

Why

A Framework for Catford Town Centre



We want the town centre to work better for everybody. The framework plan is an opportunity to rethink the way streets and open spaces, retail, civic services, town centre businesses and homes contribute to Catford's sense of place and vitality. The framework plan will open discussion on how new homes can be accommodated in the town centre, making the most of land with sensitivity to residential neighbours. We want to work with you on the strategic objectives that should guide Catford's transformation. These boards illustrate the emerging framework plan for Catford and we invite you to share your views.



A Healthier, Safer Environment for Moving About



Lewisham council and TfL are working together to progress a technical feasibility study investigating re-routing the South Circular.

The plan reroutes this major road that currently divides the town centre to behind Laurence House and is reconfigured to create easier pedestrian crossings and introduce dedicated cycle lanes. Two-way traffic flows around Plassy Island and new traffic light-controlled junctions will replace the current gyratory system.

Moving the road will open up a large central site for regeneration – where Laurence House, the Old Town Hall, the Civic Suite, the Catford Shopping centre, Milford Towers and the multi-storey car park are currently located. The Broadway – Catford's market and shopping street – as well as the theatre will remain in place and we will have an opportunity to consider how new town centre leisure, culture and shopping uses as well as homes could complement these historic buildings.

Construction work on the new road layout is aiming to start in 2022.



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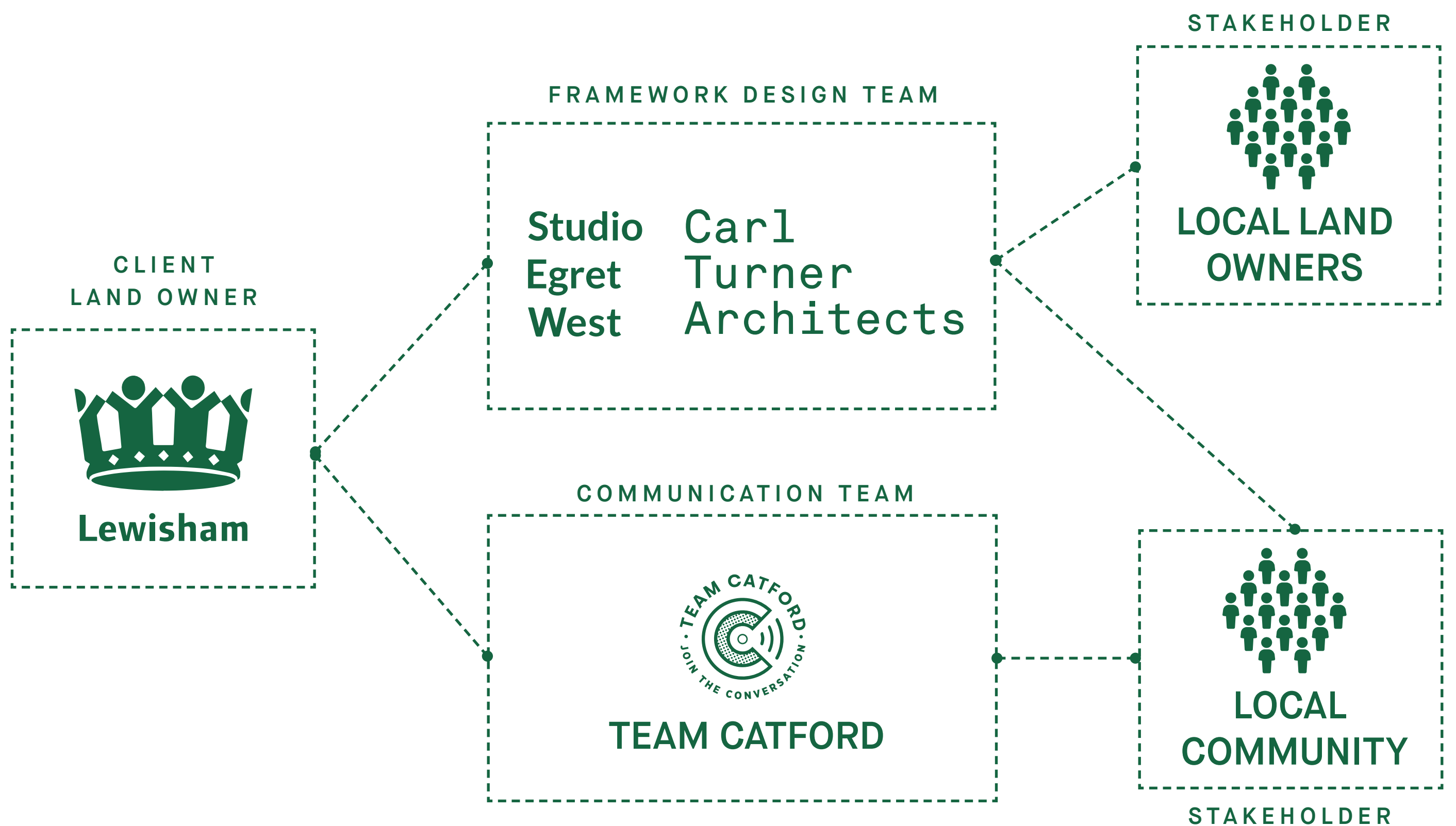
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Who we are



LEWISHAM COUNCIL

Lewisham Council is the client for this framework, but also owns the majority of the town centre land. Lewisham Council are commissioning this framework, overseeing the framework process (ensuring all stakeholders are consulted and all information is accessible to the entire framework team) and, finally, delivering parts of the future projects themselves, as landowners.

FRAMEWORK DESIGN TEAM

Lewisham Council, Studio Egret West and Carl Turner Architects are engaging with local people as part of the #CatfordConversation; a community engagement programme designed to ensure that local people are given a voice as Lewisham Council prepares a framework to guide the future of the town centre.

The Framework Design Team is analysing the town centre and using the feedback from the stakeholders and the public to conduct urban studies that are finally condensed into a framework that Lewisham Council can use for their local plan and as guidance for future planning applications.

TEAM CATFORD

Team Catford coordinates consultation in Catford for Lewisham Council, to assist with communication, to gather and measure feedback, and to organise community events in the town centre. To ensure all feedback is gathered correctly, and is useful and accessible to the framework team, they are using the digital engagement tool Commonplace.



