1: Introduction
1. INTRODUCTION

1.1 Caterham Town Final Masterplan Supplementary Planning Document (SPD)

The Council are seeking to regenerate Caterham Valley and Caterham on the Hill. This SPD will help shape and guide the regeneration over the next 10 years as well as become part of the Local Development Plan (LDP) and used to help determine planning applications. The SPD concentrates on both of the town centre activity areas within Caterham, namely Caterham Valley and Caterham on the Hill. It aims to facilitate positive and quantifiable change within Caterham.

Caterham is one of the key urban settlements in Tandridge. The area is a sought after place to live with a broad range of housing, a strong choice of high quality schools and other services, and a distinctive and pleasant environment. However, whilst town centres across the country face strong competition across a number of fronts, Caterham Valley and Caterham on the Hill have failed to keep pace with the growth of the town as a whole and in particular fail to offer the quality of environment, experience and choice that many local residents expect. This has led to many residents choosing to shop or have an evening out in other readily accessible town and commercial centres nearby.

This SPD presents a Vision for Caterham that Tandridge District Council working with public and private sector partners, local business and the wider community will use to guide efforts and investment to significantly improve Caterham town centre over the next 10 years.

The SPD will realise economic, social and community benefits, improving the accessibility of the town centre, the quality of the environment, and the range and quality of retail and leisure facilities. This in turn will encourage the creation of new businesses and new jobs, reduce the need to travel, underpin public transport and local services and rediscover the role of the town centre in the wider life of the community and as a source of civic pride.

The SPD is a framework, not a blueprint. It establishes clear objectives, principles and priorities. It is clear on the need for a comprehensive rather than piecemeal approach being taken to the development of key sites and the quality expected in design of new buildings and the improvement of the public realm, but is flexible in its delivery.

It is good practice to review SPDs to ensure that they are up to date. We propose to do this periodically.

1.2 Background

Caterham is located in the district of Tandridge, in Surrey. The town is just off the A22, 21 miles east of Guildford and 6 miles south of Croydon. Caterham's setting in the Surrey Hills and easy rail access to London has resulted in rapid housing growth for the town, predominately due to its commuter town nature.

The differing historical influences on the development of the Valley and the Hill are still evident today. Caterham Valley is the larger, more ‘commercial’ centre of the two, with a distinct town centre character in terms of scale and the mix of uses – however, it is constrained by its location in the Valley.

The centre includes a mix of larger and smaller units and saw some major developments in the second half of the 20th Century. Caterham on the Hill is smaller in scale, retains elements of village character and much of its Victorian and Edwardian heritage and commercial uses are predominantly local independent shops. The Raglan Precinct on the edge of the village high street is the only major intervention in the Hill, which has otherwise grown and changed organically since the 19th Century.

Topography (and the coming of the railway) has influenced the development of this ‘two centre’ structure and will continue to determine how the centres develop and complement each other in the years to come.

The differing, but complementary role of the centres, the Valley and the Hill, is reflected in this SPD.

Figure 1.1 identifies the two urban areas.
1.3 The Role of the SPD

This SPD has been prepared by Tandridge District Council in conjunction with Nexus Planning who have led a multi-disciplinary team of planners, architects, property consultants and transport planners. There has also been substantial input from local community groups, local residents and businesses. The SPD provides a framework for regeneration and identifies some key development sites, together with important public realm and accessibility improvements to deliver over the next 10 years. It illustrates the overarching Masterplan for the future growth and development of Caterham.

The purpose of the SPD is to:

- Ensure sites come forward in a coherent manner and contribute to the overall objectives for the area, as developed through the consultation process;
- Provide guidance to developers, landowners and residents;
- Encourage investment into the area;
- Provides a clear focus for partners, including businesses, community services, community groups and public transport providers to work together; and
- Support the Local Development Plan and be used as a material consideration when determining planning applications.
- Set out a delivery plan to ensure the masterplan objectives are realised.

Figure 1.1: Masterplan Areas
It is important to note the Masterplan sets out one approach to improving Caterham, other approaches may be appropriate and will be considered where it can be demonstrated that they satisfy the objectives set out in the SPD.

1.4 Status of the SPD

The SPD was issued as a consultation document in line with Regulation 12(a) of the Town and County Planning Regulation 2017 for a period of 8 weeks from Monday 27th November 2017 to Monday 22nd January 2018.

Comments received were reviewed and any necessary changes were made before this version was published and progressed to adoption as part of Tandridge District Council’s Local Development Plan.

Prior to this, an initial consultation was undertaken from 27 March 2017 to 1 May 2017, setting out ideas for key projects in Caterham Valley and Caterham on the Hill. The results of which informed the draft SPD.

In addition to the Tandridge Local Development Plan, the SPD supports other documents including the CR3 Neighbourhood Plan and the Caterham Town Centre Design Statement. The SPD also supports the work of the Caterham Business Improvement District which was established in April 2017.

Sustainability Appraisal/ Habitat Regulations Assessment

A Sustainability Appraisal (SA) assesses the potential economic, social and environmental effects of proposals. In order to illustrate that the proposals were sustainable the options were tested against the Council’s SA Framework.

The aim of a Habitat Regulations Assessment (HRA) is to identify any aspects of the proposals that would have the potential to cause a likely significant effect on Natura 2000 or European sites (Special Areas of Conservation (SACs), Special Protection Areas (SPAs) and Ramsar sites), either in isolation or in combination with other plans and projects, and to begin to identify appropriate mitigation strategies where such effects were identified.

Please see the accompanying Sustainability Appraisal and Habitats Regulation Assessment for more information.

1.5 Structure of this Document

The remainder of the SPD is structured as follows:

Chapter 2. Understanding of the Context: Provides an overview of the context for change within Caterham Valley and Caterham on the Hill.

Chapter 3. Consultation and Engagement: Summarises the process and key outcomes from the public and stakeholder consultation and engagement process undertaken to date which has been central to developing the SPD.

Chapter 4. Visions and Objectives: Identifies the vision and objectives for the future of Caterham town centre and Caterham on the Hill.

Chapter 5. The Masterplan: Identifies the overall strategy for change, including land use principles and explores the characteristics, constraints and opportunities of each of the key areas. The Masterplan also outlines guidelines for each key area.

Chapter 6. Delivery and Implementation: Provides recommendations on the appropriate delivery mechanisms to deliver the Caterham Town Masterplan SPD.
Figure 1.2: Aerial image with Caterham centres identified
2. Understanding the Context
2. UNDERSTANDING THE CONTEXT

This section of the report provides a brief overview of the existing planning and development context for Caterham as a basis for identifying the opportunities and challenges to be addressed in transforming the town centre.

The Baseline Reports prepared by the Nexus Planning led consultant team provide a detailed review of these contextual issues and can be found at www.caterham-masterplan.org.uk/. A full review of the planning context is appended to this report.

Planning Policy Context

The formal planning role of the SPD is to describe the detail of established Development Plan policies and to be a material consideration in the determination of planning applications.

This SPD is therefore founded in the existing Development Plan, namely the Core Strategy (2008) and the Tandridge Local Plan Part 2 (adopted 2014). The National Planning Policy Framework (NPPF) (2012) is also relevant.

Other material considerations include the Parking Standards SPD and Trees and Soft Landscaping SPD.

Tandridge Council is currently in the process of preparing a Local Plan. This SPD will need to be considered alongside the new Local Plan once it is adopted, however it is not envisaged that the policy basis, namely the promotion of sustainable development and vital and viable town centres, will change.

2.1 National Planning Policy

The National Planning Policy Framework sets out the Government’s planning policies for England and how these are expected to be applied.

The NPPF guides all planning and development processes and is integral to the way that planning policy is formed. The NPPF is available here: www.gov.uk/government/uploads/system/uploads/attachment_data/file/6077/2116950.pdf

2.2 County Planning Policy

While the majority of planning policy is implemented at the local level, any additional Surrey based policy will also be applicable to development of the town centre, such as the Surrey Design Guide.

The Surrey Design Guide was adopted in January 2002, to provide a supplement to principles in national and regional planning guidance. The Design Guide can be found at the following link: www.surreycc.gov.uk/__data/assets/pdf_file/0008/66887/Surrey-Design.pdf

2.3 Local Planning Policy and the Caterham Town Design Statement

There are a number of local policy, strategy and evidence base documents that are relevant to this SPD. These are identified below:

At the time of writing, the adopted Local Development Plan consisted of the following documents:

• Caterham Town Design Statement

The Caterham Town Design Statement captures Caterham community’s vision of how local people would like their town centres to evolve over the next 20 years. The statement was created following extensive community consultation between 2015 and 2017 and can be viewed at:


• CR3 (Caterham, Chaldon and Whyteleafe) Forum Neighbourhood Plan

The draft CR3 (Caterham, Chaldon and Whyteleafe) Forum Neighbourhood Plan (2015 – 2035) further defines the planning policies for the Caterham, Chaldon and Whyteleafe area. It has been produced by community groups along with Caterham Business Partnership, the Caterham Community Partnership Ltd and with input from people who live and work in the area. A draft of the Neighbourhood Plan was consulted on in 2017.

Figure 2.1: Location Plan: Wider Context
Evidence Base Documents

In addition to the above planning policy documents, the following evidence base documents have been completed and are of relevance to the SPD:

- Tandridge Economic Development and Business Study 2014
- The Tandridge Retail and Leisure Study 2015
- Tandridge Functional Economic Area Topic Paper 2015
- Economic Needs Assessment 2015 and 2017
- Surrey Futures Hotel Study 2015
- Wellbeing Space Strategy Tandridge District 2015
- Tandridge District Open Space Assessment 2015 and 2017
- Infrastructure Baseline Study 2015
- Settlement Hierarchy 2015
- Housing and Economic Land Availability Assessment 2016
- Gatwick Diamond Infrastructure Assessment 2016
- Surrey Infrastructure Study 2016

2.4 Caterham Today

Population Context

The 2011 Census established that there were, at that time, 12,114 residents in the Caterham area. This was an increase from the 2001 Census which recorded 11,304 residents in Caterham, a collective growth of 810 residents or 7.2%. This is a similar growth to the south-east region (7.9%) but a larger growth than Tandridge District (4.7%).

Caterham has a relatively middle-aged population with 41% of residents ranging between 30 to 59 years (2011 Census) which is comparable to the region but substantially higher than the Tandridge District figures (29.1%). There is also a substantial elderly population in Caterham with 17% of residents aged 65 years and over.

The age structure has not significantly changed since 2001 where 44% of Caterham’s residents were aged between 30-59 and 17.4% were 65 years of age and over.

Wholesale and retail trade (12.8%), education (11.6%), human health and social work (11%) and professional, scientific and technical activities (10%) are key employment sectors in Caterham. Compared to the national and regional averages Tandridge and Caterham residents are over represented in finance and insurance and professional, scientific and technical activities, which tend to be higher value employment sectors.

Town Centre Context

The urban centres of Caterham Valley and Caterham on the Hill can be seen to have developed around key drivers. In Caterham Valley, this was the railway station, and the improved access to London (and beyond) that this brought when the terminus was constructed in 1856. Immediate facilities established around the station included a hotel, pub and post office, with wider development growing organically along the valley bottom over the following years.

Caterham on the Hill in contrast, has developed along and around a typical high street arrangement, anchored to the south by the churches of St Lawrence and St Mary, and at the northern end by a number of public houses and a post office.

In Caterham Valley, the area south of the railway station has historically been populated with large houses set in generous grounds, built haphazardly up the steep-sided valley. In more recent years, these grounds have been infilled with further residential development, blurring the boundary between the urban settlements of Caterham.

