



Central Parade, New Addington

# Regeneration

Strategy & Planning Brief

**PLANNING GUIDANCE NOTE 2**



Prepared by the Planning and Transportation Department, Croydon Borough Council.  
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*This guidance note (PGN2) for Central Parade, New Addington is non-statutory planning guidance, which was developed after public consultation. It was approved by the UDP Cabinet Committee on the 6th July 2005 and Cabinet on 12th September 2005.*

# Contents

<b>Foreword</b> .....	<b>1</b>
<b>1. Introduction</b> .....	<b>2</b>
1.1 AIMS OF THE REGENERATION STRATEGY & PLANNING BRIEF .....	2
1.2 TOWARDS REGENERATION .....	4
1.3 GUIDING PRINCIPLES .....	5
<b>2. Future of Central Parade</b> .....	<b>6</b>
2.1 KEY ISSUES .....	6
2.1.1 Transport, Access and Parking .....	6
2.1.2 Retail Renewal .....	10
2.1.3 Local Community Facilities and Infrastructure .....	12
2.1.4 Sustainable Development, Sustainable Technology and Sustainable Infrastructure .....	14
2.1.5 Environmental Improvements .....	15
2.1.6 Safety and Security .....	18
2.1.7 Elevating the Centre's Profile .....	20
2.2 VISION FOR THE DISTRICT CENTRE .....	21
2.3 MAKING THE STRATEGY WORK .....	22
<b>3. Strategy Themes</b> .....	<b>23</b>
3.1 INTRODUCING NEW USES .....	23
3.2 SENSE OF PLACE- A PLACE TO BE .....	24
3.3 SUSTAINABLE DEVELOPMENT .....	25
3.4 ACHIEVING BETTER FACILITIES .....	26
3.5 TACKLING PARKING ISSUES .....	27
3.6 ADDRESSING TRAFFIC AND ACCESS ISSUES .....	29
3.7 TACKLING EYESORES .....	31
3.8 TACKLING SAFETY AND SECURITY ISSUES .....	32
<b>4. Opportunity Areas</b> .....	<b>33</b>
INTRODUCTION .....	33
4.1 THE SERVICE ROAD/YARD AREA (A1) .....	33
4.2 THE COMMUNITY FACILITIES SITE (A2) .....	34
4.3 REDEVELOPMENT OF THE HEALTH CENTRE AREA (A3) .....	36
4.4 SOUTH/WEST OF CENTRAL PARADE AREA (A4) .....	37
<b>APPENDIX 1</b> .....	<b>39</b>

## Foreword

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Central Parade, New Addington is a dynamic district centre situated in the south-east corner of Croydon which is highly valued by residents and visitors for shopping, recreation, social gatherings and its amenity areas.

The Mayor's London Plan (2004) has identified New Addington as a strategic area for regeneration in South London where there is substantial deprivation. Actions to assist with the sustainable physical and socio-economic regeneration of New Addington were described in the Fieldway and New Addington Neighbourhood Renewal Plan 2004. The Plan was led by the Croydon Strategic Partnership sub-group, the New Addington & Fieldway Wards Neighbourhood Partnership, and represented the views of many different local interest groups and organisations. A key priority was the preparation of a long term spatial strategy for the New Addington Central Parade and civic complex, including the provision of community facilities.

This Regeneration Strategy & Planning Brief (Planning Guidance Note 2) is the result of a combination of specialist assessment of the centre and extensive public consultation during 2004-2005 which was undertaken in order to develop a well-informed strategy for transforming New Addington into the kind of District Centre residents and the wider community want and can enjoy. The Strategy & Planning Brief contains general matters for action (e.g. for managing and maintaining the centre) to accelerate change and provides a framework to guide projects, public spending and private initiatives. It also includes specific planning and development proposals and requirements, and opportunities to improve and enhance the environment and functioning of the centre. Key themes are transport, access and parking, retail provision and choice, provision of local community facilities and services, safety and security, the need for general environmental improvements and ways of advancing the Centre's profile and image.

*The desired outcome is a sustainable, workable, pleasant, inspiring District Centre for people to live in, invest in, work in, and to visit.*

# Introduction

## 1

### 1.1 AIMS OF THE REGENERATION STRATEGY & PLANNING BRIEF

Planning Guidance Note 2 (PGN2) provides a strategy for action and planning guidelines for regenerating the New Addington District Centre (*Figure 1*) (known locally as Central Parade after the Centre's main street).

The statement highlights the value and importance placed on Central Parade as the community heart of the New Addington and Fieldway neighbourhoods. It demonstrates the commitment Croydon Council is making to improve the social, economic and environmental well-being of the local community. It also indicates the Council's desire to maintain and enhance the vitality and viability of the Centre.

The statement has four sections:

Section one introduces the regeneration project, setting out the strategy's main tasks, and states the central principles that will guide the regeneration process.

Section two provides an analysis of the problems and needs affecting the centre, and the opportunities and threats which present themselves. It sets out the strategy's aims and objectives, and states by topic, the outcomes that are needed or desirable for Central Parade.

Section three takes the strategy's proposed vision and objectives further by identifying a number of change themes and proposals.

Section four identifies a number of opportunity areas for change and how many of the problems and needs of the centre might be met by change within them.

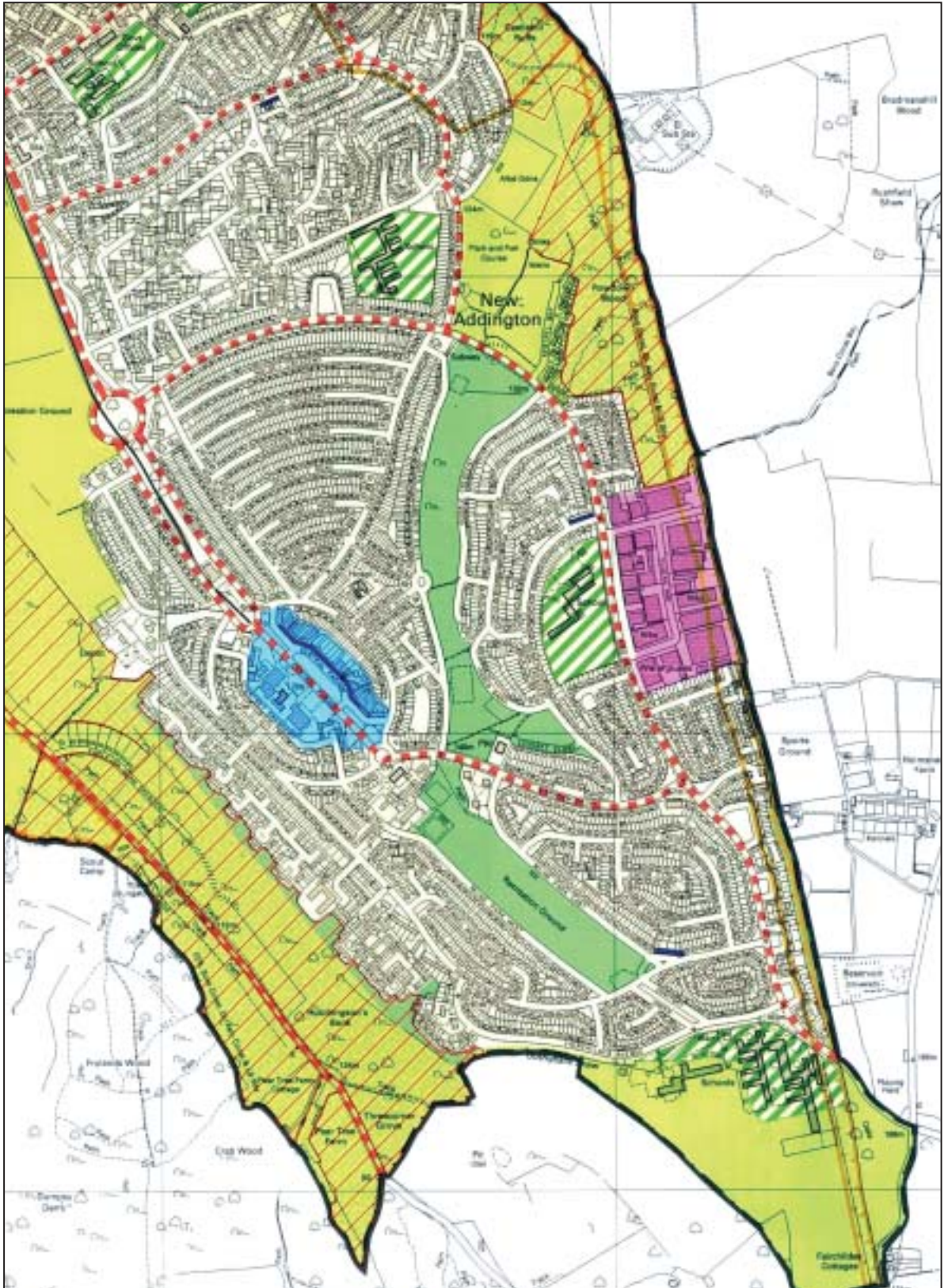
The objectives of this regeneration brief are:

- To take an integrated approach to the regeneration of Central Parade and its surrounds.
- To provide a vision that all the community and other stakeholders can embrace and contribute to.
- To provide an implementation scheme addressing issues raised by the community and other key stakeholders, which contains priorities for action and tasks needed to facilitate achievement of the vision in future years.





Figure 1: Regeneration Area: Central Parade, New Addington District Centre.





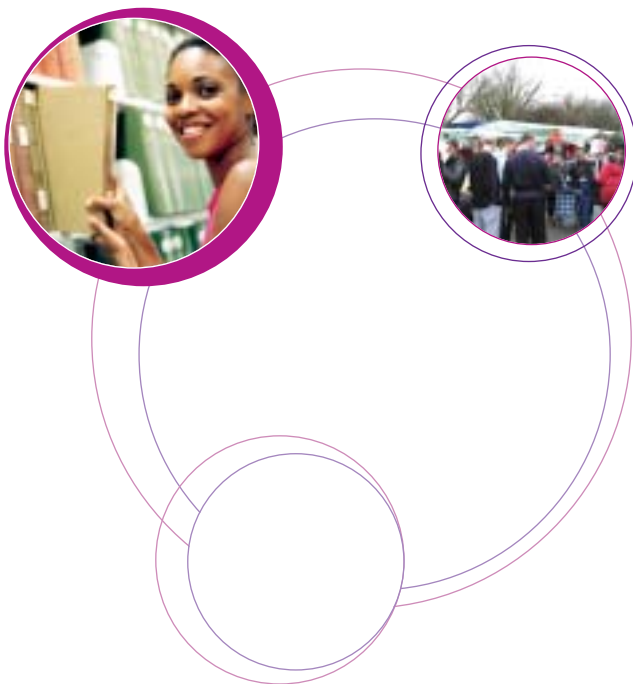
## 1.2 TOWARDS REGENERATION

New Addington and Fieldway are situated in the south east of Croydon. It contains a locally significant District Centre, Central Parade, supported by two smaller shopping parades, Calley Down Crescent and Milne Park East<sup>1</sup>. Central Parade and its surrounds cover an elliptical area of approximately 6.55 hectares, extending from the Tramlink terminus at Overbury Crescent in the northwest to Salcot Crescent and Arnheim Drive in the southeast.

