



# Canning & Clyde Road Residents Association

[www.addiscombe.net](http://www.addiscombe.net)

6 December 2008

## Cherry Orchard Road Edition

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Property developer, Menta, have submitted a significant planning application for the top of Cherry Orchard Road. Below we outline the main points of the application and are seeking your views on it. The deadline by which we need your views is **Saturday 20 December**.

### Where exactly is the proposed site?

The main proposed development is on the top part of Cherry Orchard Road nearest to the railway station and line. It runs from the corner at the NLA roundabout down to opposite Oval Road. There is also a smaller plot on the opposite side on the corner of Oval and Cherry Orchard Roads.

### What is being proposed?

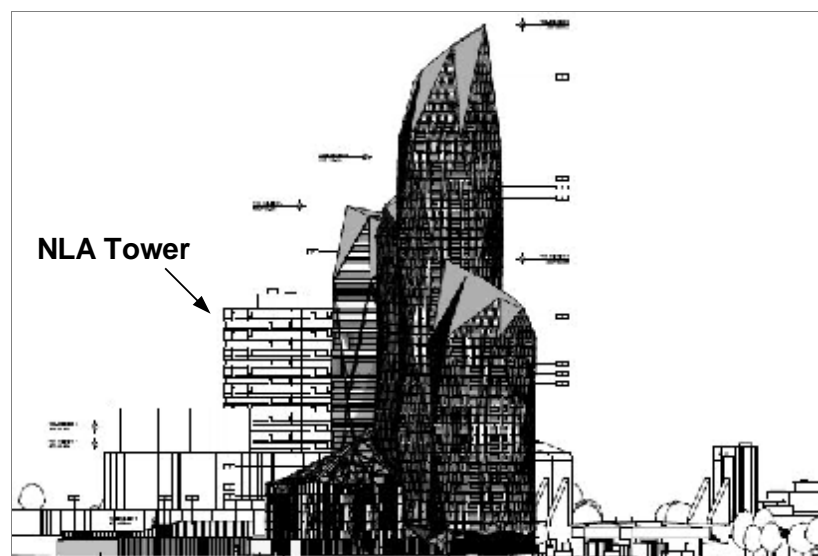
The main development comprises four towers, two of 27 storeys, one of 37 and one of 51 storeys. To put it in context, the NLA Tower is 24 storeys and the new Altitude 25 on Fairfield Road is 25 storeys. They will comprise a mixture of flats, offices and retail. The area around the towers will be largely open public space so people can move freely from the pavement towards East Croydon Station. It will be mainly hard landscape softened with plants and water features. There will be a pick up and drop off point near the station for taxis and cars.

The smaller plot will consist of 2, 6 and 7 storey buildings. These will contain a play area and sport facilities.

In all there will be 1,042 flats, 35% of which will be affordable housing. They are aimed mainly at single people or couples without children. There will be a small number of larger flats. The developer does not consider the area suitable for families.

### What about extra cars and people on public transport?

There will be a limited amount of car parking in the basement and a fair number of cycling spaces. At the moment we do not have specific information on figures but it will be less than one car space per household. Menta claim public transport can cope with the extra numbers.



## Why are Menta proposing such a high rise development?

Menta have put in this planning application because they think that Croydon Council's planning policies give them a good chance of it being given permission. To understand this, here's a relatively painless explanation from some very longwinded and tedious Council documents.

All planning applications are assessed against Croydon Council's Unitary Development Plan and Special Planning Guidelines amongst other numerous national and local policies and guidelines. The most relevant policies in this case were put in place by Croydon Council between 1998 and 2006.

In 1998 Croydon Council produced a document called **Vision 2020**. This included the site now subject to this planning application as part of Central Croydon's Southern New Town. Menta's application and PR materials echo a number of the ideas and words in *Vision 2020*. *Vision 2020* determined subsequent documents.

In March 2002 Croydon Council adopted **Supplementary Planning Guidance 11 (Vision 2020)**. In this they state 'Development opportunities fronting Cherry Orchard Road ... provides an opportunity for a quality high rise building; high density residential / office development in this area.' Elsewhere in SPG11 they define high rise as 'six storeys and above' but go on to say 'There may be opportunities for some, which could be considerably higher, for example 20 storeys or more in height. Such proposals would be considered on the merits of the proposed development.' In 2006 the Council adopted the **Replacement Unitary Development Plan** which is along the same lines but goes into more detail.



### Who are Menta?

Menta are a property developer who specialise in 'regeneration'. They claim the proposed development will bring regeneration firstly by improving the image of Croydon with 'iconic' high quality architecture. Secondly they claim that 2,390 jobs will be created in office space and services and 1,273 jobs during the construction phase. They say that workers and new residents between them will generate £64 million extra income for Croydon per year.

### Who will pay for the development?

Menta will have to find the money. Currently the Royal Bank of Scotland has agreed to invest some of it; they are one of the banks bailed out by taxpayers' money.

## What do our three Addiscombe Councillors think?

Our Councillors, Andrew Price, Russell Jackson and Maria Garcia, are against the scheme. They think it will adversely affect the residents living in the vicinity. It will make parking in their roads worse. They also think that it could create further congestion at East Croydon station. They do not think it is in keeping with the character of neighbouring residential roads to have such massing of development. They will object to the proposal.

## What do you think?

We need to have your views to know whether or not you would like us to object. Please let us know what you think by **Saturday 20 December**.

Please send your views to Andor Prosbik  
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