

Wellesley Road and Park Lane, Croydon
International Urban Design Competition
Invitation for Expression of Interest

www.croydonthirdcity.co.uk

The butterfly on the cover:

The Common Blue can be found in substantial numbers in Happy Valley, one of Croydon's premier green spaces, which has recently received a Green Flag award for its management. The butterfly is also commonly used as a symbol of transformation or metamorphosis, often from ugly to beautiful.

Wellesley Road and Park Lane, Croydon Phase 1 of the Third City transformation

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Introduction



**Councillor Tim Pollard
Deputy Leader (Performance Management)
& Cabinet Member for Regeneration**

We are inviting you to join us in making our Third City vision a reality. The Wellesley Road and Park Lane project requires a forward looking, world class team. They will create a scheme which will be a real milestone in transforming, improving and regenerating the public realm of Croydon.

Third City is the result of Architect Will Alsop's work with the local community in Croydon. It imagines how Croydon could be in twenty years time. Becoming a city in London (alongside Westminster and the City of London) isn't about size of population or prestige for local politicians.

It is about building upon a strong local identity to create place which contains all that is needed for urban life; a place in which people can live, work and relax. Wellesley Road and Park Lane are the spine of central Croydon but they currently split the town centre in two. Removing this obstacle will bring about much needed improvements in aesthetic and functional qualities of this space, help to attract new investment and a wider range of uses.

The project is led by the London Borough of Croydon in partnership with Design for London, the London Development Agency and Transport for London. The Mayor has indicated his support for the creation of an attractive public space that promotes economic development in Croydon. We are working closely with Design for London (his architecture and urban design team) to achieve this. This will be a highly visible manifestation of the Borough's ambitions to regenerate central Croydon to create a hub of metropolitan life. We expect the designers to formulate a creative and inspired solution to transform Wellesley Road from the main road through Croydon into its vibrant and friendly centre.

Following a pre-qualification stage, up to 4 design practices will be invited to submit design concepts for the regeneration of Wellesley Road and Park Lane. These design concepts shall be judged by a jury made up of representatives of the London Borough of Croydon, the Mayor of London and leading design professionals who will select a minimum of two winning designs. The winning design practices will be invited to take part in a competitive procedure (under the negotiated procedure) with the aim of appointing a preferred bidder to enter into a contract with the London Borough of Croydon to develop the complete regeneration solution for Wellesley Road and Park Lane. The appointed design practice will need to work with partner organisations and local residents to produce detailed proposals. These proposals will be part of a bigger regeneration agenda in central Croydon, complementing the technical masterplan for Croydon Metropolitan Centre which is emerging as part of our Area Action Plan.

Tim Pollard



Bird's eye view of Wellesley Road and Park Lane



The Third City Vision by SMC Alsop (2007)

Space for Change

With population of 350 000 Croydon is one of the biggest towns in Europe. If it were a city, it would be the 12th largest in Britain. In the years after World War Two, Croydon was transformed from a market town on London's outskirts into a twentieth century 'edge city'. Britain's sixth biggest office centre. In Sir Nikolaus Pevsner's view, the prospect of this "most consistently modern-looking area in the whole of England" is "thrilling from a distance and from the air, rather like a chunk of Johannesburg"- even though his closer examination revealed a lack of major planning and few buildings of individual architectural merit. Croydon has also been variously described as a 'mini Manhattan', an 'English Alphaville' and 'New York in Eastern Europe'. Croydon is a rare phenomenon in Britain, a potential landscape for architectural intervention, a contemporary cosmopolitan city waiting to happen.

"Mists and mellow fruitfulness can try their best, but autumn does little to soften the concrete heart of Croydon. Big, brash, and loudly commercial Croydon is the ambitious south London town that wants to be a city. It rises aggressively out of a morass of suburbs, a rude vision of Harold Macmillan's "You've never had it so good Britain made real in the guise of bland broad shouldered office blocks and fast wide roads. Downtown Croydon is perhaps closer in spirit to a junior league city in the US than to sibling settlements elsewhere in the south of England. Defying conventional definition, Croydon is like nowhere else."

Jonathan Glancey

"It was my nemesis, I hated Croydon with a real vengeance... it represented everything I didn't want in my life, everything I wanted to get away from."

David Bowie

"Certainly not a place where I'd spend my holidays, let alone my weekends." **Richard Rogers**

"There's a feeling of the edge city blues... there's no 'there' there." **Charles Jencks**

"Croydon is a place that induces a sense of vertigo in architects. Even the most self-assured find themselves confronting their own helplessness here. Looking into an abyss in which their values are meaningless and irrelevant." **Deyan Sudjic**

