

4.0

THE COMPONENTS

4.1 THE COMPONENTS

4.1.1 Site specific guidance is provided for twenty-seven components (sites) within the Old Town Masterplan study area. Components comprise of development, public realm and movement opportunities. The components provide guidance to inform all development opportunities within the component boundaries to be read alongside the Development Plan, national, London and local planning policy. 3.6-3.9 describe how these components can be delivered in a phased approach.

4.1.2 The Old Town Masterplan does not cover all potential opportunity sites and eventualities within the study area and some sites and projects not included in the masterplan may come forward in the future. The components do not represent site allocations nor should they be considered such.

4.1.3 If sites and projects come forward in the future that are not included in the components section then their design and development should comply with the Development Plan (as well as national, London and local planning policy), in addition to the development, public realm and movement parameters set out in sections 3.2-3.4 of this document.

4.1.4 The designs and precedents included within each component are indicative to provide guidance for future detailed design. Please refer to the key on page 138 for the thumbnail plans within each component.

The components in the Old Town Masterplan are:

OT1 Church Street
OT2 Surrey Street Market
OT3 Frith Road, Keeley Road and

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

4.1.3 Each component is described under the following headings:

PHASE

Indicative phasing: Now, Soon or Later (See 3.7 to 3.9)

PRIORITY:

High, Medium or Low priority. This will be based upon the level of regeneration benefit that the component will have on the surrounding area in the context of other components coming forward. The sites current condition will also have an impact on its priority for development.

TYPE

Type of development; infrastructure edge, street infill, refurbishment, temporary structures (see section 3.3) public realm, movement.

CONTEXT:

The existing situation.

OBJECTIVES

Objectives for the project.

DESCRIPTION

A description of the specific proposals.

PARAMETERS

These will cover:

- Development typologies (see section 3.3)
- Public realm (see section 3.2)
- Movement (see section 3.4)
- Flexibility of options
- Footprints
- Range of heights
- Character and materiality
- Typical use
- Sustainability

RELATED COMPONENTS

'Related components' are a list of other components which will have an impact on the component being set out.

STAKEHOLDERS

Interested parties or groups to be consulted or seek approval from (this list is not exhaustive).

LEAD

Organisation leading on delivery.

FUNDING

Identified or potential funding sources. Where Croydon Council is indicated this may include other sources of public funding and planning obligations (this list is not exhaustive).

MANAGEMENT

Organisation responsible for the management and maintenance of the component following its completion (this list is not exhaustive).



Figure 29: Old Town Masterplan with labelled components

OT1

Church Street and Crown Hill

PHASE
Now and Soon

PRIORITY
High

TYPE
Public realm, movement, building refurbishment.

CONTEXT

Church Street is Old Town's main retail street with views of the Minster and an attractive gentle curve. It is located within the Church Street Conservation Area and is characterised by a range of historic and modern buildings with predominantly narrow plots that have ground floor shop units. The shops are a mix of independent, value orientated shops and national multiples. Many of the shop fronts have lost their original features and include modern features that fail to respect the historic character of the shops such as large fascia boards, box signs and new windows, external roller shutters and internally lit signage.

The public realm along Church Street is cluttered with A-board signs, tram infrastructure and the footways are narrow in some places, contributing to some pedestrian congestion. Vehicular flows on Church Street are low because it is a one way street and not a through route into town and there is no pressure on loading bays. The street has a high level of footfall and the tram runs along the centre of the road.

Crown Hill is a key threshold between Old Town and the retail core at North End at the eastern end of Church Street and vice versa. The hill is steep and the southern footway is quite wide.

The slope is pedestrianised apart from tram access and the tram passes through on its way to Church Street. The street has a deficiency of greenery and street trees mainly because street trees cannot be located near the tram lines for safety reasons.

NB This component does not include the section of Church Street south of the street's junction with Reeves Corner.

OBJECTIVES

1. Draw people down Church Street from the busy shopping street of North End.
2. Restore and reinstate the historic character of Church Street and Crown Hill.
3. Enhance and support the independent retail offer of Church Street.
4. Enhance the public space at Crown Hill to provide seating and improve visual amenity.
5. Improve pedestrian and cycle movement through the area.
6. Increase greenery, in particular street trees where possible.

DESCRIPTION

The transformation of Church Street with a unified public realm treatment to enhance the historic



Component location: OT1



Existing view of Crown Hill and Church Street



Existing view of Crown Hill looking towards North End



Signs, columns and tram clutter make it hard to appreciate the architecture of Church Street

character and appearance of the independent shops, removal of barriers to pedestrian flow, footway widening where possible and historic shop front restoration. The first phase of the Church Street improvements are being delivered as part of the Mayors Regeneration Fund improvements in 2015.

A high quality and attractive area of public space and a threshold feature on Crown Hill to mark the entrance to Old Town. Creative and sensitive interventions at Crown Hill to welcome people to Old Town such as the use of painted or signage on flank elevations, totems or columns.

PARAMETERS

- Existing signage and street furniture should be consolidated where possible. Columns should be shared by street lights, traffic signs and security cameras wherever possible. Street clutter including A-boards and private waste bins belonging to the retail units should be removed from the street through better management.
- In the longer term, tram related infrastructure should be reviewed, and attractive infrastructure replace the existing infrastructure where it is not possible to remove or rationalise it.
- Original granite kerbs should be maintained. Road and footway surfaces should also be improved through a consistent public realm treatment.
- Loading bays should be rationalised to provide more space for pedestrians where possible.
- Provide a westbound cycle route along Crown Hill and

Church Street up to the junction with Old Palace Road.

- Improvements to historic shop fronts should seek to restore original features. Sensitive repairs should include: the removal of modern signs and fascias to reveal and restore original features, re-painting or the removal of paint, render or cladding that does not respect the special character of the Church Street Conservation Area, and the removal of solid or perforated roller shutters. The upper floors of shops should be included in this restoration.
- On Crown Hill there could be level platforms to accommodate a maximum of six market stalls of 9ft by 6ft.
- Level platforms could include steps up to platforms to create benches to provide seating.
- All proposals must take account of the tram route and the safety of pedestrians.
- The design of the space on Crown Hill should not obstruct access to the shops on Crown Hill.
- The Church Street tram stop should be renamed 'Old Town tram stop' to help reinforce the identity of the area.
- Materials should be hard-wearing to cope with the heavy footfall and tram infrastructure.
- Greenery and tree planting should be implemented where possible and trees considered should be of seasonal interest and colour.
- Trees cannot be planted close to the tramlines for safety reasons.
- Signage on the flank elevation of 11 Church Street (currently occupied by KFC) could promote Surrey Street market. It would have the benefit of



Before (top) and After (bottom) Leyton Shop fronts improvements and public realm scheme (Daily Mail)

being visible from the junction with North End. If installed it should respect the character of the host building, be of bespoke design and not result in any damage to the building's fabric. Any illumination should comply with the Shopfronts and Signs SPG (see 2.10).

- The Croydon Local Plan: Detailed Policies and Proposals, due to be adopted in 2017, proposes changing Church Street from being partly designated as a Main Retail frontage to all being designated as a Secondary Retail. This might encourage more cafes and restaurants to be opened on the street which could enhance the evening economy assuming they were open then.
- Old Town might aim to be awarded with a Purple Flag for improvements to the environment in the evening.

RELATED COMPONENTS OT2, OT3, OT10

STAKEHOLDERS

Shop owners / landlords
Croydon Council
GLA
TfL
COBA
Portas Town Team
Surrey Street Market traders

LEAD

Croydon Council

FUNDING

GLA
Property owners
Croydon Council

MANAGEMENT

Shop owners / landlords
Croydon Council



Easier pedestrian movement was enabled by the removal of unnecessary street clutter and the creation of raised side street crossings at Walworth Road (CABE).



High quality street furniture and tree planting in the widened footways of Walworth Road (CABE).



Croydon Pop-Up Emporium, Church Street



Figure 30: Illustration of the proposed public realm changes on Church Street (Studio Weave)



Figure 31: Plan illustrating Church Street public realm proposals (Studio Weave)



Figure 32: Indicative artist's impression of a potential view along Church Street with market stalls on Crown Hill (see page 21 for historic photos illustrating the use of signs in Old Town in the early 1900s)

OT2 Surrey Street Market

PHASE
Now

PRIORITY:
High

TYPE
Public realm, movement, infill development

CONTEXT
Surrey Street is an attractive, historic retail street that slopes downwards from the High Street to Crown Hill. Bell Hill and Middle Street are attractive, narrow streets leading off Surrey Street that form a key part of the remnants of the historic street patterns in Old Town. Before Grants was redeveloped in the 1990s Middle Street used to connect to Surrey Street. The large service access to Middle Street has a detrimental visual impact on the street.

Surrey Street Market currently provides everyday staple products for local people. There are a large number of fruit and vegetable stalls as well as some clothes, plants, household goods and street food stalls. The market is open Monday to Saturday from 10am until around 5pm. On busy market days there is high footfall which brings activity and vibrancy to Old Town. There are around 80 market pitches on Surrey Street. Around a third of the stalls are vacant, particularly towards the southern end of the street. There is also limited signage directing shoppers to the market from North End.

The street itself has many attractive listed and locally listed buildings. However, some parts of the Surrey Street building frontages are in poor condition

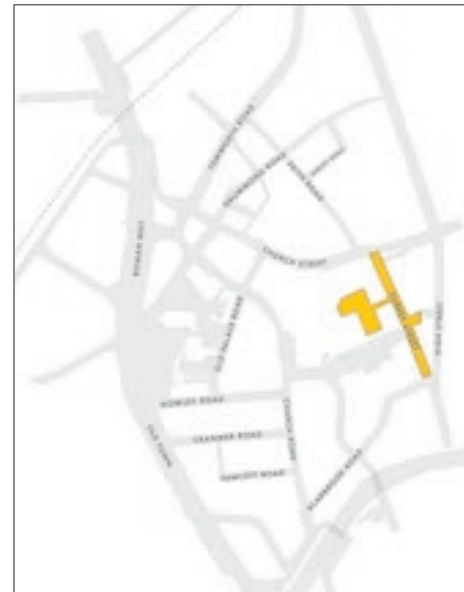
including 46 Surrey Street (the former Croydon Advertiser office building).

The road surface and footways are worn and have been damaged in some places due to heavy use by the market traders.

Overton's Yard and Fellmonger's Yard adjoin Surrey Street and provide private storage facilities for Surrey Street Market. These yards are currently subject to development pressure for housing. Storage for the market is also provided by Croydon Council in the basement of Q-Park car park. i

OBJECTIVES

1. Raise the profile of Surrey Street market in Old Town and attract more shoppers from the wider metropolitan centre and beyond.



Component location: OT2

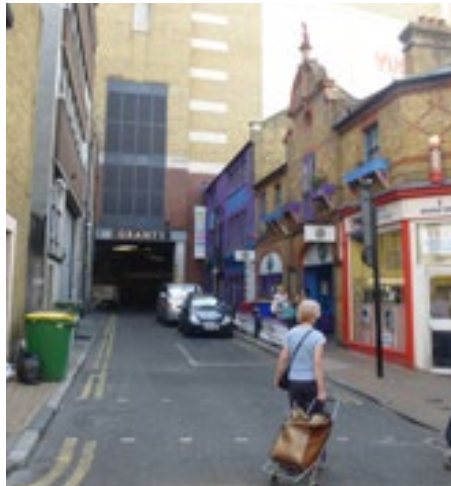


The traditional offer of Surrey Street Market is predominantly fruit and vegetables

2. Restore and reinforce the historic character of Surrey Street.
3. Create a robust and flexible public realm which allows different scenarios to be tested for the market layout.
4. Improve facilities for provision and consumption of street food.
5. Restore and activate building frontages where necessary.
6. Improve pedestrian access to the shops and movement across the street.
7. Safeguard storage and other facilities for the efficient functioning of Surrey Street Market.
8. Increase activity and natural surveillance on the street in the evenings.



The existing market is busy at the Church Street end of Surrey Street



The service access on Middle Street has a detrimental impact on the public realm

DESCRIPTION

Attractive and robust street surfacing, new lighting and waste containers for the street and restored historic shop fronts. Public art or bespoke signposts at each end of Surrey Street to raise the profile of the market in the wider metropolitan area. Careful layout of the market stalls to allow people to walk easily down the middle of the road but also along the footways to access shops. This includes adjusting the current location of the stalls slightly towards the road centre and the introduction of one or two breaks in the line of stalls, to allow access to the shops at these points.

Establishment of a hot food area, including the existing hot food stalls, with movable tables and seating and canopies. In management terms, a broader range of high quality food stalls that complement and support the existing traditional fruit and vegetable offer and help to create a food destination in Croydon



Figure 33: Plan of current Surrey Street Market stalls illustrating the current offer of the stalls along the street. The plan demonstrates the higher vacancy level of the stalls towards the south of the street

should be encouraged.

Retention of market storage space between Overton's Yard and Fellmonger's Yard to support the market, with an attractive gate to tidy the area and improve security.

Retention of existing and greater use of historic carts to maintain the historic feel of the market. Improvements to the service yard (Middle Street) adjacent to number 46 with robust new paving and lighting and better facilities for traders, such as toilets, electricity and water supplies.

PARAMETERS

- Signage to the market at each end of Surrey Street should not impact on pedestrian or vehicular movement flows.
- It is important for the layout of the market to balance the requirements for pedestrian movement between stalls with the need to access the shops on Surrey Street.
- The location of the stalls should not be altered significantly on a regular basis so that shoppers can easily find stalls they have visited previously.
- The lunch time street food offer should be focused at the southern end of Surrey Street where the market is currently less busy.
- Road surfacing should be robust enough to withstand heavy use and flexible to allow different layout scenarios for the market to be tested.
- Power and water supplies, refuse storage, toilets and servicing for the market should be considered in a detailed study.
- Encourage residential accommodation on the upper floors of buildings to provide



Figure 34: Proposed plan of Surrey Street illustrating the importance of active retail frontage along the edge of the street (red line) and a proposal for signage or public art at either end (pink dot) (see page 138 for key)

- evening activity.
- Any new development in the Overton's Yard and Fellmonger's Yard area should provide replacement market stall storage within the scheme.
- Resurfacing and lighting in Fellmonger's and Overton's Yard should be used to create more attractive and safe pedestrian routes.
- Market storage should not be visible on the street.
- Storage and parking spaces for traders in Q-Park should be retained, as far as possible to assist the viability of the market.
- Shop front improvement should follow the guidance in the Conservation Area General Guidance SPD (2013).
- Improve the visual appearance



Borough Market, Southwark, has an offer of both independent food shops and stalls which all contribute to the area's reputation for good food



Re-branding strategy for Wood Street Market, Walthamstow helped to strengthen the areas identity



Traditional signage marking the entrance to East Street Market on Walworth Road, Southwark

of the boundary treatment for service access to the Grants building on Middle Street.

- It may be possible in the future to reconnect Middle Street to Surrey Street for pedestrians.

RELATED COMPONENTS

OT9, OT4, OT1

STAKEHOLDERS

Surrey Street building owners
Surrey Street businesses and market traders
Croydon Old Town Business Association
Croydon Council
Portas Town Team
Croydon Conference Centre
Q-Park

LEAD

Croydon Council
Building and business owners
Private sector

FUNDING

Croydon Council
Building and business owners
Other public funding

MANAGEMENT

Building and business owners
Croydon Council



Temporary food hub on Surrey Street. For further information see page 141



Whitecross Street Market in Islington is a popular street food destination and serves hot food on Thursdays and Fridays



Maltby Street Market near London Bridge serves hot food on Saturday and Sunday



Inexpensive temporary kiosk frontage could be used to help improve the quality of vacant frontages to some parts of Surrey Street in the short term

OT3

Frith Road, Keeley Road and Priddy's Yard

PHASE

Now and Soon

PRIORITY:

Medium

TYPE

Public realm, movement

CONTEXT

Frith Road and Keeley roads are partly commercial streets with independent retail and community facilities; and partly residential streets. At the time of production of this masterplan they include a music shop (which is an important addition to the cultural offer of the area), a pie and eel shop, a snooker hall, two children's nurseries and a gym. The residential accommodation on Frith Road is predominantly terraced Victorian housing.

