

New Addington Central Parade Community Planning Weekend

Creating a new Vision for Central Parade

OCTOBER 2009



A New Vision for Central Parade

Action on anti-social behaviour, options for new community facilities, a new market building on Market Square, a new medium sized supermarket and paving and landscape improvements. These are just some of the ideas that have emerged from the Central Parade Community Planning Weekend organised by John Thompson and Partners (JTP) on behalf of Croydon Council. Over 450 residents and stakeholders participated during the Weekend, which was held at the Addington Community Centre, Central Parade on Friday 9 and Saturday 10 October 2009.

The aim of the Weekend was to bring together everyone with an interest in New Addington to create a new Vision for Central Parade. This followed the designation of parts of the Parade as Village Green, which meant that the regeneration plans developed by Croydon Council and its regeneration partner Tesco, were no longer deliverable. The results of the Weekend will be developed into a regeneration framework for Central Parade. The strategic priorities from this will form part of the Council's emerging planning framework – the Core Strategy.

In the build up to the Weekend a number of neighbourhood and stakeholder meetings were held to explain the community planning process and identify issues.

During the Weekend people took part in workshops, area walkabouts and Hands-on Planning groups to consider options for the future of Central Parade.

In addition, shoppers completed questionnaires in the market and outside the shops on the Friday and Saturday respectively. The results from the Weekend were analysed and summarised by the team from JTP and presented back to the community on Tuesday 13 October at St Edward's Church.

Key issues to emerge included the community's appreciation of the community facilities and local services provided, and the green and open nature of Central Parade, which originated from its formal 'garden village' layout. However, there is also a realisation that improvement and investment is needed, including action to reduce anti-social behaviour, improvements to the public realm and the regeneration of south west side of Central Parade.

Participants felt that in the past the community had not been involved sufficiently in decision-making and would welcome the opportunity for stakeholders and community to work together to secure the best future for New Addington and Fieldway, and in particular, Central Parade. To this end participants expressed a desire to be fully involved in the formation and delivery of the regeneration of Central Parade over the coming years, through the establishment of a new representative forum, working together with the Council.

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Key themes

The following key themes are a distillation of the community's views derived through the community planning process.

Image and identity

There is a perception that New Addington has a poor reputation and image as a socially deprived area. This is at odds with all those who work hard to provide for their families with values and quality of life. There are many people who have many ideas and who seek to work with others for the benefit of their local community. The arrival of the tram has made New Addington a destination in its own right and this could provide the opportunity to create a commercial or recreational 'magnet', which will generate more jobs, improve leisure and education facilities.

"I want to see New Addington being the gem of Croydon, not its poor relation."

Maintain and enhance existing urban character

Local residents value the open design of the Central Parade, the mature trees and sense of space but young people in particular feel that the parade is monotonous, lacking colour and modern style. There is pride in their historic 'garden village' and a view that high-rise development is inappropriate for the Central Parade. As such, it is important that any new proposals respect the existing character and concept while providing buildings that cater for 21st century aspirations.

"I want facilities improved but not over-developed."

Community facilities

Local people value community facilities in Central Parade highly but it is recognised that they are in need of investment to meet modern needs. If the open character of Central Parade is to be respected it may mean that not all existing facilities can be retained on Central Parade and some options may consider to relocation of some uses to other accessible locations within New Addington. Future development should be carefully phased to ensure continuity of service provision where possible and that the services reflect the aspirations of local people.

"The community spirit is here but the community facilities are tired."

Shops and market

There is agreement that the Parade, although vibrant as a local shopping street, has insufficient variety of goods to provide for a family's 'weekly shop'. There is a perception the street is dominated by off licenses, betting shops and fast food outlets – although young people crave a McDonalds or KFC! The lack of a local supermarket is a key issue for many people, especially those who do not have a car. The supermarket must be designed and located in such a way as to complement the retail existing provision. There is support for the market to be held on more days of the week, especially at the weekend for those who work.

"I'm a single parent and I don't drive. I have to take the bus to Sainsbury's and lug it all home."

Community safety

Participants said that all sections of the community have personal safety fears, especially after dark. Experience of gangs, anti-social behaviour, muggings, theft, vandalism, drunkenness and drug dealing is widespread within the estate and particularly on the Parade. New Addington needs better lighting and CCTV and more visible police presence with the Police Shop a place of reassurance, not a closed door.

"There's more than 20,000 people live up here and the nearest police station is in Croydon!"

Environmental improvements

Despite efforts by the Business Partnership, Central Parade is still seen as run down, the maisonettes above are poorly maintained and the service road has become a dumping ground. Investment in better management and the quality of the public realm would demonstrate a commitment to civic pride. There is a desire for a more pedestrian-friendly Central Parade with better public toilets, with disabled and baby-changing facilities, and good parking provision. Cycle routes need to be re-routed through Central Parade.

"Don't stop the traffic but give pedestrians priority."

Communication

There are many activities taking place in a variety of locations within New Addington but participants said there is insufficient publicity and too much seems to rely on 'word of mouth'. Calat has potential to become a focal point for community activity. Better communication between all activity providers should be encouraged, through a mixture of public display boards and web-based information provision.

