

URBAN DESIGN FRAMEWORK
SUTTON 2025

PART **E**

URBAN DESIGN FRAMEWORK: SUTTON 2025

INTRODUCTION

In developing the more general principles and guidance set out in the previous section, a clear framework emerges. This not only covers the 4 clusters of key sites identified earlier but also the wider town centre. The reason for this is the need to look at the centre more holistically recognising the significance other areas of the town such as the High Street and the Collingwood Estate have both on individual sites and in delivering the overall Vision. The Vision after all is about driving the wider agenda for Sutton Town Centre in order to reveal further opportunities in bringing about genuine economic, environmental, visual and social change.

This section seeks to explore a framework and the elements it is comprised of. There are 6 principal elements of the framework:

- › Urban form and morphology
- › Access and movement
- › Spatial network and public realm
- › Built form
- › Scale and massing
- › Character areas and Town Centre quarters

THE FRAMEWORK

The previous themes and specific design principles together form the urban design framework for Sutton Town Centre. The evolution of these can be seen in the plan opposite.

This plan has two functions. Primarily, as a summary of the series of urban design themes such as movement, access and spatial network etc. but also as a description of the proposed development and public realm proposals for the area. The framework plan highlights the importance of good access, the notion of a more comprehensive movement network, allowing people to move easily and more directly between significant existing and proposed areas of the town centre. This constitutes a grid of improved east-west and north-south routes and paths that aim to favour pedestrians over cars.

In addition, the plan highlights the concept of a spatial sequence through the town with improved existing spaces complemented by a number of new ones. The link between these will be an important social and physical connection that will bring the most active parts of the town together.

The idea of new development blocks can be seen quite clearly as part of the framework. This will accommodate a diverse mix of uses within a series of new character areas or 'Quarters'. The importance of establishing them as mixed use blocks is central to the principle of creating more vitality within Sutton Town Centre for longer periods of the day. This can only really be achieved by people living, spending leisure time and working within the same areas.

The plan also illustrated the idea of redefine the gyratory into a 'green necklace' all the way around the town centre creating a form of environmental enclosure with natural gateways and green corridors penetrating the urban fabric of the town centre.

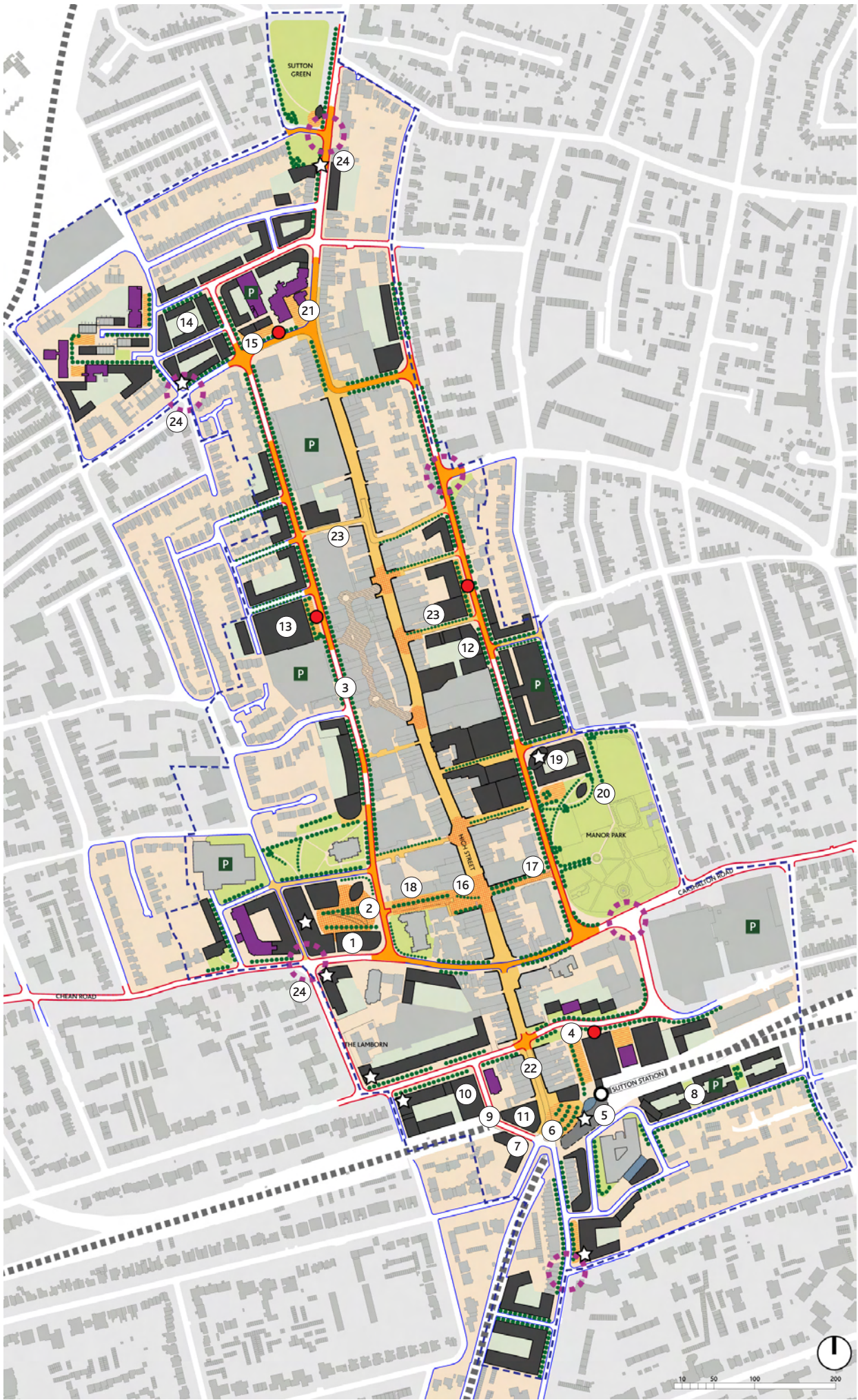
At this stage, the ideas explored in this section will become a series of informative, usable strategies that developers, designers and development control planners will be able to use as a guide to development.

The importance of the process is to show the evolution of ideas and creative influences that have been used to inform a more practical framework. Without the transparency of this process and the necessary innovations it has brought the framework would simply be an imposed solution with no real basis for people to understand. There are a number of proposals which make up the framework for Sutton town centre. These are summarized below:

- › An exemplary landmark Civic building **(1)**, library, SCOLA, theatre, art gallery and other community facilities focused around a new civic square providing space for outdoor theatre, open air concerts, winter ice rink and other events **(2)**;
- › The creation of a green corridor **(3)** around the town centre through the reconfiguration of the gyratory to create pedestrian friendly streets and spaces through the provision of direct surface level crossings, junction improvements, extension of pedestrian and cycle paths, safe and high quality lighting and boulevard tree planting;

- › A modern and welcoming gateway to Sutton with a new public transport interchange and tram terminus facility **(4)**, a new railway station **(5)** focused around a vibrant Station Square **(6)**.
- › An enhanced and expanded office core **(7)** around the Station providing significant employment opportunities within the town centre.
- › A new multi-storey car park **(8)** adjacent to the station providing accessible parking for commuters and town centre users.
- › A new street connecting Station Square and Grove Road **(9)** incorporating on street parking and ground floor retail and commercial units with active street frontages **(10)** including a new hotel **(11)**.
- › Improving the quality and variety of Sutton's shopping provision with a rejuvenated and expanded retail and leisure core around 'the Exchange' including a visitor circuit and a number of new stores **(12)**.
- › A modern leisure centre **(13)** within the town centre core which exemplifies sustainable development and innovative design incorporating swimming pool, fitness suite, sports hall, conference/community room, crèche and cafe.
- › A new village quarter as the focus for the northern part of the town, with a distinctive local feel, and diversity of uses including new homes, small start up units and live-work accommodation, local specialist retail, cafes and restaurants **(14)** based around a series of urban and local green spaces **(15)**;
- › A new 'heart' for Sutton through the provision of an improved and extended town square **(16)** with opportunities for projection screens, performance space and specialist markets extending out into the High Street;
- › Bringing Manor Park into the town centre through the creation of a green link **(17)** into the heart of the town centre providing a direct and convenient route across Throwley Way and into Town Square which then proceeds across into the Civic Square through an improved at-grade plaza **(18)**;
- › Extending the uses within Manor Park through the provision of new homes facing directly into the park **(19)** and new activities including a skate-park and café **(20)**.
- › Extending the pedestrian priority of the High Street connecting with Zurich Place to the north **(21)** and the Station Square in the south **(22)**, and strengthening east-west connections from the High Street into the surrounding residential areas **(23)**; and
- › Creating high impact gateways into the town centre through new landmark buildings and high quality spaces **(24)**.