Central Parade, as a main street, provides a direct route into the centre's core. It also divides the centre into two distinct sides- the civic complex to the south and west and the shopping parade in the north and east. Surrounding the centre are substantial areas of private and social housing, public open space and a variety of community facilities including schools and churches. The civic complex area (*Figure 2*) includes a collection of community buildings - local library, a swimming pool, a large community centre with several halls and rooms, a One Stop (Council) Service Office and several other community facilities serving a local resident population of approximately 10,351 distributed amongst 3,985 households (2001)<sup>2</sup>.

The main retail area on the north and east side comprises a single long parade of entirely ground floor street frontage shop units with 2 and 3 storeys of flats above. Its shopping representation is a mixture of comparison and convenience shops (two small supermarkets, a few national chains, several independent and local traders and a few voluntary/charity-type shops). There is also a significant representation of fast food outlets and other services and businesses. The retail presence is complimented by a popular twice-weekly street market which utilises much of the central car park and the small central square. Estimates place the convenience goods turnover for the New Addington catchment area at around £7.56m and for comparison goods £5.05m<sup>3</sup>. Research indicates Central Parade performs a vital and convenient shopping function to the surrounding residential estate.

New Addington and Fieldway are identified in the London Plan as amongst those Wards in greatest socio-economic need<sup>4</sup>. It is therefore essential to focus on opportunities for expanding and enhancing services and facilities for an increasing population, in order to facilitate sustained renewal.



<sup>1</sup>A 'shopping parade' is defined in the Draft Croydon Plan (2003) as a cluster of 5 or more units in Shopping Area Uses, the majority being shops (Class A1) outside Central Croydon, the Town, District and Local Centres providing for the shopping needs of a very localised catchment.

<sup>2</sup>Office for National Statistics Census 2001. See- [www.croydon.gov.uk/councilanddemocracy/localareainformation/Census/warddemogs](http://www.croydon.gov.uk/councilanddemocracy/localareainformation/Census/warddemogs)

<sup>3</sup>New Addington Retail Assessment figures (December 2004, Drivers Jonas consultants)

<sup>4</sup> Values derived from the Index of Multiple Deprivation- a composite of poverty, dependency, education, health and housing domains. [www.odpm.gov.uk](http://www.odpm.gov.uk)



Figure 2: Community buildings, Central Parade, New Addington.  
(Adapted from New Addington Retail Assessment 2004)



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The main tasks of the Regeneration Strategy are to:

- Address problems, respond to pressures and meet the need for improvements; whilst,
- Maintaining commercial confidence and vitality in the centre; and,
- Conserving what people value and find special about the centre.

### 1.3 GUIDING PRINCIPLES

The Regeneration Strategy & Planning Brief are based on the guiding principles of the Community Vision for Croydon Borough that emerged from the Community Strategy (2003-2006), to provide – “A safe, healthy, prosperous and sustainable future for the whole community”, and relates them to the local situation.

Regeneration of Central Parade to benefit the local and wider community traverses a wide range of Council functions. It is therefore linked to a number of national and local policies and strategies. Appendix 1 details key documents that Council is encouraged to take account of when planning sustainable regeneration work in district centres, especially in deprived areas.





### 2.1 KEY ISSUES

The following section provides a general analysis and summary of the problems and needs affecting the centre, and the opportunities and threats which present themselves. These have been derived from:

- Initial public consultation on the centre's future discussed at the New Addington and Fieldway Community Day held in April 2004;
- Survey, review and research into the centre and how it functions;
- A retail assessment of the centre and its potential by Drivers Jonas consultants (December 2004); and,
- Public consultation on the first Draft Planning Brief & Regeneration Strategy undertaken February through to May, 2005.

#### 2.1.1 Transport, Access and Parking

##### Access

Central Parade is well served by public transport. Three regular bus routes stop just beyond the northern end of the centre, with two also travelling down the main street. The Croydon Tramlink line 3, terminates 200-300m from the retail frontages. It provides a fully accessible, frequent service, with feeder buses connecting the tram to other parts of New Addington and Fieldway. The Tramlink provides a direct link with Central Croydon, making it more accessible to New Addington residents and New Addington centre more accessible to people from the outside area.

People approaching the centre on foot, by wheelchair and alike can generally access either side of the Parade without great difficulty for there are a number of pedestrian routes to the centre and several pedestrian crossing points. However one or two of the pedestrian paths leading to the centre are in poor condition, poorly lit and not attractive to users particularly in the evening. Pavements in the centre are of reasonable quality and several pedestrian crossings link the shopping parade to the car parking areas and the area of community facilities. Pedestrian movement is however often

compromised in places by the presence of large delivery vehicles outside the front of the retail units, and sometimes by the parking of market traders' vehicles and inappropriately parked cars. Another problem is that connections between the two sides of the centre are generally poor. Central Parade through the centre of the area is a through route. Although not particularly heavily trafficked, it still acts as a barrier to movement between the north/east and south/west sides of the centre. Traffic speeds down the street can at times be quite high. Despite the presence of several crossing points, movement across the street between the two sides of the Centre can be an intimidating experience for some people.

There are no designated cycle lanes through the parade, so cyclists generally share the road or footpath with pedestrians and other traffic. The Council has designated cycle paths across some parks in the neighbourhood as part of the National Cycle Network. This includes Milne Park, a large area of Green Belt land just south of the centre. There may be an opportunity to improve connections to and within the centre for pedestrians and cyclists to provide a safer, quicker journey.

##### Effect of roads and traffic on the centre

Central Parade provides a direct, legible route to the centre's core. It is also an area dominated by tarmac and cars which act as a physical and potentially psychological barrier, dividing the centre into two distinct halves, the western civic complex and opposite, the shopping parade. The barrier effect of the road is compounded by the fact that large areas of car parking lie on both sides of the road for almost its entire length.

The road network around the District Centre comprises relatively minor roads and does not allow for easy travel in south, east and west directions. This results in New Addington appearing to be somewhat out on a limb physically and therefore a very self-contained centre. It also leads to problems with congestion, especially along the road in front of the shopping parade.

## Parking

There is a large provision of public car parking in the centre which normally more than satisfies the needs of shoppers and visitors to the community facilities at their current levels. This is distributed between dedicated car parks and also on-street in the service road in front of the shops. On occasions parking also occurs partly on the road and partly on the pavements and verges along the central street. Parking is controlled to a limited extent by pay and display or time restrictions, except for special user zones such as parking bays for disabled persons, and adjacent to the community buildings where much of it is free. A small amount of cycle parking is also provided (e.g. stands adjacent to the library), which may encourage a small number of shoppers to travel to the centre by this means.

However, one of the main transport challenges encountered by people living and conducting their everyday business in Central Parade is parking congestion which occurs on market days. Not only does this increase the amount of shopper parking demand, but it reduces the spaces available in two ways. The market stalls themselves occupy a large part of the main area for public parking. In addition market trader vehicles, which inevitably arrive at the centre before shoppers occupy a significant number of the remaining on and off street spaces. The result is vehicles parked all over the area, many in unofficial and sometimes illegal positions. Physical damage is caused to paving and grass verges and the street scene generally looks untidy. Some vehicles use dedicated disabled spaces. Others park in dangerous positions or block off narrow entrances. The whole situation is often very unsightly and may even be unsafe to pedestrians and vehicle users.

Conflicts between through and local traffic and illegal parking down the parade main street, particularly on market days, creates congestion, impeding traffic flow. Overflow parking filters into the community and civic facilities' centre car parks. Shopper access to the main retail frontages can also be restricted. This particularly affects disabled visitors who often have no alternative to parking in disabled spaces close to the shops and facilities.

Finally it has been observed that increasingly areas of the Centre's car parks are being used for long stay (all day parking) by commuters travelling into Croydon and London by tram and by workers in the shops and services of the centre. Again this is to the detriment of shoppers and visitors to the centre, for inevitably most long stay parking starts earlier in the day than short duration stays.

Free or relatively low cost parking throughout the area has long been a feature of Central Parade but now requires greater controls to tackle competition and congestion issues. Market trader parking needs to be brought under control. There is also a need to consider introducing short/ long term parking zones with scaled payments to better manage traffic congestion and competition. Visually, the spread and dominance of cars and tarmac parking areas in the centre needs attention for at present the extent and location of parking can make the centre seem unappealing.

## Traffic and pedestrian safety

Traffic safety is an important issue for pedestrians and motorists, with the community facilities attracting high use throughout the day. Measures to ensure safe and convenient access to these is therefore essential. One of the major dangers to pedestrians are vehicles driving at speed down the parade main street. Good quality street lighting and surface road crossings exist but could be enhanced to improve pedestrian movement at busy places across the entire parade area, and overall offer a safer environment for all road users.



## Service vehicles

Servicing of most retail premises particularly the small units occurs mainly from the front road even though most do have the potential for rear service access. This is because the rear service road and rear service arrangements are virtually un-useable in their current state. Moreover they represent a serious security problem for the shops several of which have closed off access with security fencing. Even the larger premises (e.g. the two small supermarkets) which use the service road for deliveries find the situation far from ideal. This rear service road itself is in a desperately un-maintained state yet it still has to be used by refuse and emergency vehicles. It also provides rear access to properties in Salcot Crescent. The unsatisfactory state of the rear service road and rear service and storage areas is not only a serious problem in itself – but also a security, health and safety problem, a massive, effectively derelict eyesore and generally a waste of land. It also causes several other problems. It results in large numbers of service and delivery vehicles using the front access to shops causing traffic and parking congestion and sometimes safety hazards. It presents an appalling outlook for residents of the flats over the shops. It provides an opportunity for a wide variety of anti-social behaviour such as the dumping of rubbish, vandalism and other activities. If the area is redeveloped and the service areas and service lane made useable, it could remove much of the traffic and parking congestion from the front of the parade, and would generally improve the visual amenity and safety of the area for residents of the flats, pedestrians and visitors to the centre.

To provide an effective service route, to adoptable standards will require substantial resources.

### *The needs:*

- Improve pedestrian and cycle access.
- Rationalise and control parking, targeting short term provision.
- Make some provision for long term/ market traders' vehicles.
- Reduce effect on visual scene and safety of traffic and parking and generally improve the environmental effect/impact.
- Address pedestrian safety problems.
- Provide parking bays for disabled persons, particularly near the One Stop Service reception.

### *Opportunities*

- Sustainable redevelopment of the south west side to rationalise parking and access.
- Reduce traffic flows and speeds along Central Parade, making it easier to cross.
- Extend pedestrian areas through redevelopment and other changes.
- Enhance pedestrian and cycling routes to the centre.
- Better crossing of roads at busy places.
- Better "routes" into centre from bus stops, possibly to include moving bus stops more central.
- Utilise the potential of the area to the rear of the shopping parade for all delivery, servicing and refuse collection purposes and for meeting other parking and service needs. To be done in three ways:-
  - By redeveloping the rear service areas and rear service road and thus ending the need for front servicing.
  - By making provision in this area for the parking of market traders' vehicles.
  - By utilising part of the area to provide long-term parking space for employees from local stores etc., and possibly for long stay commuter parking.

