

WELCOME



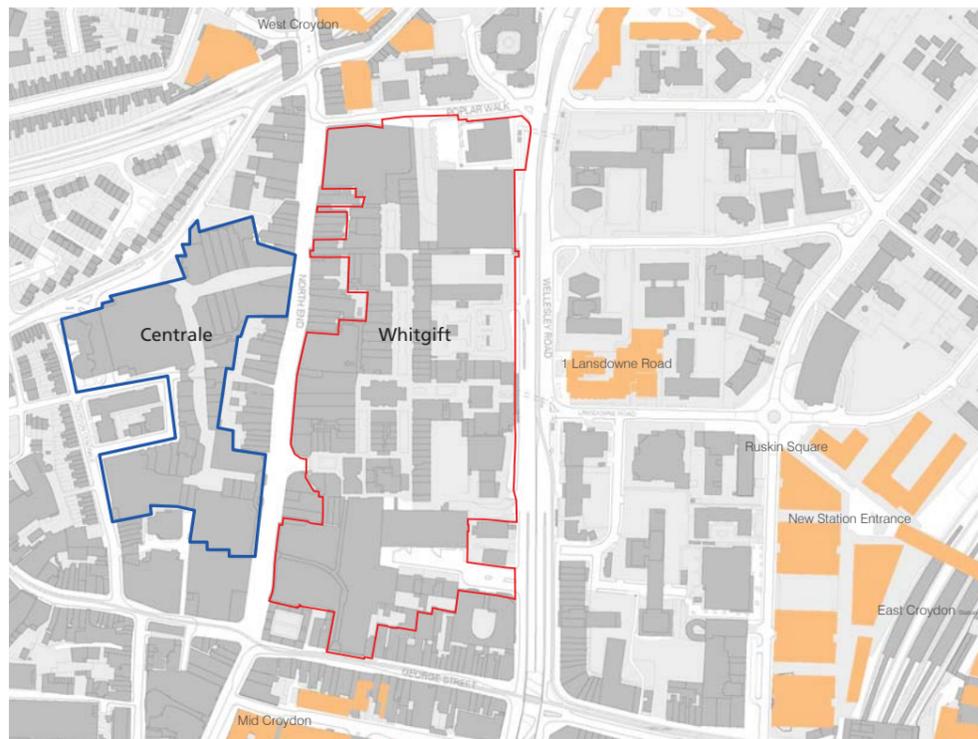
Welcome to the Croydon Partnership's public consultation. The aim of this exhibition is to provide you with an update on our plans to redevelop the Whitgift Centre and former Alders store, as well as highlighting the newly proposed improvements to the scheme. These will be captured as part of a revised outline planning application which is due to be submitted later this Summer. We are sharing our plans with you now so that your comments and feedback can be considered as the proposals are refined.

Our ultimate goal remains to create an exceptional shopping and leisure destination together with new homes, which will be the centrepiece to the wider regeneration of Croydon, creating over 5,000 new jobs and attracting significant numbers of people and investment back into the town.

We hope you find this exhibition useful and informative. Members of the team are here today and would be happy to answer any questions you may have.

The Croydon Partnership

Formed in January 2013, the Croydon Partnership is the joint venture between Westfield and Hammerson, two of the world's leading developers and managers of shopping and leisure destinations. The two companies have combined their experience and expertise to commit to a £1.4 billion investment in the redevelopment of Croydon's retail centre. The Croydon Partnership currently owns and manages both Whitgift and Centrale shopping centres. This means that many of the existing shops in Whitgift can move into Centrale during the redevelopment; ensuring that Croydon town centre remains a popular shopping destination throughout the building of the new scheme.



