



Idea Competition

# reimagining croydon's subways

do you have an innovative idea for how  
these spaces could be transformed?

Bar in a Former Public Lavatory, Clapham



Theatre in Leake Street tunnel, Waterloo



Tree planting in f



# Project Background

Croydon's population is anticipated to grow by over 60,000 in the next 20 years with an additional 46,000 new homes to be delivered over the same period. As a result, there is increasing pressure on space, especially in central Croydon.

We are seeing all over the world once unloved spaces brought back into use. They are often reclaimed for a different purpose than originally intended to better respond to today's lifestyles. Some examples of this are:

- old Victorian lavatories being turned into London's hippest hangouts;
- railway arches being converted in studios, office spaces and retail;
- vehicular and pedestrian underpasses being repurposed to plant trees or collect rainwater;
- unwelcoming tunnels turned into living art galleries;
- telephone boxes becoming libraries.

Croydon town centre has a number of pedestrian subways, a legacy of the radical redevelopment of Croydon in the 1960s that placed vehicles at its heart. New crossings are now replacing these unfriendly spaces, making them redundant.

This now provides us with a fantastic opportunity to work with our communities and develop ways to reuse these public spaces, and we invite ideas from architects, community groups, students and anybody with a love for Croydon.



**REIMAGINING  
CROYDON'S  
SUBWAYS**



**ENTERPRISING** - A place renowned for its enterprise and innovation with a highly adaptable and skilled workforce and diverse and thriving local economy

**LEARNING** - A place that unleashes and nurtures local talent, is recognised for its support and opportunity for lifelong learning and ambitions for children and young people

**CREATIVE** - A place that draws people to its culture and creativity – an inspiration and enabler of new artistic and sporting talent in the country

**CONNECTED** - A place that is well connected, easy to get to and around, and supported by infrastructure that enables people to easily come together, with one of the best digital, communications and transport networks in the country

**SUSTAINABLE** - A place that sets the pace amongst London boroughs on promoting environmental sustainability and where the natural environment forms the arteries and veins of the city

**CARING** - A place noted for its safety, openness and community spirit where all people are welcome to live and work and where individuals and communities are supported to fulfil their potential and deliver solutions for themselves



