3.4.30 The introduction of contra-flow cycle lanes may require some local revision to on-street car parking arrangements although it is not anticipated that this



Figure 23: Proposed new cycle routes in Old Town

would lead to any overall loss of on-street car parking capacity. Where any on street car parking bays are removed, these should be replaced and relocated as close to the original bays as possible.

#### *Other proposed new cycle routes*

- Under the Croydon Flyover - A cycling (and pedestrian) route should be created through the Wandle Road car park and under the flyover to connect Old Town with South Croydon
- Tamworth Road (West to East) to improve access to West Croydon Station.
- Roman Way - As a long term aspiration cycle lanes should be included in both directions on Roman Way (OT21).

#### *Toucan crossings*

3.4.31 Toucan crossings should be installed on the following junctions across Roman Way to the same quality as the existing crossing opposite St Johns Road:

- Salem Place
- Rectory Grove
- Reeves Corner (OT21)

#### *Step-free access*

3.4.32 Wheeling channels should be installed on:

- The bridge over the railway to Wandle Park (OT22)
- The staircases on to Jubilee Bridge (OT21)

3.4.33 A longer-term aspiration is to install a ramp to the bridge over the railway to Wandle Park. (OT22)

#### *Old Town Roundabout*

3.4.34 The cycling experience at the Old Town roundabout- the junction between Old Town (the road that adjoins Roman Way), Lower Coombe Street and the slip-roads from the A232 Croydon

Flyover – should be improved.

3.4.35 It should be noted that it is recognised that the tram-only section of Church Street prevents cyclists travelling Westward from Church Street to the north-west. However, it would only be possible to allow cycling along this stretch of Church Street if a separate cycle lane was to be provided (for both cyclist safety and legal reasons). This would require moving the present tramstop and associated infrastructure such as the pylons, which is not considered to be feasible or deliverable within the next 20 years. This is the reason why this proposal is not included in the Old Town Masterplan.

3.4.36 See information on cycle parking below.

#### BUS PROVISION

3.4.37 Proposed changes to bus service provision are minimal and as follows:

#### *Amalgamating the bus stop on Church Street with the bus stop on Drummond Road*

3.4.38 To deliver OT14: Reeves Corner it will be necessary to relocate the bus stop for the 264 bus on Church Street to the existing stop on Drummond Road. This is only a short distance and would not affect the bus route or bus journey times. The bus cage on Drummond Road would require extending to accommodate more buses.

#### *Improving bus waiting facilities: Drummond Road*

3.4.39 Additional seating is to be provided and the footway widened to allow more space for pedestrians and people waiting

for buses. These proposals require some reconfiguration of the Ann's Place (East) car park (See OT12).

#### *Wandle Road bus standing facility*

3.4.40 The creation of a bus stand within the Wandle Road surface car park would provide welfare facilities for drivers and an area for buses to park between journeys (OT27).

#### TRAM MOVEMENT

3.4.41 The Masterplan proposals do not anticipate any changes to the routing of trams.

3.4.42 Trams will continue to have priority at traffic signal-controlled junctions in the area.

3.4.43 The proposals to reconfigure Reeves Corner would retain the 'tram-only' section of Church Street and the existing track alignment through Reeves Corner.

3.4.44 A new tram stop on the westbound Wimbledon line track could be considered opposite the existing Reeves Corner tram stop to support the new residential development (see OT16).

