



**922 - 930 Purley Way
Purley, CR8 2LJ**

Design and Access Statement

December 2020

Prepared by:

**FORMATION
ARCHITECTS**

Winchester House

1-3 Brixton Road

London SW9 6DE

T: 020 7251 0781

www.formationarchitects.co.uk

On behalf of:

Justin Homes

Table of Contents

1.0 Introduction.....	3	5.0 Design Proposal.....	41	8.0 Landscape.....	87
1.1 The Purpose of this Document	4	5.1 Introduction	42	8.1 Landscape and Amenity	88
1.2 The Client	5	5.2 Design Constraints	42	9.0 Technical Matters	89
1.3 The Architect.....	6	5.3 Adjacencies and Borders.....	43	9.1 Access.....	90
2.0 Context Analysis.....	7	5.4 Design Opportunities.....	44	9.2 Post and Parcels.....	90
2.1 The Site	8	5.5 Site Arrangement.....	45	9.3 Parking.....	90
2.2 Purley District Centre.....	9	5.6 Scale and Massing	46	9.4 Secure by Design	90
2.3 Access and Movement	10	5.14 Integration in Topography	47	9.5 Servicing - Refuse.....	91
2.4 Surrounding Amenity.....	11	5.7 Ground Floor.....	48	9.6 Cycle Storage.....	92
2.5 Immediate Uses	12	5.9 Accommodation & Amount	49	9.7 Wind Mitigation.....	93
2.6 Building Heights	13	5.8 Level 01	49	9.8 Adjoining Occupiers at North.....	94
2.7 Site History	14	5.9 Typical Lower Floor	50	9.9 Mechanical Space.....	95
2.8 Brighton Road Character Area ...	15	5.11 Typical Upper Plans.....	51	9.10 Sustainability Overview	96
2.9 Context Scale and Massing	16	5.12 Block A Internal Layouts	52	9.11 Sustainability - LETI Benchmarks	97
2.10 Site Topography.....	17	5.13 Block B & C Internal Layouts	53	10.0 Access Statement	99
2.11 Site Photographs - Intersection	18	5.14 Quality of Accommodation	54	10.1 Introduction	100
2.12 Site Photographs - Purley Way.	19	6.0 Architectural Treatment	55	10.2 Transport.....	100
2.13 Site Photographs - Russell Hill Road + Coldharbour Lane	20	6.1 Architectural Precedents	56	10.3 Level Access Across Site.....	101
2.14 Site Photographs - North Context	21	6.2 Context Materiality	57	10.4 Inclusive Design Executive Summary	102
2.15 The Character of Purley	22	6.3 Referencing Immediate Context	58	10.5 Wheelchair Accessible Units	102
2.16 Urban Character.....	24	6.4 Architectural Analysis	59		
2.17 Suburban Character.....	25	6.5 Architectural Analysis (cont.)	60		
3.0 Emerging Context.....	26	6.6 Architectural Expression.....	61		
3.1 Introduction	27	6.7 Architectural Expression (cont.)..	62		
3.2 Emerging Developments Overview	27	6.8 Proposed Materiality	63		
3.3 Emerging Context	28	6.9 Material Palette.....	64		
3.4 29 - 35 Russell Hill Road.....	29	6.10 Block A	65		
3.5 1 - 37 Russell Hill Road	30	6.11 Block B	66		
3.6 1 - 9 Foxley Lane.....	31	6.12 Block C	67		
3.7 1 - 3 Pampisford Road	32	6.13 Façade Studies - Fenestration .	68		
3.8 Mosaic Place and South Site	33	6.14 Façade Studies -Sill Height Windows	68		
3.9 64-74 Whytecliffe Road North	34	6.15 Façade Studies - Fluted Brickwork	68		
3.10 41 -43 Russell Hill Road	35	6.16 Façade Studies - Full Height Windows	69		
4.0 Consultation	37	6.17 Façade Studies -Balconies	70		
4.1 Consultation Timeline	38	6.18 Façade Studies - Privacy Screen	71		
4.2 Typological Studies.....	39	6.19 Entrances.....	72		
4.3 Pre-App Meetings with LBC.....	39	6.20 Public Art at Grade.....	73		
4.4 Workshops with LBC.....	39	6.21 Elevations Option Testing.....	74		
4.5 Place Review Panel 01	40	7.0 Views and Visuals.....	75		
4.6 Place Review Panel 02	40	7.1 Introduction.....	76		
4.7 Public Consultation	40	7.2 Height and Planning Policy	76		
		7.3 Justification of Height.....	76		
		7.4 Aerial Views	77		
		7.5 Street Views - Purley Way	78		
		7.6 Street Views - Russell Hill Road ..	79		
		7.7 Visualisations.....	80		

Project number	6791
Revision number	00
Author	PC
Checked by	MT

1.0 Introduction

1.1 The Purpose of this Document

This Design and Access Statement has been prepared by Formation Architects on behalf of Justin Homes (Purley Way) Ltd. It forms part of the Planning Application for the development of 922 - 930 Purley Way, Purley CR8 2JL (London Borough of Croydon).

The scheme proposed 155 high-quality residential units with a mix of studio, 1, 2 and 3 bedroom homes.

The proposal can be described as follows:

- three buildings
- a 12 storey, a 9 storey, and a 6 storey building
- generous communal amenity space, and child play space
- bike storage and refuse storage for all residents

The scheme will create a new high quality development in a sustainable location, and strengthen the emerging morphology and urban grain of the immediate context.

This report provides an analysis of the site and context, followed by a description of the proposal, detailed design information, and detail on access.

This Design and Access Statement should be read in conjunction with all other supporting documents, submitted as part of the Planning Application.



Aerial view of the sites and the surrounding area

1.2 The Client

The spirit of Justin Homes is quite simple, the joy of home. We feel your home should be an integral part of your joy and our ambition is to help provide that with conscientious and reactive design.

The images on this page show Justin Homes' scheme on Russell Hill Road in Purley, which has received planning permission.



29 - 35 Russell Hill Road (Justin Homes)



29 - 35 Russell Hill Road (Justin Homes)

1.3 The Architect

Formation Architects is an established architectural practice based near Oval in Central London. The practice’s work is concentrated into four main sectors: residential, commercial, offices and hotels.

Formation Architects can demonstrate a track record of award-winning designs and successfully completed projects.

The images on this page show a selection of previous projects of similar size and / or setting recently completed by Formation Architects.



Albany House, New Malden (Formation Architects)



Hampden Road, Haringey (Formation Architects)



Victoria Way, Charlton (Formation Architects)



Seven Acres, Cambridge (Formation Architects)



Trundley's Park, Lewisham (Formation Architects)

2.0 Context Analysis

2.1 The Site

The site is situated along Purley Way, in Purley (London Borough of Croydon). The western boundary of the site is tight to Coldharbour Lane, and Russell Hill Road beyond.