Flood Risk

Currently the study areas are at risk of flooding. Most recently, in June 2016 a flash flood occurred in Caterham on the Hill and Caterham Valley. The flooding incident overwhelmed the local road and drainage infrastructure resulting in internal and external property floods. Many of the internal property floods included sewage.
Working together, Tandridge District Council, Surrey County Council and the Environment Agency have been identifying solutions to improve existing infrastructure that would protect local homes and businesses, in the event of a severe flood. Atkins have been appointed to undertake a feasibility study to assess the drainage issues and identify mitigation measures. An options report is expected by the end of 2018.

2.5 Planning and Economic Development Context

As part of the Baseline Reports prepared, the retail performance of the town centre was considered. The analysis comprised a review of primary research and published data (available at the time, 2016), including a review of how Caterham performed against comparable centres. The key issues are summarised below with the full review contained in the Baseline Reports which can be found at www.caterham-masterplan.org.uk.

Retail Context

The Caterham occupier market is heavily retail based with the use class order being predominately A1 - shops (88 units), followed by A2 – professional services (19 units) and A3 – restaurant and cafés (15 units). The high street retail experience can be broken down into two key segments, the first being the frontline promenade along Croydon Road and Godstone Road, and the second being the Church Hill Walk Shopping Centre opposite Caterham railway station.

The frontline shopping along the high street comprises of low to mid-range local retailers ranging from independents, charities and fast food takeaway offerings. The only large unit on Godstone Road was until very recently occupied by William Hill. The unit has subsequently been let on a short term basis to another furniture store. The range of sizes of accommodation within the town centre is poor, with the majority of units too small for modern retailers.

Church Walk Shopping Centre was opened in 1990, and contains a Morrisons supermarket and 24 shops, with a few vacant units. The main pedestrian access to the shopping centre is directly opposite Caterham railway station, which leads to a linear parade of shops, and further to a large c. 40,000 sq ft Morrisons supermarket. Major tenants currently leasing space in the shopping centre include Costa, Dorothy Perkins and WH Smith. There has been some repositioning of the tenants recently with Costa moving from the rear of the centre to one of the units at the entrance on Station Road.

Geodemographic data confirms that Caterham is generally a wealthy area. However, the main focus of the town centre is based around value and mid-range retailing. There is minimal fashion retailing and only a few national comparison retailers (which currently include Carphone Warehouse, WH Smith, Boots, and Superdrug). None of the existing retailers are of sufficient size or renown to attract substantial trade, independent of the wider town centre. There is presently insufficient critical mass to class Caterham as a retail destination.
Competing Towns

Caterham is facing competition from towns including Redhill, Crawley and Croydon and retail destinations such as Bluewater (please see Figure 2.2). Redhill has a retail park occupied by well-known retailers Halfords and Pets at Home, both of which are not present in Caterham. The Tesco located in Caterham on the Hill, is significantly larger than the Co-op local, Waitrose and Morrisons, making it a popular destination for convenience shopping.

Figure 2.2 shows Caterham’s location in the context of surrounding towns.
Rental Value

The majority of retail rental activity in Caterham takes place within the Valley, with particular attention on the area surrounding Church Walk. At the time the Colliers Baseline Study was published the shopping centre leased units ranged between 250 and 3,000 sq ft. These units achieved rental values between £18 - £45psf. Units that are located elsewhere in the Valley achieved differing rents. For example, Croydon Road units achieved £24psf compared to secondary retail locations such as the High Street, which achieved rents of £10psf.

Vacancy

At the time of the publication of the Baseline Report prepared by Colliers in 2016, Caterham’s primary retail area had a vacancy rate of 11.43%. This vacancy rate is very comparable with the UK average of 11.50%. According to Goad Maps from that time, there were 5 vacant units on Croydon Road, 3 vacant units on Godstone and Station Roads, and 3 vacant units within the Church Walk Shopping Centre. We are subsequently aware that 22 – 28 Godstone Road has been vacated during the second part of 2017. The vacancy rate is not unusual and is expected given the nature and geographical location of the town centre, combined with the superior retail offering in neighbouring town centres.

Office

Notwithstanding the town’s location close to the M25 and its connectivity to London by train, the office market is limited and distinctly local in character. In 2016 Colliers noted that demand and rental value were low for such a good location. This is due to the fact that Caterham is not an office location. There is not a recognised office cluster either in town or in a business park location. Apart from Quadrant House, there is not a single significant office building in the location. Because of the lack of supply, office rents have been increasing and Quadrant House is now achieving rents of £17.50 psf, and with no new supply, it is likely that this upward pressure will continue as demand increases and the stock of accommodation reduces.

Limited supply together with the comparative strength of competing locations, including Croydon, work against the potential for new office space in the town centre. There is however demand from a range of small businesses and especially those who wish to grow. The owners of Quadrant House have noticed an increase in demand and there is further evidence that demand for flexible business accommodation is growing. This is also evidenced as Soper Hall which has experienced strong take-up over the study period. This represents a particular opportunity for Caterham.

Hotels

There are no major hotels within the Caterham area. There are only four hotels within a five-mile radius of the town. The 2* Travelodge Caterham Whyteleafe Hotel (Whyteleafe); The 4* Coulsdon Manor Hotel (Old Coulsdon); The 4* Whyte Harte Hotel (Redhill) and the Bakery Restaurant (Westerham), although this only has 5 rooms.

Leisure

There are three main sports and leisure centres servicing Caterham and none of these are located within the town centre. The de Stafford Sports Centre, The Village Health Club and the Caterham School Sports Centre all service the town, providing fitness centres, sports halls and swimming pools. Activities are organised during the day by The Miller Centre Club and Miller Centre Theatre Company stages regular productions in the Theatre. Soper Hall was built in 1911 and acts as a venue for wedding receptions, parties, meetings, exhibitions, events, a fitness centre and is used for regular recreational use.

2.6 Relevant Planning Applications

There have been several large planning applications in the two study areas. The main ones are noted below:

Former Rose and Young Site

A series of planning applications have been submitted over this site since 2014. The last major application submitted was in 2016, for a mixed-use development. This application was approved. At the time of writing the SPD the owner and Clarion Housing Group (CHG) had exchanged contracts for the sale of the site. Clarion have permission for 48 residential dwellings, with a supermarket on the ground floor.

Raglan Precinct

An application for a 3/4 storey building for 19 units and associated facilities was refused on this site in 2005. Another application for 14 residential units, 2 office units and 1 retail unit was submitted and approved in 2013 but has not progressed.

Quadrant House

Quadrant House has prior approval for change of use of a building from Office (Class B1) to a use falling within Class C3 (dwelling house).
Caterham Valley - views of church spire.

St John the Evangelist, Caterham Valley

Quadrant House - outdated and underused.

Raglan Precinct in Caterham on the Hill - opportunity to improve pedestrian links and create new spaces.

Waitrose Car Park - well used but does not meet modern space standards.
High Street, Caterham Valley - dominated by roadway.

Raglan Precinct - opportunities for new public space.

Former Rose and Young Site - in need of redevelopment.
3. Consultation and Engagement
3. CONSULTATION AND ENGAGEMENT

This section of the report summarises the outcomes of the stakeholder and public consultation.

3.1 Summary of Stage 1 Consultation


Consultation drop-in events were held on Friday 21 April and Saturday 22 April 2017 at Caterham Valley Library and Monday 24 April 2017 at the Douglas Brunton Centre in Caterham on the Hill. The events were open to the public to review and comment on the consultation boards and fill out a questionnaire. Approximately 200 members of the community attended the consultation drop-in events and 126 questionnaires were completed.

The public consultation was promoted in a number of ways to the public including press releases, social media campaigns, leaflet drops, posters and flyers, E-newsletters, a banner, and business cards.

Stakeholder Engagement

Engagement with key stakeholder groups was carried out to discuss the emerging Masterplan. The following stakeholder groups were consulted:

- Business Improvement District;
- Caterham Parish Council;
- Caterham Town Working Group; and
- Town Centre Design Statement Group.

Questionnaire responses

The questionnaire responses indicated overwhelming support for a number of key priorities for future development and improvements to the town centre including:

- Retaining and encouraging independent traders (96% agree)
- Maintaining and improving community facilities (90% agree)
- Encouraging start-up businesses (90% agree)
- Improving the quality of car parks (87% agree)
- Improving the environment for pedestrians (83% agree)
- Promoting and improving Caterham’s Victorian and Edwardian character (82% agree)
- Encouraging a lively café culture (71% agree)
- Reducing the dominance of traffic (73% agree)
- A livelier, high quality evening economy (70% agree)
- A wider range of larger shops (70% agree)

Other key priorities that were regularly identified within the written section of the questionnaire include:

- The need to improve infrastructure, particularly public transport including car parking facilities
- The infrastructure needed to support any new homes
- Improving the retail offer

Respondents identified a number of key areas for improvement within Caterham Valley and Caterham on the Hill. The identified sites were:

- Former Rose and Young site (94% agree)
- Raglan Precinct (87% agree)
- Waitrose supermarket and Quadrant House (85% agree)
- Church Walk and surrounding area (73% agree)
- High Street (Caterham on the Hill) (72% agree)
- Station Avenue and Croydon Road (72% agree)
- Town End Car Park (67% agree)

Priorities for development of the Waitrose Supermarket and Quadrant House Area:

- Making the Croydon Road public space livelier and more attractive (82% agree)
- Improving the quality of car parking (85% agree)
- Redevelopment of Quadrant House (82% agree)

Priorities for the development of Church Walk and surrounding area:

- Managing vehicle access to avoid congestion (85% agree)
- Maintaining and improving car parking facilities (81% agree)
- Providing community facilities (72% agree)

Priorities for the development of the Raglan Precinct and Town End Car Park:

- Improving the public space on the High Street (79% agree)
- Improving the shop frontages (77% agree)
- Improving community facilities (69% agree)
- Improving and extending green space (68% agree)

The Options consultation process was important in guiding the early stages of the masterplanning process, and has ensured an inclusive and transparent process. Overall the responses endorse the emerging strategy and the identification of key development sites presented in the SPD. Some reoccurring themes that are of key importance for the local community are:

- Car parking – general concern with the poor quality of multi-storey car parks and the perceived lack of car parking within the town centre;
- General support for improving Church Walk and other retail areas to improve the experience for shoppers, and overall support for the incorporation of a small, independent cinema;
Former Rose and Young site – that the strategy for development of the former Rose and Young site, while privately owned should be integrated into the overall delivery of the masterplan;

Flood risk and management – previous flooding in Caterham has left a negative legacy amongst residents and businesses. Flood risk management will be important for all development moving forward; and

Delivery – there is general concern within the community surrounding the prospects of genuine change within the town centre.

The findings from the Stage 1 consultation process were taken into account in preparing the SPD document.

3.2 Stage 2 Consultation

Consultation on the draft SPD document in line with Regulation 12 (a) of the Town and County Planning Regulations 2017 took place from 27th November 2017 to 22nd January 2018 (8 weeks).

Exhibitions

Consultation drop-in events were held on Thursday 14 December 2017 at Church Walk Shopping Centre and Friday 12 and Saturday 13 January 2018 at Caterham Hill Library. The events were open to the public to review and comment on the consultation boards and fill out a questionnaire. Members of the project team and Tandridge District Council planning department members attended the events to answer any queries on the project. Approximately 200 members of the public and a number of Councillors attended the drop-in events.

Questionnaire Responses / Comments

An online questionnaire was available for completion via the Caterham Masterplan website (www.caterhammasterplan.org.uk), as well as hard copies distributed at the consultation events listed above and were available at Caterham Valley Library and Caterham-on-the-Hill Library throughout the consultation period. At the close of the consultation period a total of 58 questionnaires had been completed.

A further 27 email responses were received from residents and organisations.

The full results of the completed questionnaires and comments received, together with officer responses, are summarised in a Statement of Community Involvement which accompanies this document.

The public consultation was promoted in a number of ways to the public including press releases, a banner at Caterham Station, social media, a consultation leaflet distributed to all residents and businesses in Caterham Valley and Caterham-on-the-Hill wards, posters/flyers and business cards distributed to commuters.