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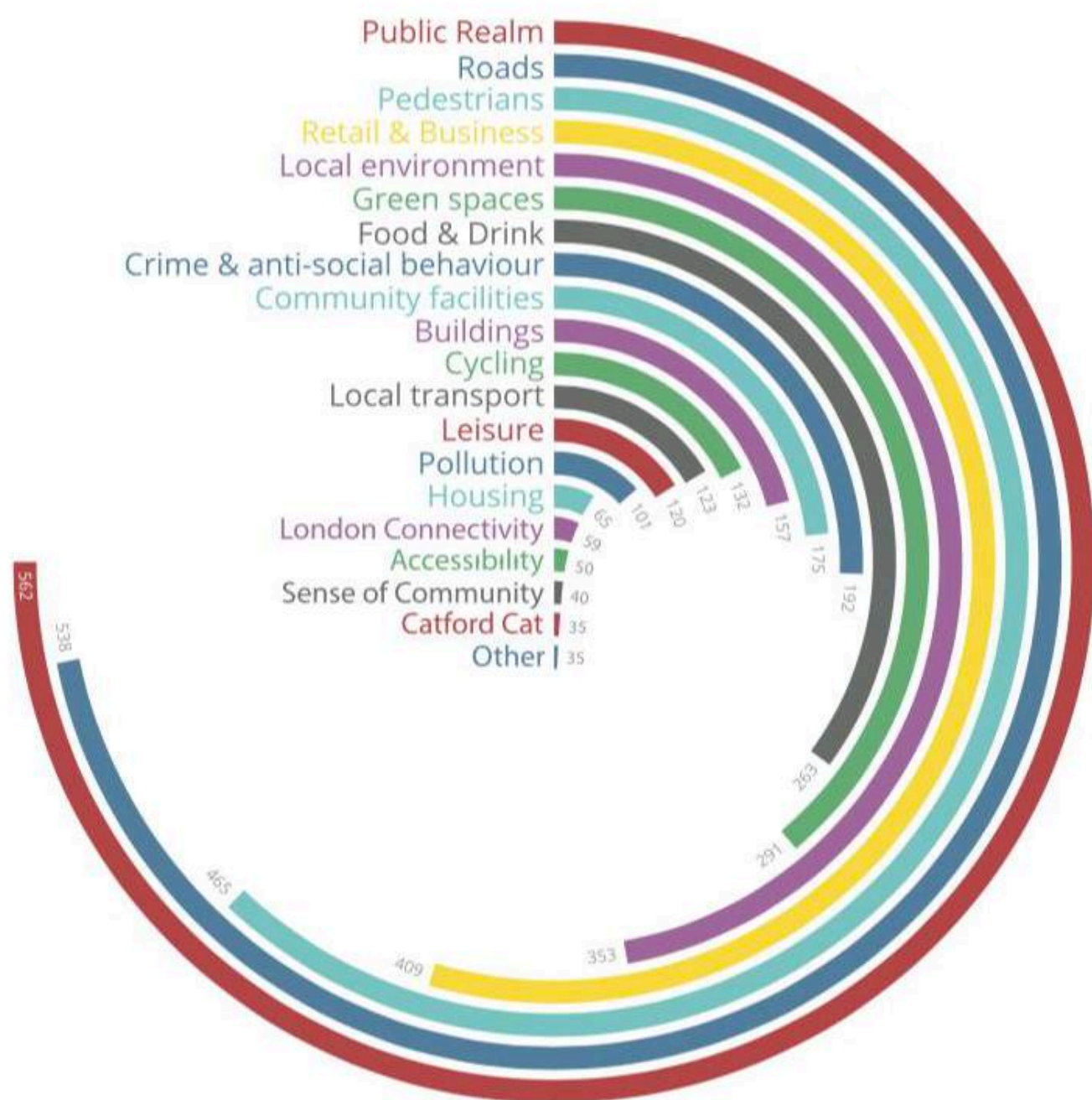
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What have you told us so far ?

We have analysed comments from over 1800 local people. This graphic gives a more in depth look at some key issues.



We have been collecting comments about Catford town centre through our online platform commonplace.

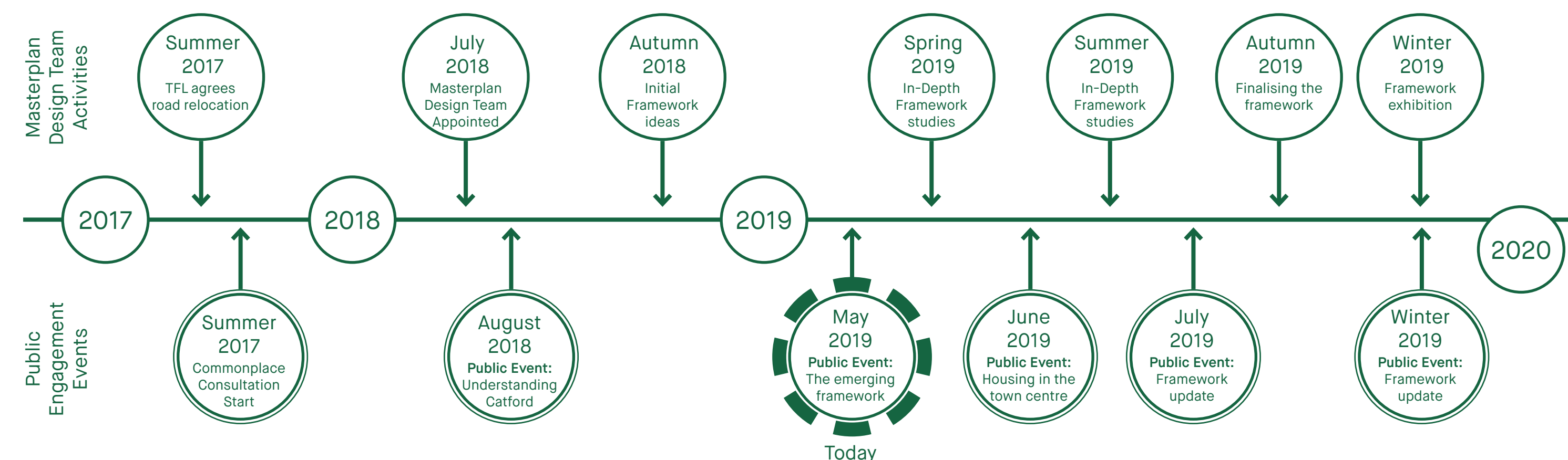
Insights from thousands of local people are being used to develop a framework plan. Created in collaboration with Catford's passionate and diverse community, this framework will guide future development in the town centre into the 2030s.

In years gone by, it was a vibrant cultural destination with the Broadway Theatre, cinemas, a music hall and the greyhound stadium attracting people from across south east London.

Lewisham Council is leading work to transform the town centre – Catford's revival. It's a long-term plan, but things are already changing. Work is underway on a new three-screen cinema with a bar, food court and music recording studios set to open in the shopping centre in summer 2019. Film set builders Supersets have moved into the derelict depot on Thomas Lane and Lewisham Council is also in negotiation with some exciting tenants for other vacant spaces including the Brookdale Club as well as units in the shopping centre and on Rushey Green.

