
NEW CROSS AREA FRAMEWORK

September 2018

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EXECUTIVE SUMMARY

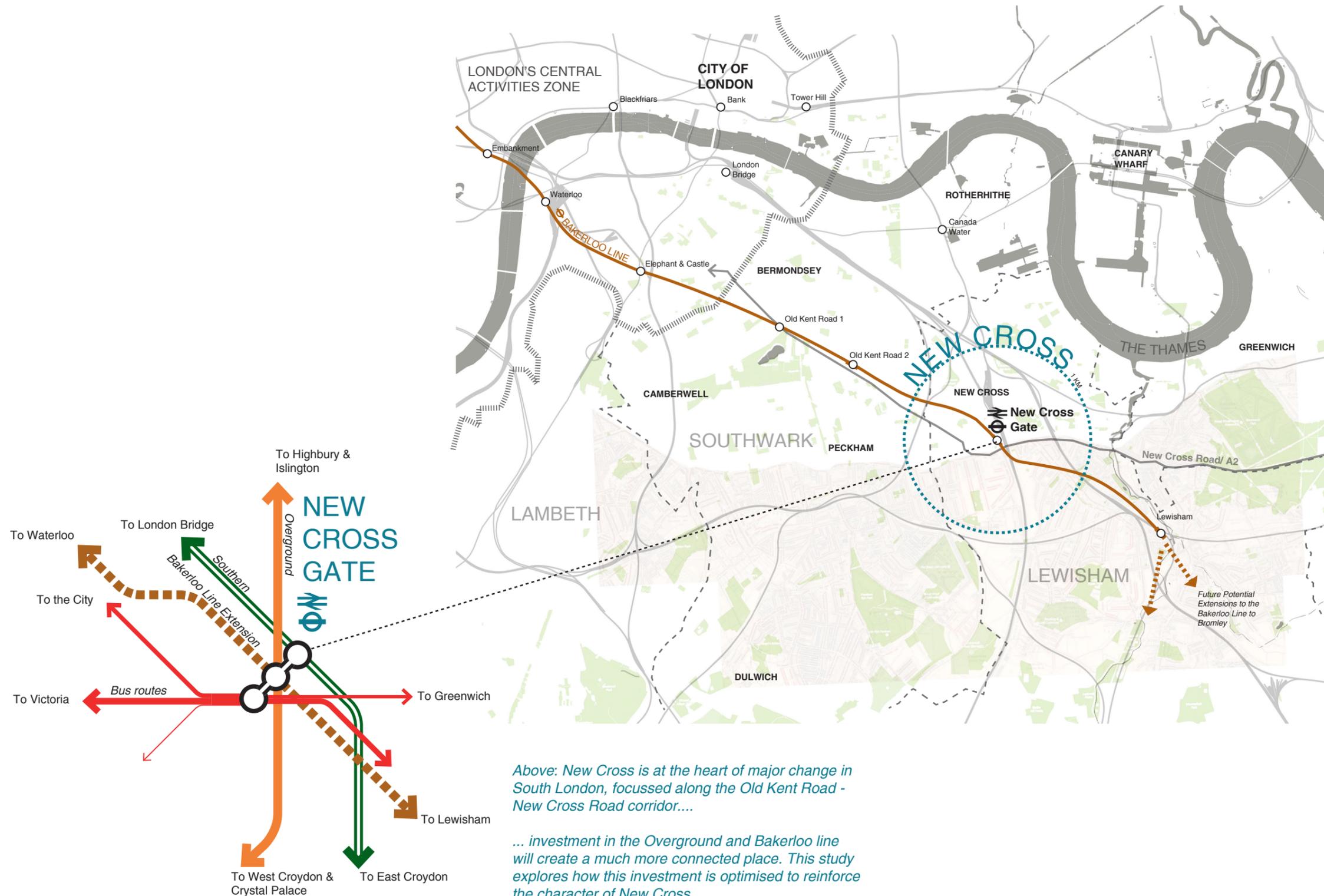
INTRODUCTION

New Cross is experiencing great change as part of significant developmental transformation in South London. This study - jointly commissioned by the London Borough of Lewisham, the Greater London Authority and Transport for London - aims to establish the key strategies to guide that change towards what the Mayor of London has termed 'good growth': transformation that acknowledges and works with the character of a particular place and its inhabitants and that is physically and socially diverse.

The extension of the Bakerloo line has the potential to radically alter New Cross as a place to live, work and study. It could have a dramatic impact on patterns of movement across the area, while also creating a catalyst for changes to the physical and social environment experienced at street level.

This study establishes an evidence base that allows insight into the life of New Cross, its economy and built environment and how that can be reinforced and improved. The study will be used by LB Lewisham, the GLA and TfL as they work with local communities to plan for the future of New Cross through projects like the LB Lewisham Local Plan, the Mayor's London Plan, and the design of new Bakerloo line infrastructure. We have taken cues from how the area has evolved and developed in the past and considered how that understanding can inform future change. For example with over 350 artist studios discovered within the study area, demonstrating the huge influence of Goldsmiths, University of London, New Cross is one of London's most creative zones, which must be acknowledged in forthcoming development plans.

The fundamental purpose of the study is to develop an aspirational and practical vision that maximises the benefit of infrastructure investment in terms of supporting Good Growth, through co-ordinating, negotiating and integrating the needs and desires of all those that have a stake in the future of New Cross.