Summary

In summary, the main issues raised in relation to the draft SPD were:

Traffic congestion - a concern that the public realm proposals outlined in the draft plan would worsen traffic congestion, particularly through Station Avenue but also Croydon Road and Godstone Road.

Parking - concern that the Masterplan did not fully address the issue that existing car parks do not operate long enough for a night time economy, are not user friendly or would not accommodate the number of cars resulting from the proposed development in Caterham Valley.

Parking - that town end car park was well used and that a community use should be not located on it.

Infrastructure - There were concerns about more development without the relevant infrastructure, including schools and doctors.

Delivery – that the Masterplan would not be delivered.

How these issues been addressed in the final SPD:

The final SPD responds to the community’s concern about the proposal for Station Avenue and other key routes in terms of reducing the width of the road. The delivery section outlines that further transport modelling will be undertaken prior to any changes to the road layout. The focus will be on prioritising traffic calming and flows alongside public realm improvements.

In addition the design and delivery principles related to car parking particularly in area 1: Waitrose and Quadrant House and area 3: Church Walk have been strengthened.

We have also amended the final SPD to remove the inclusion of town end car park as a potential development site for community use.

Reference is made to the Local Plan Infrastructure Delivery Plan, which will take account of the impact of cumulative development within the District and identify what infrastructure is required, how much it will cost, how it could be funded and when it could be delivered.

An action plan has been added to the delivery section (section 6) to show key actions to ensure the delivery of the Masterplan.

Please note this is not an exhaustive list of comments or amendments, the Statement of Community Involvement notes all the comments made by individuals and organisations and documents how the final SPD has been updated.
4. Masterplan: Vision and Objectives
4. MASTERPLAN: VISION AND OBJECTIVES

4.1 SPD Objectives

The main objective of this SPD is to provide a framework that will facilitate the regeneration of Caterham Valley and Caterham on the Hill. It is a flexible framework, capable of adapting to changing market conditions and responding to opportunities that may arise in the future and reflect the changing policy context.

The principle objectives, influenced by the consultation, related to our understanding of the key issues and community aspirations for Caterham, are:

**Improve the quality and quantity of the retail offer**

There is a need to improve the market position of Caterham by identifying new areas for retail within the town centre and making better use of existing areas. This would ensure that Caterham could compete more effectively with surrounding areas and become more appealing to its residents.

Church Walk dominates the retail offer in the town centre at present and is a key anchor to Station Avenue. In its current form it is not able to attract higher quality retailers, in terms of the size and format of units available. This, along with improvements to the retail offer at Caterham on the Hill, needs to be addressed for Caterham to reach its potential and become a more competitive retail location.

**Improve the leisure, culture and community offer in the town centre**

Improving the quality and quantity of retail development should be supported by improvements to the leisure and general town centre offer to promote a more active night time economy and expand on the core town centre functions.

Areas for leisure, community and cultural uses within the town centre should be identified. A strong food and beverage offer is increasingly a key part of a thriving town offer and should be capitalised on in Caterham. A stronger leisure offer would also assist in the creation of a more vibrant centre.

**Improve the environment for pedestrians and improve accessibility**

Improving the attractiveness of Caterham Valley and Caterham on the Hill, to both investors, the resident population and visitors is required. The introduction of a high quality public realm is key to this, as is improving the key gateways to the town centre.

Reducing the dominance of traffic in key areas would assist in creating a more appealing visitor experience in Caterham. Accessibility should be maximised through the masterplan, removing barriers and being clear about what is on offer.

**Improve the quality of short stay and long stay car parking**

There are clear views arising from the consultation process that car parking in the town centre needs to be improved in terms of quality and quantity and ways in which do to this should be progressed, where possible, particularly in relation to new developments.

**Provide high quality living within the town centre**

The residential market is strong in Caterham and consideration needs to be given to opportunities for new residential development within the town centre. This has a two fold advantage, in responding to the need for additional housing in the district and assisting in supporting town centre development.

**Create opportunities for existing and start-up businesses to grow**

There would be benefit in developing a strategy for encouraging small enterprises to grow in Caterham, capitalising on the surrounding resident population. This would contribute to the objectives listed above, in terms of supporting an expanded retail and leisure offer.

**Promoting sustainable development**

Improving the town centre will reduce the need to travel to other centres and promote walking, cycling and the use of public transport, supporting and creating local jobs and fostering an even greater sense of civic pride.
An improved public realm will create new opportunities for community events.

Conserving and enhancing historic character streetscape and green spaces, where possible, in both areas is an important part of promoting sustainability.

New development should provide opportunities to incorporate new and enhanced flood management measures to protect residential and commercial properties at risk.

New buildings should be constructed in a way that enables them to withstand the impact of climate change. The following sustainable design features should be considered in all new development where they will not impact on key views or the quality of the historic environment:

- Sustainable Urban Drainage Systems (SUDS) such as the use of porous paving which can also enhance the public realm
- Living walls
- Green roof systems and roof gardens
- Green walls to provide insulation or shading and cooling
- New tree planting or altering the management of land (e.g., management of verges to enhance biodiversity).
- Rainwater harvesting
- Orientation and passive solar gain
- Use of materials with low embodied energy
4.2 The Vision

‘Caterham Town Centre will be revitalised through an enhanced retail offering, and a wider range of uses including leisure, community and housing. A mix of uses will be encouraged throughout the day and into the evening with improved quality active frontages, and development will be delivered on major sites within the town centre in line with these principles.

Caterham will be a town centre that is easy to access and enjoy. It will capitalise on its heritage, structure and central location. Connectivity between the two main areas of the Valley and the Hill, will be improved, along with connectivity to its surroundings.

It is the aspiration for Caterham to become a thriving and vibrant place to live, shop, work and visit.’
5. Masterplan: Strategy, Land Use Principles and Key Areas
5. MASTERPLAN: STRATEGY, LAND USE PRINCIPLES AND KEY AREAS

5.1 Introduction
The Caterham Town Masterplan SPD seeks to deliver on the Vision and Objectives established through public consultation and comprises a number of inter-related elements. Central to the Masterplan strategy are:

- A number of development projects which respond to the opportunities and objectives. Key design and development principles for the development projects are established.
- Improved accessibility that supports the development projects, improves the quality of the environment and the sense of place.
- A public realm strategy that considers gateways, key spaces and linkages, underpinning the development projects.
- A number of complementary initiatives, which form part of a wider approach to delivery and implementation.

5.2 Land Use Principles

Retail
Retail uses will be encouraged within the town centre core. This includes at Church Walk, Quadrant House, the former Rose & Young site and other Godstone Road/ Croydon Road sites as they come forward. There will be support for suitable town centre retail uses, including supporting A1/A3 use.

It is envisaged that Caterham Valley should form the basis for ‘national’ retailers and larger brands, as well as more mature evening and night-time economy.

Caterham on the Hill would benefit from a higher proportion of ‘independent’ retailers, and support for such business would be encouraged.

Residential
Residential uses will be provided within mixed-use schemes within the core of the town centre and at Caterham on the Hill. Generally, it is anticipated that residential uses could be provided above active ground floor frontages of either retail/ food and beverage or community/ business use. A mix of unit sizes should be provided, including 1, 2 and 3 bedroom apartments to cater for a range of occupier requirements.

Amenity space for residents should be provided both in the form of private external amenity space (balconies/ open terraces), roof top terraces and attractive usable amenity spaces and open space. This could take the form of improvements and enhancements to existing play space within suitable walking distance of new residential developments.

Leisure, culture and community
The town centre should become a stronger leisure and community draw, increasing activity in the core town areas and encouraging an evening economy. A range of uses should be promoted including bars and restaurants, and leisure opportunities including cinema use. Town centre community uses including library, health and education uses should be retained but opportunities could be explored to consolidated these uses into multi-use developments to maximise the development potential of town centre sites in the longer term.

Public realm and open spaces
Streetscape improvements will be instrumental in delivering a ‘step-change’ in both Caterham Valley and Caterham on the Hill. The streetscapes along the principle high streets should be improved, and provision of on-street parking reviewed and rationalised to ‘declutter’ the streetscape and improve the appearance.

There are opportunities for public open space/town squares in both centres. This would include space for ‘occasional’ events such as markets, street food and other pop-up uses.
The existing open spaces of Timber Hill Recreation Ground, Queens Park, Westway Common and Town End Recreation Ground will be retained.

**Active frontages**

Principle streets should be addressed by active frontages to all new developments in Caterham. This includes retail, restaurants or business uses. Entrances to upper floor uses should also address principal streets wherever possible.

**Improved connectivity between Caterham Valley and Caterham on the Hill**

It will be important to strengthen the connections between the two centres. This could be achieved through a variety of uses including new signage, improvements to the existing pedestrian route (including formal, safe crossing points on Church Hill), and support for improvements to public transport (bus) connectivity along the route.
5.3 Masterplan Strategy

The Masterplan for Caterham is founded on the principles and objectives tested through extensive consultation with the public and key stakeholders.

The Masterplan seeks to establish a framework under which the vision for the future of Caterham can be delivered.

The following pages illustrate the Masterplan strategy and objectives in more detail.

The design and development principles under each area should be read in conjunction with Section 5.5 Public Realm Strategy and Design Principles and Section 5.6 Access and Movement.
Figure 5.2: Caterham on the Hill - Masterplan Objectives

Key

- Key Gateway into the town centre to be improved
- Improve public realm. Opportunity for new public space
- Potential Development/ regeneration/ rationalisation site
- Improve public realm and connectivity. Rationalise parking.
- Improve connectivity
5.4 Key Areas

The key areas are shown on the plans opposite. There is the potential to improve and better connect Caterham Valley and Caterham on the Hill, together with the key sites to ensure they maximise their function and complement each other to improve the overall vitality of Caterham.

Caterham Valley – Key Areas:
- Area 1: Waitrose Supermarket, Quadrant House and surrounds
- Area 2: Station Avenue and Croydon Road
- Area 3: Church Walk and surrounds
- Area 4: Former Rose and Young Site
- Area 5: Godstone Road

Caterham on the Hill – Key Areas:
- Area 6: High Street, Raglan Precinct, community centre hall, Town End car park and surrounds
Key

- Focal buildings retained and celebrated
- Potential improvements to shopfronts, public realm and parking rationalisation
- Buildings to be considered for future potential redevelopment opportunity
- New mixed-use development with active frontage at ground floor
- Existing retail - potential for improvements to appearance and car park layout/appearance
- Existing open space

Figure 5.4: Masterplan Key Areas - Caterham on the Hill
Area 1: Caterham Valley: Waitrose Foodstore, Quadrant House and Surrounds
Area 1: Caterham Valley: Waitrose Foodstore, Quadrant House and Surrounds

Site constraints and opportunities

Waitrose foodstore and multi-storey car park:

Waitrose is an important retail anchor in the town, well located for passing trade close to the railway station. The store and car park are adjacent to the station and the store faces Station Avenue. The design of the building results in limited impact on the streetscape, with little frontage onto Station Avenue, an area dominated by traffic. Internally the unit is somewhat constrained.

The car park, to the rear of the store is an important town centre resource and well used with free parking for customers (242 spaces) and paid for parking for those commuting into central London (150). The car park is open 24 hours and the lower ground and ground floors are free to shoppers for an hour and a half. The upper two floors are operated by Network Rail and a fee system is in place for commuters.

Waitrose recently designated car park spaces for retailers to make them easier to use.

While there are viability issues associated with undertaking a redevelopment of the area, given the cost of acquiring the properties in a multitude of ownerships, there is clear potential to improve the prominence and appearance of the store in conjunction with wider public realm enhancements in the short to medium term.

Similarly the wholesale refurbishment or indeed replacement of the car park is challenging not least in terms of viability, however it will remain an objective of the Council to work with landowners and other partners to bring about a radical improvement in car parking provision on this site, either as a standalone project or as part of a comprehensive approach to the whole regeneration area.