Objectives for action

Objective	Actions
<p><b>1. Efficient transport infrastructure.</b></p> <p>A transport infrastructure that provides safe and easy pedestrian and motorist access throughout the centre, facilitates better traffic circulation, and is sympathetic to the local natural environment.</p>	<ul style="list-style-type: none"> <li>1.1 To develop a comprehensive parking policy addressing market congestion that encourages short-stay parking. On-street parking should be 'pay-and-display' biased towards short-term, with payments scaled for longer duration stays. Could include a review of tram generated parking, park and ride particularly for streets near Central Parade, e.g. Overbury Crescent.</li> <li>1.2 To ensure that any reforms include provision of parking bays for disabled people in appropriate, accessible locations.</li> <li>1.3 To reduce the detrimental environmental impact of roads, cars and congestion through streetscape design and environmental improvements.</li> <li>1.4 To maximise and enhance links to public transport and to and through the main street corridor.</li> <li>1.5 To investigate the repositioning of bus stops towards the inner centre to better connect people with the community facilities and any future retail development on this site.</li> <li>1.6 To introduce and enforce, where appropriate, traffic calming measures to make the front service road safer for all road users (pedestrians and motorists) whilst avoiding impeding the access of local residents, shoppers and retailers.</li> <li>1.7 To consider imposing experimental or permanent traffic orders to reduce and control traffic speeds along the front service road and Central Parade through the middle of the Centre.</li> <li>1.8 To investigate the possibility of reducing traffic volume through the central corridor.</li> <li>1.9 To review improvements to the derelict service road and devise plans with appropriate specifications, including security measures, lighting, traffic calming measures etc.</li> </ul>



## 2.1.2 Retail Renewal

### Shops and local services

Local retail businesses, a mixture of mainly small comparison and convenience shops and local services such as estate agents, take-aways and solicitor offices are currently all located at ground floor level in a very long 1950s two and three storey terrace on the north and east side of the centre. First and second floors provide a mixture of ancillary storage accommodation and residential units. Most of the shop units are quite small and many are used by local traders.

Central Parade performs a vital and convenient shopping function for the surrounding neighbourhood, which is complemented by the twice-weekly market held on the central square and main centre car parks. Residents indicate that the convenience of having a range of local shops and services is a major asset of the area. Many have emphasised that the personal service element experienced in the smaller local shops is particularly appreciated.

### Scope for greater variety and quality

The vast majority of comparison goods retailers cater in the main for the cost-conscious shopper, with many businesses clearly targeting the bargain end of the market. Initial consultation has revealed a demand for an expanded range of good quality retail facilities which could also create local employment opportunities. Specific suggestions included:

- A laundrette;
- Bank;
- Reasonably priced food stores offering a wider range of quality product than is currently available in the centre;
- Cafés and restaurants;
- Evening entertainment facilities (cinema and family pubs- the closest, the Cunningham having closed in October 2004); and,
- Decent bookshops, clothes and music shops targeted at teenagers.

Significantly there is a record of only the occasional vacant unit in the parade. Despite the closure over the years of some shops, other businesses have quickly

moved in. However there has been a significant increase in recent years in non-retail users and retail shops are increasingly competing for space with a large number of takeaway restaurants and other 'services'. Whilst these uses and businesses do make an important contribution to the range of local services needed by the community, they do have an impact upon the perception of the parade as an attractive shopping centre. Some of these uses do also generate specific problems such as increasing litter and, in some peoples' view encouraging anti-social behaviour. It is also considered that the appearance of the parade in some areas has deteriorated with poor shop front and fascia design and a noticeable lack of maintenance.

Whilst there is clearly a need and opportunity for changing, extending and renewing the retail offer of the centre to help it serve better and more of the local communities needs, there is also a need to ensure that the valued asset which the current shops and service uses represent are not lost. This could mean that instead of attempting to redevelop the existing parade, the best option might be to introduce new retail presence in a complementary and supporting position.

### Condition of buildings and units

The condition of the streetscape and retail frontages can contribute significantly to the perceived character of the parade and community pride in the centre. The quality of the shopfronts is generally good and there is evidence of some recent investment in enhancing the appearance of some units. However there are some exceptions to this situation. More over there is in areas a litter and graffiti problem and some damage to walls, street furniture and footpaths. When taken as a whole the parade appears a little dated and despite being normally quite busy, it gives the impression of gradually running down. There is a need to renew and refresh the fabric of the parade and the streetscape. The threat is that as time moves on, Central Parade could stagnate and deteriorate, reducing its attraction as a centre. It could miss out as other district centres develop and improve, and attract more trade.

Overall, the centre needs to be revitalised and better tied together to create a variety of desirable places to visit, shop, work and conduct business.

## The Market

The two day a week market is a highly valued asset of the centre that, for some people, helps bring the community together as well as widening the range and choice of goods available. When operating it increases visitors and footfall in the centre and probably adds to the trade of local shops and services. However, the market does give rise to a number of problems which are a regular source of complaint:

- The market occupies much of the public parking space;
- Traders vehicles are often parked in the few spaces available all day long;
- Traders vehicles and displaced cars parked on verges and footways;
- Occasionally vehicles parked so to block accesses and/or to cause safety problems for pedestrian and other road users;
- The general state and appearance of the market in terms of the temporary stalls and their seemingly haphazard and crowded layout. The storage of boxes and rubbish around the area and the litter that can sometimes arise.

The market is a great asset of the centre which needs to be exploited. However in the process it must not be allowed to “destroy” or detract from the attractiveness of the centre by perpetuating or adding to the above problems.

To an extent, the solution to some of the above problems lies in the stronger exercise of management control over the operation of the market. It is acknowledged that action has recently been taken to tackle some of the problems. The need is for that process to be maintained and built upon.

### Opportunities

- To build up the centre’s status and attractions by introducing a new primary attraction in the form of a new supermarket to the centre. This should also bring investment into other stores as a consequence.
- To encourage rationalisation and refurbishment of units to allow new uses and services to be introduced.
- To turn the market into more of an asset by eliminating the problems it gives rise to.

### Objectives for action

Objective	Actions
<p><b>2. Revitalised retail core.</b></p> <p>Create a vibrant and exciting district centre, where there are desirable, accessible and affordable retail facilities and lots happening which reflect and enhance local identity and diversity in the New Addington community.</p>	<p>2.1 To investigate the potential, appropriateness and viability of a new foodstore supermarket in Central Parade (particularly the western side). This should be integrated compatibly with other retail uses along the shopping parade. Consideration should be given to the potential for/problems of, creating retail/community facilities mixed on both sides.</p> <p>2.2 To support and create greater consumer choice by encouraging an accessible, diverse mix of retail and evening entertainment opportunities.</p> <p>2.3 To investigate the potential for the area to be considered within the Business Improvement District (BID) scheme.</p> <p>2.4 To ensure an effective litter collection programme is enforced in Central Parade, with special emphasis on regular clearance of trade and market wastes.</p>



Objective	Actions
<p><b>3. Trader’s Market.</b></p> <p>Support the vitality and viability of the market so that it blends compatibly with other activities in the centre.</p>	<p>3.1 To review the spatial and operational management of the market, including the installation of a market superintendent/inspector to oversee operations.</p> <p>3.2 To manage traders parking in conjunction with management of parking generally in the centre.</p> <p>3.3 To investigate the potential for creating some market trader facilities.</p> <p>3.4 To review the composition of the market to see if a more varied mix of traders can be encouraged, and whether multi-purpose shelters/facilities would be helpful.</p>

### 2.1.3 Local Community Facilities and Infrastructure

#### Centre of the community

Central Parade is a location for several good and much needed community facilities and services. It functions as a civic focal and social meeting point where people gather and where the sense of community feeling is strong. Facilities include a community centre, library, swimming pool, cybercafé (The Octagon) and open space amenity areas (Figure 2). The One Stop Service reception currently hosts several advisory and referral services including the Inland Revenue, Department of Work and Pensions, Welfare Benefits, and Housing Benefit and Council Tax surgeries. The large community centre is very well used and provides accommodation for a broad range of activities for local people.

#### State of buildings and premises

The premises used by the community facilities are of varying quality and state of maintenance. The One Stop Service building, constructed in the 1990s, is outwardly an attractive design but interior needs refurbishment. Other buildings are old, some part prefabricated, some temporary buildings, and there is a lot of piecemeal development. The outer fabric of the library which is adjacent to the One Stop is in a poor state of repair and would benefit from refurbishment or replacement. There is therefore a need for new, better, purpose built, and modern day facilities in this area.

#### Missing facilities/gaps in provision

Presently medical treatment and healthcare can be sought from the Parkway Medical Centre adjacent to the tram stop. Initial consultation has revealed a need for expanded healthcare facilities and family services (extended hours, X-ray provision, additional GPs and childcare facilities especially for pre-school age children).

There is a need for more and improved leisure and recreational facilities where youth can meet and participate in active recreation, and for evening entertainment attractions/venues such as a bowling alley, cinema/theatre. The closure and loss of the only public toilets is a frequently mentioned problem which is apparently particularly acute on market days.

Need has also been expressed for an expanded more integrated Council One Stop service drawing together all essential services into the civic centre (Family Services, Housing Association, Citizen Advice Bureau, Youth Services, Children’s Trust and Police). Clearer signage to all local facilities supported by the advertisement of local events and services available in the centre through various means would also be an asset, and ensure these facilities really are used by and serve the community.

More and better facilities could play a leading role in the regeneration of the centre and the neighbourhood renewal programme.

*Opportunities*

- For those services and facilities the Council is responsible for:
- Building new facilities to replace existing time expired buildings.
- Providing extra and new facilities to increase the range of services on offer and to improve the community's access to them.
- Extending and improving or redeveloping the existing swimming pool to provide an increased range of health and fitness activities.
- Working with health authorities to provide a new local health facility capable of providing a wider range of health care services.
- Working with other services and agencies, such as the Continued Education and Training Service to bring new and better services to New Addington.

*Objectives for action*

Objective	Actions
<p><b>4. Community facilities.</b></p> <p>Provide and maintain a network of high quality, accessible community services and facilities in Central Parade needed specifically by the local community to support sustainable communities.</p>	<p>4.1 To pursue the reorganisation of the Central Parade Civic Buildings Area, to provide on one site a range of existing and improved Council services and facilities.</p> <p>4.2 To strengthen the connections with Central Parade through design, improvements.</p> <p>4.3 To rationalise and amalgamate car parking provision in order to allow multiple and maximum use.</p> <p>4.4 To work in partnership with the NHS/LIFT to increase the provision of health facilities and services.</p> <p>4.5 To work in partnership with the MPS' Asset Management team to provide a Safer Neighbourhood Office within the District Centre.</p> <p>4.6 To consider rationalising out-of-centre community facilities with the view to bringing them into the centre (e.g. health).</p> <p>4.7 To build a new CETS<sup>5</sup> and Jobcentre Plus Facility at the south-eastern end of the parade to facilitate training and educational opportunities for the community, especially youth.</p> <p>4.8 To re-provide accessible public toilets in the centre, possibly in combination with the revised traders' facilities.</p>

<sup>5</sup> Continued Education and Training Services facility





Objective	Actions
<p><b>5. Recreation and leisure opportunities.</b></p> <p>Increase opportunities and encourage participation in recreation and leisure activities in a safe community environment.</p>	<p>5.1 To identify gaps in current provision of leisure facilities and activities, particularly opportunities for children, elderly persons and youth participation at Council facilities.</p> <p>5.2 To improve leisure and recreation opportunities in the centre through improvement and extension of the swimming pool or through its replacement on site.</p> <p>5.3 To support and encourage the community centre as a safe and exciting place for recreation and other community-based activities.</p> <p>5.4 To re-examine the provision of evening entertainment opportunities.</p>

### 2.1.4 Sustainable Development, Sustainable Technology and Sustainable Infrastructure

At present there are only a few small scale examples of sustainable development and sustainable and renewable technology in New Addington. There is a small materials recycling site and the cybercafé has a solar water heater which could serve as a working example and platform for the dissemination of sustainable energy information and advice<sup>6</sup>. Most existing buildings were designed and built in a traditional manner before the need for more sustainable development was fully appreciated. Very few incorporate sustainable and renewable technology and little special provision is made for recycling and reusing waste.