Above: New Cross is at the heart of major change in South London, focussed along the Old Kent Road - New Cross Road corridor...

... investment in the Overground and Bakerloo line will create a much more connected place. This study explores how this investment is optimised to reinforce the character of New Cross.

WHAT IS THE 'AREA FRAMEWORK'?

The 'Area Framework is made up of three key sections; 'Vision and Principles', 'Spatial Strategies'; and 'Projects'. These are based on key findings from baseline research undertaken at the beginning of the study.

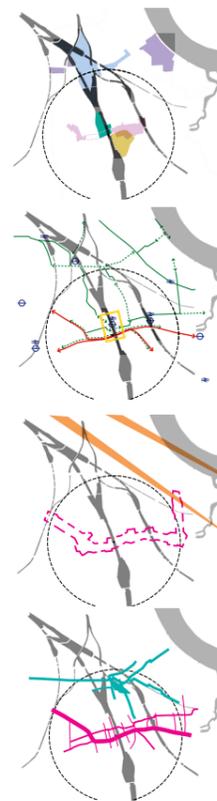
VISION AND PRINCIPLES

A vision statement and a set of Guiding Principles for each of the following five themes relevant to New Cross...

- A Lively Place
- A Creative Place
- An Equitable Place
- A Connected Place
- Distinctive Local Places

SPATIAL AND ECONOMIC STRATEGIES

... these can steer change across the study area - explained in a series of spatial strategies...



Economic and Land Use Strategy

In response to the new policy guidance within the London Plan, the local economy and land use strategy aims to retain and intensify industrial uses within the Surrey Canal Road SIL sites.

Transport Strategy

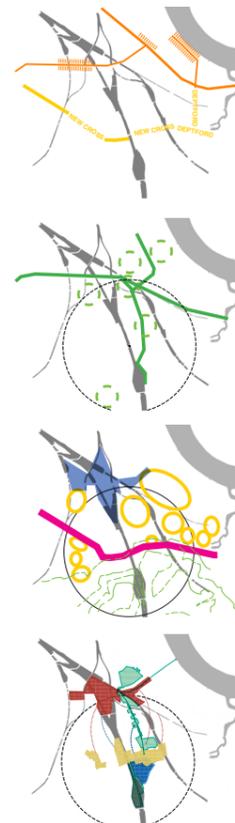
The Transport Strategy seeks to create a high quality local network of routes through New Cross, prioritising buses and enhancing the environment for pedestrians and cyclists.

Building Heights

A strategy for locating tall buildings which aims to protect the character of New Cross Road and Deptford High Street whilst also allowing new tall buildings where appropriate to achieve the optimum density in highly accessible locations.

Public Realm Strategy

This strategy seeks to create a permeable network of streets and routes that both connect to wider routes, and provide local linkages.



Places and change

This strategy focuses on how the creation of new places can positively influence and relate to existing places within the study area.

Landscape Strategy

The Landscape Strategy looks at opportunities to enhance existing open spaces and other environmental assets, as well as how to create high quality new public realm, routes and spaces.

Character areas

This strategy seeks to augment and develop a stronger sense of place where this is lacking or poor. Two foci for active uses are identified relating to the strong 'places' of the High Street and the Viaduct.

Activation Strategy

This strategy proposes ways to support existing activity and create new activity in New Cross in the short term. This includes opportunities to enable Goldsmiths and local organisations to collaborate and activate vacant and public spaces within and around the town centre

PROJECTS

... a series of aggregate projects, which together create a picture of how New Cross can be transformed. These collectively form the 'Area Framework'



VISION AND PRINCIPLES

These vision statements and guiding principles have been informed by the extensive baseline research and stakeholder consultation. They set out an aspirational and viable future vision for New Cross, and describe how the area can evolve to secure the benefits from the Bakerloo Line Extension, whilst maintaining its character and unique assets.



A Lively Place

New Cross Road will be a lively multi-functional high street serving the local area and visitors alike, having secured and expanded its diverse cultural activity, leisure and entertainment offer.



A Creative Place

New Cross and Deptford will be established as one of London's principal creative quarters, building on the presence of Goldsmiths, other key cultural institutions nearby, and the existing cluster of creative industries and businesses that support them.



Distinctive Local Places

The particular qualities of two distinctive areas will be strengthened through positive reinvention – New Cross Road where it operates as a High Street, and the areas around the rail 'tangle' to the north, including Folkestone Gardens, and the route of the former Surrey Canal. Both places will be transformed through improvements focused on building on local character and identity.



An Equitable Place

New Cross will be a place that continues to support and nurture existing residents and businesses while also being open to new ideas, residents and businesses – so that it can continue to evolve and grow for the benefit of all.



A Connected Place

A network of excellent local connections and wider routes will be created leading to and around New Cross. This network will be accessible to all, creating an environment that encourages walking, cycling and public transport - which means that they are the natural choice for moving around the city for short-medium distance journeys most people, most of the time, while also accommodating and managing the impact of essential vehicular traffic.

The detailed understanding of the area gained from both our analysis and engagement work has identified many of the current strengths and weaknesses in the area including: local identity; landscape; development potential; connectivity and transport issues; and quality of the public realm.

