

21 PURLEY

21.1 Appreciation of context

- 21.1.1 The Brighton Road area of Purley District Centre benefits from a townscape with some heritage value.
- 21.1.2 The High Street area is however more varied, with high density infill development and the large Purley Leisure Centre in the heart of the centre.
- 21.1.3 The Whytecliffe Road South area towards the railway line is similarly varied and presents scope for high density infill development in a highly sustainable location.
- 21.1.4 The A22/A23 Junction is a major and highly engineered thoroughfare which passes through the centre. Plots facing this main road in the vicinity of Purley Railway Station, particularly those parcels of land which present first street frontage to this junction, are also considered appropriate for tall buildings.

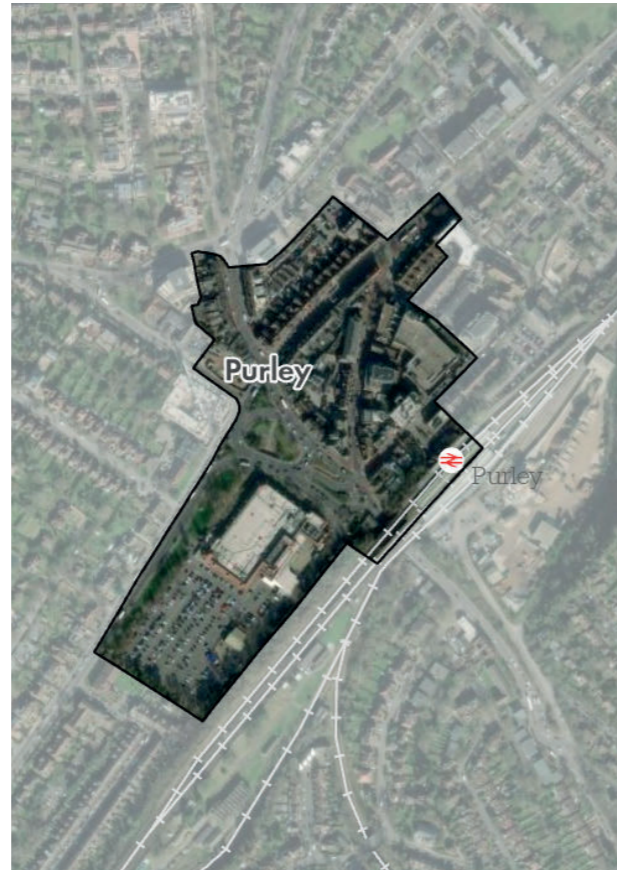


Fig 196 Area of search

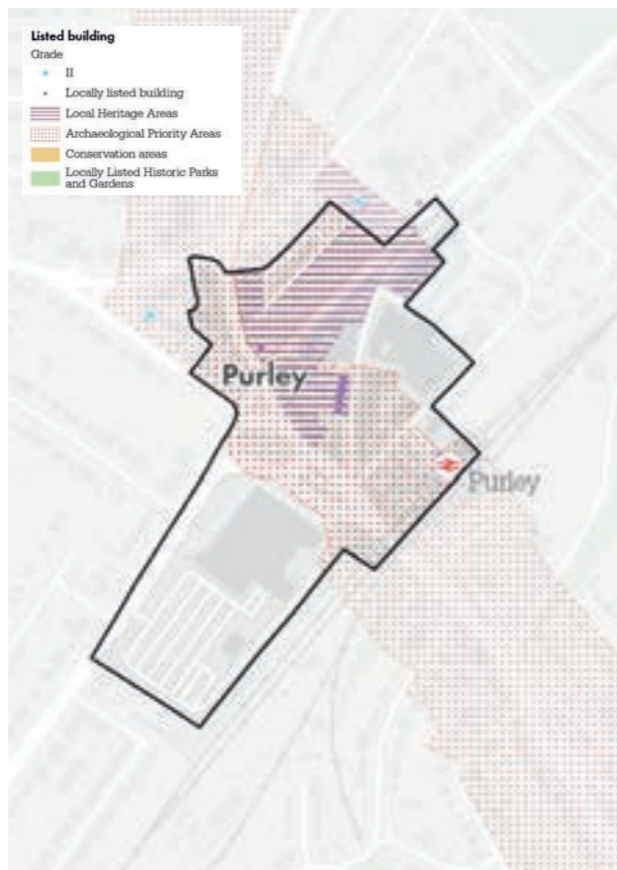


Fig 197 Heritage assets

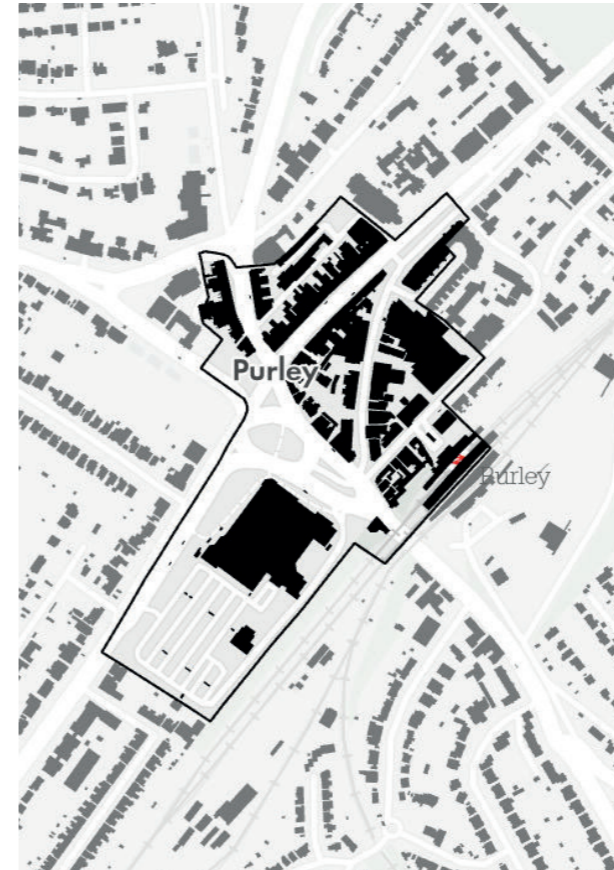


Fig 198 Figure ground, urban grain

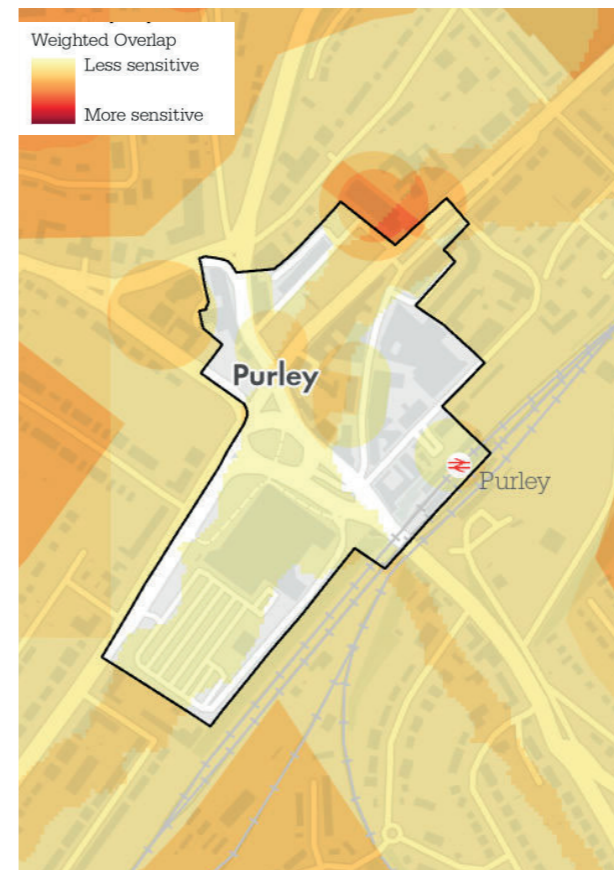


Fig 200 Weighted sensitivity

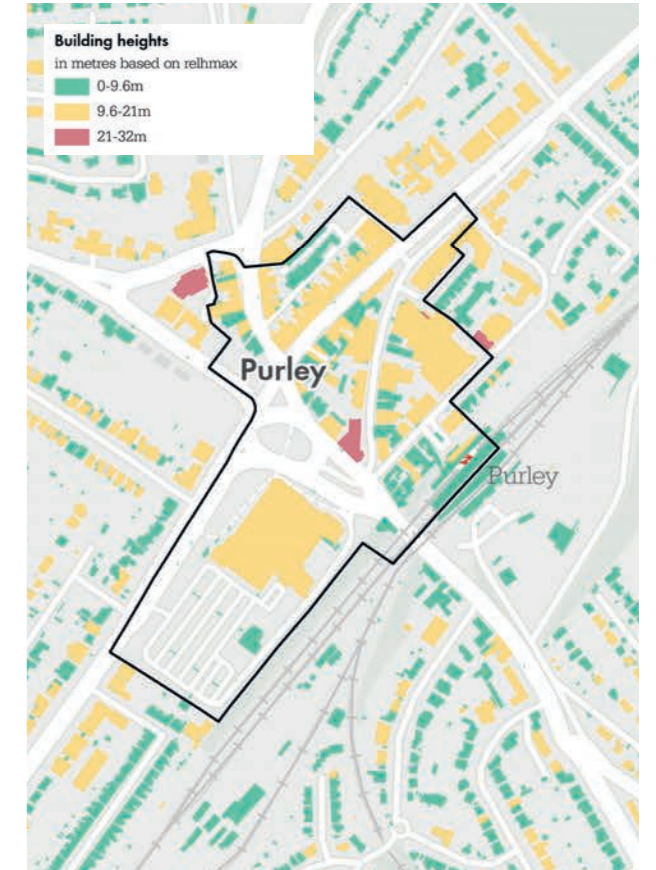