Perpetuating past high energy consuming and unsustainable practices in the design, construction and use of new and refurbished buildings could hamper the effectiveness of regeneration initiatives and diminish the value of changes. On the other hand the adoption of sustainable principles and the use of sustainable technology for changes in New Addington could set the centre up as an exemplar, increasing its profile and status.

#### Opportunities

- Coupling lower cost and sustainable energy solutions with other demonstrations of environmental sustainability (use of sustainable materials, provision of convenient recycling facilities, incorporation of water conservation techniques etc.) could add to the distinctiveness of New Addington as an environmentally sustainable regeneration area, making it a more interesting and attractive place to live, work and visit.
- Existing infrastructure in and around New Addington complement the sustainable approach and could make other regeneration objectives easier to realise, including:-
  - Sustainable travel through public transport provision, enhancement of facilities for pedestrians and cyclists.
  - Availability of low cost, renewable fuel from local woodchip, and of locally produced soil enhancers for landscaping (Croypost) at Conduit Lane. (Woodchip heating from local woodchip is cheaper than gas and the price differential is likely to improve. Efficient biomass boilers and district heating schemes create opportunities for real value to be realised.)

<sup>6</sup> A Renewable Energy Action for London (REAL) initiative working with London's local authorities to raise awareness.

## 2.1.5 Environmental Improvements

### Overall effect

The quality and character of the environment of a centre is crucial to its identity and the sense of place, and the community's pride in their area. Ensuring that the appearance and environment of the Centre is attractive and useable is an important part of the renewal and regeneration agenda.

### Open spaces

#### a) *Hard surface/public realm*

Most pavements and pedestrian surfaces in the centre are of reasonable quality, although there are a few areas of poor maintenance and damage, for instance where heavy vehicles have over ridden kerbs. The road surfaces/carrageways are however much more variable quality. The main roads are in a reasonable state except where there is a poor example of reinstatement. The rear supply road behind the parade of shops has fallen into a state of gross disrepair. Some of the car park surfaces are also breaking up in parts. The main problem with the surfaces is the extent of often unrelieved areas of tarmac and consequently the visual dominance of cars and vehicles. This is particularly the case on the north and east side of the Centre. Few years ago, a small pedestrian square was created between the main car parks. However in general pedestrian areas seem to take second place to vehicle areas. Although there are several pedestrian crossing points, provision for pedestrian circulation seems to be unplanned and unstructured.

Some street furniture was replaced when creating the small square. Although most of what exists is still quite functional there are examples in all areas of now quite shabby street furniture. Some minor vandalism and graffiti is also evident in a few areas. There could be a case for reviewing the street furniture of the centre, to consider whether it needs replacing with a new co-ordinate and robust design.

Signage to and about the centre is also very variable in its occurrence, state and functionality. There is a lack of signage and information provision points welcoming visitors to New Addington, advertising events and highlighting services available in the centre.

#### b) *Soft surface/landscaping*

There are several, mainly small, areas of open and green space within Central Parade Most are set to grass with a scattering of trees although there are a couple of flower beds. One or two areas have benches on them. There are also several lines of trees running part or all of the length of the Parade. The lawn area in front of the community centre includes a small memorial garden. The state of the open and green areas is generally quite good although parts show signs of excessive wear where people walk across them and vehicles drive across and park. Although most of the green and open areas are not unpleasant, they do not contribute greatly to the overall identity and sense of place. There seems to be considerable scope for improving their contribution to the appearance and environment of the centre. Public artworks around the tram stop do contribute to the variety of the landscape and the sense of local identity. This example might be replicated in the redesign of other areas. Another opportunity which should be taken is for new planting and new fencing along the Salcot Crescent boundary.

New development provides an opportunity for more green landscaping in the area and for introducing more works of art.

### Derelict/Abandon/Eyesores

Recycling bins are provided in the parade car parks, however observations have shown that litter is a recurrent problem in the main parade area. Incidents of fly tipping are common in the rear service lane. Domestic refuse collection from the flats could be improved.

Most of the commercial units have back yards with access to the rear supply road. A complicated pattern of property ownership and management has inhibited management cycles of maintenance and renewal, leaving many of these yards overgrown, in disrepair and effectively derelict.

### **Fabric of some buildings/conditioning/appearance**

The overall impression, especially when considered from the front is that the fabric and physical condition of most buildings on the parade are sound. This contrasts with the view of buildings along the rear of the parade which are in need of attention. Stairways to the flats from the front are also in an appalling and unappealing state, full of litter, graffiti and broken fittings and lights. Overall there is considerable scope for refurbishing and up upgrading the buildings which would make a considerable difference to the image of the centre.

### **Poor use/under use of areas**

Most areas and buildings in the centre appear to be well used. This includes good use being made of the community centre for a wide variety of activities despite some suggestions that access to use it is sometimes difficult. However greater use could be made of the market square, e.g. for community events and musical performances, for at present, apart from when the market uses it, it just seems like an isolated sitting out area. Likewise some of the small grass areas and gardens along the road in front of the Community Centre seem to be rather limited.

The only seriously under used area remains the rear service area behind the parade which could accommodate several much needed uses and activities in addition to offering scope for additional development.

Long term and sustainable improvements to centre's appearance and environment requires a comprehensive approach involving the proactive partnership of both the local business community and public agencies to deliver.

#### *Opportunities*

- Through redevelopment, creation of more useable and attractive amenity green space.
- A street culture enhanced by consistent streetscape design that contributes to the sense of place.
- Create a new parking zone and service yards to the rear of the existing parade with a new road surface and fencing.



*Objectives for action*

Objective	Actions
<p><b>6. Environmental improvements.</b></p> <p>Support the creation and maintenance of attractive, sustainable local amenity spaces that people can be proud of, and which can assist in creating a sense of place, community and local identity.</p>	<p>6.1 To continue the process started by the Communications Strategy that encourages the creation of a New Addington gateway identity through the implementation of ‘welcome’ signage and other initiatives.</p> <p>6.2 To strengthen the centre’s ‘positive’ identity through strong built form and landscape, building on the strong visual character of the parade and balancing this by focusing new development on the southwestern side.</p> <p>6.3 To set priorities for and pursue local improvements to the public realm, including the streetscape through attention to the maintenance (including litter collection), management and accessibility of open spaces in line with the Open Space Strategy (2005-2010).</p> <p>6.4 To re-design of south western side should include perimeter development to help define new public spaces overlooked by active frontages.</p> <p>6.5 To improve linkages to better integrate the central parade area as a whole, provide better containment for the pedestrian space which should have priority over the road at the core of the centre, and improve the overall quality of the pedestrian environment.</p> <p>6.6 To soften the impact of tarmac and cars through sustainable urban design solutions</p>



## 2.1.6 Safety and Security

### A safe place to be

As the heart of the local community, the centre should be a safe and secure place for people to visit. For the most part it seems that the centre is perceived as generally safe and secure. If it was not a safe and secure place, it would not be as successful as it is.

However it is clear that there are a number of problems and issues surrounding safety and security in the centre. Some are occasional. Some affect particular areas. Some relate to specific uses or activities. These must not be allowed to persist or grow for they will eventually affect the public's perception of the centre and its whole future. Crime and anti social behaviour must be tackled in a comprehensive and sustainable way.

### Safety and security in Central Parade

The police presence in New Addington and Fieldway is supplied by the Safer Neighbourhood Team of police operating out of the Addington police station. Neighbourhood Watch units also operate in the area. Recorded incidents in Central Parade included burglary of retail premises, incidents of vandalism and the occasional snatch and robbery of persons. Overall incident levels are not exceptional. However, like most other district centres, the perception of the threat of crime remains ever present and consequently a combined effort is required to discourage anti-social behaviour and activities which give rise to the fear of crime.

Practical measures can assist in this task. An upgrading lighting in some areas such as in the market place/ car park could be beneficial. Providing in all areas secure bicycle parking space is another measure.

Keeping vegetation and trees trimmed back so as to not create dark and hidden corners and to obscure CCTV views is also important. .

Fully functional PTZ (pan, tilt and zoom) close circuit television cameras are located in and around Central Parade and provide coverage of virtually many areas. The cameras are monitored and recorded 24 hours a day and have clearly help to deter criminal and anti-social activities. However when proposing new

development and change, consideration should always be given to the scope for extending and improving CCTV coverage.

A serious source of concern is the activities which occur, particularly after dark in the stairwells to flats above the retail premises. Urgent attention is needed to up-grading these stairwells with improved, vandal proof lighting, graffiti proof wall coverings and possibly the installation of access controlled gates. Tackling the problem of the stairwells could produce one of the greatest gains in reducing the fear of crime and anti-social behaviour in the centre in this area.

### Safe routes- lighting

Several of the pedestrian routes to and into the centre are in a poor state of repair and in particular could be considered for better lighting. Probably the priority should be the existing well used route from Chertsey Crescent, although the route from Salcot Crescent should also be looked at.

### Visibility and activity

One best ways to ensure that people feel safe and secure in an area and to reduce the fear of and potential for crime and anti-social activity is to ensure that all areas are visibly used for the greater part of the day, most of the evening and at weekends. Most areas of the centre are well used for most times of the day although there are areas on the south and west side of the centre and behind the parade which are not highly visible. In the evening and at weekends activity is patchier and centres around some of the community facilities and take-away and late night shops. To make all areas of the centre alive all the day, in the evening, and at weekends, additional activities such as more housing in the centre and more community and recreation uses are needed. Bringing to the centre evening entertainment facilities could also help, although great care would have to be taken in what activities are brought and where they are sited in order to avoid creating new opportunities for anti-social behaviour.



*Opportunities*

- Activities which bring people into the centre, especially adding to the night time economy, making New Addington a neighbourhood that is a tolerant, cohesive, considerate and safe community for everyone.
- Designing out crime through an integrated street scene.

