

# Croydon's Growth Zone

## Place, Public Realm, Culture and Meanwhile

*Scrutiny – 12<sup>th</sup> September 2017*



# Introduction

- The Council's Growth Zone was approved by Cabinet in July 2016.
- Croydon Growth Zone is a Tax Increment Financing (TIF) model which harnesses business rates growth to enable borrowing to fund infrastructure.
- Since the approval of the Growth Zone, the governance is established, including Growth Zone Sub Group Place, Public Realm, Culture and Meanwhile.
- Further work has been undertaken to better define, cost, prioritise and programme the Growth Zone programme of projects.
- This Scrutiny is focussed on the work of the Growth Zone Sub Group Place, Public Realm, Culture and Meanwhile, particularly the Five Year Public Realm Programme.



# Presentation Introduction

- Presentation to address:

- What public realm has been delivered to date
- The benefits of a future Five Year Public Realm Programme
- The Five Year Public Realm Programme
- The precursor Place, Public Realm, Culture and Meanwhile Programme
- Next Steps



# Key Questions for Scrutiny

The Sub Group would appreciate and value Scrutiny's view and comments on the following three questions.

- How to maximise health outcomes, improve wellbeing, create healthier streets and promote healthy lifestyle throughout the public realm and open spaces?
- How to engage meaningfully and under what parameters with Croydon's existing and future residents, businesses and visitors to inform the design and delivery of the Public Realm?
- How does the Council balance delivery of the Five Year Public Realm Programme whilst ensuring meaningful and comprehensive engagement?

# The Value of Public Realm – Financial

- Public realm influences investment and location decisions
- EDF Energy, the Body Shop and HMRC to the COA and retention of existing major employers
- Developers have delivered public realm to the same quality as Council projects and indicated in the Public Realm Design Guide
- Direct link between the commercial activity in the COA and servicing the Growth Zone loan
- Quality public realm delivers:
  - Increased footfall
  - Increased spend
  - Increased occupancy
  - Increased investment and values



# The Value of Public Realm – Well Being

- Sharper focus and appreciation of the benefits of high quality public realm on public health and wellbeing and encouraging activity
- Transport for London's recent Healthy Streets for London, the Mayor's commitment to High Streets and Transport Strategy that encourages public realm improvements and creating liveable neighbourhoods
- Public realm should provide opportunities for activity for all interests, groups and ages, for example the introduction of performance space, dwell opportunities and pocket parks.



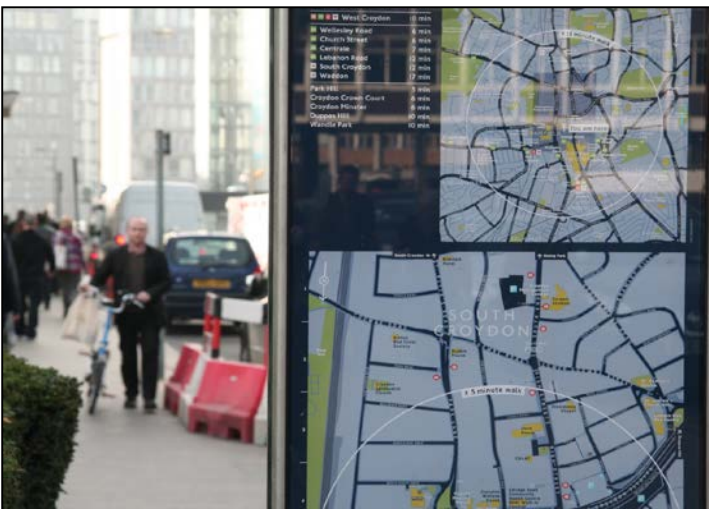
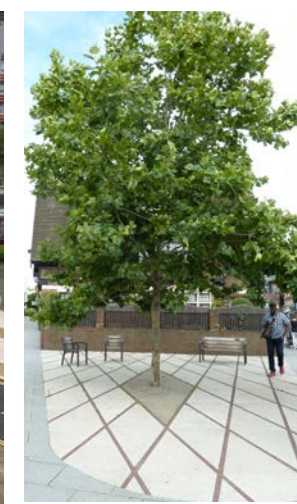
# The Value of Public Realm – Culture

- Culture has to be an integral component to a vibrant and successful COA.
- Significant strides made in the provision of cultural activity and evolving the day and evening offer.
- Croydon's new Cultural Quarter at College Green.
- Transform College Green and Fairfield Halls into a vibrant destination for arts, education and culture.