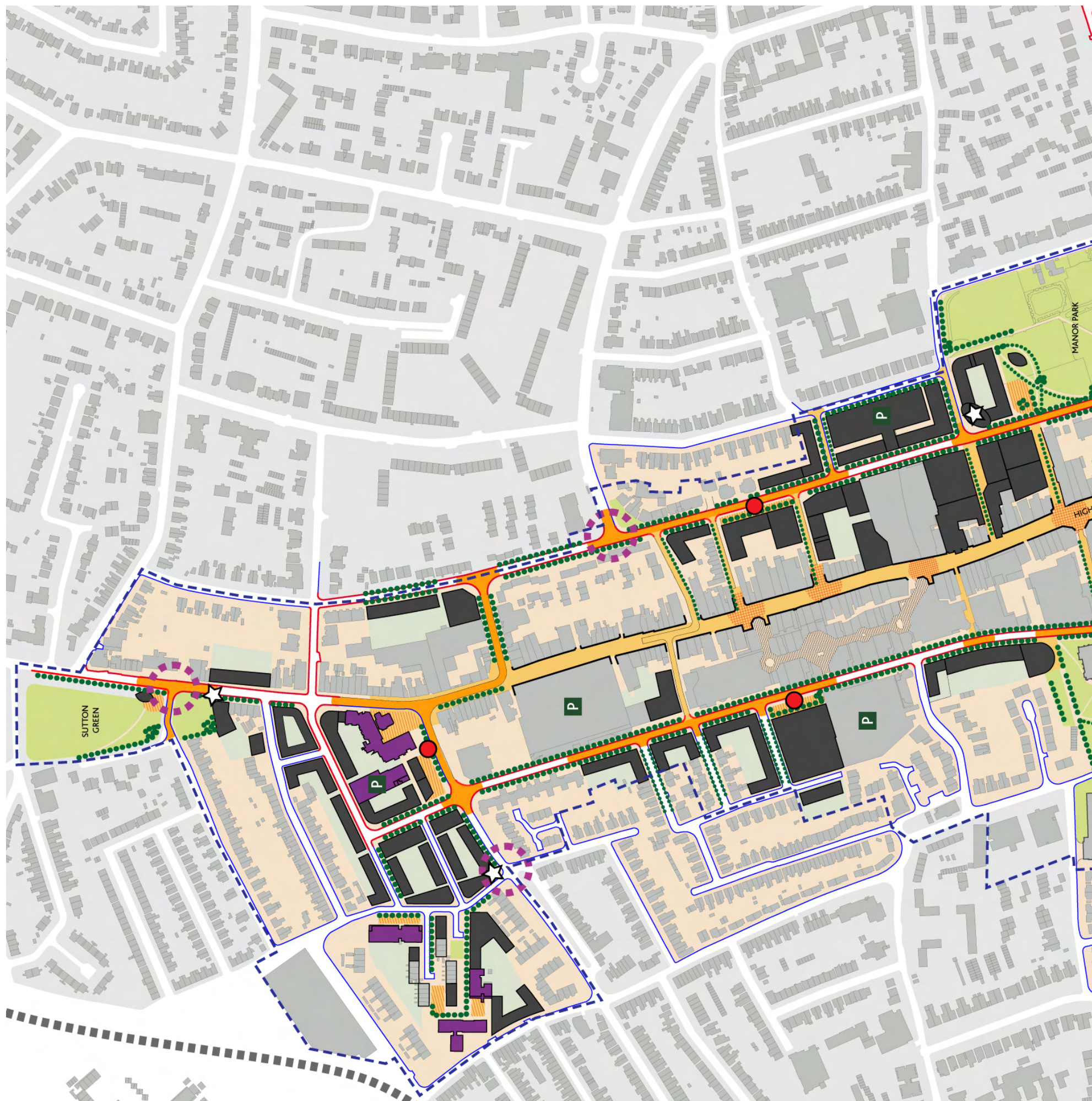
SUTTON TOWN CENTRE FRAMEWORK PLAN

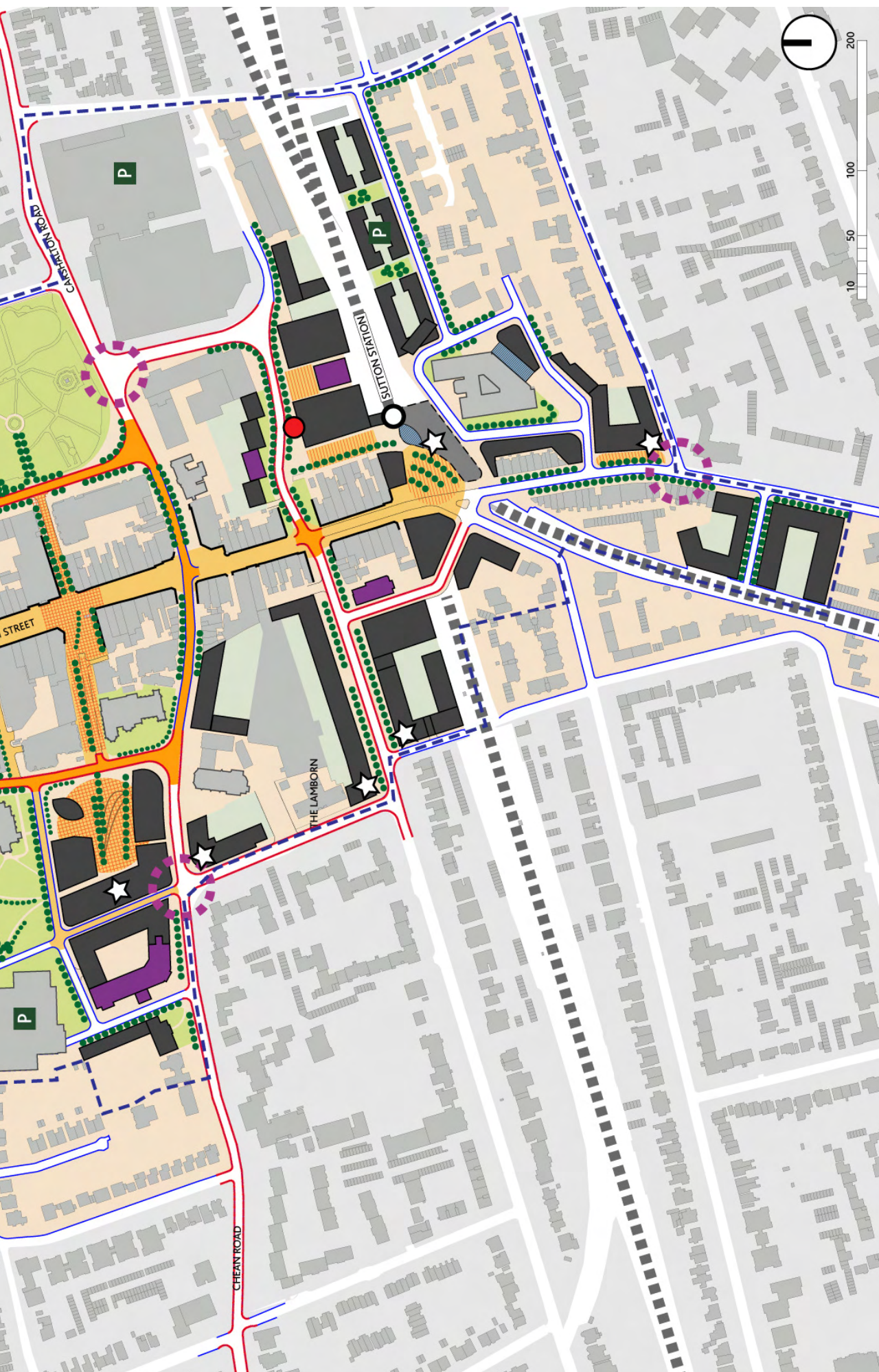


- Town Centre Plan Boundary
- Development Opportunity
- Refurbished/ Improved Buildings
- Green Space
- Improved Gateways
- Improved Junctions/ Crossing Points
- Key Buildings
- Parking
- New Urban Space
- Areas of High Quality Public Realm
- Improve Transport Interchange

Fig E1: Proposed Framework Plan

THE FRAMEWORK PLAN





- Town Centre Plan Boundary
- Development Opportunity
- Refurbished/ Improved Buildings
- Green Space
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Fig E2: 3D View of Town Centre From North looking South