*Objectives for action*

Objective	Actions
<p><b>7. Crime and safety.</b></p> <p>To be a pleasant place for people to live and congregate, with elimination of the opportunities for crime.</p>	<p>7.1 To continue with policy initiatives and support ‘Safer Neighbourhoods’ schemes e.g. Neighbourhood wardens and initiatives that provide a direct police presence in the District Centre.</p> <p>7.2 To investigate and create opportunities to attract people into the central area as safety tends to increase in areas that receive high use.</p> <p>7.3 To investigate and review physical deterrents (e.g. CCTV- monitoring regularity) to determine deficiencies/ impedances (including the effect of tree cover and need for maintenance) and correcting any problems.</p> <p>7.4 To investigate and implement design solutions to make the central area a safer place to be, e.g. lighting of dark alleyways, and making facilities accessible to all users, especially elderly and disabled persons.</p> <p>7.5 To ensure that all development proposals have regard to ‘Secured by Design’ and Safer Places: the Planning System and Crime Prevention<sup>7</sup>.</p>

<sup>7</sup> [www.crimereduction.gov.uk/activecommunities61.htm](http://www.crimereduction.gov.uk/activecommunities61.htm)

## 2.1.7 Elevating the Centre's Profile

### Perceptions and re-marketing

Creating a quality centre rests on many factors. In many ways it is as much about people's perceptions of an area as it is about the physical changes made. An individual's perception can affect whether they use it and visit it almost as much as what uses and facilities exist. In some quarters New Addington has, in the past, suffered from a negative press. Central Parade's image and profile as a vital and viable centre needs to be elevated.

Improvements and changes to the Centre should contribute to this task. However there are other ways that elevating the Centre's image could be achieved. They include:

- Creating a smart centre logo;
- Providing direction signs from around the area, possibly including the logo;
- Installing entrance signboards and entrance features; and,
- Ensuring that the main approaches to the Centre are attractive and inviting.

In respect to the latter, the most important approach is that the north east from Fieldway and Addington Village. Its appearance contributes to the image of the Centre and the extent to which people perceive an invitation to continue onward and to visit and shop there.

At present the approach comprises a wide dual carriageway street, lined for the most part by housing set back in quite deep and generally well attended front gardens. There is a wide centre reservation mainly set to grass with single and small groups of trees and bushes. The tram line runs alongside this central reservation.

It potentially forms a pleasant approach to the centre, but presently lacks the structure to accentuate this.

Close by the Centre in the central reservation is the existing medical centre partly comprising prefabricated buildings. The Strategy allows for the redevelopment of the Centre on site and for a possible extension of the site. Given that the new medical centre will infact be the first main feature seen people near the centre, it is important that its design is very carefully considered to offer an attractive first impression of the District Centre.

Further removed from this site at the junction of Parkway, King Henry's Drive and Lodge Lane is the first introduction to the approach to the District Centre. On one side is a standard petrol filling station preceded on the actual corner by a vacant site, that of the former Cunningham Pub House. This is a prime location in terms of the approach to the Centre and the impression given. This site needs redevelopment with consideration given to a high quality development of a carefully considered design. Moreover the use of the site should not operate as an alternative attraction to, or detract from the Centre. It should not be used for some form of retail or commercial development which would deter people from entering the Centre. Likewise it is probably not an appropriate position for any other public or community-type use which is best located in the Centre. Overall it is considered that the best use of the Cunningham Pub House site is for a well designed residential development which says "Welcome to New Addington".



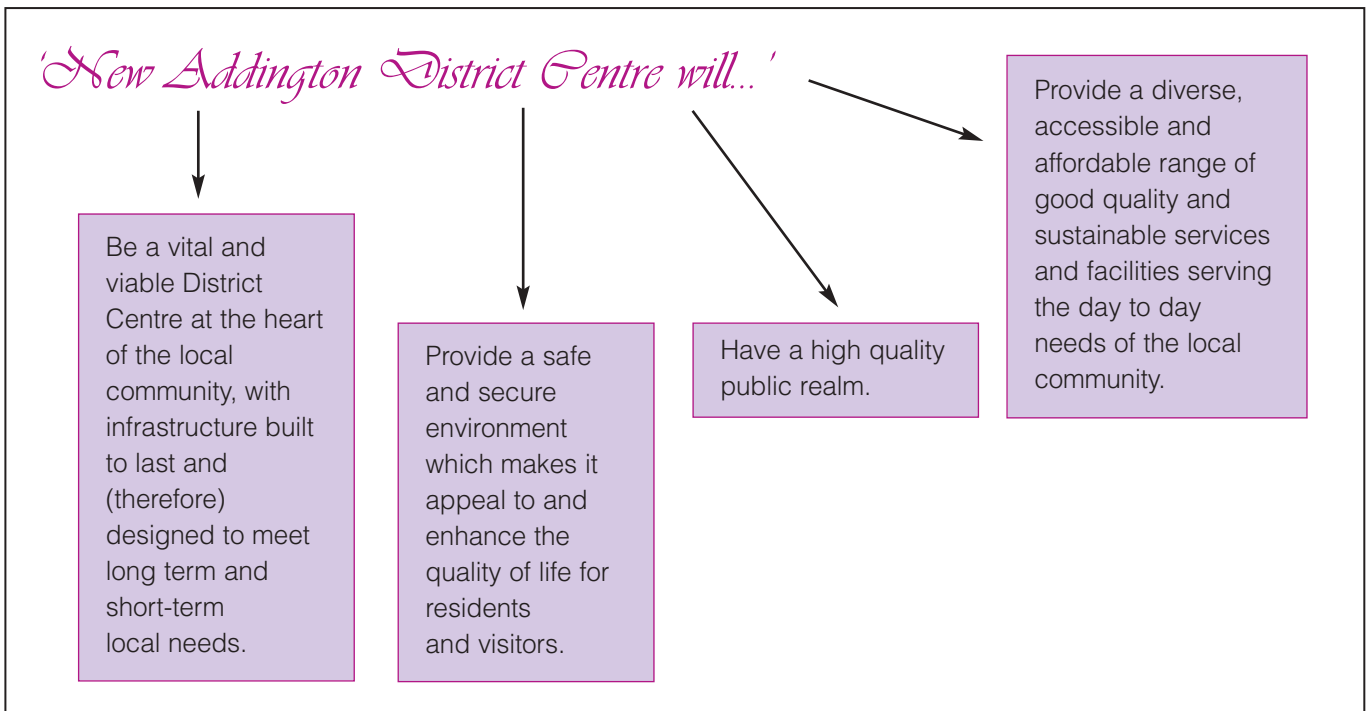
Objectives for action

Objective	Actions
<p><b>8. Elevated and positive profile.</b></p> <p>To create an image for the Centre that it is an attractive and safe place to visit and an asset to the area of New Addington and Fieldway.</p>	<p>8.1 To ensure that all actions and changes taken for the Centre contribute to providing a positive and attractive profile and image for the Centre.</p> <p>8.2 To initiate a positive marketing campaign for the Centre.</p> <p>8.3 To review the location and quality of signage to and about the Centre.</p> <p>8.4 To always consider whether new development and change outside the Centre, enhances the Centre’s profile and image and does not detract from it.</p>

2.2

**VISION FOR THE DISTRICT CENTRE**

The revitalisation of New Addington requires a focused long-term vision that all the community and other stakeholders can embrace and contribute to. Based on extensive community consultation, the following vision for Central Parade New Addington has been set out.





## 2.3 MAKING THE STRATEGY WORK

### Implementation and monitoring

The Regeneration Strategy is implemented through the Fieldway and New Addington Neighbourhood Plan which sets out a series of council-initiated projects requiring funding and implementation to be approved on an annual basis by the Croydon Strategic Partnership. The Plan also identifies the relevant delivery agent (organisation, community group or partnership) and sources of funding for each project such as the Neighbourhood Renewal Fund. The New Addington & Fieldway Wards Neighbourhood Partnership will play an important role in shaping the way forward by involving the community in any decisions made.

Projects are monitored on a quarterly basis to ensure they are addressing and contributing to achieving 'floor targets' set by Central Government, and local targets addressing more specific priorities and concerns of the local community. The Residents Scrutiny Panel will also act as a local forum to monitor the progress of the regeneration project working in close partnership with project managers, the Steering Group of the Partnership and other agencies.

### Resources for delivery

Delivery of regeneration initiatives and comprehensive improvements to the centre depends on the ability to secure funding and resources from within and outside

Croydon Council and partner organisations. Possible sources include:

- Development gain from capital receipts and change of use permissions.
- Match funding e.g. with Transport for London for transport infrastructure improvements.
- Section 106 agreements<sup>8</sup> which will allow funding to be allocated to improvements for example to open space, public art through the Percent for Art scheme and capital builds.
- External funding opportunities such as lottery funding, Neighbourhood Renewal and European funding, though these would have limited potential.
- Private development and private/commercial activity. The private sector can assist in delivering the changes required for regenerating the centre by investing in the opportunities for new development and business.
- Local community groups, voluntary groups, Trusts, 'Friends of' groups which have access to funding through initiatives like awards for all, schemes, living spaces etc.

<sup>8</sup>Legal agreements between landowners and local planning authorities made under section 106 of the Town and Country Planning Act 1991. They may require developers to undertake specific works or to contribute in benefit or in kind towards measures required by the local authority in order to obtain planning permission.

<sup>9</sup>Identifies an element of the proposal budget to be set aside for public art



# Strategy Themes



The following themes and supporting proposals will assist in achieving the vision for New Addington District Centre.



## 3.1 INTRODUCING NEW USES

*Revitalised Retail Core*

*Trader's Market*

Proposals	Proposals
<p>3.1.1 Investigate the potential, appropriateness and viability of a new foodstore supermarket in Central Parade (particularly the western side), to be integrated compatibly with other retail uses along the shopping parade. Consideration should be given to the potential for/problems of, creating retail/community facilities mixed on both sides.</p> <p>Proposed redevelopment to introduce greater retail and entertainment diversity, especially in the evening economy. Could include:</p> <ul style="list-style-type: none"> <li>● A new large food and convenience goods store;</li> <li>● New facilities e.g.</li> <li>● CETS facility;</li> <li>● Medical centre;</li> <li>● Replacement community centre;</li> <li>● Multi purpose One Stop facility;</li> <li>● Replacement library;</li> <li>● Café/public house;</li> <li>● Youth recreation facilities; and/or,</li> <li>● Additional residential development.</li> </ul> <p>3.1.2 Support and create greater consumer choice by encouraging an accessible, diverse mix of retail and evening entertainment opportunities.</p> <p>3.1.3 Investigate the potential for the area to be considered within the Business Improvement District (BID) scheme.</p> <p>3.1.4 Ensure an effective litter collection programme is enforced in Central Parade, with special emphasis on regular clearance of trade and market wastes.</p>	<p>3.1.5 Revise spatial and operational management of the market, including associated vehicles, and install a market superintendent/inspector to oversee operations combined with on-street parking management.</p> <p>3.1.6 Allocation of areas for temporary parking, including designated areas for refrigerated trucks.</p> <p>3.1.7 Install a traders' cabin with toilet facilities and trolley bays.</p> <p>3.1.8 Review the market's retail and physical composition to determine if a more varied mix of retailers should be encouraged and other all-purpose facilities required.</p>

## 3.2

# SENSE OF PLACE – A PLACE TO BE

Sense of place defines an area, makes it unique and gives it meaning. It is also an individual's personal experience of a physical location, and contains elements which engage people to feel connected with their immediate surroundings. Through design and/or redevelopment we can recognise the positive attributes of the centre, and create memorable places and spaces which embrace, enhance and complement those elements. Proposals could include:

- Re-enforcing the identity of the District Centre as the heart of the community by:
  - Creating new entrance features and new signs for the Centre, e.g.