The streets have a lower footfall than the other commercial streets in Old Town – Church Street and Surrey Street. This is perhaps because they have a lower retail offer than these streets, with much of the Western side of Frith Road being predominantly residential accommodation. It is also possibly due to the poor quality of the public realm of the streets and some unattractive frontages and lack of quality connections through the Centrale urban block from North End. The Eastern edge of much of Frith Road and the southern edge of Keeley Road is fronted by the rear of the Centrale Shopping Centre which presents an inactive and blank frontage. The large service yard openings of the Centrale Shopping Centre also have a detrimental visual impact on the area as well as a detrimental noise impact created by their vents. There are several trees on Frith Road that partially ameliorate the impact of the blank frontage of Centrale.

Keeley Road has a pedestrian entrance to the Centrale Shopping Centre which appears to be well-used. Another entrance in to the Centrale shopping centre on Frith Road is currently closed and used to provide a pedestrian link through to North End.

Frith Road and Keeley Road are one-way streets.

Priddy's Yard is a narrow street with a similar character to the other Yards in Old Town (see OT8). The Holiday Inn Express Hotel is located in the centre of Priddy's Yard. The public realm along Priddy's Yard is of poor quality, in particular the area that is South of the hotel which is used for refuse storage by the adjoining retail premises fronting North End.

OBJECTIVES

1. Increase footfall.
2. Unify Church Street, Frith Road and Keeley Road.
3. Activate blank frontages.
4. Restore historic shop fronts where necessary.
5. Improve pedestrian connections to the area to increase the level of passing trade, particularly from North End.
6. Improve north-south cycle movement through the area.

DESCRIPTION

Match the public realm treatment of Frith Road and Keeley Road with that of Church Street. This will help unify these commercial streets and signify to shoppers on Church Street that the retail continues along Frith Road and Keeley Road. Introduce a contraflow cycle south-north cycle lane on Frith Road.



Component location: OT3



The rear of the Centrale car park on Frith Road



Existing view along Keeley Road, towards the Centrale Centre

PARAMETERS

- Public realm upgrades should include footway widening in front of shops where the street width allows and de-cluttering to give more space to pedestrians.
- Accommodate a contraflow cycle lane on Frith Road as an alternative route to North End along which cycling is not permitted between 10am and 6pm (see Movement Context 2.8).
- Use planting and/or public art to increase activity and interest along the blank wall of the Centrale Shopping Centre. In the longer term ensure any redevelopment of the Centrale Shopping Centre has active frontages facing on to Frith Road.
- The currently closed pedestrian link should be reopened and signposted through the Centrale Shopping Centre to North End during retail opening hours.
- The public realm of Priddy's

Yard should be improved with high quality and consistent street surfacing and brighter lighting.

- Historic shopfronts should be improved as funding becomes available.

RELATED COMPONENTS

OT1, OT2

STAKEHOLDERS

Frith Road building and business owners
GLA
COBA
Portas Pilot team
TfL

LEAD

Croydon Council
Building and business owners

FUNDING

Croydon Council
GLA
Building and business owners

MANAGEMENT

Croydon Council
Building and business owners



Shops along Frith Road



Priddy's Yard links Frith Road with Crown Hill



Figure 35: Illustrative sketch illustrating proposals at Frith Road (Studio Weave)

OT4 Exchange Square

PHASE
Now

PRIORITY:
High

TYPE
Public realm, retail

CONTEXT
Exchange Square is a privately owned public space that lies adjacent to the Surrey Street Pumping Station - a magnificent, large and ornate gothic-styled former pumping station that is grade II listed (see OT5). The square was created in 2008 with the redevelopment of the area. This provided a new pedestrian link between Surrey Street and Charles Street and opened up views of the pumping station and access to it. The square has two main areas of hard landscaping either side of Surrey Street Pumping Station. It slopes upwards towards Surrey Street.

The shop units surrounding Exchange Square that were created in 2008 have never been occupied. They have not been fitted out yet and this would require significant investment.

There is a low amount of seating and the square is poorly maintained.

The eastern edge of Exchange Square includes the rear extension of 10 Surrey Street (a locally listed building) which creates a partially inactive edge to the square. However, the original buildings on Surrey Street that form a backdrop to this edge are highly attractive and make a positive contribution to the appearance of the eastern edge of the square.

There is an non-operational

Thames Water switching hut on Exchange Square which is poorly sited and unattractive. It has a detrimental impact on the square and the setting of the pumping station (see photo top right). Matthews Yard Cafe is the sole occupant of the units surrounding the Square - a cafe, workspace, hub for Croydon Tech City, gallery and performance space. Matthews Yard is very popular which is an indication of the regeneration potential of Exchange Square.

OBJECTIVES

1. To create a lively and active public space in the centre of Croydon Metropolitan Centre with new seating and play opportunities.
2. To provide an attractive and historically sensitive setting for the Grade II listed Surrey Street Pumping Station (See OT5).
3. To improve the pedestrian route from Old Town's residential areas to Surrey Street and North End through the square.
4. Activate the eastern edge of Exchange Square to the rear of 10 Surrey Street.
5. To occupy empty units with shops, cafes and potentially other uses that could spill out into Exchange Square.

DESCRIPTION

Exchange Square remains an uncluttered and flexible public space to allow it to be used for different events and activities. The removal of the Thames Water switching hut helps to enhance the square. The shop units are occupied which attracts footfall to the square. Restaurant and cafes occupy some of the retail units and seating from them spills out into the square.



Component location: OT4



Existing public realm at Exchange Square with the Pumping Station to the left (see OT5 for more information). The green box is the non-operational Thames Water switching house. The retail units are unoccupied



View in the square looking east - existing public realm at Exchange Square includes some planting in the form of a green wall which creates a barrier in the square. There is a change in level, rising towards Surrey Street

PARAMETERS

- The empty shop units in the square should be fitted out, ready for letting.
- A new use for the Surrey Street Pumping Station should be identified (See OT5 for more detail).
- Ensure the setting of the Grade II listed pumping station is improved.
- 10-11 Surrey Street should provide activity in Exchange Square, perhaps with tables and chairs at the rear of the cafe. There may be scope for a small extension to help this to be achieved.
- Public realm design should include incidental integrated play opportunities that respect the setting of the listed Surrey Street Pumping Station and do not clutter the public realm (see 2.7 for further details).
- There should be additional movable and fixed seating areas in the square.
- Specialist and cultural arts based uses are encouraged for the buildings surrounding the square to enhance the visual appearance of Exchange Square and range of activities in Old Town.
- Any performance space should be temporary so as to maintain the flexibility of the space to accommodate other activities.
- Additional planting should be explored. However, the existing green wall within the square should be removed where the planting currently exists because this reduces the sense of openness in the square and is a barrier to movement.
- The redundant Thames Water switching hut should be removed.

- Any new seating or play facilities should not be located on the walking and cycle route through the square (see sections 2.8 and 3.4 on cycle routes and facilities). A new smooth surfaced route should be considered for bikes on the western side of the square where the existing surfacing is uneven.

RELATED COMPONENTS OT5, OT2

STAKEHOLDERS

National Asset Management Agency (Ireland)
Wandle Holdings / Clowater
Portas town team and Croydon
Old Town Business Association
Croydon Council
Thames Water (freeholder)
Matthews Yard
Retail unit owners

LEAD

Landowner and retail unit owners

FUNDING

Croydon Council and other public sector funding
Private sector/ Landowner
Retail unit owners

MANAGEMENT

Landowner and retail unit owners



A busy square in the Hague with tables and chairs



Putt Putt - Temporary crazy golf held in Exchange Square 2013, Turf Projects (copyright Jim Stephenson)



Restaurant and cafe seating should bring activity to the square, as in the public space off Canvey Street, Southwark



The design of the public realm should include integrated play opportunities

OT5

Surrey Street Pumping Station

PHASE
Now

PRIORITY:
High

TYPE
Retail / education / community / leisure / culture use (depending on final user(s)). Refurbishment

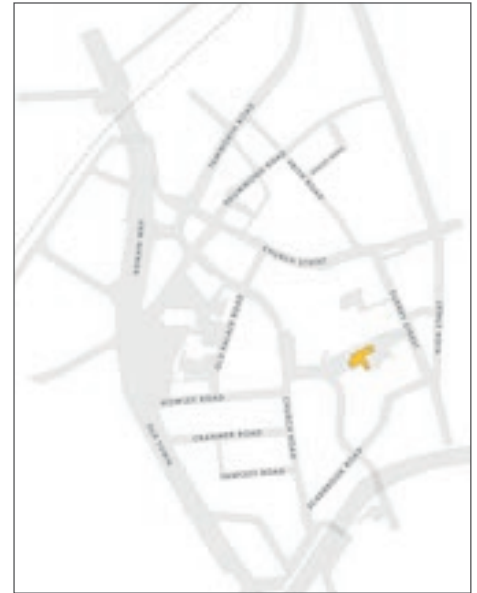
CONTEXT
The existing building is a large attractive gothic revival style Grade II listed former pumping station, currently on the National Heritage at Risk Register published by English Heritage. The building was built in four stages starting with the engine house in 1851 and although the building is structurally sound and has a roof, internally it is in poor condition and will require substantial investment to restore it for use. The building has been vacant since the 1980s. (see also OT4).

- OBJECTIVES
1. Repair and restore the building, removing it from the Heritage at Risk Register.
 2. Provide a new use, or a range of uses, for the building which are sustainable and complimentary to its architectural merit. Transform the building in to a destination and anchor for the regeneration of Old Town.
 3. Maximise public access to the building to enable it to be enjoyed by the community.

DESCRIPTION
Surrey Street Pumping Station is restored and a new use or uses found for the building unlock the potential of Exchange Square as a whole and improve access and activity in this part of Old Town. Food and drink related uses

which combine on-site production with consumption are currently popular, such as an artisan bakery, micro-brewery or coffee roastery, and could be suitable uses. The Pumping Station becomes a destination and anchor for Croydon's regeneration.

- PARAMETERS
- The Masterplan does not make a single recommendation for the use of the building but has suggested a set of principles to guide the identification of a new use and:
- Surrey Street Pumping Station provides a publicly accessible use, or range of uses, which provide a desirable destination and actively contribute to the amenity of Exchange Square.
 - The use should be sensitive



Component location: OT5



Surrey Street Pumping Station, Exchange Square

to the character of the listed building and complement its sensitive restoration.

- Any changes to the building should sustain or enhance the significance of the Pumping Station whilst securing a sustainable and appropriate future for the building that meets the needs of the local community.
- The building should have a complementary relationship with Exchange Square that enlivens the appearance and experience of the square.
- The use in the building should not duplicate an offer that is already available on or near Surrey Street, but support the area.
- Uses could potentially be brought forward in phases.

RELATED COMPONENTS OT4

STAKEHOLDERS

Clowater
Croydon Council
Portas Pilot Town team and
Croydon Old Town Business
Association
Thames Water
National Asset Management
Agency (Ireland)
KPMG

LEAD

Owner / Leaseholder

FUNDING

The Heritage Enterprise Fund
Owner / Leaseholder
Architectural Heritage Fund
Social Investment Business
Other public funding

MANAGEMENT

Owner / Leaseholder
Eventual operator of use within the
building



Surrey Street Pumping Station in Exchange Square



The rear of Surrey Street Pumping Station, from Charles Street



Castle Climbing Centre, Hackney, is a new use in a converted pumping station that provide visitors to the building.

OT6 Ryland House

PHASE
Now and Later

PRIORITY:
Low

TYPE
Refurbishment / new homes or other potential uses, Public realm

CONTEXT
Ryland House is a 13 storey tall and wide office tower built in the early 1970s as the General Post Office switching centre in a modernist style. It was built before the designation of its neighbouring conservation areas in Old Town and its large scale means it has a detrimental visual impact on the historic character of Old Town and dominates views. This impact is compounded by its inactive frontage, noisy vents, wide vehicular access point with a poor quality boundary treatment and surrounding poor quality public realm which includes cracked paving. The public realm does include a few attractive trees which go a little way to ameliorating the detrimental impact of the building. The building is currently used by BT.

- OBJECTIVES**
1. If the site is redeveloped then Ryland House should be replaced with a building of a significantly smaller scale that would be more respectful of the scale and special character of the surrounding conservation areas and Old Town.
 2. Improve the immediate setting of the building by upgrading the public realm including soft landscaping.
 3. Activate and add design interest to the ground floor of the building.

4. In the longer term convert the building to residential or other potential uses, or redevelop the site.

DESCRIPTION
The visual appearance of the ground floor of Ryland House is enhanced through additional soft landscaping and/or public art. Existing bollards are removed where possible. Where they are required for security, they are replaced with more attractive models. In the longer term, Ryland House could be retrofitted and converted to residential or office use with new openings on the ground floor to create active frontages to the building. Another long term option is the demolition of Ryland House which would completely remove its imposing visual impact on Old Town.

- PARAMETERS**
- Any public realm improvement should to protect space for pedestrians.
 - Planting should be low maintenance.
 - Interventions should not obstruct the building ventilation grills.

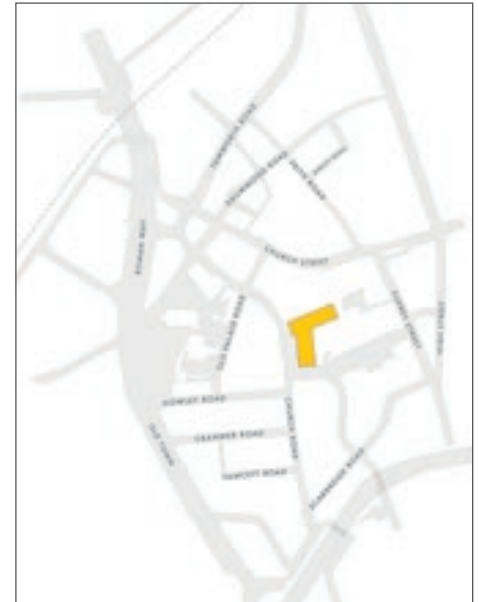
RELATED COMPONENTS
OT25, OT7

STAKEHOLDERS
Croydon Council
BT

LEAD
Building owner

FUNDING
Building owner

MANAGEMENT
Building owner



Component location: OT6



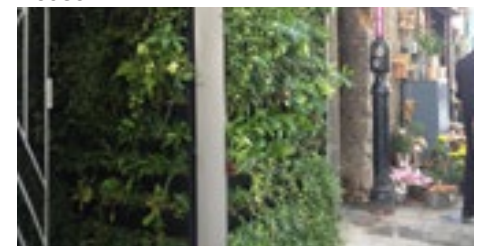
The imposing scale of Ryland House



Unattractive vehicular access point



Existing public realm adjacent to Ryland House



A green wall in Borough helps to enhance an unattractive corner

OT7

Q-Park Car Park

PHASE

Now

PRIORITY:

Low

TYPE

Car parking, Retail / Bar

CONTEXT

Q-Park is an important car park for Old Town, located close to Surrey Street, Church Street, Exchange Square and the Surrey Street Pumping Station. There is market storage in the ground floor of the car park.

The five storey car park is currently under-used and it is never more than 60% full. The car park entrance on Charles Street is difficult to access for vehicles due to the one way streets in Old Town. The street surfacing along the pedestrian route to the car park from Surrey Street (Overton's Yard) is tired (see also OT8).

OBJECTIVES

1. Create temporary leisure uses.
2. Deliver a more direct vehicle routes to the car park.
3. Improve pedestrian access.
4. In the longer term redevelopment as residential accommodation could be considered as indicated in the Croydon OAPF.
5. Continue to provide / upgrade market storage

DESCRIPTION

The car park continues to function as one of Old Town's key car parks. A destination is created through temporary uses on the car park roof such as a pop-up bar or restaurant. The pedestrian route from Surrey Street to the car park is improved with resurfacing, lighting and signage. Vehicle access to the car park is improved through two way traffic flows on Church Road and at the north

end of Charles Street (See 3.4 Movement Parameters). There is a longer term aspiration for a direct pedestrian access point to the car park from Exchange Square.