Next consultation dates

- MAY 2019**
Thursday 23 May, 6pm-9pm, 17 Catford Broadway, Catford, SE6 4SN
- Saturday 25 May, 1pm-4pm, Broadway Theatre Bar, Catford Road, SE6 4RU
- Sunday 26 May, 10am-4pm, Catford Food Market, Catford Broadway, Catford, SE6 4SN
- JUNE 2019**
Tuesday 25 June, 7pm-9pm, Civic Suite, Catford SE6 4RX
- Saturday 29 June, 10am-2pm, Broadway Theatre Bar, Catford Road, SE6 4RU
- Sunday 30 June, 10am-4pm, Catford Food Market, Catford Broadway, Catford, SE6 4SN
- JULY 2019**
Sunday 7 July, 12pm - 5pm, Blythe Hill Fields Festival, Blythe Hill Fields, SE23 1SP
- Sunday 14 July, 10am-5pm, Catford Vegan Festival, Catford Broadway, Catford SE6 4SN
- Wednesday 24 July, 6pm-9pm, Civic Suite, Catford SE6 4RX
- Saturday 27 July, 1pm-4pm, Broadway Theatre Bar, Catford Road, SE6 4RU
- Sunday 28 July, 10am-4pm, Catford Food Market, Catford Broadway, Catford SE6 4SN
- AUGUST 2019**
Sunday 25 August, 10am-4pm, Catford Food Market, Catford Broadway, Catford SE6 4SN
- SEPTEMBER 2019**
Sunday 29 September, 10am-4pm, Catford Food Market, Catford Broadway, Catford SE6 4SN
- OCTOBER 2019**
Sunday 27 October, Catford Food Market, 10am-4pm, Catford Broadway, Catford SE6 4SN
- NOVEMBER 2019**
Sunday 24 November, 10am-4pm, Catford Food Market & Festive Light Switch, Catford Broadway, Catford SE6 4SN



Six Key Areas For Catford

#catfordconversation

Lewisham Council is investing in a framework plan – a vision to be developed in collaboration with the community – that maps out how we want the town centre to evolve over the coming decades. The plan is for the south circular to be re-routed freeing up more space for pedestrians. Catford Shopping Centre will be redeveloped, providing new retail space and new homes. Pedestrian-friendly areas, open spaces and new community facilities will also be created. Over the last 18 months, we've gathered feedback from people who live, work, shop and socialise in the town centre on what they like and want to improve. With over 1,800 comments shared so far, we're starting to build a clear picture of the everyday issues that affect life in the

town centre. All of this feedback will be incorporated into the framework plan. Now we're asking local people to consider bigger issues – how do we build enough homes for Catford's community that will meet needs and be affordable? Can we provide flexible space at street level in buildings to accommodate a range of different town centre uses? How do we retain space for the variety of local shops, cafés and bars that make Catford what we love? Many people have told us that Catford has a special character that should be preserved as we embark on these big changes. We want to hear from everyone who has views and ideas on how we create a framework plan for the future of Catford.



KEY

- Station Approach and South Circular
- Town Centre
- The Yards
- The Lanes
- Plassy Island
- Wickes and Halfords



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Strategic Principles

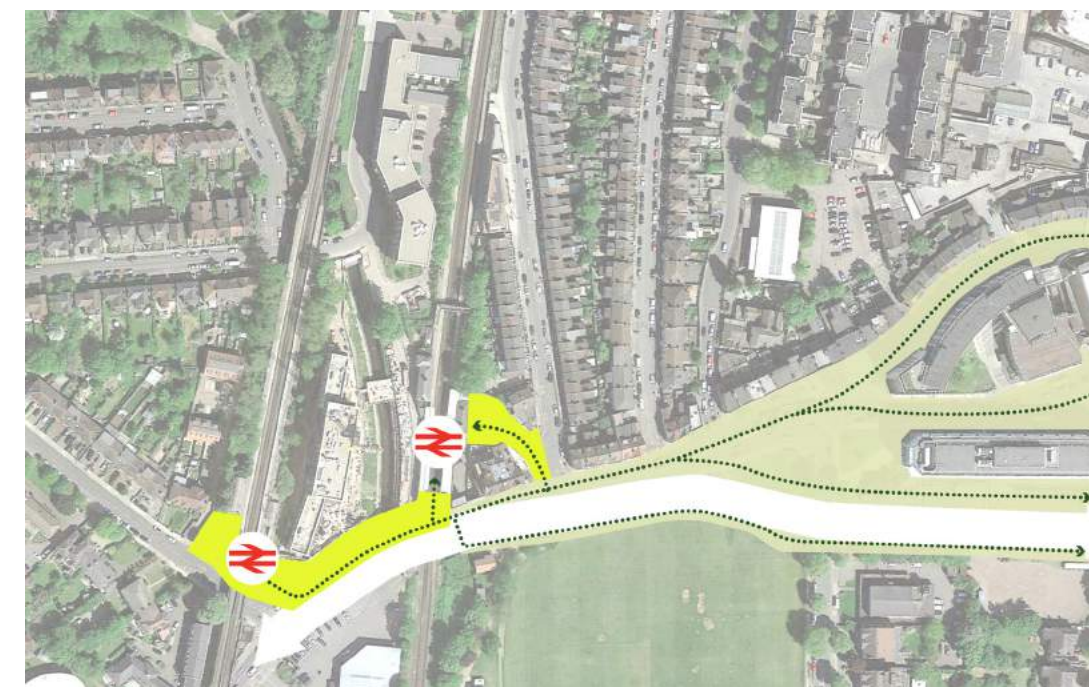
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Strengthening the connection between the stations and the town centre



2

Create an improved station arrival



3

Create a generous, public space in the town centre - welcoming everyone



4

Improve connections with the wider area and the Ravensbourne river



5

A cultural and creative revival at the heart of Catford



6

Nurturing and growing the local business community



7

Rediscovering historic lanes and connecting with surrounding streets



8

New homes in the centre of Catford



9

Connecting the town centre and Plassy Island



10

Shaping the sites outside of the Council's ownership



1 Strengthening the connection between the stations and the town centre



We have heard through feedback that many people find it unpleasant or even dangerous to walk alongside the South Circular road, so pavements will be widened and improved with planting to separate pedestrians from the traffic.



An animated street environment



An enhanced pedestrian environment

2 Creating an improved station arrival



Arriving into Catford by train is often the first impression of the town centre. The framework team are looking at how the stations could be better integrated and access to platforms could be improved with lifts.



A stepped edge between bridge and river level



A high quality public realm with soft planting

3

Create a generous, public space in the town centre - welcoming everyone



You have told us that the town centre needs more greenery and space to linger, relax and meet others. A sequence of informal spaces with trees, planting and pocket gardens could create breathing space within the town centre and the re-location of the South Circular releases space for a square at the entrance of the Grade II* listed Broadway Theatre.



A high quality civic space that frames Broadway theatre



A flexible civic space for events

4

Improve connections with the wider area and the Ravensbourne river



Existing cycle routes through the town centre are disjointed and there are few opportunities to appreciate the river Ravensbourne. Cycle paths and pedestrian routes will take priority in the framework, bringing people closer to the river and the green spaces on the edges of the town centre. Walking and cycling should feel safe and convenient.