Highcross, Leicester
Developed and owned by
Hammerson



Les Terrasses du Port, Marseille
Developed and owned by
Hammerson



Westfield Stratford City



Westfield London

Website: www.thecroydonpartnership.com Email: consultation@thecroydonpartnership.com Twitter: [@croydonpartners](https://twitter.com/croydonpartners)



THE STORY SO FAR

Whitgift - The Opportunity

When it opened in the late 1960's, Whitgift was at the cutting edge of modern shopping centre design. Originally conceived as an open precinct style environment, changes have been made over time including the addition of roofs and a greater degree of weather protection. More recently, the centre has fallen behind its competitors and the quality and layout of the space no longer meets the needs and aspirations of retailers or shoppers. The adjoining Alders department store also struggled to keep up with changing tastes and finally closed its doors in September 2012.

The Council recognised the need for significant investment in the town centre and promoted a comprehensive redevelopment of the retail core. This vision is supported by planning policy which has shaped the proposals now being put forward by the Croydon Partnership.



Where We Are Now

- The Croydon Partnership has bought key interests in the site and now controls 75% of the Whitgift Centre
- There is a confirmed Compulsory Purchase Order for the site meaning that all remaining land needed to build the scheme can be purchased
- Outline planning consent was granted in February 2013 for a two level retail and leisure scheme with up to 3,500 car spaces and 400-600 homes

Since receiving planning permission there have been two key changes that have caused us to revisit our original plans.

- Marks & Spencer has confirmed it want a brand new store rather than a refurbishment of the existing building
- The Croydon Partnership has bought Green Park House on the corner of Poplar Walk and Wellesley Road enabling a redesign of the northern end of the scheme

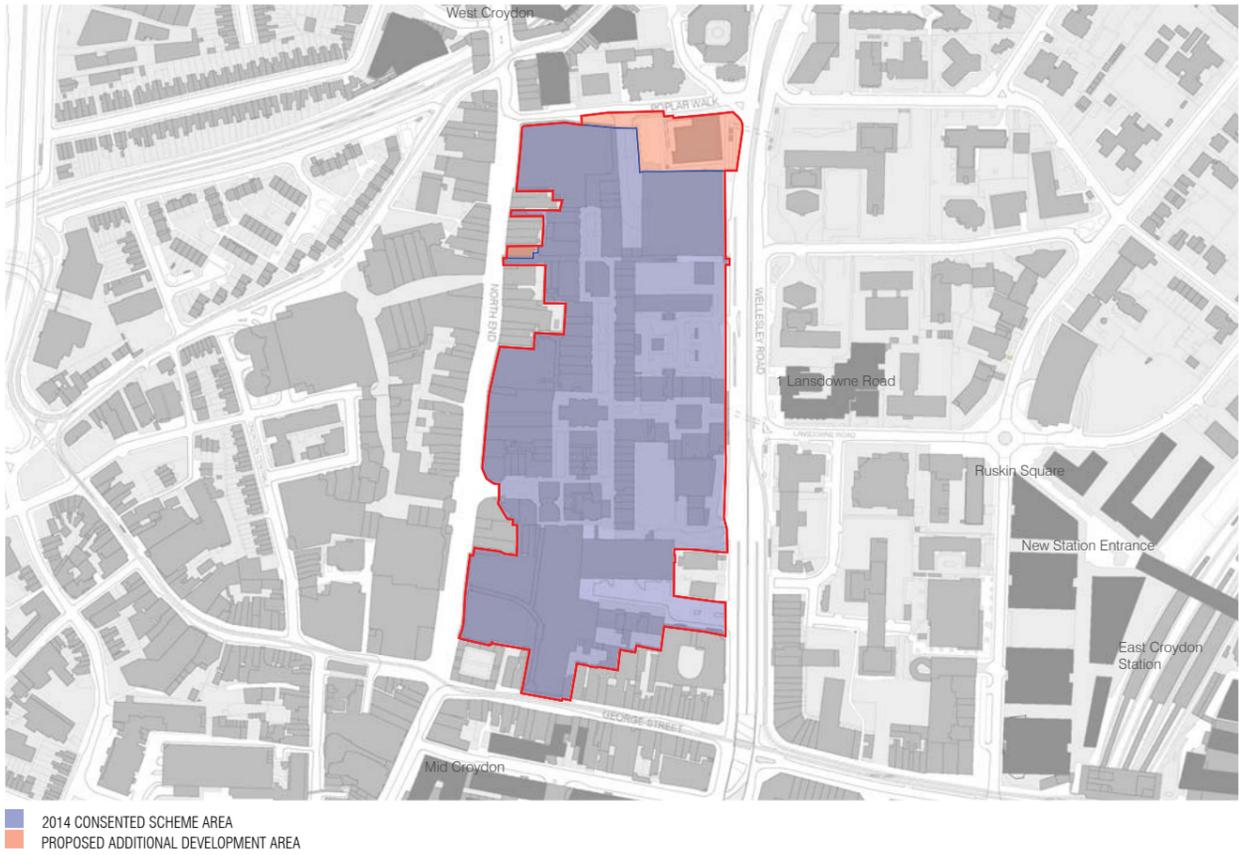
The opportunity to redesign certain elements of the proposals has resulted in a number of changes and improvements to the previous scheme. Although the majority of the scheme remains unchanged, the enhancements fall outside the scope of the original planning permission. The Croydon Partnership therefore needs to submit a revised application and this consultation is a part of that application process.