The site is currently made up of 5 plots, all detached houses with private gardens.

The site is located along the main northern thoroughfare to Purley train station, located south of the site.

The site has a total area of 0.45 hectares.

The site is not within a Conservation Area nor contains any listed buildings.



Aerial view of the site and the surrounding area

2.2 Purley District Centre

The site sits on the north-western perimeter of Purley District Centre, and within the Purley District Centre environs (shown dotted in green, on Policy Map below).

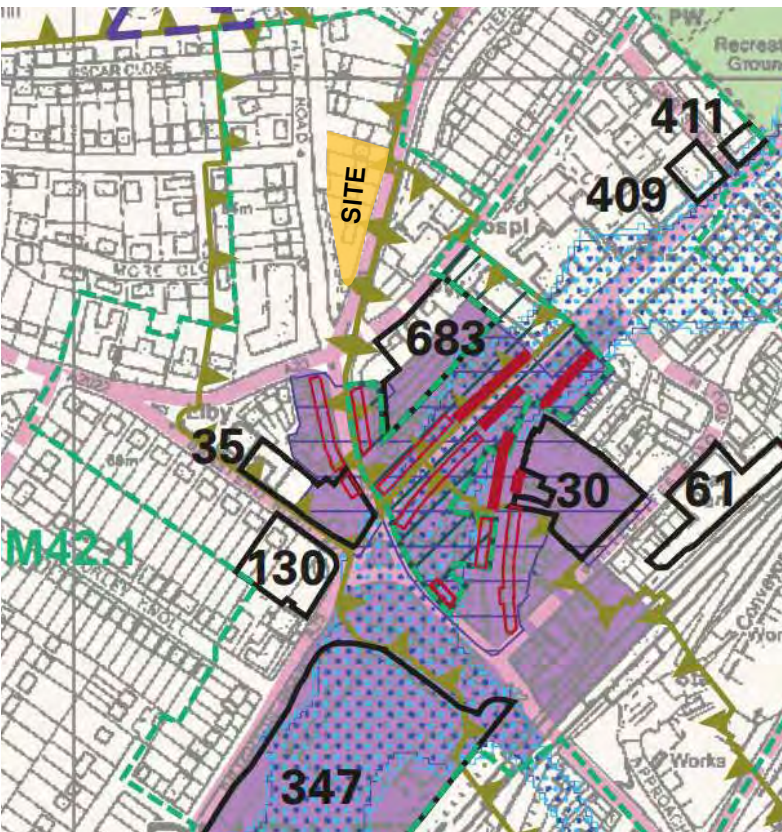
Paragraph 11.156 of the Croydon Local Plan 2018, (within 'The Places of Croydon') the following note is made in regards to residential development;

'As a broad location the main focus of major residential growth will be in and around the District Centre with high quality residential development that will respect the existing residential character and local distinctiveness.'

Further, Policy DM42.1, it is stated;

Within Purley District Centre and its environs, to ensure that proposals positively enhance and strengthen the character and facilitate growth, developments should:

- Reinforce the continuous building line which responds to the street layout and include ground floor active frontages;
- Complement the existing predominant building heights of 3 to 8 storeys, with a potential for a new landmark of up to a maximum of 16 storeys; and
- Demonstrate innovative and sustainable design, with special attention given to the detailing of frontages.



Policy Map

Figure 11.10: Purley



Extract from Croydon Local Plan 2018

Policy DM42: Purley

DM42.1 Within Purley District Centre and its environs, to ensure that proposals positively enhance and strengthen the character and facilitate growth, developments should:

- Reinforce the continuous building line which responds to the street layout and include ground floor active frontages;
- Complement the existing predominant building heights of 3 to 8 storeys, with a potential for a new landmark of up to a maximum of 16 storeys; and
- Demonstrate innovative and sustainable design, with special attention given to the detailing of frontages.

Extract from Croydon Local Plan 2018

2.3 Access and Movement

Local Road Network

The site is located on the edge of Purley Way, which runs along the east of the site. There is no direct vehicular access from the west part of the site although there exists a pedestrian and cycle link via Coldharbour Lane. The other roads in the area are secondary thoroughfares with less traffic.

Vehicular access to the site is from Purley Way. The existing five properties each have a dropped kerb allowing access to a drive.

Local Public Transport

The site is in close proximity to a few transport links. The site is approximately 0.4 miles (9 minute walk) from Purley Station, which is served by National Rail.

Purley Station provides links to London Bridge, London Victoria, Caterham, Tattenham Corner and Coulsdon Town.

There are bus stops along Brighton Road and Whytecliffe Road South with good connections to Tooting Broadway, Addington, Sutton, West Croydon and more.





Public Transport Access Level (PTAL)

PTAL is a measure which rates locations by distance from frequent public transport services. The majority of the site has a PTAL rating of 5, which is very good.

Pedestrian Access

Pedestrian access to the site is via Purley Way to the south and east, and from Coldharbour Lane to the west.

KEY

-  Train stations
-  Bus stops near the site
-  Main road
-  Railway line



Access and movement diagram

2.4 Surrounding Amenity

The site is located on the edge of Purley Way, nearby Purley town centre, which provides a large number of local amenities:

The list below names a few in close proximity to the site.

1. Purley Hospital
2. Purley United Reformed Church
3. Purley Library
4. Mosaic Place Development on Russell Hill Road
5. Purley Post Office
6. Sainsbury's Local
7. Bank
8. Pharmacy
9. Purley Pool and Recreation Centre
10. Purley Masjid
11. Purley Cross Information Centre



Surrounding amenity diagram

2.5 Immediate Uses

There are a range of building uses in the area. Towards the south of the site, there are a number of mixed use buildings with commercial on the ground floor and residential on top, within the District Centre.

To the immediate north, west and east, there is predominantly low to mid-rise residential housing with additional new mid-rise residential schemes pending planning approval.

KEY

Multi-storey Car Park

Mixed-use/Commercial

Transportation and Infrastructure

Residential

Civic and Community

Workplace



Immediate uses diagram

2.6 Building Heights

The existing buildings on the site are predominantly two storeys in height (plus a pitched roof). However they are positioned around a 0.5 - 1 storey higher than the road level due to the level changes on site.

The immediate context comprises a range of buildings of different heights.

To the north, east and west of the site, there are buildings which are 2 - 3.5 storeys. The southern side of the site down Purley Way through to Russell Hill Road is more varied in terms of height and features taller blocks of flats, ranging from 4- 7 storeys.

The existing context is evolving in terms of building heights, a number of planning applications have been granted/have a resolution to grant permission.

The site directly to the west is currently occupied by detached homes, and has received permission for a 2-7 storey residential building. (Planning ref: 19/03604/FUL).

