

# PURLEY WAY MASTERPLAN

## Location

Purley Way, Croydon

## Client Type

Local Authority

## Key Collaborators

Croydon Council (Highways and Flood Risk teams); UKPN; SGN; Thames Water; TfL; GLA

## Workstage

RIBA 0-3

## Summary

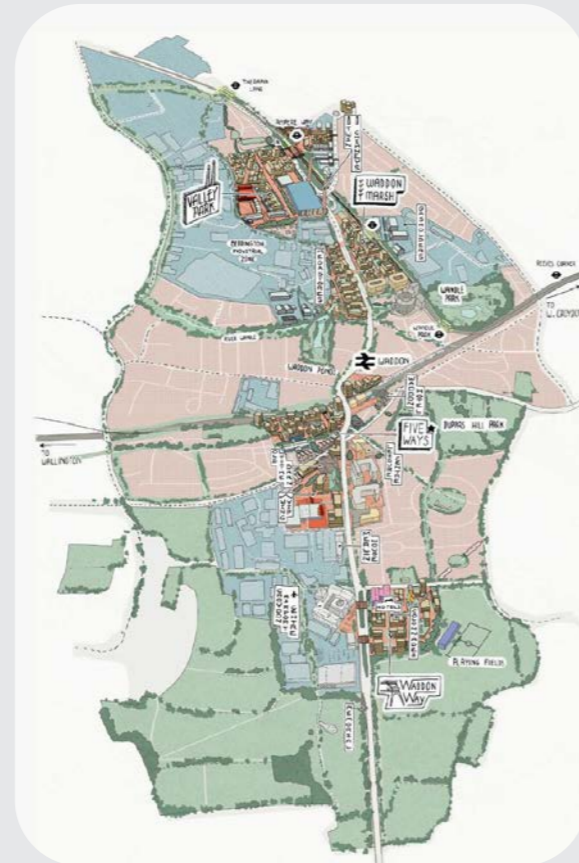
A utility risk appraisal for local centres, highlighting opportunities and risks that might impact viability, to be fed into the Purley Way Masterplan, which will facilitate the redevelopment of Purley Way into a coherent place with a rich mix of uses, including new homes, commercial, social and leisure spaces.

## The Challenge

There was a knowledge-gap regarding what was beneath the industrial ground proposed for development. Information on what challenges this development would entail was required in order to mitigate the risks.

## Our Approach

The Coordinator took a proactive problem-solving approach, meeting with the client to discuss political sensitivities and agree the key priorities and expectations. The Coordinator used GLA data resources – IMA and NUAR – and established stakeholder contacts to gather information on utility plans for the area. Normally, this information would have been gathered by several consultants later in the process, but taking this approach, the Coordinator collated the work in one document early on, mitigating changes later in the design process.



[https://insidecroydon.com/wp-content/uploads/2021/02/WeMadeThat\\_195\\_PurleyWayMasterplan\\_EngagementDocument.pdf](https://insidecroydon.com/wp-content/uploads/2021/02/WeMadeThat_195_PurleyWayMasterplan_EngagementDocument.pdf)

Infrastructure Coordination  
Development Service

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## Key Outcomes

The Coordinator created a report to inform conversations with developers that fed into the Purley Way Masterplan and the Croydon Local Plan.

While there was no statutory requirement for such work, establishing existing utilities information at this strategic point saved time and money, by highlighting key considerations and constraints that had not been previously known.

The report outlined recent utilities upgrades and future upgrade plans, as well as identifying opportunities to collaborate with nearby district heat networks. This encouraged a holistic approach to energy provision as the proposals develop in the next phases.

The commissioning of the Development Service, allowed for these insights to be incorporated into the masterplan at an early stage, reducing redesign later down the line.

## Testimonial

*'The Development Service provided our team with an utilities overview at the crucial stage of our master-planning work.'*

*Their input at this strategic stage provided invaluable infrastructure insights and will help us inform the next stages of work.*

*By highlighting future opportunities and existing constraints, we are in a position to incorporate this information when implementing future change across the Purley Way area – saving money and time in the long-term, before further design development''*

Hannah Martin,  
Deputy team Leader - Placemaking  
London Borough of Croydon



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