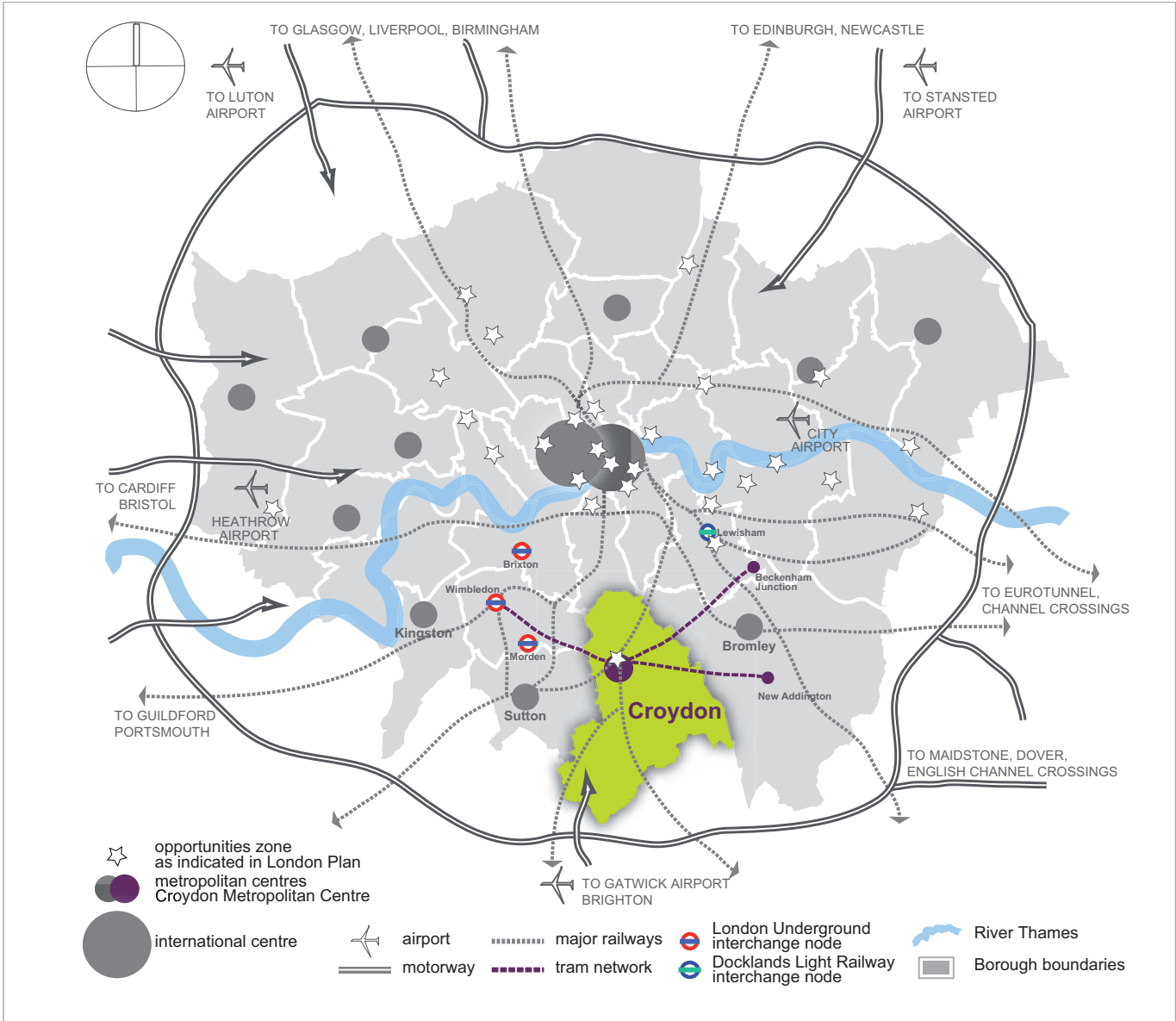
Croydon, London's Third City

The Wellesley Road and Park Lane project forms part of a wider vision to regenerate Croydon's Metropolitan Centre.

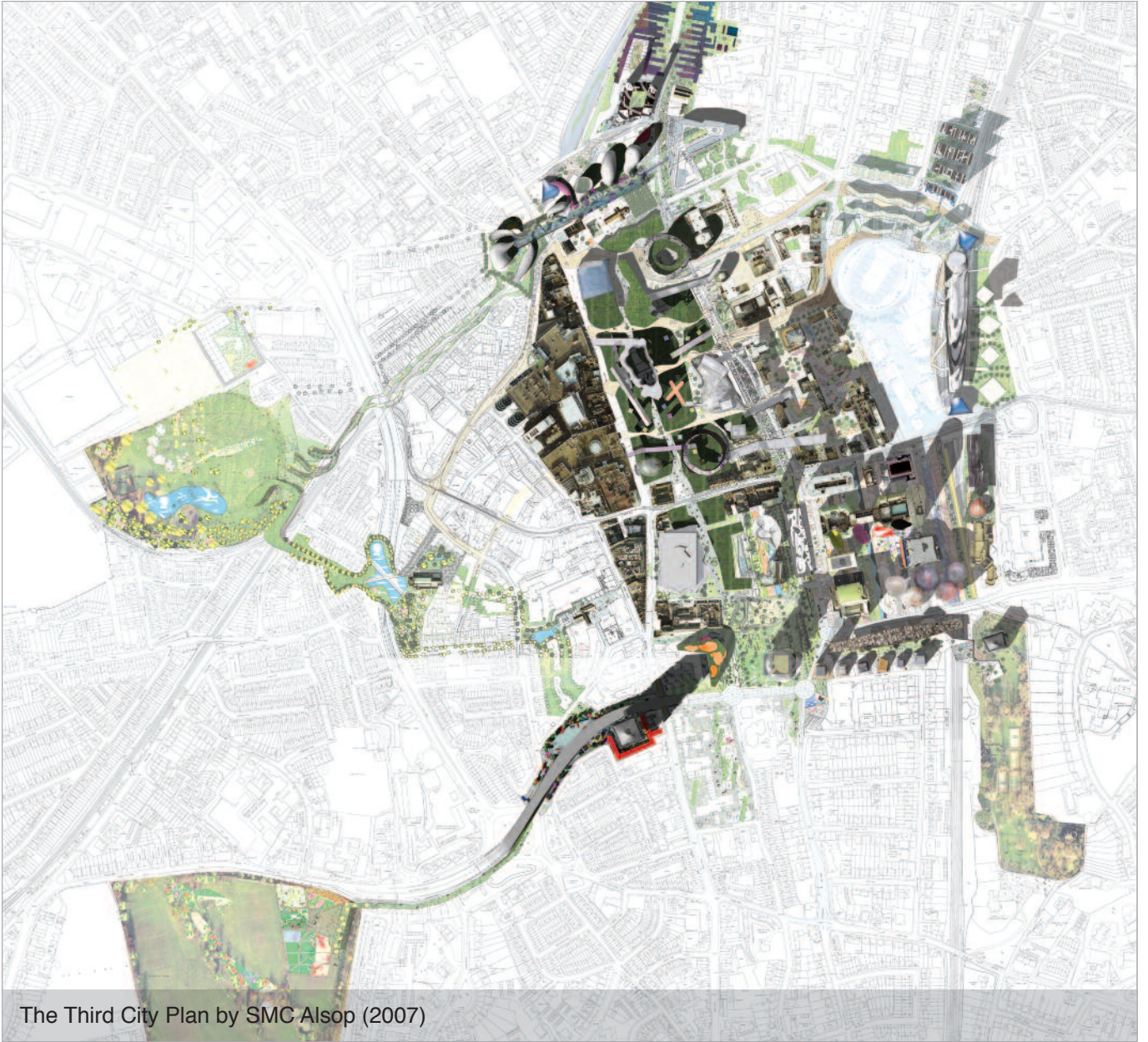
Croydon Metropolitan Centre is identified in the London Plan as an "opportunity area" for providing more employment and several thousand new homes. It is also the preferred location for new retail development and other facilities and services aimed at serving a wide area of south London. The London Plan states that to facilitate this a new development framework should be drawn up for the centre. This is therefore a high priority for the Council. The proposed Area Action Plan will provide the long-term planning framework for development and change in the centre, ensuring its growth through investment. It will facilitate the delivery of a well-managed, mixed use urban hub, serving the both borough and the wider south London sub-region.