PARAMETERS

- Temporary uses should be located at the western end of the roof to take advantage of the best views.
- The height of the currently low wall on the car park roof would probably need to be raised for safety.
- A pedestrian route through the car park to the roof should be identified.
- Improve public realm of Overton's Yard.
- Introducing two-way traffic on Charles Street would require widening Charles Street. If widening occurs the high quality of the existing public realm on Charles Street should be retained.

RELATED COMPONENTS

OT4

STAKEHOLDERS

Q-Park
Portas Town Team and Croydon
Old Town Business Association

LEAD

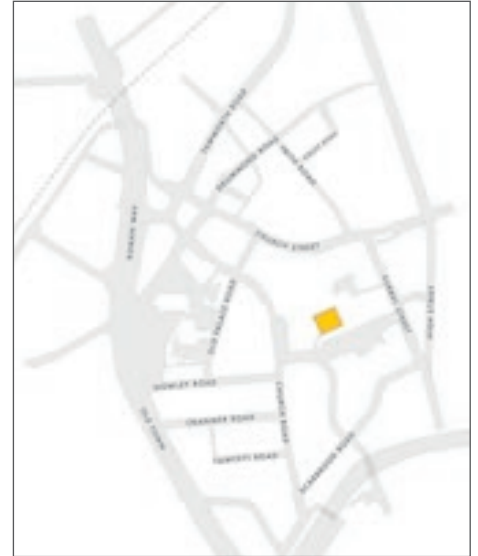
Q-Park

FUNDING

Q-Park
Private sector

MANAGEMENT

Q-Park



Component location: OT7

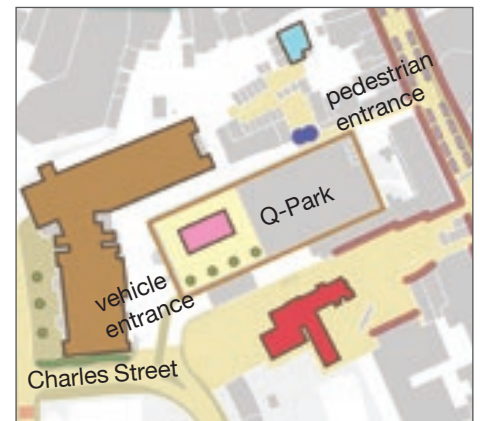


Figure 36: The masterplan proposes the use of the western end of Q-Park's rooftop (see page 138 for key)



Existing car park and vehicular entrance



Franks Bar, Peckham is located on top of a multi-storey car park and is open during the summer months. Facilities are basic and it is a cost effective way of introducing positive activity

OT8 Yards

PHASE
Soon

PRIORITY:
High

TYPE
Infrastructure

CONTEXT
The area of Old Town around Surrey Street is characterised by intimate alleyways and yards, which are part of its historic layout pre-dating 1800. The yards are the narrowest streets in Croydon Town Centre at around 2m wide and they make a significant contribute to the distinctiveness and character of Old Town. However, Overtons and Fellmongers have a worn public realm. They are sometimes used for refuse storage and are perceived to be unsafe after dark, partly due to low footfall levels. Other Yards include Waterworks Yard and Matthews Yard off Exchange Square. Overton's and Fellmongers Yard are used by Surrey Street traders to access storage.

OBJECTIVES

1. Improve the public realm of the yards.
2. Improve safety and the perception of safety in the yards.
3. Increase activity and natural surveillance.

DESCRIPTION
A coordinated design approach to historic yards and alleyways to distinguish between public space and service yards. Encourage small scale business activity and production in these yards. Encourage landowners to establish clear boundary treatment to private land. Improve lighting levels in the yards.

PARAMETERS

- Private land and market

- and refuse storage only should be made secure with attractive gates and boundary treatments to provide managed access. It should not clutter the public highway.
- Alleyways that are public rights of way should not be gated.
 - Any gate design should be decorative and incorporate local character in design and have gaps to see through to avoid dead frontages.
 - The yards should receive the following treatment:
 - Overton's Yard: Gate market storage area within the yard.
 - Fellmonger's Yard: Gate market storage within the yard.
 - Priddy's Yard: Don't gate.
 - Waterworks Yard and Matthews Yard at Exchange Square: Don't gate.
 - Private alleyways off Church Street: Gate.

RELATED COMPONENTS
OT2, OT1

STAKEHOLDERS
Croydon Council
Surrey Street Market Traders
Property owners

LEAD
Croydon Council and landowners

FUNDING
Croydon Council and landowners

MANAGEMENT
Croydon Council and landowners



The entrance to Fellmongers Yard is used for temporary market storage which has a harmful visual impact



Component location: OT8

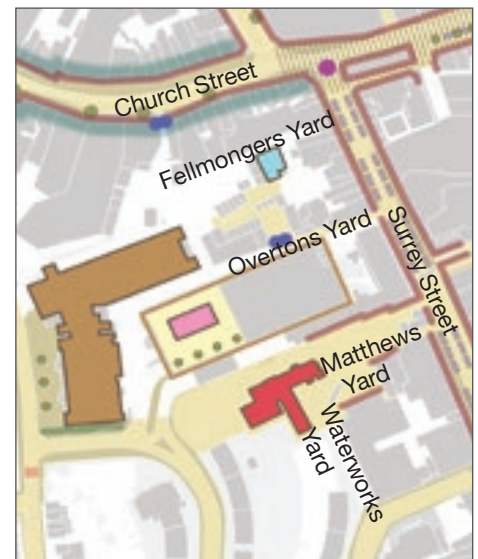


Figure 37: Blue dots on the plan indicate where boundary treatment should be considered. Gates should be considered at entrances to private land. (See page 138 for key).



An example of attractive gates at Shawbury Gates, Southwark, by Lordship Lane for use on private yards

OT9

Link Through Arcade

PHASE
Soon

PRIORITY
Medium

TYPE
Public realm

CONTEXT
The Arcade is a Victorian internal link through the Grants leisure complex which adjoins steps into Surrey Street. It is a direct route from the main shopping areas of Croydon Metropolitan Centre to Surrey Street, Exchange Square and beyond. The arcade is poorly lit, especially when the shops are closed. There is a Legible London signpost on the High Street adjacent to the route.

OBJECTIVES

1. Maintain the link between High Street and Surrey Street.
2. Improve the environment to encourage people to use this link.
3. Raise the profile of Surrey Street.

DESCRIPTION

Bespoke signage for Surrey Street Market at the arcade entrance on the High Street. Creative lighting within the Arcade will help to improve the pedestrian experience and entice people to use the arcade.

PARAMETERS

- Lighting should be bright.
- Flooring should be sensitive to the historic setting.
- Signage should be bespoke and not detract from the historic frontages on the High Street.

RELATED COMPONENTS

OT2

STAKEHOLDERS

Arcade landowner / Grants
Shops in Arcade
Surrey Street Market Traders
Croydon Council

LEAD

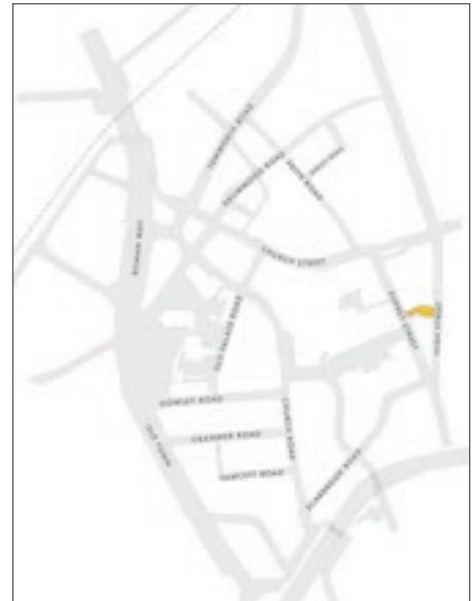
Arcade Landowner / Grants

FUNDING

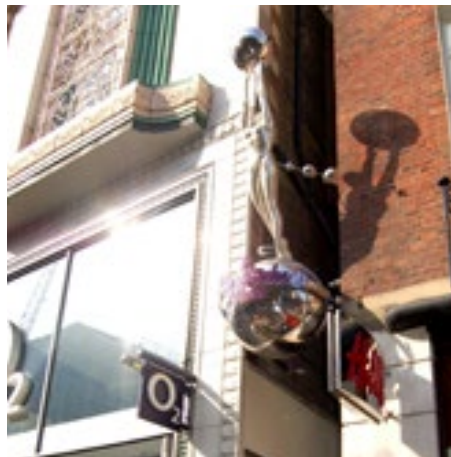
Arcade Landowner / Grants

MANAGEMENT

Arcade Landowner / Grants



Component location: OT9



An interesting way to mark hidden entrances to a shopping street (St Christopher's Place, London)



Figure 38: Improved link through the arcade (see page 138 for key)



Attractive and creative lighting and paving at Barking Town Square



The Victorian Arcade (top) and steps down to Surrey Street (bottom) and an entrance to the Q-Park car park over the bridge

OT10 Reeves Corner

PHASE
Now

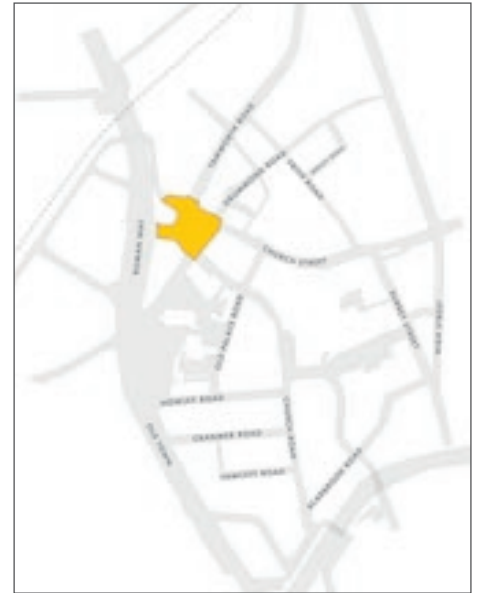
PRIORITY:
High

TYPE
Public realm, road layout redesign,
residential, community

CONTEXT
Reeves Corner is effectively an island site, surrounded on all sides by traffic travelling one way. The site was cleared following severe fire damage caused to the building that previously stood on the site during the civil disturbances of August 2011. In August 2013 temporary landscaping was implemented. The site at Reeves Corner currently sits empty of buildings and it provides the opportunity for reorganisation of site boundaries and highway realignment.

Reeves Corner is a key gateway into Old Town and a junction where eight roads join. Traffic congestion occurs on Reeves Corner during busy shopping times when many vehicles are queuing up to access the Centrale Car Park on Tamworth Road. Traffic also backs up on the nearby Church Road when Old Palace School children are being dropped off and collected. The quality of the public realm

and pedestrian experience is generally poor with some narrow footways, wide roads and poor quality signage. The area feels unsafe in the evening because of low levels of activity. The site is directly opposite a group of attractive locally listed Victorian terraced commercial buildings which were also fire damaged in 2011 and the locally listed existing House of Reeves shop. These are located within the Church Street Conservation Area. Reeves Corner is part of the setting of the Croydon Minster Conservation Area and several listed buildings - the Minster (Grade I), the Rose and Crown Pub (Grade II), the former almshouses at Ramsey Court (Grade II) and part of the House of Reeves shop (Grade II).



Component location: OT10



Reeves Corner from the junction with Roman Way



Figure 39: Temporary uses at Reeves Corner could include uses such as a 5-a-side football pitch with roof net (shown to scale here)



The temporary area of landscaping in place at Reeves Corner

OBJECTIVES

1. Deliver a programme of pop-up or meanwhile uses at Reeves Corner in addition to the existing temporary landscaping in advance of development.
2. Make the area more pedestrian friendly and provide a new public space (see 3.4 Movement Parameters).
3. Improve the setting and visual amenity of the Reeves Corner site and develop a building that is sensitive to its historic setting.
4. Improve the pedestrian and cycle route between the Minster and North End.
5. Reintegrate Reeves Corner with Church Street. Knit back together the urban fabric by rationalising the road layout.

DESCRIPTION

Reeves Corner can be developed to provide an attractive new building and a pedestrianised street at the western entrance to Old Town, while simultaneously maintaining traffic flows and improving cycle routes.

A building would provide activity to the pedestrianised street and continue the built frontage of Church Street to link with the House of Reeves furniture store. The high quality public space, set between the new building and the existing buildings at Church Street will be sheltered from Roman Way.

In the immediate future the site should be used for a programme of meanwhile uses to provide animation in this area of Old Town and act as a positive precursor to redevelopment at the western end of Church Street. Meanwhile use activities would be subject to agreement with the landowners, funding and traffic safety audits.

PARAMETERS

- The site lies outside of the Primary Shopping Area and therefore would not normally be considered suitable for a new retail development. However, given the long history of retail use on this site,



Pop up pavilion and temporary event at the London Festival of Architecture. Such an activity could be a meanwhile use that helps bring life to Reeves Corner and provide temporary amenity space



Low and small trees show how greening of Reeves Corner could be designed to maintain views to House of Reeves. Precedent from City of London



Figure 40: An artists impression of the pedestrianised street and building at Reeves Corner (indicative)

would be permitted subject to the Development Plan (See Planning Brief Site: Reeves Corner, 104-12 (even) Church Street and 1-5 Reeves Corner, 5th November 2011).

- The height of any new building should not exceed three storeys to fit comfortably within the surrounding historic context.
- The upper floors should provide residential accommodation, which could be retirement accommodation in conjunction with the local Elis David Almshouses.
- Any new building should reflect the surrounding fine grain massing and scale.
- Maintain views of the Reeves shop from the end of Church Street.
- The building will be visible from all sides and therefore all frontage must be of a high quality design. In this context servicing of the building will need to be carefully considered.
- Several smaller buildings on the site would be acceptable (as previously existed on the site).
- The location of services on the western edge of the site means that it would be expensive to build in that area of the site.
- The design of a new building / buildings should consider the use of materials in keeping with the Church Street and Parish Church conservation areas.
- A new building should maintain views to the Minster from the north.
- Lane widths of vehicular routes should be narrowed and footways widened where possible to reduce

OPTIONS FOR REEVES CORNER:



Figure 41: Indicative design for 'Peninsularising' Reeves Corner. This would create an open space enclosed by buildings, and improve the quality of the direct pedestrian link between North End and Minster Quarter. The building on the 'peninsularised' site would be more accessible and traffic flows would be rationalised.



Figure 42: Indicative diagram showing possible improvements to the Reeves Island site without changing traffic flows. New homes with active ground floor uses on the western side would create usable public space or gardens on a widened footway (see page 138 for key).

- the dominance of traffic and improve pedestrian permeability.
- Reconfiguring the traffic routes to form a peninsula at the end of Church Street and Church Road is recommended, knitting the site into Old Town and reducing the island nature of the site.
- The junction should be designed to improve the public realm and pedestrian movement in addition to maintaining vehicular movement (see figure 41). Modelling work carried out to date indicates that existing traffic flows could be accommodated satisfactorily with minimal changes in journey times/delay.
- The tramlink network will need to be taken into account within the wider movement network and must not be disrupted.
- By reconfiguring the space in this way it is possible to create a significant area of public space and also provide a building or buildings.
- The public space should be of high quality with seating and planting, encouraging activity from the building either side to spill into the space.
- The pedestrianised street should retain existing service access for properties on the East side of Church Street
- The realigned street layout should maintain delivery access on Church Street to the House of Reeves shop.
- Adequate loading bay provision for the use of the site should be provided.
- The bus stop must be relocated from Reeves Corner to Drummond Road to allow for pedestrianisation of a section of Church Street.

- Detailed modelling of the road re-alignment and two-way working should be undertaken before changes are made.