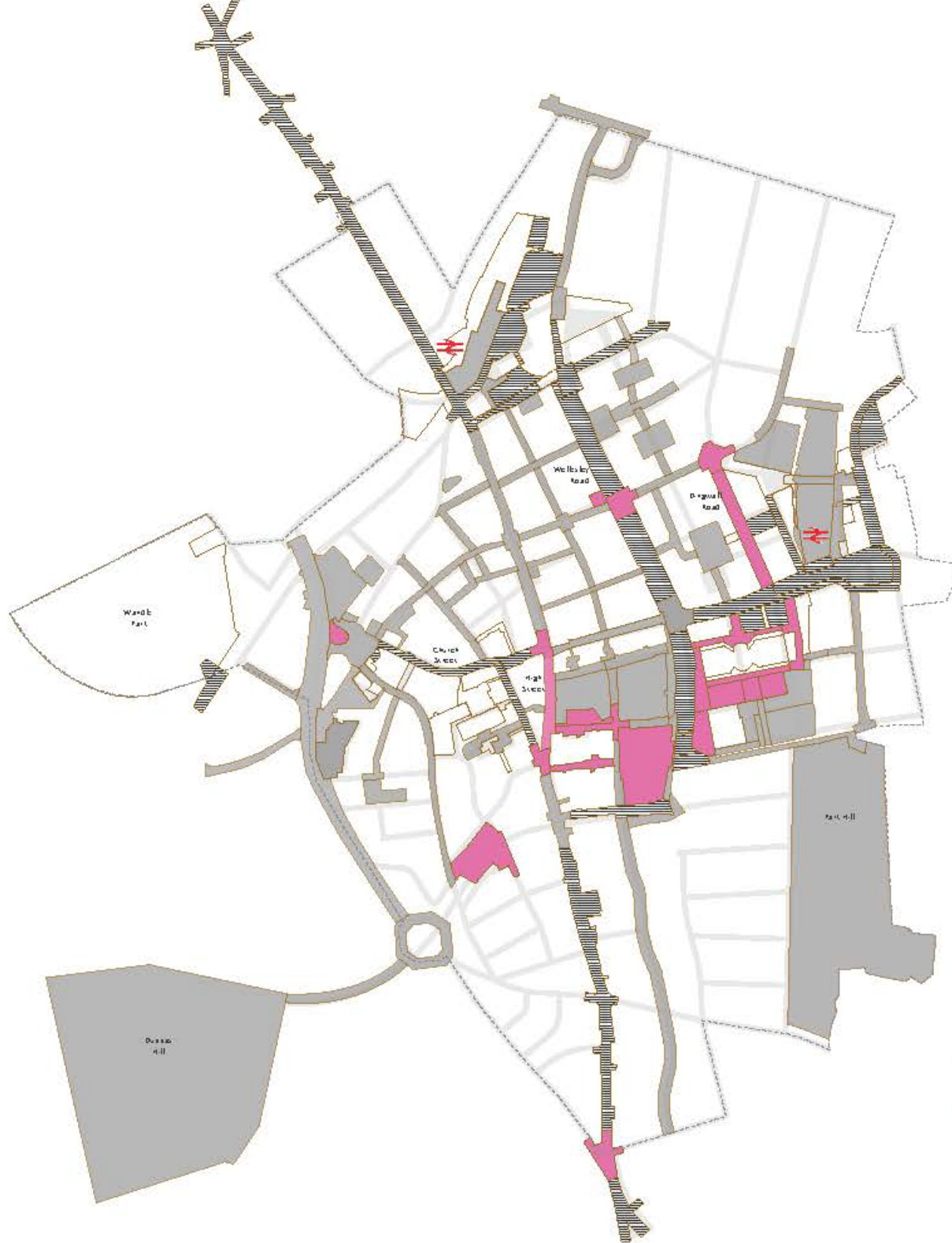




# Public Realm Delivered so far





MEANWHILE CROYDON



-  Potential Meanwhile Sites
-  Future Public Realm Sites  
*(Hatched areas have been part delivered)*