Adjacent to that, a 4-8 storey residential building has been granted planning permission. (Planning ref: 19/00467/FUL).

Towards the immediate south off the corner of Purley Way and Pampisford Road, there is a 4 storey residential block currently under construction. (Planning ref: 1200291P).

These applications will change the townscape in the sites immediate context.

KEY

..... Resolution to Grant / Planning Permission Granted

..... Under Construction

1-1.5 storey

2-2.5 storey

3-3.5 storey

4-4.5 storey

5-5.5 storey

6-7 storeys



Building heights diagram

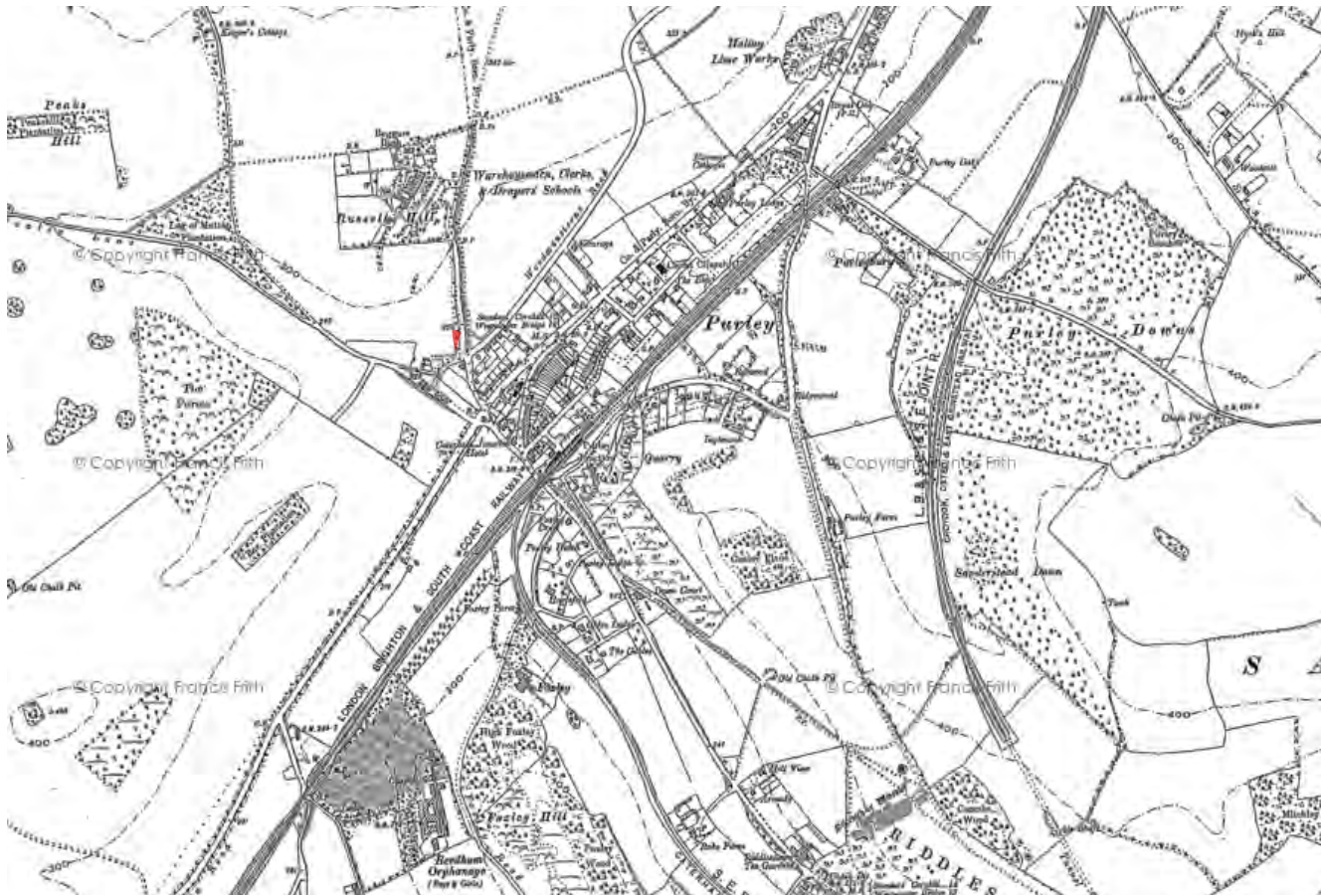
2.7 Site History

The historical maps and photographs on this page show some stages of the development of the site throughout the years.

The 1895 map shows the site as largely undeveloped, in contrast with the adjacent urban fabric of the town centre.

The 1945 aerial photograph shows a similar level of development to what we see today.

Please refer to the Heritge and Townscape Impact Assessment Report prepared by Iceni for further information, which is provided as part of this Planning Application.



Purley, 1895 from The Francis Frith Collection



Purley High Street, c 1960 from The Francis Frith Collection



Purley from railway station, 1903 from The Francis Frith Collection



Purley, 1945

2.8 Brighton Road Character Area

The site does not sit within any Conservation Area.

