

**Croydon Local Plan: Strategic  
Policies (Partial Review) and Detailed  
Policies and Proposals Evidence  
Base**

**Technical Paper – Positive Character of  
the Places of Croydon (evolution of  
suburbs)**

**2016**

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# 1 Introduction

1. This technical note aims to set out and discuss the evidence on general character management and intensification policies.
2. The note mirrors the structure of the Croydon Local Plan: Detailed Policies and Proposals (Proposed Submission). **Section 2** looks at the evidence informing the *Why we need these policies* statements in the draft Croydon Local Plan: Detailed Policies and Proposals and **Section 3** looks at the evidence informing the policies themselves (How the policy works).
3. This note is not designed to explain each specific piece of evidence but to explain how the evidence has been used to inform the development of Policies DM 35-DM51. For further information on individual pieces of evidence it is recommended that you look at the Executive Summaries of the evidence documents themselves which can be found at [www.croydon.gov.uk/planningandregeneration/croydons-planning-policy-framework/ldf-evidence-base/](http://www.croydon.gov.uk/planningandregeneration/croydons-planning-policy-framework/ldf-evidence-base/).

## 2 Policy Context

4. Croydon is a borough made up of a series of varied and distinctive neighbourhoods and areas, which are referred to here as 'Places'. Understanding and expressing the character and what makes each place special and different enables sensitive planning. Local character remains at the centre of design related policies of every level: from National Planning Policy Framework to the Croydon Local Plan.

### 2.1 National Planning Policy

5. *The National Planning Policy Framework (NPPF)* sets out the requirements for development in the context of local character and refers to a sense of place. Chapter 7, Paragraph 58 states that:

*Planning policies and decisions should aim to ensure that developments:*

*(...) establish a strong sense of place, using streetscapes and buildings to create attractive and comfortable places to live, work and visit;*

*(...) respond to local character and history, and reflect the identity of local surroundings and materials, while not preventing or discouraging appropriate innovation (...)*

6. The NPPF also encourages Local planning authorities to use planning policies to deliver high quality outcomes, to ensure that urban form and architecture positively contribute to the existing local character or is a part of managed change driven by optimisation of the development potential, social and economic sustainability. Chapter 7, Paragraph 59 states that design policies should:

*(...) concentrate on guiding the overall scale, density, massing, height, landscape, layout, materials and access of new development in relation to neighbouring buildings and the local area more generally.*

### 2.2 The London Plan

7. In the London Plan, Chapter 7, Policy 7.4 sets out the requirements for development in the context of local character as follows:

#### *STRATEGIC*

*A Development should have regard to the form, function, and structure of an area, place or street and the scale, mass and orientation of surrounding buildings. It should improve an area's visual or physical connection with natural features. In areas of poor or ill-defined character, development should build on the positive elements that can contribute to establishing an enhanced character for the future function of the area.*

#### *PLANNING DECISIONS*

*B Buildings, streets and open spaces should provide a high quality design response that:*

- a) *has regard to the pattern and grain of the existing spaces and streets in orientation, scale, proportion and mass*
- b) *contribute to a positive relationship between the urban structure and natural landscape features, including the underlying landform and topography of an area*
- c) *is human in scale, ensuring buildings create a positive relationship with street level activity and people feel comfortable with their surroundings*
- d) *allows existing buildings and structures that make a positive contribution to the character of a place to influence the future character of the area*
- e) *is informed by the surrounding historic environment.*

#### **LDF PREPARATION**

**C** *Boroughs should consider the different characters of their areas to identify landscapes, buildings and places, including on the Blue Ribbon Network, where that character should be sustained, protected and enhanced through managed change. Characterisation studies can help in this process*

## **2.3 Local Planning Policy**

8. The Croydon Local Plan: Strategic Policies adopted in 2013 introduced the concept of Places of Croydon, which is continued in its Partial Review (proposed submission) and The Croydon Local Plan: Detailed Policies and Proposals (proposed submission).

9. The Croydon Local Plan: Strategic Policies (proposed submission) contains the following policies which are relevant to character management and evolution of the suburbs policies:

*SP1.4 The Council will seek to encourage growth and sustainable development and to manage change, so as to create a network of connected, sustainable, high quality, locally distinctive, healthy places.*

*SP1.2 The Council will require all new development in the borough to contribute to enhancing a sense of place and improving the character of the area:*

- a. *Development proposals should respond to and enhance local character, the heritage assets and identity of the Places of Croydon*
- b. *Development proposals should be informed by the 16 Places of Croydon (refer to Section 7 - The Places of Croydon), the Borough Character Appraisal and other place-based evidence.*

*SP4.1 The Council will require development of a high quality, which respects and enhances Croydon's varied local character and contributes positively to public realm, landscape and townscape to create sustainable communities. The Council will apply a presumption in favour of development provided it meets the requirements of Policy SP4 and other applicable policies of the development plan.*

10. Croydon Local Plan policies are informed by the *Borough Character Appraisal* and *Places of Croydon* evidence base document.

## **2.4 Where we are now**

11. The *Borough Character Appraisal* contains an appraisal and detailed description of each of the Places of Croydon. It is accompanied with the local character typology covering all

types of uses. The Croydon Local Plan, following directives from the London Plan, sets an objective to provide 42,930 new homes by 2036. This housing target combined with overarching support for sustainable growth indicates that local character will have to be actively managed.

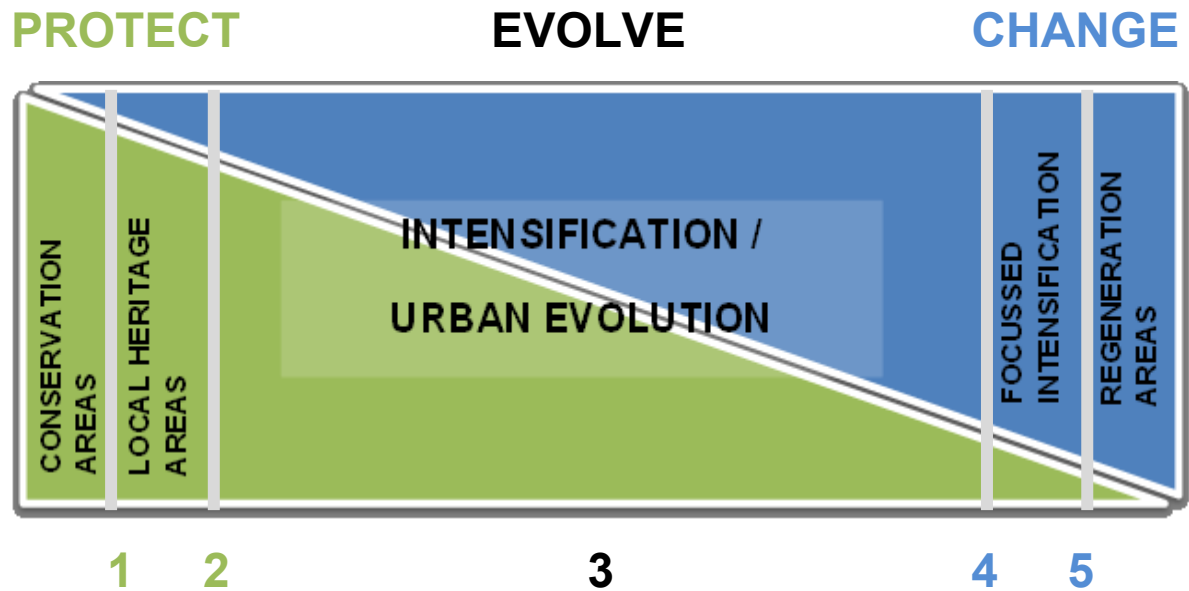


Figure 1. Proposed approach to accommodating growth throughout the borough depending on character, ranging places the character of which will be protected to places the character of which will actively be changed

1. Respect and protection of heritage assets	2. Evolution without significant change	3. Developing an area's local character	4. Intensification created by an increased efficiency in use of resources and the expansion of existing and new higher density character types	5. Redevelopment
(Conservation Areas & Local Heritage Areas)	(Intensification / Urban Evolution)	(Intensification / Urban Evolution)	(Focussed Intensification)	(Regeneration Areas)
Conservation Policies DM19	Evolution of Character Policies DM35.1 DM35.2	Place Specific Policies DM35.3 (DM36-51)	Focussed Intensification Policy DM35.4	Masterplans / Design Codes DM38.2 DM40.1 DM51.1
NOW				
PROTECT	EVOLVE	EVOLVE	CHANGE	CHANGE
FUTURE				

Figure 2. Visual presentation of the five character management options



12. Croydon Council recognises the need to proactively plan for population growth. The challenge for the Croydon Local Plan is to enable growth and regeneration in the local context while recognising local character and distinctiveness. Croydon's aspiration is for this to be done in a way that contributes to the improvement of each of Croydon's 16 places and accommodate growth in a way that responds to the specific character of the different places of Croydon. The following approaches for accommodating growth in different types of area in the Borough refer to Figure 1 (above):

- **Respect and protection of heritage assets (Conservation Areas & Local Heritage Areas):**  
Development affecting heritage assets is managed by heritage policies, including Conservation Area General Guidance and Conservation Area Appraisals and Management Plans for all Conservation Areas and general heritage policies for other assets including Local Heritage Areas.
- **Evolution without significant change of area's character (Intensification/Urban Evolution):**  
Each character type has the capacity to accommodate a level of growth whilst maintaining the qualities which are intrinsic to it. These processes are ongoing and can be quantified based on examples. Natural evolution is an ongoing process where development occurs in a way that positively responds to the local context and seeks to enhance the existing predominant local character. Much of the future development in the borough will be of this nature.
- **Developing an area's local character (Intensification/Urban Evolution):**  
Areas with an inconsistent character require more specific guidance for improvement of their character. They can accommodate growth through enhancement and improvements made to character. In these areas the character is managed by place specific policies which accommodate growth.
- **Intensification created by an increased efficiency in use of resources and the expansion of existing and new higher density character types (Focussed Intensification):**  
District, Local and potential Neighbourhood centres have sufficient capacity for growth based on their high availability of community and commercial services. Their boundaries usually include street frontages along main transport routes whilst the high accessibility areas are much wider. The primary location of growth indicated in the Croydon Local Plan: Strategic Policies is concentrated in District and Local centres.
- **Redevelopment (Regeneration Areas):**  
The Croydon Local Plan: Strategic Policies states that *Opportunities for development should always consider brownfield sites in the first instance* (3.16). Regeneration can be driven by character typologies that are the same as the original character of the surrounding areas or can be associated with the radical change of an area. Change solutions should be supported by masterplans or design codes for the larger areas.