RELATED COMPONENTS OT1, OT2, OT13, OT18

STAKEHOLDERS
The Reeves family
The Whitgift Foundation
TfL
Croydon Council

LEAD
The Reeves family (landowner)
The Whitgift Foundation (landowner)
TfL
Croydon Council (landowner)

FUNDING
The Reeves family
The Whitgift Foundation
Croydon Council
TfL
GLA

MANAGEMENT
The Reeves family
The Whitgift Foundation
Croydon Council

OT11

Ann's Place Car Park (West)

PHASE
Soon

PRIORITY
Medium

TYPE
Residential

CONTEXT
The site is currently a car park on the corner of Drummond Road and Church Street. The adjacent building on Reeves Corner is the former Eagle Public House (currently a community centre) which has attractive tiled detailing and successfully defines the corner to Tamworth Road. There is additional capacity for car parking nearby under Jubilee Bridge at the Jubilee Bridge Car Park. This component comprises of the west side of Ann's Place Car Park. Please see OT12 for detail about Ann's Place Car Park (East).

- OBJECTIVES**
1. To create a building that marks the corner and addresses Reeves Corner and Drummond Road.
 2. To provide housing.

DESCRIPTION
Attractive development at the corner of Drummond Road and Reeves Corner. Investment in Jubilee Bridge car park to ensure parking demand can be met (See OT21).



The existing Ann's Place car park and Eagle Pub

- PARAMETERS**
- The building should have doors and ground-floor windows that open onto both streets to create active frontages.
 - New development should be set back to allow for generous footway widths on Reeves Corner and continue the building line on Church Street.
 - A maximum height of four storeys would be in keeping with the context of neighbouring development.
 - Residential accommodation is encouraged to be provided on this site to help meet housing need. There may be potential for other uses, such as retail, on the ground floor.
 - If on-site car parking is provided as part of the development it should be located to the rear of the site to avoid it having an adverse visual impact.

RELATED COMPONENTS
OT10, OT12

STAKEHOLDERS
Neighbouring landowners
Croydon Council (Landowner)

LEAD
Landowner

FUNDING
Landowner

MANAGEMENT
Landowner

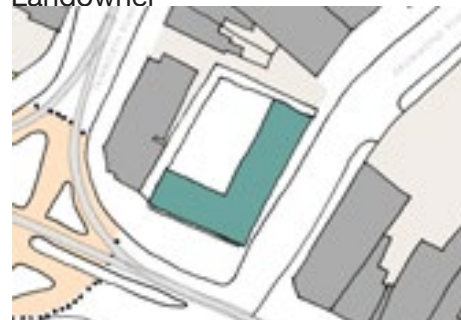
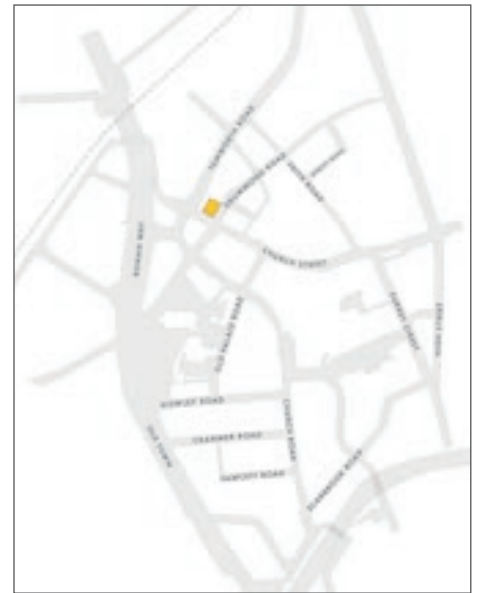


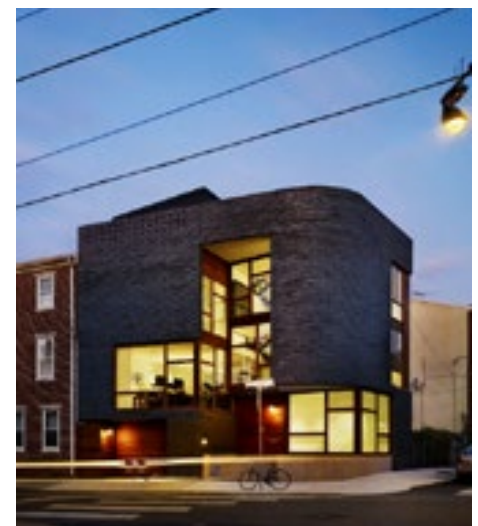
Figure 43: Sketch of the new building on Drummond Road turning the corner to Reeves Corner.



Component location: OT11



Ann Mews, (MaccreanorLavington). Attractive family homes with doors to the street



Residential apartments giving definition to the corner in Philadelphia, QB Design

OT12 Drummond Road

PHASE

Soon

PRIORITY

High

TYPE

Public realm, movement, infill

CONTEXT

The existing, poorly signposted pedestrian link between North End and Old Town is along Drummond Road and through an underpass beneath the Centrale shopping centre. It is poorly lit and signed and uninviting for pedestrians. In the longer term this route will be an important connection to East Croydon Station through the redeveloped Whitgift Shopping Centre on North End and is an objective of the Croydon Opportunity Area Planning Framework (see figure 45). Drummond Road provides vehicular access from the Centrale shopping centre car park and service area.

Drummond Road generally has poor quality public realm, a deficit in soft landscaping and lacks active frontages. The unscreened service yards underneath the Centrale Centre have a negative visual impact as do the Ann's Place Car Parks. The road is one-way and traffic appears to accelerate to meet the lights at Reeves Corner.

Currently bus stops are located on Drummond Road and at Reeves Corner. The bus stop has low quality public realm, is poorly lit at night and is located on a narrow footway.

OBJECTIVES

1. Enhance the east-west connection through the Centrale shopping Centre from North End for pedestrians and

cyclists.

2. Improve the route from Church Street to the bus stop and Ann's Place car park (east) for pedestrians.
3. Improve waiting facilities at the well used bus stop on Drummond Road.
4. Improve the design and landscaping of the Ann's Place car park(s)
5. Increase tree planting and greenery along Drummond Road.
6. Consider a development opportunity at the car park site (Ann's Place Car Park)
7. Encourage activation of street frontages along Drummond Road.
8. Traffic calming.
9. Move the bus stop from Reeves Corner to allow for pedestrianisation of the road between Reeves Corner and Church Street (see OT10).

DESCRIPTION

Improved public realm measures to create a more calm environment: Attractive lighting, soft and hard landscaping, improved boundary treatments to service yards and car parks, lighting the soffit of the bridge and where possible widening the footways. Forecourts of private buildings and car parks should also include soft landscaping.

New Legible London signage to Old Town and the Minster at the point on North End where Drummond Road meets the street. A threshold feature could also be established at the North End entrance to Drummond Road. New active edges should be encouraged.

Consolidate the bus waiting areas in this part of Old Town. Provide



Component location: OT12



Figure 44: Active frontage along the parts of Drummond Road which are not residential as well as the treatment to the route through Centrale will help in improving this route (see page 138 for key)



Existing route under the Centrale shopping centre

a more comfortable waiting area with seating, a bus shelter and additional lighting. Widen the footway along the south side of Drummond Road to improve access and bus waiting space. The pedestrian route to Church Street from the bus stop and car park is improved through lighting and resurfacing and better boundary treatments.

A new northbound contra-flow cycle lane in the area of road where the bus cage is located (See 3.4 movement parameters). This may require the purchase of some land on the western side of the road near the bus cages to allow enough width for the safety of cyclists when a bus overtakes a parked bus.

PARAMETERS

- A shared surface treatment between North End and Keeley Road only to allow service vehicle access.
- At the Drummond Road bus stop the road should be wide enough to accommodate one bus overtaking a parked bus and contra-flow cycle lane.
- Active frontage promoted along Drummond Road where ever possible.
- The layout of the car park will need to be revised in order to improve the bus waiting facility and provide greater space for pedestrians and a possible bike lane with approximately 8 spaces removed.
- The car park should have improved landscaping, particularly along the Drummond Road edge.
- The bus cage should be extended to allow three buses to stop here. Accommodate the 264 route moved from Reeves Corner (see figure 46).
- Vehicular access from the

Centrale shopping centre should be maintained.

There may be an opportunity for residential development at this site Parameters should include:

- A development of approximately 2 and a half storeys, with the half storey accommodated in the roof.
- The block must provide active frontage if the site is redeveloped to both Drummond Road and Tamworth Place with doors and windows.
- New development should be set back to allow for generous footways and the bus stop waiting area (see figure 47).

RELATED COMPONENTS
OT3, OT11, OT10

STAKEHOLDERS

Centrale landowners
Croydon Council
TfL
Property owners

LEAD

Croydon Council

FUNDING

Croydon Council



The existing Ann’s Place Car Park (east) (image 2013 Bluesky)



The existing Drummond Road Car Park and the pedestrian route to Church Street



Drummond Road Car Park to the right, inactive frontage to the right on Drummond Road and the Central Centrale in the distance

TfL
Property owners

MANAGEMENT
Croydon Council
Property owners



Figure 45: The Croydon Opportunity Area Planning Framework highlights the importance of the east west route across Croydon Metropolitan Centre from Addiscombe to the Minster via Drummond Road

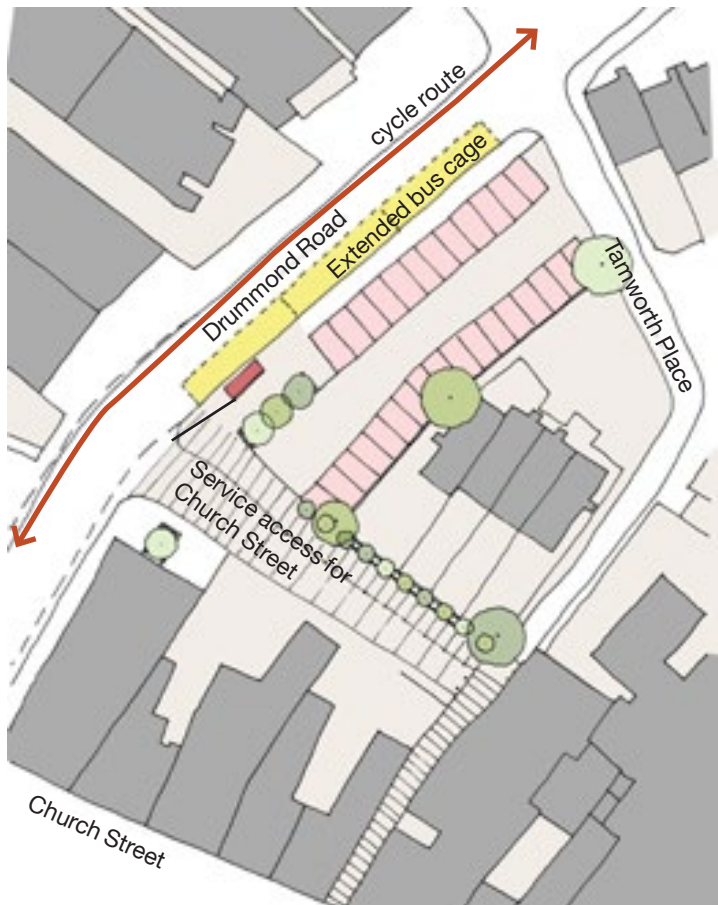


Figure 46: Plan of Ann's Place Car Park (East) consolidated car park and improved route to Church Street

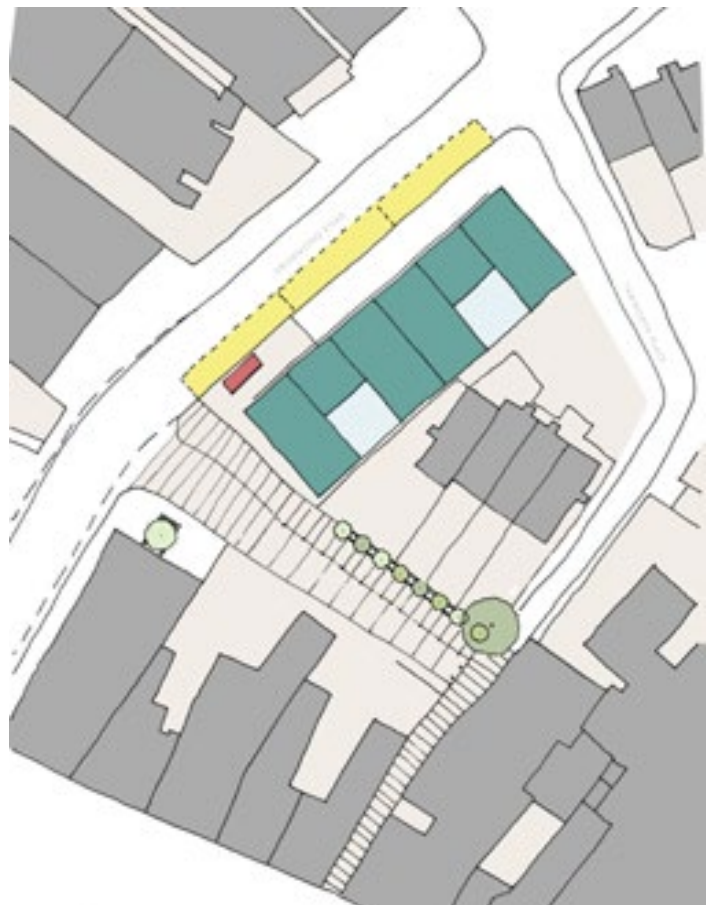


Figure 47: Illustrative plan indicating development options for Ann's Place Car Park (East) with the existing housing adjacent to the car park maintained

OT13

Number 1 Church Road

PHASE
Now and Soon

PRIORITY
High

TYPE
Residential

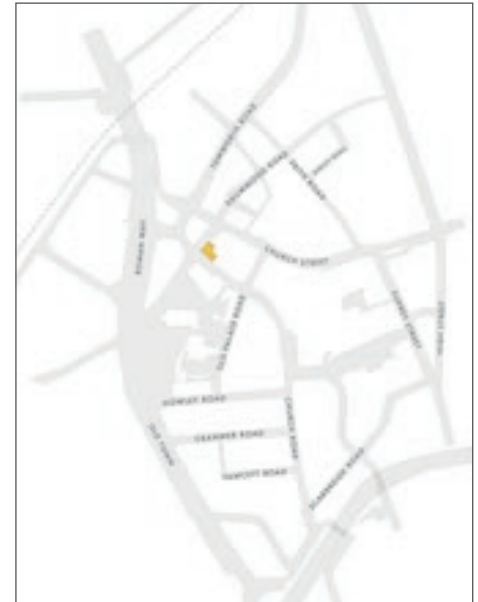
CONTEXT
The site is currently undeveloped land at the junction of Church Road and Reeves Corner. The site has a pair of mature trees on its south eastern half and lies adjacent to an electricity substation that is accessed via Church Street. The public realm is in a poor condition with cracked and mis-matched paving.

Church House Business Centre, the office building adjoining the south east side of the site has a number of windows in its western elevation. The site is in the Church Street Conservation Area and is part of the setting of Croydon Minster Conservation Area. New homes in this area of Croydon are important to bring activity to the area.

- OBJECTIVES**
1. To create a building that turns the corner and addresses both Reeves Corner and Church Road and completes the urban block.
 2. To help frame the view of the Minster (Grade I listed) from Drummond Road.

DESCRIPTION
Development at the corner of Church Road shall be a residential building of high quality design that helps define Church Road, Church Street and Reeves Corner. In the short-term the site should be used for meanwhile activity, such as a community garden (see figure 49 on following page).

- PARAMETERS**
- Proposed development should have doors and ground floor windows onto both Church Road and Church Street to activate frontages.
 - Proposed development should not exceed three storeys so it is in keeping with the scale of the surrounding buildings.