In 1998, the London Borough of Croydon produced the "Vision 2020" strategy which promoted a new design era for central Croydon. This strategy is now being updated as a requirement of the new planning system by the preparation of a new spatial plan for the centre called the Croydon Metropolitan Centre Area Action Plan. The London Borough of Croydon commissioned Will Alsop to re-examine Vision 2020 in light of the requirement to produce a new plan. The updated vision identifies the need to market Croydon, to channel investment and to emphasise design quality in order to differentiate Croydon from other towns with similar regeneration agendas. This includes the idea of redesigning Wellesley Road and Park Lane to create a new attractive public space. These ideas now inform the emerging technical masterplan for Croydon Metropolitan Centre. Consultation for this with the local community, developers and business representatives has confirmed the desire for changes to Wellesley Road, Park Lane and adjacent areas.

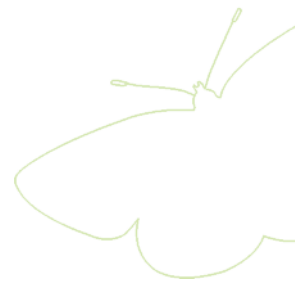




Croydon in London. Key transportation links and strategic elements of London Plan.



The Third City Plan by SMC Alsop (2007)



Wellesley Road and Park Lane

This project will be an integral part of the Centre's improved network of public spaces. Wellesley Road and Park Lane currently make up an urban motorway dominated by a 1960's underpass and subways. It cuts the heart of the town in two forming a north-south physical barrier to easy movement. Whilst the scale of the buildings and the space between creates drama, pedestrians and public transport are pushed to the edges. The splitting of the town centre causes major problems in the way central Croydon functions, with poor connections between major rail and bus stations, retail areas, office and cultural facilities and the creation of a poor urban realm.

Wellesley Road needs to realise the potential that this epically proportioned space offers to regenerate the public realm in central Croydon. The project will transform the road into an exemplary urban space

of the highest quality, turning this through route into an attractive, vibrant and people friendly space that is full of activity. This redesigned urban landscape will help to knit together parts of the town centre that are currently broken apart. The project requires a forward looking, world class design which will be a visible manifestation of London Borough of Croydon's ambition to become London's 'Third City'.

The project must be seen in the context of a London-wide programme of regeneration following precedents such as, Trafalgar Square, High Street 2012 and Exhibition Road. Design for London and the London Borough of Croydon have allocated funding towards the design costs for the Wellesley Road and Park Lane project. Further funding will need to be sought for the implementation of the scheme.





The Project

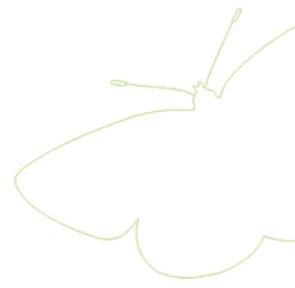
The Ideas

The London Borough of Croydon's aim in holding this design competition is to appoint a design team to develop a detailed brief for the regeneration of Wellesley Road and Park Lane, in consultation with the Borough and the other partners in the project. The design competition and the subsequent negotiation procedure will be iterative processes, involving each design team, the London Borough of Croydon and its partners. Entrants must be aware that their design must accord with the Third City Vision and Local Development Framework. In particular, the design must:

- Reflect that Croydon is looking to the future and setting new standards in urban design. It must be a modern classic; setting the standard for the creation of London's 'Third City';
- Reinforce the position of Croydon Metropolitan Centre as a leading centre for business and retailing;
- Transform perceptions of Croydon;
- Build on Croydon's tourism and cultural strategies to develop Croydon as a destination in south London and a place that people will choose to visit from even further afield;
- Be locally distinctive, growing out of a deep understanding of Croydon's unique character and identity;
- Deliver an attractive environment while preserving the road's important function as a vital transport link;
- Follow the principles of inclusive design ensuring the highest standard of accessibility and inclusion for all members of the community;
- Integrate with other proposed developments, such as Park Place, Wellesley Square and the development of the London Borough of Croydon's Urban Regeneration Vehicle, further details of which are set out at 3.2.2 below;
- Ensure good access to bus and tram services;
- Enliven the public realm with new uses and activities, from the formal to the informal;
- Provide a platform for public art to enrich the streetscene;
- Address servicing and car parking needs.