## 3 How the policy works

### 3.1 Policy DM35

13. This section of the technical paper looks at Policy DM35 of the *Proposed Submission Croydon Local Plan: Detailed Policies and Proposals* and sets out the methodologies underpinning the proposed policies and targets.

#### 3.1.1 Policy DM35.1 (Evolution without significant change of area's character)

To ensure that the Council's aspirations and objectives for each of Croydon's 16 Places is clearly reflected in the built environment proposals should complement and enhance the predominant positive character types identified in each of the 16 Places.

#### What the policy does and key evidence

14. The objective of the evolution of local character is to achieve an intensification of use without major impacts on local character. Each character type has capacity for growth. Natural evolution is an ongoing process where development occurs in a way that positively responds to the local context and seeks to reinforce and enhance the existing predominant local character. Most development throughout the borough will be of this nature.

15. The level of growth is depends on existing local character. The capacity for natural evolution is dependent upon the local character typology. New development should not adversely impact on the predominant character.

**Table 1 . Types of interventions suitable for each type of local character**

LOCAL CHARACTER TYPES	CONVERSION	ADDITION	IN FILL and PLOT SUBDIVISION	BACK LAND DEVELOPMENT	REGENERATION
<b>PREDOMINANTLY RESIDENTIAL TYPOLOGIES</b>					
Compact Houses On Relatively Small Plots					✓
Detached Houses On Relatively Large Plots	✓	✓	✓	✓	✓
Large Houses On Relatively Small Plots	✓	✓			✓
Local Authority Built Housing With Public Realm			✓		✓
Medium Rise Blocks With Associated Grounds		✓	✓		✓
Planned Estates Of Semi Detached Houses	✓	✓	✓	✓	✓
Scattered Houses On Large Plots	✓	✓	✓	✓	✓

LOCAL CHARACTER TYPES	CONVERSION	ADDITION	IN FILL and PLOT SUBDIVISION	BACK LAND DEVELOPMENT	REGENERATION
Terraced Houses And Cottages	✓		✓	✓	✓
PREDOMINANTLY MIXED USE CHARACTER TYPES					
Large Buildings with Continuous Frontage Line	✓	✓			✓
Large Buildings With Spacing	✓			✓	✓
Suburban Shopping Areas	✓	✓	✓	✓	✓
Tower Buildings	✓				✓
Urban Shopping Areas	✓	✓	✓		✓
PREDOMINANTLY NON-RESIDENTIAL CHARACTER TYPES					
Green Infrastructure					
Industrial Estates					
Institutions With Associated Grounds			✓		✓
Linear Infrastructure			✓		
Retail Estates & Business & Leisure Parks					
Shopping Centres Precincts & Town centres					
Transport Nodes		✓	✓		✓

16. The capacity of each character type can be found in the Borough Character Appraisal, Local Character Typology document which constitutes evidence base for the Local Plan and can be found on the Council's website.

17. The process of natural evolution is ongoing and is already taking place across the borough. The policy provides guidelines for new proposals on how to complement existing local character.

### **3.1.2 Policy DM35.2 (General support for 3 storey developments across the borough)**

The Council encourages the increase of height to 3 storeys of developments across the borough, subject to high quality design, other policies' compliance and cumulative impact on community and transport infrastructure.

#### **What the policy does and key evidence**

18. The policy provides a general acceptance for three storey developments across the borough. It was designed to encourage more efficient use of land available for development in a way that would not impact significantly on the predominant character of areas of the borough. Existing buildings can be extended up to 3 storeys in any location providing they address all relevant planning policies.

19. The policy would be particularly helpful in supporting extensions or redevelopment of currently single storey buildings. This refers to a variety of housing types such as bungalows, compact and terraced houses as well as to non-residential properties such as schools or commercial buildings.

### 3.1.3 Policy DM35.3 (Place-specific policies)

In specific locations identified on the Policies Map development should also refer to and be informed by the Place-specific policy.

#### What the policy does and key evidence

20. The spatial vision of the Croydon Local Plan focuses on the Places of Croydon, their identities and the strong sense of belonging they provide for residents. The set of place-specific, individual policies aims to address the need for tailored guidance for development in areas of inconsistent character, going through a transition in their character.

21. Locations that require place-specific policies were identified in the course of preparation of the Croydon Local Plan: Detailed Policies and Proposals. The Council conducted an assessment of consistency of built character which enabled identification of areas that required specific management policies. Policies were developed in order to guide the character of particular places such that they would positively contribute to the identity of the particular Place, deliver the spatial vision for the Borough and wider *Local Plan* policies and objectives.

22. The *Borough Character Appraisal* is a baseline evidence document for the assessment of consistency of the built character in the Borough. Detailed assessment criteria with mapped baseline results are included in the evidence base document *Places of Croydon Local character - Consistency evaluation*.

23. The assessment of consistency of the built character in the London Borough of Croydon progressed in the following stages:

- a. Identification of areas with sufficient character management policies in place, which do not require any further policy support to protect and enhance their character:
  - Areas which already have detailed management policies in place or those policies are currently in the process of being prepared, for example Conservation Areas, Local Areas of Special Character and the Croydon Opportunity Area.
  - All consistent areas with a well established character where their positive qualities can be successfully recognised and managed by the general policies of Chapter 7 paragraph 58 of the National Planning Policy Framework, Policy 7.4 of the London Plan and Policy SP4 of the Croydon Local Plan.
- b. Identification of areas potentially in need for detailed character management policies:
  - Areas of inconsistent and mixed character (inconsistent character areas), where three or more different character types can be identified in a relatively small location. None of these character types are dominant, and therefore detailed management character policies may be required in order to strengthen the character type positively contributing to the spatial vision for the Place.
  - Areas in decline or with a character of built environment that does not match their designation (areas anticipating change).  
For example Shirley's local centre consists of three types of built character: two types of shopping areas (suburban with associated public realm and urban with tightly knitted buildings), separated by a relatively large cluster of residential dwellings. In

such areas change is anticipated such as through conversions and densification. Similar processes are expected to occur on declining employment areas.

- Areas currently experiencing substantial transition of character resulting in creation of relatively isolated areas of new character (areas in transition). Detailed management character policies may be required in order to ensure the adequate quality of built environment, consistent with the spatial vision for the Place.
- c. Delineation of areas designated for substantial change of character in the local plan (areas of strategic change of character):
- Areas that are proposed new Local Centres: Five Ways and Valley Park in Waddon  
They are currently composed predominantly of the following character types: Industrial Estates and Retail, Leisure and Business Parks. Introduction of residential use with accompanying amenities and services would be essential for the vitality of those newly proposed centres. Such a substantial change in character of built environment should be comprehensively managed. Provisional boundaries for the proposed new local centres were established based on the character inconsistency and presence of character types which could catalyse the processes of transformation.
  - Croydon Opportunity Area  
The character of the Croydon Opportunity Area (COA) is informed by general guidance set out in the Opportunity Area Planning Framework adopted in 2013; which provides a high level structure focussing on growth. Detailed character management policies are included in the five Croydon Metropolitan Centre masterplans, adopted as Interim Planning Guidance for five key areas of the metropolitan centre. Areas in need of additional policy support for managing their character were identified based on criteria applied to the rest of the Borough.
- d. Test of areas potentially in need for detailed policies against general character management policies

The maps included in Appendix 1 illustrate the general conclusions from the process of evaluating character. Areas potentially in need for place-specific character management policies are predominantly located in and around Croydon Metropolitan Centre, District and Local Centres and along the A23 road corridor.

Each of the areas potentially in need for place-specific character management policies was tested against general character management policies of Chapter 7 paragraph 58 of the National Planning Policy Framework, Policy 7.4 of the London Plan and Policy SP4 of the Croydon Local Plan. In this way the place-specific policies were recommended for 34 areas.

24. The Place Specific Policies were developed individually, tailored to recognise and support their character and positively contribute to the identity of the particular Places of Croydon.