3.4.45 A turnback facility for trams could be introduced at Cairo New Road to enable a higher frequency of trams.

#### VEHICULAR ACCESS, ROUTE



Tram stop on Church Street

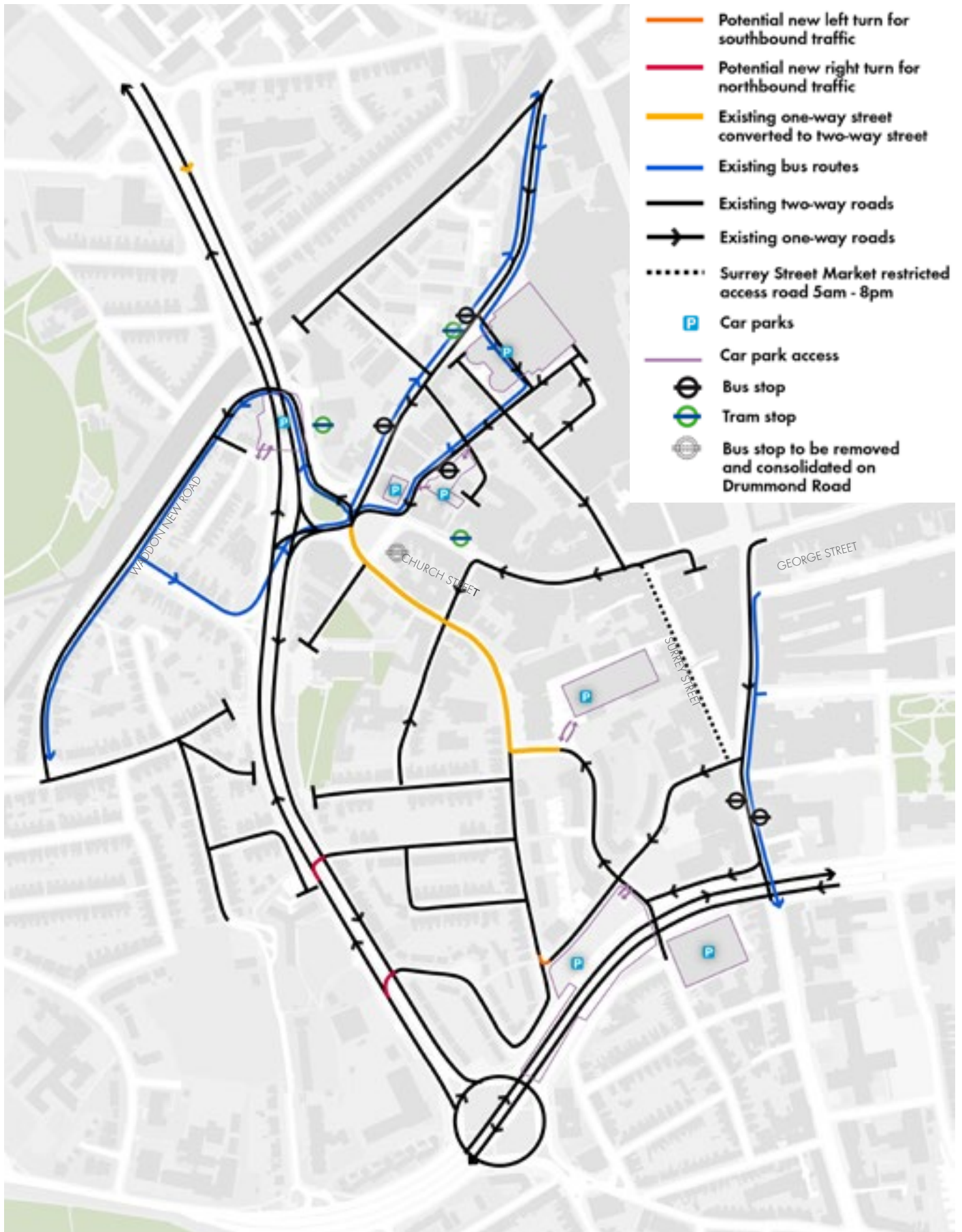


Figure 24: Proposed general vehicular access improvements

## LEGIBILITY AND TRAFFIC CALMING

### GENERAL

#### *Reintroducing two-way traffic flows*

3.4.46 Wherever possible, one-way streets should be removed and two-way traffic movements reintroduced to improve accessibility for local residents and visitors to the area, improve legibility and potentially help reduce unnecessary traffic movements and calm traffic because drivers would be aware of oncoming traffic. Converting one-way streets to two-way would also contribute to improving the cyclist experience because additional routes would be available.

3.4.47 Reintroducing two-way traffic flows should not be undertaken if it would lead to the creation of new through-routes (“rat-runs”) through Old Town.

