



Sutton Town Centre Masterplan

June 2016

**SUTTON
2031**



PLANNING FOR
OUR FUTURE





By 2031 Sutton town centre will be a destination of choice because of its distinctive offer that makes it stand out from its competitors. Whilst combining great shops, services and facilities, Sutton will be known for the human scale of its high quality High Street; for its strong local heritage that will have been enhanced and celebrated; for the range of small independent retailers; and the vibrant and bustling range of cultural activity and entertainment for people of all generations supported by a diverse and rich dining offer.

A strong economy, building on the borough's entrepreneurial spirit and on the interest of the engineering and medical research sectors, combined with new residential neighbourhoods, will help the town centre embrace its potential and help deliver positive change.

Tramlink, along with other enhanced public transport and cycling infrastructure, will make the town centre the most accessible place in the borough. The gyratory will have been transformed into an urban boulevard and high quality pedestrian east west links will ensure that the High Street is connected to its local community.

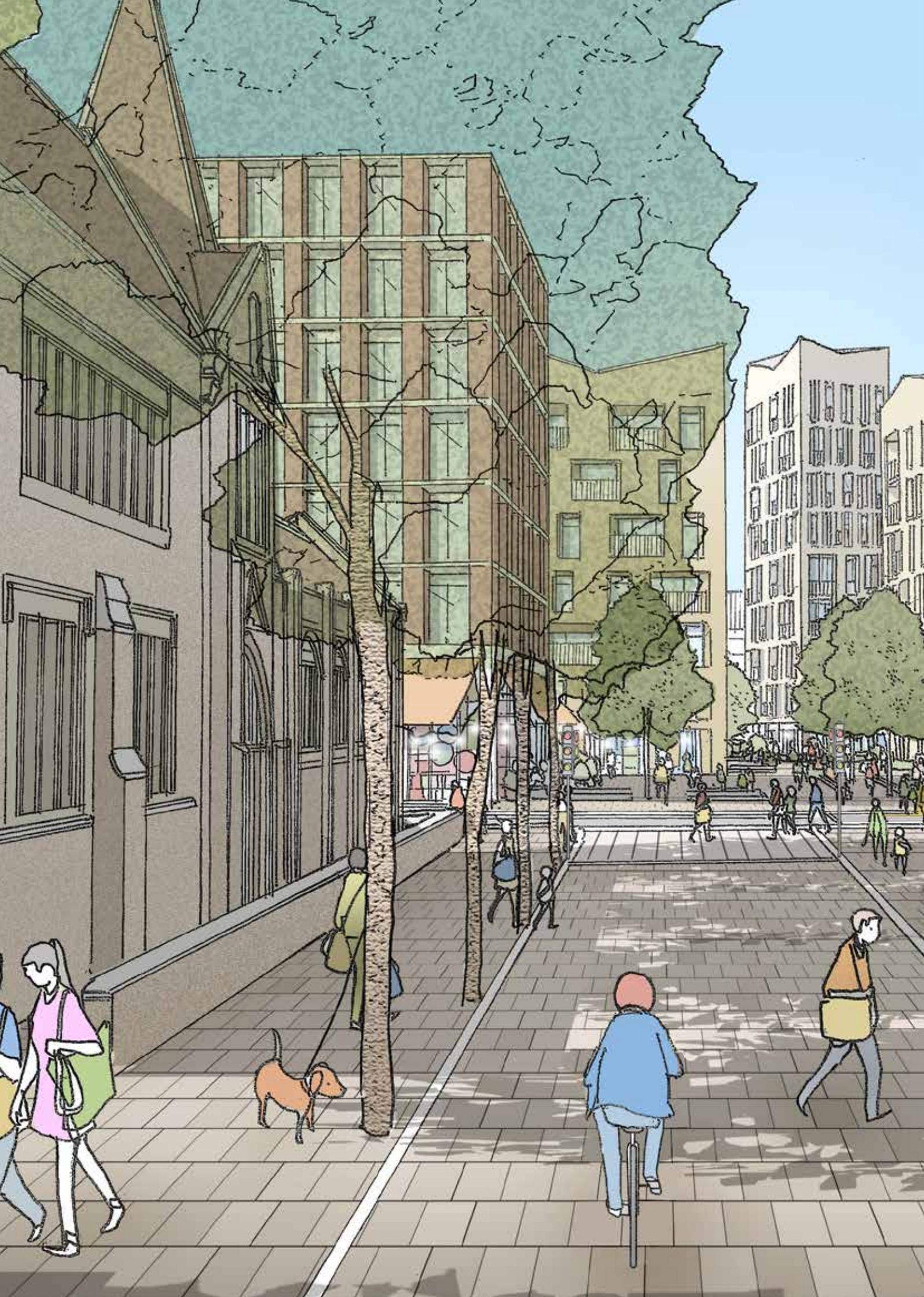
The council is committed to delivery and the aspirations set out in this Vision will be achieved by working in partnership with businesses, residents and other stakeholders.

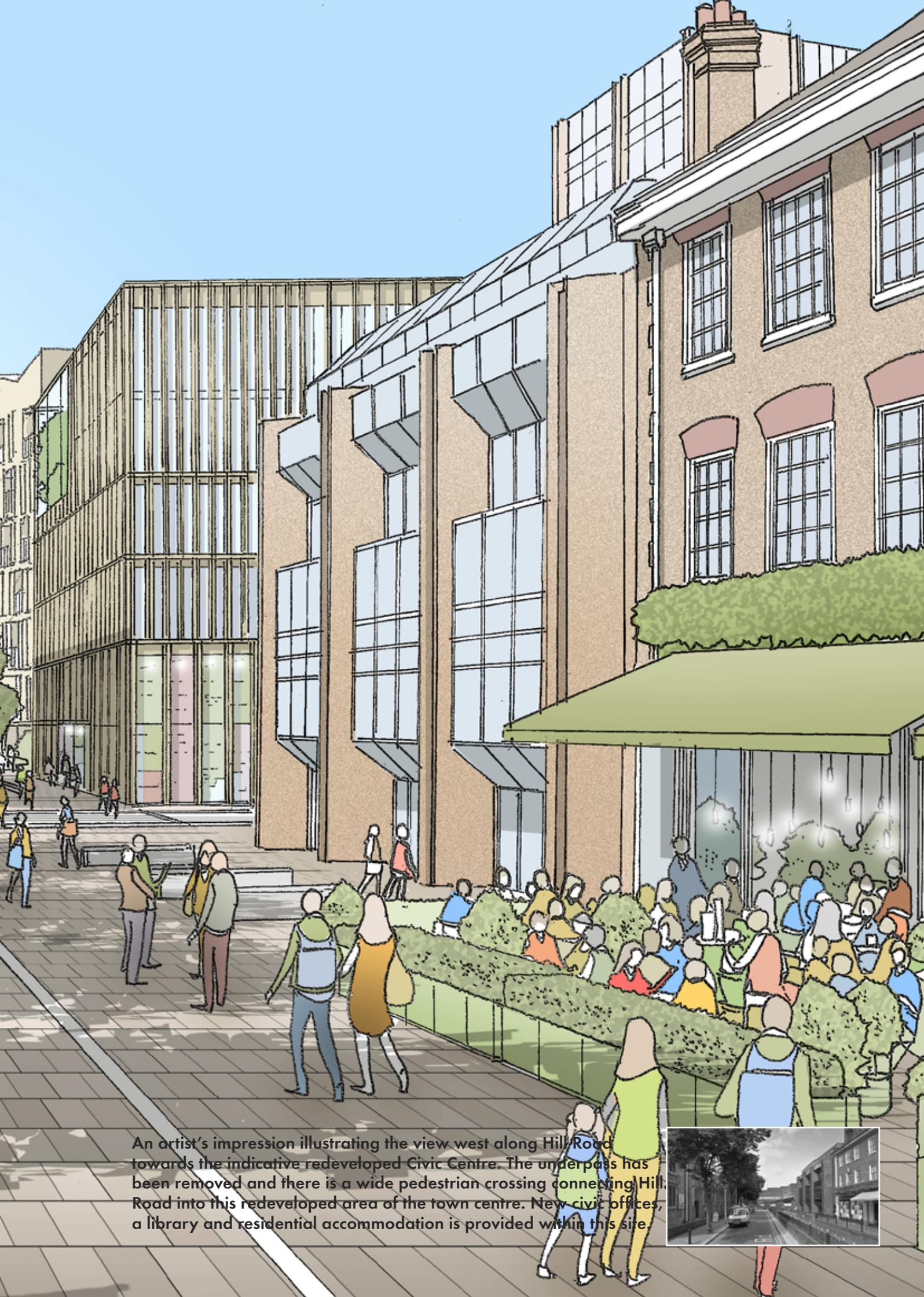




The artist's illustration shows a view looking north along St Nicholas Way with indicative new development in the foreground on the left. This shows an option with the roadway as a shared two-way traffic and tram route. Wide pedestrian crossings help to connect the cinema to the High Street. New restaurant units at the rear of the St Nicholas Shopping Centre help to provide activity in this area.







An artist's impression illustrating the view west along Hill Road towards the indicative redeveloped Civic Centre. The underpass has been removed and there is a wide pedestrian crossing connecting Hill Road into this redeveloped area of the town centre. New civic offices, a library and residential accommodation is provided within this site.



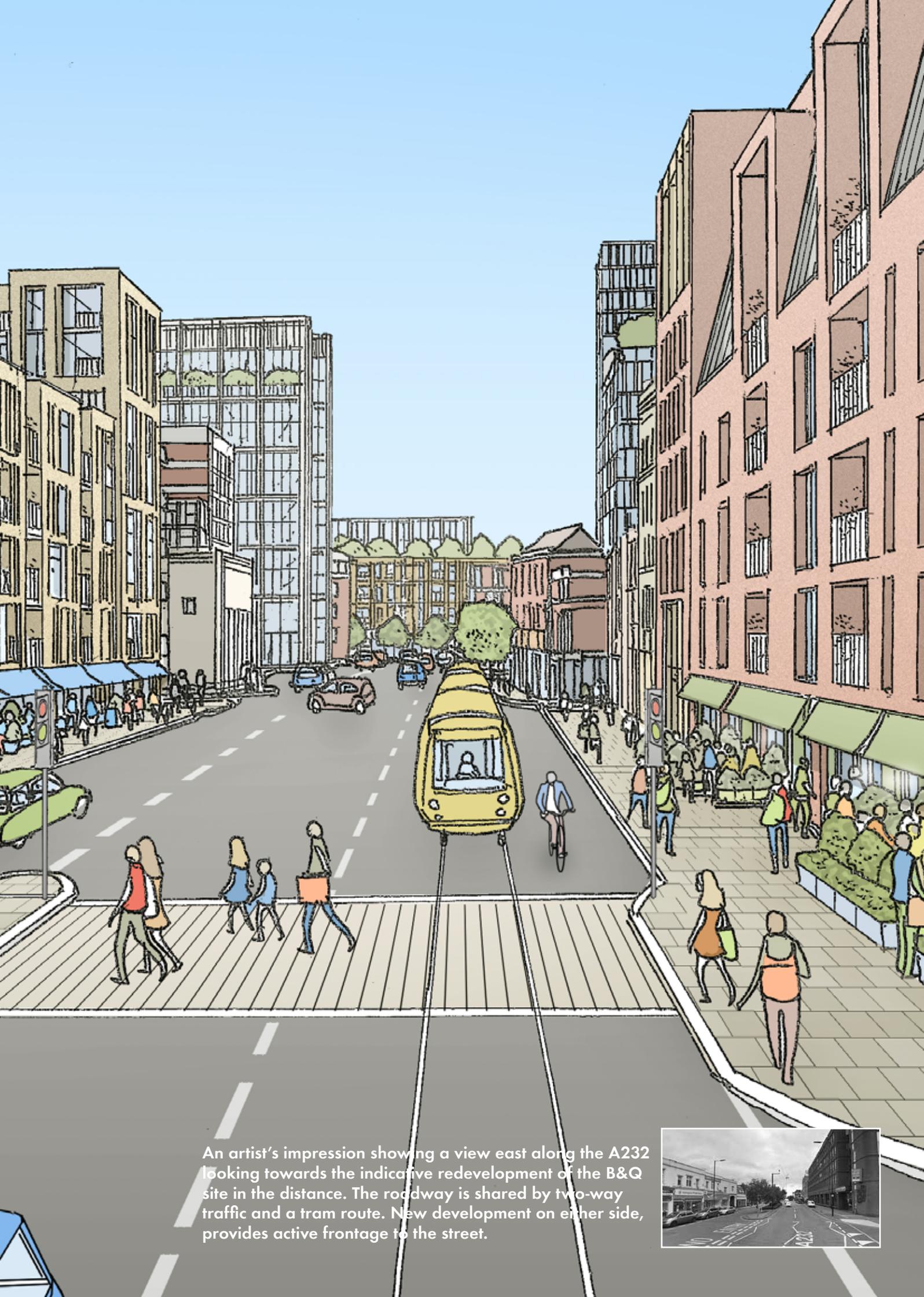




The artist's illustration shows the northern end of the High Street, adjacent to Asda, animated with a night market, helping to improve the frontage of the large supermarket. The attractive older buildings on the right have also been refurbished and their shop fronts improved.







An artist's impression showing a view east along the A232 looking towards the indicative redevelopment of the B&Q site in the distance. The roadway is shared by two-way traffic and a tram route. New development on either side, provides active frontage to the street.



Masterplan

Executive Summary

This masterplan outlines a new vision for the future of Sutton town centre. It has been commissioned to set out the direction for investment and development in the town centre to 2031.

The masterplan and associated technical reports will provide an evidence base for the Sutton Local Plan and will help promote Sutton town centre to external audiences. The masterplan aims to strengthen the competitive position of Sutton town centre within outer London and help guide prospective developments, in line with the council's requirements and aspirations.

The masterplan includes a wide array of recommendations and projects including new developments, public realm improvements and transport proposals. These are set within the context of a series of strategic projects which establish a clear direction for Sutton town centre. These key strategic projects include:

- **A range of immediate High Street projects:** This masterplan is intended to set an agenda for immediate change and sets out a series of smaller scale projects to increase activity, strengthen the High Street, and enhance the image of the town centre.
- **Transforming the St Nicholas Centre:** The shopping centre has the opportunity to create new activity along St Nicholas Way, with shops, leisure and dining addressing this street, engaging with the existing cinema.
- **Creating a new south London destination with culture, leisure and restaurant activity:** The area to the south of St Nicholas Road will become a focus for independent restaurants, outdoor arts and festivals.

- **Redeveloping the Civic Centre:** This site is a highly visible gateway location in the town centre and should be redeveloped with a mixed use scheme that generates activity and new spaces for arts, culture and entertainment in the town centre.
- **Creating an enhanced residential neighbourhood at the north of the town centre:** There are opportunities, alongside the development at the former gas works site, to enhance the quality and quantity of housing provision across a range of locations to the north of the town centre.
- **A new employment development at or above Sutton rail station:** Further development is recommended in this area to strengthen the existing focus for employment in Sutton, supporting existing local employers and boosting the town centre's existing employment role. This could be combined with a redevelopment of the existing station facility.
- **Transform the gyratory:** The gyratory will be transformed into an urban boulevard, lined with high quality buildings which address the street directly and provide a high quality environment. Residential uses will continue to predominate with opportunities to introduce a mix of uses at key east-west connections.

Working closely with key partners such as Network Rail and Sutton Housing Partnership, the council will play a significant role as both a planning authority and landowner in the town centre in advancing these strategic projects, shaping development through planning and policy, engaging stakeholders and in delivering new investment.



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ARCHITECTURE⁰⁰

1 Introduction

1.1 Scope

This masterplan addresses the future of Sutton town centre, setting out a new vision for Sutton in 2031. Sutton town centre is one of London's principal Metropolitan centres and is the shopping and civic centre of Sutton as a borough. It is the borough's most connected place – whether by rail, highway or bus.

Sutton town centre has the potential to see significant change between now and 2031. London's population is growing across the city. Sutton itself is generating its own growth, while those from other boroughs are recognising the borough's attributes. Retailing is continuing to restructure across the city, and Sutton town centre is seeing significant investment in its two main shopping centres. Local businesses are building bespoke offices close to the station, and the London Cancer Hub will drive investment to the south. This is a dynamic time for Sutton town centre, and there is every opportunity for the council and the community to grasp and shape change.

It is an important place for the borough's residents and its businesses, and as such its future success is of critical importance to the council. The town centre must provide high quality services in a high quality setting, while also evolving its retail and leisure offer, growing the jobs base, providing new homes and generating revenue for local services. The future of the High Street as the traditional core of the town centre must be secured.

This masterplan has been commissioned to set a vision and direction for investment to create a positive future. The aim is to generate excitement about the potential for change and reflect the council's appetite to nurture and deliver a distinctive suburban town centre.

The scope of the masterplan encompasses housing, retail, employment, business, leisure, cultural, activation, public realm and transport domains. The council also wants to ensure that the direction of travel for its town centre captures the aspiration to be 'green' and sustainable. In all of these domains ambition must be matched with delivery – providing a clear path to implementation. Whilst the masterplan is focused on Sutton town centre, it should be noted that some of the sites featured within it fall beyond the defined town centre boundary.



Sutton High Street

1.2 Purpose of this Masterplan

The masterplan and associated technical reports¹ is part of the evidence base for the Sutton Local Plan and have been prepared along side it. The specific sites identified in this masterplan correspond to those identified in the emerging Sutton Local Plan for site allocations. In so doing, the planning, design and development guidance relating to these sites supplements the relevant policies and site allocations in the Local Plan. In order to ensure sites are deliverable and viable, the council has met or engaged with nearly all landowners. As such, the Local Plan will be an important delivery tool in helping the masterplan achieve its vision. Roles the masterplan will play include:

- Set an ambitious and deliverable vision addressing key sites, movement and public realm;
- Provide an evidence base which can inform town centre components of the Local Plan;
- Build agreement among stakeholders and decision makers;
- Raise visibility and promote Sutton to all audiences – both public and private sector;
- Redefine Sutton as a place of innovation, creativity and new thinking for resilient town centres;
- Strengthen the competitive position of Sutton across south London;
- Guide prospective developers on the council's requirements and objectives;
- Provide a delivery strategy – addressing individual sites and the potential role of a wider delivery structure.

1.3 This Document

This document sets out the Sutton Town Centre Masterplan and was subject to consultation between the 18th February and the 8th of April 2016.

The consultation generated a significant response and these comments have been taken into account in the preparation of this revised document. Due to the process and close relationship with the Local Plan, some of the representations and comments will be addressed, and some additional sites may be identified through the Local Plan process.

¹ Associated technical reports are available on the Council's website

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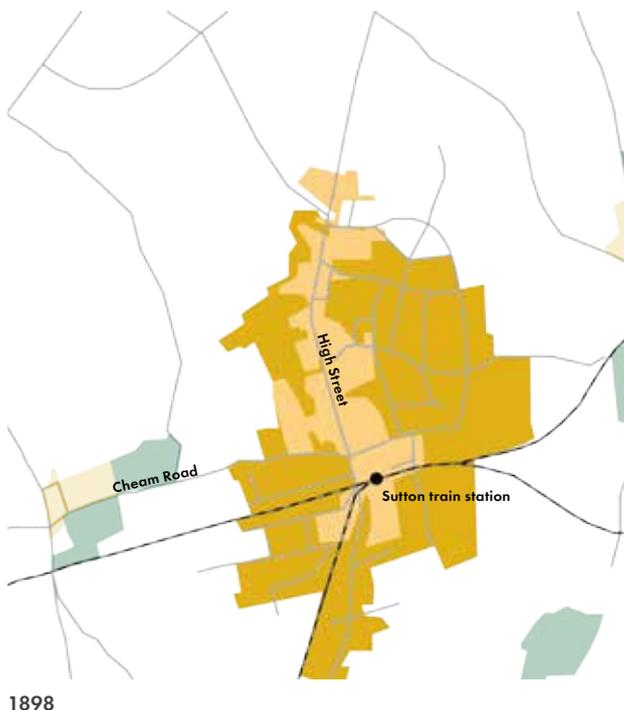
Understanding Sutton Town Centre

2.1 History and Evolution



This section explains the context for the Sutton Town Centre Masterplan, setting out the town's evolution, existing assets and opportunities, and movement context for those who are less familiar with the centre.

Sutton's origins can be traced back to the 1086 Domesday Book. Sutton was a 'spring' town developed on the spring line between Epsom and Croydon. Its local heritage is reflected in the shape of the town, particularly its strongly linear high street running downhill from the station and the gateway from the south. The town centre has a number of significant churches and civic buildings. The town centre is immediately bordered by a series of residential neighbourhoods, with a variety of housing environments including long established residential streets of Victorian and Edwardian properties.



Sutton's linear form was evident by 1866 when the town was built up around the High Street which runs north to south. A wider network of roads connected this central spine to smaller clusters of buildings, green areas and farms surrounding the town centre. Cheam (to the west) and Carshalton (to the east) are distinct areas of settlement. During the Regency period, The Cock in Sutton was an important coaching stop for people on the journey from London to Brighton. It became further connected in 1847 by the construction of a railway line from London to Epsom.

The population of Sutton grew rapidly as a result of the rail link to central London. In the 1860s the Lord of the Manor sold land to be developed for housing which helped to double the population of the town. This can be seen on the historical map as the town's boundaries expand to the south, east and west to accommodate the new residents. The growth was on Lind Road, which runs parallel and to the east of



1914

the High Street, and the area was called the 'New Town'.

The building which is now Barclays Bank was built in 1894 as the London and Provincial Bank and stands at the historic intersection at the south of the High Street and is an important landmark in the town.

By 1914, Sutton had continued to grow steadily and the boundaries between Cheam, Sutton, and Carshalton were beginning to blur. The road network was expanding to accommodate the growth of the town.



1933

Sutton, Cheam and Carshalton had merged to create one large built-up area. The density of the town increased as a result of many infills within the town centre. The new St Helier railway line on the adjacent 1933 map runs northwards from Sutton to Wimbledon which improved the town's connection to central London.

2.2 Sutton Today

Sutton town centre evolved as a linear high street and during prolonged phases of growth that core urban structure has remained intact. An informal ladder of minor east-west connections traverse this strong north-south axis. Principal amongst these is Hill Road which connects the Civic Centre to the High Street and then continues along Throwley Road to Manor Park, the town's largest public open space.

