

SETTING OUT THE VISION

PART C

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INTRODUCTION

In response to the issues and constraints identified in the previous section, the early vision work undertaken by the London Borough of Sutton and the Sutton Town Centre Partnership, and the workshops undertaken as part of this study the following section explores further the opportunities for Sutton Town Centre. This includes the establishment of a clear vision that also takes account of the role the centre plays in serving the Borough and wider area.

Sutton Town Centre needs to fulfil the potential it has as a Metropolitan Centre within London and develop an offer that is unique and distinctive yet complementary to the other identified centres of Croydon, Kingston-upon-Thames, Wimbledon and Epsom.

Part of that unique offer is presenting people different experiences within the town centre that are connected by way of clear, high quality linkages and spaces. This means an extended shopping experience in the town centre, enjoying the leisure, cultural and entertainment offer as well as walking around the quieter parts of the town at Manor Park and St Nicholas Churchyard. These are all parts of a future Sutton Town Centre that taken collectively will fulfil the Metropolitan role it occupies.

However, the town role's needs to be develop in such a way that it does not necessarily compete with the other centres but complements them in providing a different offer. This offer is part of a visioning approach that will create a new appeal to visitors and existing residents in creating a place of reinvigorated civic pride, high quality development and visual delight.

The Vision offers a picture of Sutton Town Centre in the future and how people will live, work and spend their leisure time in an attractive and accessible setting. The central theme of the vision, however is largely focused on sustainability and how this relates to every facet of the social, economic and built form agenda.

A clear objective for this study is to establish an overall Vision for the Town Centre which will underpin the further development of the framework and subsequent projects.

ESTABLISHING THE VISION

The vision for Sutton Town centre is:

In 2025

Sutton Town Centre is now a thriving centre for the community, known for its leadership in environmental issues which is seen in its landmark eco buildings, excellent public transport accessibility, safe walking and cycling routes and its leafy green character.

The theme of a sustainable and eco-friendly town centre is seen everywhere, not least in the variety of other transport choices available to residents, businesses and visitors and the way in which the impact of traffic has been dramatically reduced around the gyratory. The town centre has moved on, enhanced its image, identity, the quality of its public spaces and buildings, the strength of its economy and its competitiveness in relation to others.

The heart of the centre is focused around the High Street with a mix of retailing, leisure and dining opportunities. The centre is now more rounded with activity and interest on its edges with better links into the central High Street. The centre is vibrant and full of culture with a new leisure and cultural quarter providing activity for all ages throughout the day and into the evening. Recent buildings are high quality, contemporary and boldly sustainable which has added to the towns' special character.

The focal point is the Town Square and Millennium Gardens which provide a meeting place for residents, shoppers and workers alike, they also play's host to a variety of stalls, outdoor entertainers and events. The square also acts as a pedestrian friendly green link connecting into Manor Park and the new cultural quarter and completing a legible circuit of pleasant streets and spaces. Everything has been planned to be within easy walking distance of each other.

The new Cultural Quarter has a revitalised Civic Centre complex with a new high quality public square and iconic architecture. The quarter is alive with cultural vibrancy and activity with a new library and learning centre, new SCOLA campus, community spaces, a theatre and an art gallery providing activity for all, especially families, throughout the day and into the evening. The Civic Square has become a focal point of the quarter with a mix of soft and hard landscaping including trees, bespoke seating and lighting. The area is used for a variety of activities including street theatre, street markets, events and outdoor dining.

The Station Gateway area is a popular place to live and work attracting a wide variety of businesses and a new hotel. The area has been developed as a centre for business creating a commercial urban quarter in Sutton Town Centre which is vibrant throughout the day and night.

The urban village in the north of the centre provides a highly desirable location for Sutton's up-and-coming entrepreneurs and town centre residents. A distinctive character has been created with independent and specialist stores with a revamped Zurich Place acting as a focal point for North Sutton. The specialist shops and local eateries complement the offer in the High Street. An improved Sutton Green provides a great place to stroll and relax amongst nature.



VISION OBJECTIVES

Having an agreed vision for the area that can be signed up to and can be worked towards by all key stakeholders, developers and the community will facilitate coordinating the framework initiatives within Sutton Town Centre.

In order to achieve the vision, the study has established the objectives identified below. The vision and the objectives that flow from this part of the study provide the framework in which cohesive development can come forward. The images shown through this section are exemplars of quality development found both in the UK and in Europe.

The vision objectives will be refined as the study progresses, through the more formal consultation as part of the Area Action Plan process. However, the current set of objectives are both robust and far reaching, and provide a solid base upon which the framework has developed.



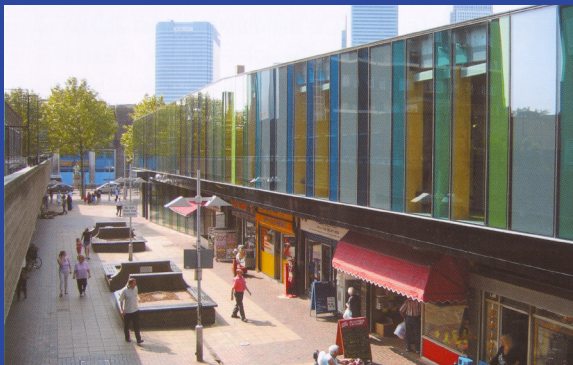
OBJECTIVE 1 - DIVERSIFY, IMPROVE AND CONSOLIDATE THE TOWN CENTRE OFFER

To encourage development that has a genuine mix of uses including residential, civic, cultural, leisure, commercial and retail activities. To build upon the existing broad mix, with particular emphasis on the quality of commercial space and the need to provide local employment opportunities for all levels of skills and for a wide range of industries.



OBJECTIVE 2 - CREATE SUSTAINABLE COMMUNITIES

Capitalise on the enormous opportunity for a sustainable eco-friendly suburban town centre. To structure and plan for the sustainable development of key sites to support and enable regeneration, economic opportunity and an enlarged community extending the residents experience in a sustainable way that complements the needs of visitors and businesses.



OBJECTIVE 3 - CREATE A TOWN CENTRE OF VIBRANT QUARTERS

To develop the cultural and leisure offer of the town centre through the provision of a new cultural hub that will provide variety in terms of facility provision of cultural, civic and community facilities. To provide additional working, living and visitor opportunities to diversify the range of uses. Retain and enhance the important focus on small, independent retailers in parts of the town centre and to ensure that the needs of the community are accommodated.



OBJECTIVE 4 - PROVIDE AN EXEMPLARY PUBLIC REALM
 To enhance the public realm, creating a town centre with high quality, clean, comfortable, safe and welcoming streets and public spaces. Improve and create new public spaces to accommodate greater activity and vibrancy in the town centre, encouraging the use of creative lighting, public art, and high quality street furniture.



OBJECTIVE 5 - HIGH QUALITY ARCHITECTURE THAT CELEBRATES LOCAL IDENTITY, CLIMATE, ECOLOGY AND MATERIALS
 To ensure that all new development fosters a positive identity for Sutton Town Centre, through the use of appropriate height, scale and articulation and by building upon its existing assets.



OBJECTIVE 6 - A CONNECTED SUTTON
 To ensure a legible, well connected and coordinated town centre by providing safe, direct, easy to navigate and attractive routes that encourage walking, cycling and use of public transport. Promote the provision of new public transport in the town centre.