### **New Addington “The Centre” at the heart of the Community**

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- Forming an enlarged public area at the heart of the centre by creating small square on the south west side of the parade opposite the existing square, and connected to it by a wide pedestrian platform across the road. These areas could feature locally designed public artworks.
- The new minor square could be dedicated to replace the existing small memorial garden which may need to be displaced by new development.
- Making more of key routes into the Centre by:
  - Strategic positioning around the neighbourhood of directional signs to the centre, particularly on main pedestrian and cycle routes; and,
  - Creating a memorable entrance statement at the Parkway intersection aside the tramlink corridor.
- Accelerating change by permitting and promoting redevelopment and new development in a number of locations which will:
  - Introduce new facilities and resources for the centre;
  - Facilitate or enable other needed improvements and changes;
  - Enhance the appearance, amenity, safety and security of the centre. For instance through development:
    - at the end, side and rear of the main parade;
    - in the rear service area;
    - at either end of the parade main street; and,
    - on the south west side (Civic Area) of the parade.
  - Permitting and promoting highest quality development and transformations which draw together the various parts of the centre to create a place with a single identity. This could include:
    - Approving new development on the south west side of the parade which is physically closer to the opposite side, e.g. bringing the building line forward.
    - Favouring proposals where public art is fully integrated into new development, be it as feature pieces or incorporated into the structural/architectural design of new build.
    - Providing for better pedestrian movement across the centre between the two sides and the shops and other facilities. Proposals include:
      - making the parade through the centre a 20 mph zone;
      - new pedestrian crossing points/platforms across the front service road and breaks in the lengths of the kerbside parking; and,
      - allowing new development to provide physical and visual closure to the centre at the north west and south east ends, possibly in conjunction with the aforementioned entrance features.

## 3.3 SUSTAINABLE DEVELOPMENT

The ability to meet the local needs of the future as well as present generations is crucial to the centre's longevity. All new development should consider environmental sustainability principles to lower running costs, create a positive and distinctive character, and to boost local job creation in growing industries in the environmental sector. Could include:-

- High energy efficiency standards;
- Renewable energy systems such as solar and biomass;
- Efficient and low cost District Heating Systems;
- Combined Heat and Power systems;
- Use of sustainable materials in construction and landscaping;
- Convenient recycling facilities;
- Water conservation such as water efficient buildings, rain-water and grey-water recycling;
- Incorporation of green roofs where appropriate. (These increase amenity value and attractiveness as well as delivering a range of other environmental benefits.); and,
- Prioritising access for users of sustainable transport modes (pedestrians, public transport users and cyclists).



# 3.4

## ACHIEVING BETTER FACILITIES

### Community Facilities

### Recreation and Leisure Opportunities

Proposals	Proposals
<p>3.4.1 Examine the organisation of the Central Parade Civic Buildings for amalgamation into a Multi Service One Stop Facility to better serve the community.</p> <p>3.4.2 Lighting, signage, information provision points, walkways, open space areas and investigation of café/public house opportunities.</p> <p>3.4.3 Parking limited to 30 minutes to serve as pick up and put down points or for people making short visits.</p> <p>3.4.4 Work in partnership with the NHS/LIFT to increase the provision of health facilities and services.</p> <p>3.4.5 Consider rationalising out-of-centre community facilities with the view to bringing them into the centre (e.g. health).</p> <p>3.4.6 Build a new CETS and Jobcentre Plus Facility at the south-eastern end of the parade to facilitate training and educational opportunities for the community, especially youth.</p> <p>3.4.7 Re-provide accessible public toilets in the centre, possibly in combination with the revised traders' facilities.</p>	<p>3.4.8 Revise the condition and function of existing facilities to ensure good quality facilities are provided and well used by the community. Will include:</p> <ul style="list-style-type: none"> <li>● Undertaking physical improvements to existing facilities to create better condition buildings and enhance the public realm.</li> <li>● Revision of layouts to increase the amount of totally accessible space that would accommodate proposed services.</li> <li>● Examining the current use and exploring ways of compatibly maximising their use by a diverse range of community groups (e.g. youth, children, elderly persons) and services</li> </ul> <p>3.4.9 Identify gaps in current provision of leisure facilities and activities, particularly opportunities for children, elderly persons and youth participation at Council facilities.</p> <p>3.4.10 Improvement and extension of the swimming pool or on site replacement (e.g. by creating an integrated fitness suite-swimming pool complex).</p> <p>3.4.11 Support and encourage the community centre as a safe and exciting place for recreation and other community-based activities.</p> <p>3.4.12 Re-examine evening entertainment opportunities.</p>

<sup>10</sup>Continued Education and Training Services facility

## 3.5 TACKLING PARKING ISSUES

### Proposals

3.5.1 A comprehensive parking policy addressing market congestion, encouraging short-stay parking and providing for disabled people in appropriate, accessible locations. On-street parking should be 'pay-and-display' biased towards short-term, with payments scaled for longer duration stays. Review tram generated parking, park and ride particularly for streets near Central Parade, e.g. Overbury Crescent.

**The identification and promotion of sustainable solutions to existing congestion is the key to the centre's success. At the forefront is the adoption of a 'Central Parade Parking Policy'. The following policy is proposed as the basis for managing parking and congestion in the centre:**

Research indicates traffic congestion and parking and the speed of vehicles down Central Parade are the main problems encountered by people living and doing business in the New Addington District Centre. Until alternative locations for parking provision can be sourced (e.g. major redevelopment of the Salcot Crescent service lane), the New Addington Central Parade Parking Policy aims to go some way towards better managing both road safety and parking problems. It encourages greater use of allocated parking spaces by those who work in New Addington, while not discouraging visitors to the market, for shopping, business, visits to One Stop surgeries, or other purposes.

Visitors to Central Parade have a choice of transport modes, with the centre well serviced by public transport and being situated within 500m of the tramline termination point. Several parking areas of varying charge rates are also available, with some attached to the existing civic complex. The continued promotion of public transport through employing parking standards is in fitting with Council's sustainable transport objectives.

### PARKING PRIORITIES

Priority for the use of central area kerbside space will be given in decreasing order to: the movement of pedestrians, non-operational parking (i.e. customers) and commercial vehicles other than traders at certain times of day; passenger transport stops; parking for disabled persons; servicing of businesses and short term parking to the exclusion of long stay parking between 7:00am and 6:00pm.

A key distinction is made between short stay parkers (parking for less than 1 hour) and long stay parkers (stopping for more than 1 hour).

- Parking controls aimed at managing traffic congestion are directed at the long stay visitors, whose activity generally centres on the market, including trader's vehicles.
- Croydon Council is seeking to encourage short stay parkers to the central area.

### MANAGING PARKING AND CONGESTION

#### Managing parking to encourage visitors

Croydon Council will encourage visitors into the central parade area by encouraging higher turnover of on-street parking spaces, and refocusing its own parking areas towards the supply of short stay parking and as a service for those participating in community activities. This will include allocated parking spaces in appropriate locations for visitors to community facilities (e.g. the One Stop surgeries) and parking bays for disabled people.

#### Discouraging long stay parking

Long stay parking in central parade spaces will be priced at an elevated rate to discourage long-term use and backed up by traffic wardens to enforce overstayers and those who park on yellow lines.





## Managing congestion

The twice-weekly market is a vital community asset in New Addington, and traders should be encouraged to continue their patronage. However, physical damage to the surrounding environment and long-term occupation of spaces to the exclusion of shoppers is a major problem. Croydon Council intends to use constraints on parking to manage congestion. Before it can apply more stringent parking constraints, however, it is essential that a clearly defined parking system is in place to ensure traders have a good alternative to parking along the parade, and that those that need to be located within the market proper (e.g. refrigerated trucks) can be accommodated. That is to say, alternative parking arrangements e.g. temporary locations for un- and re- loading during restricted intervals need to be defined.



3.6

## ADDRESSING TRAFFIC AND ACCESS ISSUES



### Proposals

3.6.1 Identify and promote sustainable solutions to improve the pedestrian and street environment. Would include using streetscape design and environmental environments to reduce the detrimental environmental impact of roads, cars and congestion, and creating better access to the centre by examining:

- Pedestrian/ cycle routes
- Pedestrian crossings:
  - at ends
  - in the central core area.

3.6.2 Maximise and enhance links to public transport and to and through the main street corridor.

3.6.3 Move bus stops into the centre and closer to pedestrian crossings to better connect people with the community facilities and any future retail development.

3.6.4 Introduce and enforce, where appropriate, traffic calming measures to make the front service road safer for all road users (pedestrians and motorists) whilst avoiding impeding the access of local residents, shoppers and retailers. Use experimental or permanent traffic orders to restrict traffic movement to a safe speed of 20 mph.

3.6.5 Reduce traffic volume through the central corridor.





3.6.6 Review improvements to the derelict service road and devise plans with appropriate specifications, including security measures, lighting, traffic calming measures etc.

Figure 3: Diagrammatic representation showing how and where pedestrian flows could be improved in the centre.



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**Key:**

-  20mph zone
-  New pedestrian platforms
-  Repositioned Bus Stops
-  New/reinforced pedestrian routes

(Position of features not precise)

## 3.7 TACKLING EYESORES

### Proposals

- 3.7.1 Create a New Addington gateway identity through the implementation of ‘welcome’ signage and other initiatives.
- 3.7.2 Build on existing public art (e.g. at the tram stop) in line with Croydon’s Public Art Strategy 2004-2008 and Public Art SPG No. 19.
- 3.7.3 Strengthen the center’s ‘positive’ identity through strong built form and landscape, building on the strong visual character of the parade and balancing this by focusing new development on the southwestern side.
- 3.7.4 Set priorities and pursue local improvements to the public realm, including the streetscape through attention to the maintenance (including litter collection), management and accessibility of open spaces in line with the Open Space Strategy (2005-2010).

Improvements to waste management in the centre and the streetscape environment. could include:

- Permitting/promoting certain areas for development, e.g. at ends and at the rear service area.
- New access to properties over shops.
- New service area.
- Improved waste management and recycling facilities.
- Long term and residential parking

- 3.7.5 Undertake ‘protect our verges’ initiative through signs, creative bollards, bulb planting and parking improvements.
- 3.7.6 Re-design of south western side should include perimeter development to help define new public spaces overlooked by active frontages.
- 3.7.7 Improve linkages to better integrate the Central Parade area as a whole, provide better containment for the pedestrian space which should have priority over the road at the core of the centre, and improve the overall quality of the pedestrian environment.
- 3.7.8 Soften the impact of tarmac and cars through sustainable urban design solutions.

## 3.8

# TACKLING SAFETY AND SECURITY ISSUES

### Proposals

- 3.8.1 Continue with policy initiatives and 'Safer Neighbourhoods' schemes e.g. Neighbourhood wardens.
- 3.8.2 Investigate and create opportunities to attract people into the central area thereby improving visitors' safety and general security.
- 3.8.3 Promote uses and changes which engender a positive image of the centre- a centre usable by the community during the day and in the evening.
- 3.8.4 Remove inappropriate signs and other physical deterrents which inhibit natural surveillance including surveillance by CCTV- including tree trimming and even tree removal in extreme cases. Investigate and review (e.g. CCTV- monitoring regularity) to determine deficiencies/ impedances and correct any problems.
- 3.8.5 Investigate and implement design solutions to make the central area a safer place to be, e.g. lighting of dark alleyways, and making facilities accessible to all users, especially elderly and disabled persons.

