

# Welcome

## One Lansdowne Road

We're proposing to create **a new vibrant part of Croydon** on a site that's been neglected for over a decade.

**At this event, you can find out more about our proposals, talk to the project team and share your feedback by:**

-  Filling out one of our **feedback forms**
-  Visiting our consultation website **onelansdowne.co.uk**
-  Calling **0800 307 7401**
-  Emailing **onelansdowne@londoncommunications.co.uk**

Scan here to  
visit our website



## Meet the team

**GREYSTAR**

### Greystar

Greystar is a leading global real estate company and is long term owners and operators of residential for rent buildings. We specialise in creating and managing communities; delivering much needed rental homes that our residents love.



### HTA Design

HTA Design is at the forefront of the design of purpose-built, large-scale build to rent housing.

As well as designing and delivering Ten Degrees, HTA has also delivered Greenford Quay in Ealing with Greystar, one of the largest purpose-designed build-to-rent developments in the country.

## Our continued investment in Croydon

We are already proud to call Croydon home – Ten Degrees, on George Street, was our first project in the borough and is a great success.

Greystar and HTA worked closely to deliver Ten Degrees, which opened in 2019.

The building has 546 high-quality homes across 44 floors, with a rooftop gym, games room and co-working space among other amenities to improve residents' living experience.