Fig 199 Existing building heights

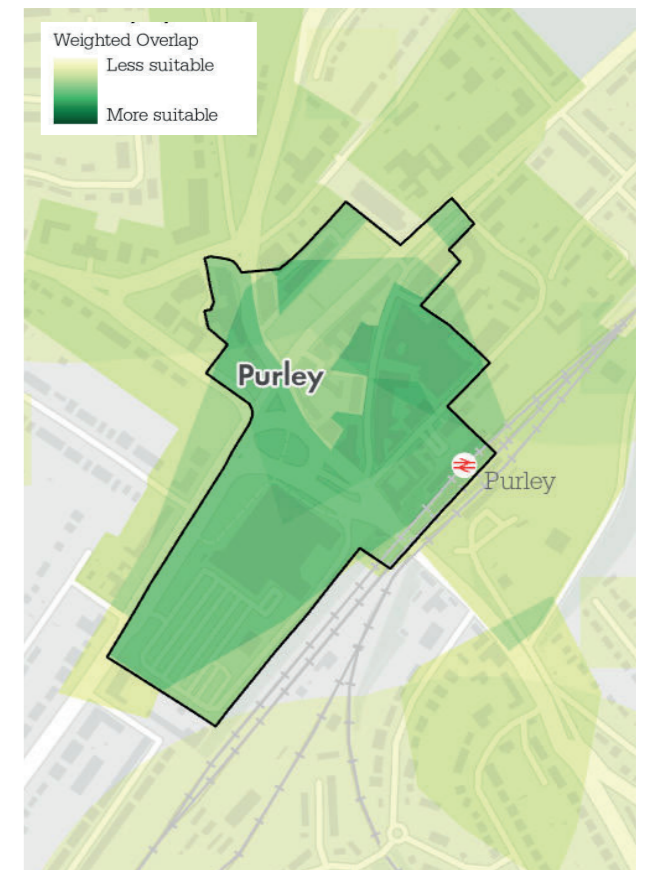


Fig 201 Weighted suitability

21.2 Purley tall building thresholds

21.2.1 The Purley area south of the centre is identified as a location considered potentially appropriate for tall buildings.

Threshold of tall in Purley

21.2.2 Casting a VuCity laser beam at the equivalent height of 6 residential storeys demonstrates that almost no existing buildings rise through that threshold - see Fig 202. The exception is the recent development proposal at the town centre end of Banstead Road.

