

REPORT TO:	Councillor Lewis – Cabinet Member for Culture & Regeneration
SUBJECT:	Purley Way Masterplan – Supplementary Planning Document – approval for consultation
LEAD OFFICER:	Heather Cheesbrough – Director of Planning and Strategic Transport Steve Dennington, Head of Spatial Planning
CABINET MEMBER:	Councillor Lewis – Cabinet Member for Culture & Regeneration
WARDS:	Waddon, Broad Green, Purley Oaks & Riddlesdown
CORPORATE PRIORITY/POLICY CONTEXT/ AMBITIOUS FOR CROYDON	
The masterplan supports the Council's new corporate priorities by providing a detailed plan for how the council 'can have the most positive impact for our residents; where we can leverage our partnerships to support our plans, and; where we should be using our democratic leadership to campaign and lobby government for change' specifically for the recovery and transformation of the Purley Way area, and also the recovery of the borough overall.	
FINANCIAL IMPACT	
The Purley Way Masterplan will be funded in full by the Mayor's Homebuilding Capacity Fund grant awarded to the Council. The proposed consultation costs fall within this overall budget.	
FORWARD PLAN KEY DECISION REFERENCE NO.: N/A	

The Leader of the Council has delegated to the Cabinet Member for Culture and Regeneration the power to make the decisions set out in the recommendations below

1. RECOMMENDATIONS

The Cabinet Member for Culture and Regeneration is recommended to

- 1.1 Approve publication of the draft Purley Way Masterplan SPD for consultation (Appendix 1) along with an executive summary consultation version (Appendix 2) and supportive evidence documents (Appendix 3), in accordance with the Town and Country Planning (Local Planning) (England) Regulations 2012;
- 1.2 Delegate minor and/or factual changes to the draft Purley Way Masterplan SPD, prior to publication, to the Director of Planning and Strategic Transport in consultation with the Cabinet Member for Culture and Regeneration.

2 EXECUTIVE SUMMARY

- 2.1.1 The purpose of this report is to seek Cabinet Member approval to publish the draft Purley Way Masterplan Supplementary Planning Document (SPD) for consultation prior to adoption.
- 2.1.2 Croydon is a growing borough. Croydon is reviewing its existing Local Plan to rise to the challenges facing the borough and its communities over the next 20 years and beyond. This includes tackling the causes of climate change related to planning and addressing the housing crisis in Croydon.
- 2.1.3 Croydon Council was awarded a total grant of £311,000 from the Mayor's Homebuilding Capacity Fund to develop a masterplan and Local Plan chapter to guide the transformation of the Purley Way area as part of the Local Plan Review.
- 2.1.4 The Croydon Local Plan Review details how to achieve the increase to housing supply between now and 2039, and provides an indicative view on how this growth could take place across the 16 Places of Croydon. The Purley Way is one of three new areas of transformation included in the Local Plan Review, along with the Brighton Mainline project, and the North End Quarter.
- 2.1.5 The Purley Way Masterplan SPD will support and inform the policies drafted within the new Purley Way transformation area chapter in the Local Plan Review. The masterplan will help steer, guide and provide parameters which will enable certainty as to how growth should be sustainably delivered across the Purley Way, to the benefit of both existing and new residential and business communities, stakeholders, developers and planning officers.
- 2.1.6 The Purley Way Masterplan SPD will be adopted alongside the adoption of the Local Plan Review.
- 2.1.7 A formal consultation period of five weeks from 11 January 2021 to 15 February 2021 is required to allow the public and stakeholders to make representations on the proposals included within the masterplan, in order to support the adoption of the masterplan as a statutory SPD. The representations will be considered and any appropriate changes made to the final version of the SPD before it is adopted. Only full Council can approve the adoption of an SPD.
- 2.1.8 The Purley Way Masterplan SPD has been developed by a multi-disciplinary consultant team working closely alongside council officers, key stakeholders including the Greater London Authority, Transport for London and the Purley Way Forum, and council members.