**GREYSTAR**™



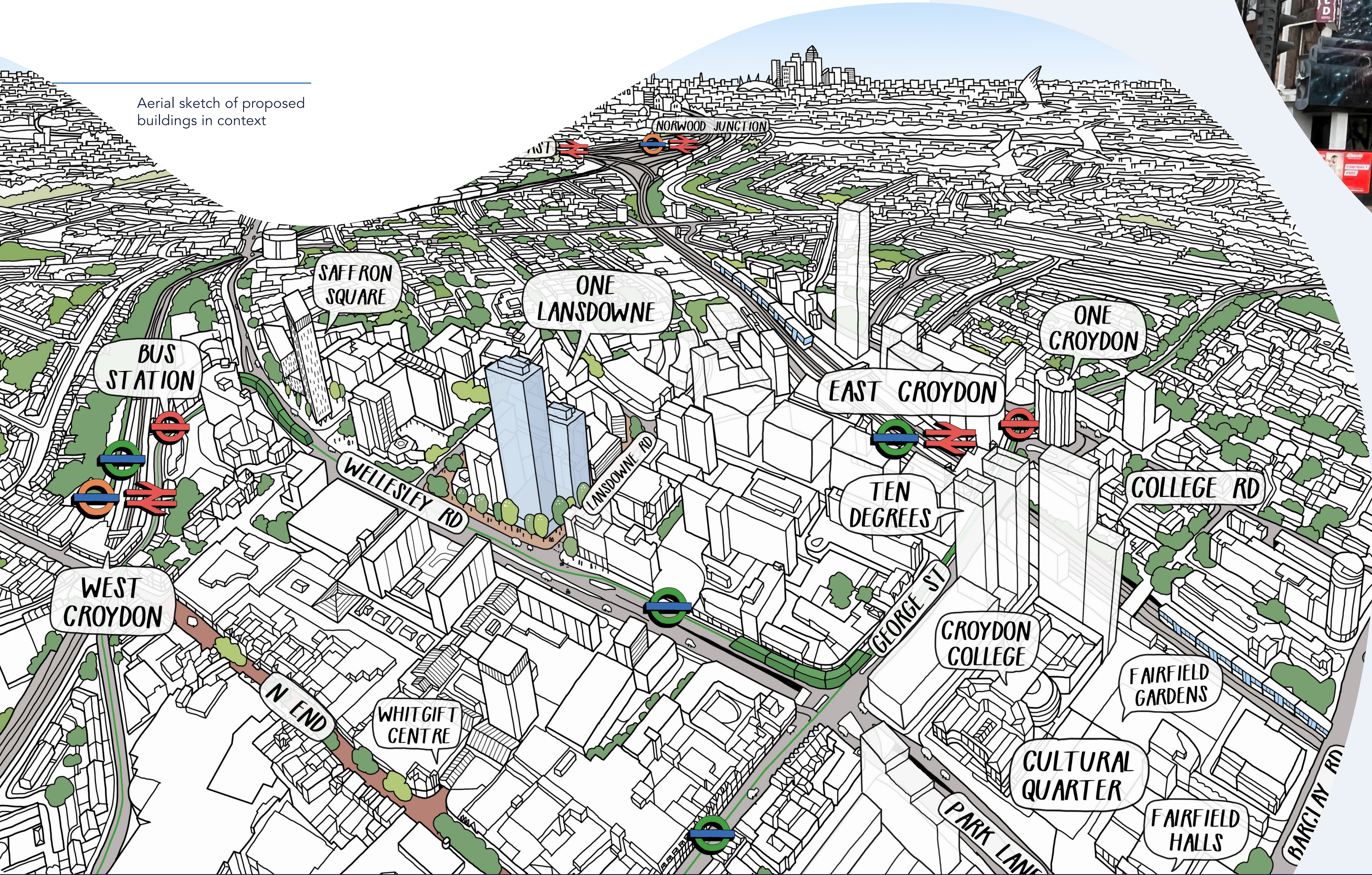
# About the site

One Lansdowne Road is located at the corner of Wellesley Road and Lansdowne Road, opposite the Whitgift centre. It is a short walk away from East Croydon and West Croydon train stations and is well connected to local tram and bus routes.

There is existing planning permission from 2017 for two **68 and 41 storey towers**, joined by an **11-storey podium** that included new homes and a large amount of office space which has not been built.

The site represents **an important piece of the puzzle in the ongoing masterplan regeneration of Croydon**, and we have a new, achievable plan to **unlock its potential** and the long-held desire to see something new here for the whole community.

The existing site



Aerial sketch of proposed buildings in context

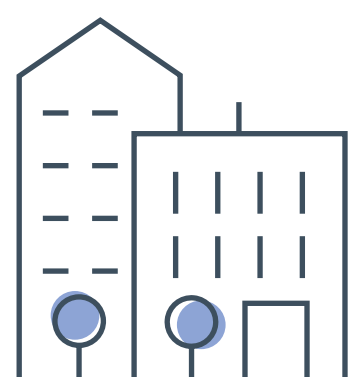


# Our priorities

After purchasing the site in late 2022, we've been carefully reviewing the existing consent and reflecting on the social and economic changes that have taken place since planning permission was granted. From this, we have developed four key priorities for this project;

