

Dear Commissioners,

Please find attached Croydon Council's submission to your current work considering the Full Review of the London Plan.

As we have stated in our submission, Croydon is presently enjoying an urban renaissance - our office stock is being refreshed with schemes such as the £500m Ruskin Square development; the town's role as south London's commercial centre is to be reinforced with the £1bn redevelopment of the Whitgift Centre; and the metropolitan centre is witnessing a fast-expanding population as a result of the many new residential developments underway.

The council has provided clear leadership and used a range of powers and tools to make this happen, but as ambitious as our plans are we believe Croydon can deliver more for its residents and more for London. Whilst we do have the benefit of Growth Zone status, we believe that this status needs to be recognised appropriately in the Full Review of the London Plan so that the reality already acknowledged by government – that Croydon is one of the pivotal locations in Outer London for the delivery of jobs, homes and economic growth – is enshrined in the capital's principal planning document. We believe this recognition would be best achieved by the designation of Croydon as a 'super hub', a term we believe has newfound traction given that there are now clearly a number of key locations in Outer London that will be able to deliver disproportionately high levels of jobs and homes in the future. These locations, including Croydon, need to be recognised formally in order to inform investment decisions at all levels of government.

For these reasons we are requesting that the Commission promote the 'superhub' concept in the Full Review of the London Plan, and reinforce our message to GLA and the government that delivering new jobs and homes requires investment, and that such investment should be directed with those areas best placed to deliver the much needed growth and housing. Along with appropriate forms of devolution to local authorities and sub-regional groupings, we believe that 'superhubs' and the changes proposed in our submission can help to supercharge the regeneration of Croydon and similar such prime locations within Outer London.

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