3 DETAIL

- 3.1.1 The purpose of the Purley Way Masterplan SPD is to provide detailed guidance that supports policies drafted in the emerging Local Plan Review chapter.
- 3.1.2 The Purley Way is the borough's primary out of centre employment location, including two London Plan Strategic Industrial Locations (SIL), and there is potential to facilitate considerable growth in residential, mixed use and

industrial intensification development along the Purley Way, outside the Strategic Industrial Locations. To support the Purley Way as one of the borough's transformation areas the new chapter addresses:

- Redevelopment of brownfield land;
- Ability to connect to the Croydon Opportunity Area;
- Urban design opportunity to transform a hard traffic corridor with a new boulevard;
- Gateway to Croydon both physically, economically and socially;
- Opportunity for a new community and local centres;
- Mixed use development;
- Support the borough's economic growth; and
- Embracing the latest technology and sustainability.

3.1.3 The policies within the emerging Purley Way transformation area Local Plan chapter identifies the opportunity to deliver up to 7,475 homes within four new mixed use centres across the Purley Way area. The delivery of this number of homes will be linked to a 'Grampian' policy in the Local Plan review that ensures sufficient infrastructure is in place before any substantial increase in homes and population.

3.1.4 The SPD will ensure that growth within the Purley Way area will be delivered in a sustainable and co-ordinated manner that carefully considers the social and physical infrastructure required to support this growth.

3.1.5 The Purley Way Masterplan SPD provides guidance for the delivery of the mixed use centres and neighbourhoods along with intensification of designated Strategic Industrial Locations, improved public realm and connectivity across the area which addresses the current poor environmental conditions. The document should be used by residents, developers, landowners, builders and agents including architects and planning consultants in shaping development proposals and will assist in making decisions on planning applications and inform the Council's pre-planning application service.

3.1.6 The draft Purley Way Masterplan SPD document covers the following sections:

- Vision and guiding principles
- Overarching spatial strategies including site and urban block principles
- Spatial design guidance for four new centres at Valley Park, Waddon Marsh, Fiveways and Waddon Way including:
 - Local character
 - Building heights
 - Connectivity
 - Indicative land uses (ground floor and upper) (note only the Local Plan Review itself can prescribe specific land uses for particular sites)
 - Public realm, open space and biodiversity opportunities
 - Phasing of sites
- Precursor projects
- Industrial intensification opportunities (within designated Strategic Industrial Location)
- Purley Way Corridor improvements
- Delivery strategy

- 3.1.7 The Purley Way Masterplan SPD provides technical design guidance that seeks to both limit any negative impact on the relevant Places, including the amenity of existing residents, and frame opportunities where increased densities can present significant opportunities to enhance places and bring benefits to communities.
- 3.1.8 The Purley Way Masterplan SPD is anticipated to assist planning officers in making decisions on planning applications and will be a material consideration in assessing planning applications.

4. CONSULTATION

- 4.1.1 Prior to the proposed consultation the project team have undertaken informal public engagement using a bespoke online platform for the project – www.purleywayfinders.com. The public were asked to share their thoughts and ideas about the Purley Way area using a range of mediums including imagery, video and writing.
- 4.1.2 At the key stages of the masterplan project, council officers and the consultant team have engaged with Ward Members and the Joint Member Working Group for the Local Plan through virtual briefing and Q&A sessions.
- 4.1.3 The project team have also engaged with the Council's Local Plan Review Duty to Co-operate requirements.
- 4.1.4 The project team have also regularly engaged with the Purley Way Forum which has been set up by Develop Croydon to support the project. The project team attended a number of workshop sessions with the forum at the key stages of the project.
- 4.1.5 If approved, consultation on the draft Purley Way Masterplan SPD, with the supporting evidence alongside will take place in accordance with the Town and Country Planning (Local Planning) (England) Regulations 2012. The representations will be considered and any appropriate changes made to the final version of the SPD before it is recommended for adoption.