Physical improvements to reduce the opportunity for and fear of crime in the centre. could include:

- Eliminating by redevelopment or other changes the "insecure" areas. For example:
  - Gated stairwells with controlled access for service providers; and,
  - Introducing new evening activities which engender natural surveillance.





# Opportunity Areas

## Introduction

This Section suggests a number of ideas for the future for a number identified opportunity areas for new development and change. It suggests the limitations on and requirements for change in these areas. These areas are identified as opportunities for bringing new uses and activities to the centre and/or for addressing some of the existing problems and needs. A sustainable approach to development of these areas must be pursued. Opportunities should be taken to enhance the environment and to capitalise on economic and social opportunities offered by the area.

### 4.1 THE SERVICE ROAD/ YARD AREA (A1)

#### Redevelopment of the service yard (A1.1)

It is vital to the future of the District Centre that action is secured within a reasonable time frame to achieve the redevelopment and reuse of the service yard and service road area. Not only does it not serve the purpose originally intended for the area, e.g. to provide rear service and storage facilities etc. to the shops etc. but is the source of a great many of the problems which confront the Centre. Similarly not only is changing the area for the better vital to the Centre's regeneration but it is also the main opportunity for meeting some of the Centre's needs and tackling some of the problems.

The basic or first requirements are for the creation of new, usable rear service and storage areas for all of the shop units and to form a maintainable service road. However these uses will probably not require all of the potentially large area. There would appear to be ample scope to provide some long term parking space for local workers and spaces for the flats above the shops. Even then there could be scope for providing some space for removing commuter parking from the main areas at the front and from surrounding streets and possibly space for market traders' vehicles.

If space can be made in the area for some residents' parking, consideration might also be given to whether access to the flats above the shops can be created. If usable and visible access to the flats can be created from this direction it would enable the currently problematic stairwells to be securely gated.

It is, however, unlikely that changes as outlined above will be fundable either by the public or private sector without realising development value from the area. Fortunately there appears to be some scope for securing considerable value from the area. It appears to be sufficiently large to be able to accommodate some additional development in the area, which could take the form of small commercial units or additional residential units. This scope would be considerably enhanced by inclusion of one or both of the return wings of the parade within the redevelopment area.

Even though the Council has only limited direct land interest in the area, it would like to encourage the drawing up of a feasible, fundable and deliverable scheme for redeveloping the area. It recognises that the multiplicity of ownerships in the area may present an obstacle to drawing up and delivering a scheme and therefore is prepared to consider using its available powers to secure a deliverable scheme. The Council would be particularly interested in a scheme which would assist in the refurbishment of the parade itself and the flats above. The suggestion above about rear access to the flats is an example of how this might be achieved.

Any redevelopment of the area would be required to protect the amenity of the surrounding development particularly the houses in Salcot Crescent. Although several storeys of development might be considered throughout the site, it is probably most appropriate to consider this at either end. The service road would therefore have to run under or alongside new development.

## The parade ends redevelopment (A1.2)

As indicated above, in order to realise the redevelopment potential of the service yard and service road area and to make other essential improvements to Central Parade, it may be necessary to consider the redevelopment of the northern and southern wings of the parade. If additional retail floor space is secured within the Centre, it may not be necessary to replace the shop units although active ground floor uses are preferred for the frontages facing into the Centre. Redevelopment for residential is probably the preferred use although small and start-up commercial units might be appropriate at the southern end, especially if a CETS/JCP facility is developed in that area.

## 4.2

## THE COMMUNITY FACILITIES SITE (A2)

One of the Council's commitments to New Addington and Fieldway is to bring new community facilities and services to the area. In general the most appropriate location for new facilities serving the whole community is within or adjacent to the District Centre which is, in theory the most accessible location by a wide range of transport modes including public transport. Whilst there are a number opportunity areas in and around New Addington, as identified in this section, the opportunity for or capacity of them to accommodate significant additional community facility development is limited. All of the area west and south of Central Parade is likely to be required to accommodate replacement and extended facilities and necessary enabling development. Area A3 is needed for the new health facility. Given that any development on Area A1 will need to produce a commercial gain in order to deliver the other changes necessary, it is probably not viable to view this as a potential site for additional community facilities.

One area however, which might be made available and may be suitable for an appropriate scale of community facility development is a site at the southern end of Central Parade. This is currently an area of frequently under-used car parking and a large area of amenity grass with some trees around the periphery. It is, however, quite a prominently located site with the potential for being viewed from all sides. It may not be easily viewed as an opportunity area for development. Any development on the site would require exceptionally careful design in order to ensure that it does not seriously adversely affect the amenity of neighbouring property or the appearance of the area in general.



The scale and massing of any new building and its position on the site should fulfil the following requirements:

- It should not intrude into longitudinal views down Central Parade towards the Church, although it can be used to terminate parallel views down the large car parking areas in the middle of the centre;
- it should not be such a large or bulky appearing building that it dominates the area, although an attractive modern feature building would be acceptable;

- it is probably necessary to limit the building to 3 storeys (or may be a 4th storey within a roof space);
- the building probably needs to be drawn back from the edges of the site and be designed and laid out in such a way as to avoid seriously adversely affecting the amenity and privacy of adjacent property, particularly housing;
- the development should aim to keep the best of the existing trees on the site including those forming part of the avenue of trees alongside Central Parade. The development must be appropriately landscaped;
- the design and layout of any development should aim to avoid creating new safety and security problems and, if possible it should make a positive contribution to safety and security in the area;

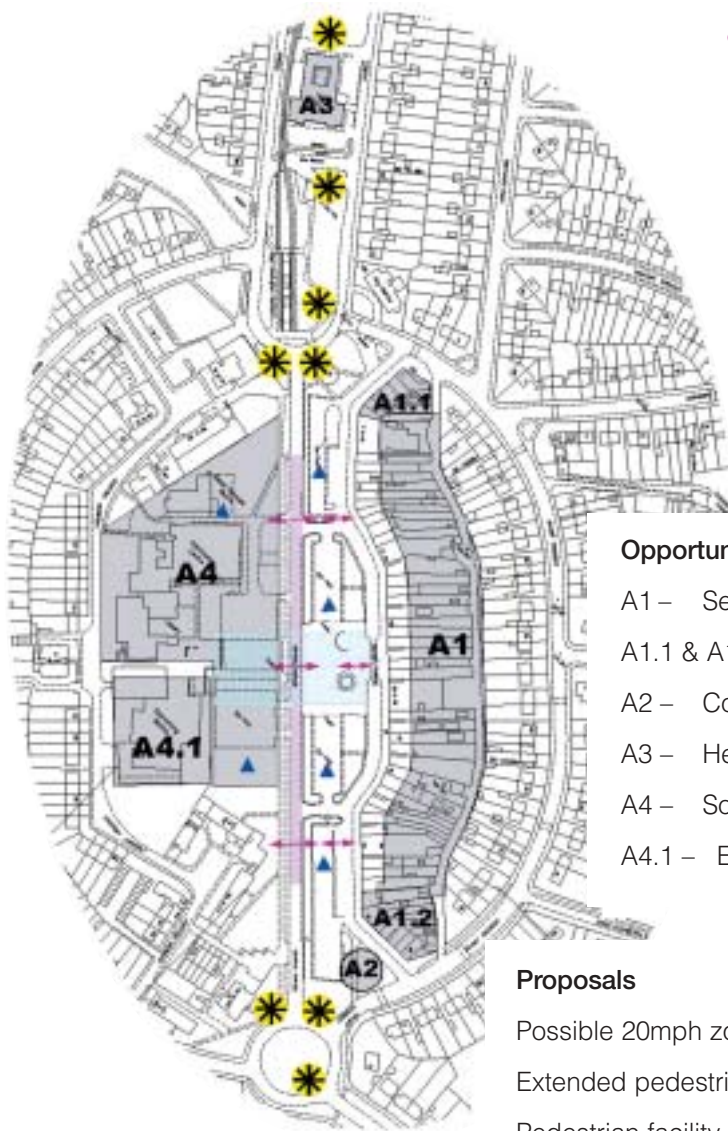


Figure 4: Sketch showing the locations for proposed changes/improvements that might be made to the centre. Action or opportunity areas numbered.

#### Opportunity Areas

- A1 – Service Road/Yard Area
- A1.1 & A1.2 – Parade Ends
- A2 – Community Facilities Site
- A3 – Health Centre Area
- A4 – South/West Central Parade Area
- A4.1 – Existing Swimming Pool Area

#### Proposals

- Possible 20mph zone 
- Extended pedestrian square 
- Pedestrian facility improvements 
- Re-organisation & rationalisation of parking areas 
- Possible centre entrance features 

- the development must be fully accessible to all and must give attention to how and where people with disabilities and pedestrians generally might need to get access to the facility. This could include a requirement to consider repositioning and adding to pedestrian crossing points in the area.

A development will occupy some existing public parking spaces, albeit spaces which are often not well used. Any proposed development must be required to make appropriate provision to meet its own needs and should also include proposals for making good some or all of those which might be lost.

A key goal that emerged from the “Learning and Earning” theme of the neighbourhood delivery plan is to see dynamic, community inspired and accessible employment delivery points developed over a three year period. One proposal is to develop a new Joint Continued Education and Training Centre (CETS) and Job Centre Plus base (JCP) in New Addington Centre.

This would provide an up-to-date integrated service for job search and skills development, and facilitate training and educational opportunities for the community, especially youth. The above site identified for community facilities development could be appropriate for the location of this development provided that it is able to satisfactorily meet all the indicated requirements.

If, as part of efforts to secure the redevelopment of Area A1, it is determined that it is necessary to redevelop the southern wing of the parade, one use for this area could be for providing small and start up commercial units. This use would be compatible with and could complement a CETS/JCP facility on Area A2. A further use for such a development could be to provide affordable and supported space for “graduates” from CETS.

## 4.3 REDEVELOPMENT OF THE HEALTH CENTRE AREA (A3)

**Project 3.12** of the 2004 Delivery Plan is a proposed rebuild of the Parkway Medical Centre currently at the north end of the parade. The existing facility serving New Addington and Fieldway is operating at maximum capacity and has little or no scope for new or additional demands. At present it includes three GP Practices, Practice Nurses, District Nurses, Health Visitors, Eye Clinics, Speech and Language therapists, Family Planning clinics and an Emergency Minor Treatment Centre. The project is to develop a major Primary Care Centre in modern premises with increased capacity and an improved Minor Injuries Unit.

At present the proposal is to attempt to provide this new facility in the general vicinity of the existing premises. This is a good, accessible location for such a key community facility being close to the District Centre and alongside several public transport connections. However clearly a new facility cannot be redeveloped on exactly the same site as the present buildings for the existing one has to continue to operate whilst a new one is being built. It is probable that a programme of phased provision of a new facility replacing the existing will be required. Moreover the new facility may be

slightly larger than the existing one. Consequentially the area which needs to be provided for this new facility needs to be larger than the current one. The only realistic direction for an extension is slightly northward into part of the grass central reservation.