Quadrant House:

Quadrant House is a large, outdated 1960s office block, which has a significant footprint and frontage on Croydon Road. It has previously been subject to a planning application for conversion of office space to residential. The building aesthetic does not provide a quality visual experience or identity for the town centre, particularly when approaching from the north - it is located on a linear site, with service routes to the rear along the service route, where the backs of buildings also have an unattractive appearance on the street scene.

It has retail units on the ground but is under-utilised for retail and offices, with poor street frontage and vacancies.

The building offers the potential for a significant redevelopment in a central location providing a good mix of town centre uses, including flexible modern office space, along with residential. It also offers the potential for a hotel.

The space to the rear between Quadrant House and Waitrose is a poor quality environment and could be improved, in conjunction with Area 2 proposals.

The service road and space in between Quadrant House and Waitrose is poor quality and being so close to the station does not give a good first impression of Caterham. It could be upgraded through improvements to the rears of properties and the consideration of hiding/ moving air conditioning units. In the longer term, linked to the proposals outlined in Area 2 relating to the possible relocation of taxis, active frontages will be encouraged.

The car park is however set behind the street frontage and as such has a linear and narrow layout and the spaces are no longer of a suitable size for modern day cars.
Design and Development Principles

- To provide a mixed use development, retaining the anchor retail use and ensuring a complementary approach to Church Walk Shopping Centre and Croydon Road.

- Quadrant House should be redeveloped into a high quality, attractive, mixed-use / office building with a variety of uses. Redevelopment proposals should be of a scale to capitalise on the sites presence on Croydon Road. Schemes of 4 storeys and over are considered likely to be acceptable, subject to detailed design. Active uses, including retail should be located on the ground floor with residential, workspace/office and other uses above. The scheme should provide a significant amount of workspace/office accommodation with provision for micro-businesses seeking flexible space a particular opportunity. A hotel would also be suitable in this location.

- Improve the visibility of the anchor retail store alongside improving links to Station Avenue and Church Walk, enhancing the overall arrival experience into Caterham.

- Refurbishment or reprovision of the multi-storey car park through consideration of an additional storey.

- New development should provide opportunities to incorporate new and enhanced flood management measures to protect residential and commercial properties at risk.

- Ensure new development is easily accessible and incorporates initiatives to encourage people to walk, cycle and use public transport.

- Whilst regeneration in the area may come forward in stages, proposals should be placed within a comprehensive view of the site as a whole to ensure that future opportunities are not unduly constrained.

To be read in conjunction with Area 2 Design and Development Principles.

Figure 5.5: Area 1 - Waitrose foodstore, Quadrant House and surrounds
**Delivery Principles to consider:**

- Quadrant House is in private ownership
- Permitted Development Rights exist for the conversion of the building from office to residential
- In Quadrant House there are 66 car parking spaces in the basement with a further 12 spaces held on a 125 year (from 1982) within the Waitrose car park
- The Croydon Road frontage comprises over 30 freehold and leasehold interests
- Waitrose and the multi-storey car park are held on a long lease from Network Rail
- There would be a high cost of acquisition to deliver the longer term aspiration of comprehensive redevelopment, including Waitrose food store
- The disruption to existing businesses needs to be considered in any redevelopment
- Potential for Council intervention through partnership and CPO, if necessary
- Opportunity for Section 106 contributions to assist the Station Avenue proposals, the relocation of the taxi waiting area and environmental improvements to the service road
- On-going discussions with major landowners in the area

See Section 6.6 - Action Plan
Figure 5.6: Croydon Road - illustrative sketch view looking towards St John's Church
Showing improvements to public realm/ narrowed carriageway and redevelopment of Quadrant House site.
Area 2: Caterham Valley: Station Avenue
Area 2: Caterham Valley: Station Avenue and Croydon Road

Site constraints and opportunities

Station Avenue runs in between the rail station entrance and Church Walk Shopping Centre. It connects with the B2030 which runs westwards and then north westwards to connect Caterham Valley with Caterham on the Hill.

It is a busy thoroughfare which is subject to all kinds of vehicular and pedestrian movements, with taxis waiting outside the station and bus stops on both sides of the road. It is dominated by vehicular traffic and congested at peak times – weekday morning and evening peak traffic hours. There are a high number of pedestrian crossing movements across the pelican crossing outside the station which is used by people accessing the station, Church Walk Shopping Centre and the wider town centre. These crossing movements contribute to traffic queues in peak periods as traffic is stopped to allow pedestrians to cross.

The area is a terminus point for bus routes as well as having through bus services, and any proposals for the improvement of the Godstone Road/Croydon Road/Station Avenue roundabout would need to be able to accommodate U-turn manoeuvres by buses.

A survey was undertaken as part of the baseline work for the Masterplan which showed that Station Avenue has the highest level of pedestrian movements, as the pelican crossing here connects the southern part of the town centre to the station but also provides an important link between shops on Croydon Road and the Church Walk Shopping Centre. It is therefore proposed that public realm improvements to Station Avenue would be taken forward as a first phase, establishing the quality benchmark, before improvements to Croydon Road and Godstone Road followed.

Further transport modelling needs to be undertaken as part of detailed design of any changes to the road layout at Station Avenue. Subject to the results of the modelling, a finalised scheme would be developed.

Designs for public realm improvements in Station Avenue and Croydon Road will be undertaken in consideration of the needs of all of the area’s users. Any proposed improvements will need to strike a balance between providing an enhanced experience for pedestrians and cyclists whilst meeting the requirements of bus operators and minimising impacts on through traffic movements.

Design and Development Principles

- The creation of a pedestrian priority scheme as shown on the plan overleaf, including widening pavements, the potential relocation of taxi rank to the service road in between Waitrose and Quadrant House and a widened super crossing across Station Avenue.
- Public realm improvements in this area should establish the benchmark for the whole town centre and be seen as a first phase which could ultimately encompass significant public realm improvements along Croydon Road and Godstone Road.
- Improved tree planting and surface materials.
- Improve the frontage along Station Avenue, providing a consistent, high quality design.
- Create a key gateway at the intersection of Stafford Road, Harestone Valley Road and Station Avenue through the improvement of the area.
- Utilise Station Avenue, Croydon Road (and Godstone Road, see Area 5) to improve connectivity between development opportunities.
- Provide a new public space between key future development sites of Church Walk and Waitrose/Quadrant House.
- Improve accessibility from Station Avenue to Godstone Road through Church Walk.
- Improve the appearance and function of the service road between Waitrose and Quadrant House.
- New development should provide opportunities to incorporate new and enhanced flood management measures to protect residential and commercial properties at risk.
- Ensure new development is easily accessible and incorporates initiatives to encourage people to walk, cycle and use public transport.
- The creation of an improved pedestrian link to Caterham on the Hill via improved lighting or pavements.
- Provide improved on street parking along Croydon Road.

To be read in conjunction with 5.5 - Public Realm Strategy and Design Principles.
Traffic calmed environment

Traffic calming at gateways to town centre

Improved pedestrian crossing

Improved and extended public realm

Figure 5.7: Area 2 - Station Avenue and Croydon Road
**Delivery Principles to consider:**

- Public sector initiative involving close working with Surrey County Council
- Public realm improvements along Station Avenue, Croydon Road (and Godstone Road - see Area 5) should be included in the early priority actions for Caterham, subject to funding availability
- Detailed design proposals will be needed and will be consulted on, in particular with Surrey County Council, to obtain consensus over the role and function of this key area
- Detailed design proposals should provide opportunities to incorporate enhanced flood management measures
- Opportunity to partner with local businesses and the bus company
- Liaise with taxi operators
- To be delivered in conjunction with Church Walk Shopping Centre proposals
- At a time of constraints on public sector finance it may be necessary to work in partnership with other parties to unlock potential sources of funding
- Potential for the use of Section 106 and Community Infrastructure Levy (CIL) monies from other development projects in Caterham to deliver proposals

See Section 6.6 - Action Plan
Figure 5.8: Potential public realm improvements along Station Avenue with existing buildings

- Change in surface material to high quality porous block paving
- Opportunities for tree planting and outdoor seating
- Rationalise parking layout and provision
- Space for pop-up activities within south-facing public space
- Narrowed carriageway through town centre
- Improved pedestrian link to Caterham on the Hill
- Street tree planting and greening of streetscape
- Improved public realm
- Rationalise parking layout and provision
- Taxi rank relocated
- Space for pop-up activities within south-facing public space
- Bus stops relocated
- Widened 'super-crossing' without central island
- Extended public realm with improved materials and space for seating
- Increase amount of public realm
- Change in surface material to high quality block paving
- Improved public realm
- Street tree planting and greening of streetscape
Area 3: Caterham Valley: Church Walk and Surrounds
Area 3: Caterham Valley: Church Walk and Surrounds

Site constraints and opportunities

Church walk is a well occupied and well used shopping precinct, supporting a number of national and local retailers. The centre is generally busy with a small number of vacant units. It does however have a low profile, despite its importance to the area, being directly opposite the railway station and fronting Station Avenue, which is dominated by traffic. Further, the range, size and quality of shops in Church Walk could be improved, with larger spaces being more popular with high street stores.

The frontage has a significant presence on the high street and although of modern construction, is gable ended and brick built to replicate the traditional architectural design of the area. The precinct is pedestrianised, and the only part of the town centre without vehicles, although there is a lack of focal point or central public realm. Soper Hall is a recent focal point for community-led regeneration.

The car park is a large impenetrable urban block close to the centre of the town. It is an important parking location for those using the town centre and the associated food store, offering up to 3 hours free parking during store operating hours. The car park has a substantial footprint resulting in a significant visual impact on adjacent buildings, but it is questioned by the local community whether there is enough spaces for cars and there is opportunity to improve.

St John’s Church is an important community asset, but is not integrated to the town centre currently and there are clear opportunities to provide a better setting for this important building. Similarly, Soper Hall is a key community asset to be retained and enhanced.

Design and Development Principles

• Church Walk is a key destination within the town centre that should be redeveloped to revitalise the retail and leisure offer within Caterham as well as the High Street.
• It should be extended and integrated into the town centre providing better and larger retail units, more cafés and restaurants plus residential properties and a cinema.
• Any redevelopment of Church Walk should ensure an improved frontage to Station Avenue.
• The rear of properties along Church Walk should be improved via a common approach to ensure improvements to the shopping centre do not appear disjointed to the wider area.
• The connection between Church Walk and the Station should be upgraded as part of wider public realm enhancements.
• Improvements to existing car parking provision on site via refurbishment/enhancement, including through the extension of opening hours to support the growing evening economy.
• Soper Hall is an important community resource and should remain as such.
• The setting of St Johns Church should be enhanced through any redevelopment to the wider area.
• Tree Preservation Orders should be retained where possible, particularly for veteran trees.
• Improvements to the rear of properties in Church Walk, including the creation of an active frontage will be encouraged to enliven the area.
• New development should provide opportunities to incorporate new and enhanced flood management measures to protect residential and commercial properties at risk.
• Ensure new development is easily accessible and incorporates initiatives to encourage people to walk, cycle and use public transport.
Delivery Principles to consider:

- All property is in private ownership – the majority is in a single ownership.
- The properties fronting Station Avenue are in multiple ownerships.
- Delivery by private sector is key, but with the potential for public sector partnership, especially where CPO may be required.
- The development provides the opportunity to provide flood alleviation to this part of Caterham.
- There is an opportunity to improve the environment around St Johns Church and Soper Hall.
- Also important to improve Morrisons car park as part of proposals.
- Ongoing discussions with landowners since summer of 2016.
- Contribute to Station Avenue, Croydon Road and Godstone Road public realm improvements.

