

**REPRESENTATIONS TO THE OUTER LONDON COMMISSION  
ON BEHALF OF WESTFIELD SHOPPINGTOWNS LTD**

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## SECTION 1: INTRODUCTION

- 1.1 Westfield Shoppingtowns Ltd (WSL) are owners of part (Zone 1) of the Stratford Rail Lands. Outline planning consent was granted for the Stratford rail Lands in February 2005 for

*“Comprehensive mixed use development comprising B1 offices, residential, retail development, commercial leisure uses, hotels and conference facilities, community, health and education facilities, open space, landscaping, water features, parking, transport interchanges, associated infrastructure and a town centre link.”*

This permitted development is now referred to as Stratford City.

- 1.2 Stratford City is broadly divided into two parts by the Channel Tunnel Rail Link. To the north is mixed use development comprising predominately residential and office space, with the residential element forming part of the Olympic Village. To the south is land referred to as Zone 1, which is predominantly the retail component of the overall development. This comprises 140,000m<sup>2</sup> of core retail, together with 106,000m<sup>2</sup> of commercial, 35,000m<sup>2</sup> of hotel uses and 100,000m<sup>2</sup> of residential.
- 1.3 The 'Zone 1' retail development is seen as being an integral part of Stratford Town Centre and is identified in the London Plan as a proposed Metropolitan Centre.
- 1.4 In the run-up to the Olympics, reserved matters applications have been submitted for the majority of the retail development and most of this has obtained approval from the ODA and London Borough of Newham. In addition, approval has been given for some of the leisure development and applications will shortly be submitted for hotel uses. However, due to the current economic climate, the residential component (comprising in the order of 1,400 units) has not commenced and the outline permission for these elements is currently due to cease in February 2010.
- 1.5 The Stratford City development benefits from significant and extensive public transport infrastructure including rail, tube, DLR and bus services. Through the development proposals, significant cycle and motorcycle parking provision has also been accommodated.

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- 1.6 Overall, therefore, it is considered that excellent transport infrastructure is already in place. However, it is also considered that the essential economic and environmental infrastructure framework is also already established and will continue to be enhanced. This should also be viewed in the context of the Olympic legacy developments. This will all enable new and enhanced development to be delivered in a highly sustainable way.
- 1.7 It is for these reasons, that WSL fully support and endorse any proposal to identify Stratford as a 'super hub', where there could be scope for enhanced retail, residential and commercial development. It is considered that the transport infrastructure and social infrastructure is sufficiently robust to support any such future growth. The current development has already started to act as a new catalyst to new development and will continue to do so.
- 1.8 It has also been established that the site has the potential for tall buildings and this should be supported and encouraged.

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## SECTION 2: REPRESENTATIONS ON BEHALF OF WSL

### a) Background

- 2.1 Overall WSL consider that Outer London has potential to contribute to the economic success of London as a whole, by supporting and encouraging high quality intensive new development at appropriate transport hubs. It is considered that policies and mechanisms should be put in place within the London Plan to make it clear how such development will be supported and facilitated by local planning authorities and regeneration organisations.
- 2.2 It is considered that such new development growth, where appropriately planned - such as at Stratford City, can be accommodated on a sustainable basis. As stated above, significant transport, economic and environmental infrastructure is already in place to ensure the sustainable delivery of new and enhanced development and uses.
- 2.3 By encouraging the development of a few larger super hubs such as at Stratford, it is considered that this will significantly boost the economy and social infrastructure of the outer suburbs and assist in rejuvenating Outer London. Such an approach would assist in focusing efforts and resources to the appropriate, most sustainable locations.
- 2.4 In order that these 'super hubs' should be a success, in addition to supporting employment growth, it will be important to make clear in the London Plan that proposals to enhance the retail, commercial or residential base of such locations should be fully supported and encouraged by local planning authorities and that suitable flexibility should be given, where appropriate, in terms of requirements and standards in order to achieve delivery.
- 2.5 It is important to note that there are also a number of other significant adjacent sites to Stratford City that can be brought forward to further to build on the catalytic effects already having an impact and to enhance and reinforce the importance of the area. These are, for example, Chobham Farm South, Chobham Farm North and Angel Lane.

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**Response to Key Questions:**

2.5 In terms of responses to the direct questions raised, WSL have the following comments.

(5) WSL would support the idea of a 'super hub' for Stratford. It is considered that such a super hub could enhance overall employment growth potential in the East Outer London, provided this was set within a sustainable background having regard to comparable residential and retail growth.

(6) It is considered that Stratford would be an appropriate super hub due to the significant and extensive public transport provision at this node and the significant infrastructure (through the approved masterplan for Stratford City and the Olympic legacy) that is already in place.

2.6 In this regard, it is noted that Figure 2 of the Outer London Commissions first report clearly indicates that Stratford meets a significant number of the key criteria that could be appropriate for identifying and defining hubs.

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## **SECTION 3: CONCLUSIONS**

- 3.1 Overall, WSL would support the concept of exploring a super hub at Stratford as much of the transport and social infrastructure is in place and there is an approved masterplan which would assist in Stratford becoming a Metropolitan Centre.
- 3.2 The key is to put in place a policy that enables further enhancement of the permitted (and currently under construction) facilities to support the hub, such as retail, residential and offices development. This could be achieved through policies that assist in encouraging employers to the area and to support and encourage more intensive forms of development such as the inclusion of tall buildings, which can be supported by the existing and ever improving infrastructure.