CGI of Consented Scheme



A COMPREHENSIVE APPROACH



Green Park House

The inclusion of the Green Park House site within the development area allows for the completion of the urban block at the corner of Wellesley Road and Poplar Walk. This creates an opportunity for better placemaking along Poplar Walk and enhances the setting of the Grade I listed St Michael's Church.



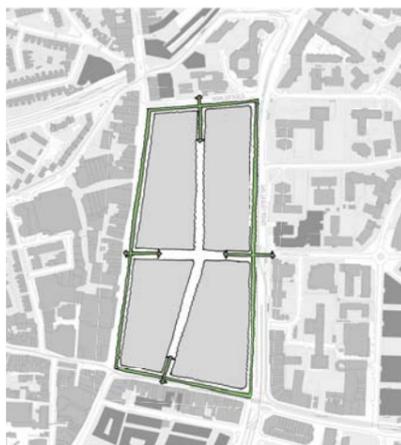
Thomas Cook, North End

The demolition of the current Thomas Cook building enables the creation of a wider more prominent entrance that improves connections with North End and Centrale.

Wellesley Road Improved Crossings



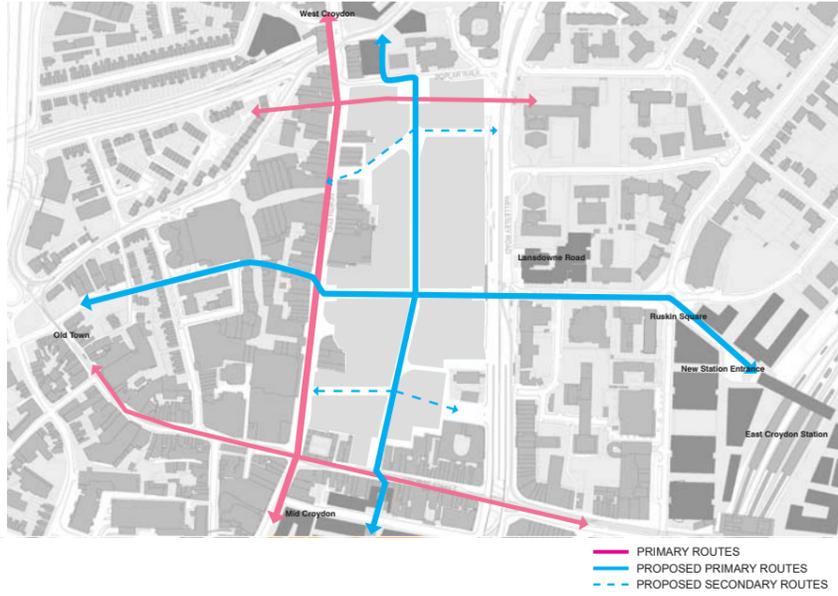
Breaking Down the Urban Block



A Joined Up Retail Circuit



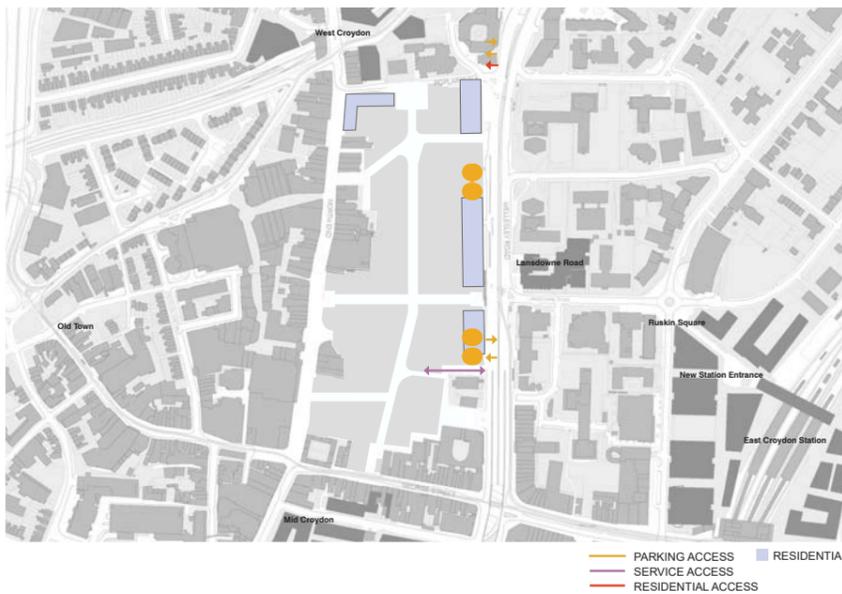
ACCESSIBILITY



PROPOSED PEDESTRIAN ROUTES

Improving connectivity to existing primary routes via:

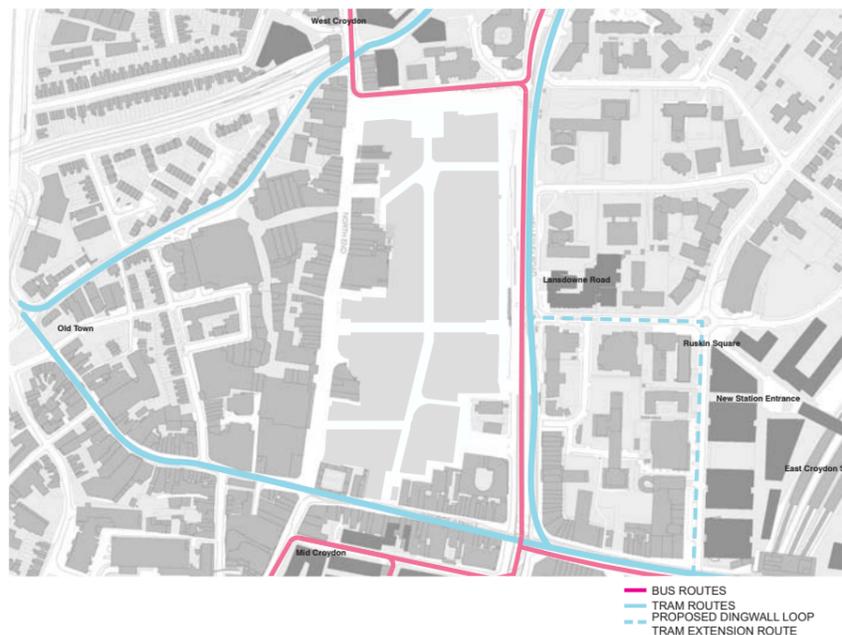
- Primary route running north/south, from George Street to Poplar Walk
- Primary 24 hour route running east/west, from North End to Wellesley Road, with level access at either end.
- Two secondary routes running east/west, from North End to Wellesley Road