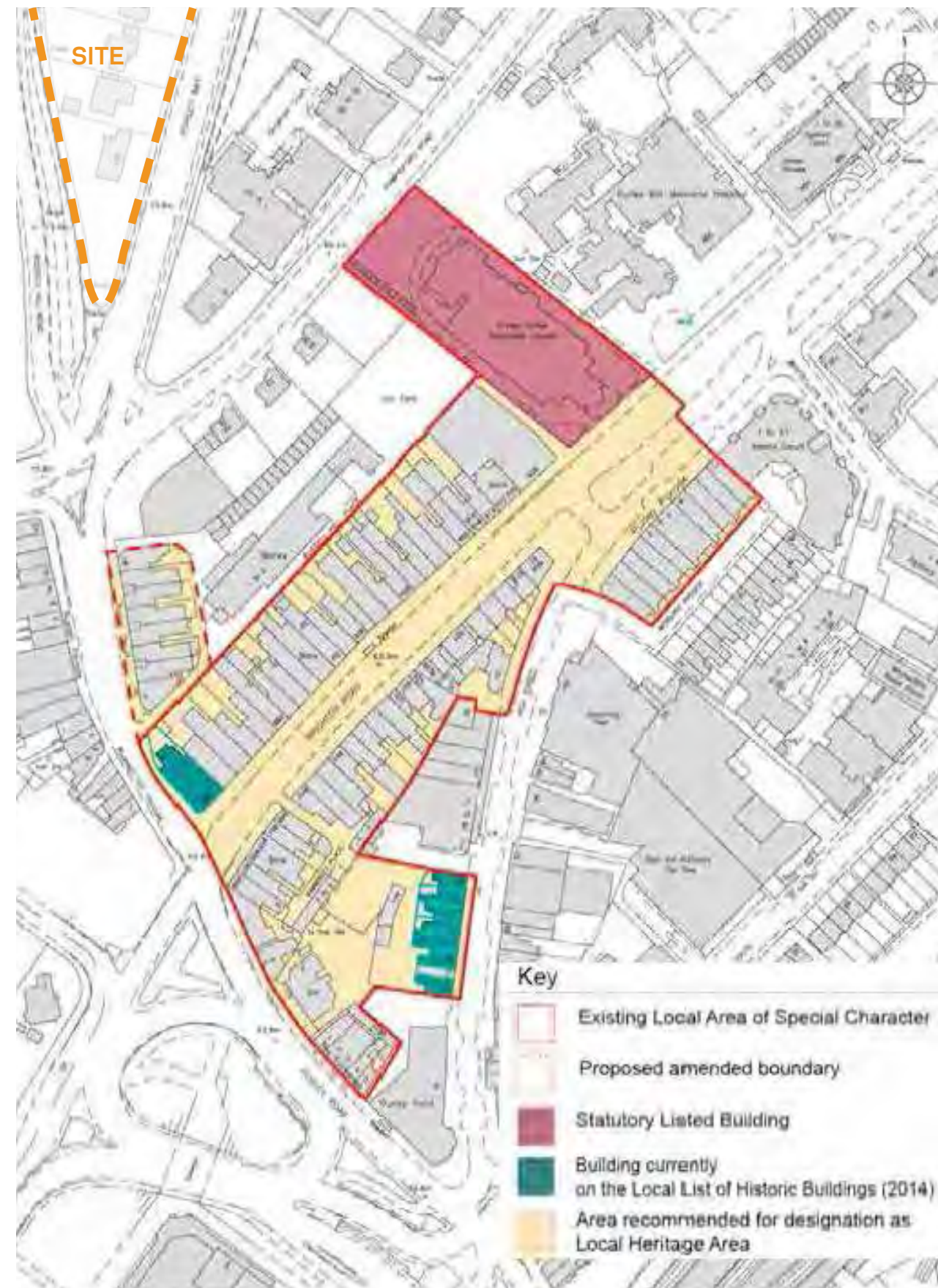
The Purley Reformed United Church lies in proximity to the site, and is a Grade 2 listed building.

Purley High Street / Brighton Road has been identified as an area recommended for designation as a Local Heritage Area, having previously been designated a Local Area of Special Character in 1992.

From the document 'Areas Proposed for the Local Heritage Area Designation', the architectural significance of the area is noted as below;

'The Brighton Road and High Street area in Purley represents a well-preserved collection of shopping parade buildings dating from between the late 19th and late 20th Century. The quality of architectural detailing and the variety of styles including Victorian Mock Tudor and Art Deco inspired features creates a parade of imposing buildings. The area is distinctive and retains the historic pattern of development.'

Please refer to the Heritage and Townscape Impact Assessment Report prepared by Iceni for further information, which is provided as part of this Planning Application.



Map 10. Map of the Brighton Road area

2.9 Context Scale and Massing

The urban fabric around the site is characterised by a diverse range of building scales and forms.

The buildings range from pitched detached houses to more substantial blocks of residential housing with mansard roofs, with additional mid-rise residential consented schemes which are leading the way in creating additional residential density in this sustainable location.

The smaller scaled buildings are predominantly 2.5 storeys high with pitched roofs and are normally in the form of single family dwellings. These are prevalent to the northern parts of the site and Purley Way.

The larger apartment blocks have a larger mass and range from 3 to 7 storeys, mostly prevalent towards the south-eastern parts of the site.

Adjacent to the site are three emerging developments, ranging from 2-8 storeys which will alter the scale and massing of the immediate context.

These emerging developments are presented in detail in the a following section.



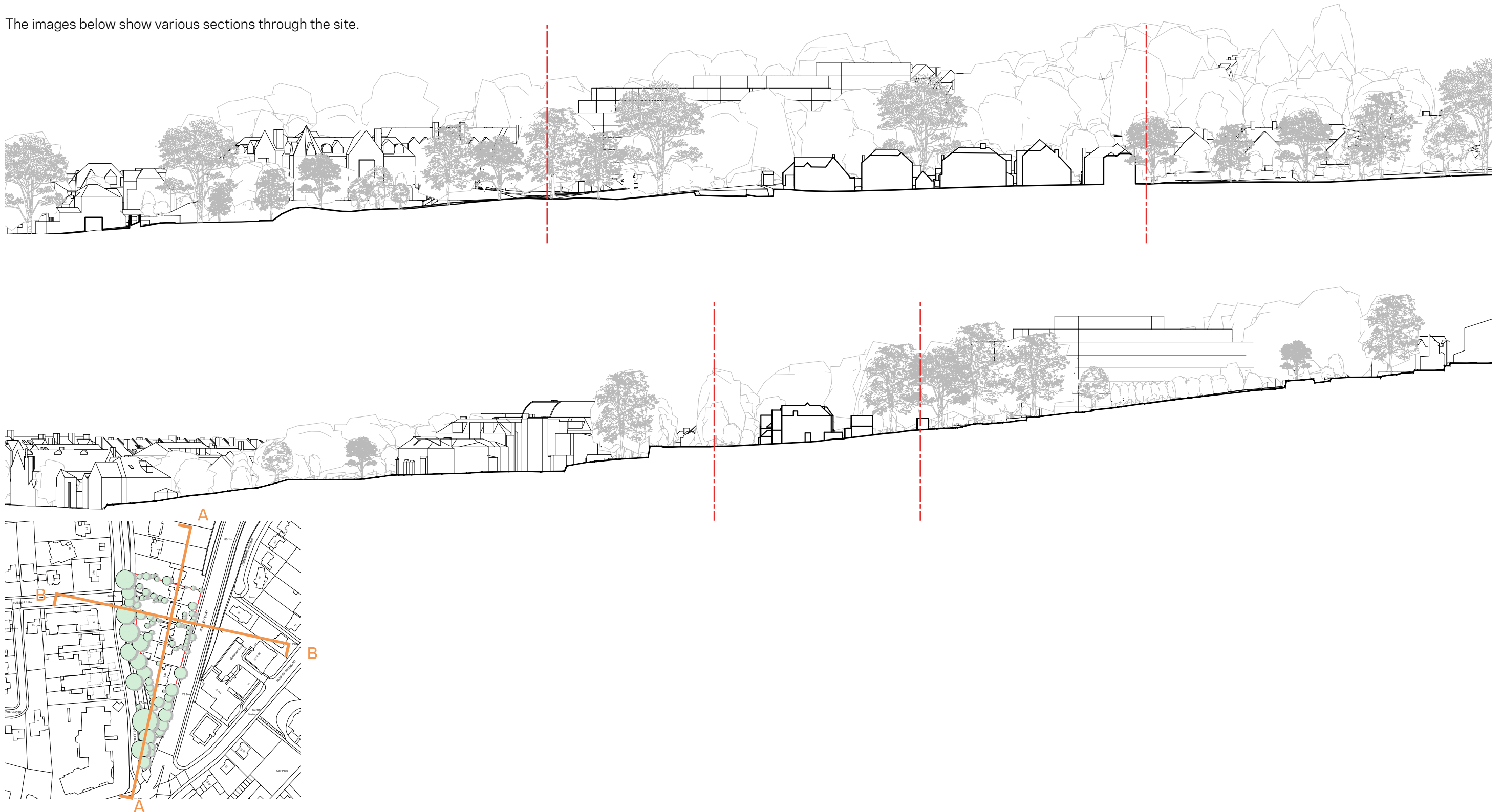
▶ Vehicular Access to Existing Houses

2.10 Site Topography

The site has a significant change in elevation, both from the south to the north, and from the east to the west.