Component location: OT13



Existing public realm on Church Street and the electricity substation



Existing public realm on Church Street

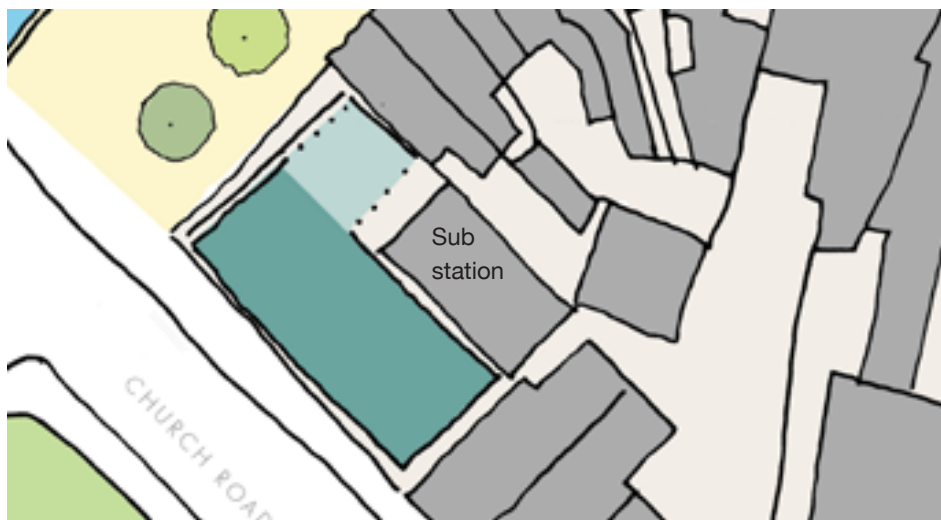


Figure 48: A sketch showing a plan for a new building on the corner of Church Road, wrapping around the existing substation and addressing both Church Road and the new public space on Church Street. The darker blue indicates the location of the new building and the lighter blue shows the location of the arch and access to the sub station at ground floor, which the building could extend above.

- Residential accommodation could be provided on this site to bring more activity to this part of Old Town and meet housing need.
- The new building should consider the historic setting and refer to the Church Street and Croydon Minster Conservation Area Appraisal and Management Plans for further guidance.
- Access to the electricity substation should remain, via an arch in the building frontage to Church Street.
- The existing trees should be replaced with semi mature trees in a close by location. Any planning application should be assessed by Croydon Council's tree officer, and mitigating measures agreed. The trees do not have Tree Preservation Orders.
- Any new development should take place in consultation with the owners of the neighbouring office building, and any design should have regard to the impact on the provision of natural light for this building.

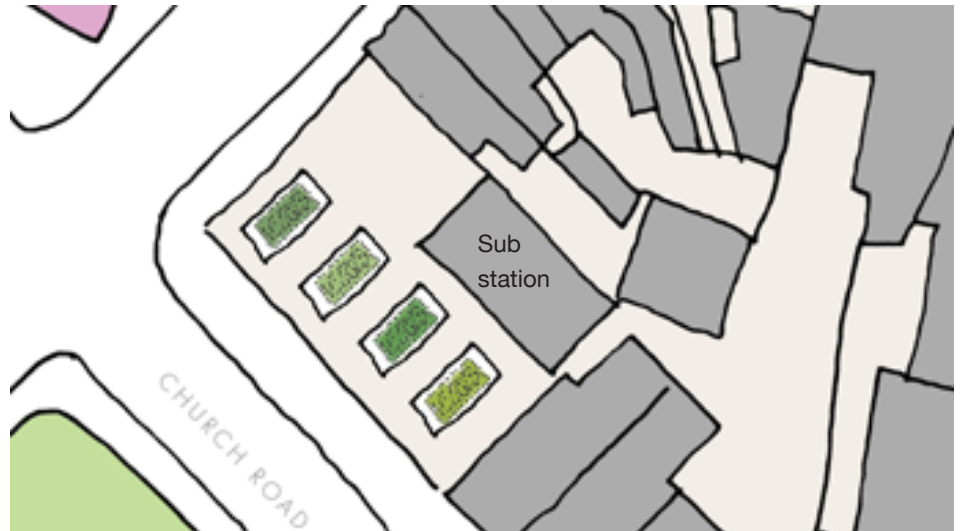


Figure 49: A sketch showing a plan for a temporary community garden at the corner of Church Road



PARK(ing) pop up and movable park in San Francisco, located here in an empty car parking space. PARK(ing) pop-ups contain planting, benches, bike seating and tables and could also contain play equipment. The precedent is useful because it demonstrates how seating and planting can be implemented in a temporary way, and moved around a town to test locations for new public spaces, while adding to the existing provision.

RELATED COMPONENTS OT10, OT18

STAKEHOLDERS

Croydon Council (landowner)
Church House Business Centre
National Grid
Portas Town Team

LEAD

Landowner

FUNDING

Landowner

MANAGEMENT

Landowner



Houses in Molenplein, Tony Fretton Architects (dezeen magazine) with door and windows activating the street at the corner of the block

OT14 Reeves Corner Tree Group and Green Space

PHASE
Soon

PRIORITY:
Medium

TYPE
Public realm

CONTEXT
The group of mature trees at the junction of Reeves Corner and Roman Way is an important green visual amenity and green infrastructure resource that helps screen the Roman Way flyover from Old Town. The trees are healthy and attractive but the green space could be smartened to improve this entrance into Old Town. There is limited seating with one bench facing towards Cairo New Road. Fast moving traffic on Roman Way and at Reeves Corner has a detrimental visual and noise impact on this site.

- OBJECTIVES**
1. Create an improved green space.
 2. Reinforce the role of the trees as a local landmark.

DESCRIPTION
New paths with seating to help people to enjoy the space and provide a resting point. Creative lighting in the trees helps improve

the setting at Reeves Corner. Community gardening at this location to increase activity and a sense of ownership and care for the area.

- PARAMETERS**
- Trees should be managed and thinned as necessary to ensure appropriate canopy for the space.
 - Street furniture should not obstruct the pedestrian and cycle route.
 - Lighting for trees should be sensitively designed to respect the historic environment.

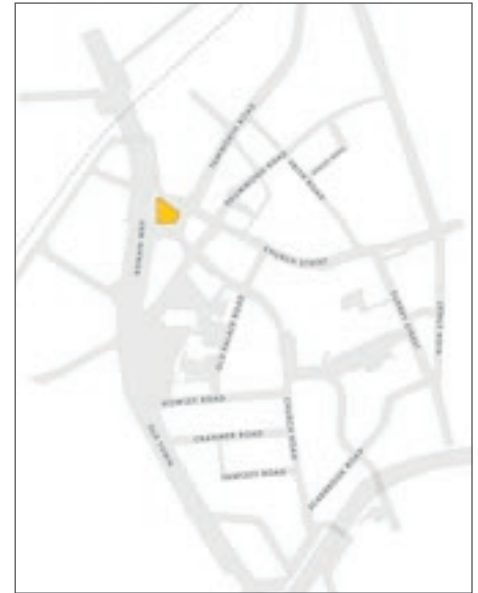
RELATED COMPONENTS
OT10, OT21

STAKEHOLDERS
Local community gardeners
Croydon Council

LEAD
Croydon Council

FUNDING
Croydon Council

MANAGEMENT
Croydon Council
Local community gardeners
Portas Town Team



Component location: OT14



Figure 50: Plan showing location of trees (see page 138 for key)



Small lights in trees in Farnham Place, Southwark



Interesting street lighting at night among smaller trees in Liverpool



Existing green space and trees at Reeves Corner which illustrates the screening benefit of the trees

OT15

Former Mission Chapel

PHASE
Soon

PRIORITY:
Medium

TYPE
Public realm, retail, cafe

CONTEXT
The former Mission Chapel is a valued locally listed building (see the Church Street Conservation Area Appraisal and Management Plan for a more detailed description of the building). It was the first Salvation Army Chapel outside of London's East End. However the building is currently in a poor condition and it has signage that fails to respect its historic character. It is set back from the street with a poorly maintained forecourt which is often used for car parking. It is currently being used by the Vine Branch Church.

OBJECTIVES

1. Preserve the historic former Mission Chapel and improve its condition and setting and relationship with the street.

DESCRIPTION

Restoring the condition of the former Mission Chapel and its forecourt to improve its relationship with the street through soft landscaping.

PARAMETERS

- The former Mission Chapel should be retained.
- Restoration works should include redefinition of the damaged doorway and right window and the removal of vegetation on the parapet and the shutter.
- Alterations could explore ways to increase the level

of activity to the frontage while retaining the building's historic character, for example through the restoration of front windows.

- Landscaping to the front of the building should be improved, through reduction of some of the car parking, and the inclusion of more planting and boundary definition.

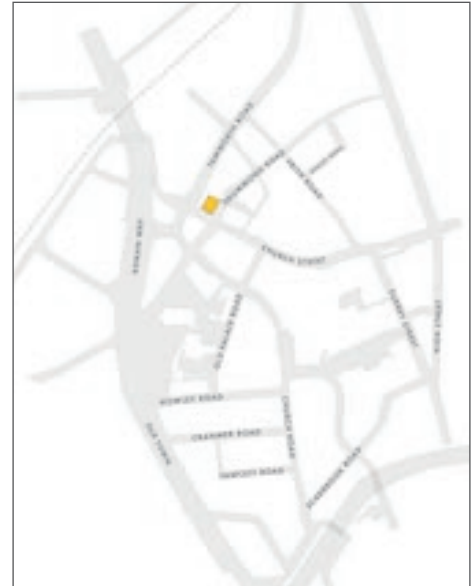
RELATED COMPONENTS
OT10, OT16

STAKEHOLDERS
Landowner
Rosepride
Croydon Council

LEAD
Landowner

FUNDING
Private

MANAGEMENT
Landowner



Component location: OT15



Figure 51: The former mission chapel sits in the space on the corner of Cairo New Road and Tamworth Road (see key on page 138)



The Chapel is an attractive building but is in need of repair

OT16 Cairo New Road

PHASE
Soon

PRIORITY:
Medium

TYPE
Residential, community, public realm, tramways

CONTEXT
The site is comprised of two plots. Each plot includes a simple warehouse building which has offices attached. These buildings were constructed as premises for small businesses and are currently occupied by two churches – The New Life Christian Centre and the Mountain Of Fire and Miracles Ministries Church who occupy Arcadia House. (In the case of Arcadia House, the church use has temporary planning consent). The site also contains a car park and is located on the edge of the Church Street Conservation Area.

The surrounding public realm is cluttered and of mixed quality. The presence of tramway infrastructure along the road and the adjacent jubilee bridge flyover means there are large areas of hard-surfacing and poorly lit areas under the flyover which create an unattractive and harsh public realm.

OBJECTIVES

1. Deliver new family homes and smaller homes.
2. Re-provide community facilities.
3. Create a high quality public realm that contributes to Cairo New Road and the setting of the new development.

DESCRIPTION

There is an opportunity to meet some of Croydon’s housing needs

in Old Town on this site with a high quality development providing both family homes and smaller apartments set within high quality public realm with soft landscaping and play facilities. This is a large site on the edge of the area and is prominent from the flyover.

There is an opportunity to enable the tram infrastructure to become part of the green infrastructure by planting grass in between the tracks near Cairo New Road. There is also an opportunity to improve the tram infrastructure and upgrade the public realm.

PARAMETERS

- The Croydon Metropolitan Centre Opportunity Area Planning Framework identifies appropriate housing density at infrastructure edge sites of 110-170 dwellings per hectare, and historic infill sites of 65-100 dwellings per hectare. As a guide, new development at Cairo New Road should be between these two densities subject to assessment of impact of any proposed development.
- A significant proportion of the housing should be for



Component location: OT16



Existing site with locally listed former school in background



Existing site with tramways in the foreground



The existing Cairo New Road site (image 2013 Bluesky)



Existing tramways and the jubilee flyover

families. The OAPF identifies a housing mix which includes 45% family housing (a size of three bedrooms or more). The precise level of family housing will be determined through the planning process.

- Each plot could be developed individually. If this occurs, then the design of each individual plot should not unduly compromise the future redevelopment of the adjoining plot.
- The development must preserve or enhance the setting of nearby heritage assets - the setting of the Church Street Conservation Area and listed buildings.
- The site could have one, or a maximum of two tall elements. These buildings could be up to 10 storeys to avoid the building having an imposing impact on the Church Street Conservation Area. Any tall elements should be carefully designed so that they avoid a negative impact on views to the Minster.
- The development should include varied scale and massing.
- Development will require full townscape and environmental assessments.
- Any taller elements of the scheme should be located adjacent to the flyover and centrally within the site so that the edges of the development relate to the character of its immediate surroundings and mediate the transition of scale.
- The remaining buildings should be in line with surrounding heights of approximately three storeys. The bulk of the development on this site will impact on the surrounding conservation area and the

massing should be broken up.

- Existing community uses (floorspace) that have permanent planning permission must be incorporated in to future redevelopment of the site or reprovided elsewhere.
- Proposals for a change of use would be considered as part of a pre-application in accordance with the Development Plan and alongside other material considerations.
- Tram movement should not be restricted by vehicular movement including cars slowing to enter the Old Town/ Jubilee Bridge Car Park.
- A new tram stop on the westbound Wimbledon line track should be considered opposite the existing Reeves Corner tram stop (and the balance of costs and benefits assessed) to support the new residential development.
- A turn back facility for trams here to enable a higher frequency of trams in the

town centre should also be considered.

Parameters for the public realm are as follows:

- The scheme should deliver an area of publicly accessible community green space within the development. Play facilities should be included in the development. For further guidance on play facility requirements see the OAPF.
- If the Cairo New Road site is expanded to include sites on Tamworth Road, a pedestrian route between Cairo New Road and Tamworth Road should be considered to increase permeability.
- Clear boundary treatment should be established between public and private space within the development.
- The gable end of the locally listed former Edwardian school building is attractive and should be considered in the scheme's layout.
- Views to the former school should not be blocked

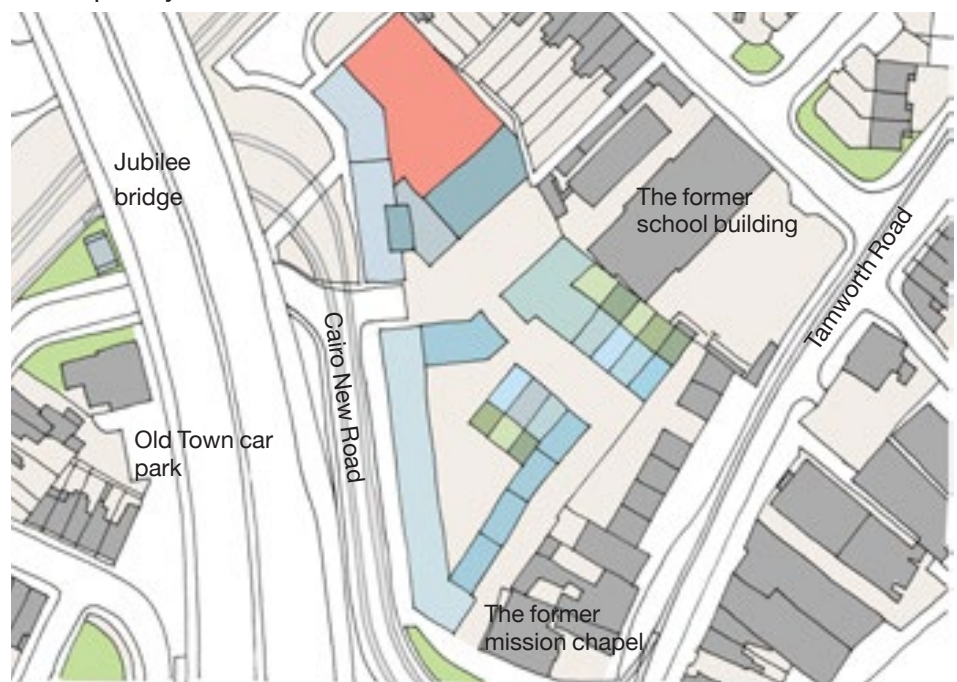
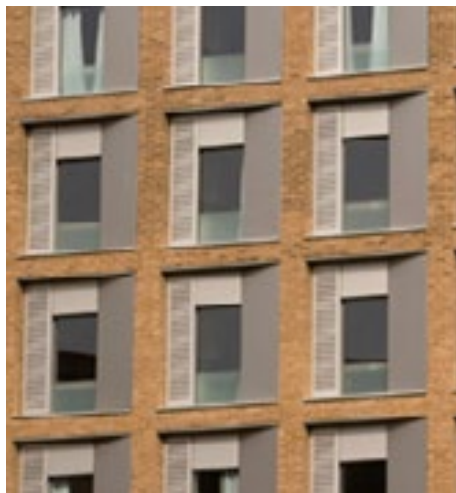


Figure 52: Indicative sketch of Cairo New Road. The red on the plan indicates a possible location for the existing church on the site and the blue highlights new residential development. The green represents green space. All other buildings are existing.