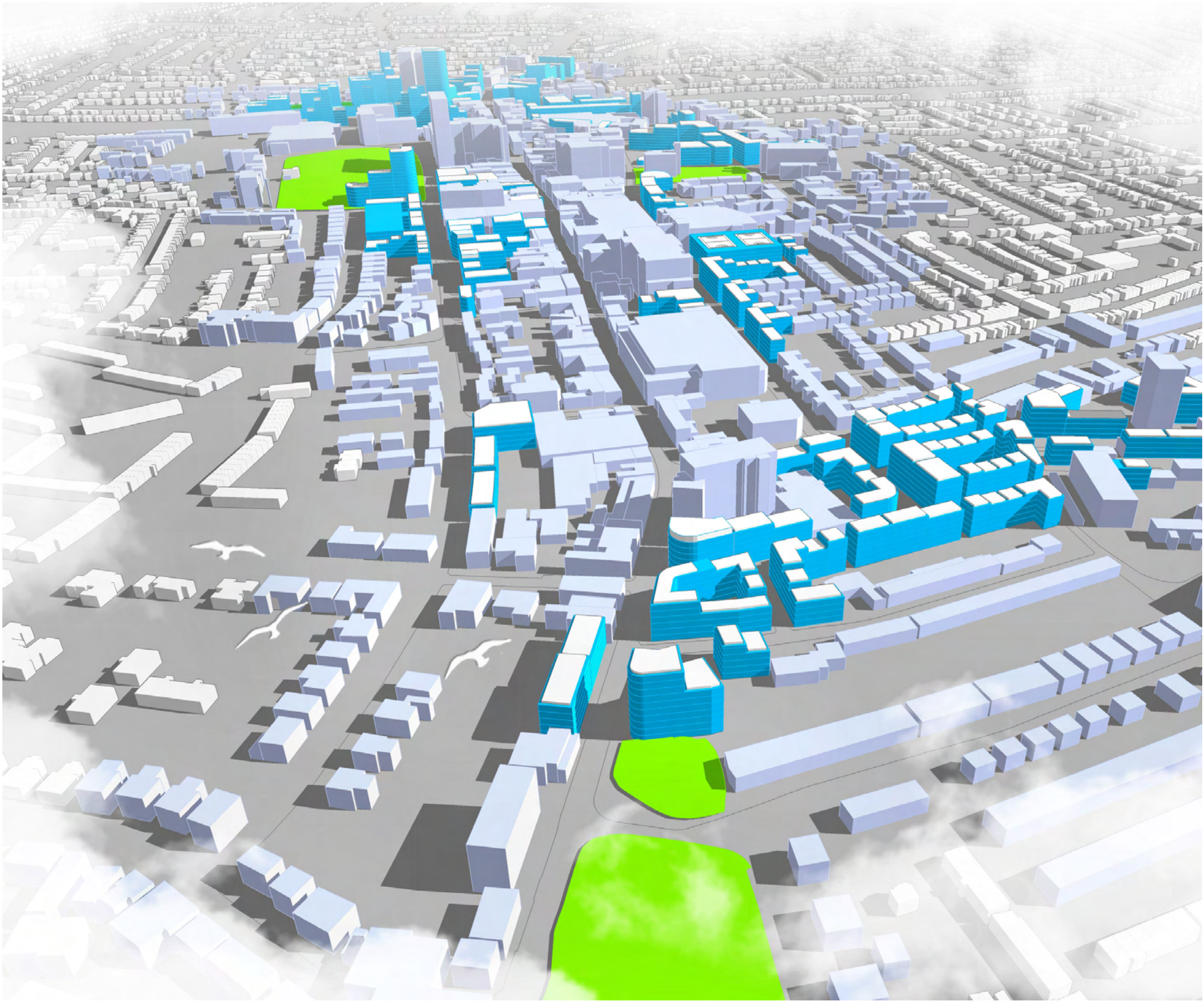
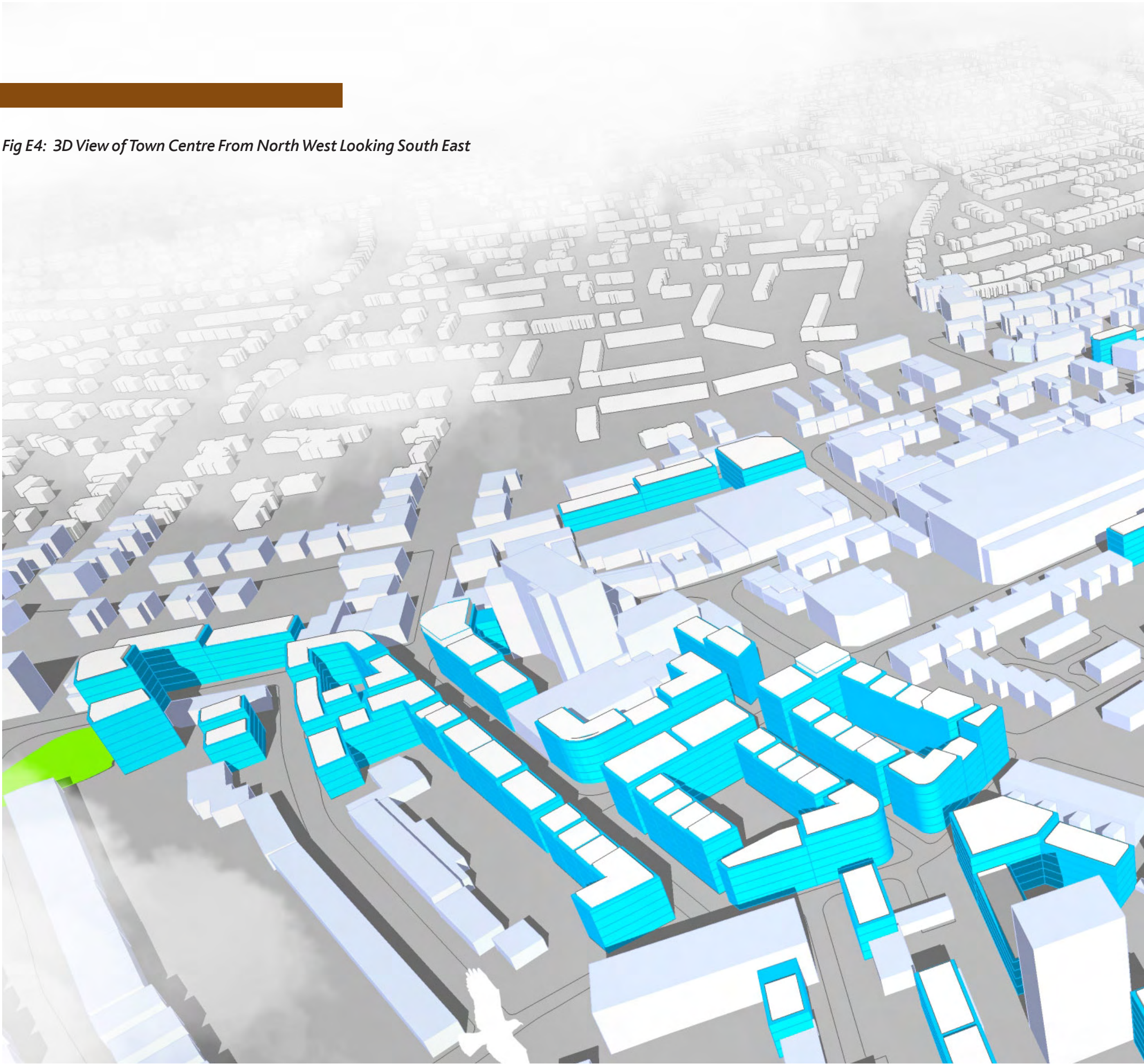