The aspiration is to reduce the severance effect of the road by replacing the current subways with at-grade pedestrian crossings, possibly filling-in the existing underpass. This will provide a more generous, well designed and high quality pedestrian environment, rationalise the traffic and public transport arrangements and open up the possibility of introducing new uses, activity and movement along the length of the road.

The improvement of the Wellesley Road/Park Lane corridor will be at the core of transforming the image of central Croydon and attracting a wider cross section of people into the metropolitan centre. The project will require the planning of the



general arrangement of the Wellesley Road/Park Lane corridor and connections with the surrounding area, including the Whitgift Centre, the New Town, East and West Croydon Stations and the Cultural Quarter. It will also need to develop a communication strategy, including online access and exhibitions to engage people with the physical transformations.

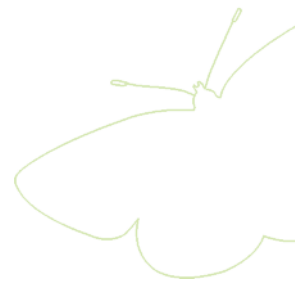
Proposals will need to address the design of an attractive streetscape, which can:

- Provide a significantly improved public realm, with a high standard of environmental quality, incorporating active building frontages and with provision for appropriate management;
- Integrate with sustainable transport priorities, so as to:
 - Ensure effective location of, and access to, buses and trams;
- Ensure pedestrian and cycle movement priority, including a key improved link between West and East Croydon Stations;
- Implement at-grade pedestrian crossings and cycle crossings;
- Remove the underpass at the George Street intersection whilst ensuring that Wellesley Road's function as an important transport artery is preserved, and that sufficient provision is made for appropriate levels of service and car-parking.
- Effectively integrate the pedestrian and vehicular traffic, delivering an attractive pedestrian environment while preserving the road's important function as a vital transport link;
- Introduce activity within the space and improving the interaction with the building edge.





Wellesley Road and Park Lane in the London Borough of Croydon. Major roads and settlements.



Opportunities and Constraints

Croydon Metropolitan Centre Area Action Plan

Design ideas will need to have full regard to the emerging Area Action Plan at each stage of its development. Emerging themes in the plan include:

- *Creating a new image for the centre;*
- *Major changes to the form, layout and design of Wellesley Road and Park Lane;*
- *Putting pedestrians and cyclists first; and*
- *Improving access to public transport.*

Street level pedestrian crossings are essential and need to be combined with a public realm which will create a place which combines an epic scale with the human scale. This will be a place that people can enjoy and which will lift their spirits.


Related Projects

Current and future projects will contribute to significant change to the public realm in Croydon. Significant redevelopment opportunities exist alongside Wellesley Road and Park Lane which could provide funding. The development of these sites needs to be considered to ensure that the opportunity to achieve the highest quality public realm is not compromised.

There should be particular regard to the wider context of central Croydon and its relationship to the buildings along Wellesley Road and Park Lane. The proposals must respond to the development plans of adjoining landowners, which in turn may be influenced by the proposals for Wellesley Road and Park Lane.

There are a number of related projects that would benefit enormously from the transformation of Wellesley Road/Park Lane and in turn contribute towards creating a well connected public realm:

- *Ruskin Square and Cherry Orchard Road* - mixed use developments by Stanhope Schrodgers and Menta at East Croydon Station;
- *The Park Place scheme, Croydon College (University) and London Borough of Croydon's Urban Regeneration Vehicle* as a set of integrated development sites providing council accommodation, homes, shopping, public realm improvements, cultural and community facilities;
- *The Cultural Quarter, including Surrey Street market, Exchange Square, The Queen's Gardens and the Central Croydon Conservation Area* - a new public space secured as part of Howard Holdings' new development;
- *Wellesley Square* by Berkeley Homes creates a new public space and a key anchor at the northern end of Wellesley Road;
- *West Croydon* - Improvements around West Croydon Station associated with the redevelopment of the station and the arrival of the East London Line Underground;
- *Sustrans Connect 2 and Wandle Links* - The improvement of cycle and pedestrian links through Croydon, connecting parks and cultural assets through the town centre assets through the town centre;

- 
- *Roman Way* - identified by Space Syntax and Alsop as a barrier and a poor pedestrian environment.