The urban grain of the town centre is varied with a dense high street with larger blocks flanked by the parallel St Nicholas Way and Throwley Way which now form a tight vehicular collar around the town. Over time, some blocks have consolidated as redevelopment has taken place which has reduced the frequency of east-west connections. The height of buildings within this area is typically three and four storeys. Towards the railway station at the south of the centre, a number of large footprint developments have taken place including B&Q and Morrisons supermarket. Building heights also increase as one moves nearer the station with a number of taller buildings of up to 17 storeys.

The town centre has a series of relatively distinct land use areas surrounded by its residential hinterland. A retail centre is focused around the High Street with the St Nicholas Centre and Times Square Shopping Centre complementing other independent and national retailers. Towards the northern end of the High Street the focus of retailing shifts towards convenience with the Asda supermarket and other smaller food outlets and takeaway restaurants. The southern gateway,



Urban massing and grain



Land use areas

around the station and southern end of the High Street is more mixed use with a civic centre and other office uses. There is also a small cluster of evening uses including bars and restaurants located on the High Street towards the train station.

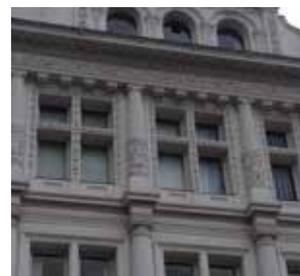
The existing heritage and historic character in the town centre must be protected and promoted in order to enhance the unique identity of the town centre. The 'Sutton Town Centre High Street Crossroads' Conservation Area Appraisal highlights the importance of these historic crossroads and the associated buildings. Listed buildings in this area include Sutton Police Station, 26 and 28 High Street, Sutton Baptist Church and Trinity Methodist Church.

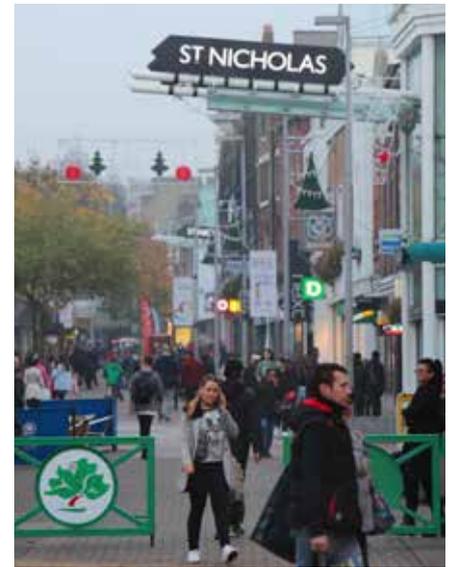
The High Street itself became commercially established during the Victorian era and many of its buildings date from that time. There are some particularly attractive and well preserved buildings which have strong townscape value, as highlighted on the adjacent plan. The areas of limited or neutral townscape value help to indicate where redevelopment may be more appropriate and acceptable.



Heritage assets and townscape value

- - - Conservation area
- Listed buildings
- Strong townscape value





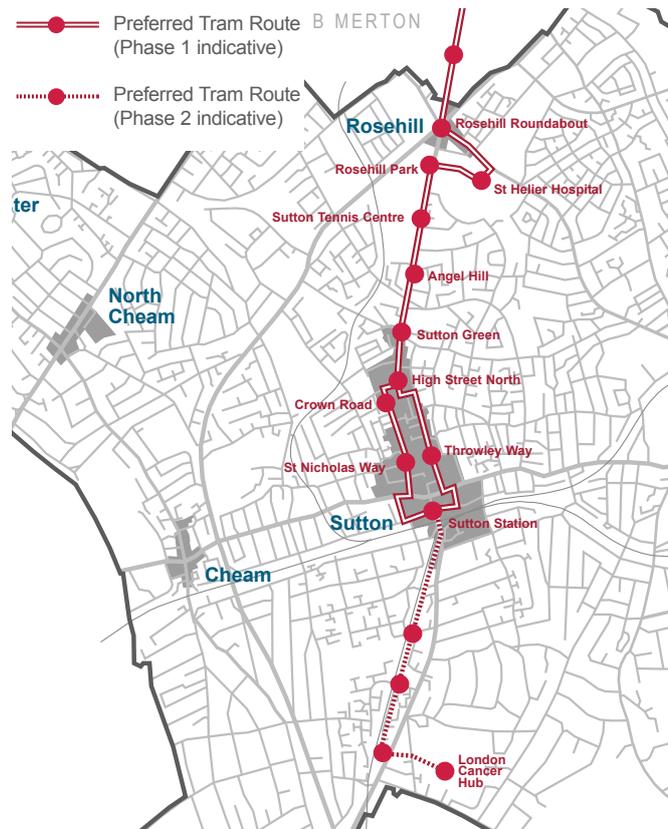


Photos of Sutton town centre including the attractive parks and open spaces, historic character and High Street

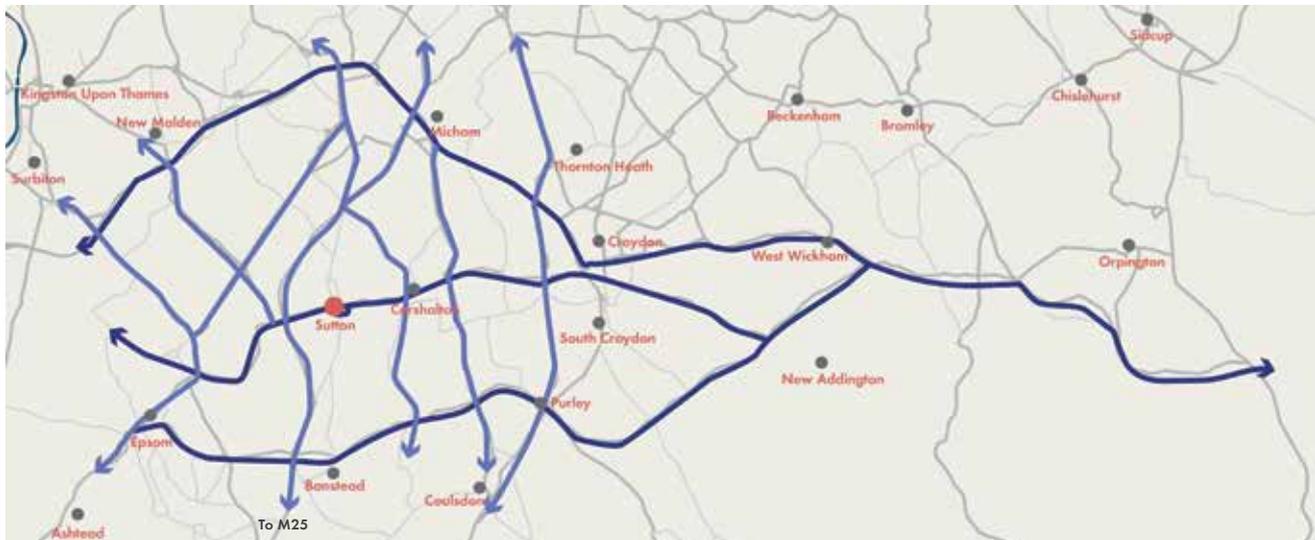
2.3 Movement Context

The nature of movement in Sutton has changed over the years from being a town focused around an important route between London and the coast. East/west movement through the town increased in the 20th century with an overall greater number of journeys being made by private car. This led to traffic issues in the town being resolved by the introduction of the current gyratory road system. It is now recognised that this emphasis on accommodating the unimpeded movement of cars has had a negative effect on the quality of the town centre and the attractiveness of alternative modes of transport.

The wider network of strategic roads provides alternative routes for traffic passing through the town centre, although the main east/west route will continue to play an important role. This is apparent from the data on traffic flows which are more heavily concentrated around the southern end of the town centre.



Proposed Tramlink extension to Sutton



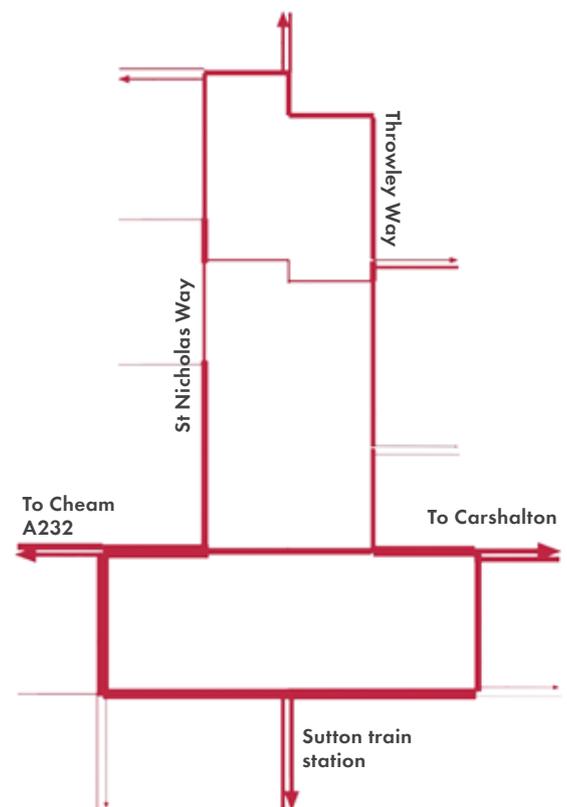
Strategic highway context around Sutton town centre

Analysis of origins and destination of vehicles in using the gyratory system confirms this and also shows that a significant proportion of traffic passes through the town centre without stopping. The gyratory system has also tended to increase the volume of traffic using its roads due to the indirect routes required; for example, for vehicles travelling from west to north.

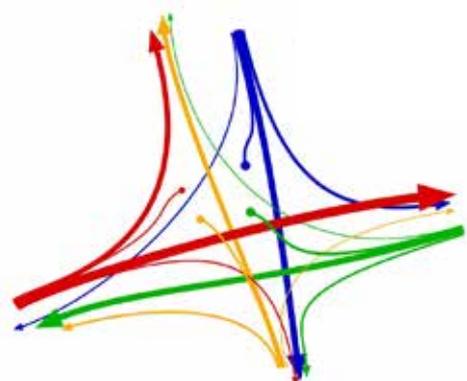
The rail station at the southern edge of the town centre provides regular services into central London and Thameslink stations and to local destinations such as Carshalton and Dorking. Although the main entrance to the station is connected to the High Street, the route lacks some legibility and involves crossing the southern part of the gyratory road system.

Sutton is well served by bus routes, the majority of which follow the road gyratory with stops generally grouped at the southern and northern ends of the High Street and in Throwley Way and St Nicholas Way.

Transport for London (TfL) are currently considering extending Tramlink from Wimbledon into Sutton town centre and, following consultation on various options, have produced a preliminary route proposal, which follows the gyratory with stops adjacent to the town centre and close to the rail station. Although a decision has not yet been made on Tramlink, it is hoped that this can be introduced in the next five years or so. In the longer term, Tramlink could potentially link Sutton to the Crossrail 2 proposals now being developed by TfL.



An example of traffic movement in the town centre based on traffic surveys taken during the morning peak (between 8 am and 9am). A thicker line demonstrates heavier traffic.



Analysis of number plate surveys enables the origins and destinations of cars using the gyratory to be analysed. This confirms that there is a significant number of vehicles passing through the town in an east-west direction.

2.4 Drivers of Change

Sutton town centre today sits within a dynamic development context. The population is growing locally and across London, innovative conversions and new development are creating new ways of living, retail restructuring is driving new investment in large centres and bespoke, independent, customer focused outlets. New ways of working are driving a new generation of flexible workspaces, while the outer London office market is returning in the face of high central London costs and as occupiers seek high quality and affordable environments to operate.

Sutton town centre currently has a number of factors which mean that it both requires and is poised for change:

- Sutton sits within a wider south London context that has seen retail agglomeration around larger centres at Croydon and Kingston. The rise of online shopping and recessionary factors impact the role and mix of occupiers of London's traditional high streets;
- The food/dining offer is narrower and has fewer contemporary dining outlets than competing centres;
- The arts, cultural and entertainment offer is also narrower than other centres offer;
- There are a number of shopfront vacancies. There has been a shift to low quality retailers such as pawnbrokers and pound/discount stores in some sections of the High Street, especially towards the north end;
- Sutton has followed trends seen in other outer London centres for consolidation of 20th century office roles, reducing local employment;
- Sutton is surrounded by a number of attractive and resilient neighbourhoods, alongside some estates and post war developments in need of investment;
- A new generation of housing is arriving in Sutton town centre, whether through conversion of former office buildings, or through new development proposals;
- There is new investment purpose-built office facilities by occupiers, but the speculative office market is not self-sustaining at present and contemporary workspace provision is limited;
- The highway gyratory acts as something of a moat around the centre. Whilst it performs an important highway function, it isolates the high street from the surrounding area and the environment is impacted by service access, parking facilities, building backs instead of fronts as well as heavy north-south commuter and freight traffic. Pedestrians avoid large sections as a result.

There is a risk that Sutton town centre will not progress if these issues are not addressed. It could fall further behind other centres, losing local loyalty and failing to establish loyalty among new residents. The ability to secure new retail and employment investment will weaken. Local revenues could decline, reducing the ability to invest in the quality of place and public services.

While there are challenges, there is tremendous opportunity for Sutton town centre as a place to visit, work, start a business and live. Sutton town centre is the fourth largest centre in south London and has been known to attract 25,000 people in a single day. It

offers a range of shopping, employment and has good public transport links. Around 400 business and 440 retail units can be found in the town centre. It has seen an increase in development activity in residential and office domains, and there is new investment in retail shopping centres. Key influences and factors can be leveraged to strengthen Sutton town centre. These include:

- A growing south London population, deepening the catchment for the town centre;
- Recent and rapidly advancing housing developments, such as at the former gas works site, which will increase the immediate residential catchment;
- New investment and comprehensive renovation of the Times Square Shopping Centre;
- New ownership and management of the St Nicholas shopping centre;
- New bespoke office development around the station demonstrates locational advantages;
- An emerging masterplan for the London Cancer Hub, a major life sciences employment facility just to the south of the town centre at Belmont;
- Opportunities for renovation and reactivation of existing buildings and public spaces;
- A series of opportunity sites across the town centre, which have the potential to host a range of new developments;
- Significant council ownerships across the area, which could host high quality infill, partial redevelopment or larger scale change; and

- A network of local artists and cultural providers.

Recent studies by the council and others have suggested there will be significant demand in the area in coming years. These dynamic London trends combined with local assets provide a strong foundation for positive change and increased investment in Sutton town centre. This masterplan provides a framework to guide and coordinate investment to create a high quality, appealing, attractive, visible and self-sustaining place in line with these objectives.

2.5 Unlocking a Diverse Economy

In town centres across the UK, and certainly in Sutton town centre, people value and appreciate a diverse economy. In the 21st Century, people want the convenience of the internet as well as unique local experience; they want the high street chains as well as local independent shops and cafes. They want the offer restaurants they recognise, but also love to try new food start-ups.

People also want to be actively involved in shaping their local places. Across London there are now several examples of local people investing in their local pub if it is at risk of closure, and running it as a cooperative; of people starting and running a farmers market in their local town centre; and people actively taking initiatives for tree-planting or for using vacant shops as creative workspaces. This civic involvement is a vital force for reinvigorating town centres.

In Sutton town centre, people say they value the human scale and county town feel but would like a more diverse night time, leisure, retail and cultural offer. Achieving this will be crucial for making sure people experience Sutton's growth positively and can actively contribute to it, and to make sure Sutton town centre can attract and retain a strong, diverse business base with a talented workforce and range of creative entrepreneurs and freelancers that feels the town centre has something to offer to them.

In many town centres the small-scale economy has come under pressure from lack of space, lack of suitable small-scale premises, and ever increasing rents. Research by the GLA's Open Workspace Providers Group shows how Sutton has few spaces to offer at the moment [source:

<https://lep.london/growthhub/workspaces>], and notes that across London, supply is under pressure and demand is growing. This can be a key opportunity for Sutton as increasingly, creative businesses, artists and start-ups are looking at Outer London for flexible workspace. Recent enterprise support programmes in Sutton town centre have already shown there is considerable interest from creative entrepreneurs, across retail and others sectors, with an interest in establishing themselves in the town centre, therefore Sutton needs to be proactive in addressing this opportunity.

It needs to make sure there will be opportunities to protect or develop new small-scale retail premises and open workspaces at affordable rents, including start-up spaces, creative workspaces and artists workshops, incubators and test-trading units. There is a wealth of experience across London in how to achieve this, e.g. through working through the planning system (Section 106), using council assets, varying business rates policies for small businesses, and collaborations with a growing pool of innovative workspace operators. Integration of such spaces with ongoing enterprise support programmes, local creative networks and civic engagement initiatives will play an important role in ensuring success.

Engaging the community in events and temporary installations;



Christmas lights switch on event in Sutton town centre

Creation of incubator spaces, workspaces and opportunities for small businesses



Market events in Sutton town centre



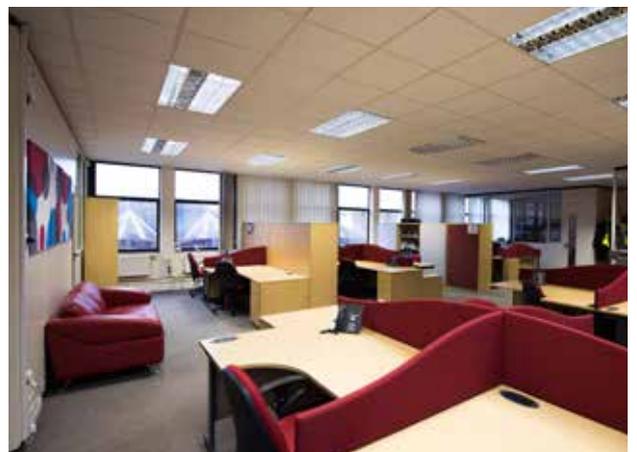
Pop-up crazy golf at Trinity Square, Sutton



Impact Hub Westminster



POP Brixton, creative retail & workspace project on council-owned site



MidTown Hub - co-working space in the heart of Sutton

3.1 Vision Statement

By 2031 Sutton town centre will be a destination of choice because of its distinctive offer that makes it stand out from its competitors. Whilst combining great shops, services and facilities, Sutton will be known for the human scale of its high quality High Street; for its strong local heritage that will have been enhanced and celebrated; for the range of small independent retailers; and the vibrant and bustling range of cultural activity and entertainment for people of all generations supported by a diverse and rich dining offer.

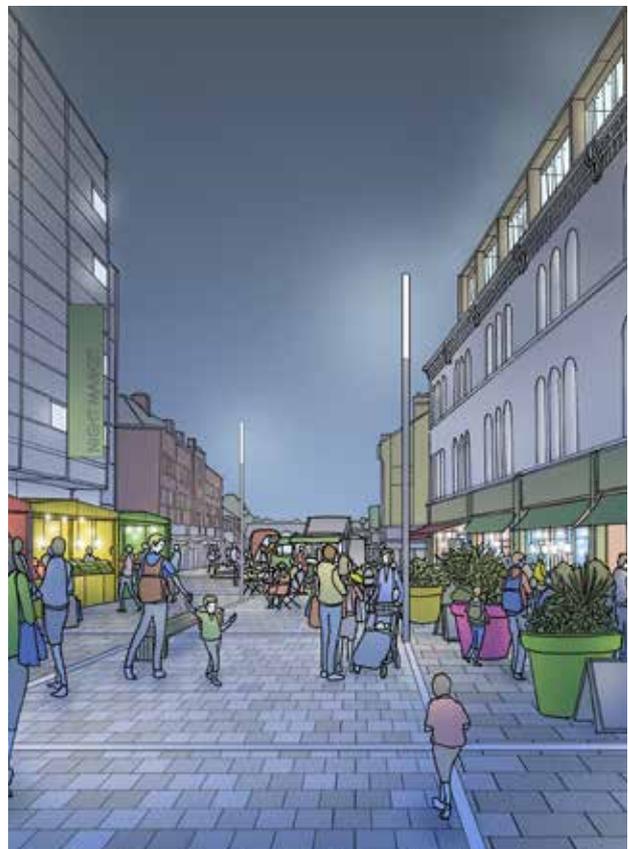
A strong economy, building on the borough's entrepreneurial spirit and on the interest of the engineering and medical research sectors, combined with new residential neighbourhoods, will help the town centre embrace its potential and help deliver positive change.

Tramlink, along with other enhanced public transport and cycling infrastructure, will make the town centre the most accessible place in the borough. The gyratory will have been transformed into an urban boulevard and high quality pedestrian east west links will ensure that the High Street is connected to its local community.

The council is committed to delivery and the aspirations set out in this Vision will be achieved by working in partnership with businesses, residents and other stakeholders.



Unique and interesting retail and cultural experiences (Pop, Brixton)



An artists impression of how the northern end of the High Street, adjacent to Asda, could look with a new night market

Embracing New Town Centre Roles

Sutton will embrace new 21st century London town centre roles, with a rich and diverse mix of community, culture, event, entertainment, business and housing activity in addition to shopping. The town centre will be known for its continual innovation and evolution, making the best use of what it has today and a commitment to always doing something now. The town centre's character and sense of place will be rooted in local heritage and a distinct structure of streets and public spaces.

Invigorating the High Street

The High Street will provide a rich and diverse set of experiences from the station to the northern gateway. People will visit and dwell in one particular place, or move between them through the day and evening. A new generation of dining, arts, entertainment and workspaces will animate the High Street. It will also have good walking connections to surrounding neighbourhoods with business, leisure and housing activities lining adjoining streets and lanes.

Contemporary Retail

The strong retail role will expand and diversify. Contemporary comparison retail will be drawn to Sutton by the high quality setting, with an expanded fashion and home-ware offer. Economic development strategies will encourage entrepreneurs from among existing residents and draw in independents and small businesses to retail spaces. New cultural activity and design-led features will enliven quiet corners and alleys, and activate the High Street and wider town centre beyond traditional shopping hours.



An artist's impression illustrating the view west along Hill Road towards the redeveloped Civic Centre. The underpass has been removed and there is a wide pedestrian crossing connecting Hill Road into this redeveloped area of the town centre. New civic offices, a library and residential accommodation is provided within this site.



An example of high quality new housing addressing a busy A road (Finchley)

Cultural Ambition

Sutton will be recognised for its strong cultural offer. A cultural framework will be created which exploits and enhances Sutton and the borough's assets whilst supporting and developing local artists and cultural providers. Creative businesses will be encouraged in the town centre, alongside the necessary spaces to help them flourish. Public spaces and streets will be transformed through enhanced design-led development, arts activation and heritage conservation and interaction. Work will be appealing and accessible to the widest range of borough residents and beyond, creating a strong sense of place.

