

Mayor and Cabinet		
Report Title:	Catford Regeneration Programme – Masterplan Brief	
Key decision:	Yes	
Ward:	Rushey Green	
Contributors:	Executive Director for Resources and Regeneration Head of Law	
Class:	Part 1	Date: 28 February 2018

1. Purpose of paper

- 1.1. This paper seeks to update Mayor and Cabinet on progress in the development of the Catford Town Centre Masterplan brief. It seeks approval to the brief and asks Mayor and Cabinet to note the procurement approach for procuring a Masterplan architect to produce a Masterplan for the town centre using the draft brief attached as Appendix 1.

2. Recommendations

The Mayor is recommended to:

- 2.1 Note the content of the report;
- 2.2 Approve the draft Catford Town Centre Masterplan brief and note the procurement approach for engaging an architect to develop a masterplan for the Town Centre; and
- 2.3 Note that officers will provide an update to Mayor and Cabinet at an appropriate point during the development of the masterplan.

3. Policy context

- 3.1. Lewisham's overarching Sustainable Communities Strategy, 2008-2020, sets out a vision for the future of the borough. One of the priorities laid out in the strategy is to develop, build and grow communities that are dynamic and prosperous – where people are part of vibrant communities and town centres, well connected to London and beyond.
- 3.2. Lewisham's latest Strategic Asset Management Plan (2015-2020) is an opportunity to optimise the use of assets to maintain the quality of service provision while further driving reductions in expenditure and exposure to costs; and to reframe the focus across the borough based on the evolving picture on housing, regeneration and development.
- 3.3. The Regeneration Strategy 'people, *prosperity and place*', 2008-2020, is also relevant and links the Council's corporate priorities to the development and

regeneration of Lewisham's communities, the local economy and the built environment.

- 3.4. Lewisham's new Housing Strategy for 2015 - 2020 identifies four priorities: helping residents at times of housing need; security and quality for private renters; improving our residents' homes; building the homes our residents need. The Council's assets can play a role in this, creating opportunities to develop new housing supply of all tenures, making land available for the construction of new homes and by using an understanding of the borough to improve the way service delivery connects with communities at a local level.
- 3.5. A number of other strategies and plans also support the need for this study from a planning policy perspective.
- 3.6. The focus of the National Planning Policy Framework (NPPF) is on a presumption in favour of sustainable development and positive growth. The NPPF provides a high level planning policy context for Catford, setting out the evidence base requirements for town centre uses and encouraging local authorities to meet town centre needs in full. This is particularly relevant for Catford, given the need to maximise opportunities for the regeneration of the town centre while responding to local needs.
- 3.7. The London Plan has identified opportunity areas across London in order to help meet the challenges of economic and population growth. These opportunity areas represent London's largest development opportunities. The Plan identifies Catford as a Major town centre within the London retail hierarchy and as an opportunity area where more intensive development is supported.
- 3.8. Locally, the adopted Core Strategy, the principal planning document for the borough, in particular, Spatial Policy 2 of the strategy designates Catford as a regeneration and growth area. This also provides an up to date policy framework to support the regeneration of the town centre. The Council is also in the process of developing a new borough wide local plan. The local plan will be the key planning document for the borough and will set out how the council will deliver new homes and related infrastructure needed over the next 15 years (2018 – 2033).
- 3.9. The new Local Plan is currently at the initial stages of development, with Regulation 18 Issues and Options consultation scheduled for Winter 2018, with adoption scheduled for 2020.
- 3.10. It is against this policy background that officers recommend the creation of a Masterplan as the most efficient means for delivering the Council's aspirations for the town centre. The proposed Masterplan will form an evidence base to inform the local plan and may be taken further as a supplementary planning document.

4. Background

- 4.1. Full background information, detailing the previous key decisions made by the Mayor & Cabinet to take a Masterplan approach in Catford, and to re-align the South Circular road through the town centre can be found in the November 7th 2016 Mayor & Cabinet report and the July 19th 2017 Mayor & Cabinet report.
- 4.2. The report to Mayor & Cabinet on 19th of July 2017 recommended re-aligning the A205 to the south of Laurence House. The road decision is an essential first step in developing a spatial plan and place-making strategy for Catford's regeneration.
- 4.3. The preferred option for the realignment of the A205 was in part informed by an Urban Integration Study of the Catford Stations and surrounds by a multi-disciplinary firm of architects. The purpose of the study was to inform a strategy to transform the arrival experience at the stations and also explore the relationship between the station hub and the Town Centre.
- 4.4. In December 2017, TfL's Healthy Streets Portfolio Board endorsed the outcome of the 'Pre-feasibility Design' work undertaken for the Catford town centre highway project. The Board approved the progression of the project to the next stage of design development, 'Feasibility', which will be managed by TfL's Transformational Schemes Sponsorship team through 2018. Feasibility design is jointly funded by TfL and LB Lewisham.
- 4.5. Since the road re-alignment approval by Mayor & Cabinet in July 2017, a masterplan brief has been prepared for Catford Town Centre setting out the purpose, objectives, requirements and scope of the study. It also sets the deliverables and outputs expected of a masterplanner. A summary of the aims and objectives is set out below and a copy of the full brief is attached as appendix 1.
- 4.6. The key aims of the masterplan are as follows, that it will:
 - form part of the evidence base for the emerging LB Lewisham Local Plan;
 - establish a framework for new development in the town centre in terms of its location, massing and potential function;
 - retain the intrinsic character of Catford as it grows in the future;
 - inform funding bids by LB Lewisham and its partners for a range of transport and regeneration initiatives;
 - be both aspirational and deliverable, commercially-based, and informed by a thorough understanding of the retail, residential and leisure market in Catford.
- 4.7. The core masterplan objectives include:
 - Promote the creation of high quality places, spaces and buildings of an appropriate form, scale and density that prioritise the user experience of the built environment.