The site topography changes by approximately 3 metres from east to west, and by approximately 5 metres from south to north.

The images below show various sections through the site.



2.11 Site Photographs - Intersection

The photographs below show existing buildings around the site and highlight the varied urban fabric present along Purley Way and Pampisford Road.



View of the site and its context



View 1



View 2



View 3



View 4

2.12 Site Photographs - Purley Way

The site has three distinct boundary conditions, which vary greatly along the three sides.

The eastern boundary faces towards Purley Way, which is a high-speed, busy urban road. There is a slight but consistent level change, rising from the south to the north. The 5 houses have vehicular access on to Purley Way. There is small vegetation along this boundary, predominantly within front gardens.

To the east of Purley Way, there is a change in level, which becomes very pronounced towards the north. The eastern edge of Purley Way also has significant vegetation, including mature growth trees.



View 1



View 2



View 3



View 4

2.13 Site Photographs - Russell Hill Road + Coldharbour Lane

The western boundary of the site abuts Coldharbour Lane. This pedestrian / cyclist only lane is separated from Russell Hill Road by a grassed knoll. There is some small vegetation, and several mature growth trees that grow from this knoll.

The combination of the quieter Russell Hill Road, the grassy knoll, and the mature trees create the feeling of a peaceful laneway; much different to the vehicular dominated Purley Way.



View 1



View 2



View 3

2.14 Site Photographs - North Context

To the north of the site, the context becomes exclusively suburban, with large detached homes set within gardens.

The varying topography and lush flora provides for private gardens sunken within the landscape, whilst also allowing vistas over the valley. The topography continues to climb significantly to the east, north-east, and north west, away from the site.



View 1



View 2

2.15 The Character of Purley

Purley is rich in character, intensified by an urban character of the town centre, and a suburban character of the wider landscape.

Purley’s character can be evaluated through three main lenses: Historic Built Form and Urban Fabric, Landscape and Topography, and Evolution and Intensification.

Historic Built Form and Urban Fabric

The built form of Purley is characterised by two main conditions; the urban Town Centre, and the suburban morphology of the neighbourhoods surrounding it. There is a strong and prevalent heritage value to both, giving a cohesive collective character.

The town centre is characterised by consistent and well preserved period properties, predominantly of Victorian and Edwardian architecture. The prevalence of original period architecture and organic vehicular circulation routes has retained quaint high streets and parades, to the busier arterial routes of Brighton Road (A235), Purley Way, and Foxley Lane.

The suburban character beyond is defined by detached and semi-detached period houses within garden landscapes. The Webb Estate of the late 1800s - which was designed on William Webb’s Garden First Principles - was a precursor to the large-scale suburbanisation of Purley, in the 1920s and 1930s. The character is defined by large houses set back on wide plots.

Apart from the Conservation Area of the Webb Estate, there are two listed buildings in Purley, which exemplify the material character of the wider area.

The Purley Library was designed in 1936, and is characteristic of the Moderne Style. The library is constructed of brown facing bricks, with large vertical Crittal windows to the main elevation, and smaller casement windows to the side entrance.

The Purley United Reformed Church was completed in 1904, with various additions in decades following. The church is constructed of red-orange brick in English bond, with stone banding and tracery.

The parade along Brighton Road (Edwardian facades to west, Victorian construction to east) is also of architectural interest and relevance. The former Westminster Bank, at the corner of Brighton Road and Russell Hill Road, is another building of relevance; red brick with stone banding and a corner prominence.



Purley looking north-west



Purley Library (Grade II Listed)



Russell Hill Road Parade and former Westminster Bank



Purley United Reformed Church (Grade II listed)

Landscape and Topography

Purley is nestled between surrounding hills, with sloping topographies knitting right up to the boundaries of the town centre. This gives a type of containment to the town centre, which helps to define the boundary of urban vs. suburban.

The suburban morphology beyond the town centre is defined by many steeply sloping plots. Front and rear gardens, driveways, and private entry paths negotiate these slopes, with many properties sitting one or two storeys higher than the level at the site / street boundary.

Large growth mature trees are prevalent both along streets and within garden plots. These contribute to a suburban character, and further conceal the large properties.

Boundary conditions are defined by tall shrubbery and gardens which meet pavements for many of the private dwellings. Brick (both as planters and walls) are prominent at boundaries. Clapboard fencing is also a secondary boundary treatment, although less common along main boundaries.



Coldharbour Lane, looking south towards Purley Town Centre, and up Russell Hill, with large mature growth trees

Evolution and Intensification

The ever-evolving contemporary character of Purley is defined by intensification, and a shifting balance from a predominantly suburban character, to one that is more urban.

Intensification is witnessed through the marriage of many plots, providing opportunity for an up-lift in density and development.

Much of this intensification has taken the form of 'suburban blocks'; flatted developments which straddle original plot lines and rise to 3-5 storeys, whilst retaining architectural reference to the context of semi-detached / detached houses to which they replace and sit amongst.

This intensification is largely focused along the boundary of the town centre outwards. The intensification is effecting this boundary whereby the extents of the 'urban' district centre is moving outwards.



Evolving Character; 'Suburban Blocks' along Russell Hill

2.16 Urban Character

The south corner of the site faces down the parade of Russell Hill Road towards Brighton Road.