## Key priorities

An urgent need for new homes in Croydon



Covid 19 has fundamentally changed the way many people work

Croydon Town Centre needs investment

A need for more green and public spaces

## Our proposals

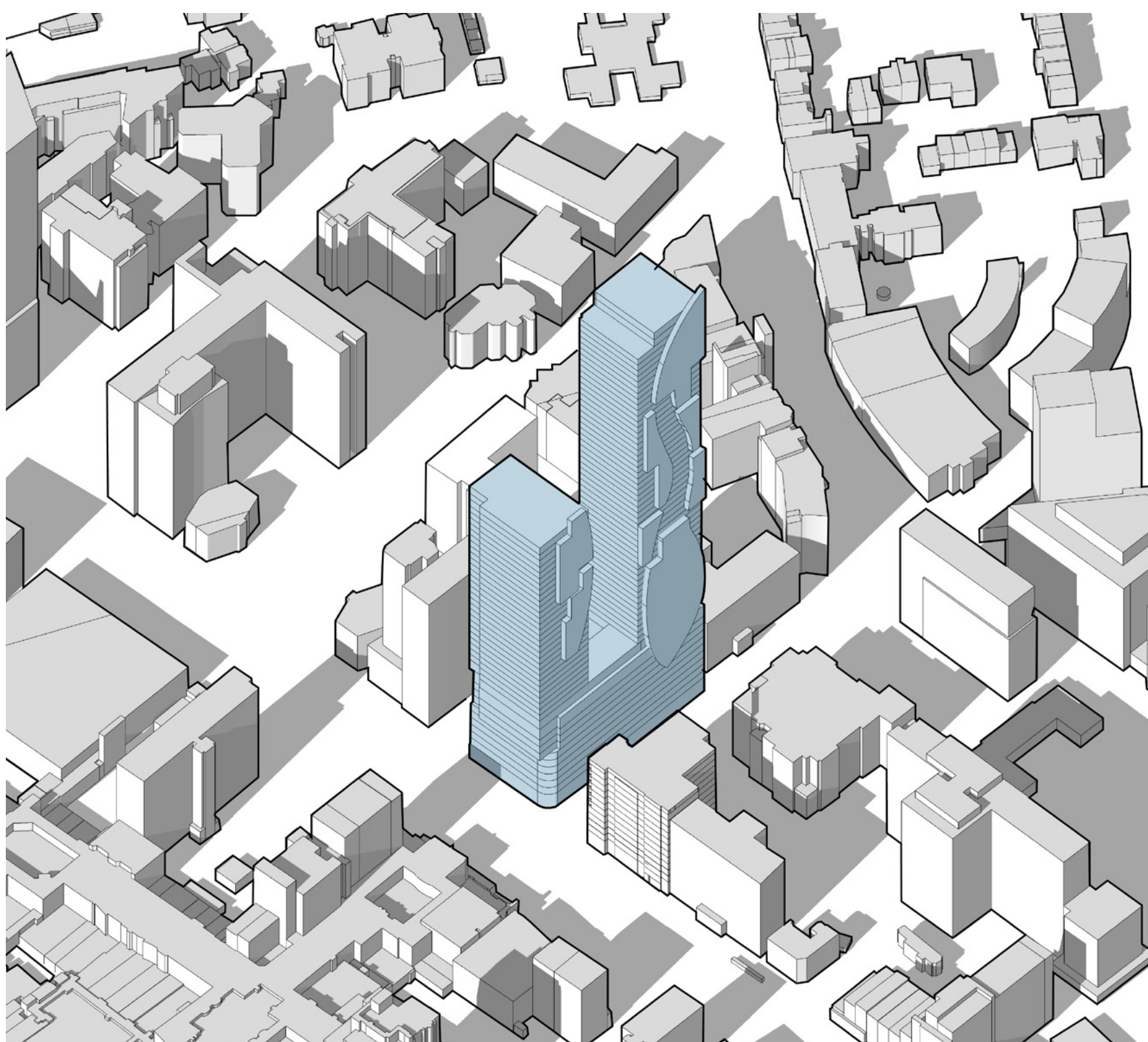
With **exceptional transport links** and a central Croydon location we know this site can support a good number of **new, high-quality homes**.

Our plans protect the mixed-use nature of the site but prioritise **quality of workspace over quantity**, designing spaces that will be able to adapt to changing demands over time, while still providing the size and type of space the market needs now.