The New Economy

Today's employers will continue to invest in Sutton, and be joined by a burgeoning small business base occupying smaller and flexible offices and workspaces. Corporate offices will be attracted to a high quality centre with good public transport connections. New residents and the wider growth of London will support economic growth based on connections to central London and also the M25, M23 and M3 economic corridors, with links to Gatwick and Heathrow Airports. Dynamic links to the London Cancer Hub will support business, retail and residential growth. Opportunities for inward investment by larger employers will be promoted. The quality of the town centre and its offer to employees will be a key attractor for businesses.

New Homes

A new generation of housing will diversify Sutton's suburban housing market and accommodate a growing population. High quality residential buildings at various scales will make the town centre a desirable place to live. Community infrastructure will be enhanced to meet the needs of a growing population. New residents will ensure the retail heart of Sutton flourishes.

Transforming the Highway Environment

The highway network will become known for its high quality urban streets and public realm that work for pedestrians as well as vehicles. The quality of new development will enhance St Nicholas Way and Throwley Way. Active business and residential uses will line a walkable public realm, building on the work already completed to improve parts of the High Street. East-west links to the residential hinterland will be enhanced. Bus facilities will be upgraded throughout. Delivery of the Tram will also create the opportunity to enhance the public realm and highway functionality.

A Resilient Town Centre

Sutton's resilience will lie in a diverse and strong local economy, homes for a wide range of household and family types, the enhanced environmental quality of buildings and the public realm, being a leader in low carbon living and a commitment to maintain and celebrate valued heritage assets.

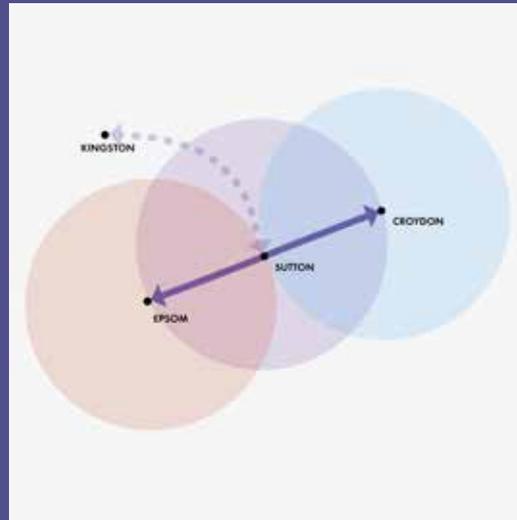
Success

Success will raise the visibility of the best connected place in the borough and provide an active and animated focus for the borough's ambitions. The St Nicholas Centre and Times Square will be transformed and updated to reflect a contemporary shopping environment. The Civic Centre will be redeveloped, contributing the vibrancy of the town centre evenings and weekends. The south of the High Street and streets and lanes around it will become a new culture, leisure and restaurant district. New employment development will be drawn to the station area, including the possibility of an over-station development. A new high quality residential neighbourhood will be created at the north east. The gyratory will be transformed, creating an urban boulevard with active frontages and a high quality pedestrian realm.

Principles



Imagine Sutton in 2025



Redefining Sutton's regional role and identity



Animate the high street



Increase permeability across the high street to surrounding neighbourhoods



Encourage a mix of uses and character areas



Improve the environment along St. Nicholas and Throwley Way

4 Strategic Projects

This masterplan includes a wide array of recommendations addressing development, public realm and movement domains across areas. However, there is a set of strategic projects which establish a clear and central direction for Sutton town centre.

An Range of Immediate High Street Projects

This masterplan is intended to set an agenda for immediate change. Multiple smaller scale interventions will bring new activity and advance the image and identity of the town centre. Projects include:

- Shop front and upper façade renovations, particularly in the Conservation Area;
- Creation of incubator spaces and creative workspaces within vacant shop fronts and upper floors;
- Nurture business start-ups through flexible lease terms;
- Upgrading the market offer, with higher quality food;
- Working with local artists and cultural providers to develop events, enliven building façades and public spaces;
- Engaging community groups in events and temporary installations;
- Reactivating in between spaces along alleys.

This will extend the range of activity and the times in which the town centre is used, and critically, will start to change perceptions among wider audiences. The direct engagement of residents and businesses in this activity will be key to its success. This campaign will create a new ethos for the council, cultural and business leaders, a way

of being that continually seeks new ideas, activities and roles for the town centre. The outcome will be new reasons to visit Sutton town centre as well as new visibility for Sutton as a place of dynamic and ongoing change. The High Street itself will be a significant focus for these initiatives.

Transform the St Nicholas Centre

The St Nicholas Centre is the largest single retail component within Sutton town centre. Multiple outlets are in a single ownership and management environment and it contains the Debenhams Store as one of the anchors of the town centre. It is also a highly visible component of the gyratory.

The St Nicholas Centre has the opportunity to create a new active frontage along St Nicholas Way, with shops, leisure and dining outlets addressing the street presenting retail activity to the west side of the town centre. These uses can engage with a revitalized cinema offer and a new enhanced pedestrian character for the St Nicholas Way component of the gyratory. The centre itself will become a place for new events and activities around walkways, entrances and the food courts, treating them as an extension of an enhanced public realm framework throughout the town centre. The outcome will be a major new contribution to the diversity and quality of Sutton as a destination as well as anchoring the High Street.

Create a New South London Destination with Culture, Leisure and Restaurant Activity

Sutton town centre has a small concentration of dining, leisure and cultural activities at the south of the town centre.

The area to the south of St Nicholas Road will become a focus for a new generation of restaurants, with an emphasis on independents, a focus for outdoor arts and contemporary festival activities and experimental enhancement of façades and public spaces. Local artists and cultural providers, including the Secombe Theatre, will be commissioned to create year-round events and seasonal installations. The Theatre itself will have an enhanced performance programme and facilities. Direct marketing to workers around the station and at the London Cancer Hub will enhance after work activity and draw people into the High Street.

The next generation of contemporary dining brands will be steered to the south of the High Street to create synergies with the creative use of public space, and also to the St Nicholas Shopping Centre.

Towards the north of the High Street a new restaurant offer will meet the needs of a growing residential community in this part of the town centre as well as neighbours further afield.

The outcome will be an enhanced destination role for Sutton town centre within south London extending beyond its convenience and comparison shopping catchment.

Redevelop the Civic Centre

The Civic Centre site is a highly visible gateway location. It has a number of potential future directions and a range of possible uses and mixes in the event that the current council facilities (civic offices, council chamber, SCOLA and the library) are reorganized,

consolidated or relocated. These may include:

- A residential led mixed use scheme;
- Redevelopment of civic facilities and provision of enhanced community facilities;
- A performance and/or multi-arts facility, particularly if the Secombe Centre is redeveloped;
- Small business space, including retail.

As the mix and scale of activity is defined, key considerations will include how well it both hosts activity and integrates with and generates demand for other parts of the town centre. It will be particularly important that this key site hosts and generates activity into the evening and through weekends, supporting the overall vitality of the town centre and the High Street. It will also be important that this highly visible site presents a high quality and active building frontage to Cheam Road and St Nicholas Way, addressing these streets as urban boulevards.

Create an Enhanced Residential Neighbourhood at the North

The north of the High Street is host to a significant new residential led mixed use development at the former gas works site. There are opportunities to enhance the quality and quantity of housing provision across a range of potential locations over the near; medium and long term.

Opportunities may exist where:

- The existing use is low density – surface car parks, outdoor storage service yards, etc;
- There are left over and fragmented land parcels;

- The existing use is in need of redevelopment – such as vacant or underperforming retail frontages;
- Housing layouts are inefficient or create a poor public environment;
- The quality of housing does not reflect current standards in terms of design of units and shared spaces, services, energy efficiency and management.

The council is working with a number of landowners in order to help facilitate the redevelopment of their sites. In addition, the council is aware that there is potential to improve the quality of the environment of a number of residential neighbourhoods in its ownership. Some neighbourhoods could be redesigned to relate better to the town centre in terms of design and access and could help to contribute to meeting local housing shortages.

As such the council will explore with its tenants and leaseholders the options available for change, will investigate in more detail site conditions, constraints and opportunities and methods for delivering improvements. This initial assessment work is likely to take at least three years.

If community engagement and viability assessments demonstrate a case for development, the programme of securing a delivery partner, planning permissions and necessary acquisitions is likely to take a further two years.

In the event that new housing is developed it will need to meet the following requirements:

- The highest design quality for individual

units and individual buildings should be achieved;

- Residential development will contribute to a shared and integrated framework of streets, pedestrian connections and public spaces,
- Streets will be addressed by high quality frontages, with frequent windows and entrances, while maintaining a clear distinction between public and private spaces;
- Commercial, creative or community uses will be placed at the ground floor where there is a strong prospect of them being viable and occupied and high quality residential ground floors will be created elsewhere;
- Building heights will respond to public transport accessibility density criteria but also the scale and role of streets and surrounding character;
- The area as a whole will be enhanced by individual residential developments.

A New Employment Development at or Above Sutton Rail Station

Local employers have expressed a strong wish to stay in the area as they grow and evolve. The town centre will continue to offer a strong home for employers and an attractive place for their employees and also provide a place for new businesses.

Sutton Rail Station is a focus for office employment within Sutton, with a number of buildings and employers taking advantage of strong rail and highway connections, a highly qualified workforce and strong local housing stock. Sutton sits among major employment

locations in Central London, the Gatwick Diamond and the M25 and M3 Corridor markets. The investment in a new build to suit office facility by Subsea 7 on the Brighton Road within a few minutes walk of the station demonstrates the fundamental attributes of this location. The growth of life science employment at the London Cancer Hub to the south at Belmont will be a further boost to Sutton's employment role and identity.

Further office led mixed use development is recommended for this area. This could include other uses and also be incorporated with a redeveloped station facility. The potential for over-site development should be explored as a next step. The employment role of this area could also be intensified if the council's administrative activities were also located in this area, either within and existing or a new building.

Transform the Gyratory

The gyratory will be transformed as a result of a new approach to frontages and sites in addition to the highway environment. The gyratory is made up of multiple street components running east-west and north-south. It is variously lined with offices, the rear of the shopping centre, a school, retail frontages as well as service yards, multi-storey car parks and low rise housing. As a highly visible route to and through Sutton town centre it sends strong messages about its role and quality. It is in need of improvement as a place and as a piece of highway engineering.

The goal is to transform the gyratory into an urban boulevard, lined with high quality buildings that address the street and providing

a high quality pedestrian environment, lifting the vitality and quality of the town centre. Changes to the gyratory and reducing the dominance of vehicular traffic will also help to address issues of poor air quality around the southern loop of the gyratory.

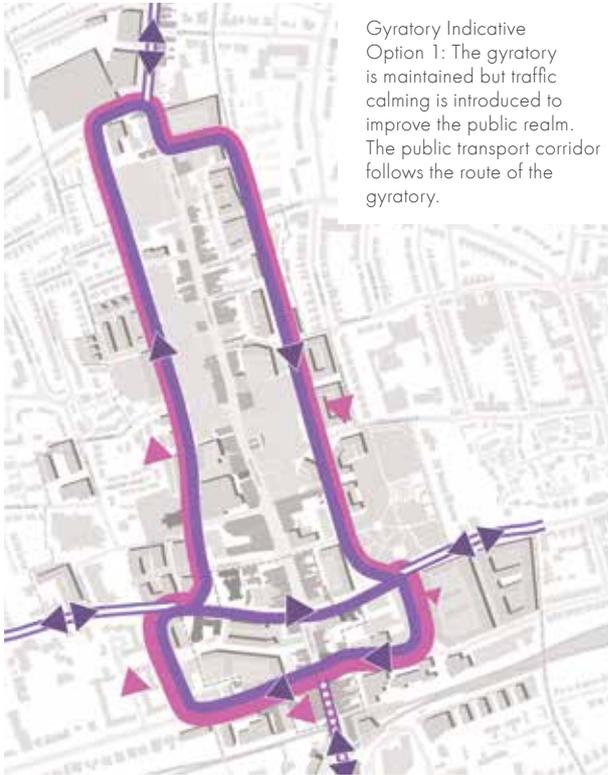
The council, together with the London Borough of Merton, has been working closely with Transport for London for an extension of the South London tram network from Wimbledon, via Rosehill, to Sutton town centre and then, in the longer term, to the proposed London Cancer Hub, near Belmont.

Given the diversity of environments and different transport roles, there is not a single solution to the gyratory. Also, given its scale transforming the gyratory will entail multiple phases. The following options for the gyratory are currently being considered:

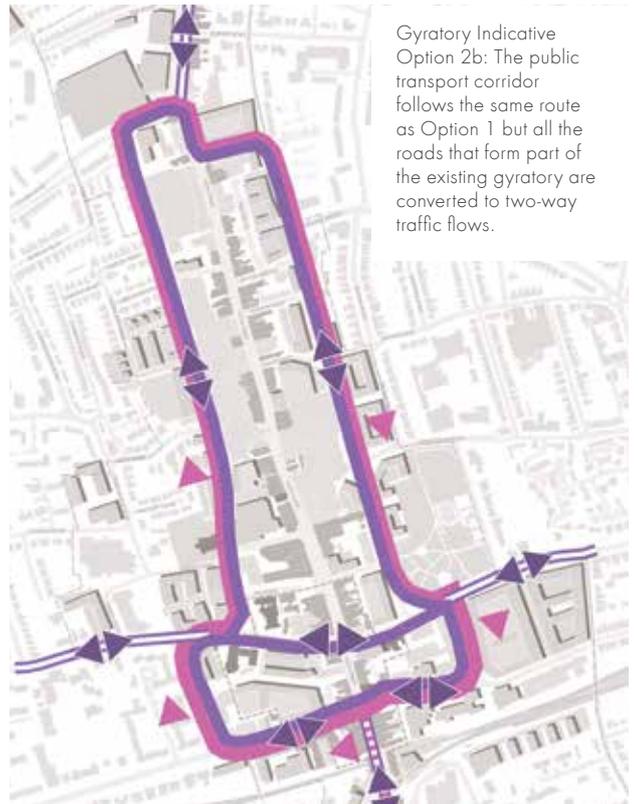
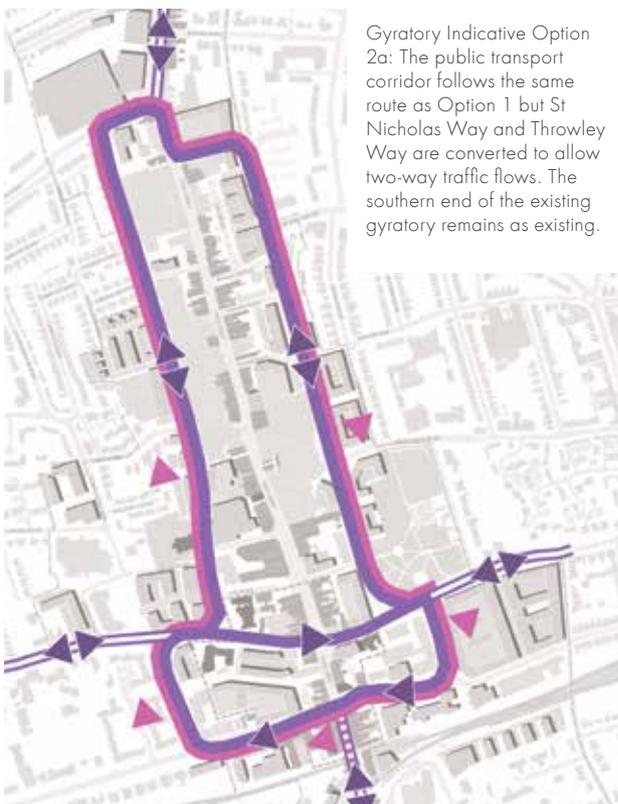
Gyratory Option 1

Focus on the quality of buildings, ensuring that new or replacement developments face the street, have active uses, including residential, retail and leisure at ground floors and have high levels of transparency through windows and have frequent openings. Retail, commercial or community uses will be directed to intersections and corners with the highest pedestrian footfall. High quality buildings will send a signal about the qualities found through the high street and elsewhere.

The gyratory will have enhanced pedestrian crossings. Targeted landscape, street trees, street furniture and signage will be added at key locations. The St Nicholas Centre will provide active retail frontages along St Nicholas



- vehicular route
- public transport corridor
- ... possible future extension of public transport corridor
- ▶▶ direction of travel



Way. Traffic calming will be applied to reduce speeds. The entire gyratory environment will be transformed and enhanced, sending signals to drivers that these streets have a pedestrian priority. Under this option, the Tram would follow the one way system.

Gyratory Option 2

A second option will take the above approach further and seek to establish two-way traffic. This will reduce the race track nature of the current three and in some places, four and five lane one way streets and also provide a more flexible set of routes for drivers and access to car parks.

Two alternatives for this option have been considered. In both cases this could facilitate a circular route for the tram around the town centre on these streets.

Option 2a

This will convert the northern part of the existing gyratory, comprising St Nicholas Way, Crown Road, Marshalls Road and Throwley Way, into 2-way streets. The southern part of the gyratory, comprising Carshalton Road, Sutton Court Road and Sutton Park Road, would remain one-way.

Option 2b

This will convert all the existing roads forming the gyratory in the town centre to 2-way streets.

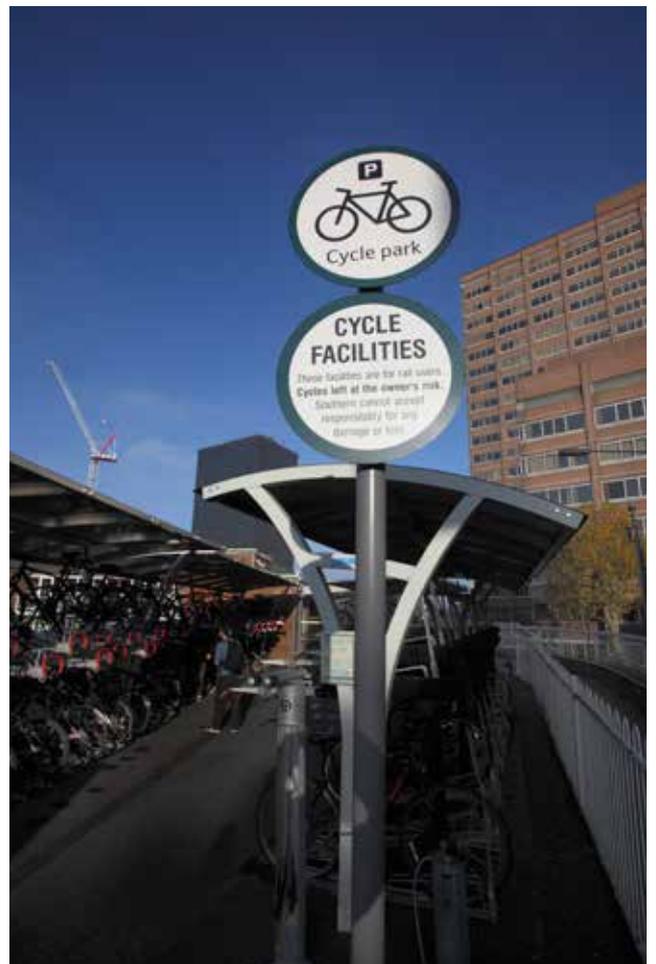
The council is working closely with Transport for London to explore the potential of these three options further, and explore their

potential to improve public realm, pedestrian and cycle environment as well as highway capacity and continue to safeguard the tram route. This issue will be resolved through the next stages of the Sutton Local Plan preparation. This will be done in the context of the desired introduction of the tram and the role key sites will play in helping to deliver improvements to the main vehicular routes in the town centre.

The Role of the Council

Sutton Council will play a significant role in advancing these strategic projects. It is expected that the council will continue to shape development through plan-making, policy formation, development management and stakeholder engagement as it does currently. In addition, Opportunity Sutton and the recently established Housing Zone arrangements in collaboration with the GLA have brought a focus on housing delivery. Opportunity Sutton is also actively engaged in town centre management and promotion. Sutton Housing Partnership is the borough's existing arms-length housing management organisation. The council is also actively engaged with TfL on highways and potential Tramlink investments.

In addition to these strategic roles, Sutton Council is also a significant land owner within the town centre which will allow it to lead and strongly influence the delivery process. The council also has a prominent role to play as a key occupier and service provider. Each of these roles can be leveraged to advance delivery of the strategic projects identified above.



Improvements to the station facilities and public realm on the route to the train station from High Street

5 The Masterplan Framework

5.1 Movement and Public Realm Framework

A key priority for the masterplan will be to create a high quality network of streets in and around the town centre. Improving the gyratory environment for pedestrians, cyclists, public transport as well as other vehicular modes is one of the highest priorities of the masterplan. Transforming the environment which has developed in this vehicle-dominated collar around the centre could result in the wider transformation of the town. There are three options as set out on the previous page. The priority is to improve the environment with higher quality public realm, better public transport including tram and bus, and reducing the space given over to private vehicles.

Vehicular Movement

Provision of the additional new homes in Sutton town centre proposed by the masterplan will create a significant additional demand for travel. It is acknowledged that there are concerns about traffic congestion on parts of the highway network around the town centre. Without significant improvements to the transport infrastructure in the town centre, such as the proposed extension to the Tralink, improvements to bus facilities, together with other measures to give people alternatives to the private car, the proposed number of new houses would generate some 2000 extra peak hour car journeys. This is likely to cause significant capacity issues at some junctions around the town centre. It is estimated that this figure could be reduced by approximately 40% with the introduction of the Tralink, with the additional development based car trips being off-set to a great extent by the modal shift that it would encourage in the borough generally in line with the council's

Sustainable Transport Strategy (2015) and Cycle Strategy (2015).