Fig E3: 3D View of Town Centre From South looking North



Fig E4: 3D View of Town Centre From North West Looking South East



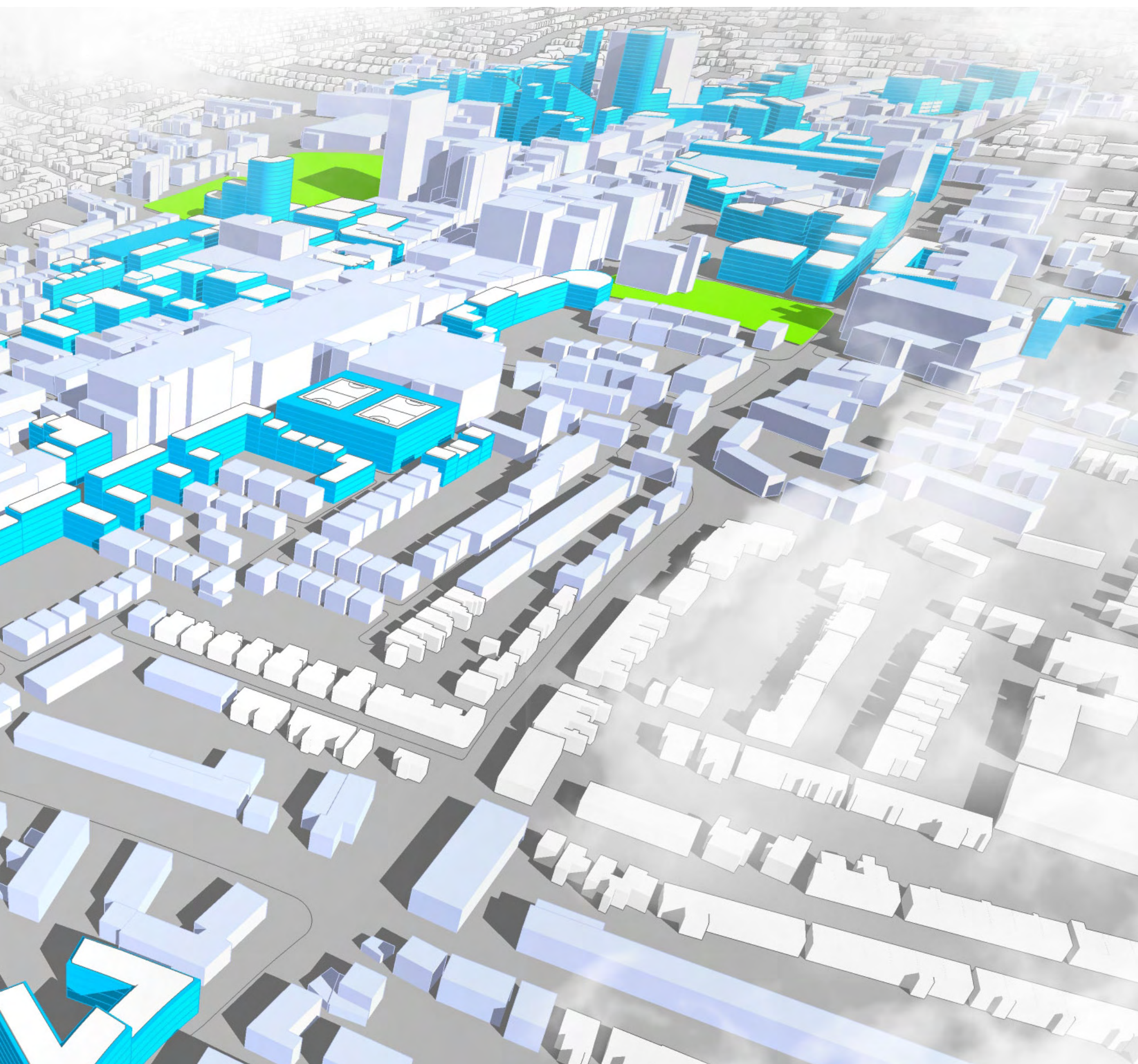


Fig E6: 3D View of Town Centre From South West Looking North/ North East



Fig E7: 3D View of Town Centre From South West Looking North/ North East

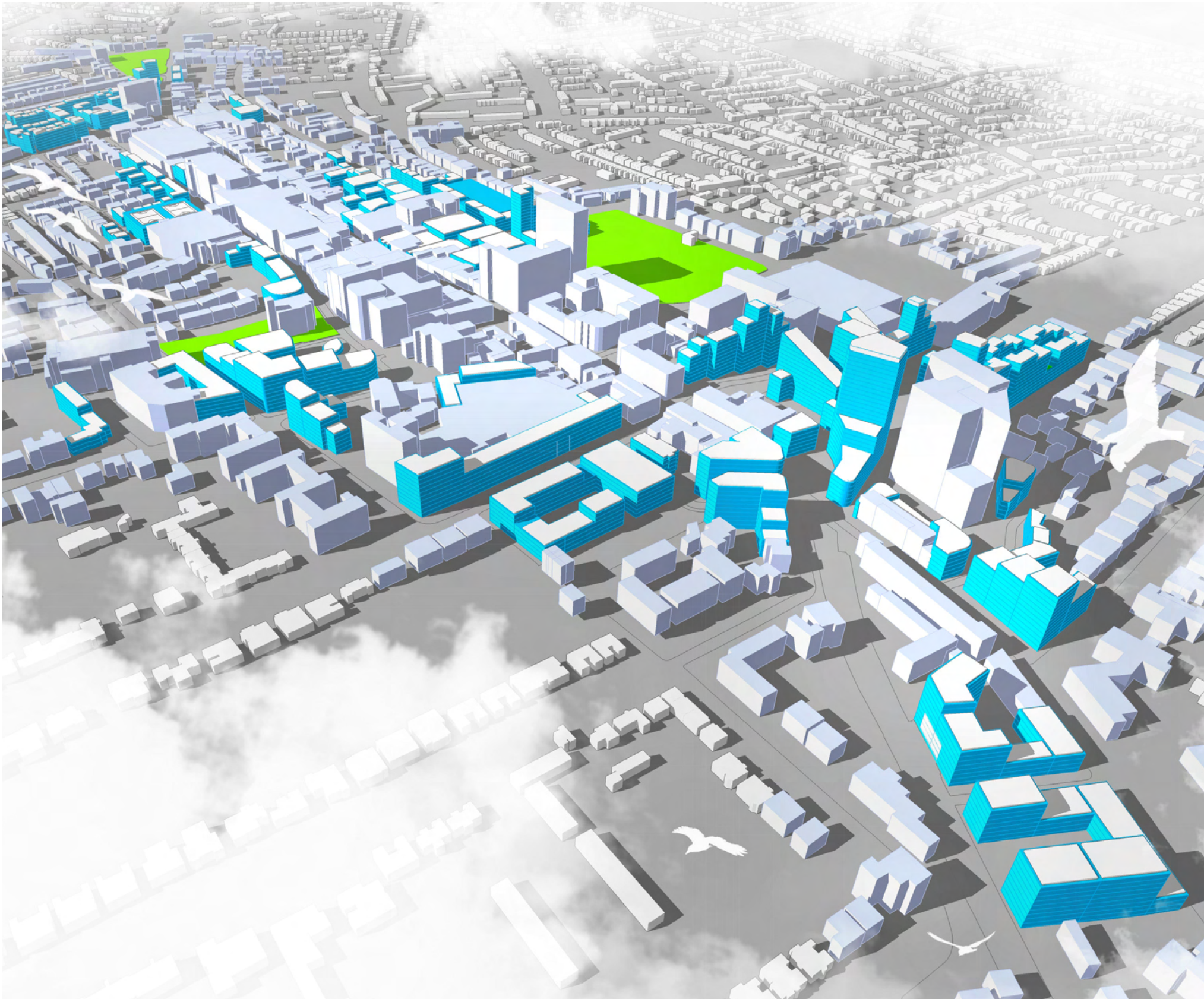


FIGURE GROUND/ MORPHOLOGY

The figure-ground plan shows the existing urban morphology of Sutton. It highlights the very strong north-south alignment of the town centre defined by the long linear High Street contained by consistent built frontages. The blocks adjacent to the High Street have gradually been filled with larger impenetrable blocks including the shopping centres, multi-storey car parks and big box retail units and as a result east-west routes are restricted through the central section of the High Street.

The built form becomes finer grained beyond St Nicholas Way and Throwley Way in the surrounding residential areas. The distinctive layout of the Collingwood and Benhill Estates is particularly apparent in the figure-ground, contrasting sharply with the consistent rows of terraces which make up much of the surrounding residential areas.

The green spaces of Manor Park, Sutton Green and St Nicholas Churchyard are clearly visible, although the built form surrounding the open spaces is relatively fragmented affecting their enclosure.

In the southern part of the town centre Cheam Road and Carshalton Road are clearly defined by buildings breaking away only for Manor Park. The urban structure around the station consists of larger, isolated buildings which have opened up the fabric of this part of the town reducing the characteristic containment of its built form. Similarly, in the northern part of the town centre, the Gas holder site and adjacent Collingwood Estate display more fragmented built form.

The proposed plan is a figure-ground representation of how Sutton could look in the future and shows the completion of all the proposed built form within the framework. The aim of the framework is to knit together the urban grain of those parts of the town centre that are currently fragmented. In particular, within the Urban Village Quarter, a series of new urban blocks have been created which achieve a more permeable structure and reveal a finer grain urban form. Within the Station Quarter new development frontages have been created which better address the existing street network, creating a more legible structure. Opportunities have also been identified to create new streets which divide larger blocks and provide new opportunities to wrap frontages with active uses.

New development opportunities along St Nicholas Way and Throwley Way complete the existing block structures with smaller scale infill development and perimeter blocks which close the block and provide the continuation of a built street edge with active frontages. Opportunities have also been sought to create new east-west routes from surrounding residential areas directly into the pedestrianised retail core by dividing some of the larger scale blocks adjoining the High Street.

SUTTON TOWN CENTRE FRAMEWORK PLAN

*Proposed Figure Ground and
Morphology*

PROPOSED BUILT FORM

Fig E9: Existing Figure Ground



Fig E8: Proposed Figure Ground

ACCESS AND MOVEMENT

The Access and Movement Strategy has been developed as an integral part of the UDF. The strategy covers all forms of movement within the town centre and links to the surrounding neighbourhoods. The proposals seek to give priority to the needs of pedestrians, cyclists and public transport to provide a safe and attractive environment. It is recognised, however, that vehicular traffic will still require direct and convenient access to the town centre and to the car parks in particular.

Street Hierarchy

The routes through the town including those which bind together proposed and existing development are organised into a hierarchy in order to make movement through Sutton more understandable.

The primary routes around the town include St Nicholas Way, Throwley Way, Grove Road/Sutton Court Road, and Cheam Road/Carshalton Road which together form the gyratory. These streets are weighted in favour of the car, bus and tram routes. This will be linked to the locations of multi-storey car parks around the town edges. The overriding aim of creating more pedestrian priority streets needs to be balanced against the necessity for people to be able to access the town by car efficiently and to access town centre car parks.

The secondary routes and other main roads are those where the balance of movement is in favour of pedestrians and cyclists. These routes will be mainly for servicing and access to existing and proposed properties or businesses. The character of these routes needs to be different from the primary routes with varied surface treatments, increased pavement widths, cycle stands and more street furniture. These streets will appear as pedestrian oriented, aiming to calm the limited traffic that does use them.

The shared public transport corridors are aimed specifically at public transport (bus/tram) access and pedestrians and cyclists only, and will form an extension of the pedestrianised High Street incorporating Brighton Road to Station Square in the southern part of the town centre and the High Street to Zurich Square in the northern part of the town centre. The central sections of Cheam Road/Carshalton Road, and Marshall Road and Crown Road inside the gyratory system will also become shared public transport streets.

This will help to integrate the Station Quarter and the Urban Village Quarter with the retail core of the town centre providing a seamless link into the pedestrian

zone. It will also improve accessibility for bus and tram users particularly within the northern part of the town centre. Streetscape improvements will include high-quality shared surface paving; new signage; real time passenger information and; where possible, new or improved shelters and interchange points.

The pedestrian zone covers the High Street and is aimed at creating a safe and pleasant shopping environment. The pedestrian priority of the area will be extended north linking into Zurich Place and south connecting with the Station. The pedestrian zone will also link into the network of east-west connecting routes through coordination of shared surface paving, lighting and street trees. The east-west link between Manor Park and the new Civic Square in particular will be strengthened as part of a wider town centre circuit.

Road Crossings

Despite the primary routes enclosing the town centre, there are distinct crossing points along existing or proposed desire lines that aim to connect the High Street with the new development along Throwley Way and St Nicholas Way and the outer residential areas. The most important aspect of these crossing points is to try to replace the system of subways and high level bridge crossings with superior at grade crossings that give greater priority to pedestrians. This may mean the implementation of lighted junction crossing points and/or changes in surface treatment.

