

Crawley

Growth Programme Prospectus

Unlocking homes and jobs



This regeneration project is brought to you by the **Crawley Growth Programme**

Crawley Growth Programme – Overview

Why Crawley?

Crawley offers significant opportunity for growth:

- > The second highest job density in the country outside London
- > In the top ten of the most productive economies in the UK – averaging £57k per worker per annum of output
- > Manor Royal Business District – one of the largest business districts in the country, accommodating 500 businesses and 30,000 jobs
- > Contributes 25 per cent of the economic output of West Sussex despite occupying just two per cent of the land mass
- > The number of jobs in Crawley has grown by 10 per cent since 2013, double the national average.

But there are significant threats:

- > Traffic congestion – Crawley attracts more than 43,000 commuters every day – the highest volume in the south east outside London. More than 80 per cent come in by car. Manor Royal businesses are increasingly frustrated by traffic congestion, considering it as a major constraint to ongoing growth
- > A lack of diversity – the town centre has not historically provided for housing need. As recently as 2014 there were just 219 housing units in the town centre. There is increasingly scarce commercial space in the town centre due to permitted development rights. This threatens footfall, economic activity and jobs.
- > Commercial and housing land supply – constrained supply means that job growth has to be generated by re-using brownfield sites and intensifying existing development in the town centre and Manor Royal Business District.

What is the Crawley Growth Programme?

The Crawley Growth Programme will achieve the critical mass of public and private investment necessary to deliver vital infrastructure improvements, which enable sustainable growth on regeneration sites in the town centre and

Manor Royal Business District.

The total programme will see more than £60m invested to support growth in Crawley.

The programme will:

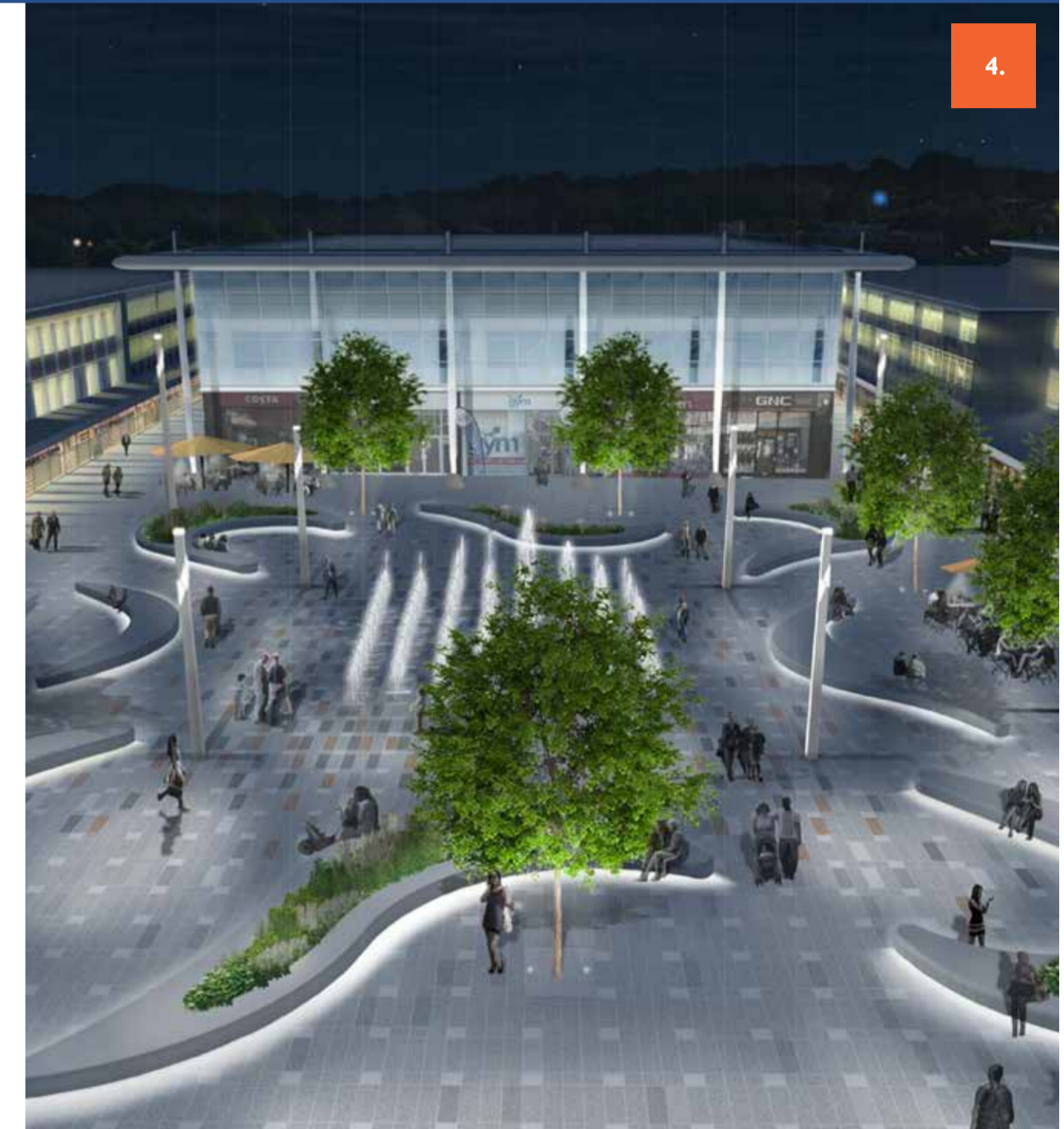
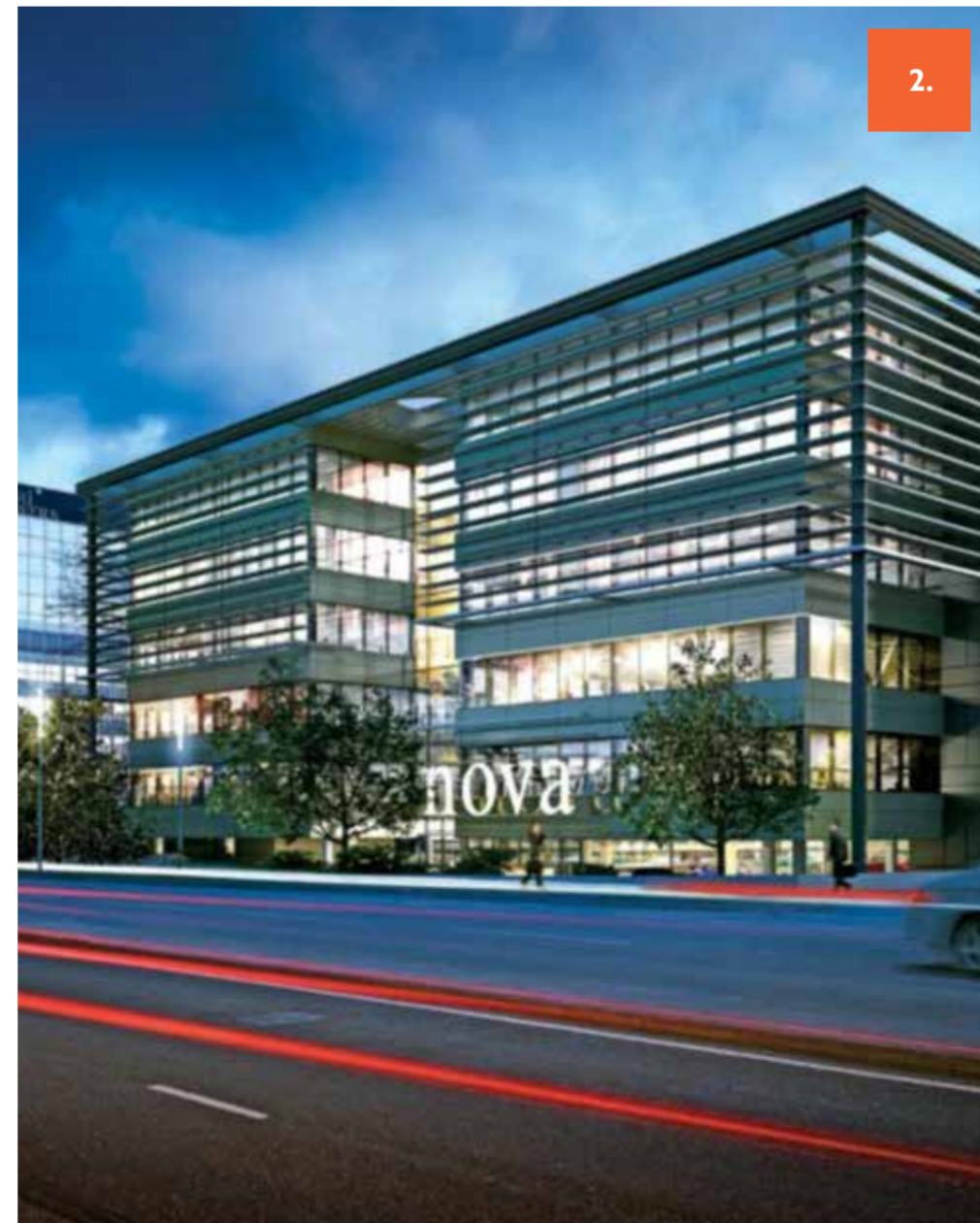
- > Transform the business and living environment by undertaking significant upgrades to the public realm in the town centre and Manor Royal Business District
- > Deliver significant new Grade A commercial space in the town centre
- > Support the delivery of high quality office and industrial space in the Manor Royal Business District
- > Unlock private developer finances to pay for a brand new railway station in Crawley
- > Improve significantly the quality of sustainable transport infrastructure (bus, cycle routes and pedestrian walkways) to deliver “modal shift” and alleviate congestion
- > Achieve major bus, cycle and pedestrian connectivity enhancements at Crawley’s three railway stations, creating brand new inter-modal transport interchanges.

The Crawley Growth programme will be delivered by a major partnership of public and private bodies, including the Coast to Capital Local Enterprise Partnership, West Sussex County Council, Crawley Borough Council, Metrobus, Gatwick Airport Limited, Manor Royal Business Improvement District (BID) Company, the Arora Group, Gatwick Diamond Initiative and Crawley Town Centre Partnership.

What will the outcomes be?

- > Delivery of 7,000 extra jobs
- > At least 135,000sqm of new Grade A commercial space within Crawley by 2030
- > At least 1,000 new homes in Crawley town centre by 2030
- > Delivery of a £60m investment programme.