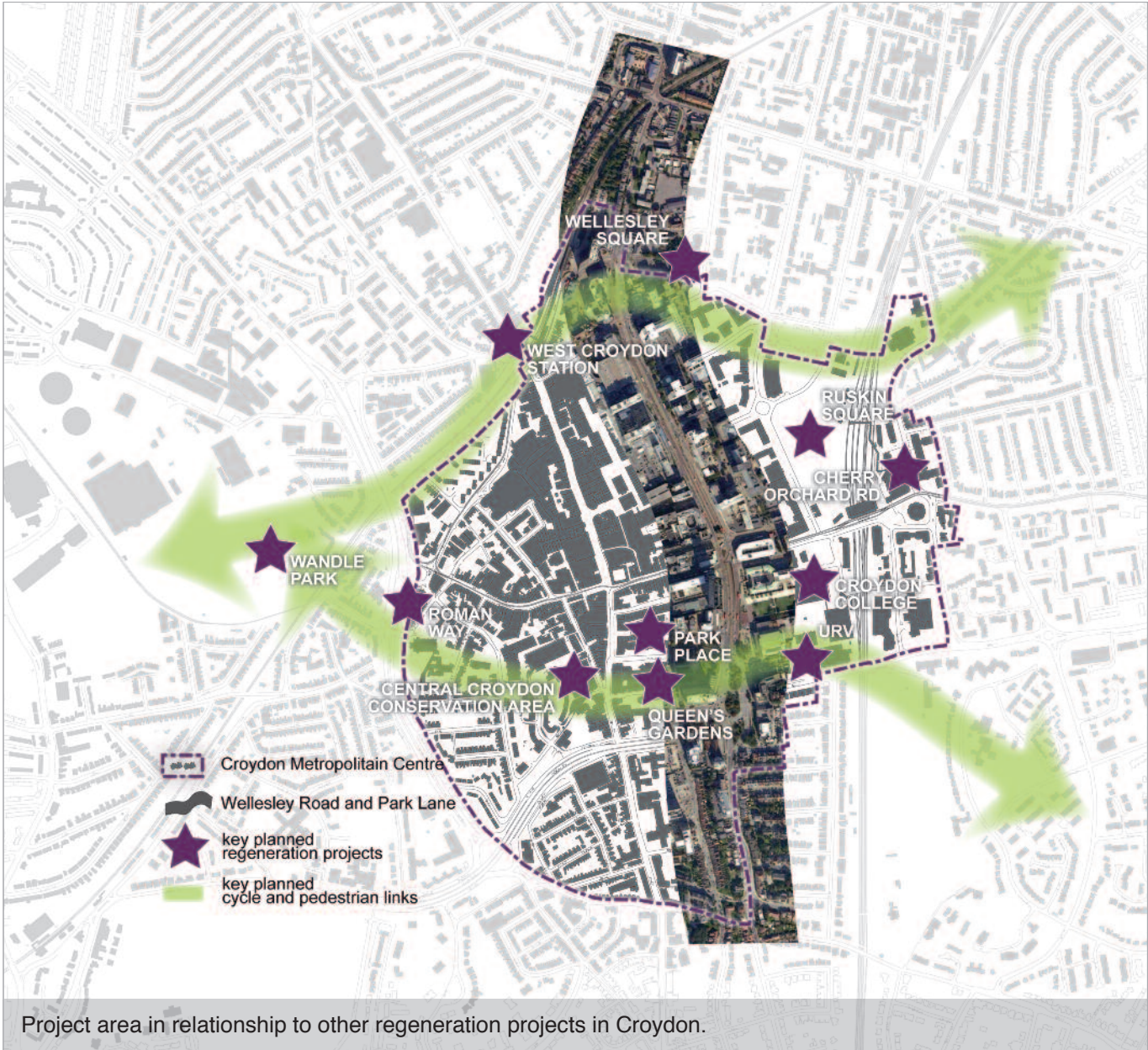
Public Realm - The Wellesley Road/ Park Lane Corridor

Wellesley Road/Park Lane corridor has a particularly poor quality public realm. This provides a poor pedestrian experience and projects a negative image of Croydon. Public and Corporate Economic Consultants (PACEC) conducted a Croydon Office Market Review in September 2007. They found that the low quality of the public realm was one of a number of barriers to new office developments in the central area. A townscape appraisal undertaken by London Borough of Croydon in December 2006, assessed the quality of the streets in central Croydon and identified Wellesley Road/Park Lane as having the worst quality of public realm in the central area and in need of development. The transformation of this space will constitute the linchpin to the improvement of the public realm of central Croydon as a whole.

Vehicular Movement

Consolidating vehicular movement will provide the opportunity to create more attractive and pedestrian friendly streets and facilitate increased use of the spaces between buildings for spill out activities. Wellesley Road/Park Lane will also remain a major movement space for trams, buses and the private motor vehicle, with the potential to incorporate extensions to the Tramlink network and other public transport modes. Cars will no longer dominate the space to the detriment of the pedestrian experience. There is also an opportunity to simplify and improve the movement of these vehicles. The impacts of changes to vehicular movement are being tested and options will be produced for the Stage 2 competition brief.

Radical changes to the provision of bus stops and waiting facilities throughout the centre are seen as key to delivering a public transport service appropriate to the 21st century. The creation of enhanced public transport routes have the potential to increase the capacity of bus provision in the town centre, provide clearly legible bus routes and improve the quality of waiting facilities. London Buses operational and staff requirements will have to be met.



Project area in relationship to other regeneration projects in Croydon.



Buildings

Opportunities exist for improving the ground floors and frontages of the buildings along Wellesley Road, connecting them more effectively with their immediate surroundings and creating more activity to animate the area. Stage 2 submissions should make proposals along Wellesley Road and Park Lane to improve these frontages and increase their interaction with the space.

In redistributing the road space there may also be opportunities for new buildings. The Stage 2 submissions should identify these and suggest areas for where new buildings can occur.





The Competition

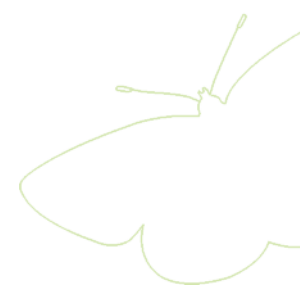
The competition will consist of two stages. Stage 1 will be a prequalification stage, the requirements of which are set out at Stage 1 - Expression of Interest and Prequalification Questionnaire (see page 20), concluding with a maximum shortlist of 4 being invited to take part in the design competition. Stage 2 will be the design competition itself. The short-listed design practices will receive a Stage 2 design brief setting out the requirements for the design concepts to be submitted by each of the practices. Brief details of what the Stage 2 brief is likely to require are set out at page 22). The design concepts submitted will be judged by the assessors (assisted by the advisory panel as described at page 19) who will select a minimum of 2 winning designs.

The winning design teams will be invited to take part in a competitive procurement procedure (under the negotiated procedure) with the aim of appointing a preferred bidder to enter into a contract with the London Borough of Croydon to develop the complete regeneration solution for the Wellesley Road and Park Lane corridor.