#### *Improved Signage*

3.4.48 Signage to the car parks should be improved as a short-term priority.

### SPECIFIC RECOMMENDATIONS

#### *Reconfiguring the existing Reeves Corner gyratory system to create a new pedestrianised space on Church Street (OT10).*

3.4.49 Revisions to the road and traffic signal arrangements would be made. The reconfiguration would maintain all existing vehicular traffic movements with the exception of the movement from Drummond Road into Tamworth Road (which currently has a very low traffic flow at all times).

#### *Improving Access from Roman Way to Q-Park car park and the centre of Old Town*

3.4.50 The following interventions would help improve access from

Roman Way to the Q-Park car park and the centre of Old Town. Increasing the use of Q-Park car park is one of a range of measures that would be likely to increase footfall within Old Town and benefit the local economy.

#### *Introducing two-way working in Church Road between Reeves Corner and Charles Street (OT25) and the section of Charles Street between Church Road and the Q-Park Car Park (OT7).*

3.4.51 This would allow traffic travelling south on Drummond Road to access the Q-Park car park via Church Road. Some revisions to on-street parking on Church Road would be required but are not expected to lead to a change in the overall number of on-street parking spaces.

3.4.52 Converting the section of Charles Street from one-way to two-way would require widening the road and reducing the width of the footway on the southern side of the road which currently is a shared-surface pedestrian and cycle route with high quality public realm. If Charles Street is widened, the public realm treatment and pedestrian and cycling provision of the remodelled footway should be of the same high quality as the existing public realm.

#### *Allowing access to Scarbrook Road from Church Road*

3.4.53 As an alternative to enabling two-way traffic on Charles Street, vehicular access could be reintroduced from Church Road to Scarbrook Road. In this case, a banned right-turn would need to be introduced at the junction with Wandle Road to prevent the creation of a through-route.

#### *A new right turn in to the centre of Old Town on Roman Way for northbound traffic*

3.4.54 A new right turn could be created from Roman Way into either Salem Place or Cranmer Road to improve access in to the centre of Old Town and Q-Park car park from Roman Way. Salem Place is the preferred option for the right turn because it would have less impact on residential properties. Salem Place is wider than Cranmer Road and the properties on Salem Place are more set back from the street than those on Cranmer Road. (OT21).

3.4.55 It should be noted that with current traffic volumes and also the proposed reconfiguration of the gyratory system as set out above, it would not be possible to allow vehicles entering Reeves Corner from Roman Way to travel past the existing House of Reeves retail premises and then turn right into Church Road. However, the principle of enabling traffic travelling from Roman Way to access Church Road directly from Reeves Corner is supported and potential for this should again be tested in the future, if traffic levels change.

3.4.56 None of the above traffic management proposals would lead to a significant increase in vehicular traffic in Old Town, as no new through routes would be created. Also, there is no major development proposed in the area and no additional on- or off-street car parking is being proposed. In addition, vehicles travelling to and from the Q-Park car park would have three routes to choose from and there are several other car parks in Old Town that a proportion of visitors will be likely to use instead of Q-Park. However,

if proposals are progressed to a detailed design stage their delivery will be subject to the following: Traffic modelling to demonstrate that vehicular traffic flows can be accommodated satisfactorily, without unacceptable congestion and delay; a road safety audit to demonstrate that there would not be an adverse impact on safety and further public consultation.

*Access to Centrale Car Park*

3.4.57 If the Centrale shopping centre is redeveloped, then altering the design of the access to the car park would be encouraged to minimise vehicle queues in Tamworth Road and the detrimental impact of vehicular traffic on nearby residents.

*Speed limits*

3.4.58 As a traffic calming measure, on all streets except dual carriageways the speed limit of Old Town should be reduced to 20 mph to improve safety and reduce the noise impact of traffic.

3.4.59 The speed limit of Roman Way should be reduced from 40 mph to 30 mph.

*Roman Way: Reducing Roman Way to one lane in each direction*

3.4.60 As a longer-term aspiration, the Masterplan includes the possible reduction of Roman Way to one lane in each direction between Rectory Grove and Salem Place. This would, however, be subject to a continuing reduction in the level of traffic using Roman Way in the future. Figures from the Department for Transport indicate that traffic flows on this road have decreased by almost 17% between 2001 and 2011. Access to side streets and to the fire station would be maintained. (See OT21).