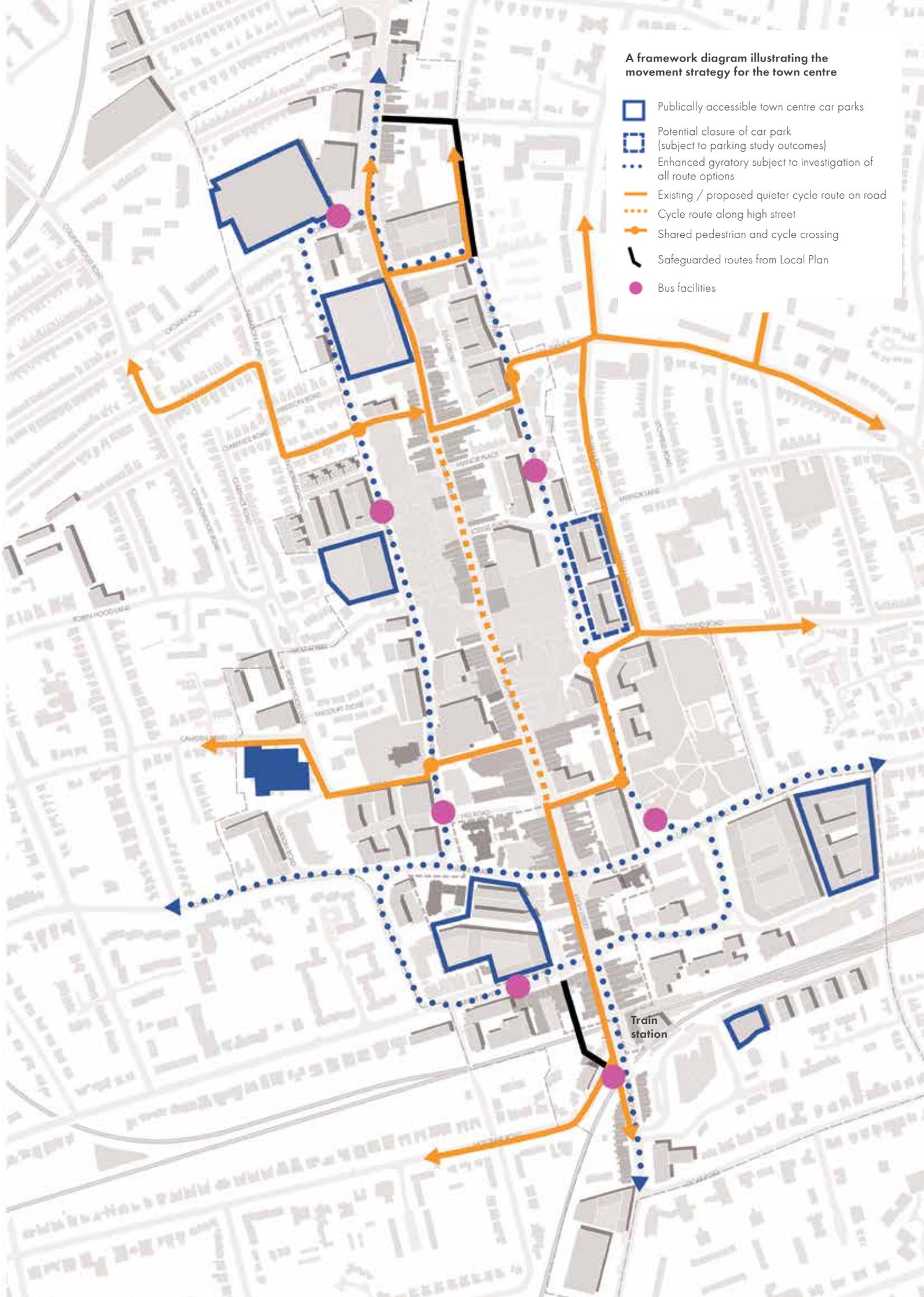
Balancing the needs of vehicular traffic movements, public town centre car parking spaces and other priorities for the centre are important considerations for the masterplan. The town's principal car parks are located and accessed via the Throwley Way / St Nicholas Way loop which currently operates as a one-way gyratory around the town. Transforming the gyratory road system and introducing measures throughout the town centre road network which give greater priority to pedestrian and cycle movements is critical if the town is to reach its potential. In tandem with major investments in the public transport network including bus improvements and Tralink, and with improved vehicular access to other major car parks, the Throwley Way multi-storey car park is identified as a major redevelopment opportunity.

Car Parking

Signage to the other town centre car parks should be improved, with particular consideration given to the access route to Gibson Road car park which will play a more prominent role in meeting the parking needs of town centre shoppers if the Throwley Way car park is redeveloped for other uses. The Throwley Way car park is under-utilised, with typically less than 50% of its spaces used. It is one of the older car parks in the town centre and is likely to need refurbishment in the future. The Throwley Way car park also has a particularly negative impact on the street environment due to a lack of activity along a long stretch of Throwley Way, behind Times Square. The redevelopment of Gibson Road

A framework diagram illustrating the movement strategy for the town centre

- Publicly accessible town centre car parks
- Potential closure of car park (subject to parking study outcomes)
- Enhanced gyratory subject to investigation of all route options
- Existing / proposed quieter cycle route on road
- Cycle route along high street
- Shared pedestrian and cycle crossing
- Safeguarded routes from Local Plan
- Bus facilities



and Times Square car parks will be subject of parking studies and will only be redeveloped where loss of public parking can be justified. Improving the pedestrian route from this site to the High Street will also be important. Electric vehicle changing points should be incorporated within new developments and public car parks.

Cycle Movement

The plan on the previous page also illustrates the east-west movement network for cycles. The High Street itself will become a safe north/south route for cyclists. New and improved crossing points, highlighted on the plan, will need to incorporate facilities for both cyclists and pedestrians. The options for the gyratory will consider requirements for cyclists as part of any improvement works.

Tramlink

Introducing the Tramlink into the town centre and its potential future extension southward, whichever options are taken forward for the gyratory, will potentially require additional highway space. It is therefore appropriate to retain the two safeguarded highway corridors from the Local Plan (Lewis Road/Burnell Road, and Grove Road/Brighton Road link). However, the need for these may be able to be reconsidered once the long term proposals for the Tramlink are finalised. Highway alterations in connection with modifying the gyratory and introducing the Tramlink should incorporate continuous footways across the entrances to service yards, designed appropriately to accommodate the movement of heavy goods vehicles across them.

The council, together with the London Borough of Merton, has been working closely with Transport for London for an extension of the South London tram network from

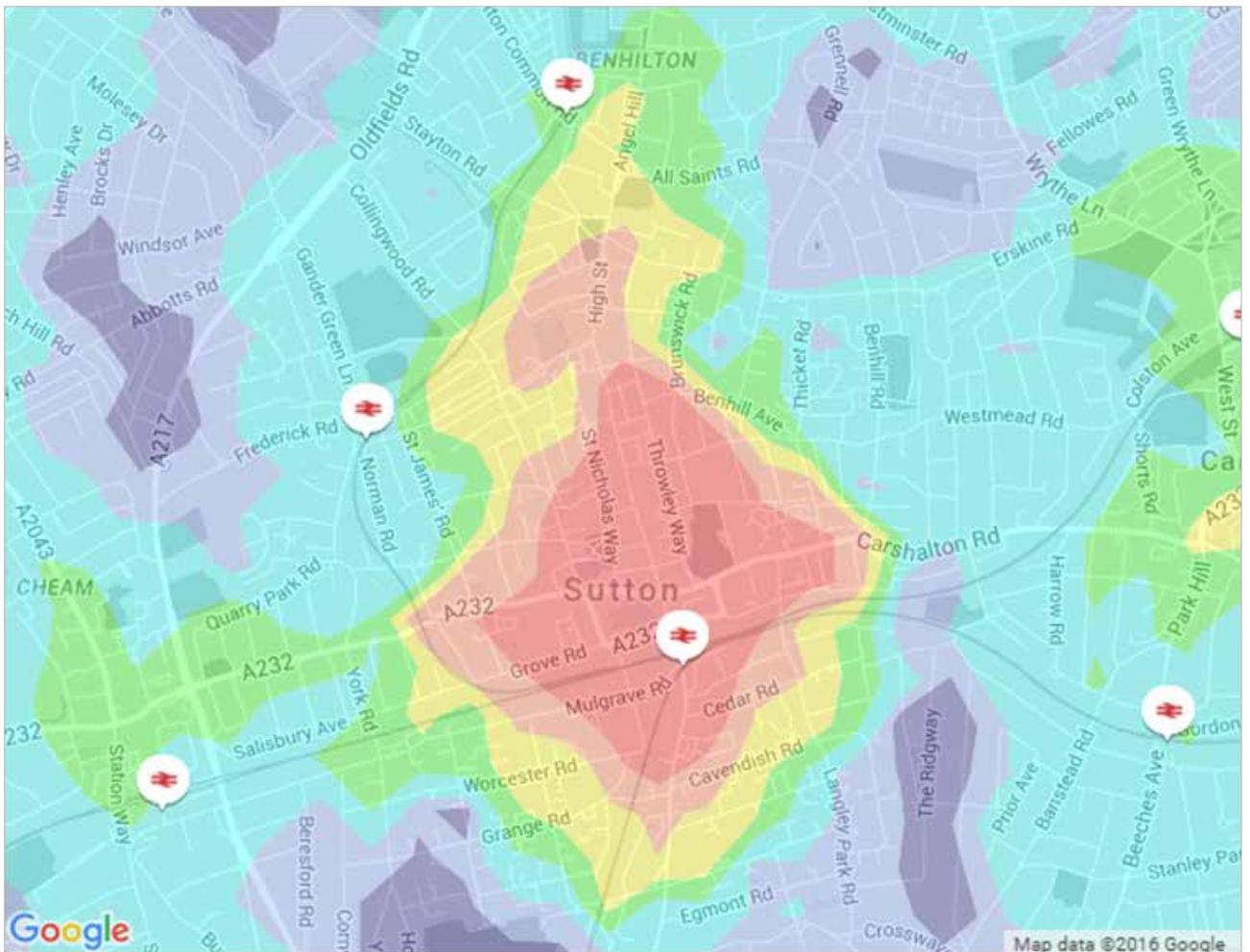
Wimbledon, via Rosehill, to Sutton town centre and then, in the longer term, to the proposed London Cancer Hub, near Belmont. The benefits to the borough are numerous and include:

- A potential 10,000 additional jobs
- Reduced journey times locally and to central London
- Increased spending into the Sutton economy
- 59,000 people will benefit from access to Tramlink
- Reduced road congestion
- Improved air quality and a healthier environment

In the summer of 2013, the council consulted on the introduction of a tram and the proposed route. Of the 9,846 respondents, 84% strongly supported or supported the proposals, 11% of the respondents strongly objected or objected to the proposals and the remainder had no strong views or were unsure. In terms of serving St Helier Hospital, 67% of Sutton respondents supported this route with 17% opposing and 16% unsure. In terms of using the gyratory or the High Street, 65% of Sutton respondents supported using the gyratory and 14% supported using the High Street with 20% unsure.

Other Longer-term Public Transport Proposals

The council supports both Crossrail 2 and improvements on the Wimbledon/Sutton loop line through an extension of the London Overground or TfL's proposals for metroisation and is working with TfL and Network Rail to secure rail capacity and service improvements.



TfL PTAL map of Sutton (source: TfL WebCAT, 2011 base year)



Pedestrian Movement

The pedestrian movement strategy for the town centre will be to focus on improving a number of the east-west connections to and from the high street. Connections into the residential hinterland should particularly be improved along Benhill Avenue, Greyhound Road, Crown Road, West Street and Gibson Road.

Within the town centre, there are a number of connections which should be improved from the High Street including the connectivity with areas such as the Civic Centre site, Manor Park and the cinema.

Public Realm

Parts of the High Street have already benefited from significant investment in the public realm which has helped to raise the quality of these areas. Many of these projects were highlighted by Gillespies in the Sutton Town Centre Urban Design Framework (Feb 2009). Most notably around the historic cross road with Cheam Road, near the train station and on parts of the high street around the St Nicholas Centre.

Increasing the quality of public realm at key junctions along Throwley Way, St Nicholas Way and along the A232 by providing wide pedestrian crossings will also be important. Areas of the town centre will be designed and managed so that some are quiet and calm and other have café's and other uses to encourage a more vibrant atmosphere. Wayfinding and better signage will also help to improve the experience of the town centre for pedestrians.

Improving the environment along the gyratory system, particularly focusing on transforming Throwley Way and St Nicholas Way into urban

boulevards, will be a key part of improving the appearance of the town centre for those passing through as well as those visiting. Achieving these improvements can start immediately with the removal of extended lengths of guard rail, new tree planting, new buildings with activity at ground floors and higher quality design-led public realm.

Improvements to the public realm around the town centre also needs to incorporate measures to reduce the visual impact of service yards and delivery bays accessed from the current gyratory and to improve the quality of the routes for pedestrians where these cross the entrance to service yards. Service yards should be screened and, where possible, covered. Opportunities to provide uses, which both screen service bays and, at the same time, provide active street frontage, should be encouraged.



Some of the public realm improvements along the High Street in Sutton which have already been implemented

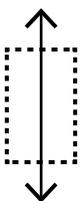
A Strategy for Sutton's Gap Sites and Alleyways

Historically, Sutton High Street has always had a large number of smaller alleyways that formed secondary east-west connections. However, interventions from the 20th Century have cut off or otherwise negatively affected many of these alleyways. Many of them are now inaccessible, illogically laid out, face blind walls or have become service yards. They are the missing teeth from the town centre fabric. Additionally, like in many town centres the back of High Street premises, e.g. on Elm Grove, presents an unattractive facade and general environment.

In a changing Sutton, however, these secondary routes and places can become an asset as they could offer a diverse range of walking routes, visual experiences and business premises. For this to happen, a strategy is required that focuses on improving alleyways as attractive links, filling in small gap sites with creative new developments or, where that is not possible, at least improve their visual aspect with

public realm improvements. Each gap site or alleyway presents an opportunity for creative commissioning of artworks and murals, a small playground, urban greenspace or bespoke small buildings or business units. Partnership working with landowners is crucial, on the basis of a clear strategy. This would have a significant role in improving the sense of place and legibility in the town centre.

In addition, the 'back of house' behind the High Street is where new premises for cafes, bars, food start-ups, smaller retail or cultural venues could be located. In a changing and higher-density Sutton, such secondary sites would complement the core offer of the High Street and its retail premises, offering the diversity of experiences that people say they value. Turning what are now unattractive service yards into the attractive secondary spaces that we are seeing in other parts of London will take time; it depends on a gradual strategy for seeking out opportunities to work with small landowners and for creating early exemplar projects to show what is possible.



Links

Use gap sites as attractors, creating new routes and wayfinding. Links could be used to stitch together infill sites and improving legibility and safety.



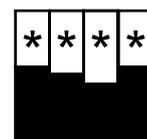
Boundary Improvements

Physical improvements to fences, gates & other boundary edges, eg High Street gap site used as a service area. Opportunity to incorporate signage, graphics, artwork. Creating identity by collaborating with local makers.



Site Intervention

Small sites that will accommodate physical interventions, from small-scale new build projects to play areas. These could be either temporary or permanent.



Back of House

Strategy of improving spaces to the rear of units, and creating affordable units. Starting with a few exemplar plots then expanding and connecting, eg into a mews of creative workspaces, independent bars/restaurants and cultural venues.



Potential gap sites for activation

-  gap sites and routes
-  back of house spaces



1



2



3



4



5



6



7



8



9



10



11



12

5.2 Development Framework

New Development Frontage

Sutton town centre currently suffers from a lack of activity away from the main pedestrianised High Street. Many of the buildings along Throwley Way, St Nicholas Way and parts of the A232 fail to properly address these key public routes. As a result, these areas feel hostile to pedestrians.

A key part of the development framework for the town centre is to redevelop a number of key sites around the gyratory which will significantly contribute to improving the quality of the frontage along these roads. Very important sites which should have doors, windows and where appropriate, new active uses such as shops facing the street include the Civic Centre, the B&Q site, Times Square Car Park and at Elm Grove. These key frontages are in areas of higher pedestrian footfall or at intersections and junctions.

Identifying new commercial development opportunities will also play an important role in helping to address retail and office development targets identified in relevant Sutton Local Plan baseline studies.

The masterplan also suggests significant improvements to the frontage of the St Nicholas Shopping Centre fronting onto St Nicholas Way and key sites at the rear of Times Square fronting onto Throwley Way. Active uses such as new restaurants opposite the cinema on St Nicholas Way would be appropriate, along with significant

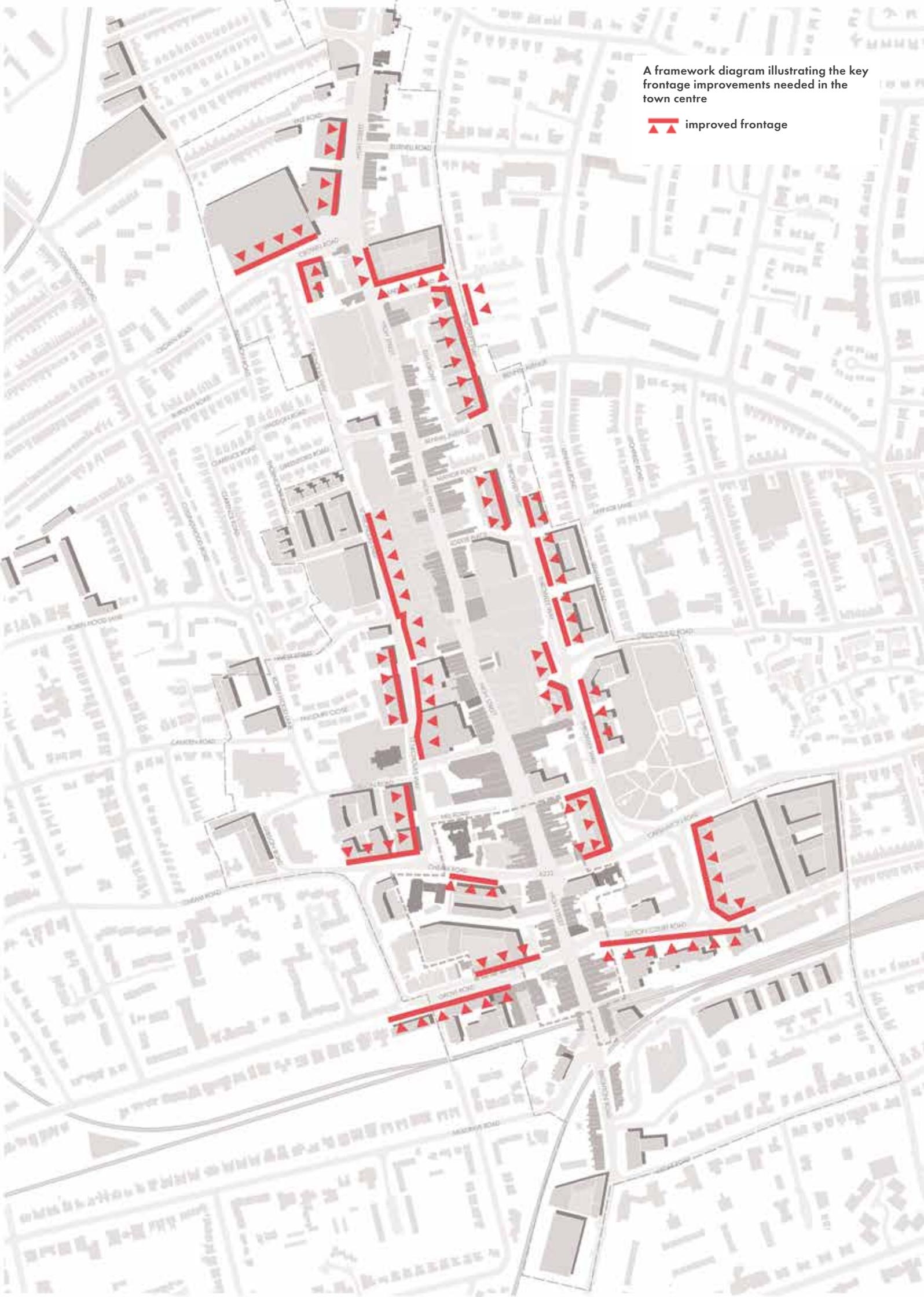
public realm enhancement, to improve the environment in this area. Similarly, a programme of facade renovation and shop front improvements, particularly focused upon buildings with historic character in the town centre, would help to raise the quality of these heritage assets and the environment in the town centre.



A residential development which helps activate the ground floor with doors and windows facing the street, in a busy urban environment (Bromley-by-Bow)

A framework diagram illustrating the key frontage improvements needed in the town centre

▲▲ improved frontage



5.3 Building Heights

As an outer London suburban centre, Sutton is characterised by a modest scale of development with buildings not typically rising above four storeys. Where older buildings remain, this more traditional scale can still be found along significant sections of the High Street which is an important townscape attribute of the High Street axis. Maintaining this scale of development and protecting the character of the centre will be of particular importance in the Crossroads Conservation Area.

However, Sutton is one of only four south London's Metropolitan Centres and the Sutton Local Development Framework and the emerging Sutton Local Plan identifies an area which is appropriate for taller buildings, over 7 storeys, within the town centre which follows the line of the gyratory. Taller building can help to improve townscape, legibility and way finding when designed to a high quality. The masterplan identifies the station gateway area as a zone which could accommodate taller buildings over 10 storeys.

This is considered appropriate in view of the levels of public transport accessibility in this location, centred on Sutton railway station and the core town centre area. This level of public transport accessibility combined with the very good range of shops and community services within walking distance of the central areas of Sutton underpins the town centre as the borough's most sustainable location. Sutton's roads are already very busy and struggle at times to provide the required

capacity. In order for the town centre to accommodate the levels of development outlined in this masterplan and to avoid local traffic levels causing much more significant congestion problems for the town as a whole, radical improvements in public transport infrastructure will be required.