Public Transport

The framework identifies a number of proposals to enhance Sutton railway station and its environs as part of the new Station Quarter. Proposals include a new station building, a Station Square, the integration of bus/tram and taxi facilities within the quarter, as well as strengthening the connection for pedestrians from the Station gateway directly into the pedestrianised High Street.

The proposed extension of Tramlink linking the Croydon to Wimbledon line with Sutton town centre will play an important role in promoting the future success and vitality of Sutton Town Centre. The framework identifies a route which circulates around the town centre gyratory road system, operating southbound on Throwley Way and northbound on St Nicholas Way. This was the most preferable alignment identified through the Atkins Transport Study (2008). This will improve accessibility to both the western and eastern parts of the town

centre where integrated bus/tram stops will be provided, and connecting with the proposed major transport interchange at Sutton Court Road to accommodate trains, buses, Tramlink, cyclists and pedestrians. Improved tram and bus transport interchange facilities will also be important to maximise the development potential of sites in the town centre particularly within the Village Quarter where a new transport interchange and square will be provided along Crown Road.

Parking

The town centre is well served by multi-storey car parks accessed from the gyratory and key vehicular gateways into the town centre. The popular Gibson Road and St Nicholas Centre multi-storey car parks will be retained with pedestrian links into the High Street enhanced.

Additional multi storey car parks will be considered, especially within North Sutton, where they can be designed to incorporate ground floor activities, such as shops or offices and thus integrate and contribute to the street scene. Where multi storied car parks are provided they should be sensitively integrated with the surrounding by 'wrapping' development around it to create active frontages.

A new multi-storey car park is proposed adjacent to the railway station on the existing surface car park and to replace the Brighton Road multi-storey car park. The car park will provide long term parking to encourage commuters to use more sustainable forms of transport and provide highly accessible short term station parking. The Times Square multi-storey car park will be redeveloped as part of a larger scheme to incorporate mixed use development. The Civic Centre surface car park will be redeveloped as part of the creation of the new cultural hub.

Given the high levels of public transport accessibility within the town centre and the future improvements made through the proposed extension of Tramlink, the framework will support restraint-based car parking standards for new developments.

In all cases car parking will be required to integrate into the urban form without adversely affecting the character of the area i.e. located behind, above or below development to preserve active frontages at street level. The design of the car park and surrounding landscape should provide clear sightlines into and throughout the car park.

SUTTON TOWN CENTRE FRAMEWORK PLAN

Proposed Access and Movement

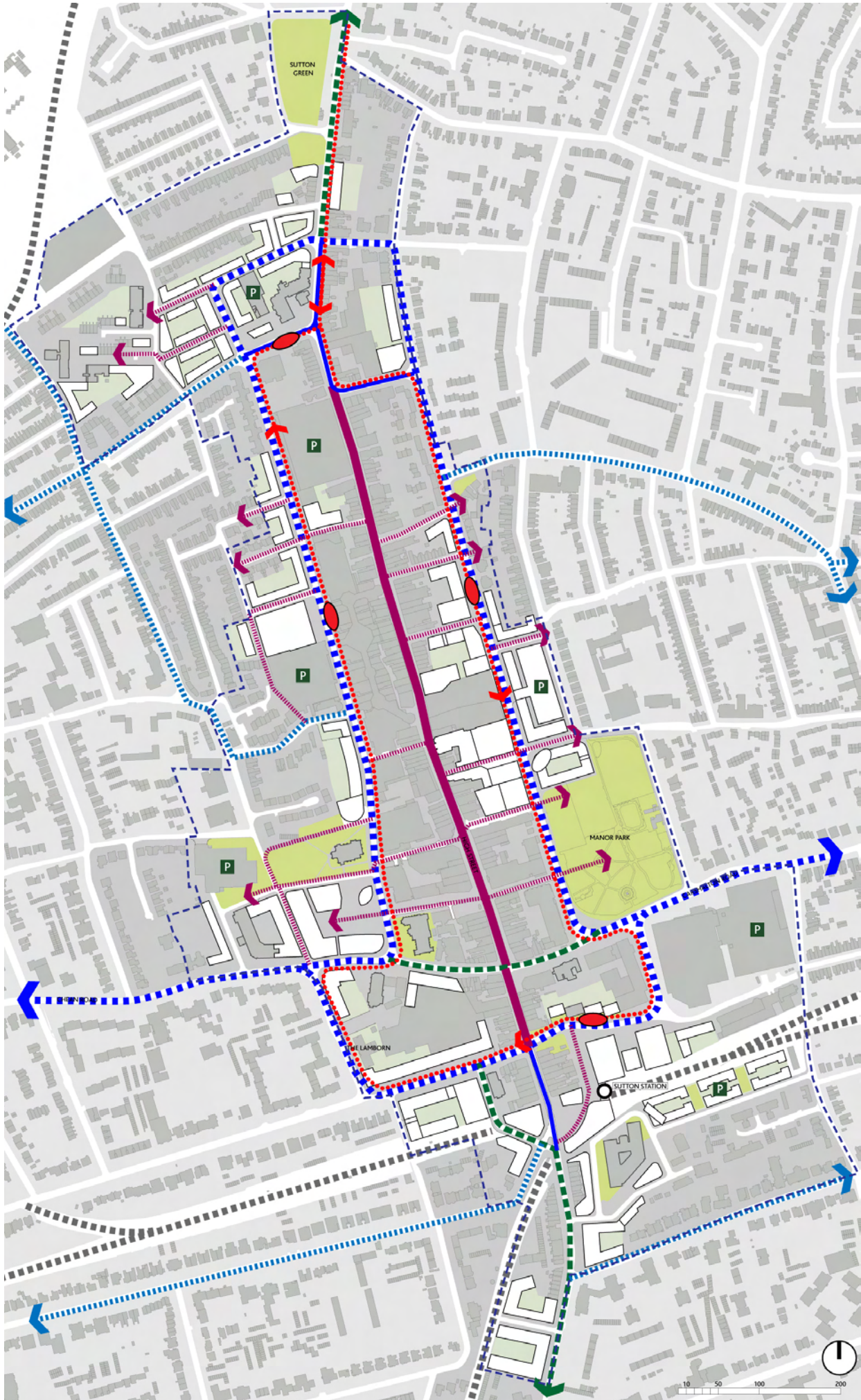


Fig E10: Proposed Access and Movement Plan

SPATIAL NETWORK AND PUBLIC REALM

The Framework establishes a hierarchy of enhanced existing and new urban spaces and places linked to each other and to the pedestrian network to create an integrated system. The town centre’s public spaces provide opportunities for human interaction and enjoyment; they also act as focal points and help to establish the town’s character areas. Each space will perform differing functions within the town as a whole; these functions may range from informal people watching to more formal activities such as the town market. The public spaces will add to the vitality and viability of Sutton’s street life acting as powerful catalysts for private investment.

The key urban spaces and focal spaces in the town centre include the following:

1 THE GREEN CORRIDOR

St Nicholas Way, Throwley Way, Grove Road and Sutton Court Road together form the one way vehicular gyratory system around the town centre. The gyratory system will be re-characterised as an active and vibrant green corridor around the centre which will provide a positive image of the town through high quality lighting and streetscape improvements and extensive tree planting. This will be achieved by changing the perception, experience and environment of the distributors with the potential for the streets to function as part of the town centre pedestrian circuit with interactive street frontages of high architectural design quality and humanised with public realm improvements and trees.

2 HIGH STREET

The pedestrianised High Street forms the backbone of the town centre. A £1.3million development of the High Street to improve the street began in July 2008 as part of an overall strategy to de-clutter the area. The High Street will provide a central role in connecting the town centre quarters and the key focal spaces within them. In particular, the pedestrian priority of the High Street will be extended northwards to Zurich Square within the ‘Village Quarter’, and southwards towards the Station Square at the heart of the ‘Station Quarter’ providing a seamless connection for pedestrians. A new green boulevard link will also extend westwards into Civic Square the focal point of the ‘Cultural Quarter’ and eastwards into Manor Park.

3 TOWN SQUARE

Sutton Town Square is located centrally within the town centre where the High Street widens out at the intersection of Hill Road connecting west to the Civic

Centre and Throwley Road connecting east to Manor Park. It is home to the Millennium Gardens, which incorporates seating areas for shoppers to sit and relax and a stage for local performance and street theatre. Sutton Council is currently working with the Town Centre Partnership considering options to redesign the Town Square as part of the wider proposals to revitalize the High Street.

4 CIVIC SQUARE

The Civic Square will replace the existing Civic Centre Square currently accessed from Hill Road through a dark subway taking pedestrians under St Nicholas Way and into the lower level space. The Civic Square will provide a vital new focus for Sutton’s civic life and the setting for the new architecturally distinctive Civic Centre complex. The square will be a popular place for office workers to eat their lunch with outdoor cafes activating the edges of the square, and bars and restaurants contributing to the area’s dynamic evening character. The square will also play host to more formal civic gatherings and public events including open air concerts and winter ice rink.