**Table 2 . Place Specific Policies and their reasoned justifications**

Place Specific Policy Area	Policy	Inconsistent character	Anticipated change	Area in transition	Strategic change of character
New Addington District Centre	DM36.1	✓	✓		
Addiscombe District Centre	DM37.1		✓		
Area between Addiscombe Railway Park & Lower Addiscombe Road (section between Leslie Park Road & Grant Road)	DM37.2	✓	✓		
Broad Green Local Centre	DM38.1	✓	✓	✓	
Potential new Local Centre at Valley Park	DM38.2				✓
Area of the Lombard Roundabout	DM38.3				
Area north of Broad Green Local Centre	DM38.4	✓	✓		
Area of the junction of Windmill Road and Whitehorse Road	DM38.5	✓	✓		
Croydon Opportunity Area (all)	DM40.1				✓
Croydon Opportunity Area (New Town and the Retail Core)	DM40.2				✓
Croydon Opportunity Area (London Road area)	DM40.3	✓			✓
Croydon Opportunity Area (area along Sydenham and Lansdowne Road)	DM40.4			✓	✓
Area South of the Norbury District Centre	DM43.1	✓			
Pollards Hill Local Centre	DM43.2	✓			
Purley District Centre and its environs	DM44.1	✓		✓	
Environs of Reedham station	DM44.2	✓	✓		
Area of the junction of Brighton Road and Purley Downs Road	DM44.3	✓			
Sanderstead Local Centre	DM45.1	✓	✓		
Hamsey Green Local Centre	DM45.2	✓			
Selsdon District Centre	DM46.1	✓	✓		

Place Specific Policy Area	Policy	Inconsistent character	Anticipated change	Area in transition	Strategic change of character
Shirley Local Centre	DM47.1	✓	✓		
Area between 518 and 568 Wickham Road	DM47.2		✓		
Area of the Wickham Road Shopping Parade	DM47.3	✓	✓		
Brighton Road (Selsdon Road) Local Centre	DM48.1	✓	✓		
Section of Portland Road between the South Norwood Conservation Area and Watcombe Road	DM49.1		✓		
Section of Portland Road between Watcombe Road and Woodside Avenue	DM49.2	✓	✓		
Thornton Heath District Centre and environs	DM50.1	✓	✓		
Thornton Heath Pond Local Centre and environs	DM50.2	✓	✓		
Waddon's potential new Local Centre	DM51.1				✓



### 3.1.4 Policy DM35.4 (Focussed intensification)

In specific locations identified on the Policies Map to maximise the potential for sustainable growth in the 16 Places, the Council will support the intensification of areas which are developable, where there is adequate provision of community infrastructure, good accessibility to public transport and open space and schools, excluding areas with highest level of deprivation in the borough.

#### What the policy does and key evidence

25. The objective of focussed intensification is to maximise use of the existing growth capacity and to support a “smart” spatial vision for the borough. The development will be focussed on District, Local and emerging Neighbourhood Centres. Most of these have a linear layout and are at present only using a fraction of their land capacity. Spatially, additional growth would strengthen the potential for further development of public transport and other uses which require a certain level of localised demand. It should be noted that areas covered by heritage policies such as Conservation Areas or Local Heritage Areas can accommodate growth within the context of these heritage policies.

26. Supported growth can be achieved in the form of:

1. Development with continuous frontages framing perimeter blocks, which are more appropriate in an urban context, with a good to high PTAL (rating of 4 and above), and good access to open space.
2. Development with spacing and vistas between buildings are more appropriate in the suburban context and in locations with a moderate to good PTAL (rating of 2 to 4), a moderate access to open space. The new development should retain vistas and physical connections to green open spaces between buildings in order to enhance the openness of the local character.

**Table 3 Categories of intensification identified by criteria**

criteria for urban evolution/intensification	Focussed intensification - suburban	urban evolution
status	District centre, Local centre, Neighbourhood centre	outside of centres
PTAL	from 4 to 6 from 2-3 providing all other criteria are met	less than 2
access to open space	Up to 800m	over 800m
access to schools	Up to 800m	over 800m
topography	flat, undulating, valley	Hill top, steep hillside
Heritage assets	No heritage assets	Conservation Area / Local Heritage Area

criteria for urban evolution/intensification	Focussed intensification - suburban	urban evolution
Local character	Relatively large plots Precedents of large buildings such as: detached houses, town houses	Tight knit and fine grain development Small plots in multiple ownership

27. To determine the suitability and form of focussed intensification designation, areas were assessed on the criteria listed in Table 2 above along with the guidance in the National Planning Policy Framework which stipulates that to be considered developable, sites should be in a suitable location for housing development and there should be a reasonable prospect that the site is available and be viably developed at the point envisaged. Elements such as existing local character and topography have also been taken into consideration. These elements are:

- Existing character typologies with tight knit layout such as: *terraced houses and cottages* and *compact houses on relatively small plots*, small pieces of land in multiple ownership and affect the acquisition of land for larger scale development.
- Challenging topography such as: steep hillsides or undulating terrain which will increase the cost of construction and can have an impact on viability of schemes.

28. A public transport accessibility level (PTAL) was taken into account as an important factor; however it was considered as a dynamic characteristics. The focussed intensification would create significant demand for public transport capacity and would make the extensions to those services financially viable. A business case could be made to increase PTAL in a capital efficient ways such as: increasing frequency of services, modifications to existing routes. Such a forward looking planning was a reason for considering intensification of areas with PTAL 2-3 which are well saturated in all basic services including retail, health, schools and open space, with heritage assets, local character and topography supportive of large developments.

29. The capacity for growth was assessed for areas with Place Specific policies and areas identified as covered by the Focused Intensification policies. This assessment concludes that there will be significant growth enabled by these policies. There are no past trends to base the predicted quantity of growth delivered by these policies but an approximation of numbers can be made from the recommendations for the minimum and maximum densities which are based on the desired character type for each area. These would be predominantly:

- *Medium-rise blocks with associated grounds* (64 - 119 u/ha),
- *Urban shopping areas* (40 – 70 u/ha) and
- *Large buildings with spacing* (from 128 u/ha).

30. The estimated net growth varies from 20% - 500%.

**Table 4 Recommendations for character management growth policies:**

**Note that sites that are identified in the site allocations part of the Croydon Local Plan may be within any of the categories of intensification.**

Areas considered for intensification	status	regeneration	urban intensification	suburban intensification	place specific policies	urban evolution	heritage policies
<b>ADDINGTON</b>							
Fieldway	Neighbourhood centre proposal					✓	
New Addington	District centre				✓		
<b>ADDISCOMBE</b>							
Addiscombe	District centre				✓		
Addiscombe Cherry Orchard Road	Neighbourhood centre proposal					✓	
Ashburton Park	Neighbourhood centre proposal					✓	
<b>BROAD GREEN</b>							
Broad Green	Local centre					✓	
Selhurst Road	Neighbourhood centre proposal				✓		
Valley Park	potential Local centre	✓					
<b>COULSDON</b>							
Coulsdon	District centre					✓	
<b>CROYDON</b>							
Croydon Metropolitan Centre	metropolitan centre				✓		
New Town and the Retail Core	Town centre	✓					
<b>CRYSTAL PALACE &amp; UPPER NORWOOD</b>							
Crystal Palace	District centre						✓
South Norwood Hill	Neighbourhood centre proposal						✓
<b>KENLEY &amp; OLD COULSDON</b>							
Kenley (Godstone Road)	Neighbourhood centre proposal			✓			
Old Coulsdon	Neighbourhood centre proposal						✓

Areas considered for intensification	status	regeneration	urban intensification	suburban intensification	place specific policies	urban evolution	heritage policies
<b>NORBURY</b>							
Green Lane / Northwood Road	Neighbourhood centre proposal					✓	
Norbury	District centre				✓		
Pollards Hill	Local centre				✓		
<b>PURLEY</b>							
Purley	District centre				✓		
Purley South / Brighton Road	Neighbourhood centre proposal				✓		
<b>SANDERSTEAD</b>							
Hamsey Green	Local centre				✓		
Sanderstead	Local centre			✓			
<b>SELSDON</b>							
Selsdon	District centre				✓		
Selsdon Park Rd / Featherbed Lane	Neighbourhood centre proposal			✓			
<b>SHIRLEY</b>							
Shirley	Local centre			✓			
Shirley Road	Neighbourhood centre proposal			✓			
Spring Park/ Bridle Road	Neighbourhood centre proposal					✓	
<b>SOUTH CROYDON</b>							
Brighton Road (Sanderstead Road)	Local centre			✓			
Brighton Road (Selsdon Road)	Local centre						✓
South Croydon/ St Peters Church	Neighbourhood centre proposal						✓
<b>SOUTH NORWOOD &amp; WOODSIDE</b>							
Portland Road (Watcombe Rd - Woodside Ave)	Neighbourhood centre proposal				✓		
South Norwood	District centre						✓
Woodside Green	Neighbourhood centre proposal					✓	

Areas considered for intensification	status	regeneration	urban intensification	suburban intensification	place specific policies	urban evolution	heritage policies
<b>THORNTON HEATH</b>							
Brigstock Road	Neighbourhood centre proposal					✓	
Thornton Heath	District centre				✓		
Thornton Heath Pond	Local centre				✓		
<b>WADDON</b>							
Waddon Road/ Abbey Road	Neighbourhood centre proposal					✓	
Waddon Fiveways	potential new Local centre	✓					

## 3.2 Place Specific Policies

31. This section of the technical paper looks at Place Specific Policies of the *Proposed Submission Croydon Local Plan: Detailed Policies and Proposals* and sets out the methodologies underpinning the proposed policies and targets.