- The gable end of the new development could help to frame a public green space.
- Improve the quality of the frontage to Cairo New Road and Reeves Corner.
- Improve the surrounding public realm by introducing grass to the centre of the tram tracks to help soften the urban environment, improve sustainable urban drainage and provide wildlife corridors. This will not be possible in all locations where the tram runs, for example, where other vehicles share the track space.



Facade detailing and height variation at Great Suffolk street, Southwark (background 12 storeys, foreground building 6 storeys)

RELATED COMPONENTS
OT15, OT12

STAKEHOLDERS
Adjacent landowners
TfL
Croydon Council

LEAD
Landowners
TfL /Tramlink

FUNDING
Private sector
TfL /Tramlink

MANAGEMENT
Landowner
TfL /Tramlink



Barrier Park East, high density family homes in four, six and eight storey blocks. The balconies help to break up the massing



Tramway greening in Mulhouse, France



Accordia, Cambridge. An example of medium density family homes and green spaces

OT17

Former School on Tamworth Road

PHASE
Soon

PRIORITY:
Low

TYPE
Refurbishment and re-use

CONTEXT
The former school on Tamworth Road is a locally listed building within the Church Street Conservation Area. It is an Edwardian building (built 1915) in the Queen Ann style. It has three storeys and is set back deeply in its plot with a car park that was once the school yard, in front of the building on Tamworth Road. The building is defined for community use by the Development Plan and is currently being used by the NHS as a Resource Centre.

- OBJECTIVES**
1. Preserve the historic former school and improve the quality of its setting.
 2. In the longer term the building could help to meet the area's need for a new primary school.

DESCRIPTION
The setting of the building would be improved with soft



Sensitive historic refurbishment at an old college building on Prince of Wales Road, London

landscaping. If the building is converted back in to a school, extensions could be made to its rear to help the building meet present day needs of a school. The building could also be used for other community uses.

- PARAMETERS**
- Development would not be appropriate to the front of the building in the existing car park because it would harm views of the locally listed building. Development with an adjoining atrium to the rear could be appropriate.
 - The building should retain an active frontage to Tamworth Road.

RELATED COMPONENTS
OT16

STAKEHOLDERS
Landowner
Croydon Council

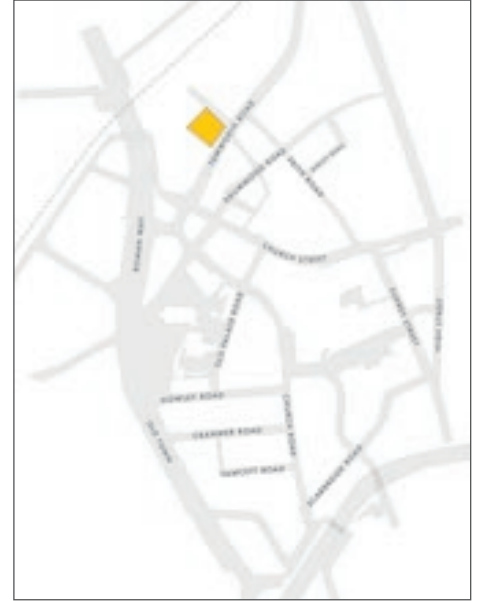
LEAD
Croydon Council / occupier

FUNDING
Croydon Council / occupier

MANAGEMENT
Croydon Council / occupier



New Horizon Youth Centre, Somers Town, North London with copper extension (Adam Khan Architects)



Component location: OT17



The former school has a car park in front, on Tamworth Road



A new extension and new buildings at a Victorian School building for the Aylesbury Academy, London

OT18 Minster Green

PHASE
Soon

PRIORITY:
High

TYPE
Public realm, retail/cafe, car parking

CONTEXT
This green space is currently named St John's Memorial Garden (north). Croydon Minster is Croydon's Largest Grade I listed building but it currently sits in an area of poor quality public realm which harms its visual appearance. Some of the footway and hard landscaped surfaces are un-coordinated and cracked. The existing green space is an area of grass with some attractive trees. The green space to the north of the Minster is designated as Local Open Space and the Croydon Local Plan: Detailed Policies and Proposals Document proposes it is designated as Local Green Space. The Council, as landowner of approximately two-thirds of Minster Green, wishes to see the space remain as green public space especially given the fact that there is a deficit of green space in Old Town. There is an under-used car park to the rear of the Church Hall.

A pathway leads from Minster Green to Church Road which is safe to use in the day time and used by many people. Both vehicles parked in front of The Minster and the subway under Roman Way have a detrimental visual impact on its setting.

OBJECTIVES

1. This space should be renamed 'Minster Green' to help strengthen its identity and distinguish it from St John's Memorial Garden.
2. Improve the quality of the public realm setting for surrounding heritage assets to reinforce the historic character of this area.
3. Provide better amenity space and cafe facilities.
4. Improve heritage interpretation of the Minster and the surrounding area.
5. Preserve and enhance the existing green space that will become increasingly in demand as the population of Croydon town centre grows.
6. Rationalise parking from in front of the minster.
7. Improve play provision.



Component location: OT18



The existing public realm in front of the Minster and at Minster Green



The existing public realm and green space on Minster Green



Minster green, looking towards Church Street and the church hall



Roman Way and the subway compromise the setting of the Minster

DESCRIPTION

Define and formalise a Minster Green. With the redevelopment of the Church Hall site Minster Green will be defined by attractive architecture and active frontages on each of its three sides that will contribute towards the amenity value of the space. The historic architecture of the Minster and the listed buildings on Church Street would define two sides of the green (see the Croydon Minster Conservation Area Appraisal and Management Plan for a more detailed description of these buildings) and the high quality architecture of the redeveloped Church Hall would define the third side.

Preserve and enhance the green space on Minster Green by rationalising car parking, providing new seating and incidental play opportunities to animate the space. The entrance to the Minster will be framed with high quality surfacing, sympathetic to the historic building. A new pavillion for a possible cafe and visitor centre at the entrance to the St John's Memorial Garden could be located in the south-west of the site.

Improve the quality of the public realm on the section of Church Street between Reeves Corner and the Minster to signal that it is part of Croydon's historic Minster Quarter and indicate to drivers using the road that pedestrians have priority.

PARAMETERS

- Public realm treatment should be unified at the front of the Minster, around the Minster Green and along Church Street to Reeves Corner to help improve the pedestrian experience and unify the

buildings.

- The ground floor of the existing listed Rose and Crown Public House should be returned to active retail or business use such as a cafe.
 - Public realm treatment should respect the sensitive context of surrounding heritage assets to reinforce historic character.
 - The Green should be retained and improved with seating, incidental play equipment and planting.
 - The amount of car parking directly in front of the Minster should be reduced and replaced with some car park spaces around the green. Parking could also be relocated to other nearby car parks.
 - The public realm adjacent to the church hall should provide spill out space for a possible cafe in the Church Hall, or to enable events in the Hall to easily use the Green.
 - Consider how the changes in level within the site could be reduced to increase step-free access around The Minster and ease of pedestrian movement.
 - Prune and manage existing
- soft landscaping to enable it to make a positive contribution towards the visual amenity of the area and not unduly reduce natural light entering the Minster.
 - The existing trees that make a positive contribution towards the public realm (including yew trees commonly located on church sites and pre-Christian sacred sites) should be retained and enhanced particularly as there is a shortage of greenery in Old Town.
 - When designing the public realm carefully consider the need to provide interesting soft landscaping to improve visual amenity and biodiversity whilst at the same time maintaining good visibility and site lines to achieve natural surveillance.
 - Any changes should maintain delivery access on Church Street to House of Reeves shop.
 - The subway should be removed including its wall at the edge of Roman Way. Traffic calming measures on Roman Way should mitigate the noise impact (see OT21).
 - The café on Roman Way is a



Figure 53: A sketch of the Minster Precinct with a new cafe and high quality public space. Car parking could be located around the edges of Minster Green. The area to the west of the Minster has a high quality area of public realm, signifying the entrance to the Minster

long term aspiration that would only become an attractive option if Roman Way is made more civilized.

- Development should minimise disturbance to tombstones to the north of the Minster.

RELATED COMPONENTS
OT19, OT20, OT21.

STAKEHOLDERS

The Minster
Croydon Council
Old Palace School
The Whitgift Foundation

LEAD

Croydon Council

FUNDING

Croydon Council
The Whitgift Foundation
Other public funding

MANAGEMENT

Croydon Council
The Minster



The lawns at Winchester Cathedral are well used and carefully landscaped and maintained to enhance the setting of the Cathedral and provide attractive public space.



Public realm sympathetic to its historic context with new seating and lighting. Derry Guildhall Square (BDP).



Figure 54: An artists impression of Minster Green with high quality public realm treatment, sympathetic to the historic setting. The newly developed Church Hall is visible in the distance (indicative)

OT19 Church Hall Site

PHASE
Soon

PRIORITY:
High

TYPE
Residential, community, education

CONTEXT
The existing Church Hall is located on the corner of Church Street and Church Road. It is of simple design and constructed from good quality materials. However, its location and surrounding landscape have a detrimental impact on it. The hardscaped forecourt and the grassed area to the north of the hall lack design interest. They are in a poor condition and under used. The significant set-back of the building from the street prevents it positively addressing Church Street and Church Road.

The building is currently heavily used by the community including a children's nursery, however, it is subject to maintenance issues. The hall is located in the Croydon Minster Conservation Area and is part of the setting for the Minster.

OBJECTIVES

1. To improve a valued and well used community facility through the construction of a new Church Hall to replace the existing building or refurbishment.
2. Improve the relationship between the church hall and Minster Green.
3. Consolidate green space to increase the area of open space.

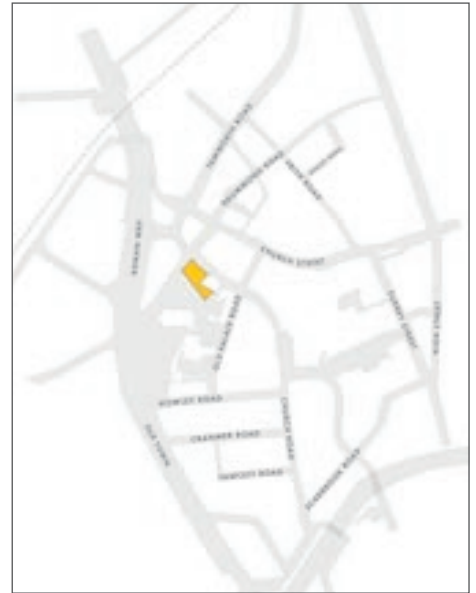
DESCRIPTION

A new Church Hall that will help define Minster Green, improve the

setting of the Minster and other heritage assets and provide an active frontage to the surrounding streets. Potential for enabling residential development also exists as part of the project.

PARAMETERS

- The new Church Hall should include a single large hall and could also include series of smaller meeting and practice rooms.
- Replacement development on the site should positively address Church Street, Minster Green and Church Road with active frontages and high quality soft and hard landscaping.
- The set-back of the building could be reduced to minimise under used surrounding soft landscaping, subject to the applicant demonstrating that the replacement development would not have an imposing impact on neighbouring properties.
- Residential accommodation could be included on the site provided sufficient provision of community facilities are delivered.
- New development should be no higher than the existing church hall, equivalent to two storeys with roof accommodation, stepping down towards the rear of the Grade II listed Gothic Villas on Church Road.
- New development should sustain and enhance the significance of the Minster and its setting. It should also respect the setting of the other neighbouring listed buildings on Church Street.
- New development should positively address the Church Street and Church Road and the Minster Green, providing



Component location: OT19



The existing public realm in front of the church hall is poor quality



The existing church hall set back from Church Street and not facing Minster Green

activity through doorways and windows and possibly a café at ground floor level.

- The material palette should respect the surrounding historic context.
- It is acceptable to develop on the land currently occupied by the church car park.
- Public realm should be sympathetic to its historic setting. The public realm around the Church Hall will be designed in conjunction with Minster Green.
- The public realm adjacent to the church hall should provide spill out space for a possible cafe in the Church Hall, or to enable events in the hall to easily use the Green. There should be no net-loss of green space at Minster Green.
- Any changes should maintain delivery access on Church Street to the House of Reeves shop.
- If it does not prove possible to redevelop the church hall then the building could be adapted and extended.



Figure 55: Sketch demonstrating the new relationship between the Church Hall and Minster Green

RELATED COMPONENTS
OT18

STAKEHOLDERS

The Minster
The Whitgift Foundation
Croydon Council

LEAD

The Minster (landowner of Hall)
Croydon Council (landowner of surrounding public realm)

FUNDING

The Minster
The Whitgift Foundation

MANAGEMENT

The Minster
The Whitgift Foundation
Croydon Council



Woolton Quad, Brighton College; sensitive new building in a historic context



Brentwood School extension, Cottrell and Vermeulen Architects

OT20

St John's Memorial Garden

PHASE

Soon

PRIORITY:

High

TYPE

Public realm

CONTEXT

St John's Memorial Garden is located immediately to the south of the Minster, alongside Roman Way. The park itself is locally listed and the Tudor Arch gate in the southern corner is a Scheduled Ancient Monument. The condition of the arch has deteriorated in recent years. There are tombstones located in the hardscaped area of the garden near the Minster. Prior to 1960 the gardens were used as a burial ground.

The gardens are currently under used, particularly in the context of the limited amount of green space in Old Town. There are concerns over safety in the park. Old Palace School is the only overlooking building. There are only two access points. A lack of play facilities has been identified in the area and demand will increase with a rising population. Roman Way creates a hostile environment for the park along its western edge.

OBJECTIVES

1. Create an area of high quality, safe and usable green amenity space to serve the local community.
2. Improve the setting of the Minster and Old Palace School.
3. Improve the interpretation of Croydon's heritage.
4. Introduce incidental play.

DESCRIPTION

The transformation of St John's Memorial Garden into a well-used public space. The garden will have new play facilities, improved hard and soft landscaping and new entrances. Tree canopies will be trimmed to provide a lighter space.

PARAMETERS

- Informal play spaces should be incorporated.
- The quality of the hard surface treatment and planting should enhance the setting of the Minster.
- There may be opportunities for community gardening.
- Access from Roman Way should be improved by increasing entrance points in to the park.
- An area of the garden for quiet contemplation should be retained.
- The Tudor Arch should be maintained and incorporated as part of proposals for the park to improve its setting.
- All of the garden is consecrated ground and plans will require approval from the Diocese.
- Trees should be pruned to allow more light in to the



Component location: OT20



The Tudor Arch at the southern edge of St John's Memorial Garden is an existing gateway to the proposed Minster Quarter (see additional photo on page 139)



St John's Memorial Garden is currently quiet and under-used

garden and to improve sight lines.

- In the longer term the path and grass verge that is located between Roman Way and Memorial Garden should be upgraded to help integrate it into St John's Memorial Garden.

RELATED COMPONENTS
OT18

STAKEHOLDERS
The Minster and Diocese
Croydon Council
Local community gardeners
Old Palace School
Portas Town Team

LEAD
Croydon Council (maintains land)
Minster (owns land)

FUNDING
Croydon Council
GLA

MANAGEMENT
Croydon Council
Local community gardeners
Minster
Old Palace School



Figure 56: Plan (The Project Centre) of the planned first phase improvement project for St John's Memorial Garden



Figure 57: Illustration (Studio Weave) of a potential installation of play facilities for St John's Memorial Garden

OT21

Roman Way

PHASE
Now, Soon, Later

PRIORITY
High

TYPE
Public realm, infrastructure

CONTEXT
This component covers the roads named Roman Way and Old Town (A236 - see map top right). The road is a key north / south route for vehicles and has the character of an urban motorway with a dual carriageway, guard rails and a subway. The road is three lanes at the roundabout but narrows to one lane south of this. The road has a 40mph speed limit and traffic travels up onto a 4 lane section to the north of the Jubilee Bridge Flyover, increasing noise in the area and reducing safety for cyclists. Roman Way acts as a barrier to pedestrian movement in Old Town, splitting in two Old Town's residential neighbourhoods.