PROPOSED VEHICULAR ACCESS

Concentrating vehicular access along Wellesley Road:

- Two pairs of entry/exit ramps for rooftop public car parking
- Entry to residential parking and servicing grouped with parking ramps
- Basement service yard accessed via ramp at southern end of Wellesley Road



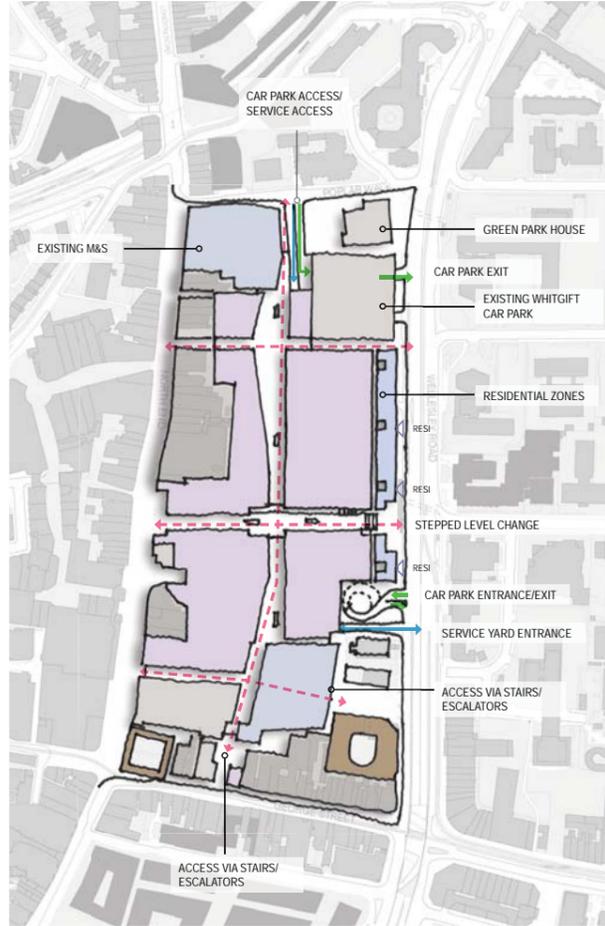
PUBLIC TRANSPORT LINKS

There are excellent public transport links:

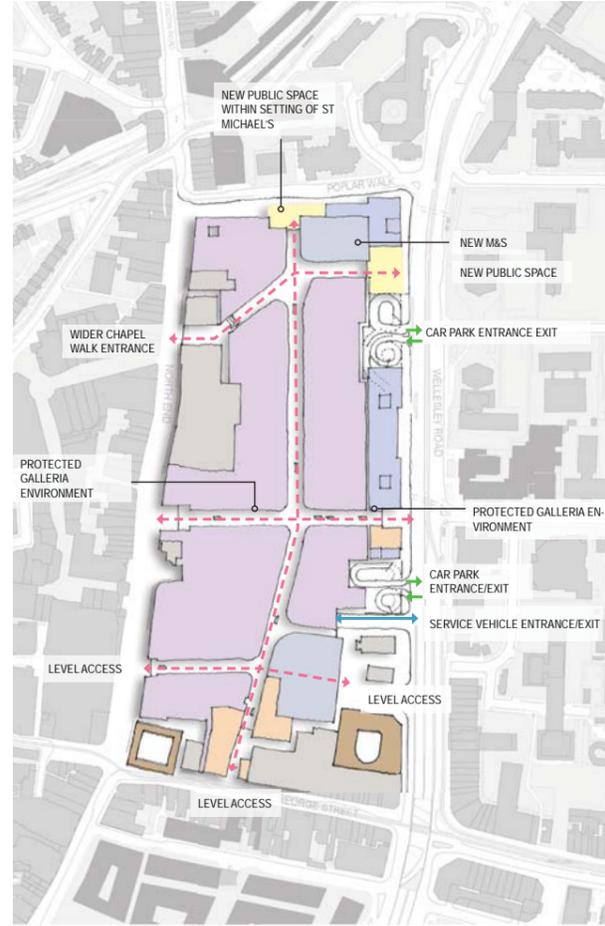
- Bus routes along Wellesley Road and Poplar Walk
- Close proximity to George Street and Wellesley Road tram stops
- Rail connections include the nearby East and West Croydon rail stations