# The competition

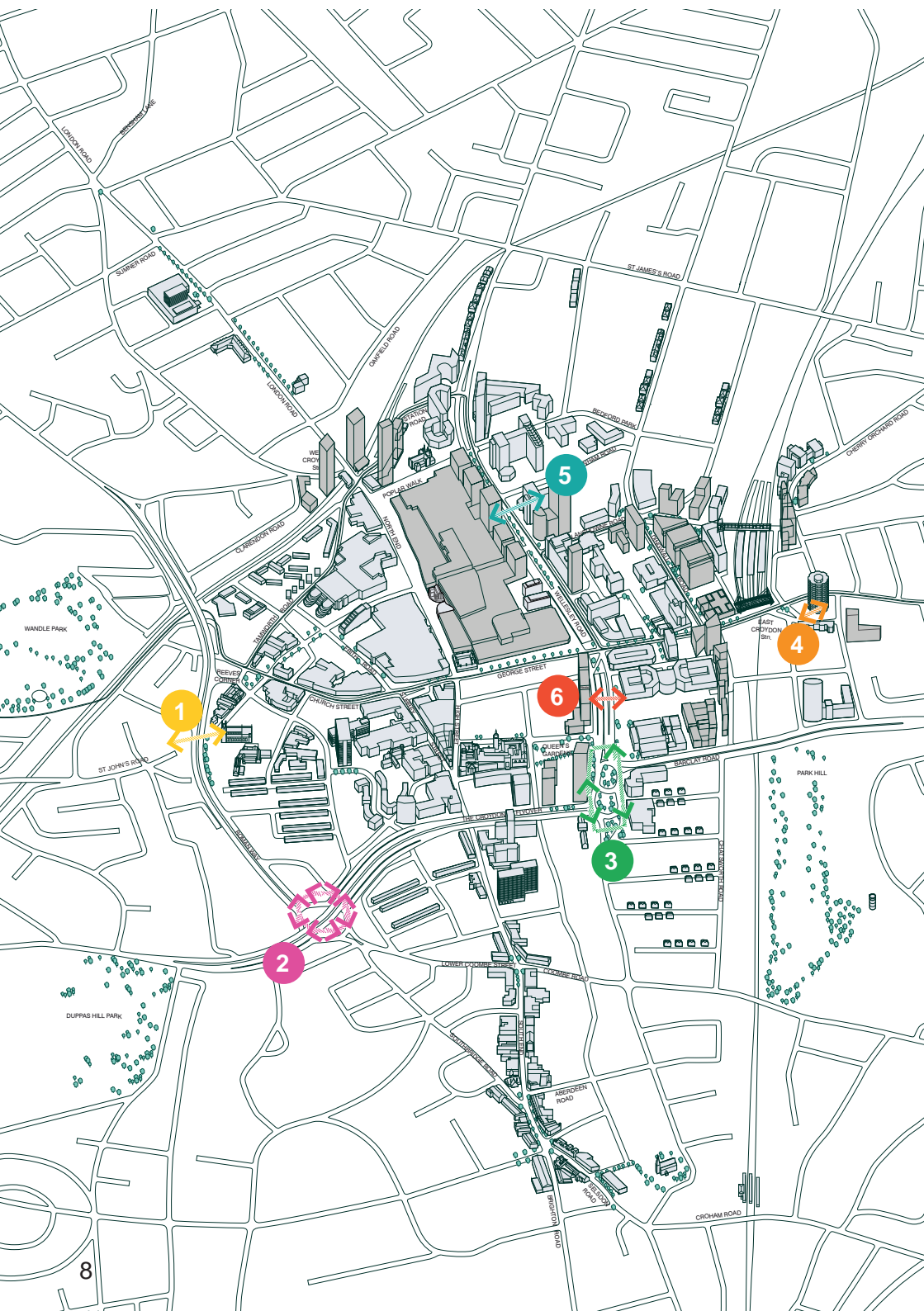
We want to hear your ideas for how we can make the most of some of our unused subways in the town centre. Be as creative as you would like, while keeping in mind the following;

- How would the maintenance costs for the space be covered?
- Is your idea a temporary or more permanent suggestion? We'll consider both, but please tell us if you see it being short or long term.
- Your proposal might be specific to one subway or could be rolled out to all;
- Ideas should be in line with our Local Plan objectives listed opposite.

Once received, ideas will be reviewed to see if they are viable. We will then work with the winning and /or shortlisted individuals or groups to see if we can bring these ideas to life.







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2

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# The subways

1 Minster



2 Old Town roundabout



3 Park Lane Gyratory



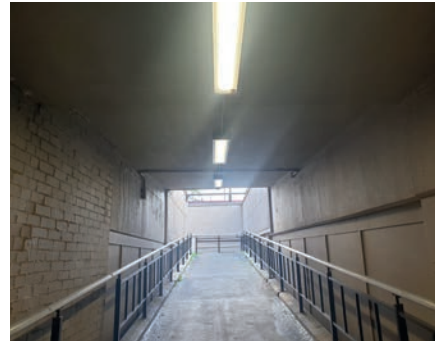
4 Addiscombe Rd



5 Lansdowne Road



6 Segas House



# CONTEXT









## 1960s redevelopment of Croydon

The town experienced its most dramatic transformation following the Croydon Corporation Act of 1956. Redevelopment led to an unparalleled office boom, with almost 500,000m<sup>2</sup> of office space built or given permission in Croydon between 1957 and 1964. Private developers also took advantage of new commercial opportunities, with the Whitgift Foundation notably relocating the Trinity School out of the town centre to release its 11 acres of land for a large new shopping centre between North End and Wellesley Road, which itself was transformed into an urban motorway

A transport feature currently characterising central Croydon is its major road infrastructure, a legacy of the radical redevelopment of Croydon in the 1960s that placed vehicles at its heart. The Wellesley Road / Park Lane, Croydon Flyover and Roman Way / Roman Way Flyover – an incomplete ringroad – cut around its edge and through its town centre. Each acts as a barrier to pedestrian and cycle movement alike, physically and psychologically cutting off the town centre from surrounding residential areas. Pedestrian subways were created as part of this major project, ensuring pedestrians and vehicles were kept apart. Today, as planners are trying to reduce the segregation caused by these roads, the subways are being replaced by street level crossings and are thus becoming redundant.





