CITY IN THE WEST
The purpose of maps or plans, is to tell us where we are in relation to other things and how to get from where we are to where we want to go.

City in the West, as City in the East, sets out to do that. Like City in the East the story of west London owes much to its history with many of the outer London boroughs having been outside the London County Council, the Abercrombie plan and having an identity more associated with the counties such as Surrey rather than the city. As London’s population and infrastructure grow that relationship will change. Crossrail 2, Thameslink, the Bakerloo line extension and the metroisation of railway lines along with a shift in the way and in the locations in which people work are driving that change.

In the east the Thames Gateway has long been subject of many masterplans, as has much of north London particularly along the northern Crossrail 2 alignment. These have sought to drive intensification and to attract investment into often challenging areas. In contrast much of west and south west London have, until relatively recently, been the subject of comparatively less consideration as the location for growth. As a consequence this area has considerable untapped potential. The resurgence of the South London Partnership, comprising the boroughs of Croydon, Sutton, Merton, Richmond and Kingston show that there is a political will to explore this potential.

“Outer London” is increasingly becoming a location in which to work as well as live, and that is happening as a result of demand rather than a requirement of planning policy. The growth of tech city businesses in Croydon is an example. This opportunity has been recognised and is promoted in the Outer London Commission report. This is happening in other world cities such as New York where rapid jobs growth is taking place in town centres beyond the established central business district.

The need to provide homes, particularly around increasingly accessible stations, which in many outer London areas are associated with industrial and employment uses creates a land use allocation challenge. This should be capable of intelligent resolution. This plan sets out to establish that you can have your cake and eat it. That it is possible for a carefully considered plan to accommodate significant housing growth whilst providing land for the employment, logistics and commercial activities that keep London ticking and help create a sense of place.

The largest concentration and growth of jobs will continue to remain within the Central Activities Zone, the west end, City of London and Canary Wharf. Therefore, London will continue to have locations within the M25 for commercial uses, particularly the logistics and service uses that help support the continually growing inner London population and economy.

Making this work and resolving tensions to delivery of jobs and homes, is better addressed by understanding the city as a whole rather than as a kit of parts. Current London plan growth corridors like the “Western Wedge”, don’t articulate as well as they might be the narrative of the connected city, or communicate the scale of city growth, nor the links between west and south London.

Optimising existing infrastructure provides additional opportunities to deliver growth by making the most of what exists. For example, The Wimbledon - Croydon tram link was initially conceived as a simple link between the two town centres. The intermediate stops were not considered locations for growth. The tramlink splits between the three boroughs of Croydon, Merton and Sutton, and whilst it is not uncommon for edge of borough locations to be overlooked, a credible and deliverable proposition is one where we are considering strategic infrastructure such as this together.

The story of where we as a city want to go is made stronger if the headline is the story of London’s growth, a worldwide brand. Sutton for example has completed some excellent plans, but to get them exposure they need to be promoted as part of the narrative of London.

Similarly the delivery of metro services to existing Network Rail lines and the extension of TfL franchises opens-up the potential of a London Overground effect for south and west London similar to that experienced in east and north London.

Why City in the West, rather than City in the South West or City in the North West? The answer is that we are trying to plan as an integrated city by bringing together work currently being undertaken by the GLA group in partnership with local councils and private sector stakeholders; to tell and promote a simple and compelling story rather than a shipping forecast.
CITY IN THE WEST

PLACES

- Wimbledon Croydon
- Brown-Belt Clapham Jn. to Battersea Riverside
- Lambeth Central & Northern Core Areas
- Sutton
- One Edgeware Road
- Heart of Harrow
- Hayes Town Centre
- The Golden Mile
- Morden Town Centre
- Bromley Town Centre
- Kingston
- The Old Post Office Site, Kingston
- Wembley
- Wembley Masterplan
- Heart of Harrow AAP
- Battersea Power Station
- Saffron Square, Croydon
- Earls Court
- Sutton Town Centre Masterplan
- The Old Post Office Site, Wimbledon
- Wimbledon Town Centre Masterplan
- Wimbledon-Croydon Tramlink
- Wembley Masterplan
- Heart of Harrow AAP
The GLA works with local authorities to undertake Development Infrastructure Funding Studies (DIFS) for Opportunity Areas within City in the East. Similar studies have been carried out for other OAs including Vauxhall, Nine Elms and Battersea and White City.

The assessed infrastructure is that deemed to be 'strategic'. The extent of strategic infrastructure would be agreed with all parties. It is essential that landowners and developers are a core part of this discussion.

The overall objective of the DIFS is to:
- Assess, identify and quantify the strategic infrastructure necessary to deliver the growth the OAPF envisages, including assessing the delivery and investment plans of landowners, agencies and infrastructure providers
- Provide an overall costing of the infrastructure requirements.
- Undertake a viability assessment of the proposed development and the level of affordable housing that can be viably delivered when taking into account infrastructure, S106 and CIL costs.
- Recommend what alternative funding mechanisms may be available to bridge the funding gap after monies generated by S106 contributions and CIL have been taken into account.
- Suggest how projects can be prioritised and where money would be most beneficially spent.

Typically, a DIF study examines the following:
- Development viability and affordable housing
- Transport
- Public realm improvements
- Education
- Healthcare
- Emergency services
- Community centres; libraries and youth provision
- Arts and cultural centres
- Public open space, sport and play space
- Employment and training
- Utilities

These studies are informed by and complement the evidence base for the potential review of the boroughs’ and the Mayor’s CIL. They can also form the basis for setting a fixed rate of affordable housing within Opportunity Areas. An effective DIFS should ensure that land value is captured for the wider public benefit. It should clearly signal to landowners what the public sector ask would be of a developer.
Building a digital model of City in the West

The GLA digital 3D model for City in the West covers some areas of West London. This model coverage will be gradually increased and the model updated in partnership with public and private sector stakeholders, with the objective to eventually cover all of London. It will provide a platform to inform spatial design and planning as well as consultation processes as a an interactive live 3D model. Developers of individual sites will be expected to provide 3D models of their schemes in an agreed format which will be used to populate the GLA’s model as schemes come forward. Developers will also be expected to contribute to the cost of locating their schemes within the GLA’s wider model.
Well! These are tales of mystery!
And many a darkly woven lie
With men will easy credence gain;
Wile truth, calm truth, may speak in vain,
For eloquence, whose honey’d sway
Our mortal wits obey,
Can honour give to actions ill,
And faith to deeds incredible;
And bitter blame, and praises high,
Fall truest from posterity.

Translations of Pindar: The First Olympic Ode.
470 BC

www.london.gov.uk/cityinthewest