### 3.2.1 Policy DM36.1 (New Addington District Centre)

Within the New Addington District Centre, to ensure that the District Centre characteristics are respected and enhanced proposals should:

- a. Make use of opportunities to create buildings with a larger footprint to the west of Central Parade; or
- b. Create buildings with smaller footprints that complement existing predominant building heights of 3 storeys up to 12 storeys within Central Parade.

#### What the policy does and key evidence

32. The New Addington District Centre was identified in the process of evaluation of local character as an area requiring place specific character management policies due to the following factors:

- It contains within its designation boundaries a wide variety of character types including *Suburban Shopping Area, Tower Buildings, Medium Rise Blocks with associated grounds, Public Housing with public realm, Institutions with associated grounds*. It was concluded that confirmation regarding which type should be used as a precedent for future development and which types are undesirable is required.
- The area includes sites which are likely to be re-developed in order to enrich the mixed use offer of the District Centre. A clear steer is required for these sites regarding character, in particular with reference to tall and large buildings

33. The eastern side of Central Parade is characterised by consistent building lines, setbacks and a rhythm of facades and fenestration. Existing tall buildings on the western side of Central Parade are in the form of towers set in open green spaces. This location presents opportunities for growth through the creation of large or tall buildings.

34. The Policy DM31.1 promotes development in the District Centre which would relate and express the identity of this Place of Croydon. In the case of New Addington it would be paramount to maintain an organic relationship between greenery and built environment. The policy promotes intensification through increased footprints of lower buildings and slender proportions of tall ones. The expected result is that visual relationships of the central areas with the sky and surrounding greenery would be preserved.

### 3.2.2 Policy DM37.1 (Addiscombe District Centre)

Within the Addiscombe District Centre, to ensure that the Distinct Centre characteristics are respected and enhanced proposals should:

- a. Complement existing predominant building heights of 2 storeys up to 4 storeys and a maximum of 5 storeys around the Lower Addiscombe Road and Blackhorse Lane Junction;
- b. Retain the rhythm, size and the continuity of ground floor active frontages;
- c. Allow flexibility at first floor and above for mixed use;
- d. Retain, enhance and positively reference corner features such as the articulation of corner buildings and architectural features such as domed projecting bays with finials and the projecting double gable ends running at 90 degree angles interrupting the running cornices;
- e. Incorporate or retain traditional shop front elements such as stall riser's fascias and pilasters; and
- f. Incorporate multi-stock brick as the predominant facing materials of the whole building.

#### What the policy does and key evidence

35. Addiscombe District Centre was identified in the process of evaluation of local character as an area requiring place specific character management policies due to the following factor:

- It contains a variety of character types, including buildings of large scale. It was concluded that confirmation regarding which type should be used as a precedent for future development and which types are undesirable is required.
- 
- The high street is single sided with purely residential properties along the middle section. It is foreseeable that sites could come forward for redevelopment along the high street and it was concluded that a clear steer regarding character was required, in particular in relation to large buildings and approach to street frontages.

36. Addiscombe District Centre has managed to retain a village feel that contributes to its distinctive sense of place. The fine urban grain and consistent rhythm, frontage widths and setback of the buildings reinforce the relationship with the architecturally consistent Victorian and Edwardian *Terraced Houses and Cottages* sited on the southern side of Lower Addiscombe Road.

37. The Policy ensures that growth is accommodated without affecting the existing sense of place. The existing higher density schemes demonstrate that the change needs to be managed as well in terms of scale as in terms of architectural elements which create an urban plan tailored to Addiscombe.

38. Policy DM37.1 balances the need to facilitate growth and respect the existing character. It seeks to retain the continuity of plot widths, setbacks and traditional shop frontages (in line with the Shopfront Security Addendum to Supplementary Planning Guidance No.1 Shopfronts & Signs). This should not preclude growth, as growth may be still be achieved through creative design solutions such as amalgamating shop units to create one larger unit.

### 3.2.3 Policy DM37.2 (Area Between Addiscombe Railway Park & Lower Addiscombe Road: Section Between Leslie Park Road & Grant Road)

In the area between Addiscombe Railway Park & Lower Addiscombe Road (Section between Leslie Park Road & Grant Road), to ensure changes to the character of this area are carried out in a way that strikes a balance between enhancing the existing character and facilitating growth, proposals should:

- a. Retain the predominant residential building lines and the open character of front gardens;
- b. Respond to the fine grain of the existing residential developments;
- c. Complement the existing predominant building heights of 3 storeys up to 4 storeys;
- d. Incorporate multi-stock brick and white render as the predominant facing materials of the whole building; and
- e. Enhance existing and provide new direct public walking and cycling routes to Addiscombe Railway Park by working with the Council and its partners to incorporate sections of the route as part of schemes.

#### What the policy does and key evidence

39. The area between Addiscombe Railway Park & Lower Addiscombe Road (Section between Leslie Park Road & Grant Road) was identified in the process of evaluation of local character as an area requiring place specific character management policies due to the following factors:

- It contains a variety of character types in a relatively small area, including *Industrial Estates, Terraced Houses and Cottages, Urban Shopping Area, Medium Rise Block of Flats*. It was concluded that confirmation of which type should be applied as a precedent for future development and which is undesirable would be beneficial for strengthening local identity.
- A mix of uses includes a shopping parade outside the designated centre and industrial properties in decline which are likely to be re-developed. A clear steer regarding character, in particular with reference to intensification of use is required to inform the design of sites that may come forward for redevelopment.

40. The character of this area has become fragmented as a result of development with an (urban) grain that is not in keeping with the character of the neighbouring buildings. The current layout of streets in the area is convoluted, with examples of cul-de-sacs and single street frontages. This area is still undergoing change which needs to be managed.

41. Policy DM37.2 provides guidance to enable growth to be carried out in a sensitive way. The scale of new development would be sympathetic to the existing urban fabric. Use of brick as a predominant cladding material would add an element of continuity between historic and modern buildings. Improved pedestrian connectivity focussed on Addiscombe Railway Park aims to improve the pedestrian movement network in the area.



### 3.2.4 Policy DM38.1 (Broad Green Local Centre)

Within the Broad Green Local Centre, to ensure that proposals positively enhance and strengthen the character of Broad Green Local Centre, and facilitate growth, developments should:

- a. Sympathetically relate to the predominant building massing within the Local Centre boundaries;
- b. Positively reference, respect and enhance architectural features such as the consistent rhythm and articulation of windows and doors;
- c. Complement the existing predominant building heights of 2 storeys up to a maximum of 4 storeys; and
- d. Incorporate multi-stock brick as the predominant facing materials of the whole building.

#### What the policy does and key evidence

42. The area of the Broad Green Local Centre was identified in the process of evaluation of local character as an area requiring place specific character management policies due to the following factors:

- It contains a variety of character types in relatively small area, including *Industrial Estates, Terraced Houses and Cottages, Urban Shopping Area, Large Buildings with Strong Frontages*. It was concluded that confirmation of which type should be used as a precedent for future development and which is undesirable is required.
- The area is undergoing transformation resulting in an incoherent collection of buildings with different character type characteristics in a relatively small area.

43. Broad Green Local Centre is located along a key transportation corridor connecting the North and South of the Borough, central London with M25 and further south – Brighton A process of uncoordinated intensification of use and a concentration of large buildings has naturally occurred along this corridor over the past decade. As a result, the designated local and district centres began to lose their separate identity and sense of place.

44. The character of Broad Green Local Centre is eroding due to unsympathetic re-developments and large buildings forming a continuous frontage along sections of London Road. The perception of centres, areas in between centres and the distinction between Places has started to blur.

45. The detailed policy DM38.1 will assist in strengthening the identity of the local centre by controlling the scale and appearance of the new development within it. The extent of the policy includes a triangle of streets that also assists in creating a distinctive sense of place. Continuous and active frontages of medium rise buildings would strengthen the spatial recognition of the local centre. Height and predominant facing materials of new buildings should reference the existing historic structures.

### 3.2.5 Policy DM38.2 (Potential New Local Centre at Valley Park)

Within the area of the potential new Local Centre at Valley Park, to ensure development opportunities including public realm improvements are undertaken in a cohesive and coordinated manner and that they result in the creation of a Local Centre with a sense of place and distinct character, a masterplan with elements of design code will be developed.

#### What the policy does and key evidence

46. The Valley Park area was identified in the process of evaluation of local character as an area requiring place specific character management policies due to the following factor:

- It is an area identified as potential New Local Centre in the Croydon Local Plan: Strategic Policies. The area has a mix of uses similar to an urban centre; however it lacks a sense of place with its collection of large scale mono-functional buildings set in a car dominated environment.

47. The area represents potential for transformation, intensification and introduction of residential uses. The new local centre should become a destination for local residents which would require establishing new character, with a built environment referencing the human scale and conducive for non-motorised movement. Such a complex process needs to be coherent and carefully managed.

48. Due to the large scale of interventions and coordination needed to achieve truly vibrant and characterful local centre, Policy DM38.2 makes the case for more detailed plans such as masterplan with elements of design code to be prepared and inform the transformation of the area in to a local centre.

### 3.2.6 Policy DM38.3 (The Lombard Roundabout Area)

In the area of the Lombard Roundabout, to facilitate growth and to enhance the distinctive character of the Lombard Roundabout Area proposals should:

- a. Complement the existing predominant building heights of 3 storeys up to a maximum of 6 storeys;
- b. Create a sense of continuity by setting back buildings from the street and create building lines and frontages which positively reference and respond to the junction;
- c. Address the deficiency in green infrastructure within the area by incorporating tree planting and greenery within the development; and
- d. Retain the extent and enhance the quality of the existing public realm within the development, including introducing large trees and other vegetation to balance the impact of large or tall buildings.