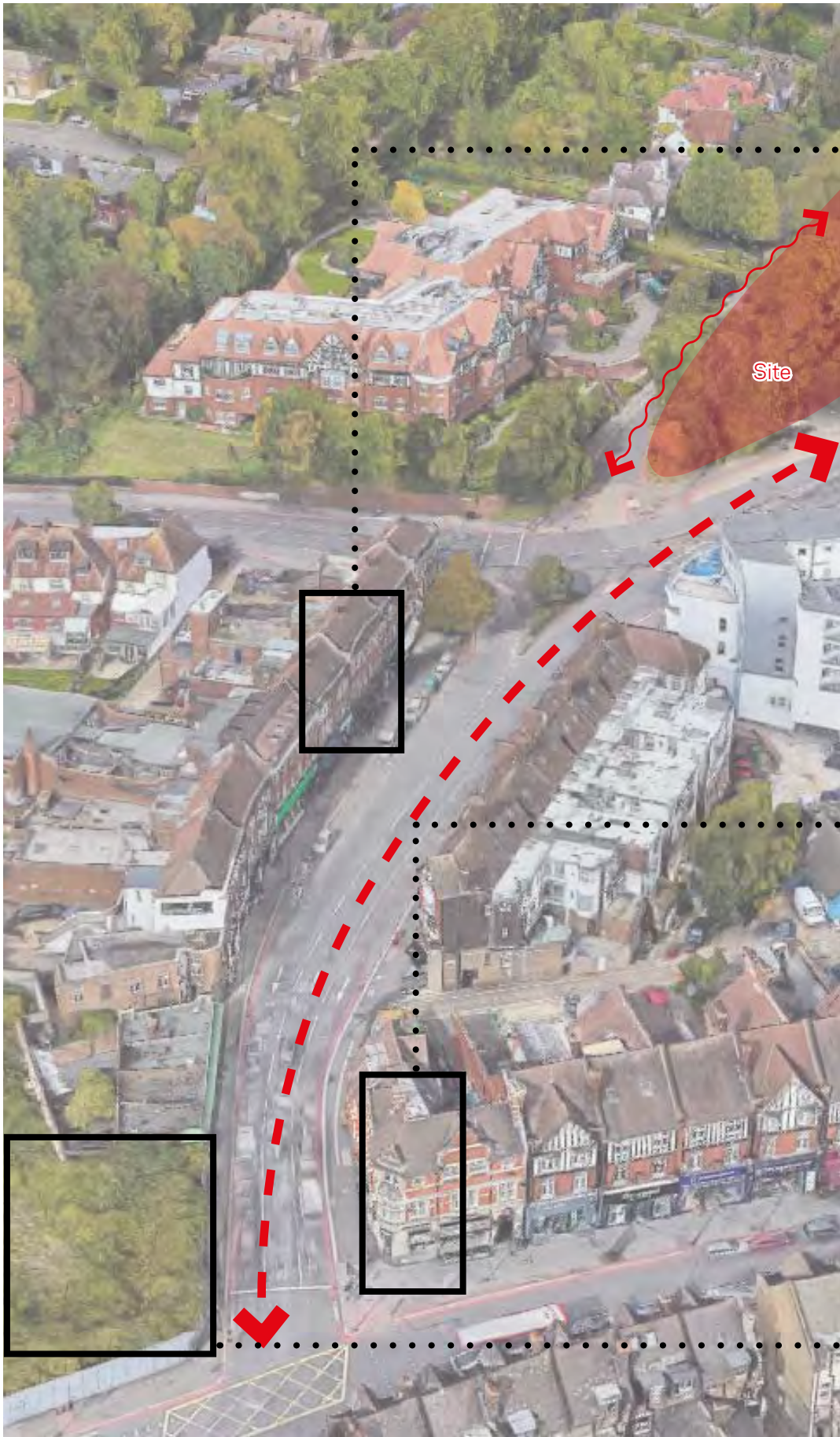
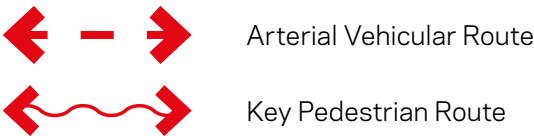
The character of this parade has been studied and has influenced the architectural treatment of the proposed scheme.

Two significant elements have been identified as key drivers for the architectural treatment.

This includes corner elements on the parade (including the property at the intersection of Russell Hill Road and Brighton Road), and the 'background' architecture of the repetitive neoclassical buildings along the western side of the parade.

Further, the character of the town centre is evolving, with the planning permission granted to Mosaic Place; a 17-storey tower to be built at the southern end of the parade.

The influence of this aesthetic character is detailed later in this document.



2.17 Suburban Character

The north of the site is defined by suburban development.

The character of this area is defined by large detached properties, sitting within large garden plots. Many of these are built atop, and within steeply sloping topography. Brick is a predominant material, both in the cladding of residences, as well as for large retention and garden walls.

Large growth trees, shrubbery, and manicured gardens further exemplify the suburban character.



Russell Hill Road Property



930 Purley Way



920 Purley Way

3.0 Emerging Context

3.1 Introduction

This section summarises the emerging context within Purley District Centre and surroundings.

3.2 Emerging Developments Overview

The district centre (and surroundings) of Purley is currently undergoing regeneration. A number of proposals have obtained planning consent whilst others are pending planning consideration.

Most of the schemes are residential whilst others are mixed use. The implementation of these schemes will largely alter the existing context.

The map on this page shows the location of the main re-development projects around the site and its vicinities.



Ariel view with emerging context highlighted

3.3 Emerging Context

As Purley is undergoing regeneration a number of projects have had planning permission granted or have been submitted to the Council and decision is pending.

A list of emerging context is as follows.

- 1. 1-9 Foxley Lane**
5/6/7 storey building with 49 residential units.
- 2. 29-35 Russell Hill Road**
5/7 storey apartment consisting of 106 residential units.
- 3. 37 Russell Hill Road**
6 storey scheme with 47 units.
- 4. 4, 6 And 8 Russell Hill Purley**
Two blocks of flats with 30 units.
- 5. 1-3 Pampisford Road**
3 storey building
- 6. 15 High Street**
4 storey building comprising of 6 residential units.
- 7. 16-22 High Street**
4 storey mixed use building consisting of 2 commercial units and 9 residential units.
- 8. 32-42 High Street**
A mixed use scheme with A1-A3 commercial units at ground level and an extension of 4 storeys to accommodate 36 residential units.
- 9. 58 Whytecliffe Road South**
4/5 storey building providing 9 residential units.
- 10. 64-74 Whytecliffe Road North**
3/5/6 storeys building with 39 residential units.
- 11. Mosaic Place and Purley Baptist Church**
3 to 16 storey development comprising 114 residential units, church, community space and retail units and 3 to 6 storey development comprising 86 residential units.
- 12. 41 - 43 Russell Hill Road**
4 storey building comprising of 28 residential units.



Emerging developments near the site

KEY

<div></div>	Planning permission granted / Resolution to grant permission
-------------	--

3.4 29 - 35 Russell Hill Road

Planning Ref: 19/03604/FUL

Planning Permission Granted.

The planning application was submitted on July 2019 for the demolition of 4 existing detached houses and its replacement with a residential development comprising of two apartment blocks.

The proposal will accommodate 106 new apartments supported by a range of amenities for the residents, in a height of up to 8 storeys.