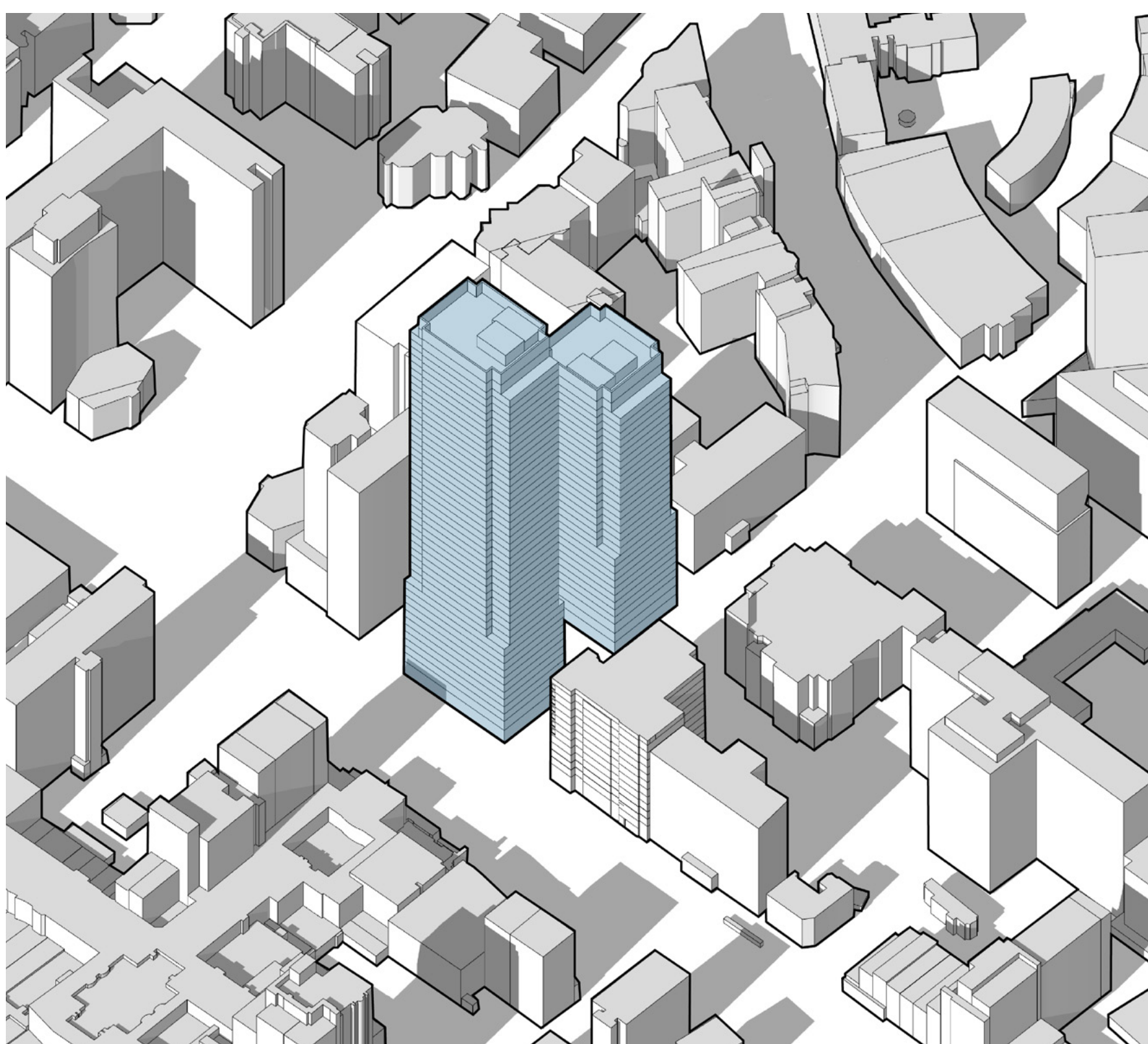
We would like to get on and **deliver this scheme as quickly as possible, unlocking direct funding for the borough** through s106 and CIL payments to be spent on investment in local infrastructure and improvements.

We're proposing to replace the 11-storey link building previously consented with **a new green public square**.

## Consented scheme



## Proposed scheme



# Our proposal

We have developed early proposals guided by these priorities which we feel will make a better contribution to central Croydon's local communities.



**A more sensitive design**, reducing building heights to 47 and 32 storeys from 68 and 41



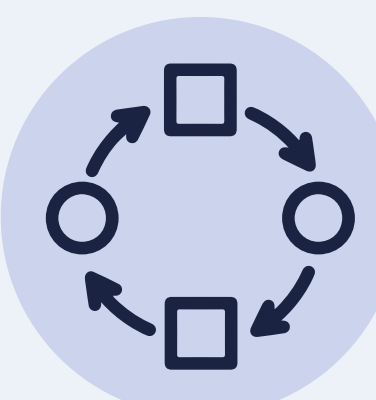
Replace an 11-storey link building with a new **green public square** at ground level



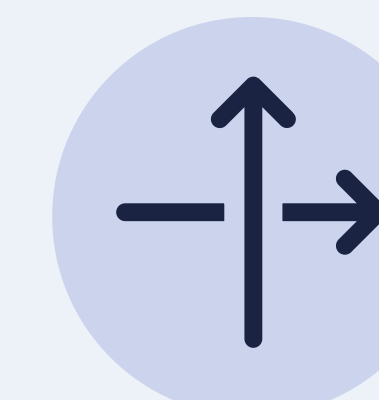
**Create c.780** new high-quality homes, including homes delivered at discount market rent