The project should cover the length of the streets (a length of over 1 km) and will need to relate to the adjoining properties. An estimated value of the investment is in the region of £40-50m and will need approximately 6 years to be delivered, although there may be a simpler, more affordable solution that delivers many of the benefits at a lower price. The proposed solution will also need to be capable of phasing.



Croydon City Centre in 2020 by SMC Alsop (2007)



Timetable

STAGE 1 Expression of Interest and Prequalification Questionnaire

Invitation for Expression of Interest/Prequalification Questionnaire
Issued to those responding to Design Competition Notice 17 October 2008

Closing Date for PQQ and expression of interest 01 December 2008

4 short-listed design teams to be invited to take part in competition announced 18 December 2008

STAGE 2 Competition

Stage 2 brief issued to shortlisted teams 18 December 2008

Site visit and meeting with partners (London Borough of Croydon,
transport for London, Design for London) 15-16 January 2009

Closing date for receipt of concept design and project approach 16 March 2009

Assessment of concept designs by competition jury and winning designs selected 26 March 2009

Invitation to Negotiate sent to winning Design Practices 02 April 2009

Bid submission date 01 May 2009

Interviews by competition jury 13 May 2009

Announcement of Design Competition Winner/Preferred Bidder 22 May 2009



The Assessors and Advisory Panel

The design competition submissions will be judged by a panel of assessors, supported by expert advisors.

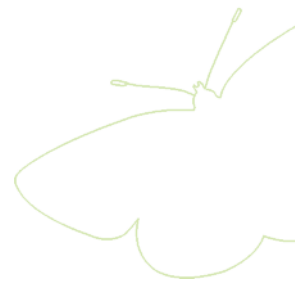
Panel Members

Chairman: Councillor Tim Pollard	Deputy Leader (Performance Management) & Cabinet Member for Regeneration, London Borough of Croydon
Councillor Jason Perry	Cabinet Member for Planning, London Borough of Croydon
Will Alsop	SMC Alsop
Joanna Averley	Commission for Architecture and the Built Environment
Peter Bishop	Design for London
Peter Brown	Transport for London
Ricky Burdett	London School of Economics
Jon Rouse	London Borough of Croydon

Advisory Panel

A panel of expert advisors representing London Borough of Croydon, Design for London, Transport for London and JMP (transportation consultancies) has been appointed to support the assessors. The panel will, as required by the assessors, provide a range of advice on the technical and operational aspects of the submissions.

In the event that an assessor or advisory panel member is unable to continue to act through illness or any other cause, the London Borough of Croydon may appoint a replacement. The decision relating to the winners of the design competition will be taken by the London Borough of Croydon having regard to the recommendations of the Panel.



STAGE 1 - Outline

What is required at Stage 1

The practice is asked to submit:

1. *Up to 12 images on 35mm slides or jpeg format on CD.*
2. *12 A3 sheets of images and text on previous work, built or unbuilt.*
This may take the form of a range of work or a relevant project in more detail. The assessors will be looking for innovative ideas, successful approaches to problem solving and the quality of design in previous work.
3. *Based on practice's experience provide a written statement of up to 1,000 words describing the priorities to be addressed in improving the Wellesley Road/Park Lane corridor and developing its use and role.* The statement should also demonstrate the approach to working on a project of this scale and nature.
4. *A practice profile of no more than four sides of A3.* Details of supporting sub-consultants to cover all other disciplines, to show that the team can address all the key issues identified in the Expressions of Interest Brief are not required at this stage but will be required at Stage 2. A practice brochure may be included.
5. *A completed Pre Qualification Questionnaire.*

Overseas competitors should note that, for Customs purposes, no commercial value should be assigned to any postal or courier

documentation for the Expression of Interest. This may cause your submission to be delayed, or returned to you unopened.

Please provide four bound copies of your response to the core information sections 1-4, and a PDF version on CD-ROM disc. In addition, please provide separately two bound copies of the Pre Qualification Questionnaire. No other supplementary material will be accepted.

Stage 1 Submission

Stage 1 submissions must be received by: 12.00hrs GMT on 01 December 2008. The submissions must be marked 'Design Competition' and submitted to the London Borough of Croydon by registered post, recorded delivery or by hand to the following address:

**Corporate Reception
London Borough of Croydon
Taberner House
Park Lane
Croydon
Surrey
CR9 3JS**

Tenders must be submitted in plain packaging using the address label supplied. Only candidates who respond in accordance with this Stage 1 Brief will be considered. Submissions shall include the complete material specified.

Submissions will not be returned to originators.



Further information and Pre-Qualification Questionnaire available at:
www.croydon.gov.uk/wellesleyroadandparklane and
www.croydonthirdcity.co.uk

Email: urbandesign@croydon.gov.uk
Tel: 020 8760 5768 ext 61980

Stage 1 Evaluation Criteria

Stage 1 submissions will be evaluated by the London Borough of Croydon in conjunction with the advisory panel and the judging panel, in accordance with Part 4 of the Public Contracts Regulations 2006 (SI 2006/4, as amended) (“the Regulations”). Design practices who are not rejected outright on the grounds set out in Regulation 23 of the Regulations, and who pass the London Borough of Croydon’s minimum financial threshold, will be shortlisted in accordance with the provisions of the Regulations.

