Evolving Cities

The changing face of London

Spring 2017
Evolving cities

The UK’s cities are undergoing a renaissance. Large scale place making schemes are dramatically improving how they are perceived, making them more desirable places to live and work, and better able to attract new people and businesses.

With 8.6 million people now calling London home there are more people living in London than at any point in its history. In fact, since the end of 2007, the population has grown by almost 1 million people. In the same time, the number of jobs in the capital has increased by 15% to 5.6 million and the economy has grown by 16%, despite living through the effects of a global financial crisis.

This growth has been reflected in the demand for business and residential accommodation. In the central London office market, strong demand has seen take-up levels at their highest since 2001, and record rents in almost every submarket. In residential terms, over the same period, house prices have increased by 47% compared to a national average of just 6%. Central London also continues to strengthen its position as a retail centre, not only in the West End but in the outer centres such as White City, Croydon and Stratford. Alongside major shopping centre developments there is increased diversity with pop-ups such as BoxPark in Shoreditch and the re-emergence of London markets such as Spitalfields re-invigorating the high quality independent sector.

As demand grows so does the need for new supply. In the last eight years, London’s office stock has increased by 12% and the city has delivered approximately 155,000 new homes, which have revitalised the Thames riverfront and reintegrated under-used industrial sites and institutional estates into the urban fabric. Opportunity Areas such as Nine Elms Battersea and Kings Cross have captured significant attention; however equally significant changes seen in Brentford, Wandsworth and Lewisham have shifted where Londoners seek to live and work.

Development in new locations relies on new infrastructure that can keep the city connected, serviced and moving. Major investments have been made in London’s transport infrastructure including new and upgraded Overground lines, major upgrades to the Victoria Line, improvements to Thameslink services and major new cycle facilities through the delivery of Super Highways and expansion of the Bike Hire Scheme.

Despite this success London can’t, and doesn’t, stand still. Office vacancy rates are at a post-recession low whilst a chronic under-delivery of housing has created acute price pressures. Our transport system is also operating close to capacity. Crossrail will add 10% to London’s capacity and the upgrade of London Bridge will create potential for National Rail service enhancements. However both Clapham Junction and Waterloo face severe challenges in the coming years which need to be addressed.

London’s existing success will continue. As the previous major development locations and phases near completion, the focus shifts to the next opportunity. Locations such as Nine Elms Battersea, King’s Cross, White City, Elephant and Castle and Stratford will continue to evolve and deliver, however as we investigate later in this report new opportunities are being unlocked that will once again reshape the face of London.
Growth in London over the last decade has not been experienced equally, some places have accommodated and felt the benefit of development to a much greater extent than others.

This growth has not only delivered much-needed new housing and commercial floorspace, but in some cases transformed whole components of the city, reinvigorating failing town centres and enabling inactive sites to contribute to their wider communities.

We have identified 10 locations where growth has been truly transformational. For some this transformation is in terms of scale of activity, for others it is the shift in perception of the area as a place to live and work that regeneration has created which is significant.

Between them our 10 locations have delivered 10% of the total homes London has delivered since 2008 and provided the capacity for around 20% of London’s employment growth over the same period. Each has delivered new and iconic buildings, public spaces and community facilities that have truly changed the face of London.
South Bank

The South Bank is home to two of the UK’s busiest transport hubs: London Bridge and Waterloo, and is viewed as an iconic and cultural quarter, home to the Tate Modern, South Bank Centre, Bankside and Borough Market.

However, over the last eight years, the area has seen significant intensification, with substantial schemes in the pipeline.

In 2010, the final and largest building within the More London estate, started in 2002, was completed, with PWC occupying the 61,000 sq m building which is seen as one of the best designed buildings in London six years after its completion. Since then, another substantial estate has been brought to the market.