The underpass beneath Roman Way nearest to Reeves Corner is currently uninviting for pedestrian users. However, a new mural and some lighting has helped to improve the attractiveness of the route. The Jubilee Car Park is located under the Roman Way

flyover. Despite having pedestrian access points to Old Town it only has one vehicular access point from Booth Road, on the opposite side of Roman Way. The car park has a low profile. It is generally poorly lit and has a low ceiling which results in an oppressive feel and is possibly a key cause of its low usage. In turn, its low usage results in poor natural surveillance and contributes to it feeling unsafe and insecure, thus making it even more unattractive.

Roman Way carries vehicular traffic and pedestrians over the railway line northwards and towards Wandle Park. Whilst there are stairs for pedestrians from the flyover on to Factory Lane, immediately to the north of the rail line, there are currently no stairs to the south of it which hinders pedestrian movement. There are shared-surface cycle routes along



Component location: OT21



Roman Way at the junction with Rectory Grove. Cyclists currently use Roman Way



Guardrail, landscaping in poor condition and patched footways do not create an attractive pedestrian environment along Roman Way



Roman Way at the bridge over the railway and tram line



There are some existing homes which provide frontage to Roman Way



The existing subway does not create a pedestrian friendly public realm along Roman Way

the footways on both sides of the road.

See OT18 for information on the subway adjacent to the Minster.

OBJECTIVES

1. Re-connect Old Town’s residential neighbourhoods to the east and west of Roman Way.
2. Improve the pedestrian and cycle routes along the road and crossing the road.
3. Reduce the perception of Roman Way as an ‘urban motorway’ by civilising the road through encouraging traffic calming, increasing opportunities for pedestrians to cross the road and softening and improving its visual appearance.
4. Improve the setting of important heritage assets such as the Minster and Old Palace School through public realm improvements.
5. Improve vehicular access to Q-Park car park and reduce congestion at Reeves Corner that occurs during busy shopping times.
6. Improve vehicular access to the Jubilee Car park and the environment of the car park for pedestrians.
7. Improve the pedestrian experience in the underpass by Reeves Corner.
8. Improve pedestrian and cycle access to Wandle Park and across the rail line.
9. Improve legibility of routes for drivers in to central Old Town and its car parks.

DESCRIPTION

A set of traffic calming methods, public realm improvements and new pedestrian crossings to

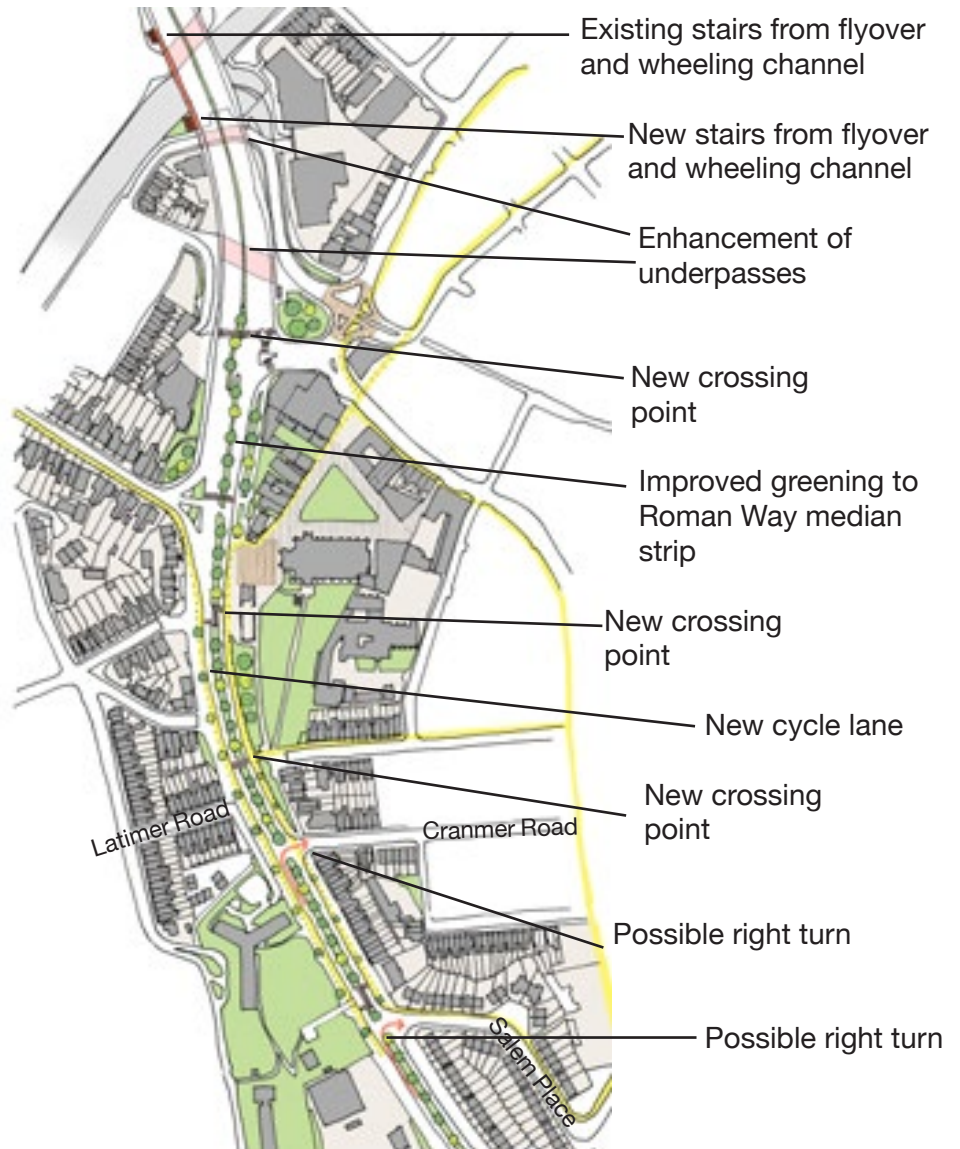


Figure 58: Indicative sketch of potential Roman Way remodelling. The yellow illustrates cycle lanes (See section 3.4) The pink on the plan show where underpasses should be improved.



Heart of Slough project, creating a pedestrian friendly public realm at the side of a busy route (Spacehub)



Shared surface treatment of the town’s southern ring road. Space has been given back to pedestrians and used to plant street trees, Ashford.

reduce the impact of Roman Way. The creation of a more friendly pedestrian environment at the underpass nearest to Reeves Corner and new stairs to Jubilee bridge from Cairo New Road to link to Wandle Park. Improvements to Jubilee Bridge Car Park.

PARAMETERS

- There should be a new pedestrian crossing at Reeves Corner and Latimer Road.
- The public realm fronting the Minster should be improved by removing the subway at St John’s Memorial Garden and the subway. This would create a significant amount of additional public realm.
- The existing crossing at Rectory Grove should be improved.
- The existing cycle routes on the footways should be improved.
- Tree planting and other greening along the road should

be increased. Tree planting should not unduly disrupt views of Croydon Minster from St Johns Road and Rectory Grove.

- Guard rails should be removed in line with TfL guidance.
- The scope for traffic lane width reduction should be investigated to help calm traffic and give more space for public realm.
- The possibility of reducing the three lane section of the road on Jubilee Bridge to two lanes should be investigated. If feasible, this lane could be replaced with greenery and the footways widened to calm traffic.
- There should be a new right turn into Old Town from Roman Way to improve vehicular access in to Old Town. The preference for this route is Salem Place because this will have less impact on residents as properties on



Creative lighting helps to make an underpass more inviting for pedestrians, Southwark Street



Creative lighting under Brooklyn Bridge, New York



Figure 59: An artists visualisation illustrating long term aspirations for Roman Way looking north east towards the Minster (indicative)

Salem Place are set back from the Street. Cranmer Road is a secondary option.

- Utilities will need to be considered in any detailed redesign.
- The speed limit should be limited to 30mph to calm traffic.
- There is a longer term aspiration to reduce the width of Roman Way by one lane of traffic in each direction, subject to the impact on congestion and emergency services. This would only be possible if traffic flows continue to reduce.
- Jubilee Bridge Car Park should be renamed the Old Town Car Park to strengthen the identity of the area.
- A creative lighting strategy and footway improvements

in the underpass should be developed.

- Lighting, painting and surfacing should be improved in the Jubilee Bridge / Old Town car park.
- Better signage to central Old Town and its car parks on Roman Way.
- A new pedestrian staircase should be located between Cairo New Road and the tram line which should be well lit and signed.
- The staircase should include a wheeling channel to the steps to allow bikes and pushchairs to be wheeled over (see picture in OT30).

RELATED COMPONENTS
OT21, OT20, OT18

STAKEHOLDERS

Croydon Council
TfL
Car park landowner

LEAD

Croydon Council

FUNDING

Croydon Council
TfL

MANAGEMENT

Croydon Council



Photo of Old Town with Roman Way in the foreground taken in May 1929 © English Heritage (Aerofilms Collection)

OT22

Bridge into Wandle Park

PHASE
Now, Soon

PRIORITY
Low

TYPE
Movement

CONTEXT
To get to Wandle Park from Croydon Metropolitan Centre cyclists currently have either to carry their bicycles up and down steps of the existing pedestrian footbridge over the railway on Waddon New Road or use circuitous routes via Jubilee Bridge or Waddon road.

- OBJECTIVES**
- Create a step free access link to Wandle Park on Waddon New Road at the existing footbridge.

DESCRIPTION
Step free access via a ramped bridge closer to the town centre for cyclists, pushchair and wheelchairs users. This should help to overcome the barrier to movement that is created by the railway line.

- PARAMETERS**
- A new step free bridge with ramps could be constructed over the railway line close to the existing pedestrian bridge on Waddon New Road.
 - This would be required to double back on itself in order to achieve the height needed to clear the rail and tram infrastructure at this point at an appropriate gradient.
 - Alternatively, a more short term and cheaper option for bikes and buggies would be to add a wheeling channels to the existing pedestrian bridge to help cyclists negotiate the

steps without having to carry their bicycles.

RELATED COMPONENTS
OT23

STAKEHOLDERS
TfL
Croydon Council
Network Rail

LEAD
Croydon Council

FUNDING
TfL
Croydon Council

MANAGEMENT
TfL
Croydon Council



Component location: OT22



The existing bridge into Wandle Park



Wheeling channels, Ottawa



Wheeling channels, Old Barn Lane, Croydon



Bromley By Bow cycle ramps (Adams and Sutherland)

OT23

St John's Road, Waddon Road and Rectory Grove

PHASE
Later

PRIORITY:
Low

TYPE
Public realm

CONTEXT
Rectory Grove and St John's Road / Waddon Road are primarily residential streets, with a small number of businesses on Waddon Road. The public realm is varied. Some sections suffer from being unattractive due to street clutter and poor quality street surfaces. Some of the shops along the St John's Road are vacant. One of the streets' key assets are their uninterrupted views of Croydon Minster.

- OBJECTIVES
1. Protect and enhance existing views towards the Minster
 2. Improve the street environment
 3. Improve cycling
 4. Help to benefit businesses and shops on Waddon Road, which are an asset for Old Town's residential community.

DESCRIPTION
Public realm improvements including reducing street clutter and improving road and footway surfacing.

- PARAMETERS
- Any street clutter should be removed and existing signage and street furniture should be consolidated.
 - Street furniture should be consistent across the area.
 - The cycle route along Rectory Grove from the bridge on Wandle Road to the crossing at Roman Way should be improved.

- Consider re opening St John's Road to Roman Way to improve vehicular permeability and ease pressure on Waddon New Road.
- To improve the visual appearance of the street, historic shop fronts should be restored.
- Shops that lie outside the designated shopping parade where there is no demand for retail could be converted to residential accommodation.

RELATED COMPONENTS
OT21

STAKEHOLDERS
Croydon Council
Local Businesses
Residents
The Minster

LEAD
Croydon Council
Building owners

FUNDING
Croydon Council
Building owners

MANAGEMENT
Croydon Council
Building owners



Component location: OT23



Figure 60: Proposed areas of change (see page 138 for key)



The view to the Minster along Rectory Grove should be protected and enhanced

OT24

Old Palace Road

PHASE
Soon

PRIORITY
Medium

TYPE
Public realm, movement

CONTEXT
Old Palace Road is part of the setting of some of Old Town's key heritage assets including Old Palace School and the Minster. The southern part of the road is within the Croydon Minster Conservation Area and the part of the road, north of Church Road is within the Church Street Conservation Area. Old Palace school is split between two sites on either side of Old Palace Road. The public realm is worn and street surfaces are cracked in some places. Old Palace Road is a one-way northbound street with no provision for cyclists.

OBJECTIVES

1. Deliver an improved public realm along the length of Old Palace Road unifying the urban fabric with historic Old Town.
2. Improve the pedestrian crossing at Church Road (see map on page 40 for the location of the crossing).
3. Improve the connection between the two school sites.
4. Improve cycling provision.
5. Traffic calming.

DESCRIPTION

An improved and historically sensitive street surfacing and public realm treatment to help incorporate Old Palace Road in to the historic core around the Minster and Old Palace School. A raised table crossing point helps to link the separate school sites and improve safety at Church

Road. Street surfacing treatment from Old Palace Road extended across Howley Road to the sports pitches to define a route from the school.
(See Figure 62 on page 134.)

PARAMETERS

- Remove street clutter and apply a consistent public realm treatment.
- On Old Palace Road a raised crossings should be introduced to connect the Old Palace School's two sites.
- There could be a raised crossing over Church Road to create a route from Old Palace School to Church Street. Further traffic calming measures to slow traffic should be incorporated.
- A southbound contraflow cycle lane should be considered, with parking spaces retained.

RELATED COMPONENTS
OT19, OT25

STAKEHOLDERS
Old Palace School
Croydon Council

LEAD
Croydon Council

FUNDING
Old Palace School
Croydon Council

MANAGEMENT
Old Palace School
Croydon Council



Component location: OT24



Raised tables and high quality public realm treatment, Cardiff



Existing crossing point at Old Palace Road, across Church Road



Existing Old Palace Road public realm and boundary treatment to the school

OT25

Church Road

PHASE

Soon

PRIORITY

Medium

TYPE

Public realm

CONTEXT

Church Road is a predominantly residential street. It has some attractive Victorian frontages but the streetscape suffers from service yards and some dead frontages. Church Road is currently one-way between Charles Street and Reeves Corner which, along with the one-way section of Charles Street, prevents traffic accessing the Q-Park car park from Reeves Corner. The boundary treatment of the rear of Old Palace school (a Grade I listed building) on Church Road is an unattractive high wall with a fence above. Car parking spaces are also provided on the footway outside of the school which reduces space for pedestrians.

OBJECTIVES

1. Create an attractive boundary treatment for Old Palace School.
2. Retain security for Old Palace School.
3. Improve vehicular access to Q-Park car park from Reeves Corner.
4. Improve the setting of the Old Palace.
5. Improve the pedestrian route between Reeves Corner and Exchange Square.
6. Improve safety for school children and other pedestrians.
7. Improve Ryland House frontage.

DESCRIPTION

The existing boundary treatment of the rear of the Old Palace School is replaced with greening or attractive iron railings which enhance the setting of the Listed Building. More space is provided for pedestrians on Church Road adjacent to Old Palace School. Two-way access for vehicles is introduced. The pedestrian crossing on Church Road adjacent to Old Palace Road could be enhanced (see OT24). Ryland House frontage is improved (see OT6).

PARAMETERS

- Existing on-street parking that requires removal to allow for the introduction of two-way traffic should be replaced close to its original location.