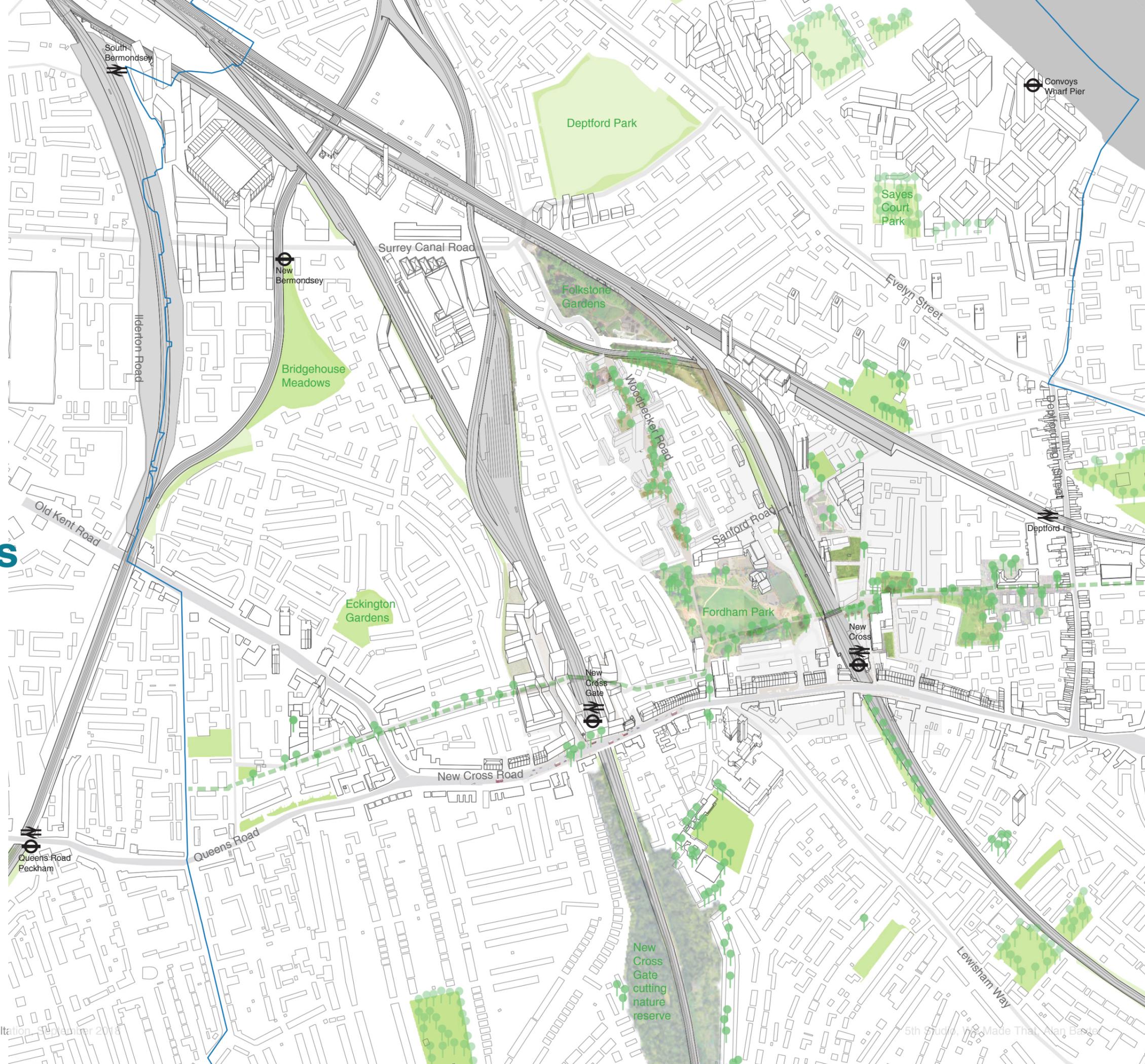
Local character should be celebrated and maintained, and we have endeavoured to achieve this in the future described in the Area Framework. The findings from the baseline study generated an strong evidence base, which informs an aspirational and viable future vision for New Cross Gate, including the creation of jobs and homes.

c. 12,000 homes
+
c. 13,500 jobs

Notes:

Homes
 'Allocated Sites' methodology for large sites used to generate numbers of dwellings from the London Plan 2017 Strategic Housing Land Availability Assessment. The number of homes is not the net increase of homes as existing homes are not deducted. Potential development sites are approximate and do not denote ownership boundaries.