KEY CHANGES

2014 CONSENTED SCHEME



PROPOSED SCHEME



Key Changes

Brand New Marks & Spencer Store

New location for Marks & Spencer on Poplar Walk enhances the setting of St Michael's Church and shapes new public realm

Wellesley Road Car Park Redeveloped

Parking will be provided at roof level with access from Wellesley Road, reducing impact of vehicles on Poplar Walk

Three Levels of Retail

The proposed scheme includes 3 levels of retail with two department stores, leisure and restaurants

Improved Environment on Poplar Walk

The inclusion of Green Park House within the development area allows for a more considered approach to public realm along Poplar Walk

Opportunity for Additional Homes

An enlarged residential zone provides the opportunity to deliver up to 1000 new homes in the centre of Croydon

Enhanced Connections to Adjoining Streets

Level access to primary pedestrian routes, including the 24 hour Galleria, supported by secondary routes create strong connections with Croydon's existing pedestrian network

Natural Connection Through East/West Galleria

The Galleria now follows Croydon's natural topography to create an accessible route from North End to Wellesley Road

Greater Protection to Galleria as Focal Point for Leisure and Entertainment

Protected Galleria route creates comfortable environment for year round leisure and entertainment

Improved Leisure Offer

New scheme proposes improved leisure facilities including a cinema featuring an IMAX screen

PROPOSED SCHEME

Ground Floor Layout



Summary

- A new high quality shopping and entertainment destination in the heart of Croydon
- Over 1.5 million sq ft of retail and leisure space across three storeys
- A major new department store in addition to a new Marks & Spencer store
- Over 300 shops, restaurants and cafés
- A family friendly leisure offer including a multiplex cinema with IMAX screen
- A safe and secure environment that is active throughout the day and into the evening
- New public realm throughout the development
- Improved access and town centre permeability
- The provision of up to 1000 new homes (400-600 new homes in current consented scheme)
- A total of circa 3,140 car parking spaces
- Improved customer experience

PROPOSED SCHEME

First Floor



Second Floor



Second Floor Mezzanine



Parking



PUBLIC REALM



Wellesley Road
An integrated approach to landscaping, building on the Council's proposals for a heathland spine along Wellesley Road



George Street
Pleasant south-facing courtyard with potential for outdoor seating surrounded by cafés and restaurants



Poplar Walk
A new and improved setting for St Michael's Church and improved connections with West Croydon