#### What the policy does and key evidence

49. The area of the Lombard Roundabout was identified in the process of evaluation of local character as an area requiring place specific character management policies due to the following factors:

- It contains a variety of character types in a relatively small area adjacent to the local centre, including *Industrial Estates, Terraced Houses and Cottages, Urban Shopping Area, Large Buildings with well defined building line and adjacent to other buildings, Large Buildings with surrounding space..* It was concluded that confirmation of which type should be used as a precedent for future development and which is undesirable is required.
- A mix of uses includes a shopping parade outside the designated centre and office and industrial properties in decline which are likely to be re-developed. They need a clear steer regarding character, in particular with reference to tall and large buildings.

50. The area represents potential for re-development of a substantial scale associated with change of character, introduction of residential use around the crossroads in particular. The place specific policy was designed to encourage new mixed use developments of a substantial scale; to ensure that the new environment is more pedestrian friendly and to rationalise over-scaled vehicular spaces.

### 3.2.7 Policy DM38.4 (Area North of Broad Green Local Centre)

In the area north of Broad Green Local Centre, to ensure that proposals enhance and strengthen the character of the area north of the Broad Green Local Centre, and facilitate growth, developments should:

- a. Retain and create glimpses and separation distances between buildings in order to improve the openness of London Road;
- b. Incorporate main pedestrian entrances onto London Road;
- c. Complement the existing predominant building heights of 3 storeys up to a maximum of 8 storeys; and
- d. Retain the extent and enhance the quality of the existing public realm within the development, including introducing large trees and other vegetation to balance the impact of large and tall buildings.

#### What the policy does and key evidence

51. The area North of Broad Green Local Centre was identified in the process of evaluation of local character as an area requiring place specific character management policies due to the following factors:

- It contains a variety of character types in relatively small area adjacent to the local centre, including *Industrial Estates, Terraced Houses and Cottages, Urban Shopping Area, Large Buildings with well defined building line and adjacent to other buildings, Large Buildings with surrounding space*. It was concluded that confirmation of which type should be used as a precedent for future development and which is undesirable is required.
- A mix of uses includes a shopping parade outside the designated centre and office and industrial properties in decline which are likely to be re-developed. They need a clear steer regarding character, in particular with reference to the edge of the local centre, tall and large buildings.

52. The edge of the Broad Green Local Centre is eroding and the Centre is beginning to lose its separate identity and sense of place. For a lack of clear policies to help guide growth in this area in the past has led to the introduction of some large buildings in the area that do not relate particularly well to each other or to the wider place. These are located outside central areas, their scale far exceeds the predominant scale of the surrounding neighbourhoods and the local centre itself. Large and tall buildings located outside the designated centre contributes to confusion in the spatial hierarchy of the place.

53. A cohesive approach needs to be taken to ensure that Local Centre edge is well defined and that the buildings along London Road have more of a suburban feel that sympathetically relates to the residential surrounding areas. Policy DM 38.4 Creates opportunities for growth of scale consistent with existing large buildings. Requirements regarding siting of buildings, spacing between them and public realm enhancements aim to ensure that the area between local centres is spatially distinctive. Its large scale built environment knitted with greenery and mid-range glimpses between buildings would contrast with central areas where buildings generally have continuous and active frontages, dominated by hard landscaping.

### 3.2.8 Policy DM38.5 (Area of the junction of Windmill Road and Whitehorse Road)

In the area of the junction of Windmill Road and Whitehorse Road, to create a sense of place of this area proposals should:

- a. Create building lines and frontages which positively reinforce and respond to the form of the junction;
- b. Use tree planting to reinforce the street alignment; and
- c. Complement the existing massing of the immediate area around the Windmill/ Whitehorse Road Junction, by ensuring that the overall height of the building does not exceed 5 storeys; or complement the existing predominant building heights of 2 storeys up to a maximum height of 3 storeys; or ensure the ridge line is no taller than those adjacent to it.

#### What the policy does and key evidence

54. The area of the junction of Windmill Road and Whitehorse Road was identified in the process of evaluation of local character as an area requiring place specific character management policies due to the following factors:

- The area is a collection of different character types in relatively small area including: *Retail Estates / Leisure and Business Parks, Industrial Estates, Terraced Houses and Cottages, Urban Shopping Area*. The junction is over-scaled, imposing the domination of vehicular movement. It was concluded that the area requires better spatial definition and that confirmation of which type should be used as a precedent for future development and which is undesirable is required.
- A mix of uses includes a small parade of shops outside the designated centre and industrial properties in decline which are likely to be re-developed. They need a clear steer regarding character.

55. There is a poor relationship between the street layout and the building frontages at the Windmill Road / Whitehorse Road junction area. In consequence the area lacks a sense of place. The mix of fine grain, low scale *Terraced Houses and Cottages* and big boxes of *Industrial Estates and Retail Estates / Business and Leisure Parks* set in car parking is spatially confusing. However, the area has potential for growth due to its proximity to the town centre and potential areas for re-development emerging from rationalisation of vehicular spaces.

56. Policy DM38.5 opens up a potential for growth and an opportunity for improving the spatial definition of street edges as well as overall quality of urban environment. It encourages an increase in building heights, rationalising the form of road space and introduction of green infrastructure so tree planting and greenery is an intrinsic part of the development.

### **3.2.9 Policy DM40.1 (Croydon Opportunity Area)**

To enable development opportunities; including public realm improvements, to be undertaken in a cohesive and coordinated manner a Croydon Opportunity Area Planning Framework complemented by masterplans with elements of design code for Fair Field, Mid Croydon, West Croydon, East Croydon and Old Town have been adopted.

#### **What the policy does and key evidence**

57. Policy DM40.1 provides references to the existing character management policies which should inform developments in the key area of growth in the Borough:

- The general character management principles provided by the Croydon Opportunity Area Planning Framework adopted in 2013;
- Five Masterplans with the status of Interim Supplementary Planning Documents adopted in the period between 2011-2015. They provide detailed character management guidance for key re-development areas in central Croydon: Fair Field, Mid Croydon, West Croydon, East Croydon and Old Town.

### **3.2.10 Policy DM40.2 (Croydon Opportunity Area: New Town and the Retail Core)**

To ensure development opportunities positively transform the local character and include public realm improvements that are undertaken in a cohesive and coordinated manner, a masterplan with elements of design code will be considered for the area within New Town and the Retail Core

#### **What the policy does and key evidence**

58. The areas of New Town and the Retail Core were identified in the Opportunity Area Planning Framework as areas of a substantial change strategically important for the Borough and in the context of Greater London:

- The Retail Core should become a mixed-use, retail-led destination with new homes, leisure and other work space forming an integral part of the area's make-up.
- New Town should develop a mix of new residential uses along existing and new commercial developments.

59. The New Town and the Retail Core, despite of being areas identified in the Opportunity Planning Framework for substantial transformation, are the two remaining sections of the Croydon Opportunity Area which do not have detailed character management guidance.

60. Policy DM40.2 makes the case for preparing a masterplan with elements of design code to inform transformation of areas of the New Town and Retail Core.

### 3.2.11 Policy DM40.3 (Croydon Opportunity Area: London Road Area)

In the London Road area to ensure that proposals positively enhance and strengthen the local character and setting of Locally Listed Buildings, the development should:

- a. Complement the existing maximum height of 4 storeys;
- b. Incorporate multi-stock brick as the predominant facing material;
- c. Retain, enhance and positively reference existing setbacks of the major massing above ground floors; and
- d. Retain, enhance and positively reference architectural detailing on Locally Listed Buildings.

#### What the policy does and key evidence

61. The London Road Area in the Croydon Opportunity Area was identified in the process of evaluation of local character as an area requiring place specific character management policies due to the following factors:

- The area is a collection of different character types in relatively small area including: *Urban Shopping Area, Retail Estates / Leisure and Business Parks, Industrial Estates, Terraced Houses and Cottages, Large Buildings with well defined building line and adjacent to other buildings*. It was concluded that the area requires spatial definition and confirmation of which type should be used as a precedent for future development and which is undesirable is required.

62. Whilst Croydon Opportunity Area Planning Framework identifies the area as having inconsistent character, it offers very general character management guidance. The area contains a number of re-development opportunities which would have a significant impact on London Road's well established sense place.

63. Policy DM40.3 provides guidance for new development in terms of scale and materiality of buildings so they complement the existing character of the *Urban Shopping Area* and would strengthen the historically vibrant character of London Road.

### 3.2.12 Policy DM40.4 (Croydon Opportunity Area: area along Sydenham and Lansdowne Road)

In the area along Sydenham and Lansdowne Road, to facilitate growth and enhance the sense of place, developments should retain and create glimpses and separation distances between buildings in order to improve openness within the edge of the town centre.

#### What the policy does and key evidence

64. The Sydenham Road and Lansdowne Road Area in the Croydon Opportunity Area was identified in the process of evaluation of local character as an area requiring place specific character management policies due to the following factors:

- The area is a collection of different character types in relatively small area including: *Institutions with associated grounds, Medium Rise Blocks with associated grounds, Large Buildings with surrounding space, Terraced Houses and Cottages, Large Buildings with well defined building line and adjacent to other buildings*. It was concluded that the area requires spatial definition and confirmation of which type should be used as a precedent for future development and which is undesirable is required.
- The area is undergoing transformation resulting in an incoherent collection of buildings with different character type characteristics in a relatively small area.