1. Queens Square regenerated
2. CGI of Nova site - 11,300 square metres of proposed Grade A commercial space, London Road
3. Queens Square prior to regeneration
4. Queens Square at night with new water feature
5. Crawley’s new railway station, presented by The Arora Group, the site developer



Crawley Growth Programme – Overview

What will the Local Growth Fund deliver?

£14.6m of LGF will be matched by:

- > £8m of WSCC investment
- > £5.4m of CBC investment
- > The allocation of £2.5m of S106 contributions to the programme
- > The allocation of £1m of CIL contributions.

This investment will enable the delivery of: the following infrastructure schemes and outcomes:

- > The “Eastern Gateway” – to enable a high quality new commercial and civic zone
- > “Station Gateway” – a transformed living environment, brand new railway station and 300+ quality residential apartments
- > Queensway town centre improvements
- > Investment in securing Grade A commercial space in the town centre
- > Three Bridges Station enhancements
- > Town centre and Manor Royal cycle improvements
- > Town centre and Manor Royal bus shelters and ‘superhubs’
- > Manor Royal highway improvements including County Oak, London Road and Gatwick Road
- > Sustainable travel mobility platform focused on Manor Royal.

Where is the wider investment coming from?

Delivery of a wider investment programme exceeding £28.9m:

- > £13.7m committed by Metrobus to enhance bus infrastructure and services
- > £2.8m committed by Gatwick Airport Limited to improve the bus interchange at Gatwick Airport
- > £3.1m already committed by the LEP to enhance Queens Square, Haslett Avenue traffic signals and real time passenger information (RTPI)
- > £1.7m already committed by WSCC to match current Local Growth Fund allocations
- > £3.3m contribution from The Arora Group to Station Gateway improvements
- > £1.2m contribution from Surrey County Council to provide highway improvements in Manor Royal
- > A total Manor Royal BID (subject to securing BID term two) investment programme of £3.1m.

1. Queensway today
2. A transformed Queensway, attracting new retail investment
3. Overline House, outdated office block at Station Gateway today
4. A transformed living environment with 308 new high quality apartments at Station Gateway



Town centre

Major Crawley Growth Programme projects in the town centre are:

- > Station Gateway
- > Eastern Gateway
- > Queensway
- > Queens Square.

Station Gateway

This major regeneration scheme promises to transform the Station Gateway area into an attractive, inviting and safe environment, truly reflecting the town's opportunities as a place to live and work.

The development includes 308 high quality apartments with a new train station and plaza, full disabled access and multi-deck car park.

The plans include a new, modern station building with a new entrance, ticket hall, footbridges and multi-storey car park. The development will also have a coffee shop, retail kiosk and a small start-up business hub, all designed to support Crawley Borough Council's ambition to create a network of business hubs and enable small and start-up enterprises in the town.

Eastern Gateway

The Eastern Gateway encompasses four major opportunity sites – the Town Hall complex at the eastern end of The Boulevard, County Buildings on Northgate Avenue, Crawley College (east of the tower block) and Telford Place.

It also provides significant sustainable transport and public realm improvements to College Road, The Boulevard, Exchange Road and Southgate Avenue.

The proposals for the eastern end of The Boulevard will see the current Town Hall replaced with a new Town Hall with an additional 13,500 square feet of Grade A commercial offices, a new public square and public realm improvements. The neighbouring two-storey car park will be demolished.

The proposals also include around 275 homes in two blocks and the infrastructure for a district heating network. The Town Hall multi-storey car park will remain and will be upgraded under these proposals.

The large County Buildings site provides an opportunity for the creation of a housing, business space or mixed used development.

Queens Square

Work to transform Queens Square into a high quality, distinctive, adaptable and enjoyable public space is almost complete.

The transformation will help to encourage landowners and businesses to invest more in the area, acting as a catalyst for wider regeneration.

The work includes new high quality paving, new and improved lighting, new seating, new street furniture, new planting and a central focal point including an attractive plaza and decorative water feature.

The £3.2m regeneration plans are a joint project between Crawley Borough Council, West Sussex County Council and the Coast to Capital Local Enterprise Partnership.

Queensway

Proposals to extend the Queens Square regeneration work along Queensway, The Pavement and Kingsgate are being developed.

Design objectives for the £2.2m scheme include a design that is cohesive with Queens Square, improved connectivity with Memorial Gardens and Queensway, a flat, accessible and attractive space and attractive lighting for safety and aesthetics.

Plans also include new seating, cycle racks, better vehicular access into Parkside Car Park, more litter bins and disabled parking bays.

These projects will deliver 21,000 sq metres of new commercial space, 2,000 new jobs and 1,000 new housing units in the town centre by 2030.

Before

Growth Programme investment

After

Outcomes



1.

Station Gateway

- > Will unlock £70m of developer investment

£5.3m

- > Transform the Station Gateway area into an attractive, inviting and safe environment
- > Transformed first and last impressions



2.

- > 308 high quality apartments
- > New train station and plaza
- > New shared space for pedestrians, cyclists and vehicles

Before

Growth Programme investment

After

Outcomes



3.

Eastern Gateway

£8.3m

- > Transformed cyclist / pedestrian connectivity to regeneration sites
- > High quality business / living environment
- > Integration of sites into town centre core



4.