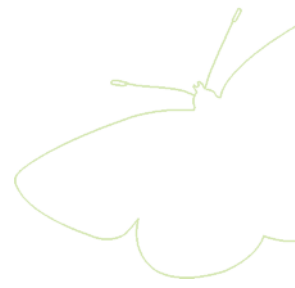
Stage 1 submissions will be evaluated in accordance with the following criteria:

1. Track record of delivering design excellence, inventiveness and flair 30%
2. Track record of delivering similar projects on time and on budget 20%
3. Description of possible design approach, and understanding of key issues 30%
4. Demonstration of awareness of sustainable development issues 20%

Expenses and Honorarium

Each of the design practices selected for Stage 2 will receive an honorarium of £6,000 (+ VAT) following the submission of their Stage 2 proposals as a contribution towards the cost of preparing their design concepts. Any expenses, charges, costs, or liabilities incurred by an Applicant which exceeds the £6,000 (+ VAT) honorarium shall be borne solely by the Applicant and are incurred at the Applicant’s expense.





STAGE 2 - Outline

A Stage 2 brief will be issued to the short-listed design practices which gives full details of the Stage 2 process and requirements.

The teams will be invited to join a tour of the site in order to supplement the information contained in the Stage 2 brief on 15-16 January 2009. The tour will be followed by an opportunity to meet staff of London Borough of Croydon, Design for London and Transport for London. A principal from each practice is to attend, with no more than one other representative.

Stage 2 Requirements

Full details of the Stage 2 submission requirements will be set out in the Stage 2 design brief. However, the requirements are likely to include:

- 4 A0 boards responding to the issues identified in the Stage 2 brief; and
- The same information in A3 format should be provided, bound with up to four A3 sheets of information demonstrating the management and resources available to deliver a project of this scale.

Design practices must ensure that, other than in their covering letter, their Stage 2 submissions do not include any marks, logos, words or other text, which reveal the identity of the design practice who have prepared the submission. To ensure fairness in the design competition process and to ensure

compliance with the Regulations, the jury will consider only anonymous submissions.

Stage 2 Evaluation Criteria

The jury will judge the Stage 2 submissions in accordance with the following criteria:

- Flair in design which demonstrates imagination and an understanding of the context of the project. 25%
- A sympathetic approach to the requirements of the local area to deliver a high quality public realm project. 25%
- The team's ability to address all the key issues identified in the project brief. (including the following areas: urban design, transportation planning, architecture, delivery and phasing.) 40%
- Ability to communicate ideas. 10%

Recommendations

The jury shall evaluate the Stage 2 submissions in accordance with the above criteria and make the final recommendations in respect of the winning design concepts to the London Borough of Croydon. Such recommendations are not binding on the London Borough of Croydon and the final decision on the winning design concepts rests solely with the London Borough of Croydon.



Negotiated Procedure - Outline

An Invitation to Negotiate (“ITN”) will be issued to the winning design practices which gives full details of the negotiated procedure to be followed and its requirements.

ITN Requirements

Full details of the ITN requirements will be set out in the ITN. However, the requirements are likely to include:

- Full details of design concept submitted at Stage 2 of the design competition;
- Detailed fee proposals;
- Draft implementation strategy.

ITN Evaluation Criteria

The selection of the preferred designer will be based on the bid which represents the most economically advantageous tender in accordance with the Regulations. The criteria and their respective weightings will be set out in the ITN but the qualitative criteria are likely to include the following:

- Flair in design which demonstrates imagination and an understanding of the context of the project;
- A sympathetic approach to the requirements of the local area to deliver a high quality public realm project;

- The team’s ability to address all the key issues identified in the project brief (including the following areas: urban design, transportation planning, architecture, delivery and phasing);
- Ability to communicate ideas at interview/presentation;
- Cost and fee.

Please note that this is an indicative list only - the criteria for ITN Evaluation will not be set until the ITN is published.

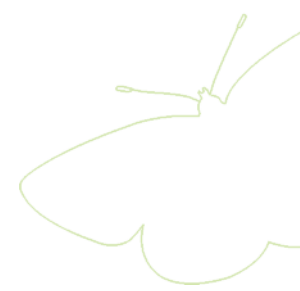
Appointment

The target timetable is for the London Borough of Croydon to make an appointment by May 2009.

The London Borough of Croydon reserves the right not to make any appointment as part of this competition and subsequent negotiated procedure and the right to cancel either process at any time.

Scope of Services

As integration across the disciplines is essential to good urban design, the winning design teams will be required to select and appoint appropriate sub consultants to form a multi-disciplinary design team. Details of the team proposed will be required in the ITN process. Subcontractors will be expected to successfully demonstrate that they meet the London Borough of Croydon’s minimum standards with the



submission of a PQQ. The selected design team will be required to provide the services of full brief development, masterplanning and full design.

The appointed design team may be required to work in cooperation with a project management consultant appointed separately by the London Borough of Croydon. Division of tasks will be clearly defined in the conditions of contract.

London Borough of Croydon reserves the right to nominate additional specialist consultants.

Communication with Third Parties

As this is a formal design competition, entrants must not approach the London Borough of Croydon, Design for London, TfL or any statutory or advisory body. Any necessary communication with the assessors or advisory panel should be arranged by Tom Sweeney of the London Borough of Croydon.

Questions

Queries on the competition are to be directed to Tom Sweeney at the London Borough of Croydon, who will circulate any information issued to all the shortlisted practices.

Language

English is the only official language of the competition.

Copyright

The copyright in any design ideas will remain with the entrant, although the London Borough of Croydon reserve the right to publish or display all design concepts put forward as part of this design competition. The London Borough of Croydon will require the right to own or use the winning designs as set out in the ITN.

Disqualification

An entry may be excluded from the competition for any of the following reasons:

- *If received after the relevant last date and time for submission of entries;*
- *If any of the conditions or instructions are breached or disregarded;*
- *If a competitor improperly attempts to influence, directly or indirectly, the decision of the assessors or advisory panel.*

Ineligibility

The following are ineligible to enter the competition or assist an entrant in any way:

- *The assessors or any member of their staff;*
- *The individual members of the advisory panel.*

Disputes

The decision of the London Borough of Croydon in all matters relating to this competition will be final.



