

Question Number	Question asked by:	Subject
CABINET MEMBER FOR Councillor		
CQ005-21	Councillor Robert Canning	Purley Way Masterplan (1) – Development Strategies
CQ006-21	Councillor Robert Canning	Purley Way Masterplan (2) - Consultation

CQ005-21 from Councillor Robert Canning**Councillor Oliver Lewis**

'What rationale, evidence base or justification underpinned the development strategies in the draft Purley Way Masterplan for 12 storey tower blocks at the Old Waddon Goods Yard, Fiveways and Waddon Way centres given that a 12 storey building would be at least 50 per cent taller than the height of existing buildings in these parts of Waddon?'

Reply

The Local Plan Review has identified the Purley Way as a transformation area that can significantly contribute to the borough's housing target as determined by the London Plan 2021. From the beginning the shared brief for the Mayor's Homebuilding Capacity Fund funded masterplan was to deliver a design-led and deliverable approach to where significant housing growth could be accommodated as part of mixed use development in the Purley Way area. The masterplan is informed by an in-depth evidence base undertaken by a multidisciplinary design team, covering urban design and heritage, socio-economic analysis, viability analysis, and transport analysis. The work was brought together as a whole and was expressed and referenced in the draft masterplan.

One of the five overarching strategies for the masterplan 'Form: Shaping the transformation area' includes the following points:

- Subdividing the Purley Way as a series of segments, rather than one homogenous transport corridor
- Distribute building heights avoiding canyon-like streetscape
- Cluster taller marker buildings around the proposed local centres to improve legibility

These points provide overarching justification for having high density at a number of key locations in order to avoid monotonous densities throughout, which exacerbates the existing 'corridor' condition and fails to establish new centres along the Purley Way.

CQ006-21 from Councillor Robert Canning

Councillor Oliver Lewis

'What steps is Croydon Council taking to ensure that the views submitted by Waddon's elected representatives in response to the council's consultation on the draft Purley Way Masterplan, particularly in relation to excessively tall 12 storey buildings, are incorporated into the final version of this Masterplan?'

Reply

Council officers are working alongside the consultant team to collate, review and respond to valuable feedback from the 2021 consultation. Representations received will, as deemed appropriate, inform both the final masterplan and the policies and allocations within the Local Plan Chapter for the Purley Way. The responses submitted from the Ward councillors will be included within this review. How representations have been taken into account will form part of the masterplan adoption material to be considered by Cabinet and Council.