21.2.3 Much of the centre falls within a Local Heritage Area. Whilst there are a number of 'apex' buildings on prominent corner locations in the centre of Purley, these remain tall exceptions in the centre and the definition of tall is the London Plan default definition of 21 metres measured from the ground to the top of the building (Growth and Characterization LPG).

Upper threshold heights for tall buildings in Purley

21.2.4 The upper threshold for tall buildings within the area potentially appropriate for tall buildings in Purley is 39 metres measured from the ground to the top of the building. This takes account of taller developments coming forward, particularly in the Banstead Road area. These developments should however continue to be apex developments given that much of the centre falls within a Local Heritage Area. See Fig 203.

Is this area appropriate for tall buildings?	YES
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Minimum threshold	Upper threshold
21 metres measured from the ground to the top of the building	39 metres measured from the ground to the top of the building

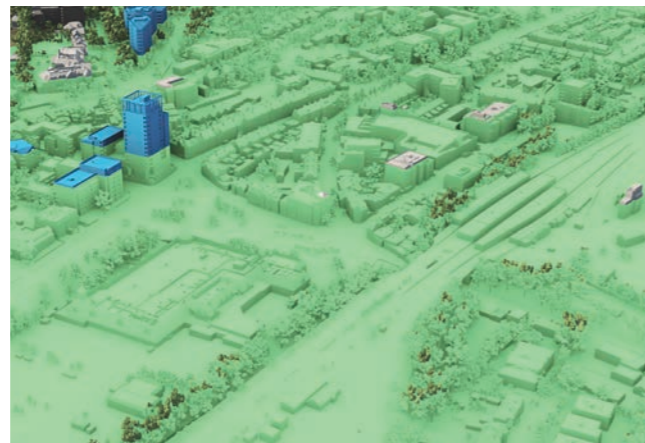


Fig 202 View demonstrating the minimum threshold with green datum line set at approximately 21m (equivalent to 6 storeys)

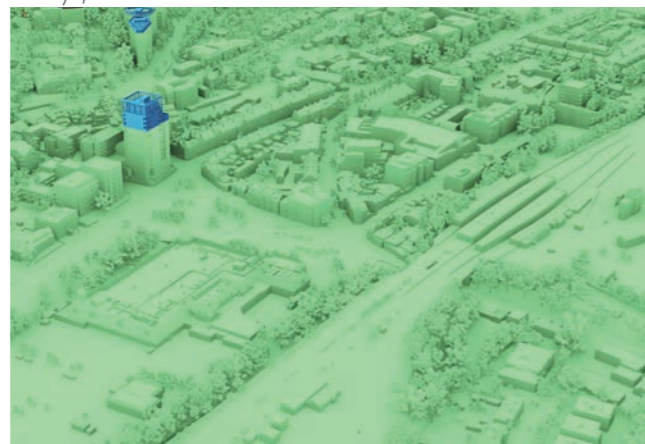


Fig 203 View demonstrating the upper threshold with green datum line set at approximately 39m (equivalent to 12 storeys)



Fig 204 Area potentially appropriate for tall buildings



Fig 205 Area potentially appropriate for tall buildings

21.3 Purley tall buildings zone

21.3.1 Purley is a characterful street-based centre at the junction between the Purley Way and the old Brighton Road. It benefits from a bustling high street character with most of the heavy through traffic skirting the centre to the west.

21.3.2 Informed by the analysis stage and more detailed townscape considerations, three discrete potentially appropriate locations for tall buildings have been identified within and around Purley Centre, as shown in Fig 206.

1 The area behind High Street either side of Whytecliffe Road South is the most central of these three. This area avoids the more sensitive High Street frontage but does include the majority of the leisure centre site allocation. The Whytecliffe Road South site allocation is also included and the area extends further north, beyond the district centre boundary towards Whytecliffe Road North.

2 Redevelopment sites at the eastern end of Banstead Road form another small tall buildings zone. This represents an existing cluster of tall buildings Purley. The consented scheme adjacent to the Purley Baptist Church should remain the apex building.