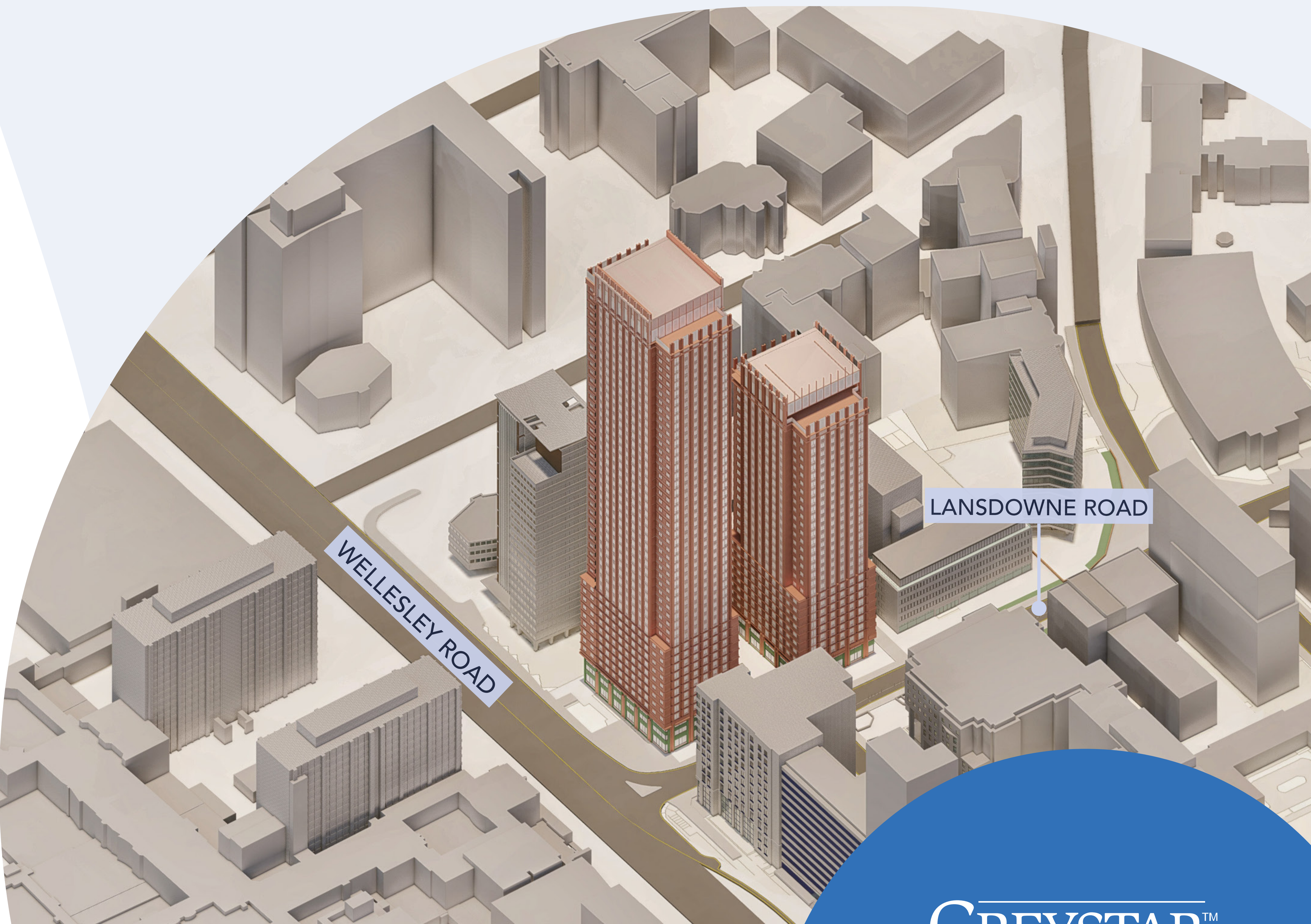
Create a **safer link to the station**, with improvements along the street and at ground floor