- > Successful site regeneration, yielding 750 new homes, 21,000 square metres of Grade A commercial space and 1,100 jobs



5.

Queensway

£2.2m



6.

- > Continuation of high-quality improvements in Queens Square along main connector streets
- > Improved connectivity with Memorial Gardens and Queensway
- > Flat, accessible and attractive space
- > Attractive lighting for safety and aesthetics
- > New seating and cycle racks
- > Modernisation of existing retail space and renewed retail investment following the excellent model provided by Queens Square



7.

Queens Square

£3.2m

- > Transformed the 3,500 square metre public square into a high quality, inviting, distinctive and enjoyable public space

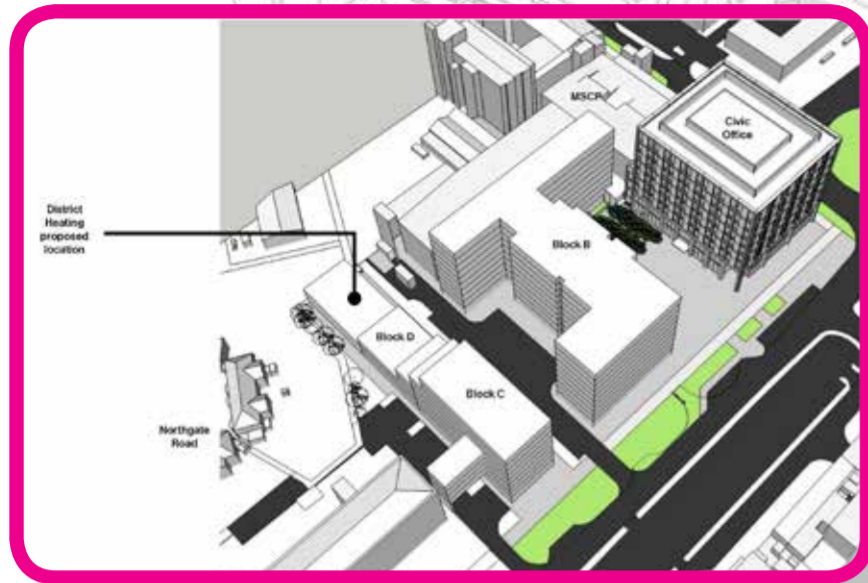


8.

- > Encouraged new businesses to open
- > Retailers and property owners improved their buildings' appearance
- > High quality paving, new and improved lighting, new seating, new street furniture, new planting and a fountain
- > 4,000 square metres of commercial or retail space regenerated and brought into use
- > 359 residential units and 300 jobs created
- > 7,000 square metres of indirect retail or commercial space brought into use

- 1. & 2. Station Gateway
- 3. & 4. Town Hall (part of Eastern Gateway)
- 5. & 6. Queensway
- 7. & 8. Queens Square

Map of Crawley town centre



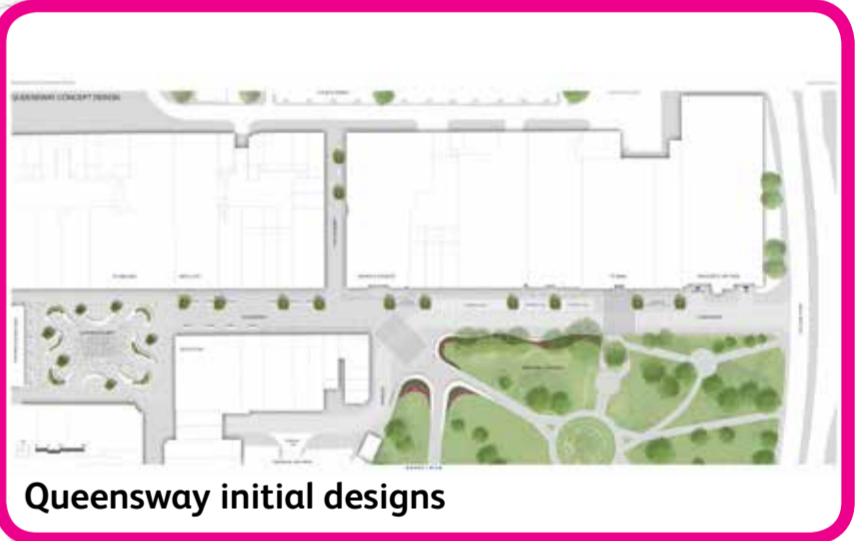
- Station Gateway**
- Public realm upgrades to transform the living environment
 - Increased bus bays and new bus shelters
 - Existing shelters repositioned to increase space for pedestrians
 - Highway changes to improve pedestrian space and crossings
 - Shared-space footways
 - Changes to improve visibility and attractiveness of the environment
 - Low-level planting to improve views and linkages to the train station
 - Trees planting to soften the vehicle-dominated environment
 - Public realm improvements in The Martlets

275 homes
13,500 sq metres grade A office space
District heating network
Improved public realm
New public square
Commercial units