3 The Tesco Extra site on the south side of the main Purley Road A23 junction is a major site allocation. This is an out of centre retail store in a town centre location. The site is large enough for a development to create its own context although sensitive thresholds will need

to be addressed along Brighton Road and Lansdowne Road. The zone pulls away from both of these thresholds to indicate that the site's central northern zone perhaps presents the most obvious opportunity for taller forms of development.

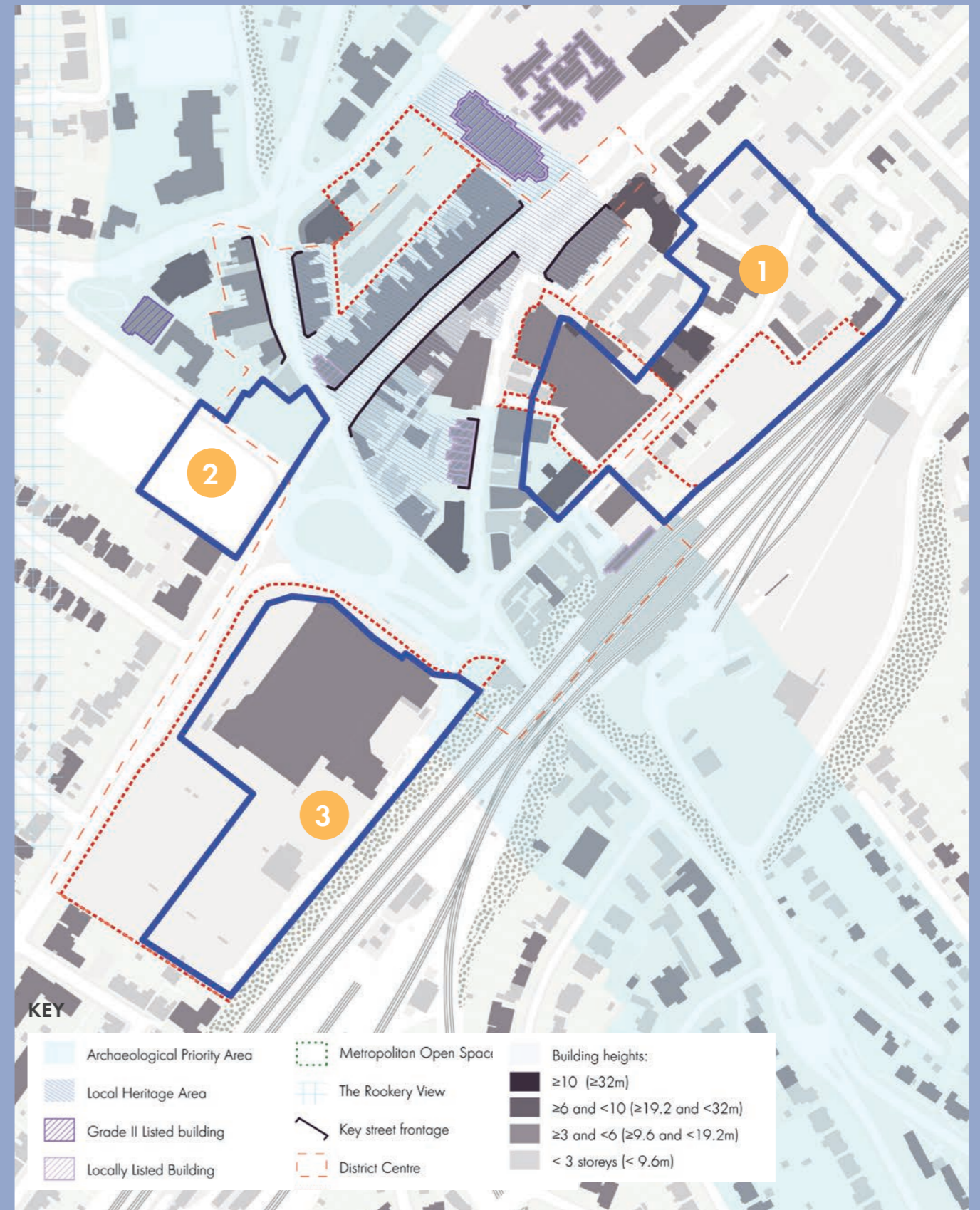


Fig 206 Townscape analysis plan informing tall building boundary