65. Whilst Croydon Opportunity Area Planning Framework identifies the area as having inconsistent character, it offers very general character management guidance. The character of the area is in transition due to conversions, in-fill developments which happen very randomly and have resulted in an inconsistent character.

66. Policy DM40.4 provides guidance for new development in terms of siting of buildings on the plot. In this way the historic rhythm of buildings and spacing between them would become the key element of the emerging character. Glimpses and greenery between buildings were integral to the historic development in the area, an element of the unique sense of place at the edge of the town centre.



### 3.2.13 Policy DM43.1 (Norbury District Centre)

Within Norbury District Centre, to facilitate growth and to enhance the distinctive character, developments should:

- a. Complement the existing predominant building heights of 2 storeys up to a maximum of 5 storeys;
- b. Ensure proposal for large buildings are visually consistent with the predominant urban grain; and
- c. Seek opportunity to provide direct access from the south of London Road to Norbury railway station.

#### What the policy does and key evidence

67. Norbury District Centre was identified in the process of evaluation of local character as an area requiring place specific character management policies due to the following factors:

- It contains a variety of character types in relatively small area, including *Industrial Estates, Terraced Houses and Cottages, Urban Shopping Area, Large Buildings with well defined building line and adjacent to other buildings, Large Buildings with surrounding space*. It was concluded that confirmation of which type should be used as a precedent for future development and which is undesirable is required.

68. The edge of Norbury District Centre is eroding in terms of character and spatial definition. The scale of development that has occurred in some places along the main road corridor are of a scale that far exceeds the predominant scale of the district centre and of the surrounding neighbourhoods. Large scale buildings outside designated centres contribute to confusion in spatial hierarchy of places.

69. A cohesive approach needs to be taken to ensure that the district centre's extents are well defined and that the buildings along London Road outside the district centre have a more suburban feel, relating to their residential surroundings. Policy DM 43.1 is designed to maintain the distinctions, edge and separation between the centres and adjoining areas. It creates opportunities for developments of scale consistent with existing buildings.

70. The development within the policy DM43.1 would contrast development within and outside of the centre, also within and outside the borough, between continuous active frontages of fine grain smaller buildings and spacious frontages of the larger buildings.

### 3.2.14 Policy DM43.2 (Pollards Hill Local Centre)

Within Pollards Hill Local Centre, to ensure that proposals positively enhance and strengthen the character developments should:

- a. Retain the edge and separation of Pollards Hill Local Centre from other adjoining character areas by limiting the urban grain within its boundaries;
- b. Complement the existing predominant building heights of 3 storeys up to a maximum of 4 storeys;
- c. Incorporate multi-stock brick as the predominant facing materials of the whole building; and
- d. Retain the extent and enhance the quality of the existing public realm within the development, including reinforcing a consistent building line.

#### What the policy does and key evidence

71. The area of Pollards Hill Local Centre was identified in the process of evaluation of local character as an area requiring place specific character management policies due to the following factors:

- It contains a variety of character types in relatively small area, including *Industrial Estates, Terraced Houses and Cottages, Urban Shopping Area, Medium Rise Blocks with associated grounds, Large Buildings with well defined building line and adjacent to other buildings*. It was concluded that confirmation of which type should be used as a precedent for future development and which is undesirable is required.

72. A relatively ad-hoc process of intensification of use and a concentration of large buildings along main north-south London Road / Brighton Road corridor has occurred over the past decade or so. As a result local and district centres began to lose their separate identity and sense of place. Pollards Hill remains relatively well defined; however the processes of spatial erosion can be observed at the edges, where larger buildings have started to appear.

73. The detailed policy DM43.2 will assist in strengthening the identity of the local centre by controlling the scale and appearance of the new development within it. Continuous and active frontages of medium rise buildings would strengthen the spatial recognition of the local centre. Height and predominant facing materials of new buildings should reference the existing historic structures. They would be sufficient to maintain the integrity of the local centre in the context of surrounding residential areas.

### 3.2.15 Policy DM44.1 (Purley District Centre and Its Environs)

Within Purley District Centre and its environs, to ensure that proposals positively enhance and strengthen the character and facilitate growth, developments should:

- a. Reinforce the continuous building line which responds to the street layout and include ground floor active frontages;
- b. Complement the existing predominant building heights of 3 to 8 storeys, with a potential for a new landmark of up to a maximum of 16 storeys; and
- c. Demonstrate innovative and sustainable design, with special attention given to the detailing of frontages.

#### What the policy does and key evidence

74. The area of Purley District Centre was identified in the process of evaluation of local character as an area requiring place specific character management policies due to the following factors:

- It contains a wide spectrum of character types and scale of development in a relatively small area, including: *Industrial Estates, Terraced Houses and Cottages, Urban Shopping Area, Medium Rise Blocks with associated grounds, Large Buildings with well defined building line and adjacent to other buildings, Retail Estates, Leisure and Business Parks*. It was concluded that confirmation of which type should be used as a precedent for future development and which is undesirable is required.
- The edges of the District Centre are undergoing transformation reflected in the incoherent collection of buildings with different character type characteristics and vacant spaces in a relatively small area.

75. Purley is a physically well defined urban centre, despite big contrasts in scale and grain of developments. Similarly to many centres located along the main north – south transportation corridor of London Road - Brighton Road the process of spatial erosion, substantial intensification of developments along Brighton Road is progressing. As a result the district centre loses its spatial definition. Good accessibility, relatively high density and saturation in services makes Purley the strongest and the largest urban centre in the south of Croydon. There are still numerous opportunities for re-development in this district centre which should be carefully managed.

76. The detailed policy DM44.1 facilitates further growth of the district centre and strengthening its character and identity. Complementing the existing height of a maximum of 8 storeys in perimeter block layout encouraged; however in order to preserve the character of Purley tall buildings are not considered appropriate in general. The conclusion of the analysis of local character, balanced with the opportunities for growth, led to the conclusion that in Purley a single, well designed landmark tower of up to 16 storeys could potentially enrich and enhance the landscape, character and legibility of the district centre, act as a marker for the District Centre on a strategic and prominent site and be a focus for regeneration. The focus on public realm and active frontages in the policy aims to support the vitality of the district centre which suffers from lack of public open space in the direct vicinity and some disconnected public realm.

### 3.2.16 Policy DM44.2 (Environs of Reedham station)

In the environs of Reedham station, to create the sense of place and facilitate growth proposals should:

- a. Complement the existing predominant building heights of 2 storeys up to a maximum of 4 storeys;
- b. Reinforce the predominant building lines and frontages which positively respond to the form of the Brighton Road/Old Lodge Lane junction;
- c. Improve pedestrian and cycle permeability, accessibility and connectivity across the railway between Brighton Road, Watney Close, Aveling Close and Fairbairn Close; and
- d. Enhance the suburban shopping area character of this section of Brighton Road.

#### What the policy does and key evidence

77. The environs of Reedham station were identified in the process of evaluation of local character as an area requiring place specific character management policies due to the following factors:

- It contains a variety of character types in relatively small area, including *Industrial Estates, Planned Estates of Semi-Detached Houses with garages, Urban Shopping Area, Medium Rise Block of Flats with associated grounds, Large Building with associated grounds*. The area suffers from severance of railway lines and the busy Brighton Road. It was concluded that confirmation of which type should be used as a precedent for future development and which is undesirable is required.
- A mix of uses includes a shopping parade outside the designated centre and industrial properties in decline which are likely to be re-developed. They need a steer regarding potential character transformation, in particular with reference to intensification of use.

78. The character of this area is very fragmented as a result of piecemeal developments pushed between busy transportation corridors. This relatively well connected location lacks coherent sense of place despite being relatively well serviced and accessible.

79. Policy DM 44.2 aims to encourage comprehensive development and mixed uses in the area. The policy supports limited growth aimed at better definition of the junction as a destination. Creating pedestrian and cyclist connections east – west would be essential for strengthening the sense of community. Medium rise buildings are promoted in order to comply with the spatial hierarchy of settlements in the Borough.

### 3.2.17 Policy DM44.3 (Area of the junction of Brighton Road and Purley Downs Road)

In the area of the junction of Brighton Road and Purley Downs Road, to reduce the impact of Brighton Road as a linear route, clearly differentiate the area from Purley District Centre and Brighton Road (Sanderstead Road) Local Centre and strengthen the sense of place, proposals should:

- a. Retain and create open glimpses and vistas between buildings;
- b. Introduce building with landscapes that respond and reflect the layout of the 1930s blocks of Lansdowne Court and Purley Court; and
- c. Complement the existing predominant building heights of 2 storeys up to a maximum of 5 storeys.

#### What the policy does and key evidence

80. The area of the junction of Brighton Road and Purley Downs Road was identified in the process of evaluation of local character as an area requiring place specific character management policies due to the following factor:

- It contains a variety of character types in relatively small area, including *Industrial Estates, Terraced Houses and Cottages, Medium Rise Blocs with associated grounds, Large Buildings with surrounding space*. It was concluded that confirmation of which type should be used as a precedent for future development and which is undesirable is required.

81. The Brighton Road/ Purley Downs Road junction area forms the edge between South Croydon and Purley. Capella Court forms a visual marker which closes the vistas along the Purley and South Croydon sections of Brighton Road. This area's distinct qualities are informed by the landmark building surrounded by low rise structures set in greenery.