- Set up the spatial layout and land use mix for the centre.
 - Secure a cohesive, permeable and well connected proposition for the whole of the town centre.
 - Provide greater clarity for landowners, developers, investors, operators, the Council and other public sector agencies as to the appropriate scale, location, mix and form of development which could be accommodated within the masterplan study area.
 - Deliver Council Office Accommodation efficiencies through facilitating the workforce to work at one location, reducing maintenance costs and enabling an overall improved masterplan as a result of a new office location.
 - Secure environmental improvements by enhancing the landscape assets and mitigating the impacts of traffic, particularly around the road bridge pinch points and key road junctions.
 - Improve the quality of the public realm with a particular focus on the interface between ground floor uses and new routes and open spaces.
 - Protect and enhance urban fabric of heritage value and the settings of Conservation Areas and Listed Buildings.
 - Improve the retail and leisure offer in Catford.
 - Improve the morning, daytime and evening experience of the town centre environment.
 - A clear delivery plan setting out, among other items, each project's phasing, timescales, delivery approach, funding and key parties to be involved.
 - Inform the development of the new Local Plan through the preparation of the masterplan/detailed study/implementation plan which can be incorporated into planning policy.
- 4.8. The attached draft brief (Appendix 1) has been developed with input from various sources including Sustainable Development Select Committee (SDSC), Council Directorates and services, Commonplace (the programme's publicly available online engagement platform), face-to-face / community engagement events and partners. It is also informed by external technical advice on Town Centre mixed-use regeneration from both property and regeneration professionals
- 4.9. The Masterplan programme has been designed to have a number of review points by Sustainable Development Select Committee and Mayor and Cabinet during its preparation. This is part of the wider engagement and

communications approach developed for the programme. To ensure that the Masterplan reflects the documented views and aspirations of the local community, 1400 comments submitted to Commonplace, a public online engagement platform, alongside feedback obtained at the various face-to-face public engagement events, will be given to the appointed Masterplanner to ensure the creation of a Masterplan that is truly rooted in the documented aspirations of the local community. To date, the engagement team, Team Catford, have delivered over 100 hours of engagement and held over 40 events. They have also recently launched www.catfordteam.com .

4.10. The Masterplan preparation process is programmed to last approximately 10 months and is expected to be completed in Spring of 2019. The completed masterplan will be subject to Mayor and Cabinet sign off prior to adoption. The table below summarises the process and timeline for the Masterplan.

January 2018	SDSC Catford Update: Masterplan Brief final review
February 2018	M&C Approve Masterplan Brief
March 2018	Procurement process for Masterplan begins
March 2018	SDSC Catford Update
June 2018	Estimated Contract award date for Masterplan
July 2018	SDSC – Masterplan Inception Update
October 2018	SDSC – Masterplan Mid-Point Review
November 2018	M&C – Masterplan Update
March 2019	SDSC – Masterplan Final Review
March 2019	Masterplan Completed
April 2019	M&C Approve Masterplan

5. Procurement:

- 5.1. The pre-tender estimate for the Masterplan development is approximately £150,000. This includes the provision of all the services and requirements as set out in the Brief. Accordingly, the contract will be tendered and awarded under delegated authority in accordance with the Mayoral Scheme of Delegation.
- 5.2. It is proposed to procure the service through an open single stage tender process using the London Tenders Portal. To ensure an extended reach of audience, it is also proposed to place adverts on specialist sites and media used by architects.
- 5.3. Tender submissions will be evaluated on 30% price and 70% quality. The weighting of 30% for financial and 70% quality/non-financial matters, reflect the need to secure a service which is economic whilst providing for the capability to deliver an overall high standard of service by setting a quality threshold in critical areas.

6. Financial Implications:

6.1. This report recommends that a procurement process is initiated for the Catford Masterplan on the basis of the Masterplan Brief attached as Appendix 1. The estimated cost of the Catford Masterplan is approximately £150k. The cost of the Masterplan commission and any additional external advice required would be met from the Catford Regeneration Programme budget.

7. Legal Implications:

7.1. There are no specific legal implications arising out of this report. Decisions in relation to the letting of the contract will be dealt with under existing delegated authority.

8. Equalities Implications:

8.1. There are no specific equalities implications arising out of this report. It is however expected that an equalities impact assessment will be produced to inform the adopted Masterplan prior to its implementation.

9. Environmental Implications:

9.1. There are no specific environmental implications arising directly from the recommendations set out in this report. However, the design stages will address environmental considerations through expertise brought in by the masterplanning team to advise on biodiversity assessments, energy strategies and air quality, wind and daylight studies or any other relevant impacts. This project will also contribute towards achieving a greener environment.

10. Crime and Disorder Implications:

10.1. There are no specific crime and disorder implications arising out of this report. However the final Masterplan will be designed to ensure that land use and spatial strategies lead to improved places in the town centre, including underutilised spaces, and links between them making them less susceptible to crime or disorder and increasing natural surveillance.

11. Human Rights Implications:

11.1. There are no specific human rights implications arising out of this report

Appendices:

Appendix 1: Draft Catford Town Centre Masterplan Brief

Background Documents:

Short Title of Document	Date	Contact
Catford Regeneration Programme – Update (Mayor & Cabinet)	9 th Nov 2016	Kplom Lotsu
Catford Regeneration Programme Update and A205 Realignment Options	19 th July 2017	Kplom Lotsu

For further information please contact Kplom Lotsu, SGM Capital Programme Delivery on Ext: 49283 or Sarah Walsh, Regeneration and Urban Design Programme Manager (sarah.walsh@lewisham.gov.uk)