Connecting the river Ravensbourne to Catford



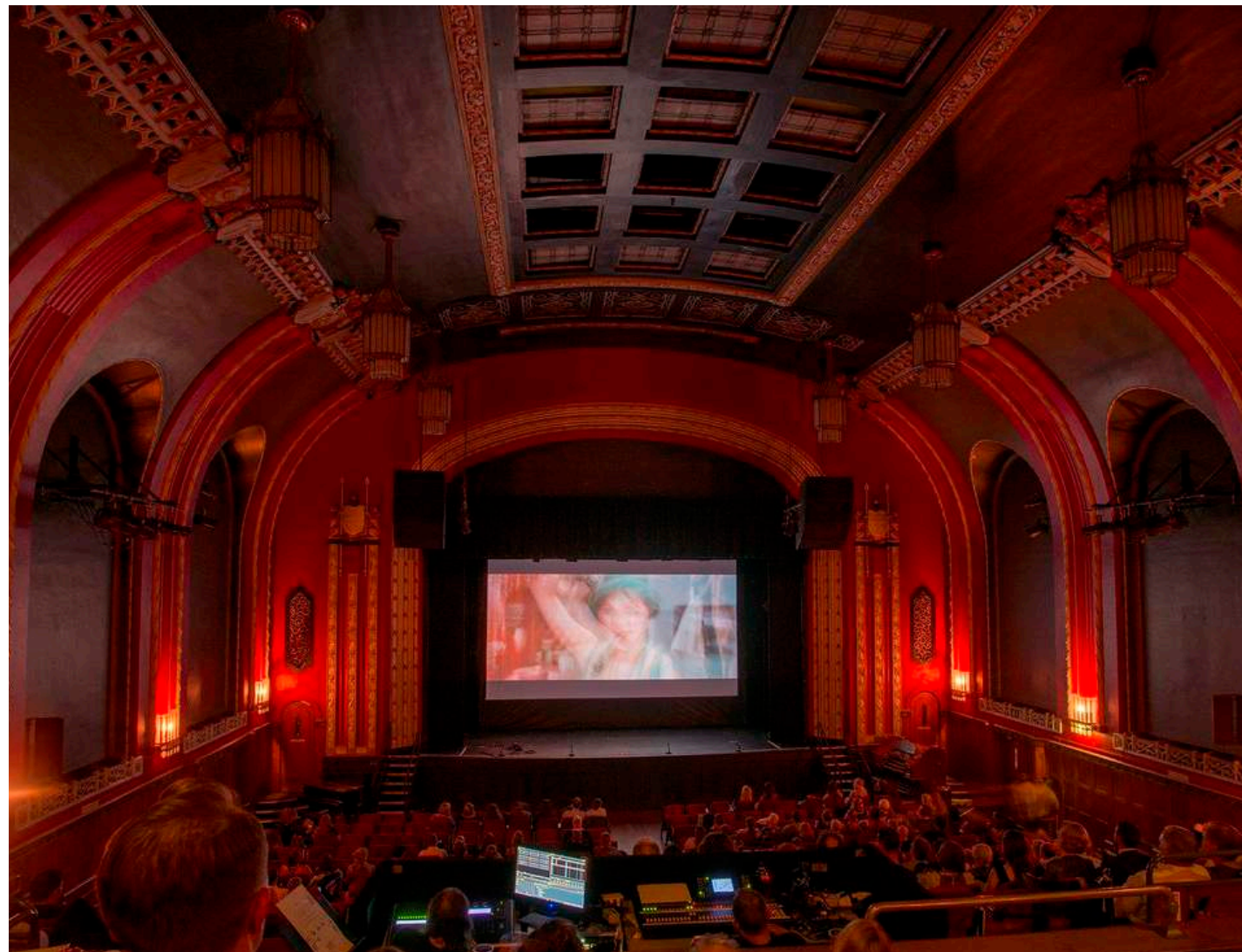
Clearly demarcated cycle tracks

5

A cultural and creative revival at the heart of Catford



Once south east London's cultural hotspot with three cinemas and two dance halls, Catford could remember its cultural and creative past. With the Broadway Theatre at its heart, the town centre could welcome new places to come together with a new cinema, restaurants and bars.



Celebrate the Broadway Theatre



New places to meet and come together

6

Nurturing and growing the local business community



Catford is already home to a thriving business community with affordable work space and artist studios. Dedicated space will be created with plenty of opportunities for local employment. Independent shops and street traders will continue to add to the character of Catford that we know is so cherished.



Providing additional workspace



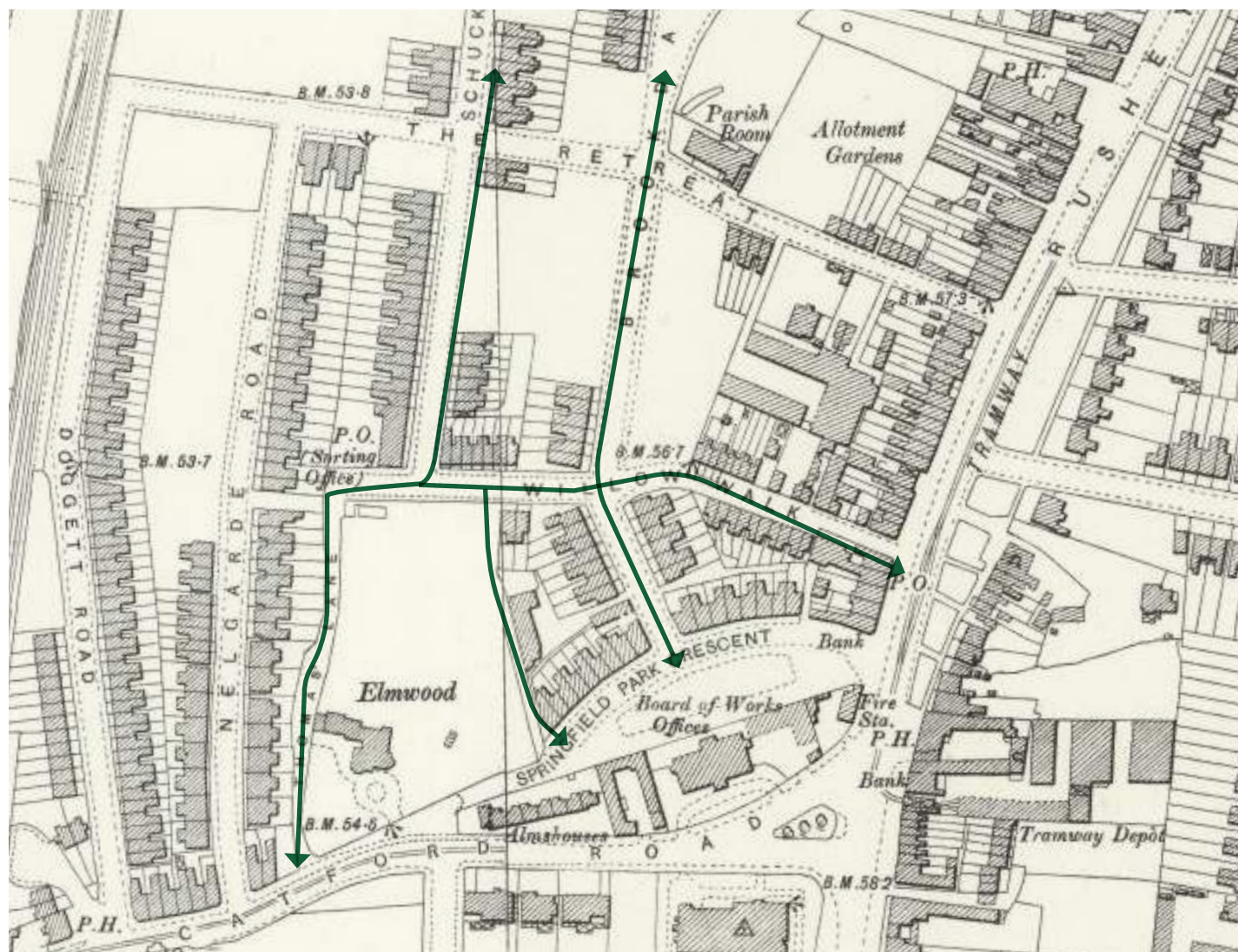
Nurturing existing businesses

7

Rediscovering historic lanes and connecting with surrounding streets



Old maps show that lanes connecting Catford Broadway to Holbeach Road were a distinct feature of the town centre in centuries gone by. New connections will be introduced to echo these lanes, housing active uses at ground, such as community uses, smaller shops, cafés and creative work spaces



Catford's historic lanes, around 1900



Vibrant and active laneways connecting neighbourhoods

8

New homes in the centre of Catford



Homes will be built for all generations, with families and children relaxing and playing in shared garden spaces in a secure and comfortable surroundings.