82. A cohesive approach needs to be taken to ensure that areas between centres have a suburban feel with clear references to their natural surroundings. Policy DM 44.3 is designed to create opportunities for substantial growth and to maintain the leafy character. It encourages physical separation between buildings and visual relationships with the scenic slopes of the valley. It also prevents creating a continuous edge of an overwhelming scale to Brighton Road.

### 3.2.18 Policy DM45.1 (Sanderstead Local Centre)

Within Sanderstead Local Centre, to respect and enhance the distinctive qualities proposals should:

- a. Reinforce the suburban shopping area character;
- b. Reference, respect and enhance architectural features such as the consistent rhythm of pairs of buildings with identical frontages and the articulation of openings;
- c. Retain features such as the projecting bay windows;
- d. Retain wide vistas and strengthen visual connections to green open spaces; and
- e. Improve walking and cycling connectivity and access to open space.

#### What the policy does and key evidence

83. The area of the Sanderstead Local Centre was identified in the process of evaluation of local character as an area requiring place specific character management policies due to the following factor:

- It contains a variety of character types in relatively small area, including *Urban Shopping Area, Retail Estates / Business and Leisure Parks, Terraced Houses and Cottages, Medium Rise Blocs with associated grounds, Large Buildings with surrounding space* set in the green open space. The local centre and its surroundings anticipate growth supported by policy DM35.4 and would benefit from a clear steer on which characteristics should be used as a precedent for future development.

84. The *Urban Shopping Area* in conjunction with visual connections with the surrounding natural open areas currently mark the location of the local centre, which is spread along Limpsfield Road. It is characterised by distinctive architectural features and is relatively low scale corresponding with extensive development of the surrounding areas.

85. Policy DM45.1 provides guidance for future development in the local centre and its vicinity which would reflect on its current character and sense of place. Anticipated change related to intensification of residential areas would be anchored by the respected and strengthen sense of place of the existing centre.

### 3.2.19 Policy DM45.2 (Hamsey Green Local Centre)

Within Hamsey Green Local Centre, to respect and enhance the distinctive 'Suburban Shopping Area' character of Hamsey Green, proposals should:

- a. Reinforce the suburban shopping area character;
- b. Positively reference, respect and enhance architectural features such as the consistent rhythm and articulation of window and doors;
- c. Ensure the extent of the public realm within the vicinity of the development is retained and improved; and
- d. Incorporate multi-stock brick or white render as the predominant facing material.

#### What the policy does and key evidence

86. The area of Hamsey Green Local Centre was identified in the process of evaluation of local character as an area requiring place specific character management policies due to the following factors:

- It contains a variety of character types in relatively small area, including *Suburban Shopping Area, Industrial Estates, Planned Estates of Semi Detached Houses, Detached Houses on relatively large plots*. The local centre is anticipating growth and would benefit from a clear steer on which characteristics should be used as a precedent for future development.

87. The *Suburban Shopping Area* with its green verges and tree planting forms a well established though small scale local centre. The area is anticipating growth which in light of mixed character opens it up for radical change and loss of sense of place.

88. Policy DM45.2 aims to enhance Hamsey Green's local identity and encourage growth coherent with its suburban feel. Policy guidance promotes *Suburban Shopping Area* as a leading character type. It would support sustainable development by combining delivery of homes with enrichment of the service offer in the area. The scale of development and its materiality would refer to the existing residential areas in the vicinity.

### 3.2.20 Policy DM46.1 (Selsdon District Centre)

Within Selsdon District Centre, to enhance the character of Selsdon District Centre proposals should:

- a. Complement the existing predominant building heights of 3 storeys up to a maximum of 4 storeys;
- b. Ensure large buildings are sensitively located and of a massing no larger than buildings within this area;
- c. Ensure that the front elevation of large buildings are broken down to respect the architectural rhythm of the existing street frontages; and
- d. Should incorporate red multi-stock brick as the predominant facing material.

#### What the policy does and key evidence

89. The area of Selsdon District Centre was identified in the process of evaluation of local character as an area requiring place specific character management policies due to the following factors:

- It contains a variety of character types in relatively small area, including *Urban Shopping Area, Institutions with associated grounds, Terraced Houses and Cottages, Planned Estates of Semi-Detached Houses, Large Buildings with surrounding space*. The district centre would benefit from a clear steer on which characteristics should be applied as a precedent for future development.

90. Though Selsdon District Centre is dominated by an *Urban Shopping Area* character type surrounded by small but dense residential developments, it also contains a number of large mono-functional buildings and a large supermarket with associated parking. Selsdon currently has a strong sense of place; however this is slowly being eroded with intensification of development and decreasing quality of architecture.

91. Policy DM 46.1 secures the dominance of an *Urban Shopping Area* character, encourages growth by promoting slight increases in the height of buildings and mix of uses including residential in the centre. It also put emphasis on use of brick as a predominant cladding material in order to ensure lasting high quality which would be compatible with the existing distinctive appearance of the District Centre.



### 3.2.21 Policy DM47.1 (Shirley Local Centre)

Within Shirley Local Centre, to retain the unique qualities development should:

- a. Retain the continuity of ground floor active frontages and allow flexibility at first floor and above for mixed use;
- b. Reference, respect and enhance architectural features such as the consistent rhythm and articulation of fenestration and retain features such as the triangular bay windows;
- c. Complement the existing predominant building heights of 2 storeys up to a maximum of 4 storeys; and
- d. Incorporate or retain traditional shop front elements such as fascias, pilasters and stall risers.

#### What the policy does and key evidence

92. The area of the Shirley Local Centre was identified in the process of evaluation of local character as an area requiring place specific character management policies due to the following factors:

- It contains and is surrounded by a variety of character types in a relatively small area, including *Urban Shopping Area, Suburban Shopping Area, Retail Estates / Business and Leisure Parks, Compact Houses on relatively small plots, Planned Estates of Semi-Detached Houses, Terraced Houses and Cottages, Large Buildings with well defined building line and adjacent to other buildings*. The local centre and its surroundings anticipate growth supported by policy DM35.4 and would benefit from a clear steer on which characteristics should be used as a precedent for future development.
- The Local Centre contains a purely residential section dividing urban and suburban shopping areas. Plots in this section represent potential for re-development and a clear steer is required regarding character, in particular in relation to large buildings and forming street frontages.

93. The character of Shirley Local Centre is currently inconsistent with a significant section of houses that interrupts the two sections of shopping frontage. Also, the shopping parades differ in character. The one in the west has a more urban character with buildings located directly at the edge of footways. The eastern shopping area is separated from the road by parking areas, green verges, tree lines and small scale buildings. Overall Shirley Local Centre does not have a defined and coherent spatial character.

94. Policy 47.1 provides guidance for future development in the section of the local centre which would reflect its current character and sense of place. Anticipated change related to intensification of residential areas would be anchored by the respected and strengthened sense of place of the existing urban core.

### 3.2.22 Policy DM47.2 (Area Between 518 and 568 Wickham Road)

In the area between 518 and 568 Wickham Road, to improve the character proposals should reference the 'Suburban Shopping Area' character type.

#### What the policy does and key evidence

95. The area of between 518 and 568 Wickham Road was identified in the process of evaluation of local character as an area requiring place specific character management policies due to the following factors:

- It includes a shopping parade and a relatively large retail building outside the designated centre. Any future re-development or intensification needs a clear steer regarding character in order to create sense of place corresponding with the surrounding residential areas.

96. The character of the area of between 518 and 568 Wickham Road is being eroded due to the location of single use retail buildings with associated parking. Their scale, form and materiality is not consistent with the surrounding context of very homogenous areas of *Planned Estates of Semi-Detached Houses*.

97. Policy 47.2 strengthens the preference for a *Suburban Shopping Area* character type. Any future development would have to consider mixed use development with retail on the ground floor and residential units in upper storeys and more sympathetically address the street. This approach would create a destination for the local community with a strong sense of place.

### 3.2.23 Policy DM47.3 (Area of the Wickham Road Shopping Parade)

In the area of the Wickham Road Shopping Parade, to retain the distinctive character of the 794-850 Wickham Road proposals should:

- a. Complement the existing predominant building heights up to a maximum of 2 storeys; and
- b. Retain the 'Suburban Shopping Area' character.

#### What the policy does and key evidence

98. The area of Wickham Road Shopping Parade was identified in the process of evaluation of local character as an area requiring place specific character management policies due to the following factors:

- It contains and is surrounded by a variety of character types in a relatively small area, including *Suburban Shopping Area, Planned Estates of Semi-Detached Houses, Terraced Houses and Cottages, Institutions with associated grounds*. The area would benefit from a clear steer on which characteristics should be used as a precedent for a future development.
- A mix of uses includes retail outside the designated centre and industrial properties in decline which are likely to be re-developed. They need a clear steer regarding character, in particular with reference to intensification of use.

99. The character of the area of Wickham Road Shopping Parade is currently inconsistent with sections of *Industrial Estate* and *Retail Estate* character. The single-sided shopping parade is surrounded by a tranquil and homogenous estate of semi-detached houses.

100. Policy DM47.3 provides guidelines for future re-development to accommodate growth whilst complementing existing character. The promoted *Suburban Shopping Parade* character type of a scale suited to the surroundings would not only be in keeping with the area, but also support the spatial vision for the borough with communities focussed on centres of the particular Places of Croydon

### 3.2.24 Policy DM48.1 (Brighton Road (Selsdon Road) Local Centre)

Within the Brighton Road (Selsdon Road) Local Centre, to encourage a balance to be struck between strengthening and enhancing the character and facilitating growth,

proposals should:

- a. Complement the existing predominant building heights up to a maximum of 3 storeys;
- b. Positively reinforce, strengthen and enhance characteristic features such as the articulation of corner buildings and continuous building line;
- c. Incorporate main entrances onto Brighton Road; and
- d. Positively reference, respect and enhance the articulation of shop fronts, including consistent rhythm and size of windows and doors.