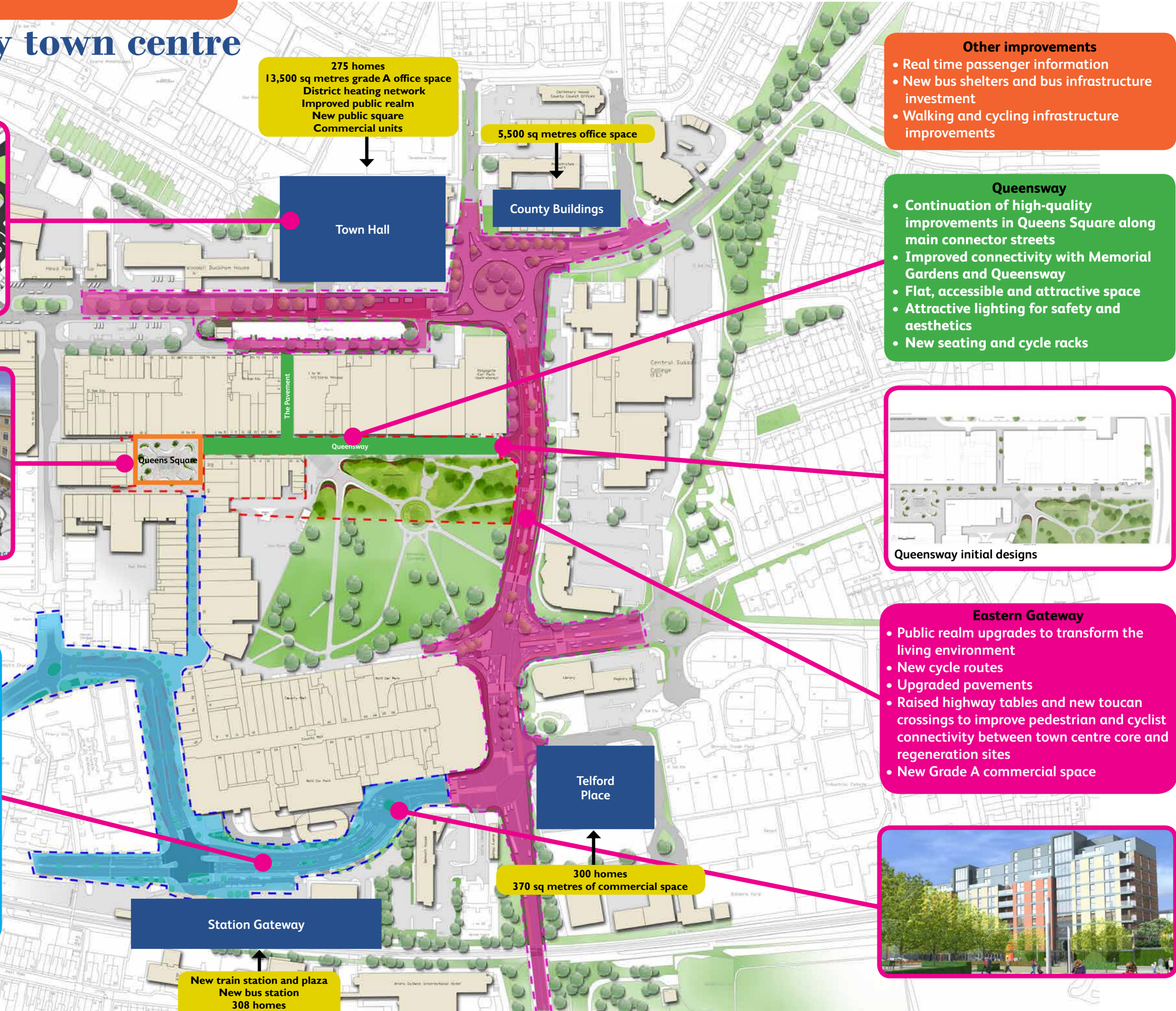
5,500 sq metres office space

- Other improvements**
- Real time passenger information
 - New bus shelters and bus infrastructure investment
 - Walking and cycling infrastructure improvements

- Queensway**
- Continuation of high-quality improvements in Queens Square along main connector streets
 - Improved connectivity with Memorial Gardens and Queensway
 - Flat, accessible and attractive space
 - Attractive lighting for safety and aesthetics
 - New seating and cycle racks



- Eastern Gateway**
- Public realm upgrades to transform the living environment
 - New cycle routes
 - Upgraded pavements
 - Raised highway tables and new toucan crossings to improve pedestrian and cyclist connectivity between town centre core and regeneration sites
 - New Grade A commercial space



New train station and plaza
New bus station
308 homes
Start-up business hub
Multi-storey car park

300 homes
370 sq metres of commercial space

Manor Royal

Gatwick Road junction improvements

Roundabout traffic flow improvements along Gatwick Road at the Manor Royal, Fleming Way and Beehive junctions have been identified, alongside sustainable transport connectivity improvements, as being critical in particular, to the regeneration viability of the new Nexus development and the Northwood Park site and the delivery of 1,600 additional jobs and 28,000 square metres of Grade A commercial space.

The above sites both have planning permission with developer contributions to the junction improvements secured through the Section 106 Agreement, and part of the site has full planning permission and is nearing completion. The Growth Programme will enable the delivery of these improvements, which will include a new bus lane and new cycle lane facilities.

London Road junctions and County Oak Way

These works will support the growth in the area by providing key junction improvements to traffic flows in the London Road corridor.