See Section 6.6 - Action Plan.
Precedents from elsewhere
Area 4: Former Rose and Young Site
**Area 4: Former Rose and Young Site**

**Site constraints and opportunities**

The former Rose and Young building occupies a site which is in an important strategic location as part of the gateway to the town centre when travelling South along the Croydon Road. The site has been undeveloped for 20 years and presents a significant opportunity to introduce new uses into the town centre.

The privately owned site has remained unoccupied for many years and the Council, residents and businesses are unhappy with the run down appearance of the land and building as well as the lack of contribution to the town centre.

In 2015 the redevelopment of the site took a major step forward following the exchange of legal contracts between CoPlan Estates Ltd to provide a Premier Inn hotel, a Beefeater Restaurant and a further retail unit. CoPlan Estates Ltd submitted a planning application for the site.

In addition, the owner of the site, Caterham Properties Ltd also submitted a planning application for the site to provide flats with retail on the ground floor. Both applications were given permission.

In the interim period a sale of the site did not come to fruition and Tandridge District Council progressed a bid of the site to ensure the redevelopment of the land. A date was set for a Public Inquiry into the Council’s bid.

At the time of writing the SPD the owner of the former Rose and Young garage site in Caterham and Clarion Housing Group (CHG) had exchanged contracts for the sale of the site so the inquiry has been cancelled.

Clarion have permission for 48 residential dwellings, with a supermarket on the ground floor. This scheme can go some way to supporting the vitality of the town centre. However, the aspiration to provide a hotel in Caterham, in line with demand and community aspiration remains, and alternative locations should be explored.

**Design and Development Principles**

- Redevelopment of the site in this strategic location to include active ground floor uses together with high quality landscaping and car parking, to form an important part of a gateway into the town centre when travelling south along the Croydon Road.
- New development should provide opportunities to incorporate new and enhanced flood management measures to protect residential and commercial properties at risk.
- Ensure new development is easily accessible and incorporates initiatives to encourage people to walk, cycle and use public transport.

**Delivery Principles to consider:**

- Former Rose and Young site can now be brought forward
- Site in private ownership
- Delivery will be by the private sector
- Opportunity to secure Section 106 monies for environmental improvements to the town centre and/or junction improvements to Croydon Road
- Car parking and servicing to be monitored as development progresses

See Section 6.6 - Action Plan

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**Former Rose and Young Site: Run down and unoccupied**
Precedents from elsewhere

Active frontage to Croydon Road
Traffic calming at gateways to town centre
Opportunity for rationalised car parking
Improvements to Croydon Road
Mixed-use development at gateway to town centre
Utilise topography for basement access - for good quality parking/servicing etc

Figure 5.11: Area 4 - Former Rose and Young Site
Area 5: Caterham Valley: Godstone Road
Area 5: Caterham Valley: Godstone Road & beyond

Site constraints and opportunities

There is an opportunity to improve Godstone Road and link with Area 2 by reinstating the urban grain, improving shopfronts and encouraging consistency and higher quality façades.

The BT Telephone Exchange is located just south of the parade of shops along Godstone Road, situated opposite St John’s Church and may present a longer term opportunity for development.

22 – 28 Godstone Road is a retail unit in a key focal location which provides the opportunity to reprovide retail / office units along with complementary town centre uses. The unit was recently vacated but has now been let on a short term basis.

Design and Development Principles

• Reinstate urban grain along Godstone Road through sensitive interventions to vacant plots in the streetscape.
• Redevelopment opportunities which would contribute to overall vitality of the area should be sought.
• Any new development should be respectful of surrounding buildings including St John’s Church.
• Given the recent vacancy of 22 – 28 Godstone Road, a new long-term active use should be sought, sensitive to surroundings which include a church, maintaining active street frontage.
• Improve amenity space at St John’s Church.
• Consider long term opportunity for redevelopment of BT Exchange.

• Potential to extend public realm works from Station Road to improve the environment between the town centre and the recreation ground.
• Link to public realm improvements at Station Avenue as outlined in Area 2 where possible.
• New development should provide opportunities to incorporate new and enhanced flood management measures to protect residential and commercial properties at risk.
• Ensure new development is easily accessible and incorporates initiatives to encourage people to walk, cycle and use public transport.

Delivery Principles to consider:

• Numerous properties, all in private ownership
• Opportunity to redevelop the former William Hill and BT Telephone Exchange properties for mixed use development
• Section 106 monies to assist with front and rear environment and park
• Car parking strategy required to assist with evening and night economy
• Opportunity for Council to partner with private sector
• CPO could be used to acquire properties to assist with regeneration, if necessary

See Section 6.6 - Action Plan
Precedents from elsewhere

Traffic calming at gateway to town centre
Opportunity to make better public use of open space opposite St John’s Church
Development opportunity
Mixed-use development opportunity
Shopfront improvements
Improvements to public realm

Figure 5.12: Area 5 - Godstone Road
Figure 5.13: Illustrative sketch view of Godstone Road/ Station Avenue/ Croydon Road junction showing improved public realm/ space for pedestrians and narrowed carriageways.
Precedents from elsewhere
Area 6: Caterham on the Hill
Area 6: Caterham on the Hill

Site constraints and opportunities

The Raglan Precinct is a mixed-use retail and residential block located in Caterham on the Hill. There has been recent investment into the centre, although there is still room for improvement.

In terms of the wider area, the street is bound by low rise buildings typically between two or three storeys with greater densities and massing towards the north end of the High Street. The retail offer along the high street is focused on local and independents, with a handful of national retailers.

There are a mix of uses including retail (local and national), community uses, public houses and a petrol station. There are pockets of on street parking along the High Street.

The High Street supports a variety of architectural styles and ages with buildings in various conditions. Pavements are narrow for the majority of the street and public spaces are limited. In between a number of attractive gable ended Victorian and Edward properties, there are a number of public houses, including the listed King and Queen Public House, and a number of 1960s to 1980s parades of shops.

Town End amenity green space is already quite formal in nature, with hard surfaced paths and a large children’s play area. This site has potential to be upgraded to a park and recreation ground (there is space for additional facilities e.g. youth provision), in order to reduce shortfalls in this type of provision.

The Raglan Precinct is a striking development of its time, with its distinctive height and mass, although now appears dated, with grey brickworked flats on top of retail units.

The Centre is set back from street and located on the Junction between Chaldon Road and the High Street.

Although distinctive, the building is not architecturally significant and the Centre’s side returns take retail frontage away from the High Street in an awkward arrangement.

The large decked car park to the rear, also accommodates residential parking for the apartments above the ground floor retail.

Some public spaces have been created through variations in the building line from the centre. The public realm and the experience behind the public house is poor and in its current arrangement the Golden Lion pub addresses the road and ignores the Raglan Precinct and the associated public realm behind.

Design and Development Principles

• To create a mixed use residential/ retail development in Caterham on the Hill sensitive to the needs of current tenants and their important retention in the area. This could be through an extension to the Raglan Precinct, either with the rear Council car park or into the Golden Lion Public House.

• Potential for public realm improvements, including tree planting, a new public square and open space.

• Explore potential in the longer term to reprovide the library in more focal location.

• Improve connectivity to the Valley through better pedestrian links.

• The gateway to the area could be improved through the introduction of signage.

• New development should provide opportunities to incorporate new and enhanced flood management measures to protect residential and commercial properties at risk.

• Ensure new development is easily accessible and incorporates initiatives to encourage people to walk, cycle and use public transport.

• If new car park facility provided as part of redevelopment of Raglan Precinct, car park to be considered for redevelopment.
Delivery Principles to consider:

• Mix of private and public ownerships
• Opportunity to relocate the Community centre to create retail and residential development
• Opportunity to acquire property to enhance the Raglan Precinct and surrounds subject to further detailed design and viability work
• Any redevelopment would need to follow an extensive analysis of existing operations to ensure the least disruption to current retailers
• Section 106 monies to assist with public realm works on the High Street, Townend and Chaldon Road, especially the junction
• Opportunity to include flood remediation works with any redevelopment
• Rationalise parking and improve public realm
• Traffic calming at gateways to town centre
• Opportunity to include the use of CPO to acquire property to enhance existing sites and properties, especially at the junction of High Street, Chaldon Road and Townend, if necessary

See Section 6.6 - Action Plan
Rationalise parking and improve public realm

Mixed-use development opportunities including new car park

Traffic calming at gateways to town centre

Opportunity to improve appearance of Raglan Precinct

Potential redevelopment opportunity if car parking facilities provided as part of Raglan Precinct redevelopment

Improved pedestrian link to Caterham Valley as per design and development principles outlined in Area 2

Improvements to public realm and incorporation of new public square along with improvements to open space

Traffic calming at gateways to town centre

Figure 5.14: Area 6 - Caterham on the Hill (North)

Figure 5.15: Area 6 - Caterham on the Hill (South)
Figure 5.16: Illustrative sketch view of Town End/ High Street/ Chaldon Road junction showing improvements to public realm, reduction in carriageway widths and new street tree planting.
5.5 Public Realm Strategy and Design Principles

The improvement of the public realm in Caterham Valley and Caterham on the Hill will provide a vital part of creating a ‘step-change’ in the activity, appearance and attractiveness of the town. Below we set out a series of key principles:

• Improve appearance of the streetscape
  o Encourage rationalisation of street furniture, road signage, raised planters and on-street parking provision
  o Improve surfacing materials and reduce level change between carriageways and pavements
  o Promote consistent signage styles, colours and appearance
  o Take account of on street parking

• Increase space for pedestrians
  o Reduce carriageway widths to provide more footway capacity and reduce crossing distances for pedestrians, where possible, subject to modelling and feasibility work
  o Enhance outside seating either affiliated with restaurant/food and beverage units or public realm seating
  o Increase cycle parking at various locations along Croydon Road and, if feasible subject to more detailed design work, outside Caterham station and within Church Walk Shopping Centre

• Reduce vehicle speeds
  o Narrow carriageways, where possible subject to modelling and feasibility work
  o Changes in surface materials and levels – psychological traffic calming
  o 20mph limit through the town centres – traffic conditioning on approach

• Reduce vehicle movements
  o Review location of taxi rank serving Caterham station
  o Review location of bus stops
  o Review car parking entry and exit points
  o Improved public transport links between Valley and Hill to reduce number of private car journeys

• Use of a complementary palette of materials throughout the town that will enhance the appearance of the public realm and provide a perception of pedestrian priority, including the introduction of tree planting
  o Use opportunity afforded by narrowed carriageways to add tree planting in ground rather than in raised planters which obstruct movement and add to sense of clutter in the streetscape. This would also help with flood mitigation
  o Provide columnar trees to create human scale in the streetscape, mediating between buildings and street level

Improve gateways

Create gateway entrances to the town centres with focus on pedestrian space, street tree planting, signage, improved surfacing materials and traffic calming. Specific focus is to be given to:

• Station Gateway – directly in front of Caterham Station entrance
• Valley Northern Gateway – on Croydon Road in front of the former Rose & Young site
• Valley Southern Gateway – on Godstone Road, around the junction of Godstone Road and Clareville Road with St Johns Church
• Caterham on the Hill – around the junction of Chaldon Road, Townend and High Street and also the intersection of Westway and Chaldon Road
• Caterham on the Hill Southern Gateway – around the junction of High Street and Church Road outside the offices of Buxton Building Contractors

Gateway areas form natural locations for increased density of development (the exception to this is the Hill Southern gateway where emphasis should be given to the existing mature ‘Umbrella Tree’) and selected increases in building height. This should be complemented by high quality additions to the public realm including additional space for pedestrians and tree planting in the streetscape.
Gateways - Precedents from elsewhere

Traffic calming and street ‘greening’ - Precedents from elsewhere

Gateways - Precedents from elsewhere
New and improved town centre spaces

Each centre should provide a new hard open space in the public realm around which daily life in the town can revolve. These spaces would provide a natural focus for community events and opportunity for occasional/temporary uses including markets, fayres, pop-up events and exhibitions. These should employ high quality surfacing materials and a restrained palette of materials complementary to existing and proposed buildings.