Planted and people orientated neighbourhoods



Places for children and families

9

Connecting the town centre and Plassy Island



Re-routing the south circular road allows us to consider where new, safer and more enjoyable pedestrian connections can be made to better connect the town centre with Plassy Island. A new square at the heart of Plassy Island will add to the collection of public spaces in the town centre.



Improved crossing points



Enhancing Catford's existing lane ways

10

Shaping the sites outside the council's ownership together with 3rd party landowners



Connecting Plassy island better to Catford Town Centre



Connecting and integrating the Ravensbourne Quarter

We are fortunate that much of the town centre is owned by the Council giving the local community an unprecedented say in how Catford should evolve over the coming decades. Two sites - Ravensbourne Quarter and Plassy Island - are privately-owned but discussions are already underway to explore regeneration ideas.

The resulting Framework

Existing Catford Town Centre



What is a framework plan?

A framework plan is a non-statutory document to guide future growth and development. It includes analysis, recommendations and proposals for an area's population, economy, housing, transportation, community facilities and land use. It is based on public input, planning initiatives, existing development, physical characteristics and social and economic conditions.

The framework plan for Catford will be both aspirational and deliverable, commercially-based, and informed by a thorough understanding of the retail, residential and leisure market in Catford town centre.



As part of the town centre framework, we have the opportunity to consider the following:

- 1
What kind of public spaces are desirable? (Boards 12-13)
- 2
What kind of uses should activate these new spaces? (Board 13)
- 3
How can council services be improved? (Board 14)
- 4
How can the cultural and retail offer be improved? (Board 15)

Town Centre Public Spaces

What kind of open spaces in the town centre?



A sequence of smaller, sheltered spaces?



Two larger, open squares?



Town Centre Public Uses

What kind of open spaces
in the town centre?



A noble civic square with pockets
of soft planting?

Pockets of hard & soft spaces for
different activities?

A soft park or gardens for formal or
informal gatherings?

What kind of
activities?

Regular markets?

Places to read and spend time?

Places to sit and talk?

Places to play?

Outdoor summer cinema?

Winter ice skating?

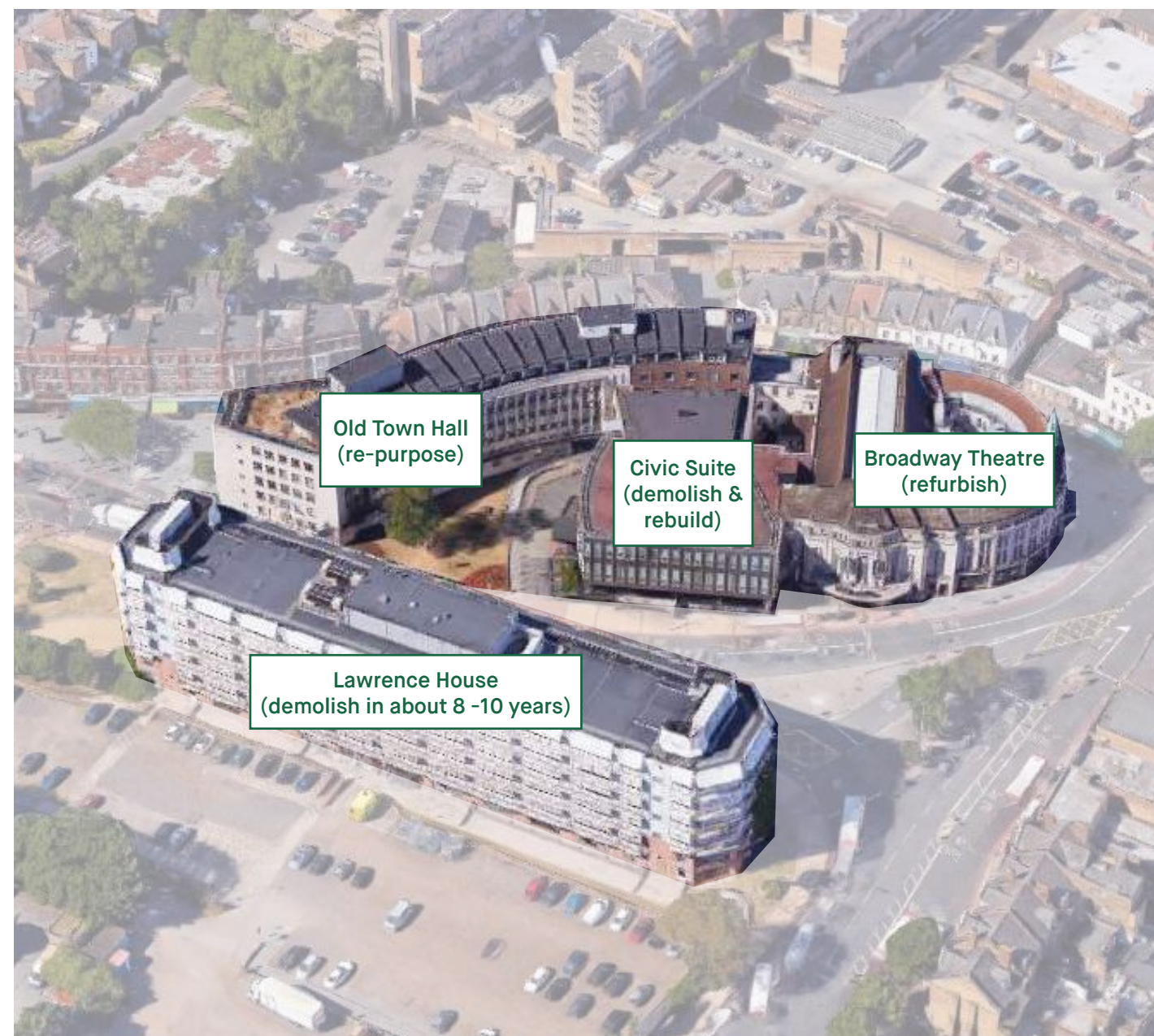
Festivals?

More independent retail?