Works at County Oak Way and on London Road will alleviate congestion, improve pedestrian and cyclist connectivity and strengthen bus access in order to boost overall transport capacity and help to unlock regeneration at the Nova site, which has planning permission for 10,900 square metres of Grade A commercial space, yielding more than 770 jobs.

Walking and cycling

Crawley Borough Council, working with an independent cyclist consultant, has identified key cycle route improvement priorities in the town centre/Manor Royal. The council will lead on the development of designs for priority proposals. These priorities will provide:

- > Improved connectivity for pedestrians and cyclists – removing physical barriers, enhancing the public realm and strengthening vital cycle links from Manor Royal to Gatwick and Three Bridges railway stations
- > Improved crossing facilities at key locations.

Public transport infrastructure improvements

Installation of a new bus lane on Manor Royal – this is a top priority for Metrobus to reduce journey times in the Manor Royal area.

Metrobus will also be investing in the enhancements to bus service routes 10 and 20.

Super bus hubs equipped with RTPI and Wi-Fi will be installed at the following locations:

Proposed super bus hubs will be installed at the following locations:

- > Gatwick Road north southbound
- > Gatwick Road north northbound
- > Manor Royal west westbound (outside Thales offices)
- > Manor Royal west eastbound (outside Thales offices)

Outdoor media

- > Manor Royal central westbound
- > Fleming Way west eastbound (outside Virgin's The Base)

New bus shelters will be installed in:

- > Gatwick Road south
- > County Oak eastbound
- > Napier Way
- > Gatwick Manor north and south.


Installation of outdoor media to promote improved sustainable transport infrastructure in six key locations.

This is a progression of phase one of the Manor Royal wayfinding and signage project which consists of directional signs, map boards, road stands, coloured-coded zone street name signs and lamp post banners.

Phase two aims to introduce outdoor digital media advertising and information screens at various locations around Manor Royal.

1. New RTPI displays in 38 locations in Manor Royal
2. Gateway 1 - public realm and highways improvements at key gateway into Manor Royal
3. Northwood Park - a major new commercial space (10,900 square metres, 1,000 jobs), to be made viable with Growth Programme investment
4. The new Virgin Atlantic HQ in Manor Royal - Growth Programme investment will aid business retention
5. Aircraft simulation business investment at Nexus site, subject to viability
6. Transforming the business environment in Manor Royal

These projects will deliver 114,000 sq metres of new commercial space and 5,000 new jobs in the Manor Royal Business District by 2030.

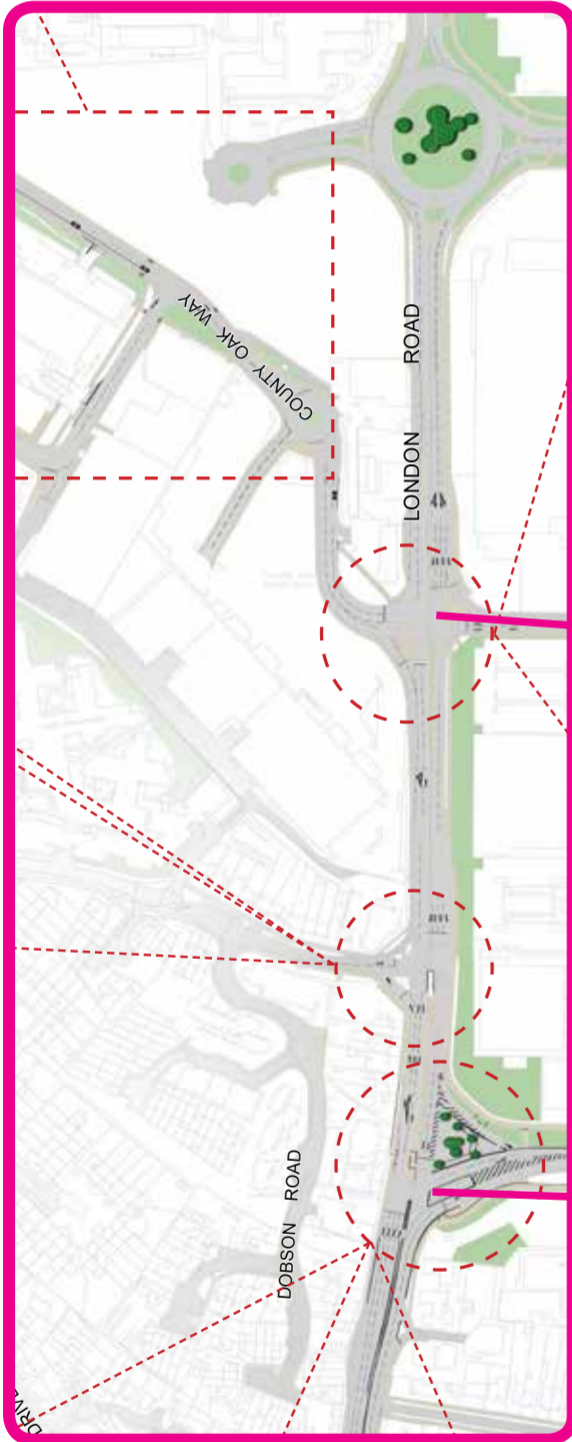
 Three Bridges Stop D 10:56	METROBUS	20	Gatwick & Horley	9 min	1.
	METROBUS	20	Gatwick & Horley	22 min	
	METROBUS	20	Gatwick & Horley	37 min	
	METROBUS	20	Gatwick & Horley	52 min	



