

| COMPETITIONS



OKRA (2)

Redesign of Wellesley Road and Park Lane, London

A team led by OKRA landscape architects, including Urhahn Urban Design (UUD), Peter Brett Associates (PBA), Karakusevic Carson Architects (KCA) and Soundings, has won the “Wellesley Road and Park Lane International Urban Design Competition”, Croydon. In the last round the OKRA team’s concept succeeded against the proposal by Field Operations from New York.

The competition is part of the plans to regenerate Croydon, situated in the south of London. The ambition for Croydon is to turn the city district, counting 350,000 inhabitants, into London’s “third city”, besides Westminster and the City of London. This aspiration is determined in the Third City Vision, which is the result of the work of architect Will Alsop in concertation with the inhabitants of Croydon.

The transformation of Wellesley Road and Park Lane, the central axis through Croydon, is one of its key projects. The assignment is to redevelop the main road into a lively and liveable centre. The Dutch-British team proposes a green core within the city that is easy to cross and connects to green “urban rooms” alongside it. The amount of space for vehicular traffic is limited drastically in favour of pedestrians and cyclists. The profile is transformed into spacious pedestrian strips on the sides, car lanes in the west, a green median strip with a track for cyclists, pedestrians and skaters and a lane for public transport in the east. Pedestrian zones are created by transforming the now dull frontages into vibrant areas and connect them to new green (semi-)public spaces between the building blocks.



A Dutch-British team, led by OKRA, won the Wellesley Road and Park Lane competition. The jury particularly praised the concept for the green transformation, joining complex ideas in a simple way and the strong execution strategy.