"Unless you know someone who knows, you don't know what's going on in the estate at all."

Young people

There are many facilities and groups for young people but there is a need to work hard to reach certain groups who currently engage in anti-social activities. There is a widespread desire – from both adults and the teenagers themselves - that there should be adequate leisure and recreation provision for young people of all ages.

"Everyone moans because kids are getting into trouble, but that's because there's nothing to do."

Rebuilding Trust

Many in the community feel that the area has been under-invested in for many years and recent experience, including the previous Tesco scheme, has left the community sceptical about regeneration in Central Parade. There is a need for an open and inclusive process to ensure the community's views are heard and responded to well in advance of any firm development proposals. A process involving the whole community would harness commitment and local knowledge and help rebuild trust.

"Maybe we can't get everything we want, but we should all work together."

A NEW VISION FOR CENTRAL PARADE



View across Central Parade to new supermarket and community facilities.



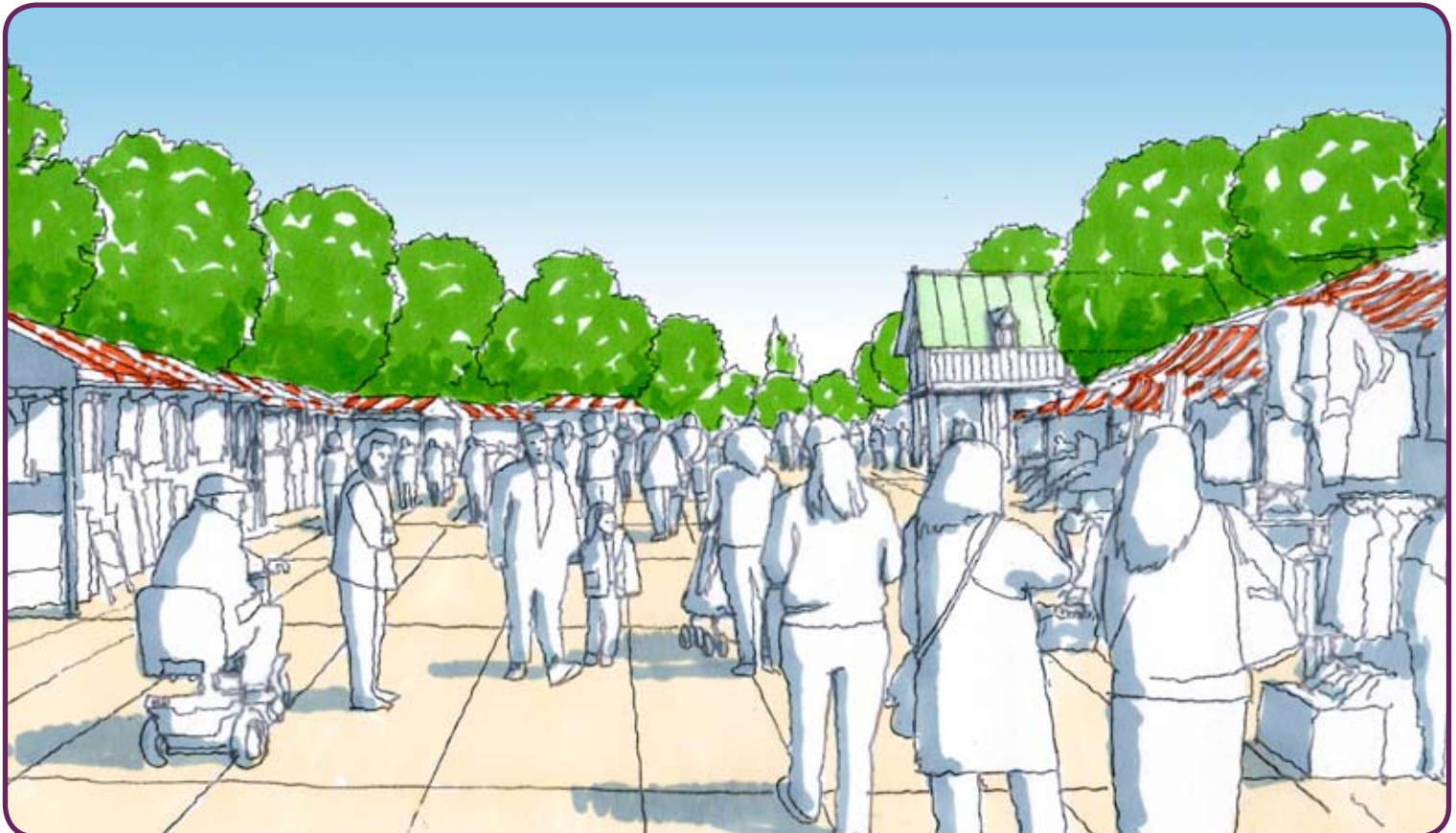
View of employment uses in access road to rear of Central Parade shops.

The views on this page are artist's impressions of how the proposals incorporated within the Vision for Central Parade might look.

A NEW VISION FOR CENTRAL PARADE



View of new Market Building across Village Green.



View of market around new Market Building on Central Parade.

The views on this page are artist's impressions of how the proposals incorporated within the Vision for Central Parade might look.