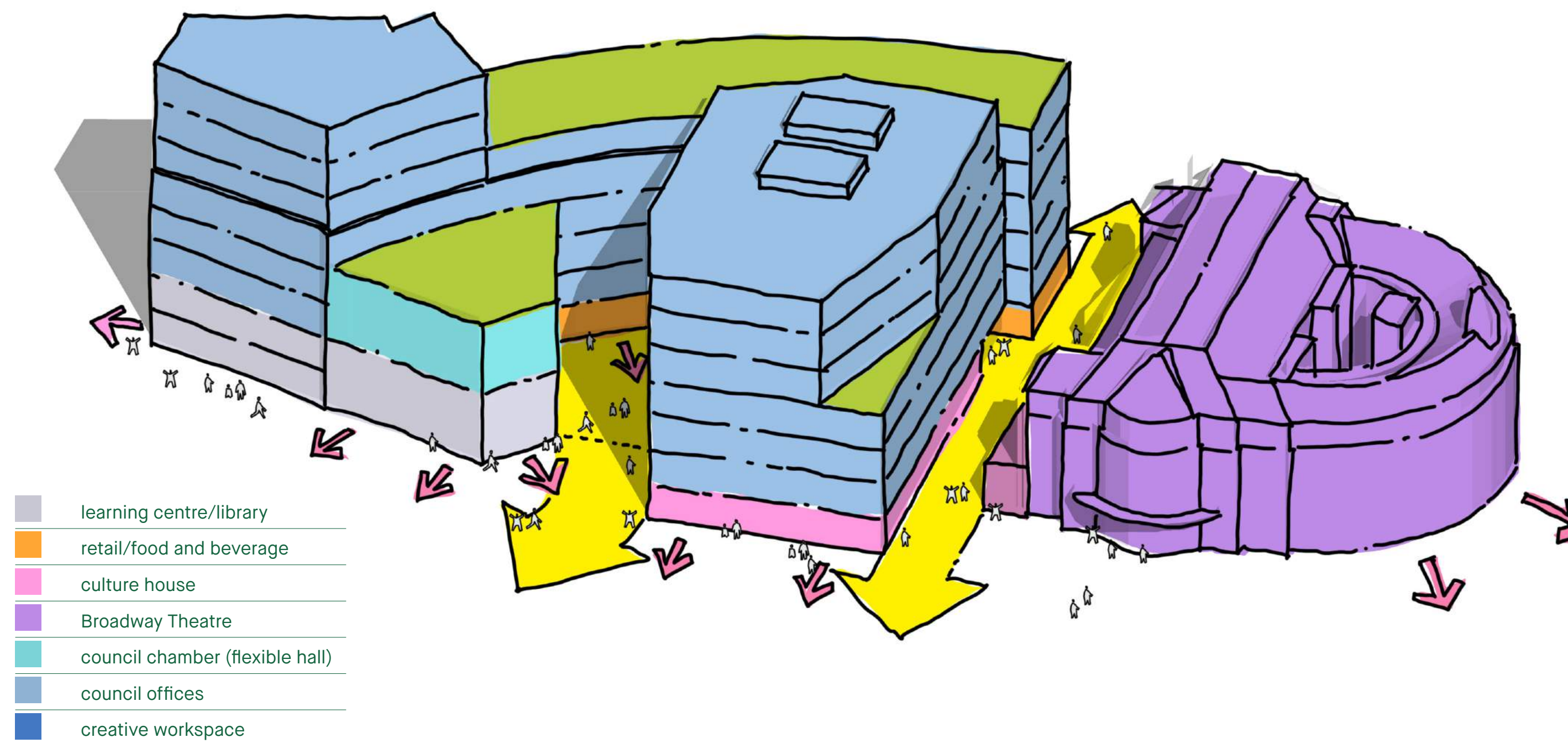
What kind of shops?

... What else?

A Consolidated Civic Centre



Sensitively refurbishing, re-purposing or redeveloping existing town centre buildings



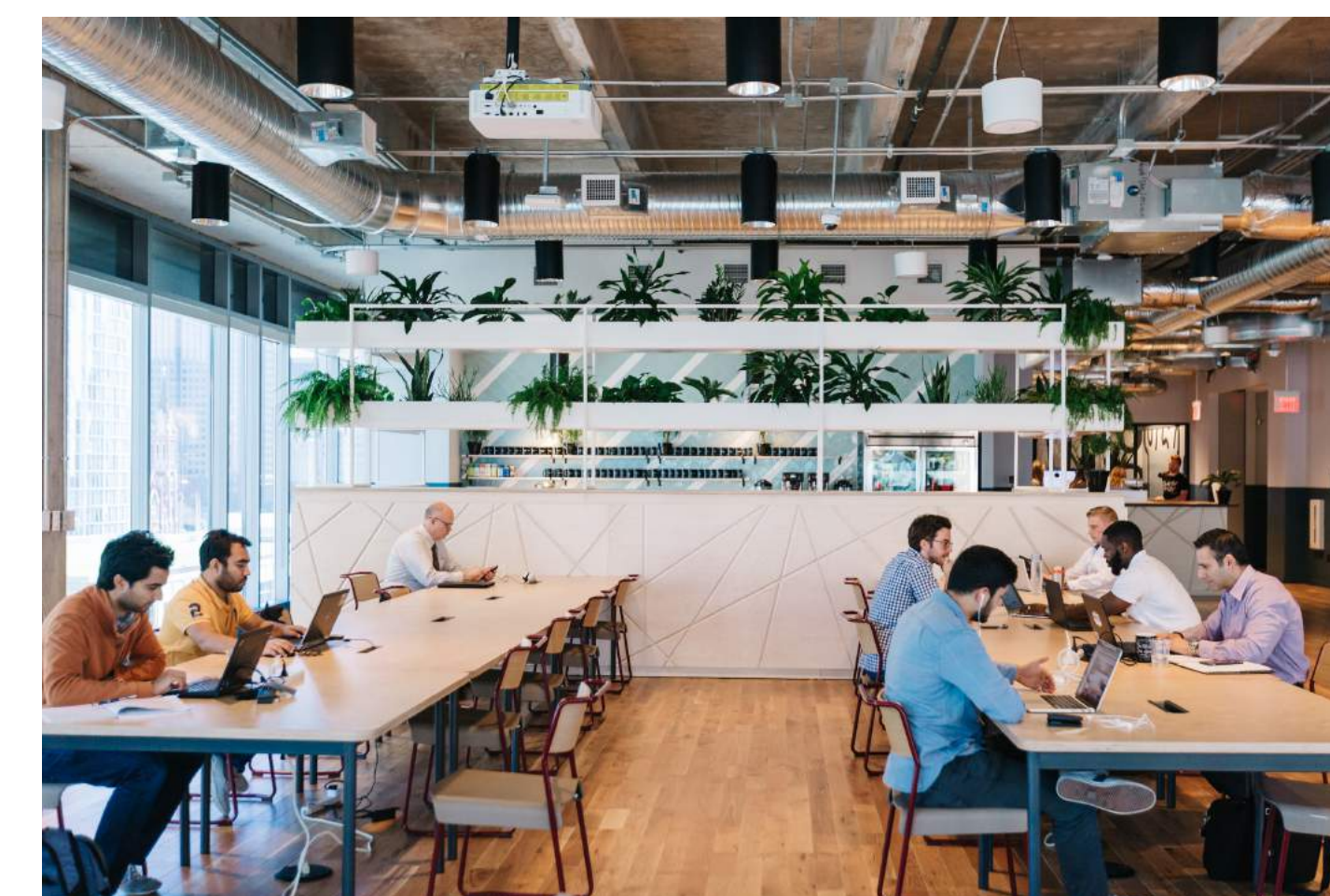
The future of Laurence House

Laurence House was built in 1992 as a temporary solution for the council offices. Recently, Laurence house was upgraded to give it approximately eight to ten more years of use. The building is inefficient and the council would benefit from being located in a building