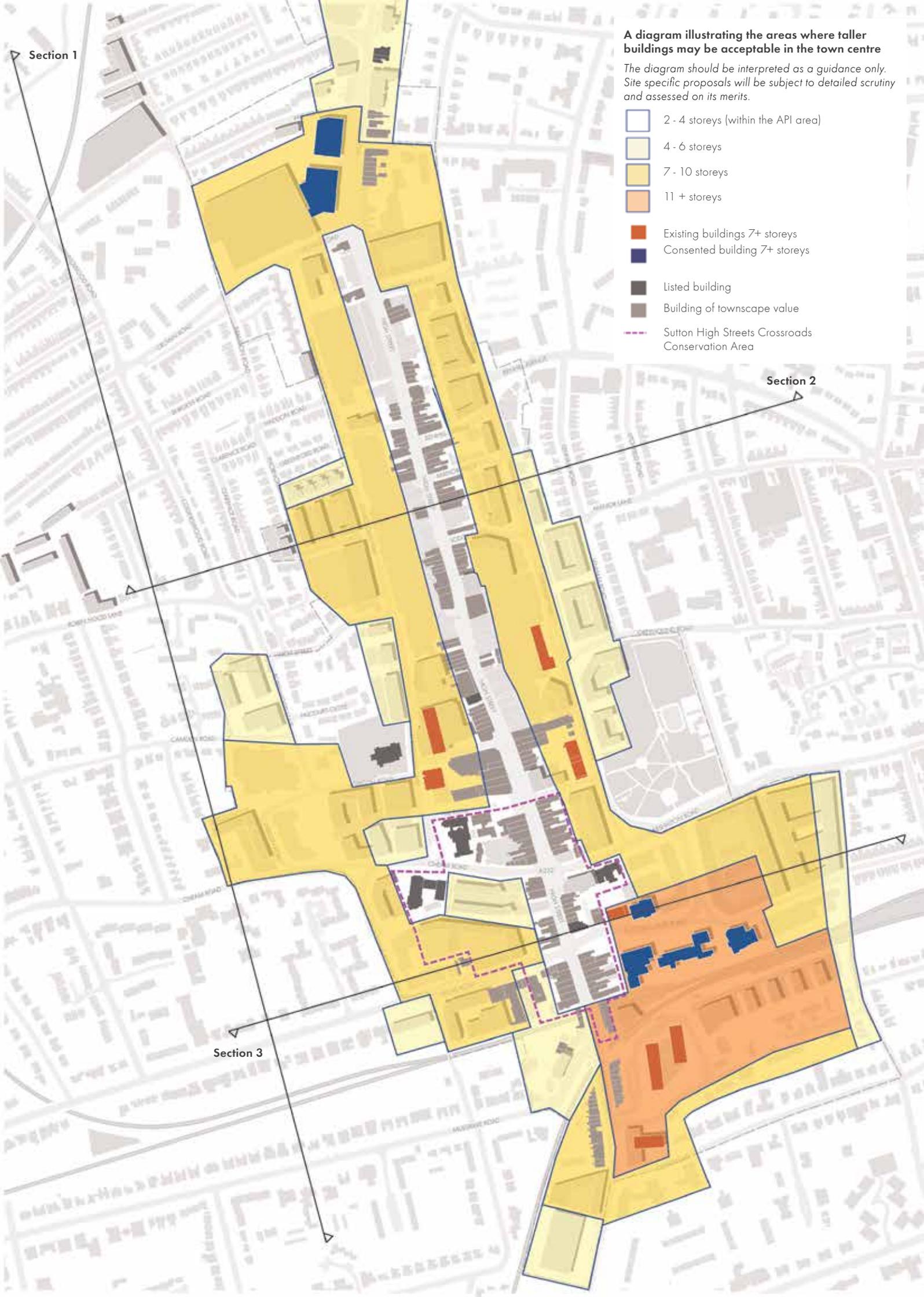
Typically, the prevailing urban character changes significantly beyond the area identified as being appropriate for taller buildings. However, in view of their good proximity to public transport and supporting shopping and community services, these areas all fall within Sutton's Area of Potential Intensification. Subject to meeting other criteria in the Development Plan and in order to make the best use of land, these adjacent areas might also be appropriate to slightly higher forms of new development which might rise to four storeys in specific instances.

The existing distribution of existing and proposed taller buildings in the town centre, particularly those along Sutton Court Road and in the Brighton Road area, give rise to an emerging cluster of taller buildings in the most accessible part of the centre. In addition to making very efficient use of land in the most sustainable location in the borough, a planned cluster of high quality taller buildings in this location would help to signify the important commercial role of this part of Sutton, assist way finding and legibility for those visiting the town. It would also help to ensure the impact of taller buildings on local climate and

A diagram illustrating the areas where taller buildings may be acceptable in the town centre

The diagram should be interpreted as a guidance only. Site specific proposals will be subject to detailed scrutiny and assessed on its merits.

-  2 - 4 storeys (within the API area)
-  4 - 6 storeys
-  7 - 10 storeys
-  11 + storeys
-  Existing buildings 7+ storeys
-  Consented building 7+ storeys
-  Listed building
-  Building of townscape value
-  Sutton High Streets Crossroads Conservation Area



Section 1

Section 2

Section 3

views across the town are contained within the most appropriate part of the centre. It is also likely that larger regeneration and estate regeneration schemes would be of sufficient size and scale to accommodate a range of heights and densities, some of which would be higher than those around it.

In conjunction with the criteria set out under relevant tall buildings policy and other relevant policies in the Local Plan (this masterplan helps to inform and guide the local plan), key issues directly relevant to the scale, height, massing and density of new development in Sutton include:

- Townscape character of established neighbourhoods in the area - much of the surround area is characterised by traditional 2 storey houses;
- Public transport accessibility – Sutton is accessible by public transport;
- Access to shops and services – Sutton has good access to nearby shops and services;
- Local open spaces - Manor Park is the key open space serving the Town Centre and the impact on the park of new development at its edges will be a key consideration;
- Heritage assets - new development should take account of the opportunities to protect, incorporate and celebrate heritage assets into new development proposals, see heritage assets plan on page 21. This might require careful consideration in terms of scale and massing. Any application will be required to review the likely impacts of the proposals on the setting and views of heritage assets, including the conservation area;
- Urban orientation and way-finding – new development on visually prominent sites in Sutton town centre present opportunities to assist urban orientation and way-finding;
- Design quality – all new development should be of the highest quality of design. Major new development proposals will be subject to a process of independent design review. Special emphasis will be placed on proposals for taller buildings which should demonstrate exemplary design quality;
- Impact on key local views – proposals for tall buildings would need to carefully consider the impact on key local views. Relevant views should be identified in proposals and are likely to include prominent views across the town, along the High Street and towards local landmarks. (please see the plan on page 64).

New development proposal, and particularly those including proposals for tall buildings, will be considered carefully against these key criteria.



Top: view looking south up the High Street from the Gas Works site during construction
Bottom: view looking north across Manor Park shows the taller buildings along Throwley Way

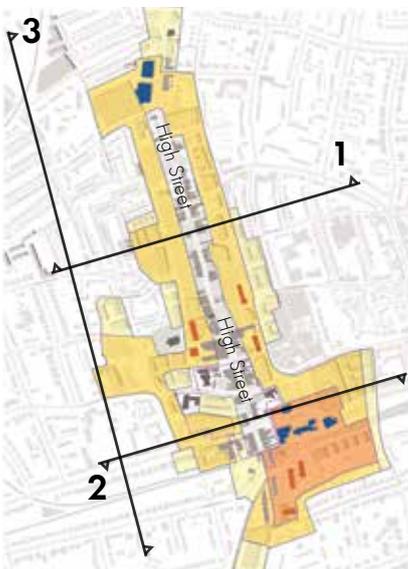
Existing and Indicative Building Heights in the Town Centre

The sections set out on these pages illustrate some key principles about building heights across Sutton town centre:

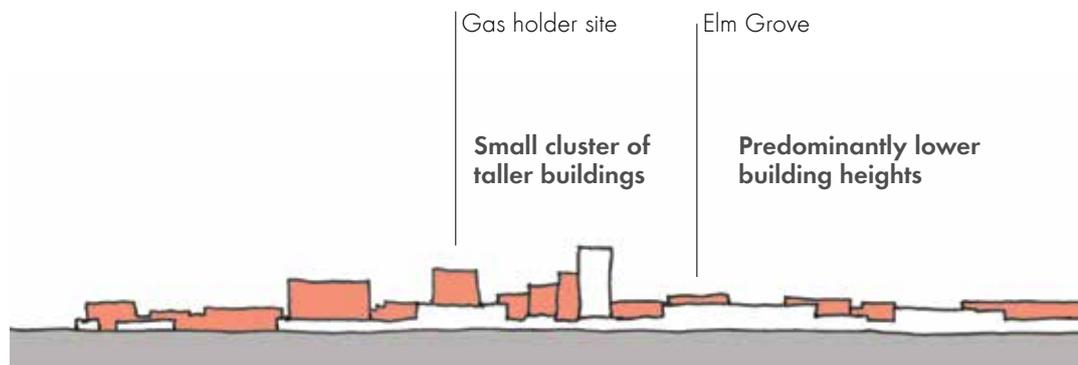
- The High Street is characterised by three to four storey historic buildings and the heights of new buildings should respect this prevailing scale.
- The town centre's suburban hinterland is typically 2-3 storey housing and new development should respond positively to this character.
- The Throwley Way and St Nicholas Way corridors currently have little in the way of prevailing grain or character. Generally, buildings rarely provide good quality frontage to the street. Traffic is fast moving and the public realm is generally poor quality. On these main roads, buildings should provide high quality new frontage and where appropriate can rise up to 10 storeys in height. However, on areas of sites which are immediately adjacent to existing residential areas, new

development should be lower in scale to protect the residential amenity of existing residents - typically between four and six storeys.

- A small cluster of taller buildings is considered appropriate at the northern end of the High Street at the junctions of High Street/Crown Road/Marshalls Road to help mark the northern end of the retail centre. This approach takes account of the approved LXB scheme to redevelop the former gas holder site. This approach is appropriate for taller buildings because the area is beyond the historic central part of the High Street which has a more sensitive townscape yet falls within the town centre and benefits from very good levels of public transport accessibility.
- A cluster of the tallest buildings in the town centre is considered appropriate in the area around Sutton train station given the transport interchange facilities and excellent levels of public transport accessibility and existing precedent for taller buildings in the area.



Tall building plan showing location of sections



3. Town wide view parallel to the High Street
Scale 1:4800

Suburban hinterland:
2-4 storeys for new development

St Nicholas Way corridor:
7-10 storeys main road frontage

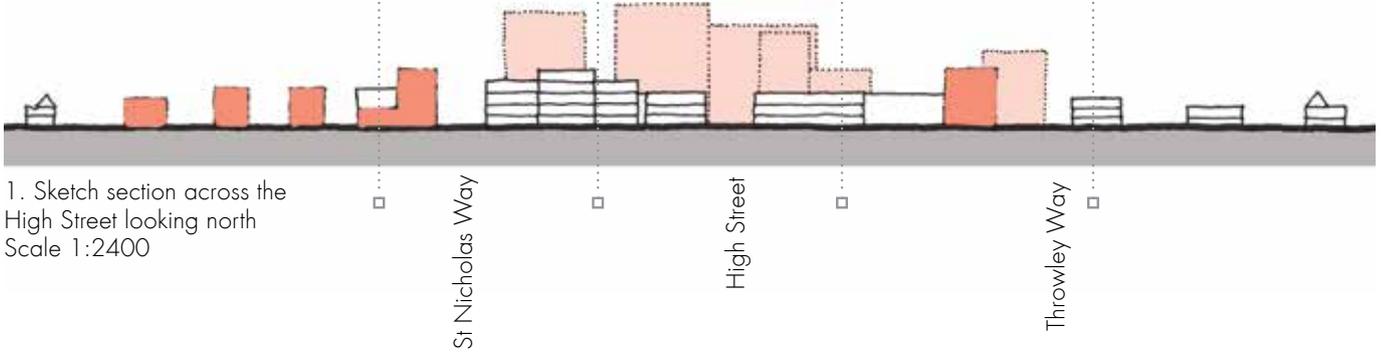
4-6 storeys adjacent to existing residential areas

High Street corridor:
Heights of new buildings should respect the prevailing low scale

Throwley Way corridor:
7-10 storeys main road frontage

4-6 storeys adjacent to existing residential areas

Suburban hinterland:
2-4 storeys for new development

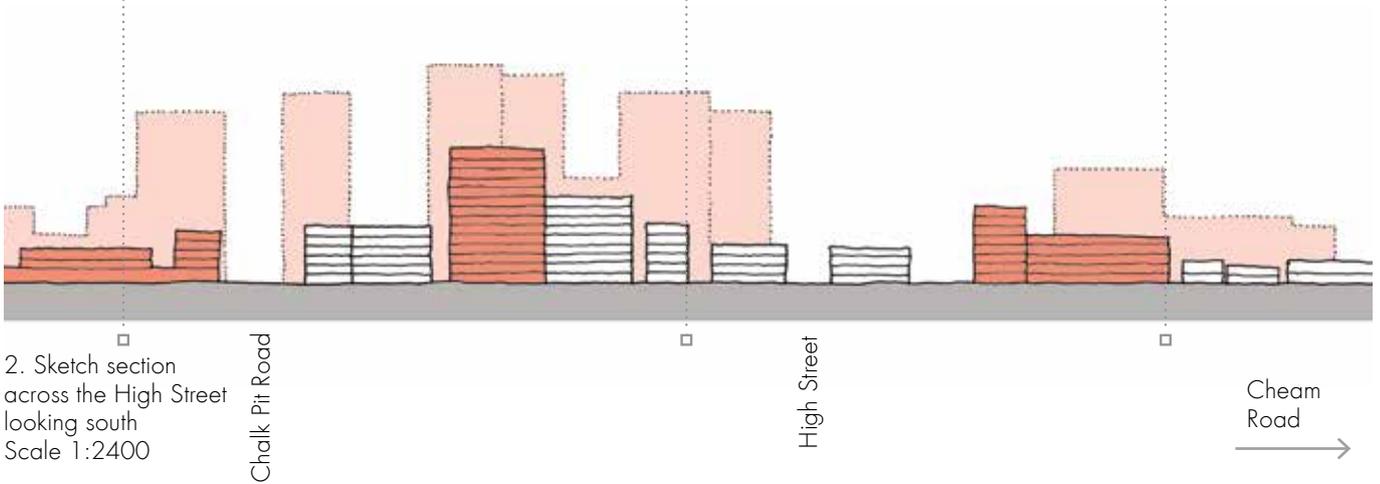


1. Sketch section across the High Street looking north
Scale 1:2400

Station cluster:
11+ storeys on sites adjacent to the train station

High Street corridor:
Heights of new buildings should respect the prevailing low scale

Suburban hinterland:
2-4 storeys for new development



2. Sketch section across the High Street looking south
Scale 1:2400

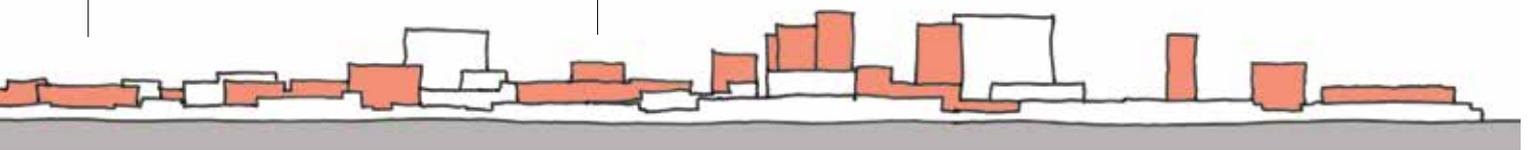
St Nicholas Way multistorey car park

Predominantly lower building heights

Civic centre

Cluster of the tallest buildings in the town centre at the train station

Station



5.4 Land Use Framework

Distinctive Roles Within Sutton Town Centre

The Sutton town centre land use framework will provide a range of locally sensitive development opportunities and strengthen local characteristics.

The Station Gateway will offer a working and dining focus reflecting its position as a high accessibility location by public transport and also a point where the north and the south of the borough meet. Uses such as hotels will be supported in this area to serve visitors and businesses.

Sutton South will see a strengthened High Street environment, with an extension of employment, workspace, dining and cultural activity and new residential led development on Throwley Way and potentially at the Civic Centre.

The comparison shopping offer at the St Nicholas and Times Square centres will draw more shoppers to the Sutton North area and the High Street core. New dining and entertainment options will keep the centres and the High Street active beyond normal retail hours.

Significant new housing provision at the Northern Gateway will be joined by a local convenience retail and dining focus.

Across these locations there will be a variety of activity and intensity and variations by time of day and day of the week. The land use and public realm framework will draw people together in numbers, while alleys and courtyards will provide places of respite and calm. Housing will be designed to provide privacy within buildings, private outdoor spaces and lower footfall public spaces.

Ground and Upper Floor Relationships

The plan on the opposite page illustrates the pattern of ground floor land uses within the proposed new development opportunities. Along the High Street, new retail or restaurant uses are proposed. Similarly, at key sites in the blocks adjacent to the High Street, particularly focused on east-west routes which meet the High Street, there will be further opportunity for uses such as retail which generate activity.

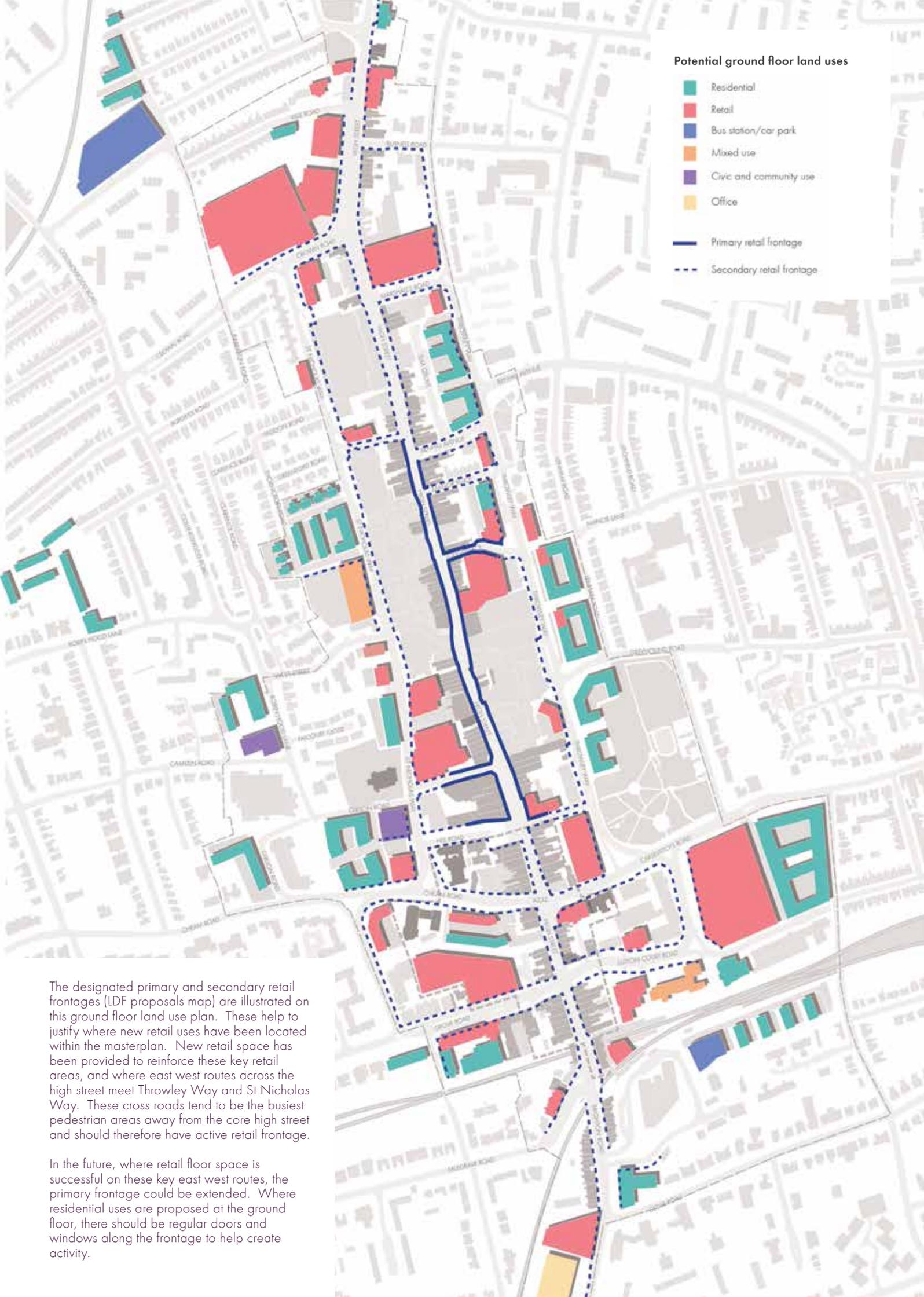
At other sites, developments should be designed with residential uses at the ground floor, with doors and windows facing the street helping to create activity. Development at the Civic Centre and at the train station will include a greater variety of uses including some office development, civic uses and new car parking.

At the upper floors, the land use will be predominantly residential to help bring vitality to the town centre and help meet the boroughs housing requirements.

The quality of new housing

New housing across the town centre will be recognised for its high quality, in terms of the housing units created, facades and placement in relationship to streets, neighbours and open spaces. New housing will be expected to raise the quality of place of Sutton town centre overall.

New housing in the town centre will help reinvigorate the dining, leisure, entertainment and culture base, creating additional immediate local demand. New residents will create additional footfall and keep the town centre and its edges active and peopled into the evenings and through the weekend.



Potential ground floor land uses

- Residential
- Retail
- Bus station/car park
- Mixed use
- Civic and community use
- Office
- Primary retail frontage
- Secondary retail frontage

The designated primary and secondary retail frontages (LDF proposals map) are illustrated on this ground floor land use plan. These help to justify where new retail uses have been located within the masterplan. New retail space has been provided to reinforce these key retail areas, and where east west routes across the high street meet Throwley Way and St Nicholas Way. These cross roads tend to be the busiest pedestrian areas away from the core high street and should therefore have active retail frontage.

In the future, where retail floor space is successful on these key east west routes, the primary frontage could be extended. Where residential uses are proposed at the ground floor, there should be regular doors and windows along the frontage to help create activity.

Benefits to the Sutton Community

New housing provides opportunities to meet the needs of existing residents. Both smaller homes and family housing will be provided so Sutton's younger people can stay in the borough and close to the town centre as they move through their lives. High quality housing in good locations for older people will be pursued. This will allow and encourage active lifestyles and access to town centre amenities. There is a strong potential, across a range of tenures, to provide for mixed and balanced communities, with housing within a variety of tenures and meeting local affordability needs.

As new housing arrives, development contributions will help support new community infrastructure, including education, health and library and cultural facilities. Existing services may be reprovided, in contemporary facilities, perhaps in new combinations and also at new sites. Locations will be considered in terms of how they best meet the needs of residents and support the evolution of the town centre.

New housing will also both support and justify new infrastructure. New housing will shift the character of Throwley Way and St Nicholas Way, bringing active uses to frontages and framing the street environment. New landscaping will be installed in parallel, creating a boulevard character. New housing will also help justify the investment in highway renovation, particularly enhanced pedestrian crossings. Ultimately, the scale of housing growth will help justify significant public transport enhancement, including a potential Tramlink extension.

Future growth in the population in and around Sutton town centre will give rise to the need for improved community infrastructure. Whilst this might in part be manifest through investments in existing facilities on existing sites, new sites might also need to be identified. In particular, and in view of the land take requirements associated, this is likely to be the case to ensure an appropriate number of school places is made available for a growing local population.