#### What the policy does and key evidence

101. The area of Brighton Road (Selsdon Road) Local Centre was identified in the process of evaluation of local character as an area requiring place specific character management policies due to the following factors:

- It contains and is surrounded by a variety of character types in a relatively small area, including *Urban Shopping Area, Compact Houses on relatively small plots, Terraced Houses and Cottages, Medium Rise Block with associated grounds, Large Buildings with well defined building line and adjacent to other buildings*. The local centre would benefit from guidance on which characteristics should be used as a precedent for future development.
- The Local Centre contains a purely residential section. Those plots represent potential for re-development and need a clear steer regarding character, in particular in relation to large buildings and forming street frontages.

102. The section of the local centre along Brighton Road is dominated by vehicular movement. The special feature of the area is its layout with landmark buildings in focal points which terminate vistas at the apexes of Brighton Road and South End. The area south eastern part of the local centre has got a well established special character protected by the Local Heritage Area designation.

103. In order to ensure a balance is struck between enhancing the character of the Local Centre and facilitating growth policy DM48.1 provides guidance for the scale and key qualities of the development in the local centre.

### 3.2.25 Policy DM49.1 (Section of Portland Road Between the South Norwood Conservation Area and Watcombe Road)

Along the section of Portland Road between the South Norwood Conservation Area and Watcombe Road, to facilitate growth and strengthen the edge of the South Norwood District Centre proposals should:

- a. Relate to the predominant character in adjacent residential areas;
- b. Complement the existing predominant height up to a maximum height of 3 storeys with accommodation in roof space;
- c. Incorporate main pedestrian entrances onto Portland Road; and
- d. Maintain the rhythm and size of ground floor windows and doors.

#### What the policy does and key evidence

104. The Section of Portland Road between the South Norwood Conservation Area and Watcombe Road was identified in the process of evaluation of local character as an area requiring place specific character management policies due to the following factors:

- It contains a mix of uses includes a shopping parade outside the designated centre and industrial properties in decline which are likely to be re-developed. They need a clear steer regarding character, in particular with reference to provision of new homes.
- Poor economic vitality of the area builds up a pressure for change which is expressed with the number of conversions of shops into flats. New proposals for re-development are anticipated. Future change needs to be managed in an informed way.

105. Portland Road links South Norwood District Centre with Woodside Green. This street has a predominant *Urban Shopping Area* character that has recently seen significant change which has resulted in the number of unsympathetic conversions from shops to residential use and a reduction of commercial uses.

106. Policy 49.1 provides guidance for the ongoing transformation of this section of Portland Road from declining high street into an urban residential street at the edge of South Norwood District Centre.

### 3.2.26 Policy DM49.2 (Section of Portland Road Between Watcombe Road and Woodside Avenue)

Along the section of Portland Road between Watcombe Road and Woodside Avenue, to create a cohesive sense of place in this area, proposals should complement the existing predominant building heights of 2 storeys up to a maximum of 3 storeys.

#### What the policy does and key evidence

107. The Section of Portland Road between Watcombe Road and Woodside Avenue was identified in the process of evaluation of local character as an area requiring place specific character management policies due to the following factors:

- It contains and is surrounded by a variety of character types in a relatively small area, including *Urban Shopping Area, Medium Rise Blocks with associated grounds, Institutions with associated grounds* surrounded by tight knit of *Terraced Houses and Cottages*. The area would benefit from a clear steer on which characteristics should be used as a precedent for a future development.
- A mix of uses includes retail and communal facilities outside the designated centre is an important destination for the local community, with some potential to accommodate growth. The area needs a clear steer regarding its character to maintain its sense of place.

108. Residential areas surrounding Portland Road have a very well established historic character with limited opportunities for re-development due to high density of those Victorian terraces. The area between Watcombe Road and Woodside Avenue plays an important role in achieving good quality of living environment.

109. Policy DM 49.2 imposes a limit to the potential growth in the area in order to ensure that future development proposals would correspond with the relatively dense but low rise residential areas of this neighbourhood.

### 3.2.27 Policy DM50.1 (Thornton Heath District Centre and Environs)

Within the Thornton Heath District Centre and its environs, to ensure a balance is struck between strengthening and enhancing the character and enable growth, proposals should:

- a. Complement the existing predominant building heights of 3 storeys up to a maximum of 4 storeys;
- b. Retain the continuity of ground floor active frontages and allow flexibility at first floor and above for mixed use;
- c. Ensure tall or large buildings, located in the local vicinity of Thornton Heath Railway station do not exceed 9 storeys;
- d. Promote the expansion and enhancement of the shared public realm within the curtilage of the development;
- e. Ensure that the setting of Thornton Heath's local landmark, the Clock Tower, is respected; and
- f. Incorporate red multi-stock brick as the predominant facing material.

#### What the policy does and key evidence

110. The Thornton Heath District Centre and its Environs were identified in the process of evaluation of local character as an area requiring place specific character management policies due to the following factors:

- They contain a variety of character types in a relatively small area, including *Urban Shopping Area, Tower Buildings, Terraced Houses and Cottages, Large Buildings with well defined building line and adjacent to other buildings*. The local centre would benefit from a guidance on which characteristics should be used as a precedent for future development.

111. The character of the High Street is eroding due to its current economic decline and poor maintenance of existing properties. This historic town centre is under threat of losing its identity due to insensitive re-development and in-fill buildings.

112. Policy DM50.1 provides guidance for growth respecting the well-established sense of place. The policy enables the largest developments to be located around the railway station and to allow for much lower level of change in the other sections of the High Street and its surroundings.

113. The policy encourages modern architecture to be inspired by historic features which are important to the character of the High Street. It also ensures that public realm reflects on the scale of adjacent development and strengthens sense of place in Thornton Heath District Centre.

### 3.2.28 Policy DM50.2 (Thornton Heath Pond Local Centre and Environs)

Within the Thornton Heath Pond Local Centre and its environs, to ensure a balance is struck between strengthening and enhancing the character and facilitating growth, proposals should:

- a. Ensure building lines and frontages positively reference and respond to the form of the Thornton Heath Pond junction;
- b. Incorporate red multi-stock brick as the predominant facing material;
- c. Retain the extent and enhance the quality of the existing public realm;
- d. Complement the existing predominant building heights of 3 storeys up to a maximum of 6 storeys; and
- e. Ensure transitions between buildings of different sizes create sense of continuity at the street level.

#### What the policy does and key evidence

114. The Thornton Heath Pond Local Centre and its environs were identified in the process of evaluation of local character as an area requiring place specific character management policies due to the following factors:

- They contain a variety of character types in a relatively small area, including *Urban Shopping Area, Tower Buildings, Industrial Estates, Large Buildings with well defined building line and adjacent to other buildings, Medium Rise Blocks with associated grounds, Terraced Houses and Cottages*. The local centre would benefit from guidance on which characteristics should be used as a precedent for future development.
- Poor economic vitality of this local centre (20% vacancy rate with rising trend as per *Borough-wide Retail Needs Study Update 2008*) builds up a pressure for change. New proposals for re-development are anticipated. Future change needs to be managed in an informed way.

115. The character and identity of the Thornton Heath Pond Local Centre was lost in processes of economic change, re-development activities in the area and priority given to motor vehicle movement. A cohesive approach needs to be taken to ensure that the edge of the Local Centre remains well defined and that the Local Centre has a distinct sense of place.

116. Policy 50.2 encourages growth in Thornton Heath Local Centre. It supports an increase in the massing of buildings and associated enhancements to the public realm. The policy promotes bricks as the predominant cladding material for new developments. Use of brick cladding would strengthen the distinctiveness of the centre from surrounding small scale residential areas and secure lasting high quality appearance with historic references.



### 3.2.29 Policy DM51.1 (Waddon's Potential New Local Centre)

To enable development opportunities including public realm improvements to be undertaken in a cohesive and coordinated manner, a masterplan with elements of design code will be considered for the area within Waddon's potential new Local Centre.

#### What the policy does and key evidence

117. The Fiveways area in Waddon was identified in the process of evaluation of local character as an area requiring place specific character management policies due to the following factor:

- It is an area identified as potential New Local Centre in the Croydon Local Plan: Strategic Policies. The area has a mix of uses partly similar to an urban centre, partly in conflict with the uses associated with an urban centre. The area lacks a sense of place with its collection of large scale industrial and retail buildings mingled with low rise residential terraces.

118. The area represents significant potential for transformation, intensification and introduction of residential uses. The new local centre should become a destination for local residents. This would require establishing new character, with a built environment referencing human scale and friendly for non-motorised movement. Such a complex process needs to be coherent and carefully managed. Opportunities should be created to reduce the dominant effect of the Purley Way and Fiveways road infrastructure and use the full potential of Waddon station as a catalyst for growth.

119. Due to the large scale of interventions, high capacity for growth and coordination needed to achieve a truly vibrant and characterful local centre, Policy DM51.1 makes the case for more detailed plans such as masterplan with elements of design code to be prepared and inform transformation of the area into the local centre. A detailed masterplan would assist to ensure that a development within this area is undertaken in a coordinated and cohesive way, to create a new local centre with a strong sense of place.