Spaces should be:
- Legible
- Connected
- Beautiful
- Safe

New spaces should encourage connectivity and movement within the public realm and provide clear sightlines and safe, legible environments for pedestrians during both day and night. Lighting should be considered as an integral part of the design to ensure both technical compliance (adequate lighting levels, reduced light pollution), and ensuring spaces do not become cluttered through overprovision of street furniture including lighting columns.

Active frontages

New spaces, gateways and developments facing principal streets should all use activity at street level to bring life and animation to ground floor frontages. These could include retail/food and beverage uses or business uses. Entrances to upper floor uses should also be located on principal streets wherever possible.

Access to the Countryside and Outdoor Recreation

There is a complex and much used Rights of Way network within a short distance of both Caterham on the Hill and Caterham Valley (as well as many “Town Paths” within the areas to be developed) not to mention the Coulsdon Common, Happy Valley and Kenley Common open spaces. The masterplan provides an opportunity to improve pedestrian and cyclist links, not only within the town area as identified above but also to the nearby countryside.

There is an opportunity to identify multi-user links and circular routes connecting to the North Downs Way, particularly opportunities for the upgrade of footpaths to bridleway status and/or the creation of safe traffic free links in order to support use of the national trail and promote the health and wellbeing of the local community through access to the countryside and outdoor recreation.
5.6 Access and Movement

Reducing the dominance of traffic in key areas

Caterham Valley

Caterham Valley is an area which has the appearance of being dominated by vehicle movements. It is subject to a significant level of through traffic, particularly in the traditional morning and evening peak hours, resulting in queuing traffic on all approaches to the roundabout in the centre of the town, at the eastern end of Station Avenue.

The perception of vehicle dominance is exacerbated by the provision of on-street parking spaces along both sides of Croydon Road, which are frequently fully occupied, and by the interactions between through traffic movements, waiting buses and taxis and illegal parking activity along Station Avenue and Croydon Road. All of these factors contribute to creating a town centre that provides a poor quality environment for the pedestrians who are the main users of town centre facilities.

A reduction in the number of vehicle movements through the town would be difficult to achieve; north and south-bound vehicles that wish to avoid Caterham centre are already able to do so by using the A22 Caterham Bypass, and those vehicles that do come into the town along Croydon or Godstone Road will either be seeking to park in the town or make an onward journey to Coulsdon or Purley and beyond along the B2030.

The SPD seeks to reduce the feeling of vehicular priority within the Valley by introducing improvements to the public realm. These measures could be designed to introduce a perception of traffic calming by creating a town centre environment that promotes use of the street space by all users. These measures are set out in the preceding section of this document, linked to the following access and movement improvements:

- Provision of additional informal and uncontrolled pedestrian crossing points along Croydon Road.
- Improved car parking and the introduction of improved street furniture and new planting along Croydon Road.
- Introduction of a new controlled pedestrian crossing facility on Station Avenue, with a minimum width of 6 metres, to provide for the high level of pedestrian movements between Church Walk, the station and Croydon Road.
- The removal of inappropriate or illegal parking and waiting activity on Station Avenue.
- Encouraging other modes of transport to reduce the reliance on the vehicular movements.
- Consideration of entry and exit points from the car parks.

The streetscape and public realm improvements will be designed in full consideration of the need to make meaningful improvements to the pedestrian environment whilst minimising additional delays to traffic and continuing to facilitate the successful interaction between all of the town centre's users, including pedestrians, cyclists, public transport users and drivers.
Caterham on the Hill

Caterham on the Hill is also subject to substantial through traffic movements, particularly during the morning and evening traffic peaks. The roundabout junction of the High Street, Chaldon Road and Townend does see some queuing at these times, although traffic continues to move well and delays are not considered to be excessive.

Limited on-street parking is provided along the High Street and this, along with loading activity that occurs outside High Street businesses can also slow traffic where there is insufficient space for two streams of traffic to pass parked or stopped vehicles.

The Masterplan proposals for Caterham on the Hill seek to improve the pedestrian environment of the area and reduce the perception of dominance by vehicles. Thus it is proposed to introduce streetscape and public realm improvements at the High Street/Chaldon Road roundabout to improve the perception of pedestrian priority and provide improved pedestrian crossing facilities on the junction’s approaches.

Figure 5.18: Primary access in Caterham on the Hill and Caterham Valley

Key
- Main Public Footpath Access
- Main Road Access
- Railway Track
Car Parking

Caterham Valley

Car parking in Caterham is mainly provided in two multi-storey car parks, both of which are leased to and operated by national supermarket chains. The Waitrose car park is located in the heart of the town adjacent to Caterham railway station and provides 242 spaces for Waitrose customers but with approximately 150 of these reserved for use by station users.

The Morrisons car park is larger, with 455 spaces for use by Morrisons' customers and visitors to the Church Walk shopping area. This is located to the south of the town and is accessed along Harestone Valley Road.

Waitrose car park offers 1.5 hours free parking and Morrisons car park offers up to 3 hours free parking, this caters for the majority of users whose duration of stay in the town is typically less than 2 hours. Surveys undertaken in July 2016 showed that both car parks had spare parking capacity at all times on the surveyed days (a Thursday and a Saturday) with a minimum of 174 spaces available during the busiest Saturday period. However, this was raised as an area of concern at both consultations held.

On-street parking is provided along the kerbside of Croydon Road, Godstone Road and Timber Hill Road, with a provision of approximately 82 spaces throughout the town. Spaces in Croydon Road are well-used throughout the day, with a high level of turnover and short parking durations. Vehicles accessing these spaces have been observed to obstruct through traffic movements as they manoeuvre into the space, increasing delays for traffic. Spaces at other locations around the town are also popular but less well used than those on Croydon Road.

The Masterplan proposals for car parking are focussed on facilitating the public realm changes which are a key element of improving the town's streetscape and working with landowners to improve the two multi-storey car parks.

An improved parking layout will be provided along Croydon Road for those users who have a genuine need to park close to town centre amenities.

The Valley’s multi-storey car parks are Caterham’s primary parking resource and they will continue play an important role in the future. However, both structures are beginning to show their age, and opportunities to improve the appearance and amenity of these two important resources will be pursued through the delivery of the SPD. Improvements could include:

• Redeveloping the whole structures.
• Re-figuring the car parks and adding extra levels.
• Re-dressing the structures through re-painting, improved flooring materials and colouring.
• The introduction of pedestrian walk areas and improved car park lighting and security features.
• Re-marked, double-lined bays to assist parking manoeuvres.
• The provision of smart sensors and LED lights above spaces to indicate where free spaces are located, to improve navigation and reduce the time drivers’ spend searching for spaces.
• The introduction of electric vehicle charging points at key locations such as within car parks but also marked spaces on Croydon Road could be suitable, in line with SCC standards. There may also be scope to provide charging points along the relocated taxi rank inbetween Waitrose and Quadrant House.
• Lengthened opening hours to assist in facilitating an improved evening economy.

Caterham on the Hill

Car parking in Caterham on the Hill is provided by the Council's Town End car park and by parking provided at the Raglan Precinct. The Raglan Precinct is closest to the Hill's amenities and is busy throughout the day, and the Town End car park can also be busy, particularly during the school-run hours. Surveys have shown the Town End car park to have spare capacity at other times, although as previously noted this was disputed during consultation.

On-street parking is provided by approximately 15 kerbside bays along the High Street which are intended for short stay parking but have been observed to be
used for longer durations. There is also space for 4-5 parked vehicles in front of the Co-operative food store on Townend, and these are well-used both for parking and loading activity.

Specific changes to parking provision in Caterham on the Hill have not been identified, but the potential for refurbishment and partial development of the Raglan Precinct could lead to a reduction in parking capacity that may not be absorbed by the Town End car park at all times, potentially increasing parking pressure on nearby streets.

**Improving access to sustainable transport**

A key objective of the Masterplan is to improve the environment for pedestrians and cyclists through public realm enhancements, improved crossing facilities and by reducing the dominance of vehicles. In the Valley, this could be achieved through an improved parking layout along Croydon Road and Station Avenue. This will create more space for pedestrians and increase their separation from road traffic. The traffic calming effect of the public realm improvements will also benefit cyclists and the inclusion of cycle parking stands around the town will help to encourage cycling as an attractive mode choice for short journeys. Similar improvements can be achieved on the Hill through proposed public realm works in Chaldon Road and at the junction between High Street and Townend.

Access to buses, taxis and rail services will be retained, to ensure that connectivity and interchange between modes is maintained. To facilitate important public realm improvements in Caterham Valley, it is proposed that the current taxi ranks are relocated to the service road between Waitrose and Quadrant House and that bus layover is relocated away from the town centre where practicable to reduce the dominance of motor vehicles.

As noted earlier in the report, ways in which to improve connectivity between Caterham Valley and Caterham on the Hill should be explored.

Figure 5.19: Bus routes in Caterham on the Hill and Caterham Valley
5.7 Flood management

In relation to flooding in Caterham Valley and Caterham on the Hill. It is likely that interventions in both locations will be necessary, and potentially very costly.

It is recognised that the Caterham Bourne in particular will be difficult to achieve and that there is limited space in order to conduct any interventions.

Such interventions include permeable surfaces, tree planting (particular trees that soak up/like water such as willows), Wider culverts, attenuation areas such as ponds, use of grey water, roof gardens, water butts etc.

At Caterham Hill, there is the potential to create a bund at Queens Park of approximately 1-1.5 metres high to hold water back (resulting in temporary loss of playing pitches during flood events) and this is currently being investigated in more detail.

There is also scope to install of water storage below Hillcroft Primary School playing field and wider culverts, creating attenuation ponds.

Future development should not worsen and wherever possible reduce the risk of flooding for all residents.

Atkins are undertaking a feasibility study to assess the drainage issues, working with Tandridge District Council and Surrey County Council to identify mitigation measures. An option report is expected by the end of 2018.
6. Delivery
6. DELIVERY

6.1 Delivery and Implementation
The various key project areas outlined within the Masterplan section are, on the whole, owned by private sector individuals and property companies. Delivery and implementation therefore sits firmly with third parties. However, Tandridge District Council have a vital role in the promotion, support and facilitation of these projects through the planning and delivery process and this is expanded on below:

In summary, the immediate opportunities include the following:

• We are aware that Ropemaker Properties (BP Pension Fund), the owners of the Church Walk Shopping Centre are looking to submit their planning application in the summer of 2018.
• The owners of Quadrant House have already secured Permitted Development Rights to transform the property into a mixed use retail and residential investment.
• The new owners of the Rose and Young site have planning consent for the development of the site to provide a new supermarket with residential accommodation above and signed contracts and construction is likely to start in 2018.

The Station Avenue public realm initiative is within public sector ownership and should be brought forward in the early phases of the overall delivery plan, linked to the development projects above.

6.2 Development Partners
As noted above, Tandridge District Council own very little property within the town centre. This makes a proactive approach to regeneration and direct development more difficult. There is a possibility to acquire property to undertake direct development or more importantly to support and encourage third party redevelopment. The other main opportunity to partner with the private sector is through co-operation agreements and legal agreements associated with the planning application process (S.106/S.278). The Council do however have a pivotal role in championing the overarching strategy for the Caterham town centre and for delivering improvements to the public realm in partnership with Surrey County Council and other partners and use of Community Infrastructure Levy (CIL).

Where the Council own land, the opportunities are not significant. In Caterham Valley, the Council own land on Stafford Road, presently occupied by the library, the East Surrey Museum and the sheltered housing accommodation opposite the new Churchill Retirement development, known as Caterham Lodge and between the museum and the library. They also own land between Crescent Road and Timber Hill Road to the east of the town centre. Any changes to these locations will not bring about a radical change in the attractiveness of the town centre. The Council also own the Douglas Brunton Centre which together with the surrounding area, could provide a wider regeneration opportunity.