*Car Park Access*

3.4.61 Proposals to improve access to Q-Park car park are described above.

3.4.62 Access to the Wandle Road surface car park could be improved by the creation of an additional entrance at its western end, on Salem Place (OT27). This would require relocation of three or four on-street parking spaces, which could be accommodated elsewhere on Salem Place. This is a longer term aspiration which will also be dependent on the introduction of a right-turn facility from Roman Way into Salem Place already described above.

*Rationalising off-street car parking*

3.4.63 The following measures are proposed to rationalise off-street car parking spaces and enable enhancement to the built environment. These include:

- Ann’s Place (East) which could be redeveloped as housing (OT11).
- Ann’s Place (West) could be redeveloped as housing (OT12).
- Repositioning car-parking away from the setting of Croydon Minster to improve the visual appearance of the Grade I listed building (OT18).

*On-Street car parking*

3.4.64 When planning the provision of on-street parking and who should be eligible to use it, the needs of residents to be able to park close to their homes should be balanced against the needs of visitors to the area to have access to an appropriate level of car parking provision.

*Cycle and Motorcycle Parking*

3.4.65 There should be an aim to

significantly increase the amount of cycle parking provision within Old Town, which is sufficient to both meet demand and encourage an increase in cycling to the area. Cycle parking should be high quality, safe and secure and located as close as possible to the key destinations within Old Town, such as the retail and commercial areas, the Minster, community facilities, etc.

3.4.66 Additional safe and secure motorcycle parking should be provided to encourage motorcycle use. Encouraging motorcycle use is likely to help reduce car use, as motorcycles take up less roadspace and generate fewer carbon emissions than most cars.

3.4.67 CCTV could be considered to increase security for parked bikes and motorcycles in appropriate locations.



Cycling provision in The Hague, Holland



Attractive tram stop with space for pedestrians and tree planting in The Hague

## 3.5 A SERIES OF COMPONENTS

3.5.1 Site specific guidance is provided for twenty-seven components (sites) within the Old Town Masterplan study area. Components comprise of development, public realm and/or movement opportunities.

3.5.2 It is important to note that the components do not constitute all development opportunities. There will be many other development opportunities within the Old Town area that have not been specifically covered. Any development that comes forward that is not explicitly covered by a component should follow the parameters set out in this document alongside other planning policy and guidance.

3.5.3 The components do not represent site allocations nor should they be considered such.

3.5.4 Each component has been numbered and is prefixed by 'OT' which stands for Old Town.

The components are:

- OT1 Church Street and Crown Hill
- OT2 Surrey Street Market
- OT3 Frith Road, Keeley Road and Priddy's Yard
- OT4 Exchange Square
- OT5 Surrey Street Pumping Station
- OT6 Ryland House
- OT7 Q-Park Car Park
- OT8 Yards
- OT9 The Arcade
- OT10 Reeves Corner
- OT11 Ann's Place Car Park (West)
- OT12 Drummond Road
- OT13 Number 1 Church Road
- OT14 Reeves Corner Tree Group
- OT15 Former Mission Chapel
- OT16 Cairo New Road
- OT17 Former School on Tamworth Road
- OT18 Minster Green
- OT19 Church Hall Site
- OT20 St John's Memorial Garden
- OT21 Roman Way
- OT22 Bridge into Wandle Park
- OT23 St John's Road, Waddon Road and Rectory Grove
- OT24 Old Palace Road
- OT25 Church Road
- OT26 Howley Road Sports Pitch
- OT27 Wandle Road Car-Park, Bus Stand and Flyover Undercroft

Please see section 4 for more detail on the components.



Figure 25: Old Town Masterplan with labelled components



## 3.6 PHASED DELIVERY

3.6.1. The masterplan describes a preferred scenario where sets of components come forward in a co-ordinated order. The phasing of components is influenced by their priority and anticipated feasibility.

3.6.2 The Old Town Masterplan does not cover all sites and eventualities within the study area and some sites not included in the masterplan may come forward in the future.