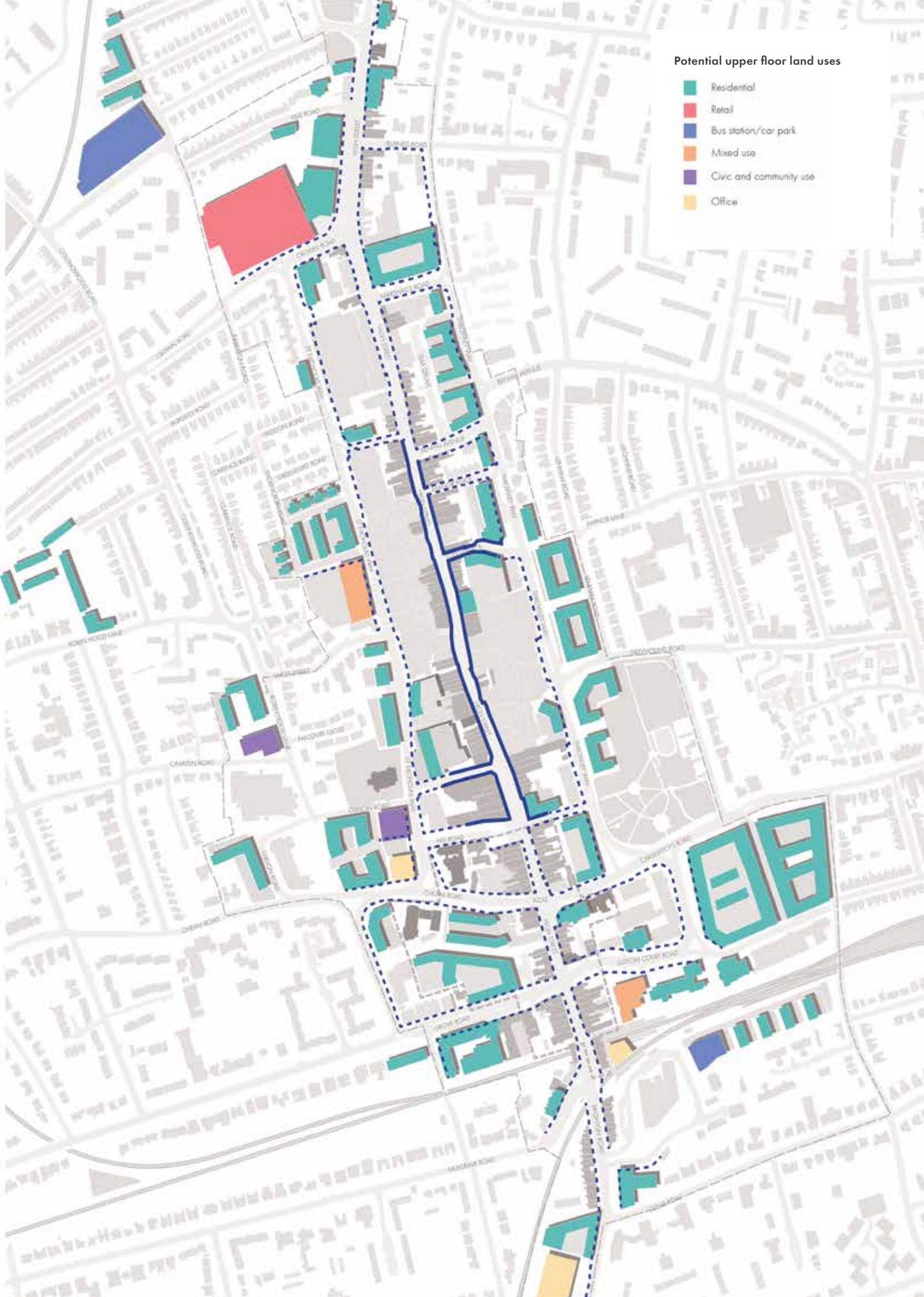
The council, through the Sutton Local Plan making process, is considering a series of sites in and around Sutton town centre for the provision of new primary and secondary schools. Some of those sites are included in the sites identified as potential opportunity sites in this masterplan. All potential school sites will be considered and a view taken by the council on the most appropriate for future or continued school use. An important part of this decision making process will be the respective potential contribution each site could make to the strategic objectives of the Sutton town centre masterplan.



Example of new development providing frontage to a busy street in Bromley-by-Bow

Potential upper floor land uses

- Residential
- Retail
- Bus station/car park
- Mixed use
- Civic and community use
- Office



5.5 Energy Strategy

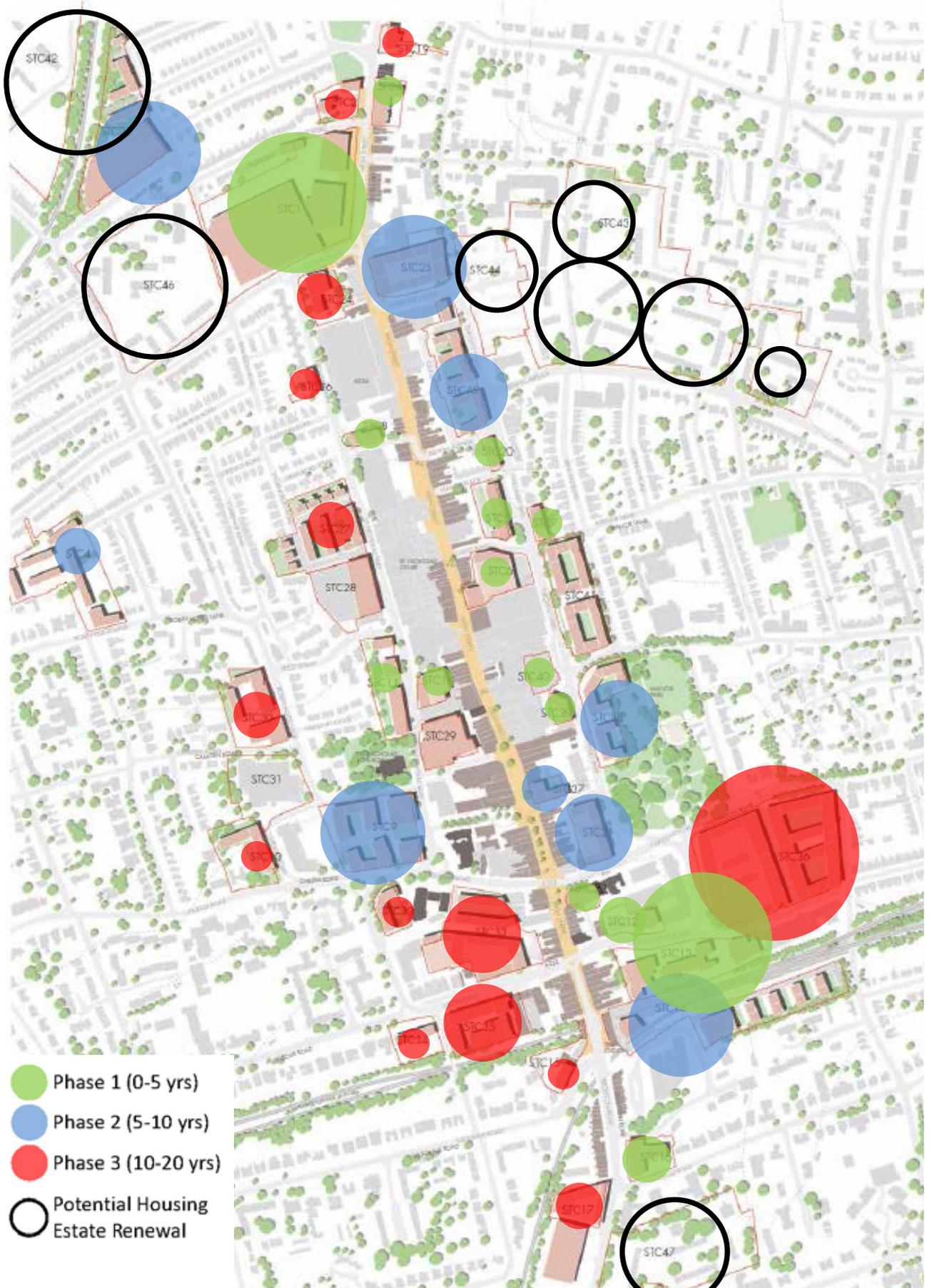
In line with Sutton's One Planet Vision and the Mayor's target that 25% of London's energy supply is produced locally by 2025, the council is committed to reducing carbon dioxide emissions throughout the borough by promoting the highest standards of energy efficient design, encouraging the use of on-site renewable energy technologies and delivering decentralised energy (DE) including the use of area-wide district heat networks where possible supplied from low or zero carbon energy sources. Furthermore, national planning policy requires local authorities to adopt proactive strategies and plan for new development in ways which reduce carbon emissions and address fuel poverty by identifying opportunities where new and existing buildings can draw their energy supply from decentralised energy sources and for co-locating potential heat customers and suppliers.

Accordingly, Sutton's Core Planning Strategy (2009) seeks to "maximise opportunities for implementing new district-wide networks supplied by decentralised energy in partnership with key stakeholders" and supports the sustainable regeneration and growth of Sutton town centre as a 'low carbon zone'. Where such opportunities have been shown to exist, Sutton's Site Development Policies DPD (2012) requires proposed developments to be designed to "connect to and, where appropriate, contribute towards existing or future decentralised energy networks, supplied by low or zero carbon energy".

A Borough Heat Mapping Study prepared by URS Corporation Ltd on behalf of the council in 2011, identifies Sutton town centre as one

of three 'DE Opportunity Areas' within the borough, based on existing and future heat loads, future development sites with the greatest potential for locating new or extended district heating networks and available sources of low or zero carbon energy. The study concluded that Sutton town centre already has a sufficiently high level of overall heat demand and density of development to support the feasibility of a district heating network. The town centre also has a suitable range of commercial, residential and community uses which offer a much more balanced demand profile for different energy services than would be the case with an individual building type. This means that energy production plant, such as Combined Heat and Power (CHP), can run for significantly longer periods at the design output capacity leading to improved operational efficiency. The council therefore considers that Sutton town centre offers technically feasible and financially viable opportunities for delivering a decentralised energy district heating network project.

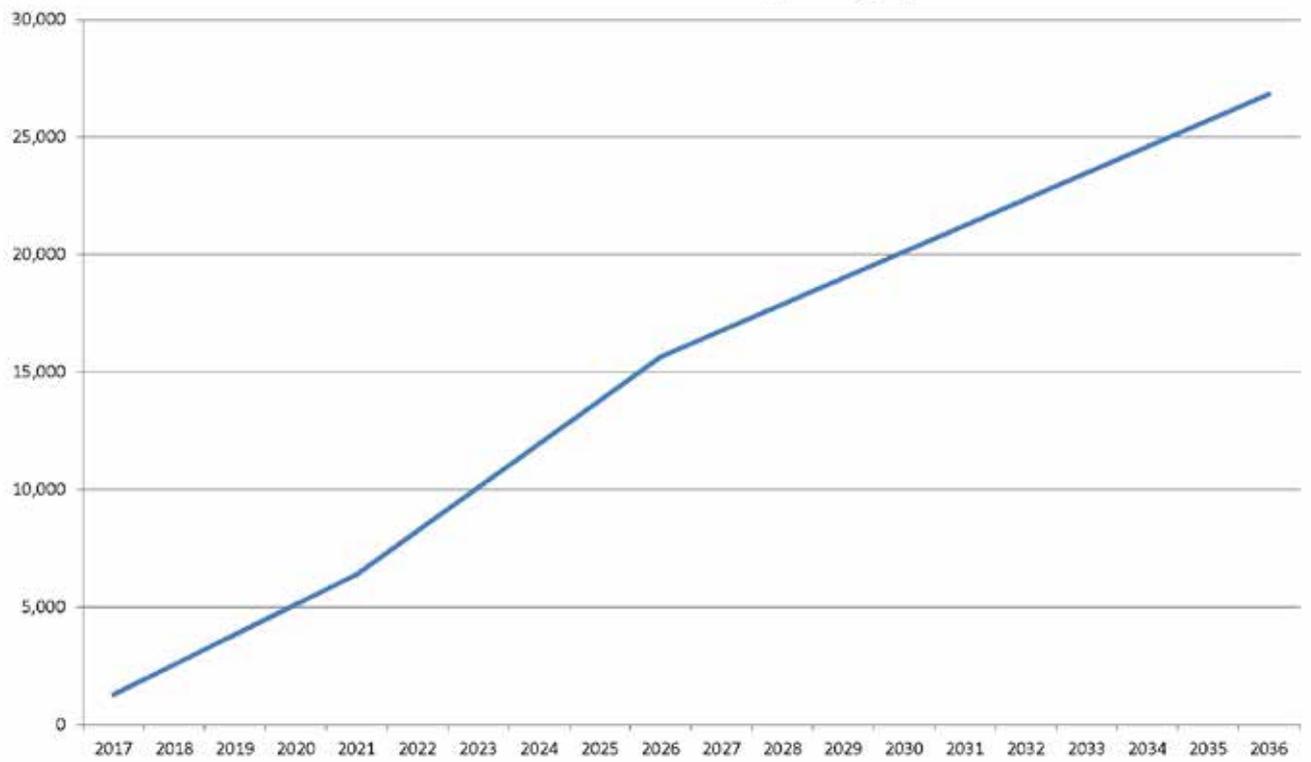
Since 2011 and in line with Sutton's planning policies there have been a number of significant planning permissions for major redevelopment at both north and south ends of the High Street which have required the introduction of site-wide heat networks served by CHP systems and/or gas boilers. These have been 'future-proofed' to enable connection to any future district heat network serving the town centre by providing sufficient capacity within the energy centre to support such a connection and to accommodate an eventual switch to the use of heat exchangers.



As part of the preparation of the Masterplan, the GLA's Decentralised Energy team, has undertaken an updated assessment of heat mapping for the town centre using the potential capacity figures for sites identified through this Masterplan and in Sutton's emerging Local Plan. The Energy Heat Map in Figure xx identifies the heat demand associated with each of the opportunity sites in MWh/year. The larger the circle the higher the level of heat demand. The map also shows the possible phasing of developments coming on stream. The updated heat map and phasing of delivery identifies that there will be a continuous supply of potential new connections over the 15 year time frame however significant loads are anticipated to come on line by 2026 (see the chart below).

The next step will be to work with the GLA to establish the technical feasibility and economic viability of a DE scheme in terms of the optimum technical design, the extent of the heat network, its funding options and financial performance. It is recommended that a Feasibility Study be commissioned to take this work forward. The study should contribute to a separate commission, the Sutton Town Centre Energy Strategy, that will seek to maximise other opportunities for reducing carbon dioxide emissions, improving local energy security and growing the local green economy within Sutton town centre through further energy efficiency and retrofit measures and renewable energy technologies.

HEAT DEMAND GROWTH (MWh/yr)



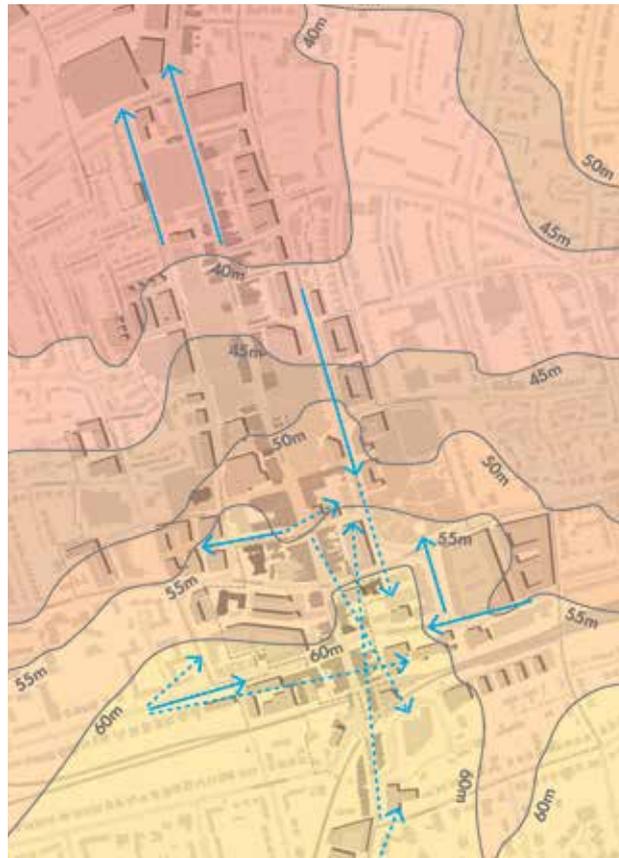
6.1 Area Guidance

Sutton comprises a range of contrasting environments which support a diverse range of economies. This section of the masterplan puts forward area-based guidance across a number of locations to help improve the environmental qualities and economic fortunes of each.

Informed by urban analysis and liaison with key stakeholders, and previous work by Gillespies in the Sutton Town Centre Urban Design Framework, the following four 'quarters' of the centre are identified:

- Station Gateway – centring on Sutton Station and its immediate environs
- Sutton South – centring on Trinity Square in the southern part of the centre
- Sutton North – focused on the northern part of the commercial centre
- Northern Quarter – from the commercial core up to Sutton Green (the northern part of the pedestrianised high street falls in this quarter).
- Sutton gyratory is covered under a separate section.

The opportunity sites in the masterplan correspond to the site allocations in the emerging Sutton Local Plan. Further details about each site, including policy designations and possible future uses, can be found in the Local Plan.





Masterplan opportunity sites

- High Street
 - Listed building
 - Building of townscape value
 - Existing building
 - Proposed building
 - Existing green spaces
 - Site outlines from Local Plan
- 45m
 5m contours

6.2 Station Gateway

6.2.1 Introduction and Vision

With the new Subsea7 flagship headquarters, the emerging Sutton Point development, the London Cancer Hub and the future impressive over-station development, Sutton's Station Gateway will strengthen its role as a thriving, diverse business quarter. New purpose-built office floorspace will attract businesses looking for locations which combine exceptional transport connections with a family friendly suburban town centre environment.

A thriving evening economy will complement the core shopping environment immediately to the north. In addition, new opportunities for high density and high quality town centre living will exploit this most sustainable location for new housing development in the town.



The station gateway covers the area south from Cheam Road/ Carshalton Road towards the train station down Brighton Road



An artist's impression showing an indicative view east along the A232 looking past a redeveloped Morrisons and towards the redevelopment of the B&Q site in the distance. This shows an option where the roadway is shared by two-way traffic and a tram route. New development on either side, provides active frontage to the street.

6.2.2 Opportunities

Townscape and Heritage Assets

The Station Gateway area has a concentration of heritage assets and existing buildings with townscape merit. The Sutton High Street Crossroads Conservation Area covers the majority of the area between the station and Hill Road / Throwley Road. The redevelopment of some major opportunity sites present the opportunity to deliver high density, high quality new development which will improve the setting of these important heritage assets and improve the townscape qualities of this important part of the town centre.

Land Uses and Activities

This is an important and highly prominent office and business location which benefits from excellent public transport links. High quality, office-based employment uses will continue to play an important role for Sutton's long term economy and proposals for such uses would be supported in this location in principle. Leisure, food and drink uses will help to improve the quality and attractiveness of this location as a key working and shopping zone and further strengthen an already established evening economy. High density residential uses will add activity to the town and help support local shops and services.

Scale and Massing

This part of the town centre is the most sustainable location in the borough. The council therefore supports making the very best and most sustainable use of land. This is an appropriate location for taller buildings of the highest quality architecture and design. The impact of new development proposals on the character of the conservation area will be a

key consideration and emphasis will be placed on ensuring proposals contribute positively to local townscape character and deliver corresponding improvements to the quality of the public realm. The town-wide guidance on building heights is directly relevant here.

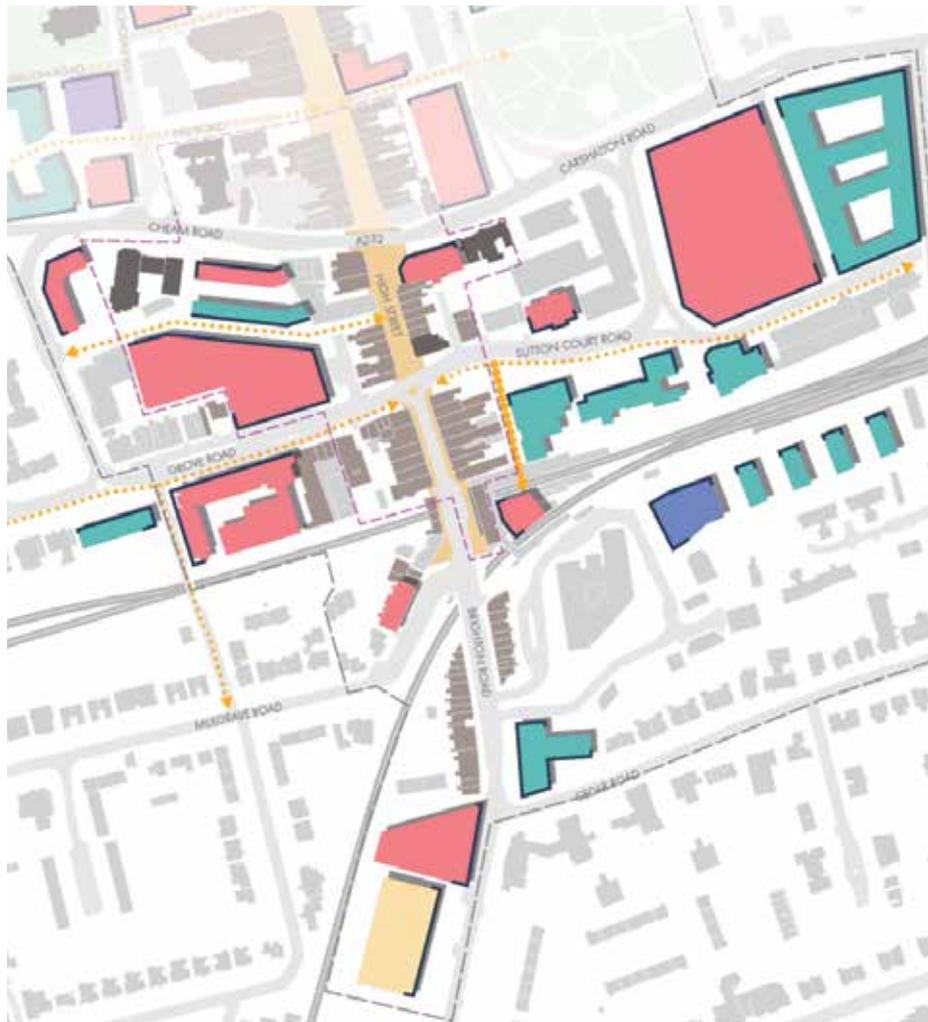
Routes and Connections

It is a strategic aspiration to reduce the impact of the gyratory around Sutton town centre. Key junctions around the southern part of the gyratory would benefit from improvement to give greater pedestrian priority through improved crossing facilities, guardrail removal and pavement widening. The pedestrian connection across Grove Road is a particular priority and is likely to need to be remodelled in view of the tram route. To safeguard a potential future expansion to the tram in Sutton, the Sutton Local Plan safeguards a new link road from Grove Road to Brighton Road.