3D Street View of 29-35 Russell Hill Road (Planning Ref: 19/03604/FUL)



Key Plan



Massing Diagram of 29-35 Russell Hill Road (Planning Ref: 19/03604/FUL)



3D Ariel View of 29-35 Russell Hill Road (Planning Ref: 19/03604/FUL)

3.5 1 - 37 Russell Hill Road

Planning Ref: 19-00467-FUL

Planning permission was granted on 23rd December 2019 for a residential scheme comprising of 47 units. The heights varies between 2 and 6 storeys. The scheme offers 12 car parking spaces.



North elevation of 37 Russell Hill Road (Planning Ref: 19-00467-FUL)



Key Plan



Aerial View of 37 Russell Hill Road (Planning Ref: 19-00467-FUL)



View looking north-west at 37 Russell Hill Road (Planning Ref: 19-00467-FUL)

3.6 1 - 9 Foxley Lane

Planning Ref: 18/04742/FUL

Planning permission granted on May 2019 for the demolition of existing buildings and erection of a 5/6/7 storey residential building.

The building includes the following unit mix: 8x one bedroom, 35 x two bedroom and 6 x three bedroom flats.

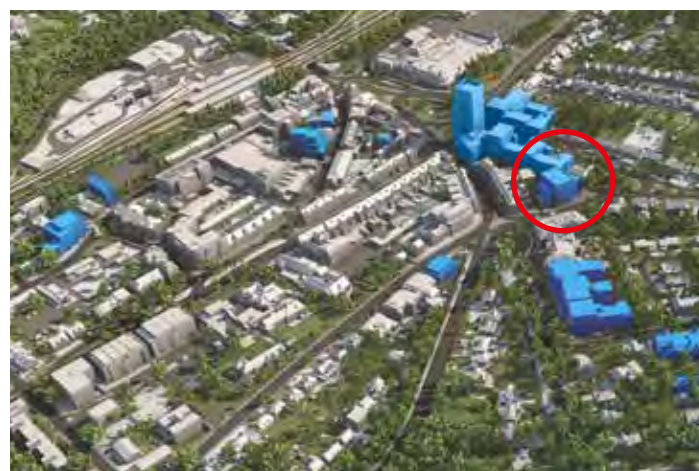
There is provision for associated amenity areas, cycle parking, refuse and recycling stores.



CGI Street view of 1-9 Foxley Lane (Planning Ref 18/04742/FUL)



Ground Floor Plan of 1-9 Foxley Lane (Planning Ref: 18/04742/FUL)



Key Plan



Street view showing facade of 1-9 Foxley Lane (Planning Ref 18/04742/FUL)

3.7 1 - 3 Pampisford Road

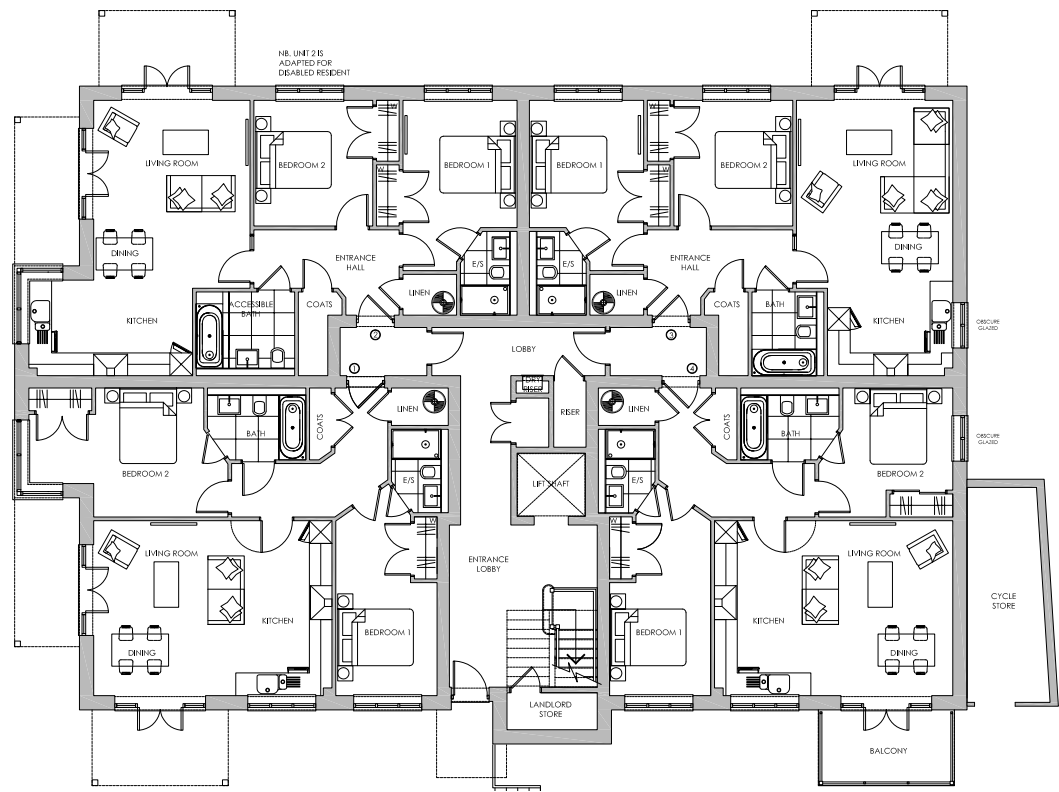
Planning Ref: 12/00291/P

Approved 27/06/12

Erection of a 3 storey block plus accommodation within the roof space. Proposal contains 14 residential apartments, with parking and associated landscaping.



CGI Street View of 1-3 Pampisford Road (Planning Ref: 12/00291/P)



Ground Floor Plan of 1-3 Pampisford Road (Planning Ref: 12/00291/P)



Principal Elevation of 1-3 Pampisford Road (Planning Ref: 12/00291/P)



Key Plan

3.8 Mosaic Place and South Site

Planning Ref: 15/02877/DT

Approved July 2020

The proposal at 'Mosaic Place' relates to two brownfield sites in Purley, known as the 'Island site' (Purley Baptist Church, Banstead Road, 1 Russell Hill Road, 1-4 Russell Hill Parade, 2-12 Brighton Road, Purley CR8) and 'South Site' (1-9 Banstead Road) immediately to the west of the town centre.

The proposal includes the demolition of existing buildings on two sites; erection of 3 to 17 storey building with basements comprising 114 flats, community and church space and a retail unit on Island Site and a 3 to 8 storey building comprising 106 flats on south site and public realm improvements with associated vehicular accesses.