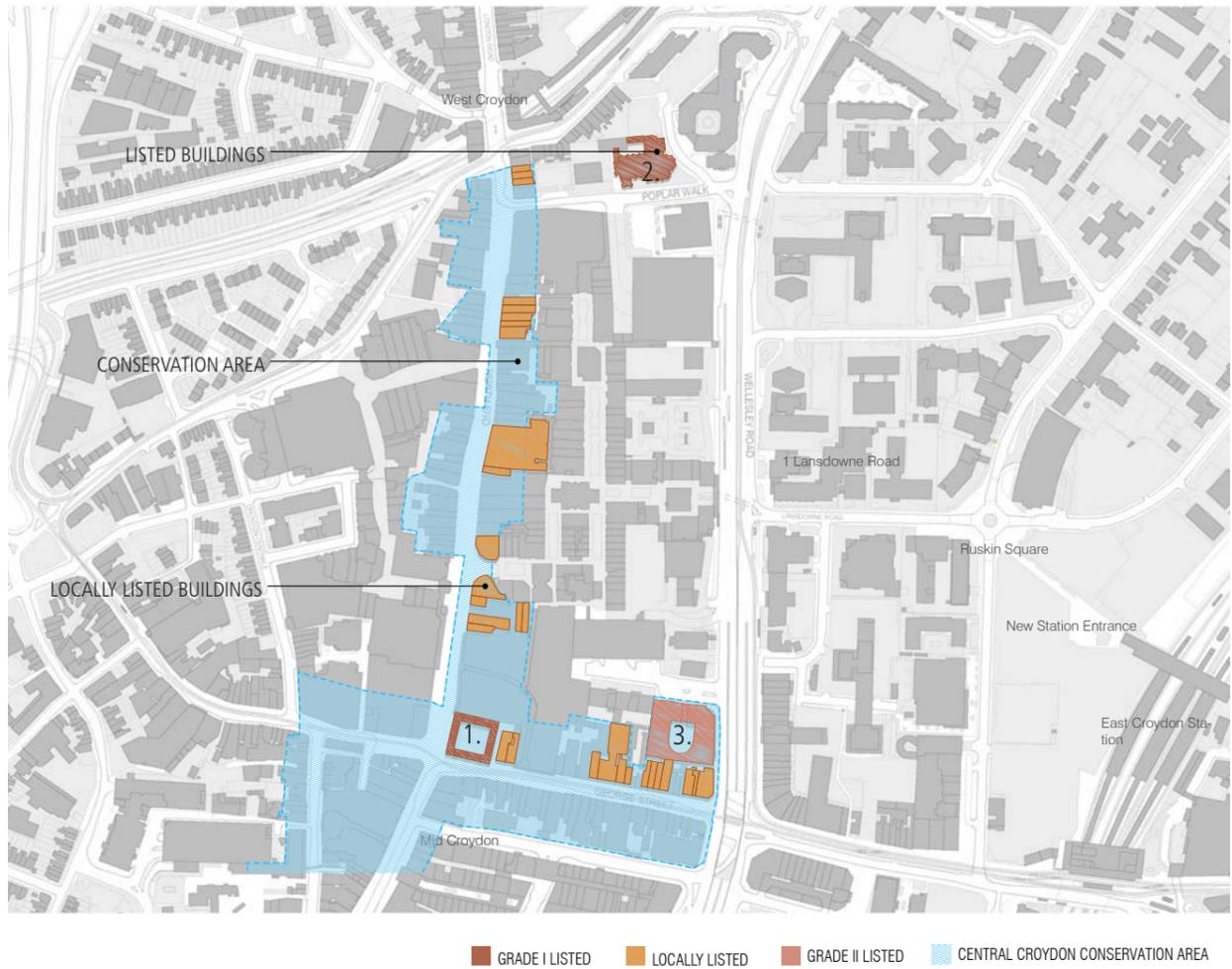


North End
Opportunity to create a simplified landscape scheme. Existing clutter will be removed to provide an attractive pedestrian experience



Inspiration Images

THE HISTORICAL CONTEXT



1. Whitgift Almshouses



2. St Michael's Church



3. Electric House

ALMSHOUSES

Looking north within the courtyard of the Almshouses



Proposed



Existing (existing Whitgift Centre shown in pink)



Existing

Looking east from the entrance to the courtyard



Proposed



Existing (existing Whitgift Centre shown in pink)

View from the corner of North End and George Street looking north



Proposed



Existing (existing Whitgift Centre shown in pink)



Existing

WELLESLEY ROAD



An Upgraded Environment

Opportunity for between 400-1000 homes distributed across up to four towers on Wellesley Road (consented scheme includes 400-600 homes)

Key pedestrian route from East Croydon

The street will be enlivened by shops and cafés at ground floor

Improved surface pedestrian crossings at Lansdowne Road and Bedford Park

Coordinated landscaping will tie in with Council's proposals for heathland spine along centre of Wellesley Road