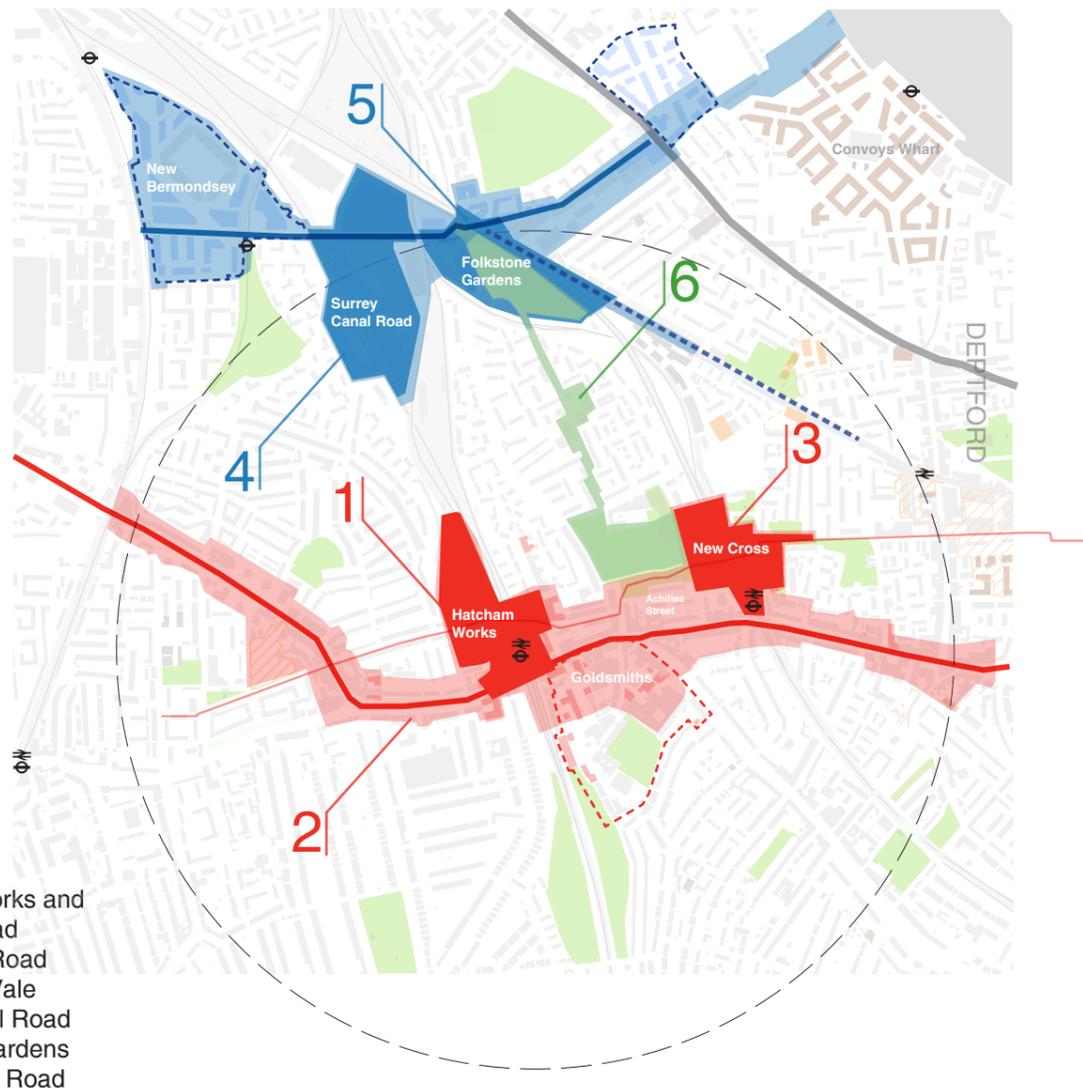
Jobs
 The numbers of jobs has been generated using the London Employment Sites Database. Sites included are: LB Lewisham mixed use employment sites, Surrey Canal Road and Hatcham Works and Goodwood road. Additional jobs are likely to be generated on other sites with a mix of uses.