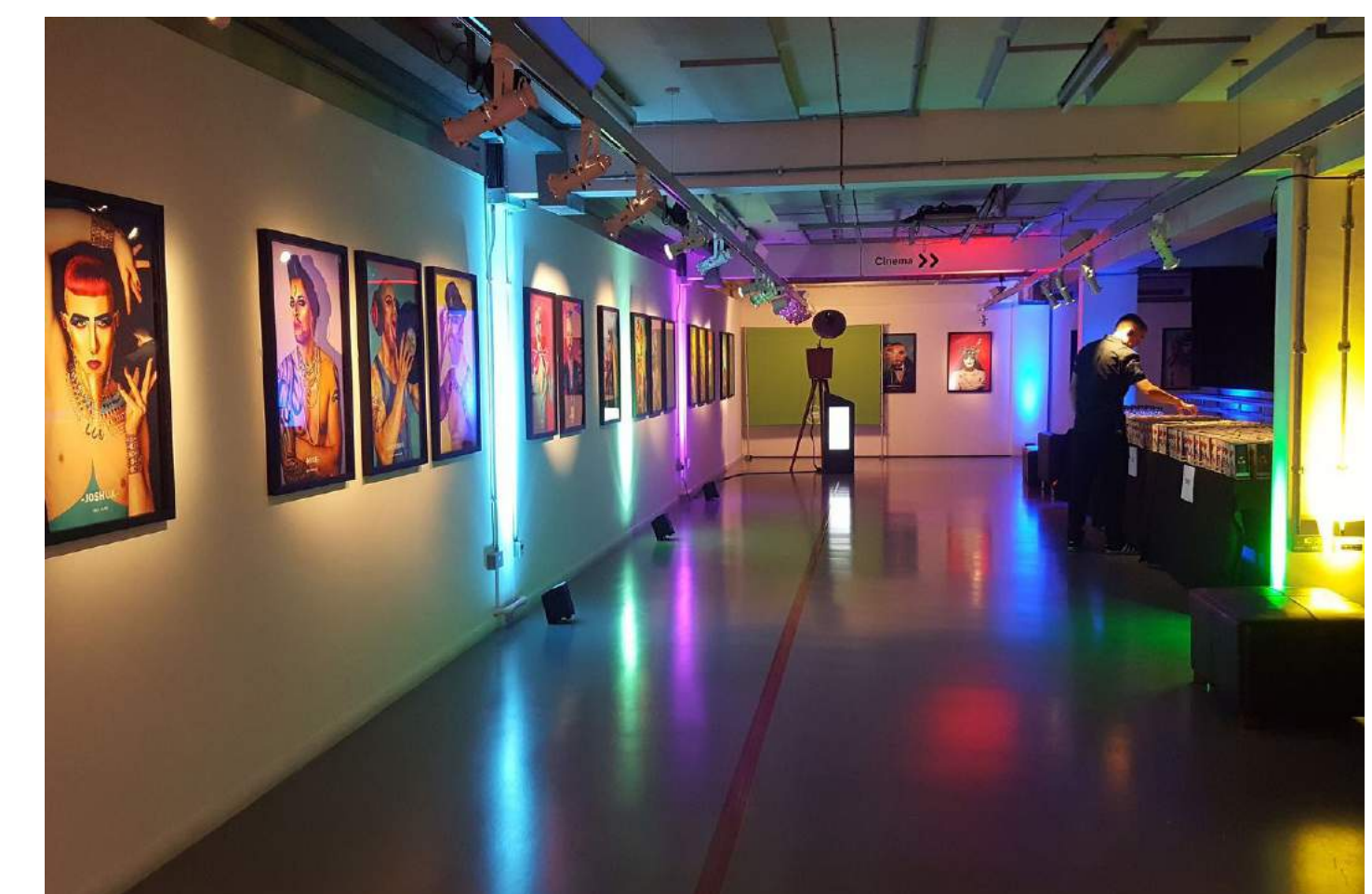
that functions better. From consultation we have learned that Laurence house overshadows the Civic Suite and the surrounding spaces significantly, and people don't feel it is an important building to keep.



Multi-purpose spaces for council, conference, commercial, community, leisure and culture?



A more welcoming and user friendly civic centre with flexible workspaces?



Flexible spaces for diverse cultural and leisure uses at different times of the day?

Combining all council floorspace in one building will free up space for new homes and other uses in the rest of the town centre, and create a strong civic focus at the heart of the town centre.



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Town Centre ingredients ?



Catford should build on its point of difference and distinctiveness.