The final stage of the London Bridge Quarter is currently under construction, with Fielden House due to deliver 148 new homes to a scheme that, including The Shard and The Place will have delivered 186,000 sq m of commercial and residential space. In conjunction with the development of London Bridge Quarter, Southwark Towers and an adjoining section of London Bridge station were demolished, with the station being reconfigured and improved, including a replacement of old tracks and the addition of Thameslink.

At One Tower Bridge, Berkeley Homes and Southwark Council have developed a mixed use scheme of 9 blocks comprising 396 homes and a 70 room hotel on the site of the former St Olave’s School, whilst the refurbishment of Sea Containers House has provided a new 359 bedroom hotel and 33,000 sq m of offices, occupied by Puma and Ogilvy & Mather.

Going forward, much of the development pipeline is west of London Bridge station. At Blackfriars Bridge, a consortium of Native Land, Temasek, Hotel Properties Limited and Amcor Properties will develop the 5.3 acre Bankside Quarter which will provide 489 new homes, 27,000 sq m of office space alongside retail, leisure and cultural facilities. Work is due to start in 2018.

On the site of the Shell Centre, Canary Wharf Group and Qatar Diar are developing the 140,000 sq m Southbank Place, of which the office element has been forward-sold to Almacantar, and partly pre-let back to Shell. The scheme will also deliver 750 new homes and 7,200 sq m of new restaurants and cafes. London & Regional’s new plans for Elizabeth House will provide 142 new homes, 1,500 sq m of new restaurants and cafes, 10,000 sq m of public space and 61,000 sq m of offices.

Shell Centre:
- 140,000 sq m office
- 750 homes

Total in major schemes:
- 500,000 sq m office
- 1,925 homes
The development at King’s Cross Central has changed the area from an unused wasteland to one of the most desirable areas of central London.

The 67 acre site of former railway sidings, warehouses and contaminated land running north from the Euston Road will, when complete in 2020, have delivered 50 new buildings, almost 2,000 new homes, 316,000 sq m of office space, 46,500 sq ft of retail and leisure space, 20 new streets, 10 new public parks and squares, and 1 new London postcode – N1C.

Plans for the redevelopment of King’s Cross had been in the pipeline since the late 1980s, although the decision in the mid-1990s to move the HS1 railway lines to St Pancras and the subsequent redevelopment of first St Pancras and then King’s Cross stations was a catalyst for the landowners London & Continental Railways and DHL to develop the land, bringing Argent in as a development partner in 2001. In 2006 outline planning permission for the scheme was granted, with the King’s Cross Central Limited Partnership forming in 2008, and starting development later that year, with the first work starting on The Granary Complex, where University of Arts London moved to in September 2011.

The early pre-let from the University of Arts is cited as being one of the main factors in attracting Google, who committed to the area (for the first time) in 2012. Infrastructure improvements to what was already a major transport hub, in the form of the Thameslink extension and HS1, the strong student presence as well as street food market Eat Street have helped establish the area as a part of central London, rather than a closed off estate.

For residential and commercial space in the area has been exceptional. In fact, as it stands, there is no readily available office space. Since the start of 2012, prime office rents in the area have seen an increase of 83%, and Google have committed to taking more space in the form of three additional lettings.
Nine Elms Battersea

Nine Elms Battersea has been one of London’s most high profile and highly visible success stories in the past eight years with a series of high quality residential developments coming forward in what is an entirely new part of Central London.

The area has undergone significant change from an under-utilised industrial zone to a truly mixed-use piece of the city that will eventually house major new employment opportunities and open spaces underpinned by enhanced transport connections.

By the end of 2016 Nine Elms Battersea will have delivered over 3,000 new homes and a series of new commercial opportunities, principally focussed on bringing new retail and leisure and cultural offers to the area. St James’ eyecatching Riverlight scheme has seen over 800 new riverside home delivered whilst Ballymore’s Embassy Gardens is bringing forward a further 2,000 alongside a new linear park overlooking the new US Embassy. The first phases of the regeneration of Battersea Power Station are creating over 1,100 new homes and breathing new life into one of London’s architectural icons.