Map of Manor Royal

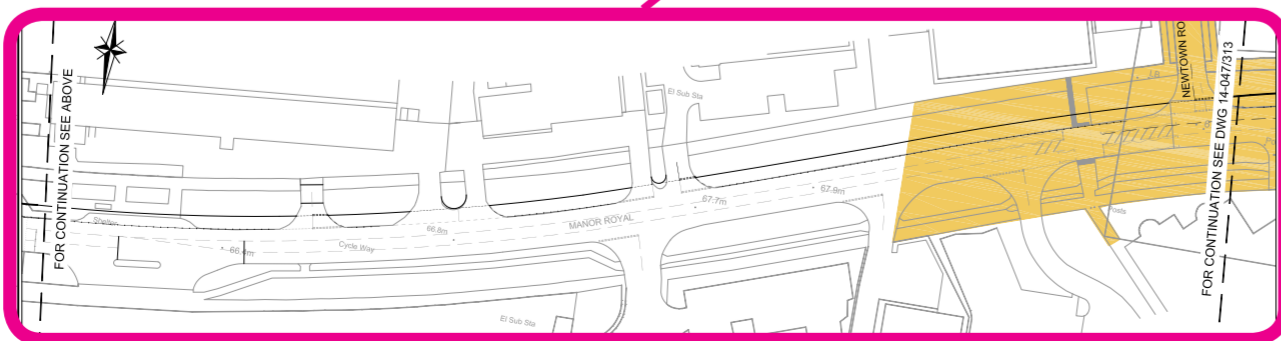


Nova
London Road and County Oak Way junction improvements



Churchill Court

Manor Royal bus lane



Gateways

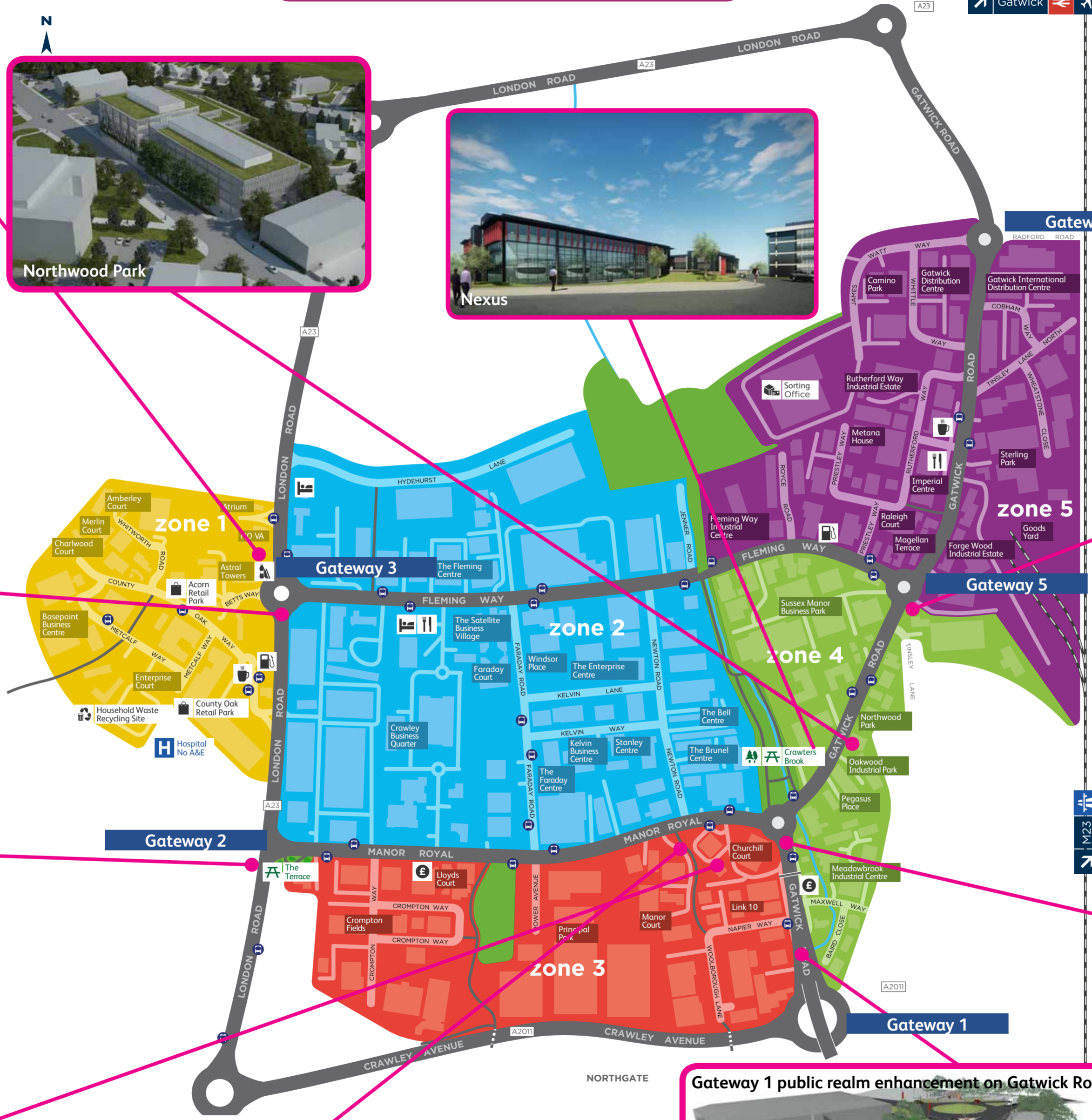
- Gateway 3 complete
- Style and design aspiration for final four gateways is the same quality and experience of arrival