5 ST NICHOLAS GREEN

St Nicholas Churchyard will be an integral part of the Civic Square and an important part of the Cultural Quarter. The green space will be extended westwards, and the community hall relocated to a prominent position within the Civic Centre. The space will provide contrast to the hard landscaped formality of Civic Square through the retention of the mature trees and the grassed areas with the potential to incorporate a children’s play area. The space will form a natural extension to Civic Square through the shared surface treatment of Gibson Road providing a safe and convenient connection from the Gibson Road MSCP to the High Street. The space will also provide an attractive setting to showcase St Nicholas Church as a key landmark building within the town centre.

6 STATION SQUARE

A high quality Station Square will give urban significance as a first point of arrival in Sutton. This will be a functional hard landscaped space incorporating active small scale retail/leisure uses along its edges and seating areas offering the opportunity to ‘gather oneself’ after a journey. The square will create a positive new gateway to the town and provide the setting for a new landmark station building using high quality materials, lighting, public art and incorporating secure cycle parking.

7 ZURICH PLACE

Zurich Place will become a new focus for the Urban Village Quarter providing the transition between the busy High Street, new development within the Gas Holder site and the leafy residential areas to the north. The square will give urban significance to Zurich House which marks the northern end of the High Street and forms a prominent termination to the vista from the pedestrianised High Street.

8 SUTTON GREEN

Sutton Green will become a green gateway for Sutton town centre and provide a significant local green space as the focus within the Urban Village Quarter. There is an opportunity to create a more coherent space through the coordinated treatment of the areas immediately around the two spaces and across Bushey Road to create a shared surface, and through the removal of the boundary railings and the relocation of the toilet block and recycling facilities. A new commercial building will be constructed to the south of the square to activate the southern edge. Existing mature trees will be retained and additional planting introduced to reinforce the green nature of the space.

9 MANOR PARK

Manor Park will retain its function as Sutton’s ‘green lung’ providing a valuable resource and important haven from the busy town centre. A new high density landmark residential development on the north western corner of the park will provide active frontage to the park and encourage natural surveillance of the area during the day and into the evening. A café/restaurant and/or community facility should be incorporated into the ground floor edge of the park, or within the new pavilion building set within the park itself. There may also be an opportunity to incorporate a skate park providing recreation space for older children.

OTHER SPACES

The framework also proposes a number of smaller spaces and areas for high quality public realm treatment. In particular, these are focused:

- › Around existing landmark and key buildings;
- › At key gateways into the town centre;
- › At transport interchanges including bus and tram stops; and
- › At key junctions and crossing points.

SUTTON TOWN CENTRE FRAMEWORK PLAN

*Proposed Spatial Network
and Public Realm*

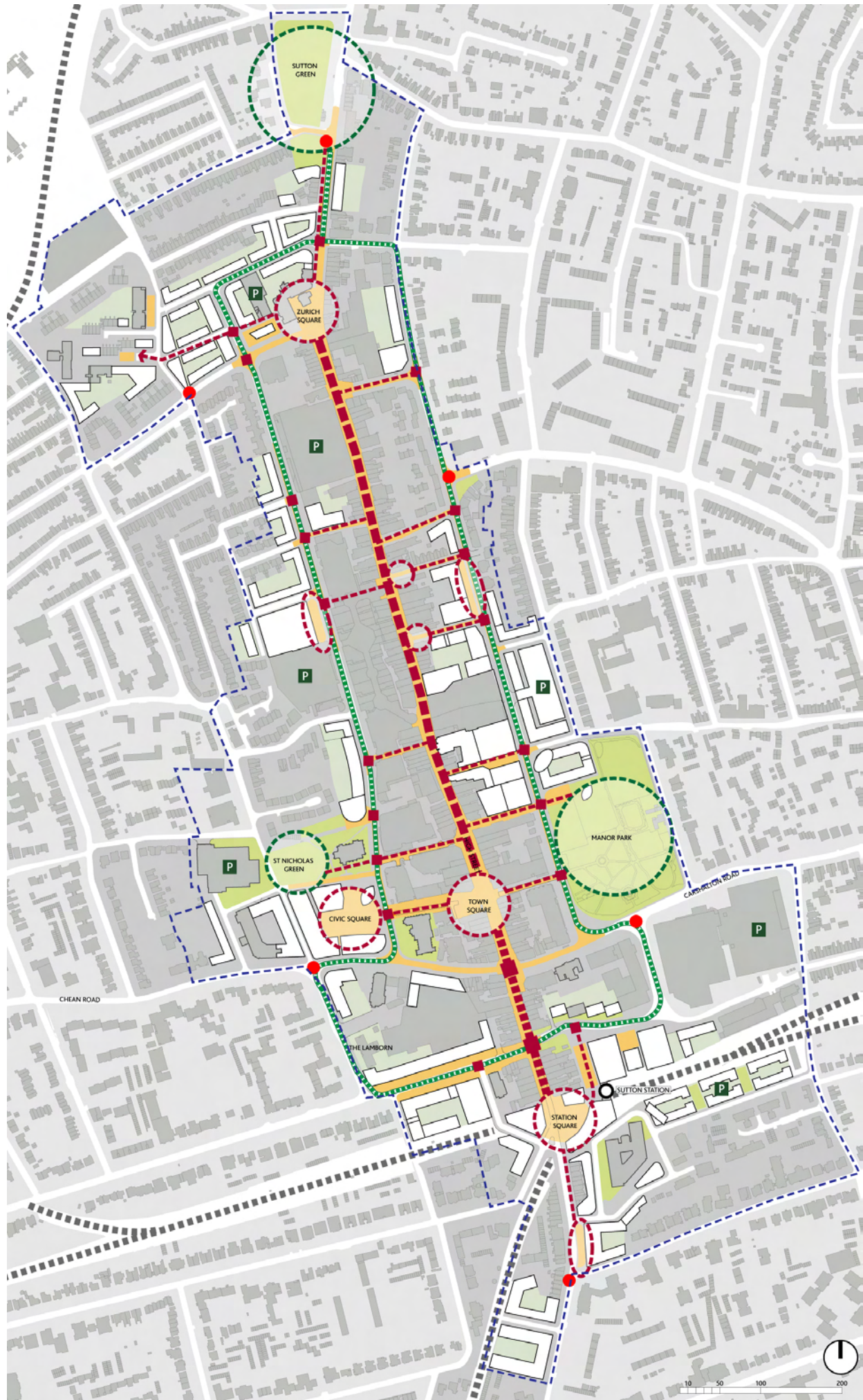


Fig E11: Proposed Public Realm Plan

BUILT FORM

The built form plan identifies the proposed future urban form of the town centre including landmark buildings, development opportunities, buildings that have potential for refurbishment or conversion to other uses and where improvements are sought along key street frontages.

Landmark And Key Buildings

The framework aims to site a number of landmark and key buildings within it to raise the quality of built form and improve the legibility of the town.

The landmark buildings should be exemplary architectural showpieces, a small number of which could be the focus of architectural competitions. This is particularly relevant for any new civic buildings such as a library and Civic Centre. These landmark buildings will also need to display the highest standards of sustainability developing the identity of Sutton as a sustainable and eco-friendly town centre.

Within the framework landmark buildings have been identified within each quarter, and are located mainly adjacent to significant spaces within these quarters. Collectively, the building and its setting will become a high quality focal point that reflects the level of aspiration of the town. These buildings can be found at the Station Square in the form of a new station building within the Station Quarter, as part of the Cultural Quarter in the form of a new Civic Centre, library, SCOLA and theatre, on the southern edge of Sutton Green as part of the Village Quarter and at the corner of Manor Park as part of the Exchange Quarter.

The landmark buildings are complemented by a series of key buildings which should be equally unique in their architectural composition and articulation. These buildings are located primarily at entrances and gateways to the town, at key intersections and the secondary urban spaces. It is important that landmark and key buildings read as markers and points of reference that allow people to have a greater sense of where they are in the town centre.

Refurbished/Improved Buildings

Sutton has a number of important and prominent buildings that are either part occupied, vacant or provide the potential for future conversion. The Council has granted planning permission for the renovation of South Point tower for office uses. There is also potential to refurbish Watermead House tower block on the northern edge of Sutton Court Road.

Buildings of historic and architectural significance which may offer opportunities for conversion and re-use in the longer term include the Secombe Theatre building on Cheam Road which offers the potential for conversion into residential use as part of the redevelopment of the Cultural Quarter and the Masonic Hall building on Grove Road. The ground floor frontages of the Zurich Tower could be improved to provide greater activity and surveillance of Zurich Place.

Improved Frontages

As well as providing a quality built form through landmark buildings and the conversion of existing significant buildings, the quality of the existing built form also needs to be addressed through the framework. This is particularly relevant along the High Street where opportunities should be explored to implement a comprehensive shopfront improvement scheme to repair, refurbish and restore original features and to create a consistency of attractive frontages across the High Street. Improving the architectural and visual quality of the frontages may also encourage users to take up some of the accommodation that is currently available and will also improve the image of the town centre.

The framework seeks to re-activate street frontages and provide improved enclosure and activity along Throwley Way, St Nicholas Way, Cheam Road and Grove Road, and along the key east-west routes connecting into the High Street such as Lodge Place and Manor Place. As part of the development proposals new frontages will be created along these streets and a range of different uses more suited to active public edges will be promoted such as cafes, restaurants, bars and shops. This will be complemented by the creation of pedestrian priority areas or the widening of pavements to provide opportunities for spill out from the units.