# Croydon today

Croydon today has more shops in one location than anywhere else in London apart from the West End itself, and a major redevelopment in the town centre proposed by the Croydon Partnership aims to ensure the town remains as a retail and leisure destination.

Croydon also enjoys some of the best transport connections in the UK, with London's only tram system running through it, two rail and over-ground stations at East and West Croydon providing direct connections to central London, St Pancras International, Gatwick airport and the Southeast. Croydon is a place that offers rare opportunities as a focus for growth in one of the world's great cities and it sees itself as a significant and ambitious Metropolitan Centre in its own right. Within this context, the Croydon centre offers particular potential for positive change, and the capacity to accommodate at least 10,500 new homes, businesses, community facilities, and a renewed cultural offer.

Croydon's response has always been to think big, bold and ambitious, and over £5.25bn are currently being invested, including £520m through the Growth Zone programme. This will ensure that Croydon becomes a place with a network of high quality civic spaces, including an entirely new plaza at Ruskin Square (delivered) and a refreshed one by the Minster (in planning), a rejuvenated world class public realm on College Green (in development), a new Town Hall Square on Katherine Street (in planning) and a new forecourt at West Croydon station. A further £10m Liveable neighbourhoods funding has been secured and is being invested along Roman Way where the Minster and Old Town Roundabout subways are located. Early ideas for improvements to the Old Town subway have been shared with TfL as part of the Liveable Neighbourhoods programme, but no proposals are agreed at this stage.

It is in this context of rapid transformation that Croydon Council is asking people who have an interest in and passion for Croydon for ideas to reuse and revitalise its subways.

# SUBMISSION REQUIREMENTS









## What?

To enter this competition, please submit:

- A maximum of two A1 or eight A4 pages of images and text. Please note that other formats (video, model, etc...) are welcomed. Electronic or hard copy submissions will both be accepted.
- At least one image or visual (sent as a separate file) to be copyright free so it can be published online or in our “Your Croydon” magazine and /or architectural press.
- Completed online form (to be accessed via [www.Croydon.gov.uk/ReimagineSubways](http://www.Croydon.gov.uk/ReimagineSubways)).

Please send your submission either electronically to [growthzone@croydon.gov.uk](mailto:growthzone@croydon.gov.uk) with ‘Subway Competition’ as the subject of your email or by post if in a hard copy format at:

Growth Zone team  
Croydon Council  
Bernard Weatherill House  
Floor 6th, Zone D  
8 Mint Walk  
Croydon CR0 1EA

# Whom?

The competition is open to all, including:

- Design practices
- Individuals of all ages
- Schools
- Community groups
- Students
- Professional practices

# When?

Shortlisted ideas will be published on the Croydon Council website, and the public will then be invited to comment on the proposals, before a judging panel made up of internal council officers and Members select the winning ideas. There will also be a public exhibition displaying the shortlisted and winning proposals (the location of this exhibition will be announced in due course).

Competition launched	20 November 2019
Deadline for submission	10 January 2020
Shortlisted ideas published on website and public invited to comment on designs. Exhibition opens.	31 January 2020
Public comment closes	16 February 2020
Winners announced	27 February 2020



# What's in it for me?

The judging will be split into three categories including professional, non-professional and under 18s. The winners of the professional and over 18s categories will win a prize of £500 each. Under 18s will win a prize of £500 for a charity of their choice, their school or a community group fund. There will also be runner up prizes of £100.

The winning submissions will be widely publicised on public platforms and may feature in Your Croydon and Young Croydon magazine (or Your Croydon /Young Croydon weekly e-newsletter), Croydon Council's social media accounts, partner websites and social media, industry publications, national press as well as being featured as part of the exhibition.

Finally and above all, this is a chance to put an idea forward that could be brought to life.

*November 2019*