RELATED COMPONENTS

OT24, OT6, OT7

STAKEHOLDERS

Old Palace School
Croydon Council
BT - Building owners

LEAD

Croydon Council
Old Palace School

FUNDING

Old Palace School
Croydon Council

MANAGEMENT

Old Palace School
Croydon Council



Component location: OT25



The existing public realm is of mixed quality along Church Road

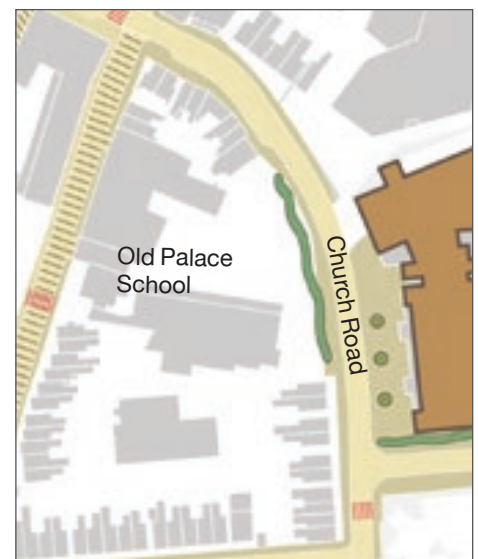


Figure 61: Plan indicating new greening of the edge of Church Road (see page 138 for key)

OT26

Howley Road Sports Pitch

PHASE
Soon

PRIORITY
Medium

TYPE
Public realm

CONTEXT
The site comprises of an all-weather sports pitches for Old Palace School with a chain link fence of around 2.5m in height. It is located in between terraces of Victorian housing on Howley Road and Cranmer Road. Terraced housing was previously located on the site until it was destroyed by bombing during World War II. While the site serves a valuable purpose for the school, it currently contributes little to the public realm.

- OBJECTIVES**
- Improve the boundary treatment to the Old Palace School sports pitches.
 - Define a legible route from the school to the sports pitches.
 - Improve the public realm of residential Old Town.
 - Make better community use of the space.

DESCRIPTION
The greening of the boundary edge of the sports courts between Howley Road and Cranmer Road to increase its attractiveness.

- PARAMETERS**
- The road surface treatment of Old Palace Road (see OT24) should be extended across Howley Road to the school's all-weather pitches.
 - Opening the sports pitches at the weekend to the general public should be explored.
 - Should the sports pitches be opened outside of school

hours steps must be taken to protect the neighbouring properties from loss of amenity. The boundaries to the pitches would require improvement to contain balls and prevent them hitting neighbouring properties. In addition, the pitches would require good management and opening hours which take account of the fact that the pitches are located in a residential area.

- Additional trees could help reduce noise disturbance through absorbing noise.
- Tree and shrub planting should be established along the building line to provide greater visual amenity.
- New trees should be well managed and regularly pruned to avoid restricting daylight from properties on Howley Road.

RELATED COMPONENTS
OT24

STAKEHOLDERS
Old Palace School
Croydon Council

LEAD
Old Palace School

FUNDING
Old Palace School

MANAGEMENT
Old Palace School



Component location: OT26



Figure 62: Proposed greening along fence line (see page 138 for key)



Pleached trees can create an attractive boundary treatment



Existing fence on Howley Road of the Old Palace School Pitches

OT27 Wandle Road Car-Park, Bus Standing and Flyover Undercroft

PHASE

Now, soon and Later

PRIORITY:

Medium

TYPE

Public realm, movement, infrastructure edge development

CONTEXT

The site is currently a large council staff car park that extends beneath the Croydon Flyover (A232). There is additional council staff car parking at Bernard Weatherill House and the car park is not at capacity when it is used by the public outside of Council working hours.

There is a low amount of greenery within and surrounding the car park and there are no trees. The boundary treatment of the car park is of poor quality and the section of Wandle Road that is located beneath the Croydon Flyover is currently uninviting for pedestrians because the flyover darkens the space. During the evening there is a low amount of activity in the car park and it feels unsafe. This is compounded by it only having a single entrance and exit point. The Royal Standard Public House on the corner of Wandle Road and Sheldon Street is an attractive Victorian building with a beer garden adjoining the car park that includes trees and other soft landscaping. It improves visual amenity, brings human activity to the area and increases natural surveillance.

The Mid Croydon Masterplan identified the Wandle Road council staff car park as a suitable location for bus standing to replace various on-street stands in Mid-Croydon.

OBJECTIVES

1. Provide new bus standing to meet the needs of the Croydon Opportunity Area.
2. Retain car parking spaces.
3. Increase pedestrian safety in the car park.
4. Improve pedestrian and cycle links under the flyover.
5. Provide new homes and/or workspace where possible.
6. If no other suitable location is identified the site could provide a district energy centre to serve the Croydon Opportunity Area.
7. Enhance the existing visual amenity within the area.



Component location: OT27



Existing Croydon Flyover undercroft with the beer garden of the Royal Standard



The existing edge of the car park on Scarbrook Road creates an unattractive frontage for the properties opposite

DESCRIPTION

The site is redeveloped to accommodate other development in addition to car parking which could be a combination of all or some of the following uses - residential, commercial, a district energy centre and/or bus standing. The visual appearance of the boundary of the site is significantly improved. A new connection for pedestrians and cyclists between Old Town and the area south of the Croydon Flyover through the existing car park site is installed. Creative lighting is installed under the flyover on Wandle Road and within the ground to improve the attractiveness of the pedestrian and cycling routes. The beer garden to the Royal Standard Pub is retained.

PARAMETERS

- Any development should be street facing and have active frontages to improve the streetscapes of Scarbrook Road, Wandle Road and Sheldon Street.
- If new homes and/or workspaces are included in the site they should be located along the north western edge of the site fronting Scarbrook Road for two reasons: Firstly, to screen existing residents on Scarbrook Road from the site; and secondly, to locate new property as far from the flyover as possible to minimise the detrimental visual and noise impact that the flyover could have on it.
- The scale and massing of any new development should not be substantially greater than that of the existing surrounding development to avoid it having a harmful impact on the historic environment. Although

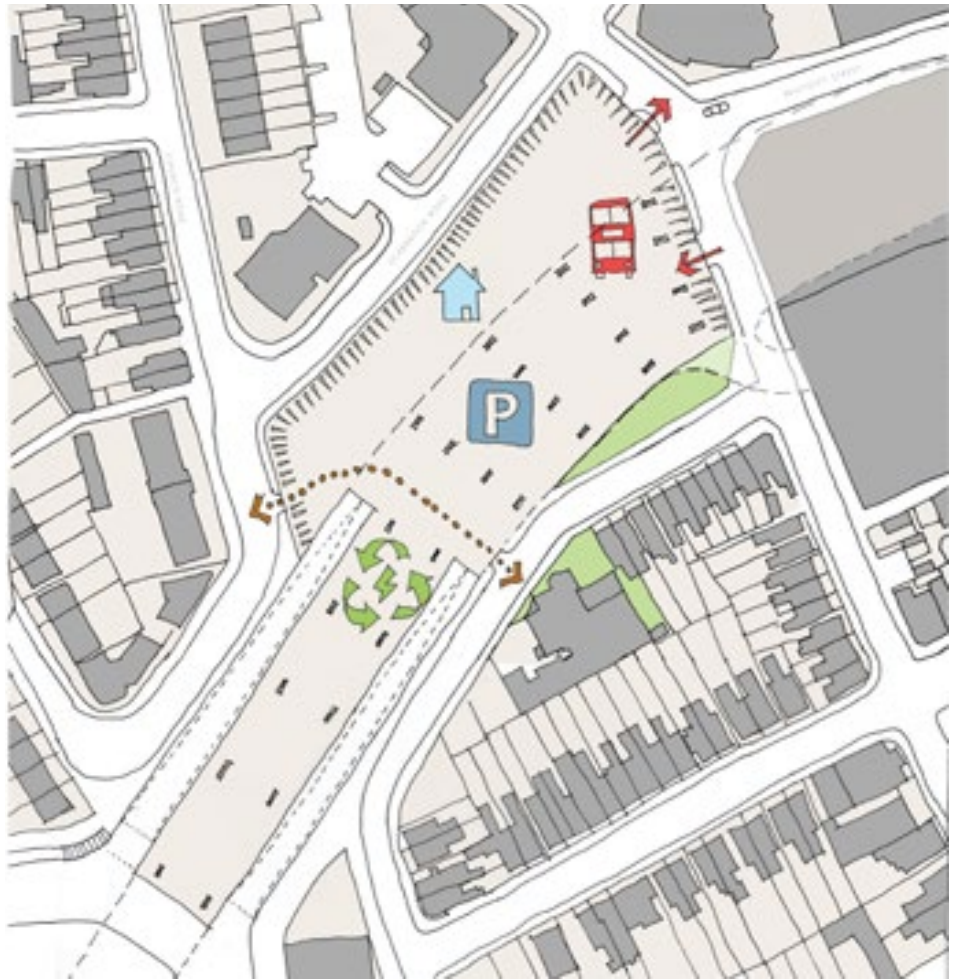


Figure 63: Indicative plan of Wandle Car Park



the site of OT27 fits in to the flyover edge typology (see Development Parameters 3.3) it is also located adjacent to the Laud Street Local Area of Special Character to the south that includes two storey terraces and other surrounding properties that are between two and four storeys in height (see Figure 6 within Old Town Today).

- Boundary treatments to the site should include tree planting and other greenery.
- If a bus standing is constructed on the site it should be large enough to accommodate a minimum of 7 buses and include a small building providing welfare facilities for bus drivers.
- The new pedestrian and cycle link through the car park should be well lit to help with wayfinding and to create a safe route.
- If a district energy centre is installed it should be sensitively designed to avoid it having a detrimental visual and noise impact on the site and surrounding area.

FUNDING
Croydon Council (landowner)
TfL

MANAGEMENT
Croydon Council
TfL



The existing Wandle Road car park



Issigonis and Morris House, Acton - live/work units which provide activity to the street

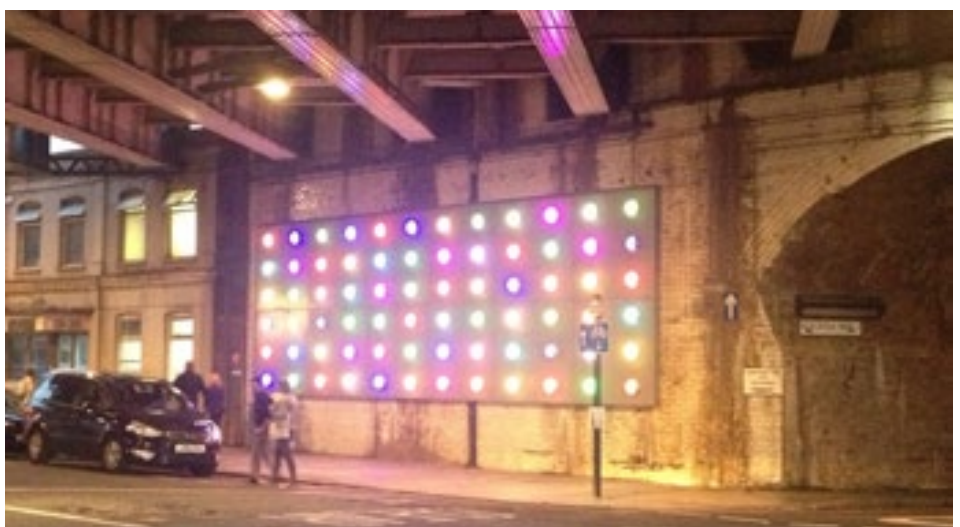


Cycle path lighting in Cambridge

RELATED COMPONENTS
OT25

STAKEHOLDERS
Croydon Council
NCP car park
The Royal Standard (Fuller PH)
TfL

LEAD
Croydon Council
TfL



Lighting improvements to a bridge in Southwark which could be applied to the underpasses either side of Wandle Car Park

KEY

The following key is for the plans shown earlier in the document that illustrate proposals for specific components. NB not all component plans use this key.

-  consented and potential housing
-  potential community use
-  potential retail/business use
-  potential community/retail/business/cultu
-  potential culture/leisure use
-  potential mixed use
-  potential long term mixed use
-  market stalls
-  improved green space
-  new pedestrian crossings
-  improved pedestrian crossings
-  clear private land boundary
-  Surrey Street market gateway
-  important threshold to Old Town
-  focused hard landscaping improvements
-  new or retained trees
-  improved or creative lighting
-  facade improvements to commercial frontage
-  potential conversion to housing at first floor
-  green boundary treatment
-  new cycle ramp
-  proposed car park improvements
-  general area of projects for the masterplan
-  weekend access to play space



Tudor Arch at the southern end of St John's Memorial Garden (Scheduled Ancient Monument)

5.0

NEXT STEPS

5.1 PROJECTS UNDERWAY

5.1.1 The Masterplan projects will be delivered in phases over a long time period, but the implementation of early wins has already begun. These include:

TEMPORARY USES AT REEVES CORNER

5.1.2 Reeves Corner is identified as a development site with potential for a new public space in the longer term. However, scope exists in the shorter term to introduce temporary uses that can activate the space, bring community benefit and help to move on from the civil disturbances of August 2011. The site is currently being used as a temporary tree nursery, the first in a series of pop-up activities that are planned.

CONNECTED CROYDON

5.1.3 Connected Croydon is a programme of public works to improve Croydon's streets, squares and open spaces. Projects that have been and are in the process of being delivered within the masterplan area include High Streets Improvement Project, a new walking and cycling route and the St John's Memorial Garden Pocket Park. The link to the Connected Croydon Tumblr page is: <http://connectedcroydon.tumblr.com/tagged/Old-Town>.

THE RETAIL SUPPORT PROJECT

5.1.4 Croydon is supporting fledgling retail businesses by providing access to short leases at the Council's project shop on Church Street. Short leases mean that new retail businesses can test the market for their products without making a large financial commitment to long leasees which many might consider too risky.

THE CROYDON PORTAS TOWN TEAM

5.1.5 The Croydon Portas Town Team was one of 12 successful teams in England to be awarded a grant from central government to help existing and new retail businesses in Old Town. As well as working on the Surrey Street Food Hub (see above), the Croydon Portas Town Team seeks to introduce high speed wireless internet access in Old Town and upgrade Surrey Street market. The Portas Pilot website address is: www.oldtowncroydon.org.uk.

19 SCARBROOK ROAD

5.1.6 A residential development is currently under construction on this site, by Durkan.

THE SURREY STREATERY

The Surrey StrEatery is a temporary project to support the street food offer in Surrey Street and strengthen its role as a destination offering good food and a place to socialise and relax. A previously vacant retail unit has been transformed into a home for seven street food producers each selling produce which can be consumed on site in a canteen-style seating area. There are also cooking demonstrations and hands-on workshops using ingredients from the neighbouring Surrey Street market.

POCKET PLACES PROJECT

Croydon Council is working with Sustrans and the local community on a project to test some of the improvements to the public spaces around Reeves Corner set out in the masterplan, to help gather further evidence to inform permanent changes to the area.



A busy Exchange Square for the Sustrans event in June



The entrance of the Surrey StrEatery



Community gardening, led by Sustrans

5.2 DELIVERY STRATEGY

5.2.1 To continue the delivery of the Old Town Masterplan the following is required:

- The Old Town Stakeholder Project Board continues to meet on a quarterly basis, or as and when necessary, as the Old Town Masterplan Implementation Group to coordinate funding bids, secure funding and guide coordinated delivery of the masterplan.
- Croydon Council to coordinate the Masterplan within the Local Development Plan including the Infrastructure Delivery Plan.
- Croydon Council to negotiate with developers through Development Management to secure and deliver development and associated projects.
- Croydon Council will continue to deliver the Connected Croydon Programme for public realm improvements, including seeking funding for further phases.



Temporary tree nursery at Reeves Corner (copyright Jim Stephenson)

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www.croydon.gov.uk/oldtown

ISSUE

The Draft Old Town Masterplan
Supplementary Planning
Document (SPD) was endorsed
by Croydon Council Cabinet 17
November 2014. The Old Town
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by Croydon Council 1 December
2014.