The rapid growth of Nine Elms Battersea has been fuelled by the strength of the London residential market, with the opportunity to deliver high density living underpinned by the Northern Line Extension which will provide two new stations within the area. These enhancements coupled with readily available land, the area’s diverse population and business mix, a proactive delivery partnership and its proximity to central London markets have driven considerable market interest and investment.

Nine Elms Battersea will continue to evolve with a further 6,000 homes consented, half of which will be delivered by VSM as the New Covent Garden Market is reconfigured and surplus land unlocked for development. Further phases of the Battersea Power Station development will deliver 1,300 homes as well as a new commercial and retail district whilst another 1,800 homes will be delivered at the former Royal Mail depot.
The last eight years have seen substantial change in Shoreditch. During the financial crisis, much of the demand for office space in central London was driven by what has become known as the TMT (technology, media and telecommunications) sector.

The strong demand from this sector saw substantial activity in the City fringes. Rents in historically cheap areas such as Shoreditch and Spitalfields rose rapidly, as a growing sector was willing to pay more and more for office space. This had a profound effect on the development viability in these areas, with more occupiers willing to pay rents in excess of those in the City core in order to be surrounded by like-minded occupiers.

Based on the strong demand for tech occupiers in the area, the TechCity Investment Organisation was founded in 2010, built around the ‘Silicon Roundabout’ at Old Street, with the UK government keen to capitalise on the strong occupier demand. As this demand has changed, so has the supply. During the last eight years, some of this has involved comprehensive refurbishment and change of use including at the Old Truman Brewery and the Tea Building, which offers 24,290 sq m of offices in the old Lipton Tea Factory.

The development pipeline is catering for a new breed of more corporate tech occupier with Principal Place, White Collar Factory, The Bower and The Stage all under construction. Development has been earmarked for Bishopsgate Goods Yard, although this has recently been called in by the Mayor of London.

The area has always been very well connected. Recently, this has been improved with the East London line now linking Shoreditch to Clerkenwell in the west and with less developed areas such as Hackney, Dalston and New Cross. A Crossrail station at Liverpool Street will improve the connectivity even more.
The 2012 Olympic Games was awarded to London on the basis of leaving a lasting legacy. The most obvious legacy of the games is the world class sporting facilities in the shape of the London Aquatics Centre, Lee Valley VeloPark and Olympic Stadium, which will become the new home of West Ham by the end of 2016.

By 2030 this legacy will be over 400,000 sq m of office space, 10,000 new homes and a new cultural hub.

Here East uses the connectivity and facilities provided by the Broadcast and Press Centres to provide 120,000 sq m of commercial space and digital infrastructure, and will be fully complete by 2018. The area is already home to BT Sport who started broadcasting in 2013. In the short term, Loughbrough University are creating a new research centre, whilst the scheme is also home to Infinity SDC.

The transformation of the area was driven by the promise of the Olympic Games, and has been supported by national and local government. The London Legacy Development Corporation (LLDC) is now the principal landowner in the area, and is promoting economic strategy. Furthermore, the Mayor of London has pushed forward the notion of an Olympicopolis. This is made up of two sites: UCL East will be a new campus for the students of UCL, whilst Stratford Waterfront will host a new campus for University of the Arts London, as well the Smithsonian’s first premises outside of Washington DC, the V&A and Sadler’s Wells, creating a new cultural hub.

At the International Quarter, 372,000 sq m of commercial offices are being built, with the FCA and TfL having already committed to the area. This will sit alongside 300 new homes, alongside 25,600 sq m of hotel provision and 4,830 sq m of neighbourhood retail space, intended to complement the offering at Westfield Stratford City.