PROJECTS

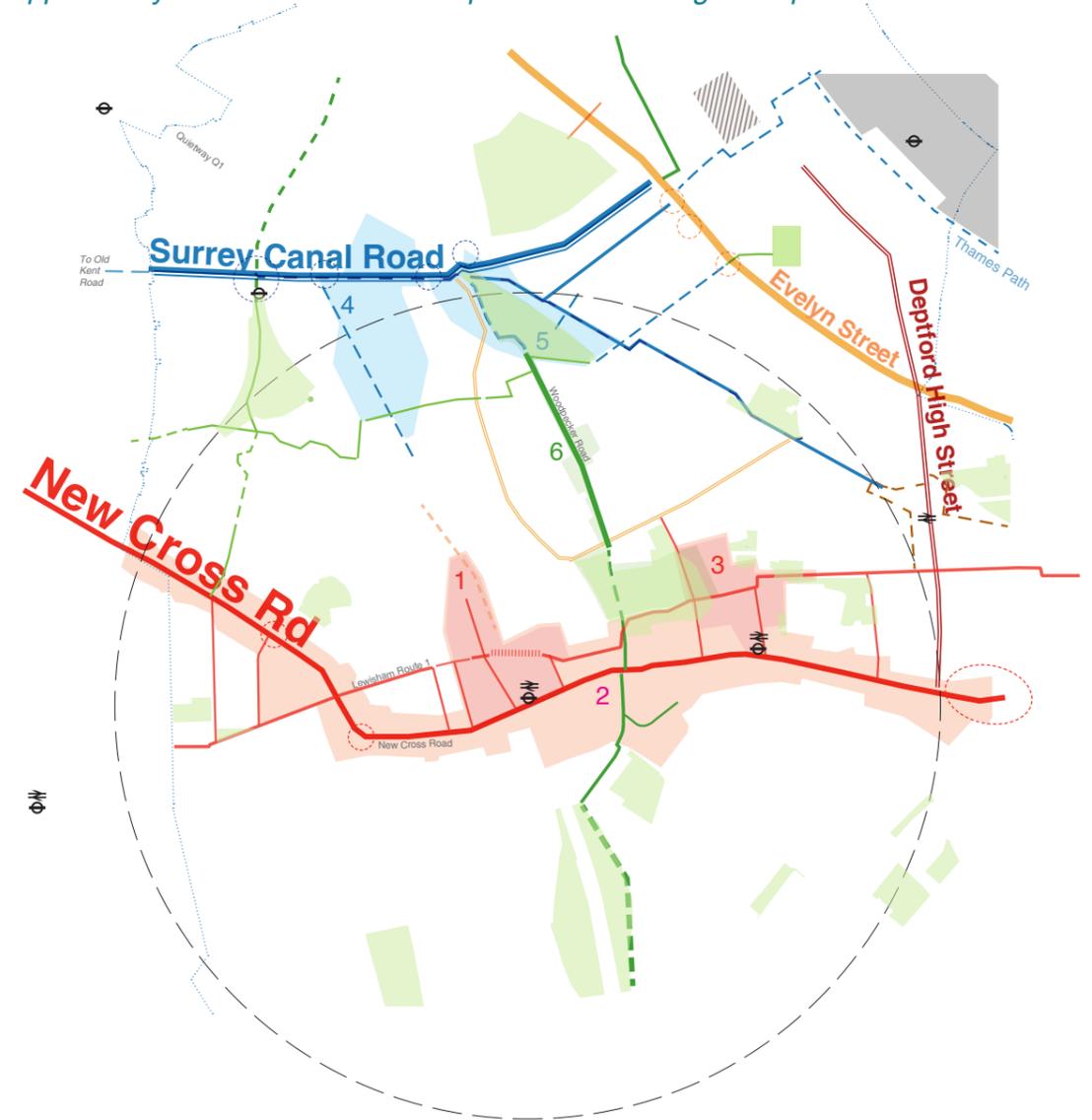
This study identifies a number of opportunities for new development and intensification that collectively can help realise the strategic objectives, reinforcing New Cross as a distinctive and diverse part of London. Planned together these areas of change can realise outcomes greater than the sum of their individual parts and be supported by a network of excellent public realm connections which make it easier to move around the area, reconnecting New Cross to the river and enabling existing green spaces to work harder.

Opportunities for new development and intensification, aggregate projects...



- 1 Hatcham Works and Goodwood Road
- 2 New Cross Road
- 3 Amersham Vale
- 4 Surrey Canal Road
- 5 Folkstone Gardens
- 6 Woodpecker Road

...supported by a network of excellent public realm and green space.



Opportunities for new development and intensification

This mapping illustrates the collective potential of areas of change in New Cross to realise the strategic objectives.

1 Hatcham Works and Goodwood Road

Centred on New Cross Gate, these sites are at the centre of the focus for change and investment. This vision is for a new high-density mixed-use development, capitalising on very good access to public transport.

2 New Cross Road

The vision for New Cross Road, a thriving High Street, looks to protect and enhance existing uses. Known development sites and areas of change are mapped as well as opportunities identified in the Area Framework.

3 Amersham Vale

Amersham Vale is an important arm perpendicular to New Cross Road, supporting the function of the High Street with a mix of uses, including a health centre and New Cross Station.