5 FINANCIAL AND RISK ASSESSMENT CONSIDERATIONS

- 5.1 Revenue and Capital consequences of report recommendations**
The Purley Way Masterplan SPD is funded in full by the Greater London Authority's Homebuilding Capacity Fund through a total grant of £311,000, which is being paid in instalments throughout this financial year. The grant agreement states that the funding must be spent within the 2020/21 financial year.

	Current year	Medium Term Financial Strategy – 3 year forecast		
	2020/21 £'000	2021/22 £'000	2022/23 £'000	2023/24 £'000
Revenue Budget available				
Expenditure	311			
Income				
Effect of decision from report				
Expenditure	10			
Income				
Remaining budget	<u>301</u>	<u></u>	<u></u>	<u></u>
Capital Budget available				
Expenditure				
Effect of decision from report				
Expenditure				
Remaining budget	<u>0</u>	<u></u>	<u></u>	<u></u>

5.2 The effect of the decision

The decision will commit Croydon to publish the draft Purley Way Masterplan SPD for consultation. The costs are estimated to be £10k and include all costs associated with the Purley Way Masterplan SPD consultation, including evidence base assembly, consultation, and document production..

5.3 Risks

There is a small risk that the current restrictions caused by the issuing of a Section 114 delay the project programme and disturb the grant funding agreement, but this is being mitigated by funder engagement and sound project management.

5.4 Options

The alternative would be to delay the consultation. However this would result in the Council being unable to draw down the full grant from the GLA which under contract needs to be spent in the 2020/21 financial year, and would require the Council to front the cost of the consultation at a later date.

5.5 Future savings/efficiencies

The Purley Way Masterplan SPD is funded in full by the Greater London Authority's Homebuilding Capacity Fund through a total grant of £311,000. The grant agreement states that the funding must be spent within the 2020/21 financial year. The project is carefully managed through the Local Development Framework Board and project managed to ensure the project scope aligns with the budget available.

Approved by Felicia Wright Head of Finance for Place

6. LEGAL CONSIDERATIONS

- 6.1 The Head of Commercial and Property Law acknowledges on behalf of the Director of Law and Governance that this report seeks approval for the publication of the draft Purley Way Masterplan Supplementary Planning Document for consultation in accordance with the Town and Country Planning (Local Planning) (England) Regulations 2012 .

Approved by Sean Murphy, Head of Commercial and Property Law on behalf of the Interim Director of Law and Governance.

7. HUMAN RESOURCES IMPACT

- 7.1 There are no Human Resource impacts as the production of the Purley Way Masterplan SPD is set out in the Spatial Plan Service Plan and can be delivered with the current established staff levels. If any should arise these will be managed under the Council's policies and procedures.

Approved by Jennifer Sankar, Head of HR Place, for and on behalf of Sue Moorman, Director of Human Resources.

8. EQUALITIES IMPACT

- 8.1 An Equalities Impact Assessment is being undertaken for the Local Plan Review which directly informs the policies for the Purley Way chapter and the outcomes of the Purley Way Masterplan SPD. This will enable the council to ascertain any potential impact on groups that share protected characteristics. An Equality Analysis form has been completed for the Purley Way Masterplan SPD. This found that the change will have a positive impact on groups that share protected characteristics. The outcome delivered through the SPD of improved public realm including increased safety for more vulnerable age groups. The outcome delivered through the SPD of expanded employment space and new local centres will increase job opportunities for young people in the area. The outcomes delivered through the SPD of improved and more accessible public realm, new local centres, and increase in employment opportunities will help people with physical and mental health conditions to stay economically active, as well as having good quality, affordable and accessible housing.
- 8.2 The outcome delivered through the SPD of expanded employment space and new local centres will increase job opportunities for young people in the area.