It is therefore apparent that any partnering opportunities will be through acquisition to assist the private sector, or through the legal agreements associated with the planning process. The Council has already committed to the use of Compulsory Purchase Powers where necessary to support the regeneration of Caterham town centre, and this is referenced in the June 2017 Resources Committee Report.

Further, there remains the opportunity to introduce new investors into the town, either to partner with existing owners or to undertake development through the acquisition of existing property and development opportunities.

6.3 Land Assembly
Projects within the Valley and Caterham on the Hill have largely been considered within existing ownership boundaries. However in some cases the project area boundaries have been drawn to include a number of landownerships. Schemes coming forward in these areas will be required to take a comprehensive view of the development of the project area as a whole. Where this requires third party land, the Council will consider how it can facilitate a comprehensive approach.
Projects where a comprehensive approach is required and where proposals are to take account of how the wider project areas are to be developed and regenerated are:

<table>
<thead>
<tr>
<th>Project</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Church Walk Shopping Centre</td>
<td>Properties along Station Avenue and Harestone Valley Road</td>
</tr>
<tr>
<td>Nat West / Waitrose Block</td>
<td>Properties along Croydon Road</td>
</tr>
<tr>
<td>Raglan Precinct</td>
<td>The Golden Lion Pub and adjacent land</td>
</tr>
</tbody>
</table>

### 6.4 Potential funding sources for transport improvements

A number of potential funding sources are available to assist with delivery of the transport enhancements. These could include developer contributions from developments in and around the town centre. Councils inclusion within the ‘Coast to Capital’ Local Enterprise Partnership (LEP) area may provide opportunities for funding applications in future years. Additional funding may also be available through the DfT Access Fund beyond 2020, and through CIL if appropriate.

### 6.5 Complementary Initiatives

#### Development of a marketing and branding strategy

The Vision for Caterham should form the basis for a consistent, long term branding and marketing initiative linked directly to the development programme and its key phases. The creation of a strong brand will be essential in changing the image of the town and increasing its appeal. This should include an extended events programme and will require a focussed approach to marketing the importance of partnership working to deliver economic growth and regeneration benefits has never been greater. The proposals require a close working relationship between partners in the public as well as private sector investors, end-users and existing businesses.

#### Townscape quality and shop front improvements

In some key areas, not least shopfront signage, the historic and townscape quality of both High Streets, are being eroded. As part of the strategy to improve Caterham town centre the opportunity should also be taken to review the approaches to encouraging the design of frontages appropriate to the area.

#### Effective partnership working

The importance of partnership working to deliver economic growth and regeneration benefits has never been greater. The proposals require a close working relationship between partners in the public as well as private sector investors, end-users and existing businesses.

### Engagement of the community

Town centres ultimately thrive by having an active and involved local community. There is clear opportunity for the level of community engagement to be enhanced though involvement in the development of proposals for the area.
6.6 Action Plan

The Action Plan sets out an indicative series of steps towards implementation of the projects outlined in the SPD. The projects outlined within the Masterplan and SPD are, on the whole, owned by private sector individuals and property companies. The majority of the delivery and implementation therefore sits with the private sector. However, the Council have a vital role in the promotion, support and facilitation of these projects through the planning and in the longer term, construction process and this is reflected in the action plan.

There are, however, several transformational public realm projects, the Station Avenue initiative for example, which should be brought forward in the early phases of the overall delivery plan and can be driven by TDC with SCC.

It should be noted that the Action Plan will be subject to regular monitoring and review and the implementation of the proposals will be subject to funding availability.

Early Actions

A number of steps will need to be taken in the early stages of delivery and the focus should be on working with existing businesses and landowners together with the local community to make the best use of existing assets and available funding. This should include:

- Continue proactive landowner / developer / TDC liaison to ensure a complementary and coordinated approach - TDC and its advisors are in a position to lever influence over the future of the three key sites in Caterham (Ropemaker; Rose and Young; and Quadrant House/Waitrose) and to consider the inter-relationships between them – not least around uses, car parking and phasing
- Broker relationships between the Council and relevant partners to maximise opportunities on key development sites
- Develop a reasoned strategy in respect of land assembly, co-operation agreements and /or Compulsory Purchase Orders, having regard to land ownership
- Undertake a thorough review of funding opportunities
- Undertake a robust overview of Council assets and investment programme
- The development of a third party acquisitions strategy
- Development of a transport management plan
- Ensure close working with SCC to progress Station Avenue / Croyodon Road/Godstone Road and wider public realm proposals in terms of modelling and detailed design/ feasibility
- Monitoring social infrastructure needs as key development sites come forward
- The Local Plan Infrastructure Delivery Plan which will take account of the impact of cumulative development within the District and identify what infrastructure is required, how much it will cost, how it could be funded and when it could be delivered
- Development of the Caterham brand and marketing campaign including an extended programme of events
- Increased liaison with businesses, particularly on the Hill, in relation to the Caterham BID
- Involve Caterham Town Working Group in key actions
<table>
<thead>
<tr>
<th>Projects</th>
<th>Timescales</th>
<th>Delivery Body/ partners</th>
<th>Key Actions</th>
<th>Possible funding sources</th>
</tr>
</thead>
<tbody>
<tr>
<td>Caterham Valley</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Area 1: Waitrose foodstore, Quadrant House and surrounds</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Waitrose foodstore and multi-storey car park</td>
<td>Medium to Long Term</td>
<td>Landowners in conjunction with TDC</td>
<td>Continue discussions with major landowners - concerted effort by TDC to broker working arrangements and identify potential funding or other gaps in the delivery strategy and resolve constraints of the existing MSCP, the poor environment in the immediate surrounds and explore the potential to extend/ redevelop the existing Waitrose site</td>
<td>Private sector with public sector support</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Subject to agreement with Waitrose, acquisition of the freehold and occupational leases for the properties along Croydon Road.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Agreement with Waitrose and Network Rail regarding improvements to car park, including redesign/ redevelopment, and extension to operating hours.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Consider the service road and space in between Waitrose and Quadrant House, potential for environmental improvements.</td>
<td></td>
</tr>
<tr>
<td>Quadrant House</td>
<td>Short to Medium Term</td>
<td>Present owners and private owners</td>
<td>Permitted development rights granted.</td>
<td>Currently sits with private sector to deliver but could be brought forward through public sector support</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Potential acquisition opportunity for commercial use and leisure.</td>
<td></td>
</tr>
<tr>
<td>Croydon Road</td>
<td>Medium to Long Term</td>
<td>Landowners in conjunction with TDC</td>
<td>Potential exists for a comprehensive redevelopment on the NatWest corner and resolution of the service area and space behind through negotiation or CPO.</td>
<td>Private sector with public sector support</td>
</tr>
<tr>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
</tbody>
</table>
### Area 2: Station Avenue and Croydon Road

<table>
<thead>
<tr>
<th>Area</th>
<th>Description</th>
<th>Short Term</th>
<th>Owner(s)</th>
<th>Action(s)</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Station Avenue and Croydon Road</td>
<td>Short Term – early priority action, subject to funding availability</td>
<td>TDC and SCC</td>
<td>Further transport modelling to be undertaken as part of detailed design of any changes to the road layout at Station Avenue. Subject to results of modelling, complete detailed design work for public realm proposals. Agree highways improvements with Surrey County Council. Liaise with taxi operators with a view to relocating taxi rank. Explore opportunity to partner with the bus company. Once results of above, consultation on detailed public realm proposals. Close liaison with Church Walk shopping centre given proposals are linked to ensure they are complementary and taken forward in parallel. Confirm funding. Obtain planning consent.</td>
<td>Developer contributions from developments in and around the town centre. TDCs inclusion within the ‘Coast to Capital’ Local Enterprise Partnership (LEP) area may provide opportunities for funding applications in future years. Additional funding may also be available through the DfT Access Fund beyond 2020, and through CIL/$106 if appropriate.</td>
<td></td>
</tr>
</tbody>
</table>

### Area 3: Church Walk Shopping Centre and surrounds

<table>
<thead>
<tr>
<th>Area</th>
<th>Description</th>
<th>Short Term</th>
<th>Owner(s)</th>
<th>Action(s)</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Church Walk shopping centre</td>
<td>Short Term</td>
<td>Owners</td>
<td>Detailed design, property acquisition and submission of planning application. Ensure developers delivery proposal. If not, Council should look at options to ensure delivery.</td>
<td>Private sector</td>
<td></td>
</tr>
<tr>
<td>Morrisons Supermarket</td>
<td>Short Term</td>
<td>Owners</td>
<td>Increase amount of spaces and improvements to MSCP, either through redevelopment, refurbishment and extension to opening hours. Consider car park analysis and structural report to establish opportunities to upgrade car park and potentially extend.</td>
<td>Private sector</td>
<td></td>
</tr>
<tr>
<td>Station Avenue Properties</td>
<td>Short Term</td>
<td>Owners / Council</td>
<td>Acquisition of properties to assist with redevelopment of Church Walk shopping centre.</td>
<td>Private / public sector</td>
<td></td>
</tr>
</tbody>
</table>
### Area 4: Former Rose and Young

<table>
<thead>
<tr>
<th>Former Rose and Young</th>
<th>Short Term</th>
<th>New Owners (Private Sector)</th>
<th>Scheme to be delivered in short term</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>TDC to monitor timescales and delivery, particularly in terms of car parking and servicing as development progresses and re-invoke CPO is necessary</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>A new planning application has been submitted to alter the ground floor and car parking provision and we expect a start on site in Q1/Q2 2018. Discussions with Waitrose and Network Rail regarding the surface car parking spaces along the eastern boundary should be monitored.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Opportunity to secure Section 106 monies for environmental improvements to the town centre and/or junction improvements to Croydon Road</td>
</tr>
</tbody>
</table>

### Area 5: Godstone Road

<table>
<thead>
<tr>
<th>William Hill Block</th>
<th>Short Term</th>
<th>Present Owners – private</th>
<th>Opportunity to redevelop site for mixed use development</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>Detailed design and submit application</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Car parking strategy required to assist with evening and night economy</td>
</tr>
<tr>
<td>Timber Hill Recreation Ground</td>
<td>Short Term</td>
<td>Council and Property Owners</td>
<td>Potential to extend public realm works from Station Road to improve the environment between the town centre and the recreation ground.</td>
</tr>
<tr>
<td>BT Exchange</td>
<td>Long Term</td>
<td>Private</td>
<td>Consider long term opportunities for redevelopment by working with landowners to draw up scheme.</td>
</tr>
</tbody>
</table>

### Area 6: Caterham on the Hill

| High Street           | Short Term | Council and Property Owners | Public realm improvements to assist with traffic flow and car parking, subject to further feasibility work. |
|                       |            |                            | Potential relocations of some uses to open up new development opportunities, especially for evening economy |

Private sector

Public/Private Sector
<table>
<thead>
<tr>
<th>Location</th>
<th>Duration</th>
<th>Action Description</th>
<th>Responsible Parties</th>
</tr>
</thead>
<tbody>
<tr>
<td>Raglan Precinct</td>
<td>Short Term to Medium Term</td>
<td>Combination of delivery vehicles likely required. Improvements and extension to the centre, either with rear council car park or into the Golden Lion Public House. Careful liaison with current retailers to ensure minimal disruption. Potential for use of CPO to acquire property to enhance existing sites and properties, particularly at junction of High Street, Chaldon Road and Townend, if required.</td>
<td>Private Sector</td>
</tr>
<tr>
<td>Golden Lion Pub</td>
<td>Medium Term</td>
<td>Council and Property Owners Acquisition required for all improvement schemes to the Hill projects.</td>
<td>Public/Private Sector</td>
</tr>
</tbody>
</table>