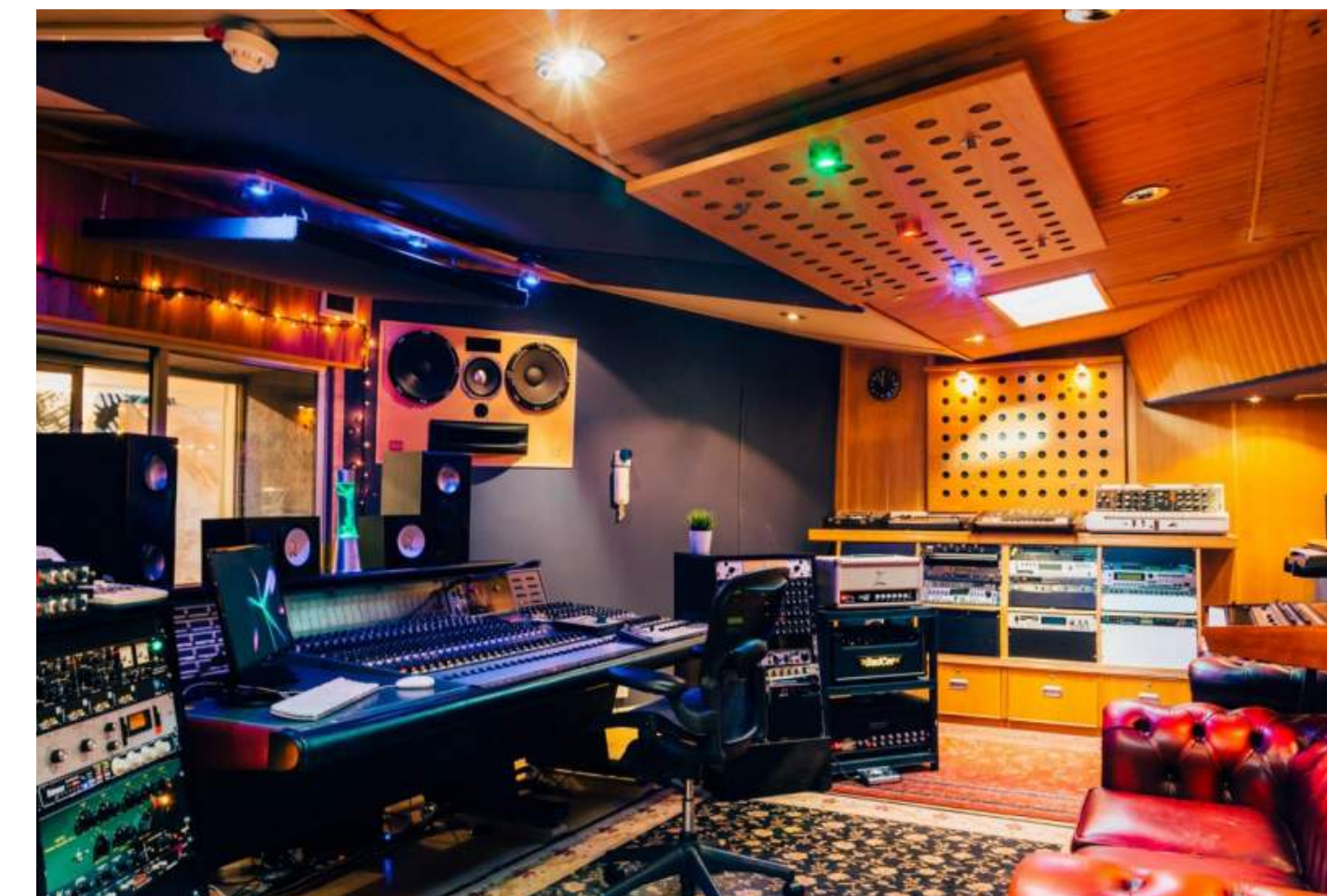
- A refurbished old town hall will create a double-sided, more vibrant Broadway
- A more developed leisure offer will increase demand for restaurants
- Enhance assets (Broadway Theatre) to support a more diverse retail offer
- Catford's food stores and market attract regular visitors to the town centre
- Catford has huge potential to support additional cultural uses
- Catford can support a vibrant night time economy for the wider borough
- Improve the environment for social and public space, leisure and civic services to attract businesses to catford, increasing employment opportunities

What is the future of retail in Catford?

- Catford is less impacted by e-commerce (not competing w/ 'Aspirational' brands)
- Catford town centre has a high visitor frequency (needs-based shopping)
- Click and Collect (preferred by 7/10 online shoppers to home delivery)
- The current amount of retail space in Catford is expected to stay the same, but might contain more independent small businesses.
- Demand for a gym operator
- Catford could support creative industries
- Catford could support more restaurants
- Catford could support 30,000 sqft workspace (innovation/serviced workspace)
- Catford could support a hotel in the town centre



Refurbished Broadway Theatre



Music studios?



Diverse, independent shops?



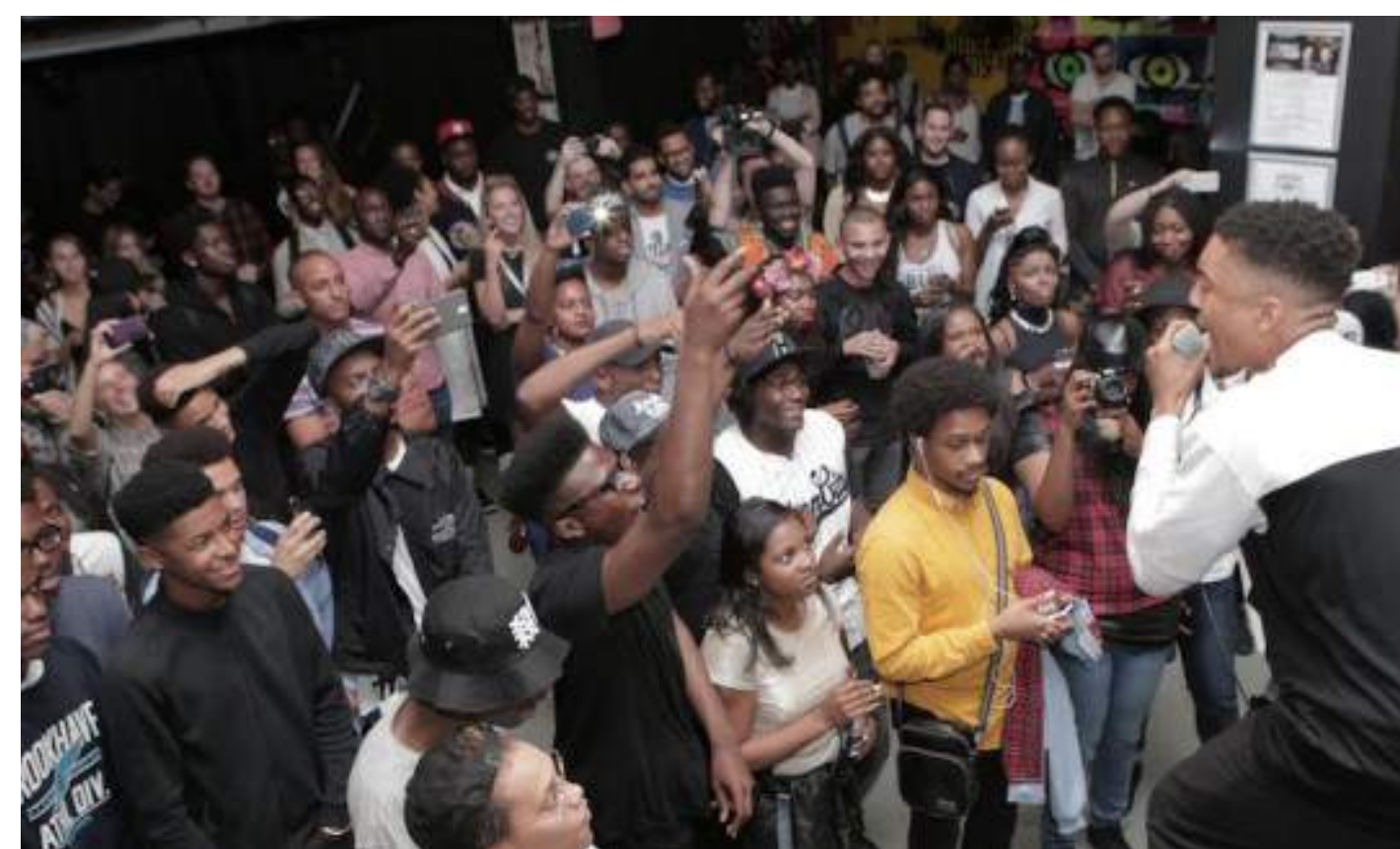
Studios and Affordable workspaces for local entrepreneurs and creatives?



Activity spaces for families and children?



Cinema?



Flexible Event space?



Library?



Bars and restaurants?

Do you agree with these opportunities?

What other daytime or night time uses would you like to see in the future Catford Town Centre?



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