# Croydon's Growth Zone

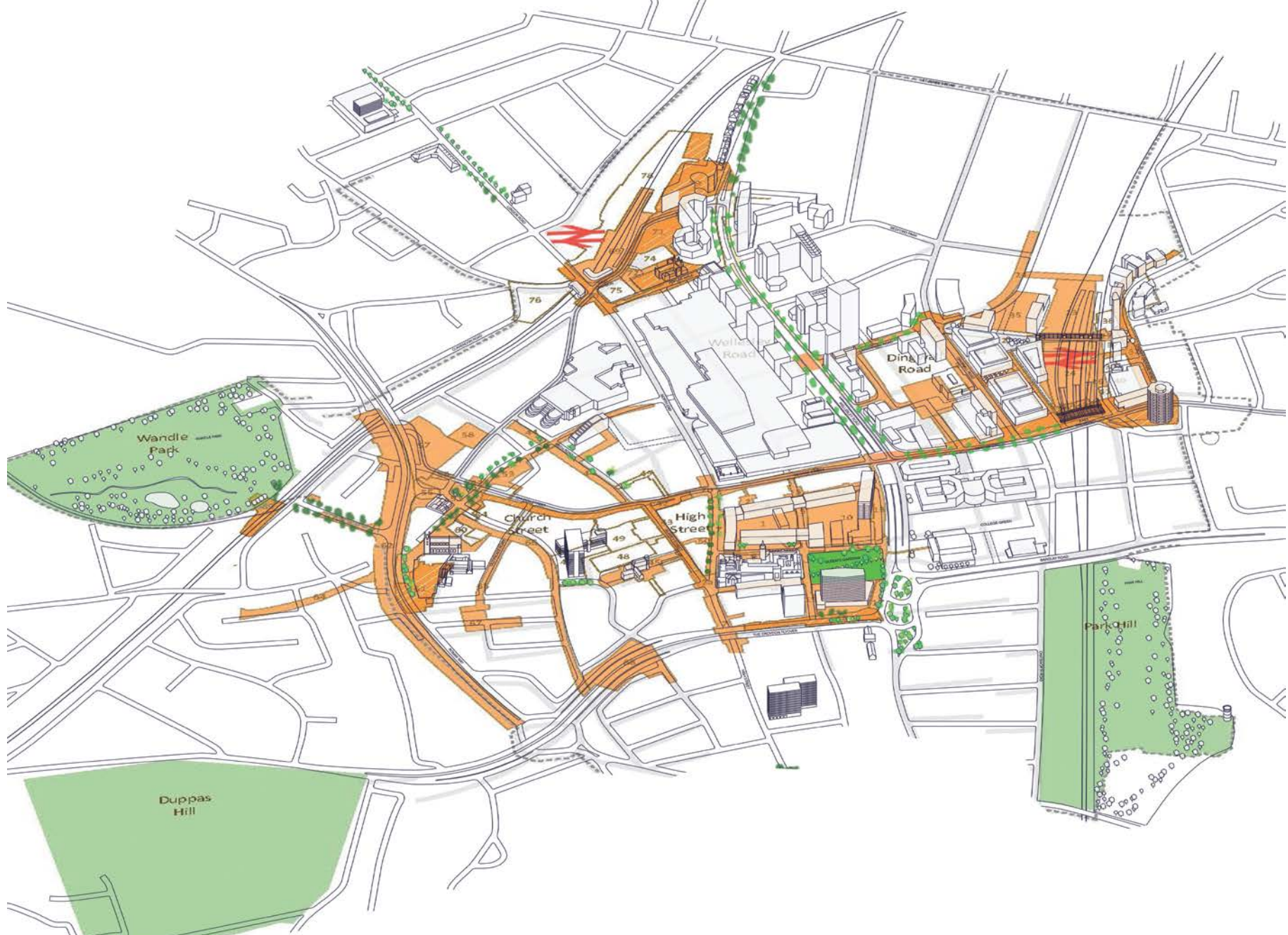
## Public Realm, Five Year Programme

*September 2017*

# Public Realm – Five Year Programme

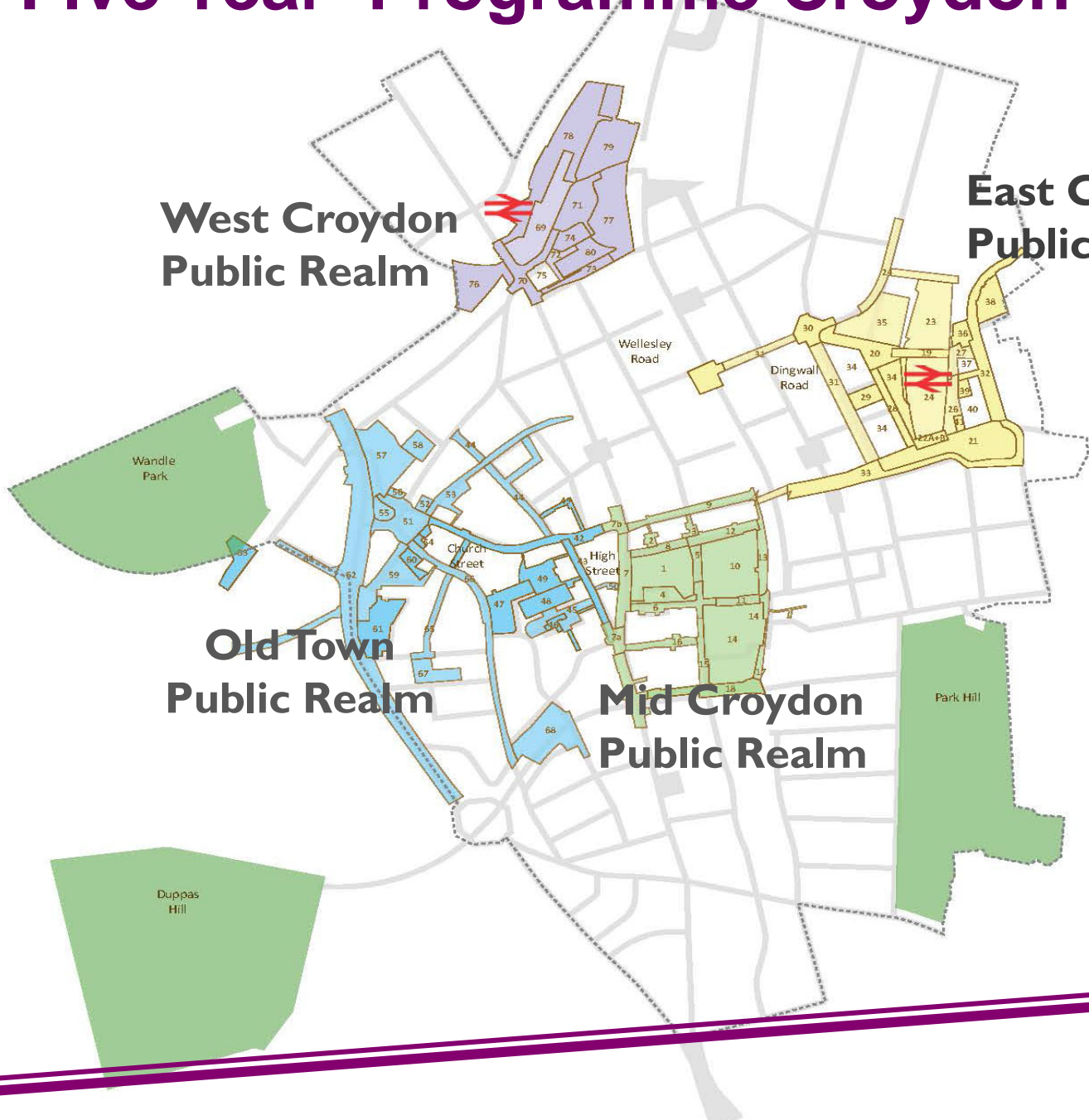
- Growth Zone Five Year Programme will deliver the next phase of public realm projects set out in the COA masterplans, OAPF and IDP and informed by the Meanwhile Programme
- Aims to offer greater provision of public realm to encourage people to walk and cycle with ease, to move around one place to another, ensure places are well connected and provide opportunities for well being and activation
- Contribute to changing perceptions of Croydon and create a more positive, cultural, activated and vibrant character and experience
- Envisaged Croydon becoming a catalyst for healthier streets for people to enjoy, dwell and play

# GROWTH ZONE FIVE YEAR PROGRAMME



## PUBLIC REALM PROJECTS MAP

# Five Year Programme Croydon



**East Croydon Public Realm**

**West Croydon Public Realm**

**Old Town Public Realm**

**Mid Croydon Public Realm**

P1	Old Town Public Realm (Phase 1)
P2	Old Town Public Realm (Phase 2)
P3	East Croydon Public Realm (Phase 1)
P4	East Croydon Public Realm (Phase 2)
P5	East Croydon Public Realm (Phase 3)
P6	Mid Croydon Public Realm (Phase 1)
P7	Mid Croydon Public Realm (Phase 2)
P8	West Croydon Public Realm (Phase 1)
P9	West Croydon Public Realm (Phase 2)
P10	West Croydon Public Realm (Phase 3)

# Next Steps

- Continue to develop the Five Year Public Realm Programme in advance of Cabinet in December 2017
- Five Year Public Realm Programme to be considered at Cabinet in December 2017
- Subject to Cabinet approval, commence design of Five Year Public Realm Programme and commence delivery
- Continue delivery of the Meanwhile Croydon Programme
- Manage the delivery of the Five Year Public Realm Programme and Precursor / Meanwhile Programme through the Growth Zone Sub Group Place, Public Realm, Culture and Meanwhile and Growth Zone governance