4 Surrey Canal Road

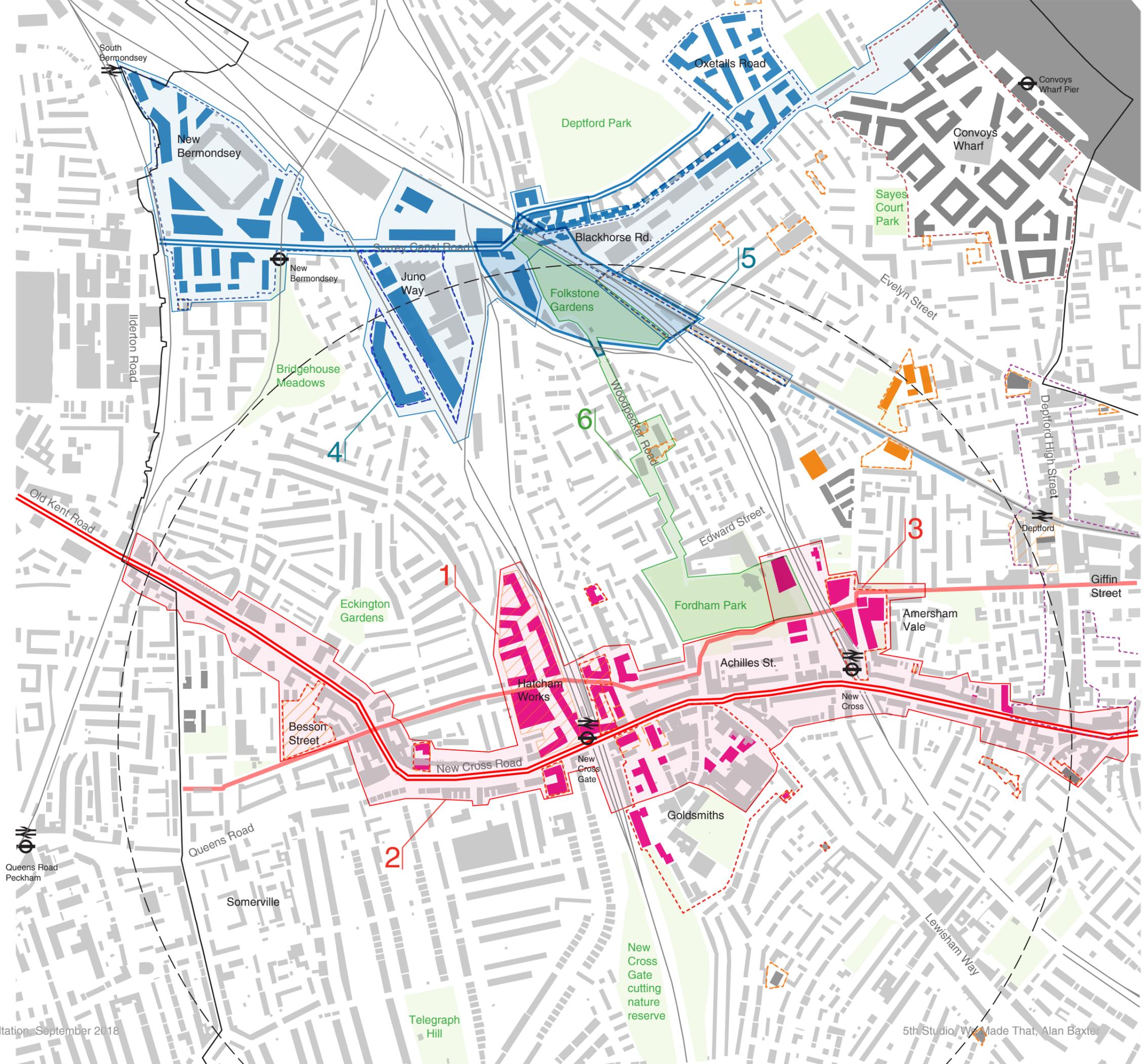
The opportunity here is to safeguard substantial SIL designation whilst exploring options for consolidation and intensification supporting creative activity including affordable workspace. Promote and support creative uses within the northern employment areas by seeking opportunities for low cost/ low threshold workspaces for small businesses in vacant spaces.

5 Folkstone Gardens

Ensure new development complements Folkestone Gardens, with the positioning of active or positive ground floor frontage one way of increasing the vibrancy of this important local asset which lies at the intersection of a number of key routes.

6 Woodpecker Road

Ensure new development has active or positive frontage adjacent to Folkestone Gardens to increase the vibrancy of this local asset and improve the quality of the connections between New Cross Road and Folkestone Gardens.



A network of excellent connections and wider routes

...supported by excellent connectivity should address the isolation of key sites of the study area and improve the quality of the two key east-west routes: New Cross Road and Surrey Canal Road.

1 New Cross Road

This historic route into London has many competing demands upon it while accommodating large volumes of people. Streetscape and public realm improvements should prioritise pedestrians whilst allowing transport-focused improvements to reduce journey times for buses and to create excellent interchange between transport modes.

2 Hatcham Works and Goodwood Road

Here a new street into this site - and a generous on-street interchange space at New Cross Station - will create better connections to the surrounding urban fabric and optimise development on the site

3 Amersham Vale

A number of connected public realm improvements along Amersham Vale and Pagnell Street can contribute to the success of Lewisham Route One - a pedestrian and cycle route which runs in parallel one block north of New Cross Road.