Public Realm Opportunities

The area around the station entrance is a key opportunity in the context of major redevelopment over the station site. Successful improvements have already been made to the space at the eastern end of Mulgrave Road and its links to the station entrance.

Station Gateway



Routes, blocks and uses

- Listed building
- Building of townscape value
- Existing building
- Ground floor uses
 - Residential
 - Retail
 - Bus station/car park
 - Mixed use
 - Civic and community use
- - - Sutton High Street Crossroads Conservation Area
- - - Town centre boundary
- High Street
- Significant new frontage
- Improved existing frontage
- Improved connections



Public realm and animation

- Proposed building
- Existing green spaces
- Improvements to alleyways
- Public realm work planned/underway
- Further public realm improvements
- ▨ Urban boulevard landscape improvements
- ▨ Safeguarded routes from Local Plan
- Improvements to service area
- Improvements to junction, crossings and public realm

6.2.3 Key Projects

STC14: Sutton Station

- Sutton Station sits at the junction between several railway lines. Consequently, the station and its environs comprise a large site in the heart of the town centre – including a large surface car park.
- As one railway line branches southwards, the station site widens which may assist over-station development opportunities.
- The station is in a location considered appropriate for taller buildings.
- The station building frontage is within the Sutton High Street Crossroads Conservation Area. Its redevelopment proposal or replacement will need to be carefully assessed in the context of the wider benefits.
- Public parking capacity should be retained with a decked parking structure.
- The station and station car park sites are suitable for high density office and residential uses in conjunction with a refurbished station concourse environment.
- A major opportunity to provide an effective transport interchange between the rail, bus and Tramlink.

STC36: B&Q

- Very large site on the edge of the town centre.
- The unit operates as an out of centre format on a prominent edge-of-centre site.
- Redevelopment for a mix of retail, parking and residential uses would be welcomed in principle.
- Redevelopment would present the opportunity to break the site up and introduce new routes across the site.

STC33: Morrison's

- Mixed-use longer term redevelopment opportunity within the Sutton High Street Crossroads Conservation Area.
- The frontages to Grove Road and Cheam Road are key considerations.
- The site is suitable for retail and other commercial uses combined with high density residential uses.
- Redevelopment of this site would present a major opportunity to enhance the character of the conservation and the setting of the adjacent listed churches.
- Redevelopment would also present opportunities to incorporate new connections across the site to improve permeability.

Conservation Area Enhancement

- The council will continue to work proactively with Historic England to ensure Sutton's heritage assets are protected and enhanced.
- Redevelopment at the scale envisaged in this masterplan will introduce challenges in this regard – and continued close collaborative worked is essential between all relevant stakeholders.
- Shopfront improvements and public realm investments will have an increasingly important role to play in delivering the improvements considered necessary to the conservation area.
- The council will review the conservation area boundary and consult with relevant stakeholders on production of an associated management plan.



Detailed masterplan illustrating built proposals and public realm interventions



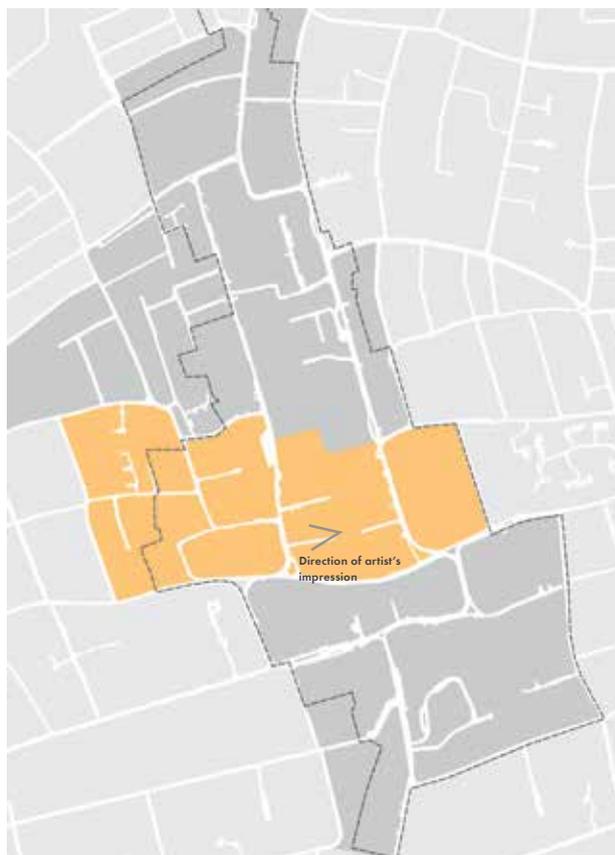
Scale and massing of indicative development proposals within the station gateway. Red blocks already have planning permission.

6.3 Sutton South

6.3.1 Introduction and Vision

Strengthening Sutton's cultural offer is central to the opportunities facing the Sutton South area. The opportunity to deliver a redeveloped Civic Centre site incorporating a replacement theatre space is one of the most strategically important investment opportunities in the town centre. Redevelopment of this site, potentially also incorporating replacement civic offices supported by high density residential uses, has the scope to act as a catalyst for the centre as a whole.

A new at-grade pedestrian crossing will directly connect the new cluster of uses at the redeveloped Civic Centre with Hill Road, the High Street and improved connections to Manor Park beyond. This will also help to transform the St Nicholas Way environment from one dominated by the traffic gyratory to a tree-lined urban boulevard – a busy cross-town route flanked by residential, civic, cultural and retail uses along its length.



Proposals for Sutton south fall between the area north of Carshalton Road and south of Greyhound Road and West Street.



An artist's impression illustrating the indicative view west along Hill Road towards the redeveloped Civic Centre. The underpass has been removed and there is a wide pedestrian crossing connecting Hill Road into this redeveloped area of the town centre. New civic functions and residential accommodation is provided within this site.

6.3.2 Opportunities

Townscape and Heritage Assets

The Sutton South area is covered by the northern end of the Sutton High Street Crossroads Conservation Area which is centred on the pedestrianised High Street south of Trinity Square. Whilst these High Street buildings generally make a positive contribution to the character of the area, shopfront improvements would further enhance the area's townscape qualities. St Nicholas and Trinity Churches either side of St Nicholas Way are listed and new development on, or reuse of, the Civic Centre and St Nicholas House (Crown Agents) sites in particular will impact directly on their setting as well as that of the adjacent Sutton Baptist Church which is also listed. The prominent views of Trinity Church will continue to dominate the local townscape.

Land Uses and Activities

The majority of opportunity sites have frontages to either St Nicholas Way or Throwley Way. Mixed-use developments with residential uses on upper floors are envisaged on most of these sites. Where possible and practical, securing continuity of service for any replacement town centre theatre should be secured. The High Street will remain the focus of retail activity but new retail and other commercial uses on the ground of the Sutton South opportunity sites will help to complement town centre vitality. Opportunities will be taken to activate Trinity Square as a events space. Residential uses on upper floors will help to support the centre's existing day time and strengthening evening economies.

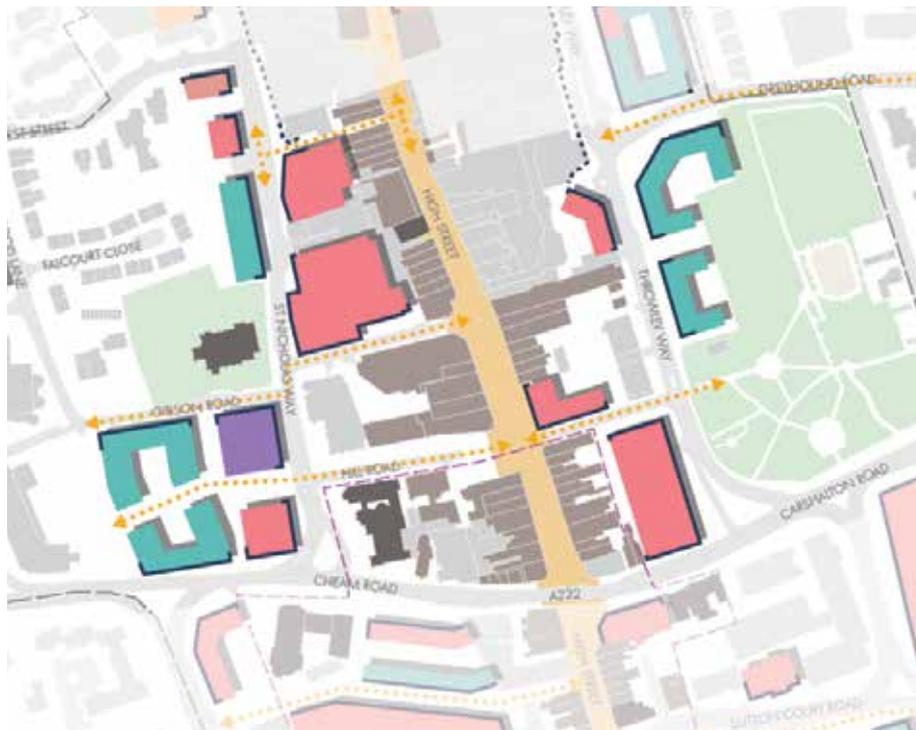
Scale and Massing

Working closely with the council to ensure a balance is struck between making the best and most sustainable use of these key town centre sites whilst respecting the setting of the listed churches and other townscape and heritage assets will be critical. The large and prominent sites across Sutton South should be redeveloped to ensure a strong frontage is presented to key routes. The scale and massing of new development around Manor Park will also need to respect its setting.

Routes Connections and Public Realm Opportunities

The two key priorities are the need to improve east-west links which run across the High Street and the need to dramatically reduce the impact of the gyratory condition on St Nicholas Way and Throwley Way. The major sites in the western part of the South Sutton area have a key role to play in achieving both of these objectives. Removal of the Hill Road underpass, the replacement with an at-grade crossing will not only radically improve east-west links but will also help to calm the gyratory condition by giving greater priority to pedestrian movements. Similarly, links between the core commercial area and Manor Park should be improved as opportunities arise.

Sutton South



Routes, blocks and uses

- Listed building
- Building of townscape value
- Existing building
- Ground floor uses
 - Residential
 - Retail
 - Bus station/car park
 - Mixed use
 - Civic and community use
- - - Sutton High Street Crossroads Conservation Area
- - - Town centre boundary
- High Street
- Significant new frontage
- - - Improved existing frontage
- Improved connections



Public realm and animation

- Proposed building
- Existing green spaces
- Improvements to alleyways
- Public realm work planned/underway
- Further public realm improvements
- /// Urban boulevard landscape improvements
- ▬ Safeguarded routes from Local Plan
- ▭ Improvements to service area
- Improvements to junction, crossings and public realm

6.3.3 key Projects

STC9: Civic Centre

- Major regeneration opportunity for a critical site for Sutton town centre.
- Redevelopment should be progressed in tandem with the removal of the pedestrian underpass and an improved connection to Manor Park.
- A positive relationship with St.Nicholas Way is critical – with public space and active uses making a more pedestrian friendly location.
- Redevelopment should open up the site, creating new connections across the site and new public spaces flanked by cultural and town centre uses.
- The site is considered an appropriate location for consolidated civic offices and other public/community uses.
- Reprovision of a town centre theatre (in advance of the redevelopment of the Secombe Theatre site STC10) would help to better link arts, cultural and entertainment uses with the core High Street.
- High density residential uses would be most appropriately located to the west of the site, with the potential for a taller building.
- New development will need to take account of the setting of the listed buildings in the vicinity of the site to ensure the setting of these heritage assets is preserved or enhanced.

STC21: Sutton Park House (G4S)

- A large site on the prominent corner of Throwley Way and Carshalton Road.

- An opportunity for conversion or redevelopment for residential uses with some retail or other commercial uses at ground floor.
- Key consideration is the need to improve the building relationship with its street frontages and Manor Park through active ground floor uses and improve links to Manor Park.
- It may be appropriate to consider a taller element on the southern end of the site subject to the quality of the design.

Hill Road Underpass and Connections to Manor Park

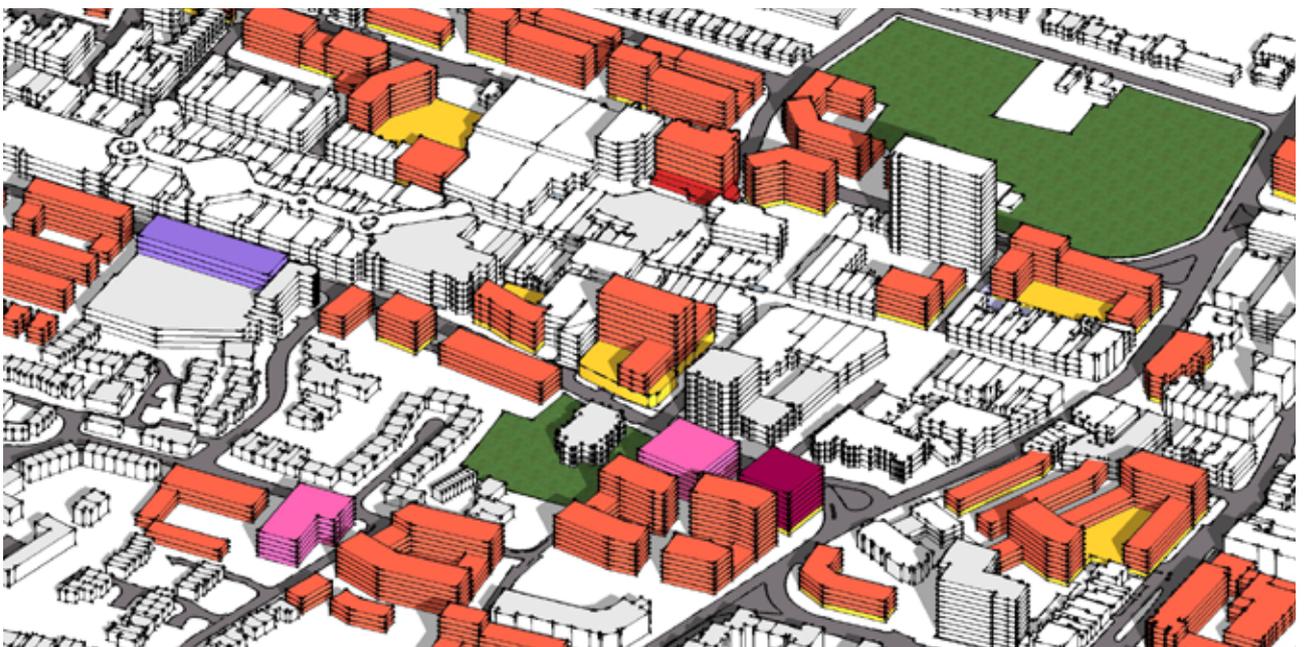
- The most important east-west connection to the High Street in the town.
- Removal of underpass and replacement with at-grade crossing over St Nicholas Way to Hill Road.
- Trinity Square to remain the key public square in the town centre – animated with a programme of events.
- Improved links to Manor Park via Throwley Road and across Throwley Way in conjunction with redevelopment of STC21.

STC10: Secombe Theatre

The council will work in partnership with the Sutton Theatre Trust on plans for any replacement theatre in the town centre. The theatre is an important cultural asset for Sutton and must be reprovided in any redevelopment of the site.



Detailed masterplan illustrating built proposals and public realm interventions



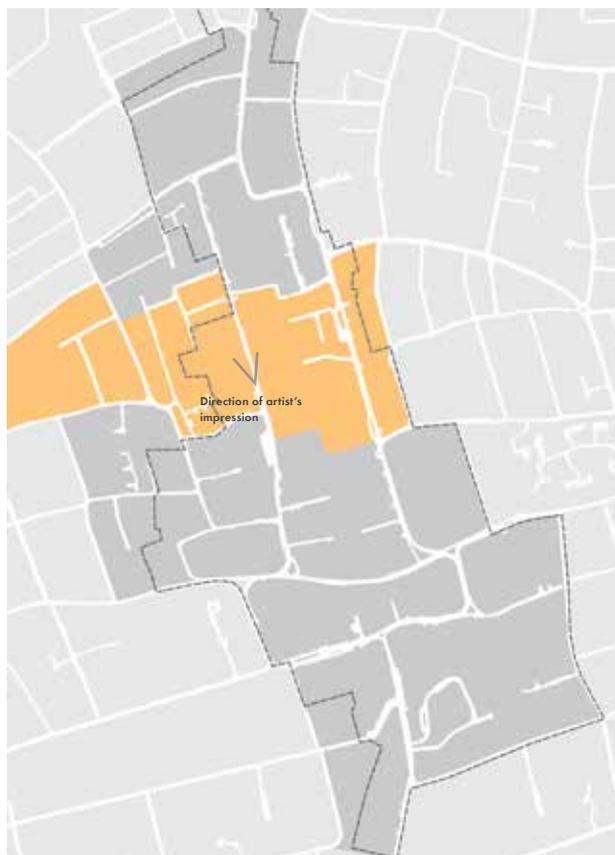
Scale and massing of indicative development proposals within Sutton south. Red blocks already have planning permission.

6.4 Sutton North

6.4.1 Introduction and Vision

As Sutton's principal shopping area, the northern part of the High Street is anchored by the St Nicholas Centre and the Times Square Centre. Opportunities to improve the setting of this central area exist along both St Nicholas Way and Throwley Way. In particular, the area around the entrance of the cinema on St Nicholas Way has the potential to evolve into a vibrant and diverse area enlivened by evening uses which will help to transform the environment along St Nicholas Way from a traffic dominated gyratory to an urban boulevard. Along Throwley Way a range of opportunities to create new developments which address the street will help further transform the environment immediately surrounding the commercial centre.

On the High Street itself, the creative re-use and refurbishment of heritage buildings and improvements to the regular street market and entrepreneur market will create opportunities for new and independent traders to benefit from the high levels of footfall along the town's principal spine.



Proposals for Sutton north stretch north of Greyhound Road and south of Benhill Avenue



The artist's illustration shows an indicative view looking north along St Nicholas Way with new development in the foreground on the left. This now shows the roadway as a shared two-way traffic and tram route. Wide pedestrian crossings help to connect the cinema to the High Street. New restaurant units at the rear of the St Nicholas Shopping Centre help to provide activity in this area.

6.4.2 Opportunities

Townscape and Heritage Assets

Sutton High Street in this part of the centre is formed by good quality historic buildings which play a locally important townscape role in establishing the particular high street character of Sutton's town centre – a character which local people value. However, the wider area east and west of High Street is undermined by poor quality townscape. New development opportunities in this area should improve this with buildings that better define and provide activities along these key through routes which improve the sense of place.

Land Uses and Activities

There are a cluster of opportunity sites either side of Throwley Way, all of which have prominent positions on this main road and would be suitable for mixed-use development. On the west side of the area, the St Nicholas Centre currently turns its back to St Nicholas Way and the associated town centre cinema opposite. Major opportunities exist to transform this part of the centre with space in the shopping centre being reconfigured to present a new active retail/dining/commercial frontage to St Nicholas Way. Uses would complement the cinema and significantly strengthen the evening economy in this part of the town centre. Robin Hood Junior School might present a longer term housing opportunity on the basis that replacement school accommodation is provided on a site that is better suited to meet existing and new demand.

Scale and Massing

The established residential hinterland, characterised by two-storey Victorian and Edwardian terraces and semi-detached houses, directly borders the commercial town centre. New development will need to manage the threshold between this established character and a form of development more appropriate for town centre sites well served by public transport, shops and services. The Throwley Way and St Nicholas Way frontages present opportunities to create a good quality urban edge to these key streets and to signify prominent and important corners.

Routes Connections and Public Realm Opportunities

Improving the quality and environment of the lanes and alleys that connect to the High Street from the east and west presents interesting and varied opportunities to complement the existing retail offer of Sutton. Improvements to these lanes and connections would also help to between link the High Street axis with the local residential hinterland. Redevelopment of the Throwley Way car park would present the opportunity for improved linkages to the east and the redevelopment of the Lodge Place sites should lead to an improved link to High Street.

Sutton North



Routes, blocks and uses

- Listed building
- Building of townscape value
- Existing building
- Ground floor uses
 - Residential
 - Retail
 - Bus station/car park
 - Mixed use
 - Civic and community use
- Town centre boundary
- High Street
- Significant new frontage
- - - - - Improved existing frontage
- Improved connections



Public realm and animation

- Proposed building
- Existing green spaces
- Improvements to alleyways
- Public realm work planned/underway
- Further public realm improvements
- /// Urban boulevard landscape improvements
- ||||| Safeguarded routes from Local Plan
- Improvements to service area
- Improvements to junction, crossings and public realm

6.4.3 Key Projects

STC41: Times Square Car park

- A dated and unattractive car park which currently dominates Throwley Way.
- A large housing-led redevelopment opportunity if not required for car parking.
- High density housing on the western frontage with a more modest scale on the east.
- Retain important street trees in any redevelopment.
- A courtyard form of development might be appropriate.
- Opportunity to improve a significant length of Throwley Way street frontages.
- Redevelopment will also present opportunities to improve east-west routes across the site.

STC6 and STC5 - Lodge Place

- Two sites either side of Lodge Place which present extensive frontage to Throwley Way and dominate a significant east/west access route for pedestrians into the High Street.
- There is scope for new retail/commercial/community uses with residential uses above.
- A major opportunity to improve links between the High Street and the east side of Sutton via Lodge Place and a connection to Manor Lane.
- Further detailed guidance is contained in the site specific SPD.

St Nicholas Centre - Western Edge

- New commercial frontage on the western side of the St. Nicholas Centre.
- Small scale retail, food and beverage uses facing St Nicholas Road will help to improve the commercial setting of the cinema. It will be important to retain and enhance the cinema offer as the most significant commercial leisure offer in this part of the town centre.
- Will contribute positively to the evening economy.
- Will help to give greater pedestrian priority along St. Nicholas Way.



Detailed masterplan illustrating built proposals and public realm interventions



Scale and massing of indicative development proposals within Sutton north. Red blocks already have planning permission.