### MEANWHILE USES

3.6.3 'Meanwhile uses' are temporary uses of sites that are awaiting permanent development. A meanwhile use might be a temporary restaurant or a temporary garden for instance. Meanwhile uses can have a number of benefits for both developers, landowners and the local community. For developers and landowners they can be a way of testing the viability of potential future permanent uses, improving the visual appearance of sites, animating and changing perceptions of sites and building

market momentum. For the community they can provide temporary leisure facilities, opportunities for social enterprises and create training and temporary job opportunities.

### TEMPORARY USES AND EVENTS

3.6.4 Temporary uses and events are encouraged in public spaces to animate the environment and provide diverse leisure opportunities and cultural stimulation in Old Town.

3.6.5 Meanwhile uses and Temporary Uses will be supported at all times throughout the life of the masterplan where they are appropriate and meet masterplan objectives.



Temporary Cinema screen and deck chairs in Southwark (pop-up during summer months) A temporary cinema could be appropriate for sites awaiting development in Old Town



Temporary skip gardens during construction at Kings Cross. This project is ongoing and now has a pop-up cafe

## 3.7 PHASING: NOW

3.7.1 'Now' components are defined as being likely to be delivered within the next 3 years. 'Now' components are either public realm enhancement projects that have funds allocated to them and can be implemented immediately or projects where the landowners are keen to commence delivery. Please see section 4 for more detail about each component.

### OT1 CHURCH STREET

3.7.2 The public realm is upgraded. Shop front improvements are delivered.

### OT2 SURREY STREET MARKET

3.7.3 The profile of Surrey Street Market is raised within the wider metropolitan town centre in coordination with development at Exchange Square and the Surrey Street Pumping Station. The market storage is improved to support Surrey Street Market.

### OT3 FRITH ROAD, KEELEY ROAD AND PRIDDY'S YARD

3.7.4 Frith Road is part of the independent retail offer of Old Town and the southern section of the street closest to Church Street has a high quality public realm with improved shop fronts.

### OT4 EXCHANGE SQUARE

3.7.5 Exchange Square has tables and chairs which means that people who buy lunch in and around Surrey Street have somewhere to sit and eat it. These chairs and tables are movable so they can occupy different parts of the square. Incidental play space within the square helps to increase footfall.

### OT5 THE SURREY STREET PUMPING STATION

3.7.6 A new use occupies Surrey Street Pumping Station that

complements Exchange Square and creates activity in this part of Old Town.

### OT7 Q-PARK CAR PARK

3.7.7 Parking and market storage facilities are retained and access is improved to the car park by foot. A temporary use gives life to the car park roof from which there are great views. This could be a temporary bar or film screenings.

### OT10 REEVES CORNER

3.7.8 Reeves Corner provides a key opportunity to deliver a programme of meanwhile uses while permanent plans for the site are being developed. The site could be temporarily used as a pop-up cinema. Beyond this the site will be redeveloped.

### OT13 NUMBER 1 CHURCH ROAD

3.7.9 A meanwhile community garden is installed.

### OT20 ST JOHN'S MEMORIAL GARDEN

3.7.10 The Memorial Garden adjacent to Croydon Minster has improved access and seating which attracts more people to it.

### OT21 ROMAN WAY

3.7.11 Landscape enhancements

to improve the environment for pedestrians and cyclists. Signage is improved to the Old Town car parks.

### OT22 BRIDGE INTO WANDLE PARK

3.7.12 A wheeling channel is added to the bridge across the railway in to Wandle Park which improves access for cycles and pushchairs in to the park.

### OT25 CHURCH ROAD

3.7.13 The public realm of Church Road is improved through enhancing the boundary treatment at Old Palace School and improving the public realm adjacent to Ryland House.

### OT27 WANDLE ROAD CAR-PARK, BUS STAND AND FLYOVER UNDERCROFT

3.7.14 A bus standing facility is located on part of the Wandle Road Car Park, as identified in the Mid-Croydon Masterplan; and a new pedestrian link across the car park is installed.



Temporary tree nursery at Reeves Corner



Figure 26: Illustrative phasing plan - 'Now'

## 3.8 PHASING: SOON

3.8.1 Components in the phase 'Soon' are likely to be delivered within the next 3-6 years. The components within this phase are:

### OT1 CHURCH STREET AND CROWN HILL

3.8.2 An area of attractive public space and a gateway feature at the entrance to Old Town is created at Crown Hill.

### OT3 FRITH ROAD, KEELEY ROAD AND PRIDDY'S YARD

3.8.3 Frith Road and Keeley Road are part of the independent retail offer of Old Town and have a high quality public realm to unify them with the other commercial streets in Old Town. Cycling provision is improved.