**Flexible workspace** for Croydon's budding business



Contribute towards a **new street-level crossing** across Wellesley Road





# Delivering new homes for Croydon



c.780 new homes for rent



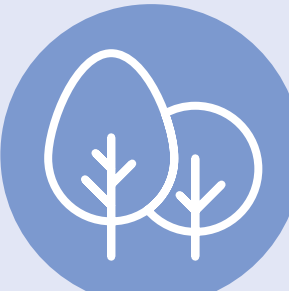
Sizes ranging between **1 to 3 bedrooms**



Managed by our **award-winning operations team**



Homes available at both **market rent and discount market rent**



**Residential amenity space** including a rooftop garden and workspaces

Residents will also have the **flexibility to move apartments** within the buildings if they choose to downsize or find that they need more room, no matter where they are in their tenancy agreement.

All homes will be **energy efficient** and designed to the same high standards, with generous **storage space** and **modern, open-plan layouts**.

The new amenity space will be designed to the same high-quality as Ten Degrees, helping support a thriving community of residents.

**4.64 / 5 rating on Homeviews – a verified resident review platform**

“A breath of fresh air for Croydon!”

“Excellent place to live”

“Love living here – glad I moved to Ten Degrees!”

2-bedroom flat



1-bedroom flat



3-bedroom flat



Residential amenity space at Ten Degrees and Fizzy Hayes





# A vibrant ground floor for the whole community

A

## A new green square

Replacing an 11-storey link building from the previously consented scheme with a **new green public square** that will include play spaces for children, trees and planting.



D

## Making this important link to the shopping centre feel safer

In developing our designs, we have been working with the local police to understand how we can help make the area feel safer. This includes:

- High-quality landscaping at street level to create a **cleaner and greener link**
- **Passive surveillance** from new resident tenants
- New **lighting and visibility**, designing out dark corners and dead ends
- A vibrant and open ground floor, with **activity throughout the day**
- Contributing towards a **new street level crossing** across Wellesley Road



B

## New workspace

**Flexible office space** for individuals, freelancers, creatives and small companies just starting out.



C

## Jobs and training opportunities

The proposals will create a large number of new jobs:

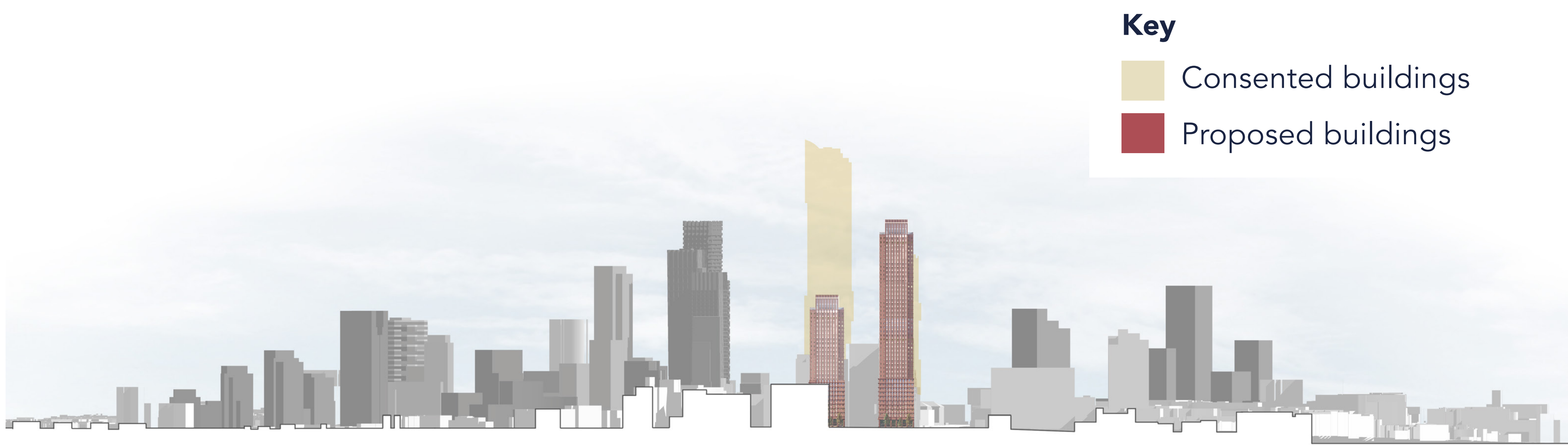
- | Around **350 jobs** per year during construction
- | Around **130 jobs** once operational





# A sensitive but striking landmark

We are reducing the height of the proposed buildings to 47 and 32 storeys. We're also proposing to relocate the tallest building to the corner of Wellesley Road and Lansdowne Road. This will help to create a better transition in height to the lower buildings east of the site and improve wayfinding.