4 Surrey Canal Road

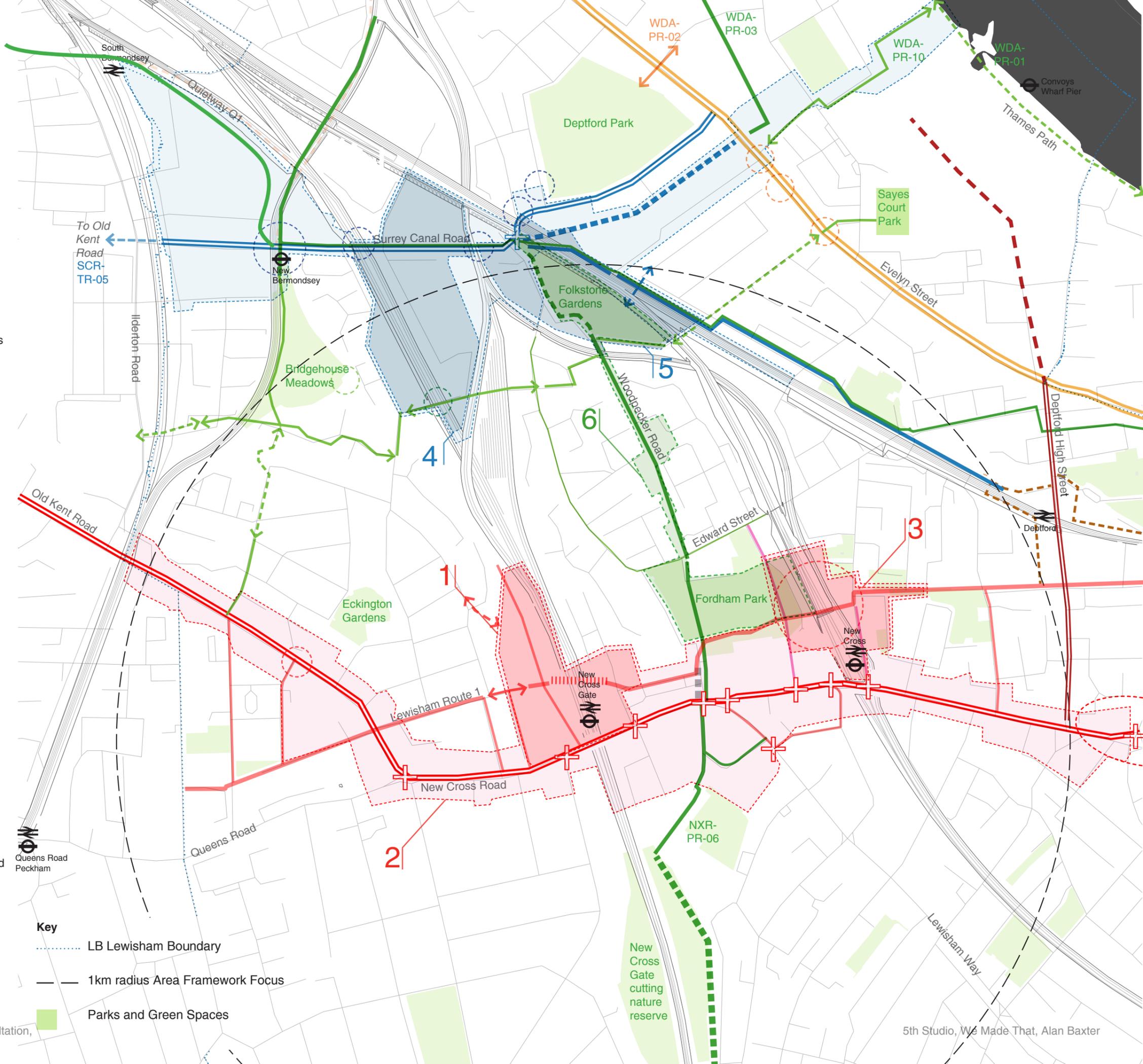
Better connect local neighbourhoods and employment areas by creating healthier environments for pedestrians and cyclists, whilst mitigating the impact of industrial traffic. This includes the reconfiguration of Cold Blow Lane to enhance the safety of pedestrians and cyclists.

5 Folkstone Gardens

Make Folkstone Gardens the centre of a series of connections that improve public space around the viaduct and Surrey Canal Road.