6.5 Northern Gateway

6.5.1 Introduction and Vision

The northern most part of the town centre and its immediate hinterland is already a thriving and rapidly changing part of Sutton. Activity on the High Road spine is dominated by food retail with the established Asda store occupying a prominent position on the northern end of Sutton High Street. This is soon to be complemented by a large new Sainsbury's store on the former Gas Holders site a little further north. These large stores sit amongst smaller, generally independent businesses which help to ensure the everyday retail and service needs of the local North Sutton population are met.

Longer term housing renewal and regeneration opportunities exist in the area which arcs across the north of the commercial part of the centre. Council housing neighbourhoods and other neighbouring areas could benefit from a long term and carefully phased programme of regeneration and redevelopment which would transform these communities with higher quality homes, nicer streets and better pedestrian connections to the High Street and the rest of the town centre as well as meeting housing shortages.

Changes are already underway with new homes coming forward on the Gas-holder site and across other sites in the northern gateway. In addition the council will explore with its tenants and leaseholders the options available for change and will investigate in more detail site conditions, constraints and opportunities and methods for delivering improvements.



The northern gateway covers the area north from Greenford Road/Benhill Avenue and is the most northerly of the four areas.



The artist's illustration shows the northern end of the High Street, adjacent to Asda, animated with a night market, helping to improve the frontage of the large supermarket. The attractive older buildings on the right have also been refurbished and their shop fronts improved.

6.5.2 Opportunities

Townscape and Heritage Assets – Strong Corners

The northern end of the High Street is characterised by fewer townscape and heritage assets than other parts of the centre. There are, however, a number of significant buildings which play an important local role in terms of the quality of the local townscape.

Existing buildings on prominent corners or ends of terraces play a particularly important local townscape role in strengthening the character of the street. Examples of this are The Winning Post and The Crown public houses on the west side of High Street. The northern end of the terrace opposite the former Gas Holder site, leading to Burnell Road, is also considered to contribute positively.

There are a number of locations along the High Street where the existing façades would benefit from more active frontage including glazed openings or the renovation of historic features.

Land Uses and Activities

The area is characterised by commercial uses serving the day to day needs of local residents. The area is mostly beyond the primary retail area and therefore presents opportunities for a wider and more diverse mix of ground floor activities.

Ground floor commercial and community uses are generally considered appropriate along principal routes with residential accommodation on upper floors.

Scale and massing

The redevelopment of the former Gas Holder site will see high density town centre format residential development with a limited approach to parking. Whilst care needs to be taken in terms of scale and massing to

ensure the amenities enjoyed by existing local residents are respected, this form of development is considered appropriate in such central and accessible locations.

New development on a prominent commercial axis of up to 10 storeys may be appropriate depending on the proximity to and relationship with adjoining properties. Off the High Street axis, development should be of a lower scale and massing more suited to its suburban context.

Routes and Connections

Currently, the routes which divert around Sutton's gyratory converge in this area and the roads and junctions are busy as a result. The existing main route through the area is north to south along High Street.

New east to west routes to be enhanced include along Marshall's Road, along Benhill Avenue into the town centre and along Crown Road to the high street. A series of other minor new and improved routes are set out linking new and existing development.

Public Realm Opportunities

There are a number of public realm projects already planned or underway while other junctions and sections of highway are in need of general improvement including guard rail removal, quality public realm, new pedestrian crossings and pavement widening.

Pop-ups and Immediate Projects

Key pop-up or temporary projects in the northern gateway include the potential for a street market upgrade and creation of an events space on the High Street adjacent to Asda. The identification of space for flexible and creative workspaces at the northern end of the High Street should also be explored.

Northern Quarter



Routes, blocks and uses

- Listed building
- Building of townscape value
- Existing building
- Ground floor uses
 - Residential
 - Retail
 - Bus station/car park
 - Mixed use
 - Civic and community use
- Town centre boundary
- Improvement to residential neighbourhood
- High Street
- Significant new frontage
- ⋯ Improved existing frontage
- ⋯ Improved connections



Public realm and animation

- Proposed building
- Existing green spaces
- Improvements to alleysways
- Public realm work planned/underway
- Further public realm improvements
- ▨ Urban boulevard landscape improvements
- ▨ Safeguarded routes from Local Plan
- ▨ Improvements to service area
- Improvements to junction, crossings and public realm

6.5.3 Key Projects

STC25: Matalan

- Although a large and well proportioned site, the current form of development contributes little to the High Street.
- The current site uses help to anchor the northern end of High Street.
- Retail ground floor with scope for significant residential development above.
- Any development will have to relate well to the existing residential development along Burnell Road.
- Important for redevelopment to improve the pedestrian environment along the busy Marshall's Road.

STC45: Elm Grove Neighbourhood Improvements

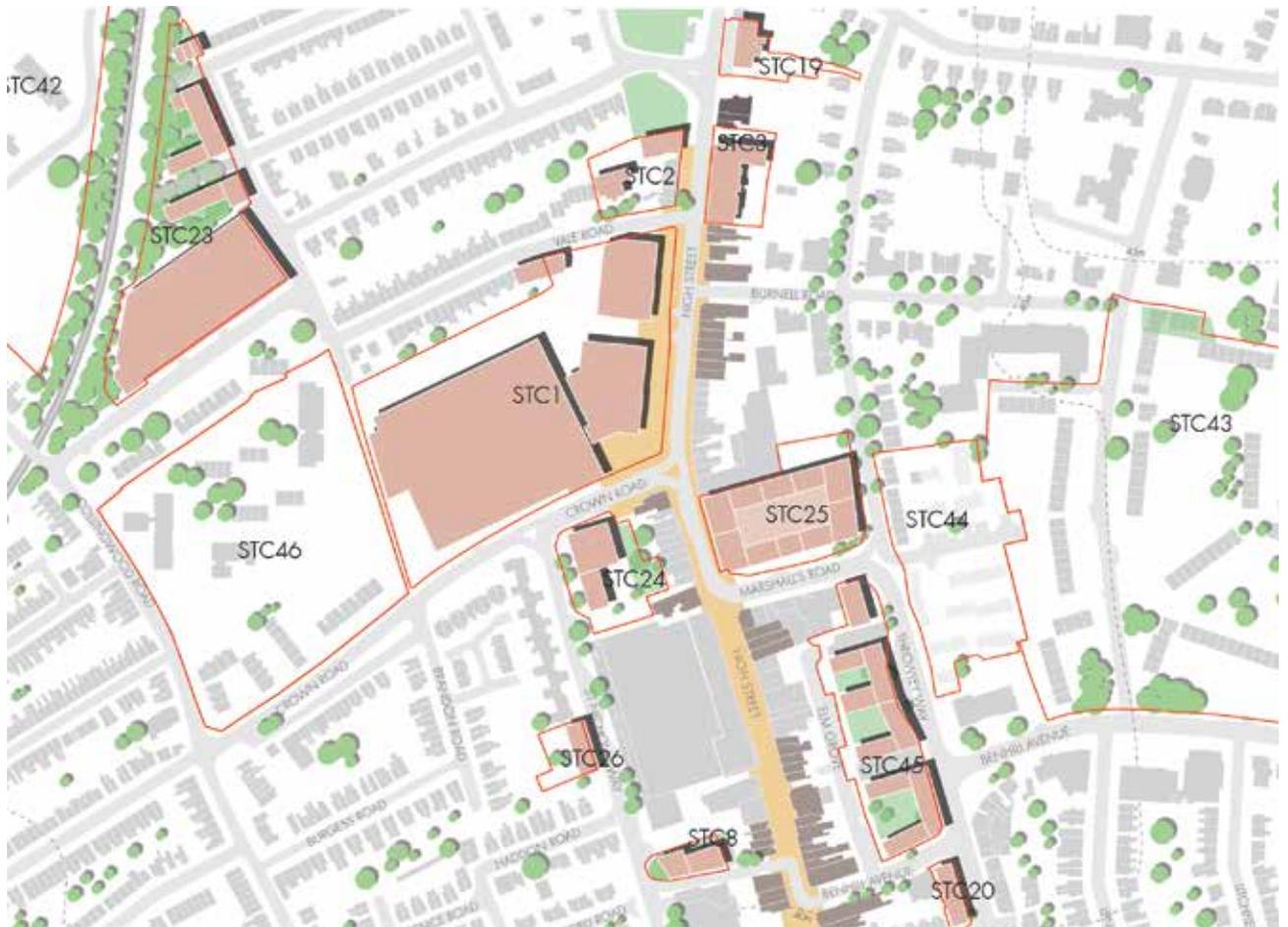
- The quality of this residential neighbourhood could be improved and the layout of homes could be better integrated into to the rest of the town centre.
- A residential-led development opportunity for a mix of dwellings types and tenures.
- Opportunity to present new active frontage to Throwley Way.

STC24: Halfords Block

- Opportunity to redevelop this prominent site.
- Site appropriate for mixed-use development with commercial uses on the ground floor with residential uses over.
- The site has a major impact on local townscape character and quality – so good quality design is critical.
- Opportunity for a taller element to the building on the Crown Road frontage.

The Northern High Street

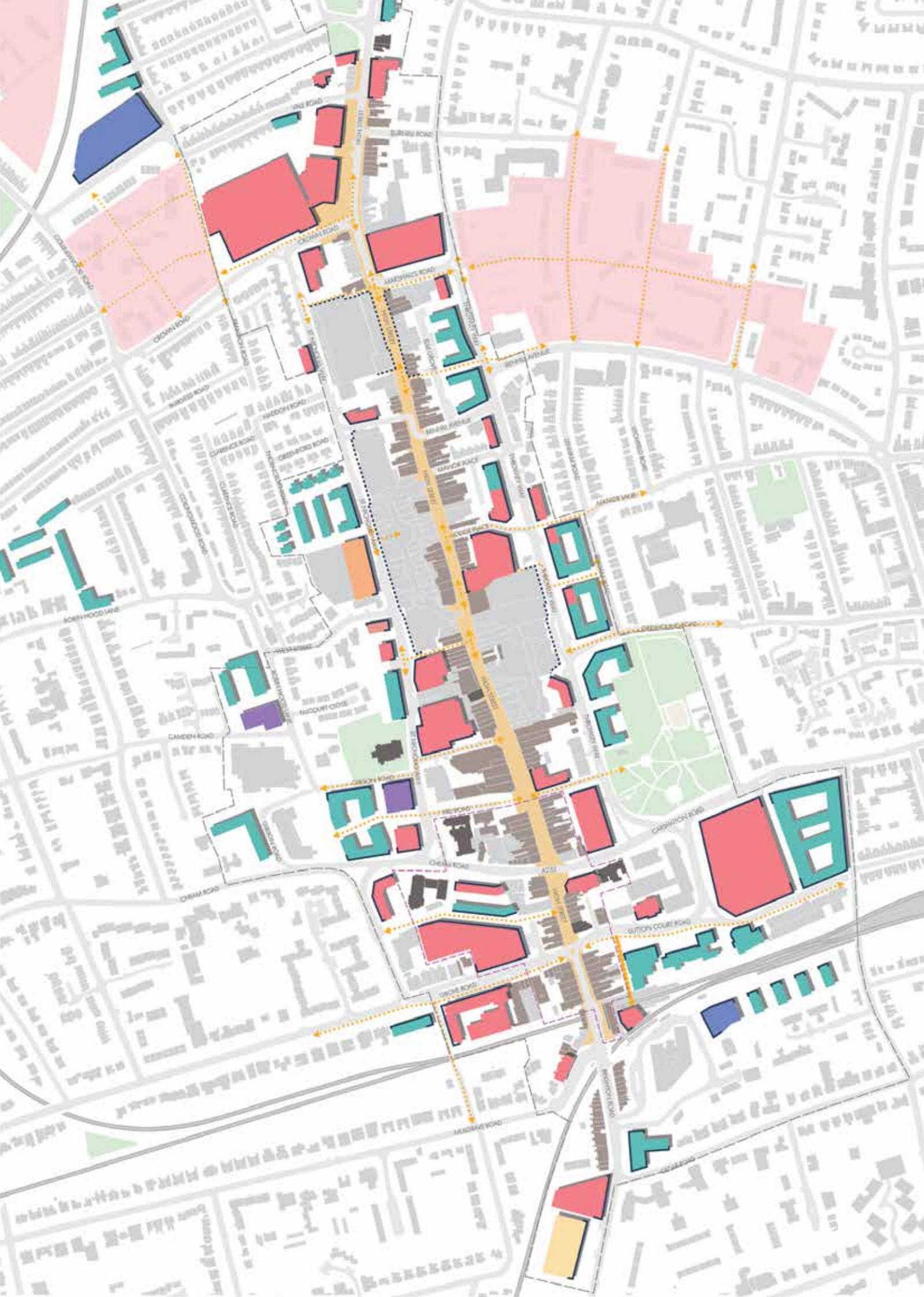
- Opportunity to enliven the flank wall of Asda and Argos with street-based activities.
- Bringing underused existing buildings into more active use and improve shop fronts and upper storeys in order to highlight architectural qualities.
- Strengthening independent retail opportunities to complement core retail area to the south.
- There are opportunities to activate the alleyways and public realm using innovative arts, culture and entertainment.



Detailed masterplan illustrating built proposals and public realm interventions



Scale and massing of indicative development proposals within the northern quarter. Red blocks already have planning permission.



Routes, blocks and uses

-  Listed building
-  Building of townscape value
-  Existing building
- Ground floor uses:
 -  Residential
 -  Retail
 -  Bus station/car park
 -  Mixed use
 -  Civic and community use
-  Sutton High Street Crossroads Conservation Area
-  Town centre boundary
-  Improvement to residential neighbourhood
-  High Street
-  Significant new frontage
-  Improved existing frontage
-  Improved connections



Public realm and animation

	Listed building
	Building of townscape value
	Existing building
	Proposed building
	Existing green spaces
	Improvements to alleyways
	Public realm work planned/underway
	Further public realm improvements
	Urban boulevard landscape improvements
	Safeguarded routes from Local Plan
	Improvements to service area
	Improvements to junction, crossings and public realm
	Street market
	Creative business
	Food stalls
	Play space
	Urban greening

Sutton Gyrotory

- Through delivery of short, medium and longer term improvements, investments and redevelopments, to radically improve the quality of the environment on the highway network which encircles Sutton town centre.
- Buildings should actively address this key public route rather than turn away from it.
- Pedestrians should be given far greater priority with wider pavements, better quality crossings and the removal of guardrail.
- A boulevard treatment could be delivered in the long term supported by a major programme of tree planning.



Examples in Nottingham (top) and Nantes, France of how trams can be integrated into lively and active streets

7 Delivery Strategy

7.1 Private Sector Led

This proposed masterplan framework has built in flexibility and viability to encourage the private sector to lead delivery of sites within its control.

There has been significant recent private investment in residential schemes, the shopping centres and new office facilities. This is a clear indication of the level of market interest in Sutton, which can be guided and steered by this masterplan.

7.2 The Council's Role

There are a number of ways in which the council may be prepared to contribute to the town centre vision directly. The council may use its service delivery role to enable new and higher quality public facing facilities. The council will be prepared to use its role as a land owner to advance the town centre, while meeting its other obligations. The council will be prepared to use its own assets and covenant position to assist in leveraging projects. The council will promote and celebrate the town centre's local heritage by pursuing partnership projects and grant schemes to enhance shop fronts and public realm.

At the same time it will spearhead the search for funding from the GLA family and government for investment in infrastructure, housing and economic development. Sutton Council will be known for its leadership and entrepreneurial approach in securing change for the town centre.

Joint Public-Private Sector Working

Other components will either be supported or facilitated by the council and other public sector stakeholders. In some cases a joint venture approach will be taken, particularly given the extent of council ownerships across the town centre.

This approach could be established to allow delivery by existing owners. In some cases this will require cooperation across

ownerships. Joint ventures with other entities or outright sale of individual components are also possible, and would be encouraged where this can advance the redevelopment process more rapidly and develop the area more comprehensively.

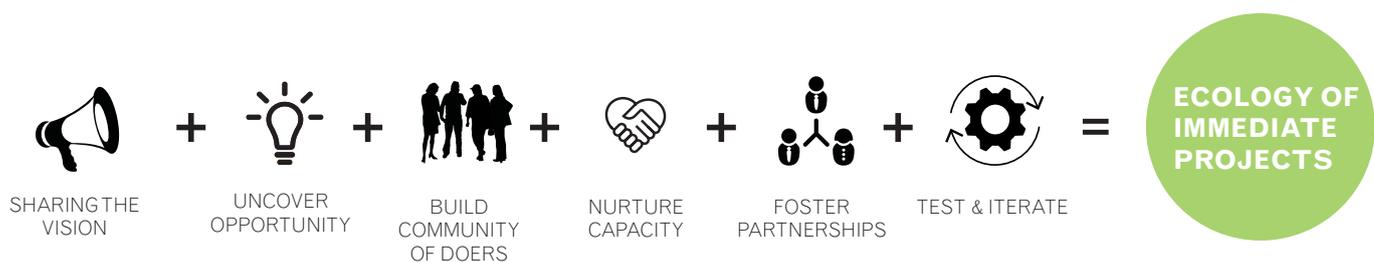
It is also anticipated that new joint venture entities may be formed among existing owners, or successor ownership arrangements may be established. In the event current owners, or successor entities, are unable to deliver the development set out, the council reserves the right to use its powers to enable, advance or secure delivery.

Site developments will be matched by a series of discrete, linked public realm improvements. This will allow redevelopment to progress according to market conditions, viability, occupier demand and the availability of development finance. It also encourages delivery in manageable components in line with market demand, allowing the private sector to capture value as it builds up over time.

Development negotiations will be supported by an open book financial appraisal process. It is recommended that the level and mix of affordable housing and affordable workspace be defined through negotiations using an open book financial appraisal process.

Section 7.3 will further elaborate on how the council can collaborate with civic groups and other creative initiatives.

7.3 New Ways of Working



Enabling a programme of immediate projects and leading the reinvigoration of Sutton’s cultural offer depends on new ways of working. Agreeing and sharing a clear vision and message on the importance of collaboration and creative regeneration is crucial in enabling local people, organisations and entrepreneurs to recognise that their initiatives are welcome in Sutton. On that basis, a wide range of new opportunities could be uncovered, unlocked and nurtured whether cultural and arts initiatives or enterprise, civic and environmental projects

Working in open partnership both with local landlords, dynamic local civic and arts organisations and energetic cultural institutions from elsewhere will lead to fresh ideas and capacity to deliver. Working with the ‘doers’ to enable them to turn ideas into visible change requires Sutton to nurture real capacity for agile working both within the council and outside.

This requires the council to see its role not just as leading the regeneration of the town centre but also to invite, enable and curate the contributions of others. This could involve

- bringing creative people and organisations in contact with each other around potential projects;
- valuing and celebrating the work and contributions of those people and organisations who get involved;
- low-threshold ‘one-stop shops’ where local initiatives can get practical, technical support, including design support, collective insurance and support with crowd-funding;
- finding ways to enable small-scale commissioning to local people and organisations;
- communicating clearly to the public which council officer(s) lead the enabling of new ideas in order to have clear, personal lines of contact and communication.

Finally, new ways of working often focus on the ability to create test projects - small-scale prototypes or pilots (for temporary start-up premises or public realm interventions, for example) using relatively limited budgets to test out new approaches, engage new people and test what works. This could involve relatively low-cost events like renaming

Arts and special events making use of building facades and public spaces and improving alley routes

alleyways through creative workshops and events; temporary seating and planting; using underused buildings and sites for test-trading, co-working or other experimental projects. Across these projects, it is crucial to create partnerships with the Business Improvement District and other (potential) collaborators like small and large landlords, creative businesses and civic groups from across Sutton, and London-wide initiatives.



Sister Act shown in Sutton town centre



Shop front and upper storey improvements in North Cheam



Worcester Park shop front signage improvements

Arts, cultural and entertainment events making use of public space in Sutton



Big Dance Bus event, Sutton



Chill fiesta, Sutton High Street



Imagine Festival 2014, Sutton
credit: Andrew Brown



Dance event, Sutton



Imagine Festival 2014, Sutton
credit: Andrew Brown



Big Dance Bus event, Sutton



Big Dance Bus event, Sutton



Imagine Festival 2014, Sutton
credit: Andrew Brown

7.4 Phasing and Site Capacity

An extensive range of potential development sites has been examined and a high level assessment made of their suitability, capacity and potential availability. This high level quantitative and qualitative assessment has then informed a view on which sites are considered to be viable for inclusion in the masterplan. This assessment has also informed a view on the likely sequence of delivery of these key opportunities.

Each site is placed in one of three broad development categories. Sites in the first category are those considered to be the most straightforward opportunities – those that are either already known to be coming forward for development or have existing consents. It is considered that these could be expected to come forward for redevelopment within the next 0-5 year period.

Following this (sites shown within phase 2), sites which are in the council's control would come forward, assuming that a strategy for delivery is established, initiated and meaningful progress made in 2016. It is reasonable to consider that these sites could come forward for redevelopment within the next 5-10 years.

The final development category – site shown within phase 3 – is comprised of the more complicated or longer term development opportunities. Whilst their redevelopment is likely to be more protracted, the development opportunities remain an important and integral part of the Sutton masterplan. It is felt they would come forward in the longer term – in the next 10-15 years.

Overall capacity

Source	PD Homes	Opp Sites Homes	Total	Opp Sites Retail SQM	Opp Sites Office - Civic SQM
Potential Phase 1	179	1,302	1,481	23,526	2,451
Potential Phase 2		2,311	2,311	8,105	22,223
Potential Phase 3		2,863	2,863	26,462	4,707
Gross outputs	179	6,476	6,655	58,093	29,381
Existing total		1,188	1,188	26,500	20,000
Net total	179	5,288	5,467	31,593	9,381

N.B. The Opportunity Sites totals for Phase 1 include the sites within the Masterplan area which have prior approval / planning permission

This phasing approach is based on a range of delivery factors and assumptions. The intention is to understand the broad trajectory of potential growth and also to provide a framework for Sutton Council to monitor progress. The table is intended as a guide to the likely outcome rather than a specification. In the event that a faster rate of growth is sought, the council would explore the options available to facilitate development.

In order to deliver each housing phase it will also be necessary to secure the necessary infrastructure to serve this growth. In addition, successful housing delivery will also be linked to improvements in the quality of the public realm, an enhanced retail and dining offer and a strengthened employment role. Realising the broad vision set for Sutton Town Centre will be necessary to support sustained demand from households to live in the centre and sustained investment from the development community.



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