**Complementary Initiatives**

<table>
<thead>
<tr>
<th>Initiative</th>
<th>Duration</th>
<th>Details</th>
<th>Responsible Parties</th>
</tr>
</thead>
<tbody>
<tr>
<td>Develop Transport Management Plan including car parking</td>
<td>Short, medium and long Term</td>
<td>Monitor and review car parking provision in the context of the requirements and capacity for car parking as part of key development opportunities and a sustainable transport strategy promoting walking, cycling and the use of public transport. Review on-street parking with enforcement considered.</td>
<td>TDC/ SCC/ Private sector</td>
</tr>
<tr>
<td>Shop front improvements</td>
<td>Medium Term</td>
<td>Prepare shop front strategy to consider ways in which to encourage the design of frontages, ensure reflects and monitored in discharge of TDC planning and enforcement functions.</td>
<td>TDC/ BID/ local businesses</td>
</tr>
<tr>
<td>Working with the business community</td>
<td>Short Term</td>
<td>TDC/ BID/ local businesses Work closely with BID on the action plan and local businesses on the Caterham delivery strategy.</td>
<td>TDC/ BID/ local businesses</td>
</tr>
<tr>
<td>Working with the local community</td>
<td>Short Term</td>
<td>TDC/ community including harder to reach groups Consider ongoing community involvement through Caterham Town Working Group.</td>
<td>TDC/ local groups</td>
</tr>
<tr>
<td>Marketing and branding strategy</td>
<td>Short to medium term</td>
<td>TDC/ BID Consider establishment of a branding group to develop brand, programme of events, marketing to take the Caterham vision forward.</td>
<td>TDC/ development partners</td>
</tr>
</tbody>
</table>
Appendix 1. Planning Policy Context

Planning Policy Context

Tandridge Core Strategy 2008-2026

Tandridge Local Plan – Part 2: Detailed Policies 2014-2029

Tandridge District Council Planning Policy

The Tandridge adopted Council Planning Policy comprises the Core Strategy (2008) and Detailed Policies (2014), setting out a vision for the District and a set of key policies.

The Local Plan is currently being prepared which will supersede the core strategy. A public consultation on the draft Local Plan (Issues and Options phase) between 18th December 2015 and 26th February 2016. Over the course of the Issues and Approaches consultation, 5,202 comments were received, from 3,171 individuals and interested parties. The next phase of consultation was undertaken 4th November 2016 and 30th December 2016 on the Local Plan: Sites Consultation. This process gave residents and interested parties an opportunity to comment on sites being assessed as part of the plan.

Evidence supporting the emerging Local Plan indicates that there is a need for 9,400 homes across the district over the Plan period (Tandridge Strategic Housing Market 2015) although the final number of homes to be delivered and the strategy for allocations will be established in the Local Plan.

Within the adopted Local Development Plan, Caterham is recognised as a key settlement for growth and aims to achieve the following in the town centre:

- New developments which enhance the appearance, vitality, viability, safety and accessibility of the centres;
- Mixed use development;
- Protect retail function but there is no identified need for more retail;
- Redevelopment of vacant or underused sites supported;
- Density will be within the range of 40 to 75 dwellings per hectare (a higher density may be appropriate if required by a particular design solution).

Caterham Valley

The Tandridge Local Plan (Part 2) supports the adopted Core Strategy by containing a set of detailed planning policies to be applied locally in the assessment and determination of planning applications over the plan period (2014 to 2029).

The Local Plan sets out the requirements for redevelopment in Caterham Valley town centre and encourages pop-up shops to support the viability of the town centre.

The Local Plan (Part 2) encourages retail development in the town centre and designates a primary and secondary retail frontage which identifies the areas that should be protected for retail use. The Council will seek to protect and enhance the role of Caterham Valley centre by working with its partners (such as Surrey County Council) to undertake specific improvements to the physical environment and increase the range of services and facilities. The Council will support the redevelopment of the former Rose and Young site on Croydon Road, Caterham (suitable for town centre uses and residential). Retail proposals would need to be assessed for demand and need.

Caterham Valley is included at the top of the centres hierarchy (level 1) and is also identified as the principal shopping area in the district.

Caterham-on-the-Hill

The Local Plan reports that Caterham-on-the-Hill to a certain extent is unusual in terms of its dispersed layout. The centre comprises of two distinct areas; the High Street and Raglan Precinct, as well as an out-of-centre supermarket located within the Caterham Barracks redevelopment and the Coulsdon Road local centre.

Caterham-on-the-Hill is included at level 3 of the centres hierarchy.

Whilst there are no designated retail frontages in Caterham-on-the-Hill there are still restrictions to protect retail space in Local Centres and change of use planning applications have to provide a 12 month marketing exercise to justify the loss of retail space. Non
A-class uses will not normally be permitted at ground floor level, although development for community uses and mixed uses with a strong retail element may be permitted.

**Retail**

The Tandridge Retail and Leisure Study (2015) identified any potential capacity for retail and leisure floorspace within the District. The Study identified that there is no short term convenience requirement in Caterham with need of 164sqm between 2023-2028 and 772sqm between 2028-2033. The comparison goods retail floorspace projections for Caterham include 632sqm between 2023-2028 and 849sqm between 2028-2033. The study also highlights that Caterham could potentially support a small cinema and one additional health and fitness club.

Tandridge Functional Economic Area Topic Paper (Oct 2015) states that Caterham’s retail catchment area includes:

- Redhill to the west
- Croydon to the north
- New Addington to the north east
- Oxted to the south east
- Westerham and Sevenoaks to the east
- Edenbridge and East Grinstead to the south.

**Hotels**

The Surrey Hotel Futures Study 2015 indicates there is potential for further budget hotels to be developed in Caterham. Caterham may be able to support an upper tier budget/limited service 3 star hotel instead of, or possibly in addition to budget hotels.

**Economy**

Tandridge Economic Needs Assessment (2017) identifies a net additional need of up to 14,500sqm of office floor space over plan period to 2033 in Tandridge District.

The study also suggests that smaller facilities are important sources of accommodation for SMEs in particular those requiring flexible space. They also indicate that there is ‘strong’ demand for multi-occupied office suites as well as ‘start up’ space across the District.

The study highlights that Tandridge District is estimated to have around 87.3 ha of B2/B8 industrial land, of which approximately 9.6 ha is assessed to be vacant and potentially developable.

Tandridge Functional Economic Area Topic Paper (Oct 2015) states that economic inactivity is quite high in the District with a high proportion (53.5%) inactive because of ‘looking after a family/home’ (the highest rate in the south east).

Tandridge has the second lowest business birth rate in Surrey according to 2012 ONS statistics.

**Neighbourhood Plan**

The CR3 Forum has been set up by the local community and represents the three areas of Caterham and Caterham-on-the-Hill, Chaldon and Whyteleafe. The CR3 Forum has prepared a draft Neighbourhood Plan which was most recently consulted on until 29th July 2017. A Steering Committee was appointed to approve the Plan throughout all the stages of the process and is composed of members of the public from each of the Parish Councils, Caterham Business Partnership and Caterham Community Partnership.

The CR3 Forum has sought to produce a Neighbourhood Plan which demonstrates a balance between business, local facilities and infrastructure such as schools, health, leisure, transport, environment, good quality housing, and a vibrant town centre. The Neighbourhood Plan seeks to present local issues and needs which have been identified in their consultations with residents and to give positive responses for future development of the CR3 area.
The issues identified throughout the Neighbourhood Plan consultation process are reflected in their planning policies in the pre-submission version of the Neighbourhood Plan which have been identified in the Planning Policy Review table in Appendix 1 of this report. Key elements of the Neighbourhood Plan’s policies include:

- Encouraging start-up and small businesses;
- Establish a business and science park;
- Building heights along road frontages should not exceed 3 to 3.5 storeys;
- Proposals which follow guidelines within the Town Design Statement and proposed Masterplan for Caterham will be regarded as generally compliant with the Neighbourhood Plan;
- Improving the quality of shop fronts and signage;
- Support for retail, commercial and community uses;
- Redevelopment of the town centre to include a community facility such as a cinema; and
- Encouraging sports and leisure facilities.

**Initiatives**

**Caterham Town Design Statement**

Further to the Neighbourhood Plan process, the CR3 Forum produced the Caterham Town Centre Design Statement, with the assistance of Tandridge District Council between March 2015 and March 2017. This statement developed a community and business led vision of how Caterham town centre should look and feel in the next 15 to 20 years. The CR3 Forum asked the local community and businesses to complete a survey and comment on their views of Caterham. A total of 327 people responded to the community survey and 75 businesses responded to the business survey and were published in April/June 2015. The CR3 Forum and Tandridge District Council used the results from the business survey, community survey and community workshops to produce the Town Centre Design Statement (TCDS).

Workshop participants divided the issues facing the town into 9 categories:

- Access
- Business and Economy
- Development
- Landscape, heritage and historic buildings
- Leisure and culture
- Public sector
- Public spaces
- Retail
- Streetscape

The report also identified ‘critical assets’ of sites and buildings that should be protected or promoted for development in a prioritised ranking order.

Critical assets have been described as the buildings, green spaces, vacant sites and educational and community centres that have an important role to play in the economic growth and community well-being of the area of Caterham. Critical assets / areas, either to be protected or promoted for development, are identified by ranking below.

1. Former Rose and Young site: This critical asset has been recommended for redevelopment.
2. Quadrant House: This large 1960s office block is located in the centre of Caterham town centre adjacent to the former Rose and Young site.
3. Timber Hill Police Station and Recreation Space: The town’s police station may need to close due to public funding cuts but the community want to save the use of the building.
4. Raglan Precinct: The mixed-use residential/retail development in Caterham-on-the-Hill and has been identified as a critical asset to save.

5. Soper Hall: Soper Hall is a recent focal point for community-led regeneration and should be saved from redevelopment.

6. Morrison’s Service Area (Church Walk): This site may have great potential for a community focal point and temporary events venue and should be given a new purpose.

7. Caterham Station: The Statement highlights the importance of saving the station.

8. Caterham Community Centre Hall: The community centre is run by the Council and is regarded as a critical, affordable space in the town’s community that should be saved.

9. Douglas Brunton Centre: The Statement identifies the importance of this day centre which should be saved from redevelopment.

10. The Arc: The Arc is owned by Caterham Barracks Community Trust and is used as a community arts centre and theatre which should be saved from redevelopment.

Coast to Capital Local Enterprise Partnership

The Coast to Capital LEP under the March 2014 Strategic Economic Plan proposed a new six year programme of investment in business critical infrastructure backed by the necessary investment in additional housing and communities. A number of key priorities are relevant to Caterham including ‘successful growth locations and transport infrastructure’ and ‘housing and strategic infrastructure’ including blocked sites and new approaches.

Caterham Business Improvement District (BID)

Local traders and business leaders in the town have succeeded in setting up a Business Improvement District (BID) for Caterham. Members of the BID will pay a levy on their business rates to help invest into projects to enhance the town. Tandridge District Council agreed to allocate up to £200,000 in 2015 to help bring forward the BID which has been started by Caterham Business Partnership.

ABC (A Better Caterham)

ABC formed in 2006 as a community based partnership aiming to make improvements in and around Caterham. ABC sent out questionnaires for adults and young people in 2006/7 to understand the community’s view on key issues within the town. Over 2,000 surveys were completed and a series of community workshops were also undertaken. The survey results were summarised in the ABC Position Statement and Summary Report in August 2007. A Health Check report was then published in January 2008 which sets out the key findings on environment, social and community issues, transport and access, town centres and high streets, business and economy.

Resulting from the ABC work, Caterham benefited from a scheme for improving the street scene and associated works to the highway. This included developing and constructing the mini roundabout from Station Avenue and Harestone Valley Road. This also included replacing railings and bollards with planters and landscaping. ABC have also organised several community events with this funding, including a town festival, a business to business exhibition, a town loyalty scheme and the asset transfer of the Soper Hall to the local community.