Blank walls and facades within the town will also be addressed as part of the framework. The façade of the Gibson Road multi-storey car park in particular will need to be improved to provide a more attractive frontage to St Nicholas churchyard as part of the redevelopment of the Cultural Quarter. This could include public art works, interactive lighting or planting. Similar treatments could also be considered for the façade of the prominent ASDA store at the northern end of the town centre which currently presents a blank façade to the High Street. Opportunities could be explored to provide small kiosks or single aspect small scale retail outlets in front of the existing façade to create a more vital street scene.

SUTTON TOWN CENTRE FRAMEWORK PLAN

Proposed Built Form

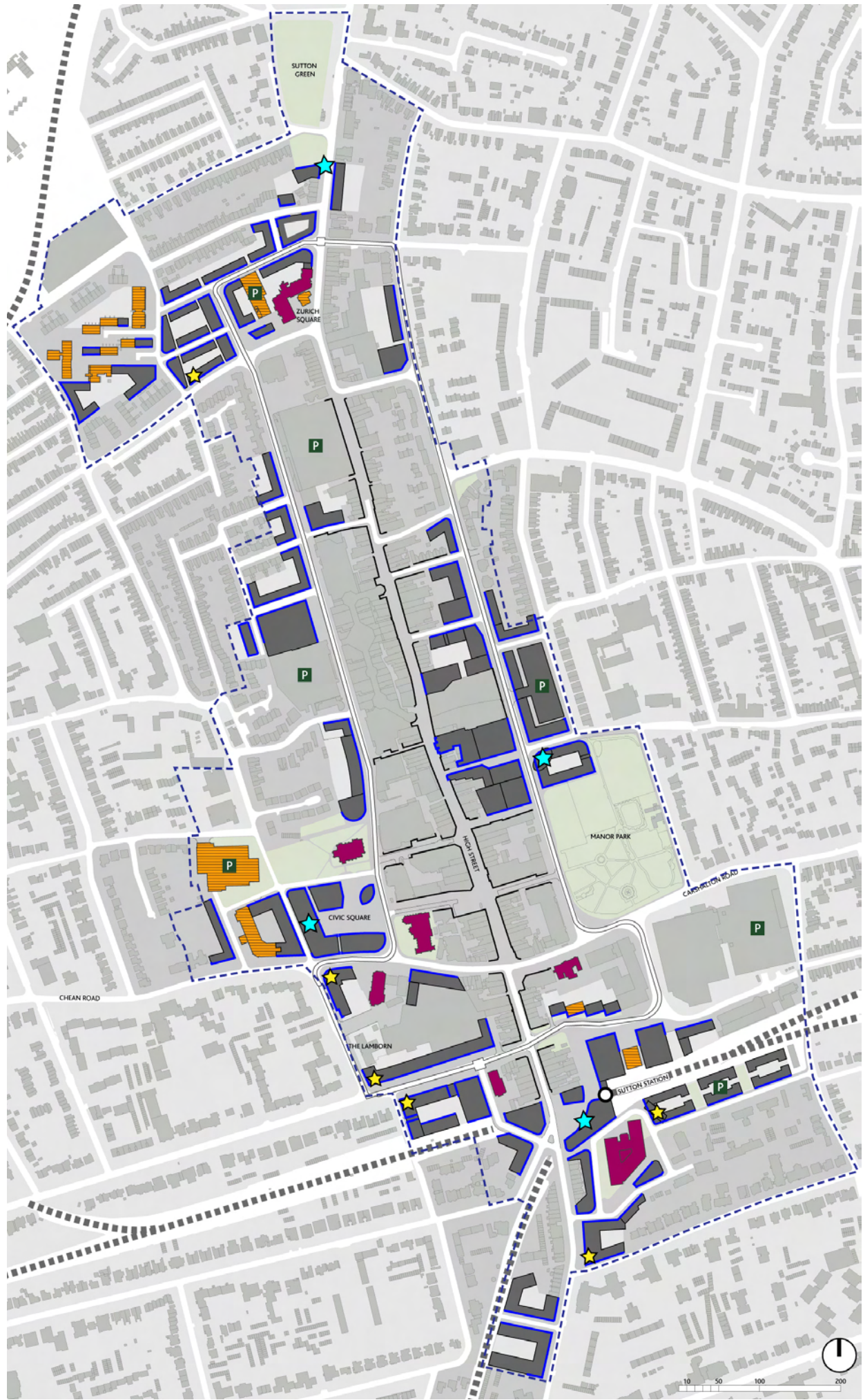


Fig E12: Proposed Built Form Plan

SCALE AND MASSING

As one of four Metropolitan Centres in South London, Sutton town centre has been identified as a key location for major developments to meet Borough needs for retail, culture, leisure, commercial, employment and residential development. The town centre offers considerable potential for high density mixed-use intensification and expansion of the primary shopping area. The framework seeks to articulate the built development options to accommodate significant growth over the next 15 years. In general a greater density of accommodation is provided across the town centre to ensure that the maximum benefit is achieved from the available land, to create greater activity and interest with the streetscape and to create sustainable communities with Sutton Town Centre.

In terms of massing, the proposed framework shows a range of development blocks which are anticipated to meet future requirements. Within the Retail Quarter adjacent to the High Street and along St Nicholas and Throwley Way as an expansion outwards of the primary shopping area, larger scale retail units have been accommodated to meet the demand of national multiples and large scale leisure uses.

Within the Cultural Quarter larger scale perimeter blocks provide the opportunity to accommodate the new Civic Centre, library, SCOLA and theatre.

As part of the redevelopment of the Station Quarter, a variety of building types have been provided to capitalise upon the most accessible location within the Town centre. These range from larger scale pavilion style blocks which have the potential to accommodate office-led development, as well as infill and perimeter blocks suitable for residential-led mixed use development.

The Urban Village Quarter displays a finer grain block structure with perimeter blocks offering the flexibility to accommodate smaller scale office space, and residential development with the interior of the perimeter blocks presenting an opportunity to accommodate car parking, service areas and communal gardens. Residential terraces have also been provided to ensure a sympathetic transition between the perimeter blocks and the existing residential areas to the north, and a natural extension to the houses along Vale Road.

In terms of building scale, the plan shows a range of heights that are determined by the existing scale of the town, however, as part of the framework new development will bring opportunities to increase building heights and density in appropriate locations within the town centre.

The High Street frontage will retain its human scale with new development of no more than three and four storeys in height dependant on the existing adjacent heights. Moving outwards from the High Street northwards into the Urban Village Quarter and along Throwley Way, St Nicholas Way, Cheam Road and Grove Road, new development will increase in height to between four and six storeys to provide adequate enclosure and definition to these primary routes. Beyond the gyratory building heights will decrease to provide a more sensitive transition between the town centre boundary and the existing residential areas with new development of between one and three storeys in height.

Tall buildings of between seven and ten storeys will be considered appropriate at important spaces, intersections or gateways. The heights of proposed development will increase around the Station Quarter, responding to the emerging cluster of tall buildings in the vicinity of the station, the topography of the town centre, and the aim of creating a clear identity for Sutton through its skyline.