The new facility will be in a prominent and important position at the main entrance to the District Centre. Moreover it will sit in the middle of facing rows of housing at the end of an attractive grass and tree avenue. Consequently the new facility will require very careful design. The aspects presented to the two ranks of houses and from the northern approach should be of an attractive, design coordinated building, rather than the slightly piecemeal and partly prefabricated appearance of the existing premises. There may be some scope for parts to be as much as three storey in height if required although careful regard should be had to any effect upon the amenity and privacy of the housing as a consequence. It is suggested that service areas and possibly some of any on-site car parking provision be enclosed and therefore partly concealed within the envelope of the building. Additionally appropriate landscaping will be required.



## 4.4 SOUTH/WEST OF CENTRAL PARADE AREA (A4)

Redevelopment of part or all of the area south and west of Central Parade is key to the regeneration of the area and to the introduction of new facilities and services. Moreover it is through the redevelopment of the area that other required changes such as works to extend and improve the pedestrian environment, to manage and calm the effect of traffic and to rationalise and bring under control the parking situation may be delivered. The precise area for redevelopment will need to be determined through the drawing up of new proposals, however it is likely to comprise at least the areas of and around the community centre, the library and the existing Council offices and One Stop premises together with most of the car park plots in front and to one side of these buildings.

The basic proposal is to create through redevelopment a multi-use area comprising at least the following premises and facilities:

- a new community centre;
- a new library;
- a new One Stop Service Centre; and,
- new Council Offices.

The main means of delivering these new facilities will be through the development of a new supermarket in this area. Redevelopment may also include a number of other uses and developments if there is space and if they can be appropriately integrated into the whole without prejudicing the provision of the main required uses. Other possible uses could include residential, a restaurant, cafe or family public house and leisure and entertainment facilities. Another use which might be accommodated in the redevelopment is a neighbourhood police base if the Police Service confirms that one is required.

The redevelopment should be designed and laid out so that it forms part of the centre as a whole and appears to bring together the two sides. Consequently it is considered that on the Central Parade frontage the building line can be much closer to the road than at present, i.e. over some of the existing car park and grass verge areas. The best position for the supermarket so that it is perceived to be an integral part of the centre, is probably on this frontage in

approximately the position of the community centre and its car park areas. It is also considered that part of the redevelopment should be the creation of a small new square or pedestrian area directly opposite the existing square in the centre of the main car parks. If combined with a wide pedestrian platform in the road (which it is proposed should be subject to traffic calming and a 20 mph zone) there will effectively be a centrally positioned broad pedestrian area joining the two sides of the centre. It is suggested that most of the redeveloped and new uses should be effectively gathered around the new square with their main pedestrian entrances off it. The small square could be dedicated as a replacement for the existing memorial garden which may be affected by redevelopment.

Some new and some replacement parking space will be required from the redevelopment. The precise numbers should be determined when proposals come forward. It is suggested that rather than each use having its own separate car park area with sometimes its own entrance and exit, there should be just two multi-use car parks serving the area and the facilities therein. There should be one car park at each end of the area with their entrances and exits at the end of Central Parade, ideally outside the 20 mph zone. Ideally the car parks should be integrated into the design of the redeveloped area and should not be stand alone features. It is possible that decked car parking will be appropriate.

To accommodate all uses on the site it is likely to be necessary for part of the redevelopment to be multi-storey. Three, four and may be more storeys could be appropriate in the centre of the area, but two storey is likely to be the maximum acceptable on the western and southern edges of the area closest to adjacent housing. Although some limited encroachment into the grass areas currently at both ends of the area may be acceptable in order to accommodate all the uses and to provide parking and service access, this should be limited to that which is absolutely necessary. Whatever the situation, the design and layout of the new development should avoid adversely affecting the privacy and amenity of the flats which abut the grass areas at either end.





Given that the redevelopment is likely to involve the loss of some green areas and some existing trees, it is vital that the new development is appropriately landscaped. Some replacement tree planting around the centre may be required.

As indicated above, the design and layout of any redevelopment should have as one of its main aims an attempt to integrate, both physically and in terms of people's perception, the area into the whole centre. Bringing the building line forward and creating a pedestrian zone across the middle of the centre could contribute to this aim. Forming a 20 mph zone for at least the middle part of Central Parade with some extended pedestrian crossing platforms at either end could also assist with this aim. New and better pedestrian links to and through the area will be an important part of redevelopment both to help integrate it into the rest of the centre and to ensure that all the new facilities are fully accessible to all. In addition to

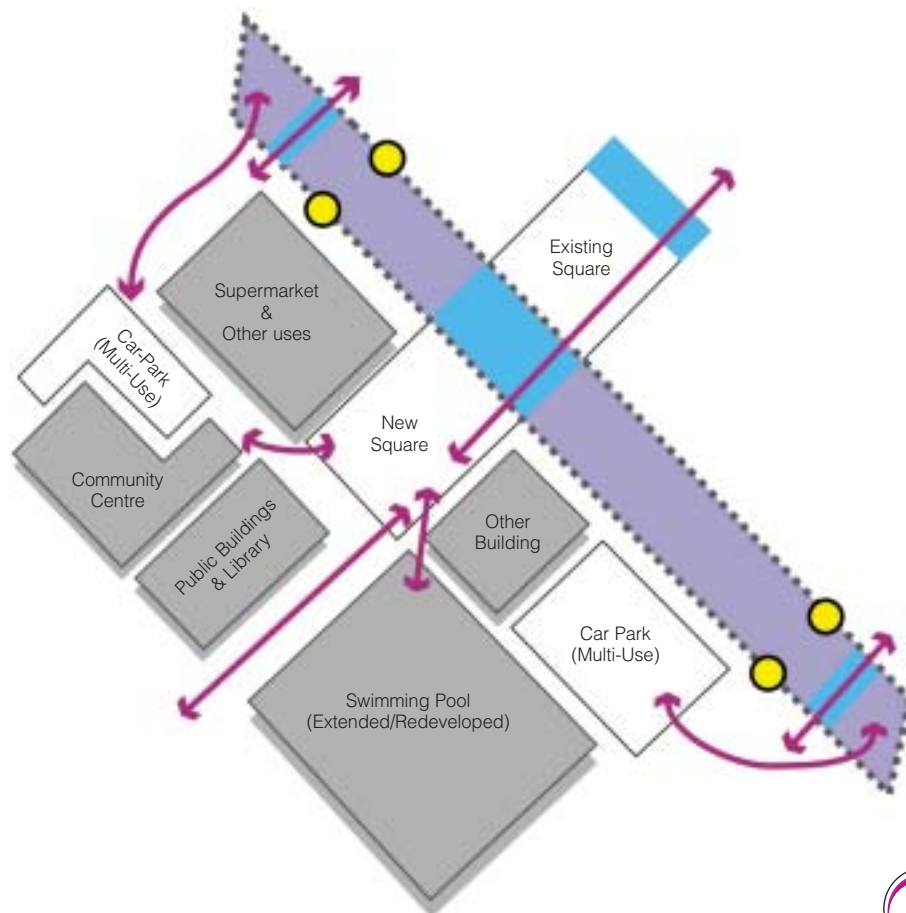
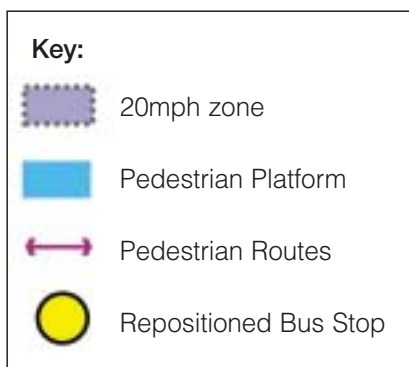
needing to ensure that new, safe and secure links are formed for either end of the area, the route through the central of the site from Chertsey Crescent should be upgraded. This route will link up directly with the proposed pedestrian area in the middle of the centre.

- Existing Swimming Pool (A4.1)

At present, the existing swimming pool site is not included in the area for redevelopment. However there are proposals that the facilities of the swimming pool complex should be extended and improved to provide more facilities and activities especially for children, youth and elderly persons. These could take the form of fitness suites and multi activity rooms and possibly better catering areas. At present provision for this is made by the extension of the existing building or the *in situ* redevelopment of the existing building. However their provision could also be through and part of redevelopment of the wider area if an acceptable, feasible and deliverable proposal was put forward.

Figure 5: Representation of the main components of a Redeveloped "Opportunity" Area (A4).

(In reality some uses may be combined with & over others.)



# APPENDIX 1

Table 1: STRATEGIC FRAMEWORK: NATIONAL AND LOCAL PLANNING GUIDANCE

Reference	Summary
<p><b>National Planning Guidance</b></p>	<ul style="list-style-type: none"> <li>● Planning Policy Guidance Note 6 (PPG6): Town Centre and Retail Developments.</li> <li>● Planning Policy Statement 6 (PPS 6): Planning for Town Centres</li> <li>● Planning Policy Guidance Note 13 (PPG13): Transport</li> <li>● Sustainable development guidance</li> </ul> <p>Set out the importance of district centres, focussing on maintaining and enhancing their vitality and viability.</p>
<p><b>London Plan (2004)</b></p>	<p>Provides a framework for local plan development, dealing with matters of strategic importance to Greater London. Identified New Addington and Fieldway as significant strategic areas for regeneration in South London where there is substantial deprivation.</p> <p>Policies 2A.4, 2A.5, 2A.6 are particularly relevant. To be read in conjunction with the Mayors Transport Strategy.</p>
<p><b>Croydon Unitary Development Plan and Revised Draft Croydon Plan (2003).</b></p>	<p>Sets out the policies for land use and development in the Borough employed in the determination of planning applications.</p> <p>Shopping policies in the UDP (SH1-4) identify Main and Secondary Retail Frontages in some Local Centres, to which different levels of protection apply for shops and other Shopping Area Uses. The designated frontages for New Addington are<sup>11</sup>:</p> <ul style="list-style-type: none"> <li>● Main Retail Frontage (MRF): 7 - 50 (cons) Central Parade</li> <li>● Secondary Retail Frontage (SRF): 51 - 54 (cons) south Central Parade.</li> </ul>
<p><b>Community Strategy</b></p>	<p>A long term plan, aiming to improve the quality of life for residents by making Croydon safer, healthier, more prosperous and sustainable.</p> <p>Local people's expectations and the pressures and challenges facing Croydon have been key factors in establishing the priority areas that feature in the Community Strategy. These key priorities have been worked up into the following six themes, which will help deliver the vision:</p> <ul style="list-style-type: none"> <li>● Improving the environment</li> <li>● Education and lifelong learning</li> <li>● Regenerating the borough</li> <li>● Reducing crime and disorder</li> <li>● Improving health and social care</li> <li>● Providing better and fairer access.</li> </ul>

<sup>11</sup>Local Centre Shopping Surveys Tables 1999 (May 2000)



Reference	Summary
<b>Fieldway and New Addington Local Neighbourhood Renewal Plan (June 2004)</b>	<p>Developed through consultation with local people and service providers describes '3 community action pillars' to support and draw together the concerns and themes underlying the local community's stated priorities, those embedded in the service plans of the delivery agencies, and the Government 'floor targets'. The ultimate goal is Community Pride and Cohesion, followed by Learning and Earning and Healthy People in a Healthy Environment.</p> <p>A series of long-term projects were agreed to address the community priorities within the 3 action pillars on a larger scale. A commitment to these initiatives was obtained from the delivery agencies and has the support of local residents.</p>