Street Elevation of Mosaic Place (Planning Ref: 15/02877/DT)



Key Plan



First Floor Plan of Mosaic Place (Planning Ref:15/02877/DT)



3D Model of Mosaic Place (Planning Ref: 15/02877/DT)

3.9 64-74 Whytecliffe Road North

Planning Ref: 19/02678/FUL

A resolution to grant permission was received in November 2019 for the demolition of existing building and the erection of a 3 to 6 storey residential building.

The scheme delivers 39 residential units with a mix of 1, 2 and 3 bedroom units.

The scheme includes car parking, communal and private amenity, refuse and recycling storage and secure cycle storage.



Street Elevation of 64-74 Whytecliffe Road (Planning Ref: 19/02678/FUL)



First Floor Plan of 64-74 Whytecliffe Road (Planning Ref:19/02678/FUL)



Key Plan



CGI of 64-74 Whytecliffe Road (Planning Ref:19/02678/FUL)

3.10 41 -43 Russell Hill Road

Planning Ref: 18-04264-FUL

Planning permission was granted for the demolition of existing buildings; Erection of 2 x three/four storey buildings comprising 8 x one bedroom, 16 x two bedroom and 4 x three bedroom flats.

Provision of vehicular accesses and provision of parking spaces, refuse and cycle storage and landscaping.



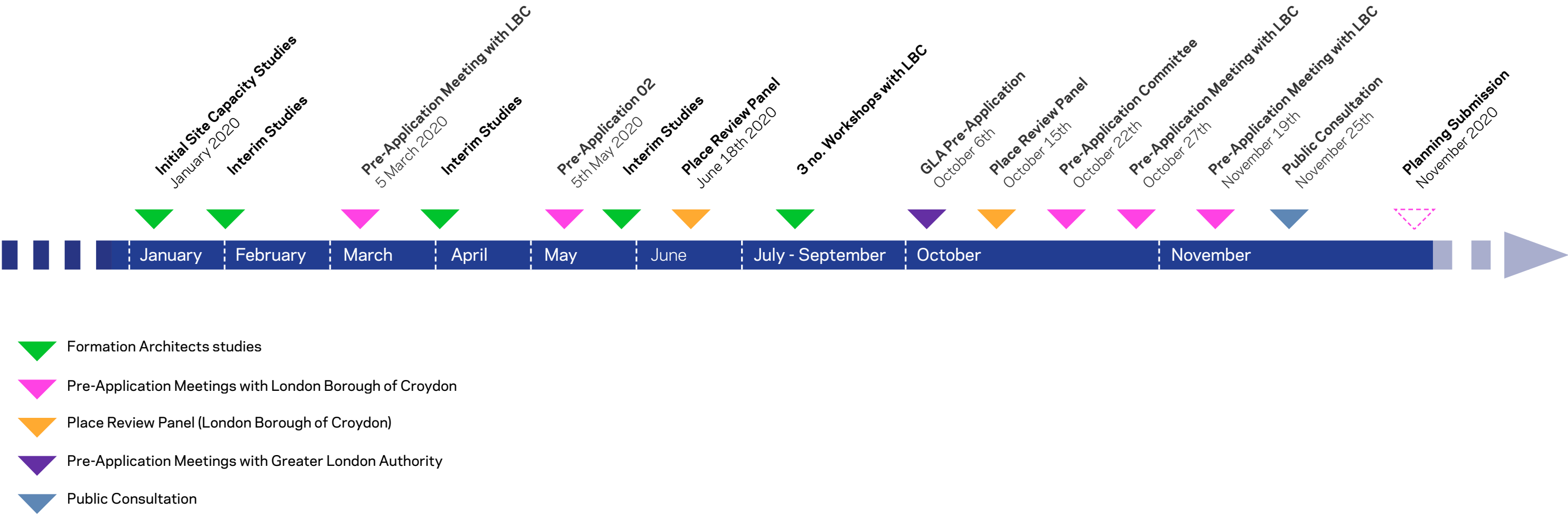
THIS PAGE LEFT INTENTIONALLY BLANK

4.0 Consultation

4.1 Consultation Timeline

The Design Team has been engaged in a collaborative pre-application process with London Borough of Croydon.

Milestone Design Presentations are detailed on the following pages.



4.2 Typological Studies

Initial typological studies were explored at the outset of the project, exploring various building forms.

The schemes were evaluated against townscape views, reference to local character and emerging context, quality of amenity and accommodation, and sustainability and building form ratios.

In consultation with the London Borough of Croydon, it was agreed that 3 blocks of varying heights set within a garden landscape was an appropriate typology.

4.3 Pre-App Meetings with LBC

The project team met with the London Borough of Croydon several times during the design process.

Agreed through a PPA, LBC has facilitated both formal and informal meetings to progress the proposal.

The scheme was developed in partnership, with LBC providing advice on planning policy, traffic, and design.

4.4 Workshops with LBC

The design team and London Borough of Croydon held a series of less formal 'design workshops' covering the following topics;

1. Site Layout and Massing
2. Site Layout and Landscape & Amenity
3. Architectural Treatment



4.5 Place Review Panel 01

The scheme was presented to PRP panel on the 18th of June.

The following advice was provided:

Scale and Massing

Panel requested further justification as to why a tall building was appropriate to the site.

Landscape

Landscape is integral to the scheme, and needs to knit in better to architectural vision.

Landscape needs more space to ‘breathe’, and have more defined areas for play, meeting, socialising, etc.

Architectural Treatment

Buildings should be more ‘solid’ - no open corners. The ‘thinness’ of the facade as presented detracts from the strong geometric forms; the form should be celebrated.

Design team needs to do further exploration and better relate the architectural treatment to the character of Purley.



Scheme as presented at the first Place Review Panel

4.6 Place Review Panel 02

The scheme was presented to PRP panel on the 15th of October.

The following advice was provided:

Scale and Massing

The panel suggested an 12 - 8 - 6 storey massing arrangement.

Landscape

Panel was generally happy with landscape design.

Architectural Treatment

Base, Middle, and Top need to be more defined across all blocks.

Block B and C further progressed. Block A needs to be ‘exceptional’ architecture, but should be more similar to Block B and C. Less tonal difference, and subtlety in form and detailing could strengthen the proposal, and make the three buildings more holistically a ‘family’.

4.7 Public Consultation

Proposal Overview Leaflet

A leaflet was dropped to 465 local properties, providing an overview of the scheme and inviting feedback. This also included an invitation to the public consultation event (online Q&A event).

Community groups were also included in the postal drop, including;

- Purley BID
- Purley & Woodcote Residents Association
- Purley Baptist Church
- Purley Cross Centre

Online Q&A Event

An online Q&A event was hosted by Your Shout on the 25th of November, on the website www.purleywaypurley.com. A recording of the event is available to be viewed on the website.

Please refer to the Statement of Community Involvement prepared by Your Shout, included as part of this Planning Application.



Scheme as presented to GLA, and at the second Place Review Panel



Scheme as presented at the Public Consultation