Northwood Park



Nexus

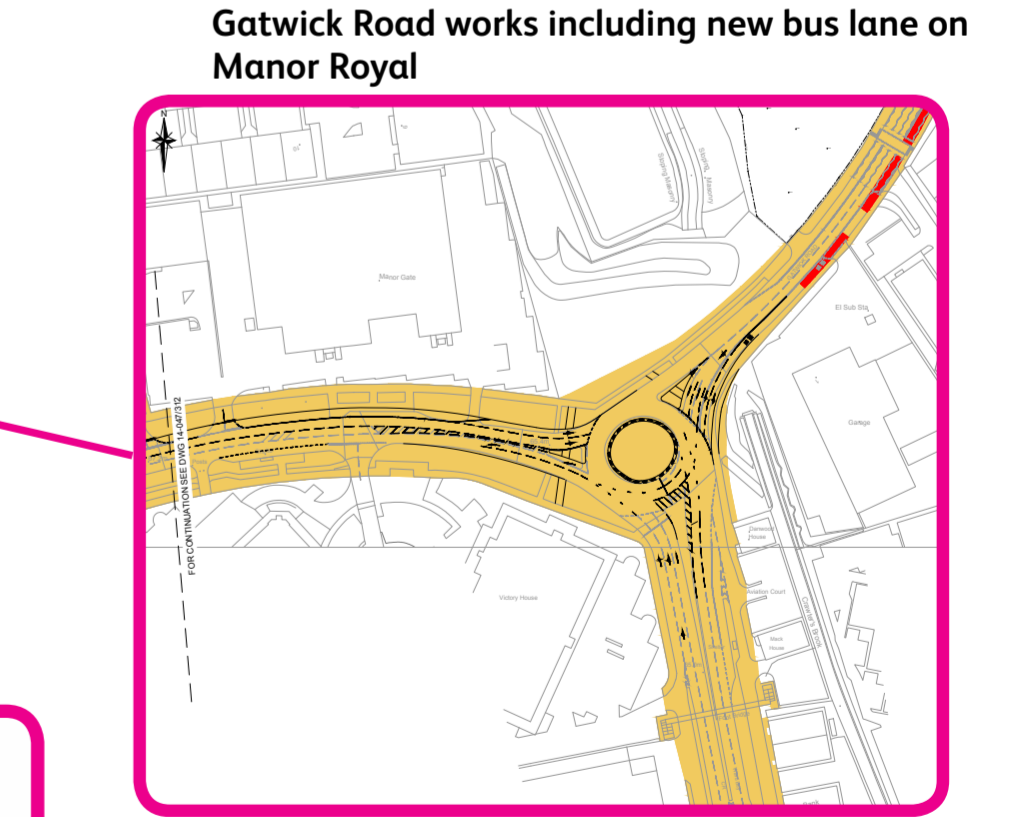


Other improvements

- Real time passenger information
- Outdoor media
- New bus shelters and bus infrastructure investment
- Walking and cycling infrastructure improvements
- Integrated works programme

Development opportunities

- Nova
- Northwood Park
- Nexus
- Churchill Court, Manor Royal
- Former GSK site
- Thales, Gatwick Road
- Land at Jersey Farm
- Land at Crompton Way



Gateway 1 public realm enhancement on Gatwick Road

Connectivity to and including Three Bridges

- Worth Park Avenue Cycle Scheme
- Walking and cycling improvements
- Three Bridges Station:
 1. Forecourt improvements
 2. Eastern access

Summary

The Crawley Growth Programme is a £60m package which will unlock jobs, business space and homes.

It will deliver 7,000 extra jobs, 135,000 square metres of additional floor space and 1,000 new homes in Crawley town centre. The programme has also defined 'stretch' targets, subject to better than expected economic performance of up to 11,000 extra jobs, 200,000 square metres of commercial space and 2,000 new homes.

The value of the regeneration site investment, unlocked by the Crawley Growth Programme, is estimated at £750 million.

The programme will:

- > Transform the business and living environment by undertaking significant upgrades to the public realm in the town centre and Manor Royal
- > Deliver significant new Grade A commercial space in the town centre
- > Unlock private developer finances to pay for a brand new railway station in Crawley
- > Improve significantly the quality of sustainable transport infrastructure (bus, cycle routes and pedestrian walkways) to deliver "modal shift" and alleviate congestion

- > Achieve major bus, cycle and pedestrian connectivity enhancements at Crawley's three railway stations, creating brand new inter-modal transport interchanges.

Key partners are:

- > Coast to Capital Local Enterprise Partnership
- > West Sussex County Council
- > Crawley Borough Council
- > Metrobus
- > Gatwick Airport Limited
- > Manor Royal BID

Stakeholders

- > Arora Group
- > Gatwick Diamond Initiative
- > Crawley Town Centre Partnership



Queens Square

regeneratingcrawley.org.uk