

CROYDON 2025

1. CROYDON'S HOUSING GROWTH IS CRITICAL TO LONDON'S GROWTH STORY

Delivering 14,500 homes (2019-2041) within the Croydon Opportunity Area is prioritised in the current London Plan and submitted Partial Local Plan Review.

As London faces demand for 88,000 new homes annually, Croydon's scale, capacity and drive position it among the capital's top boroughs for rapid housing delivery across the town centre, Purley Way and beyond.

CROYDON 2025

2. UNIBAIL-RODAMCO- WESTFIELD'S AMBITIOUS CROYDON MASTERPLAN IS REDEFINING THE TOWN CENTRE

through major redevelopments at The Whitgift Centre, Centrale and Alders, with the new Alders Parade already open and trading.

CROYDON 2025

3. CROYDON COUNCIL IS ACCELERATING ITS £40 MILLION TRANSFORMATION OF THE TOWN CENTRE

delivering new infrastructure and vibrant public spaces. Now, with an extra £1.4 million boost from the UK Shared Prosperity Fund — the largest award in London — the borough is set to supercharge local skills, business growth, and community hubs.

CROYDON:
GAME ON DEVELOP
CROYDON
CONFERENCE
2025

DC Develop
Croydon

CROYDON 2025

4. APPROVAL OF LONDON GATWICK'S NORTHERN RUNWAY

marks a major boost for Croydon,
unlocking opportunities for local business,
residents and visitors and reinforcing the
borough's role in London's growth narrative.

CROYDON 2025

5. CROYDON RETAINS A STRATEGIC INDUSTRIAL AND LOGISTICS SECTOR ADVANTAGE

due to its location and transport infrastructure,
with a strong mix of units.

CROYDON 2025

6. CRYSTAL PALACE FC AND CROYDON'S MUSICAL HERITAGE SHINE GLOBALLY

with the club soaring as FA Cup winners
and competing in Europe, the borough's
international profile has never been higher.

CROYDON

2025



DEVELOP CROYDON KEY MESSAGES

- 1. Connections:** Croydon is 14-minutes from London Bridge, 16-minutes from London Victoria and 22-minutes from City Thameslink. It is 15-minutes from London Gatwick Airport, 8-minutes from Clapham Junction and, is connected to Wimbledon and Beckenham by tram.
- 2. Croydon Council** are keen to bring forward development. Croydon's Executive Mayor has a clear vision for the town centre's regeneration and 100% of major applications have been granted at committee since summer 2022.
- 3.** Croydon has a strong track record for **residential** development, and is ideally located for build-to-rent.
- 4.** Croydon is the home of **industrial and logistics** in south London, boasting excellent road connectivity with the M25 and into the city centre.
- 5.** Croydon has a diverse range of **office accommodation** and the older office stock in Croydon presents an exciting opportunity for **retrofit**.
- 6.** Croydon's **leading commercial sectors** include engineering, construction, nursing, beauty, government, education and insurance.
- 7.** The most populated borough in London, Croydon has access to a **large talent pool** offering easy commutes across London and down to the coast.
- 8.** Attractive new **architecture** in the town centre, coupled with existing heritage and brutalist buildings, has reinforced Croydon's sense of place.