## Design approach

We're taking design inspiration from the character of the area, with a palette that reflects the colours and materials of local architecture, including:



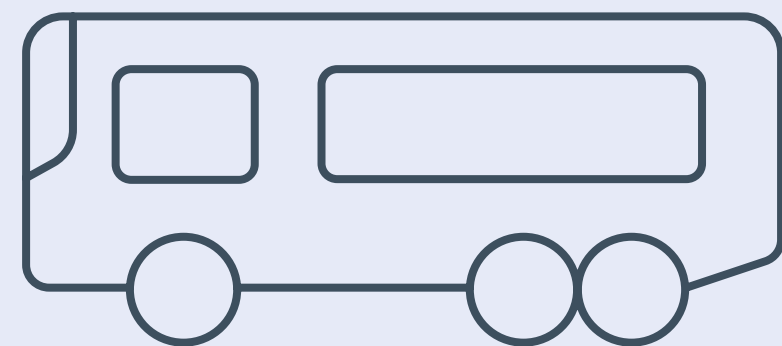
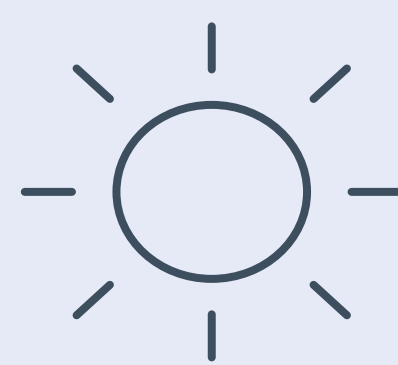
NLA Tower No.1 Croydon



Fairfield Halls

# Sustainable development

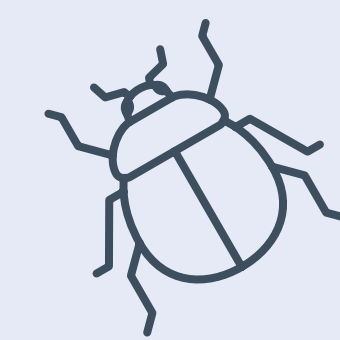
We are committed to building a **modern, sustainable building that reduces environmental impacts at every stage**, from construction to operation. This includes:



Car free to make use of **excellent transport links**



High quality **public realm** and residential amenity Nature based SUDs



**Over 30% of the site** covered in greenery, with a biodiversity net gain



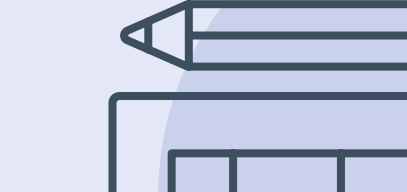


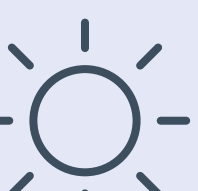



**Net Zero Carbon:** Through **reuse of the building fabric** and ensuring energy efficiency

**Targeting: BREEAM 'Excellent'**  
**Home Quality Mark 4-star 'Very Good'**  
**EPC rating of 'A'+**





# Benefitting Croydon for the long term

- 
- 01

c.780 new homes to rent
- 02

1,500 sq.m. of workspace for Croydon's budding businesses
- 03

A new public green square
- 04

A safer, cleaner and greener link to East Croydon station
- 05






A smaller but striking landmark for the town centre
- 06

c.575 jobs throughout construction and operation

## Next steps

We are currently consulting with the local community on our plans ahead of submitting a planning application in the summer.

### Share your feedback

-  Talking to one of our team at the event today
-  Filling out one of our **feedback forms**
-  Visiting our consultation website **onelansdowne.co.uk**
-  Calling **0800 307 7401**
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## Timeline