SUTTON TOWN CENTRE FRAMEWORK PLAN

Proposed Scale and Massing

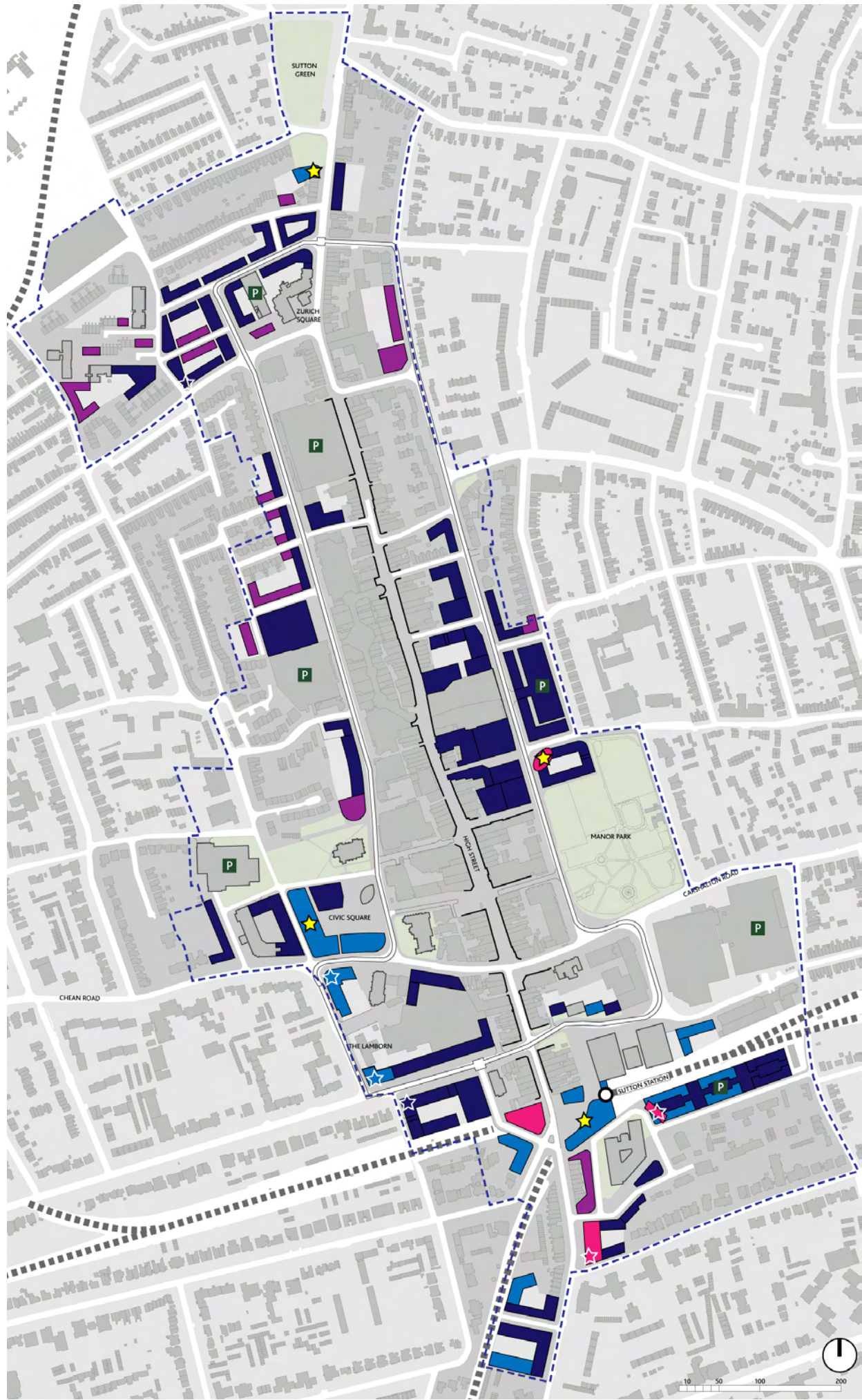


Fig E13: Proposed Scale and Massing Plan

- Town Centre Plan Boundary
- Proposed Landmarks
- Proposed Key Buildings
- 11(+) Storeys
- 7-10 Storeys
- 4-6 Storeys
- 3-4 Storeys
- Car Parking
- Railway Lines
- Rail Station

CHARACTER AREAS/ QUARTERS

The town centre has been sub-divided into a number of character areas or quarters which aim to capitalise upon elements of the existing character whilst reinforcing the identity and 'sense of place' of these various parts of the town centre so that they are more memorable for those visiting and together reinforce the vitality and viability of the centre. Despite the divisions on the plan the character areas do overlap each other and are strongly connected through a series of routes and pathways. Each area also has a focal space or heart which links to other nodal points.

The vision for the character of each of the town centre quarters is outlined below:

THE STATION GATEWAY - STATION QUARTER

The Station Quarter will provide a transformed arrival experience with a new station and a public transport interchange with adjacent high quality public realm treatment providing a dramatic gateway to the town. It will become a high density, mixed use commercial and residential development area with a focus on high quality businesses.

The Station Quarter will become a highly visible, accessible new business area around the transport interchange, providing a natural synergy with the surrounding mix of uses, with demand from office workers sustaining and contributing to the success of the town's leisure and retail. The area will also provide additional overnight accommodation for visitors as well as significant leisure and evening economy uses.

ST NICHOLAS - CULTURAL QUARTER

The St Nicholas Quarter will be a truly mixed-use quarter with culture at its' core. It will provide an extended visitor offer incorporating a new theatre, SCOLA facilities, a library and learning centre, art gallery, dance studio and Civic offices. It will also provide an extended family leisure offer as well as providing evening economy uses such as cafes, restaurants and bars. The cultural facilities will be focused around a new Civic Square linked by a tree lined plaza directly into the Town Square.

SUTTON GREEN VILLAGE – THE URBAN VILLAGE QUARTER

Sutton Green will be a dense and vibrant urban village with a thriving mix of residential, niche shops, local restaurants, cafes and bars, and the provision of small offices, workshops and live/ work accommodation. It will be strongly linked to an improved Sutton Green providing important green space for the area. Lively street with active uses along them will ensure a community with a strong sense of identity and cohesiveness.

THE EXCHANGE – RETAIL QUARTER

With the High Street as its backbone the retail quarter will become the 'heart' of the town centre connecting all the quarters and providing a consolidated and expanded experience incorporating retail and large scale leisure attractions. The quarter will be focused around a high quality, distinctive visitor circuit which will link the retail and cafes, restaurants and bars spilling out into the newly improved pedestrianised High Street with St Nicholas and Throwley Ways to provide an enhanced experience of the Town Centre.

Land Uses

Within the quarters there are predominant uses but these will be interspersed with a very clear mix of different uses. All new development should incorporate a mix of uses that is appropriate for the area. The aim is for spaces or streets to be active and engaging throughout the day and night. As people leave, after shopping or working, they are replaced by people living or spending leisure time. This way more people are around for different parts of the day ensuring surveillance, safety and a vibrant Town Centre.

The Station Gateway - Station Quarter

Although the framework allows for flexibility, the type of land uses found within the Station Quarter will predominantly focus around employment uses, with some residential and supported by retail and leisure uses at ground floor level. This reflects the existing uses in the area and the high levels of public transport accessibility within the quarter.

St Nicholas - Cultural Quarter

The predominant uses within the Cultural Quarter will focus around community, civic, education and leisure uses. Civic uses will include new offices for the Council, a library/ learning Centre, SCOLA campus, a theatre, an art gallery and community facilities with complementary cafés, bars and restaurants activating the streets and spaces.

Sutton Green Village – The Urban Village Quarter

The Urban Village Quarter will provide a true fine grain mix of uses incorporating residential, office, specialist retail and services, live/work accommodation as well as places to eat and drink.

The Exchange – Retail Quarter

The predominant land uses within the Exchange will be large format retail and leisure uses including a new sports centre strengthening the variety and offer of the High Street. Residential and office uses should also be encouraged in the upper floors of buildings.

SUTTON TOWN CENTRE FRAMEWORK PLAN

Proposed Town Centre Quarters

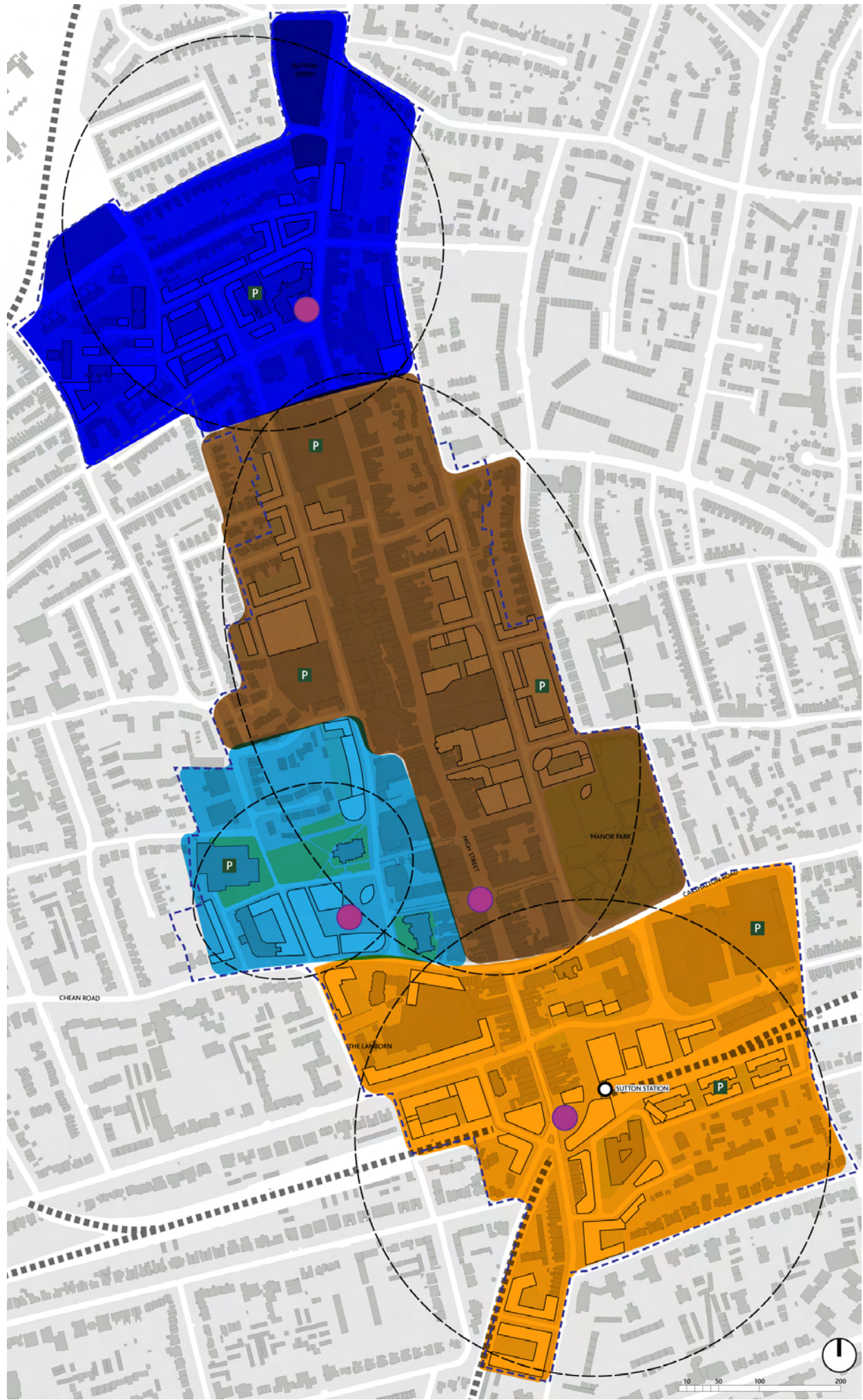


Fig E14: Proposed Town Centre Quarters Plan