Approved by: Yvonne Okiyo – Equalities Manager

9. ENVIRONMENTAL IMPACT

- 9.1 The Purley Way Masterplan will be an SPD to the Local Plan review. The Croydon Local Plan review itself is subject to a Sustainability Appraisal incorporating a full assessment of environmental impacts under the

Environmental Assessment of Plans and Programmes Regulations 2004 as the Local Plan sets the framework for the determination of planning applications. The Purley Way Masterplan SPD will only provide further guidance on how to interpret Local Plan policies and proposals and will only be adopted once the Local Plan is adopted. Therefore, in terms of environmental assessment, the Sustainability Appraisal of the Local Plan provides the environmental assessment for the Purley Way Masterplan SPD. To confirm this, a screening opinion will be requested from the three statutory bodies (with regard to Environmental Assessments of Plans and Programmes), namely Historic England, Natural England and the Environment Agency.

10. CRIME AND DISORDER REDUCTION IMPACT

10.1 There are no known direct crime and disorder impacts.

11. REASONS FOR RECOMMENDATIONS/PROPOSED DECISION

11.1 Croydon is a growing borough. Croydon is reviewing its existing Local Plan to rise to the challenges facing the borough and its communities over the next 20 years and beyond. This includes tackling the causes of climate change related to planning and addressing the housing crisis in Croydon.

11.2 The Croydon Local Plan Review details how to achieve the increase to our housing supply between now and 2039, and provides an indicative view on how this growth could take place across the 16 Places of Croydon. The Purley Way is one of three new areas of transformation included in the Local Plan Review which outlines , along with the Brighton Mainline project, and the North End Quarter.

11.3 The Purley Way Masterplan Supplementary Planning Document will support and inform the policies drafted within the new Purley Way transformation area chapter in the Local Plan. The masterplan will help steer, guide and provide parameters and certainty as to how growth should be sustainably delivered across the Purley Way, to the benefit of both existing and new residential and business communities, stakeholders, developers and planning officers.

11.4 For this reason it is recommended to approve the publication of the Purley Way Masterplan Supplementary Planning Document for consultation to support the policies within the emerging Local Plan Review.

12. OPTIONS CONSIDERED AND REJECTED

12.1 There was an option to keep site allocations within the Purley Area the same when reviewing the Croydon Local Plan 2018, however the current housing crisis means it is essential to plan for a step change in housing growth in this area. The grant awarded by the Greater London Authority enabled the council to comprehensively plan for this step change through as masterplan process.

13. DATA PROTECTION IMPLICATIONS

13.1 WILL THE SUBJECT OF THE REPORT INVOLVE THE PROCESSING OF 'PERSONAL DATA'?

YES

All consultation responses will be held in the Purley Way Masterplan SPD consultation database. This will include personal data. This data will need to be held until a date no earlier than 6 weeks after the date on which the Purley Way Masterplan SPD is formally adopted by the Council; or at the conclusion of any application by an aggrieved party to the High Court under Section 113 of the Planning and Compulsory Purchase Act 2004; whichever is the later date. This is so the Council can document that the Purley Way Masterplan SPD has been prepared in compliance with the Planning and Compulsory Purchase Act 2004 and the Town and Country Planning (Local Planning)(England) Regulations 2012.

13.2 HAS A DATA PROTECTION IMPACT ASSESSMENT (DPIA) BEEN COMPLETED?

YES

CONTACT OFFICER:

Steve Dennington Head of Spatial Planning,
extension 64973

APPENDICES TO THIS REPORT

Appendix 1 – Draft Purley Way Masterplan SPD (full)

Appendix 2 – Draft Purley Way Masterplan SPD (summarised consultation version)

Appendix 3 – Supportive Evidence Documents

BACKGROUND PAPERS

Purley Way Masterplan: Evidence Base

Purley Way Masterplan: Business audit

Employment Land Review

Equalities Impact Assessment