### OT8 YARDS

3.8.4 The surface materials of the yards are enhanced.

### OT9 THE ARCADE

3.8.5 New creative signage and streetscape improvements help to direct people through this pedestrian link to and from Surrey Street.

### OT11 ANN'S PLACE CAR PARK (WEST)

3.8.6 A high quality new building on the car park helps to define the northern frontage to Reeves Corner and the Western frontage of Drummond Road.

### OT12 DRUMMOND ROAD

3.8.7 This pedestrian east-west link through to North End is significantly strengthened by creating an attractive pedestrian environment. The pedestrian route along Tamworth Place from Church Street to the Drummond Road bus stop and Ann's Place (North) car park is improved and

investment is made in enhancing the bus waiting facilities.

### OT13 NUMBER 1 CHURCH ROAD

3.8.8 An attractive corner building addresses both Reeves Corner and Church Road.

### OT14 REEVES CORNER TREE GROUP AND GREEN SPACE

3.8.9 An attractive green space which provides the setting of the tree group.

### OT15 FORMER MISSION CHAPEL

3.8.10 The attractive former Misson Chapel building is restored and has an improved forecourt.

### OT16 CAIRO NEW ROAD

3.8.11 The site presents a significant opportunity to deliver new homes within Old Town while re-providing space for the existing permanent church use. Public realm and tram facilities are improved.

### OT17 FORMER SCHOOL ON TAMWORTH ROAD

3.9.3 The existing building is refurbished with improved landscaping of the fore court.

### OT18 MINSTER GREEN

3.8.12 Green space to the north of the Minster and around the church hall is consolidated into one attractive central space.

### OT19 CHURCH HALL SITE

3.8.13 Extensively used community facilities with a new building that provides active frontages to Minster Green, Church Street, Church Road and Reeves Corner.

### OT20 ST JOHN'S MEMORIAL GARDEN

3.7.10 The Memorial Garden adjacent to Croydon Minster is enhanced with a café and

visitor facilities for the Minster. The path and grass verge that is located between Roman Way and Memorial Garden are upgraded.

### OT21 ROMAN WAY

3.8.14 Roman Way is further civilised. This includes landscape changes and new road layouts for Roman Way. The subway at the Minster is removed.

### OT22 BRIDGE INTO WANDLE PARK

3.7.12 The existing bridge across the railway is replaced with a new ramped bridge which improves cycle, pushchair, wheelchair and pedestrian access in to Wandle Park from Waddon New Road.

### OT23 ST JOHN'S ROAD, WADDON ROAD AND RECTORY GROVE

3.8.15 The street environment and shop frontages are improved.

### OT24 OLD PALACE ROAD

3.8.16 A new street surface treatment is installed to indicate this road as part of the Minster Quarter and encourages traffic calming.

### OT26 HOWLEY ROAD SPORTS PITCH

3.8.17 A new boundary treatment helps unify the Old Palace School to the Old Palace School sports pitches.

### OT27 WANDLE ROAD CAR PARK, BUS STAND AND FLYOVER

3.9.6 Improvements to the undercroft of the flyover are made.



Figure 27: Illustrative phasing plan - Soon

## 3.9 PHASING: LATER

3.9.1 'Later' components are likely to be delivered after 7 years. The components within this phase are:

### OT6 RYLAND HOUSE

3.9.2 The external treatment of Ryland House is substantially improved and new uses for the building are considered.

### OT21 ROMAN WAY

3.9.3 Plans are developed in conjunction with TfL for landscape enhancements and a new road layout to improve pedestrian and cycle facilities.

### OT27 WANDLE ROAD CAR PARK, BUS STAND AND FLYOVER

3.9.4 Potential residential development along the edge of Scarbrook Road with the possibility of incorporating a new district energy centre.



Figure 28: Illustrative phasing plan - Later



The former Rose and Crown Public House and the Ramsey Court Almshouses on Church Street