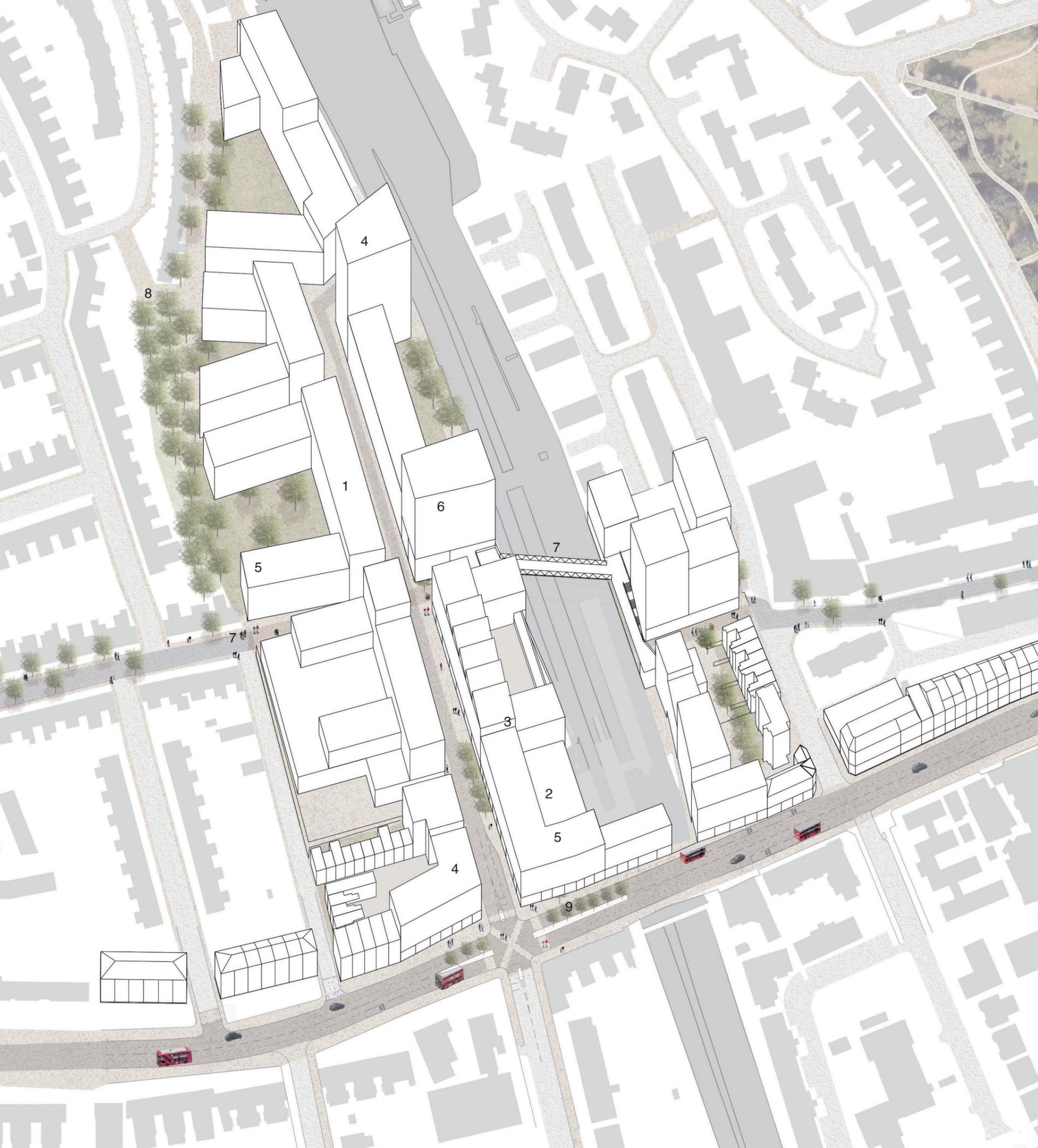
6 Woodpecker Road

Woodpecker Road - between Fordham Park and Folkstone Gardens - is one of New Cross' most important North/South Routes. Improvements include re-surfacing, removing empty planters and introducing more seating and better lighting.



Key

- LB Lewisham Boundary
- 1km radius Area Framework Focus
- Parks and Green Spaces



Hatcham Works & Goodwood Road - The Station Opportunity Study

This chapter of the report, the Station Opportunity Study for New Cross Station and its surrounds includes consideration of how a Bakerloo Line Station at New Cross Gate can complement the vision and opportunity for New Cross. It includes an exploration of the optimal capacity and nature of development around the station, with a view to informing future development briefs. Opportunities to significantly improve the quality of the public realm and the environment of New Cross Road are identified.

High Density Mixed Use Development

1 - Provide a mix of uses on the site, with 20% non-residential uses, 10% sui generis and 70% residential. Provide new homes with 50% affordable

2 - Access into this deep site should be fronted on both sides by active, non-residential ground floor uses.



Enhance the High Street

3 - Support the function of the existing High Street condition along New Cross Road, with a mix of uses.

4 - New buildings shall sensitively reinforce the High Street, bridging the current gap in the high street, extending it to the west.

5 - Create active building frontages on the street, along with the entrance to the station.

6 - Tall buildings should be located set back from New Cross road and Hatcham conservation area, along LBL Route one.



Create a Connected Piece of City

7 - Lewisham Route One to continue across the site, with new bridge over the railway tracks with access ramps integrated into the streetscape. Explore potential of servicing from Hatcham Park Road.

8 - New connection through to Robert Lowe Close allowing connectivity at the north end of the site.

9 - New junction on New Cross Road to be designed to accommodate improved bus interchange, cycle facilities and pedestrian crossings outside the station.

New Cross Road will become a place that thrives on its city-scaled connectivity by developing a transport interchange with easy and intuitive connections between rail, bus and tube services, and that is easily accessed from the surrounding areas on foot and by bicycle.

Ensure that the development of key sites such as Hatcham Works have good public realm connectivity, resolve the potential conflict between servicing and access and seek to extend the High Street westward towards Old Kent Road

Way out



Create a single station building for New Cross Gate for both overground and underground rail services.

Accommodate future growth and improve the pedestrian environment through widened footways and improved crossings



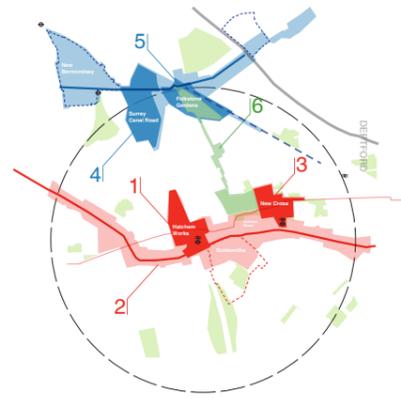
Ensure seamless interchange between public transport modes and generosity for a growing population using the space of the High Street

Reinforce the Healthy Streets objectives, encouraging active transport: for example by completing Lewisham Route 1 as a walking and cycling connection that relieves pressure on the High Street

Ensure a diverse mix that supports and promotes the economic life of the High Street and spaces off it. Create space for different scales of retail and workspace by avoiding residential uses on ground floor



The study identifies key new areas of upgraded public realm, the potential of which is illustrated here.



4 Improvements along Surrey Canal Road maintain the use of this road for servicing and heavy vehicles whilst enhancing the environment for pedestrians and cyclists with better crossings at side roads, mitigation measures against air pollution, and the addition of clear and characterful wayfinding to contribute to local identity and increase sustainability of the area by attracting new businesses.



5 Make Folkestone Gardens the centre of a series of connections that improve public space around the viaduct and Surrey Canal Road.



6 Public realm improvements upgrade Woodpecker Road to create a pedestrian 'street' as an extension of the footpath/cycleway through Fordham Park.

NEXT STEPS

It is our aspiration that the vision, principles, and proposals contained in the New Cross Gate Area Framework and Station Opportunity Study will be implemented in a number of ways over the short to medium term.