Conditions

Information

The information and opinions in this competition brief are for guidance for the preparation of proposals and are as accurate as the London Borough of Croydon can reasonably determine. No guarantee of the proposal's accuracy, adequacy, or completeness is given by the London Borough of Croydon. Applicants must satisfy themselves by their own investigations of the accuracy, adequacy or completeness of any information or opinions given.

Confidentiality

All information supplied by the London Borough of Croydon in connection with this competition brief shall be treated as confidential by the Bidder, except that such information may be disclosed:

- By the entrant so far as it is necessary for the preparation, of their submission
- By the London Borough of Croydon in the proper exercise of its rights, powers, duties and obligations in relation to the exercise of its function and to facilitate freedom of information (see 3 below)

The London Borough of Croydon reserves the right to hold all or any information from the entrant in confidence whether or not it is identified as commercially sensitive by the entrant where confidentiality is necessary to comply with the London Borough of Croydon's legal duties or otherwise.

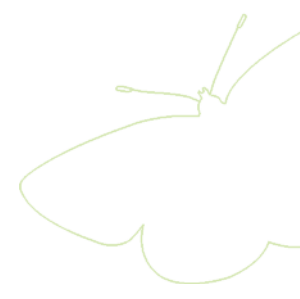
Freedom of Information

Under the Freedom of Information Act (the Act) the public will have a general right of access to Council information. This right of access to information will not only include information about its contracts but also its procurement arrangements with potential Contractors. This right does not extend to information which is commercially sensitive or otherwise 'exempt' from disclosure under the Act. As a consequence only information that is genuinely commercially sensitive or otherwise exempt information as defined by the Act may be held in confidence by the London Borough of Croydon. Entrants are invited to specify which parts, if any, of their sub-missions are provided to the London Borough of Croydon in confidence and to provide reasons why the information is eligible for exemption under the Act and should be kept confidential.

Procurement

Nothing in this Stage 1 Brief or in any documents issued in connection with this competition is, or shall be relied upon as, a promise or representation as to the London Borough of Croydon's ultimate decision in relation to procurement.

The London Borough of Croydon reserves the right to make changes to this brief or any subsequent tender documents and issue supplementary instructions at any time and to terminate negotiations or otherwise discontinue the design competition or the



procurement process. Under no circumstances shall the London Borough of Croydon incur any liability (including, but not limited to, any liability for bidders' costs) in respect of such events.

Bonds and Guarantees

The London Borough of Croydon may require security as protection in the event that a contractor does not perform the Contract by reason of breach of contract or insolvency.

A Performance Bond from a bank or insurance company and or a Parent Company Guarantee may be the form that the London Borough of Croydon decides the security should take.

An assessment of the financial status of each Applicant will be carried out by the London Borough of Croydon on receipt of their completed pre-qualification questionnaire to determine the appropriateness of a Bond or Guarantee.

Rejection of Submission

The London Borough of Croydon will reject any proposal submitted by an applicant who has:

- Directly or indirectly canvassed any official of the London Borough of Croydon concerning the submission of any bid or who has directly or indirectly obtained or attempted to obtain information from any such member or official

concerning any other entrant or any submission by another entrant.

- Enters into any agreement with any other company, firm or individual so that the other company, firm or individual refrains from the design competition or anything similar; or
- Makes or offers to make any type of payment or gift to any London Borough of Croydon employee or member or anyone else whether or not the person is directly connected to the London Borough of Croydon, directly connected with this competition; or
- The entrant (including any and all persons employed by the entrant) shall have offered or given or agreed to give any member of the Council any gift or consideration of any kind as an inducement or bribe to influence its decision in relation to the competition.



Recommended References

<http://www.croydon.gov.uk/wellesleyroadandparklane>

<http://www.croydonthirdcity.co.uk>

Alsop, Croydon Borough Council, (2007) Third City

<http://www.croydon.gov.uk/planningandregeneration/planningpolicy/ldf/aap>

Space Syntax, (2007) Baseline Analysis of Urban Structure Layout and Public Spaces

<http://www.croydon.gov.uk/planningandregeneration/planningpolicy/ldf/cmcaapbackground>

London Borough of Croydon Unitary Development Plan (The Croydon Plan) July 2006

<http://www.croydon.gov.uk/planningandregeneration/planningpolicy/udp/>

Croydon Borough Council, (2008) CMCAAP Issues and Options Report

<http://www.croydon.gov.uk/planningandregeneration/planningpolicy/ldf/aap>

London Borough of Croydon Croydon's Community Strategy

<http://www.croydon.gov.uk/community/advice/strategy/comstrat0811>

London Borough of Croydon Supplementary Planning Guidance

<http://www.croydon.gov.uk/planningandregeneration/planningpolicy/spgs/>

London Borough of Croydon Air Quality Action Plan

<http://www.croydon.gov.uk/democracy/dande/policies/ecpp/airqualityplan>

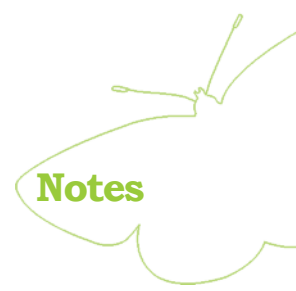
For further enquiries contact project managers:

Tom Sweeney or Agnieszka Zimnicka, Croydon Council

Planning & Transportation Department, Urban Design & Conservation,
18th Floor NE Corner, Taberner House, Park Lane, Croydon, CR9 1JT

Tel: 020 8726 6000 ext. 61918

Email: Tom.Sweeney@croydon.gov.uk, Agnieszka.Zimnicka@croydon.gov.uk



Wellesley Road and Park Lane, Croydon
International Urban Design Competition
Invitation for Expression of Interest

www.croydonthirdcity.co.uk