A new residential community in the heart of Croydon



Council's proposals for Wellesley Road Landscaping



Proposed street section

GALLERIA

View looking east from North End



View looking west from Wellesley Road



Characteristics

Natural connection between North End and Wellesley Road, responding to the topography of Croydon

The Galleria will be the focus for leisure and entertainment within the scheme

Comfortable environment throughout the day and all year round

The Galleria reflects external architecture in a protected environment

An integrated part of Croydon's pedestrian network open 24 hours a day



Section through the east/west Galleria



POPLAR WALK



Inspiration Images

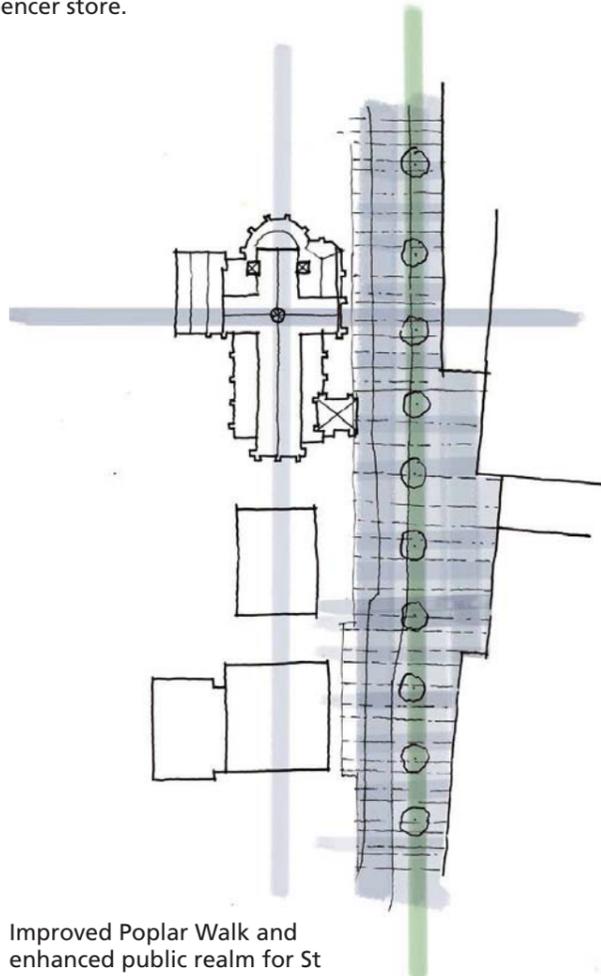


Design Approach

The acquisition of Green Park House provides an opportunity to rethink the design of the scheme adjacent to Poplar Walk. The new proposals provide an enhanced setting to St Michael's Church and enliven the street with a variety of uses including cafés, shops and potential for residential.

The removal of car park and delivery traffic from Poplar Walk reduces the impact of vehicles and ties in with the Council's proposals for an east/west contraflow cycle route along Poplar Walk.

Poplar Walk will form the setting for St Michael's Church and the brand new Marks & Spencer store.



Improved Poplar Walk and enhanced public realm for St Michael's Church



Galleria looking east from North End



Galleria looking west from Wellesley Road



View looking north along Wellesley Road



View looking east along Poplar Walk towards St Michael's Church

THANK YOU



North End Place

THANK YOU FOR TAKING PART IN OUR CONSULTATION

Next Steps

Following this consultation, we will continue to work up the proposals you have seen for submission of a revised outline planning application later this Summer. We aim to start work on the development in 2017.

How can you help?

Your feedback is important to us, and we want to hear your views. Please do complete a questionnaire which also provides further details on how to keep in touch with us.

The questionnaire will also be available on our website at www.thecroydonpartnership.com

Email:
consultation@thecroydonpartnership.com

Twitter:
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Website: www.thecroydonpartnership.com **Email:** consultation@thecroydonpartnership.com **Twitter:** [@croydonpartners](https://twitter.com/croydonpartners)


CROYDON
PARTNERSHIP

Westfield



Hammerston