The area has traditionally well connected and this has improved further during the last eight years with the addition of the London Overground and the Greater Anglia line extension. Furthermore, Stratford has recently been ‘re-zoned’ to zone 2/3, effectively making it more accessible to central London. Moving forward, the transport infrastructure will improve even further, as it becomes of the Crossrail network.
Barking has long been a major town centre for East London, providing a significant transport interchange as well as a civic and retail hub for residents.

The past decade has seen the town change significantly with major investments unlocking new development that has already delivered almost 1,000 new homes, revitalised the town centre environment and delivered major new cultural and community facilities.

Within the heart of the town, Redrow’s award winning Barking Central development has delivered a new, truly mixed-use, quarter combining 500 apartments, a new hotel, library and learning centre and office space alongside a major new public square. Its striking architecture has created a new landmark that has helped drive values and encourage further investment and development.

Barking’s rapidly improving values and excellent transport connections are now unlocking a wider range of opportunities around the town, with the potential for over 4,500 further homes to be delivered.

The Gascoigne Estate is a particular focus. Awarded Housing Zone status, this redevelopment of the eastern part of the estate will deliver 1,500 new and replacement homes. The relationship with the River Roding is also being enhanced, with Barking Wharf (Be:Here) and Fresh Wharf Estate (Countryside) both regenerating former industrial sites to deliver 1,900 homes.

Barking Town Centre

Abbeville Apartments, a 100 unit scheme aimed at the Private Rental Sector market as part of a wider scheme that delivered a new supermarket and smaller retail units. They have also delivered phase one of the Creative Industries Quarter at Abbey Road, that will ultimately deliver over 250 residential units and 1,500 sq m of new commercial space aimed at small creative businesses.

In addition, Coplan have developed plans that will see the area around the station redeveloped, which could provide up to 1,500 further homes. Bouygues have brought forward two major schemes. Together, with Grainger they have delivered
Lewisham as a borough has benefitted significantly from investments in transport infrastructure made by Transport for London. The extension of the DLR to Greenwich and Lewisham in 1999 provided a catalyst for the regeneration of Deptford, which has seen changes to both the Thames waterfront and Deptford Creek.

It also provided the basis to consider the future of Lewisham town centre and how the station integrated into the wider town. Early developments focussed on areas away from the gyratory system, with Barratt’s Renaissance SE13 scheme delivering 795 homes to the south west of the town centre and the Silkworks (St James) 460 homes to the north.

Development and growth within Lewisham has gathered pace considerably in the past eight years as the Lewisham Gateway project has begun to address the severance issues caused by the gyratory system. The first phases of the Lewisham Gateway development (Muse and Taylor Wimpey) have delivered nearly 300 units aimed at the Private Rental Sector whilst Thurston Central and Thurston Point (L&Q) are delivering 415 new residential units alongside commercial floorspace and live-work units. A further 750 homes are planned as part of the continued development of Lewisham Gateway and through the redevelopment of redundant office floorspace at Citibank House.

The scale and pace of change is likely to be further enhanced by the proposed extension of the Bakerloo Line to Lewisham. This would enhance its role as a major interchange for South East London and unlock further development capacity and demand for both residential and commercial floorspace.
The Thames riverfront has long been London’s most significant asset. Originally providing a focus for passenger, freight and economic activity, as port needs have changed it has gone on to provide the backdrop to some of London’s most high profile regeneration and development projects.

Whilst the regeneration of the Thames’ embankments in locations such as the Greenwich Peninsula, the South Bank and Nine Elms Battersea have attracted significant attention a quieter but no less transformational evolution has been occurring further west within Wandsworth. In the past eight years the Wandsworth Riverside area has seen 2,500 new homes delivered within high quality riverfront schemes that have both made creative re-use of historic industrial buildings and revitalised redundant and under-utilised wharves.

St George are delivering the largest single development at Battersea Reach, where almost 1,100 homes have been completed with a further 400 currently under construction. It has also delivered new retail and dining spaces to enliven a revitalised river walkway. Closer to Wandsworth Town Centre the Wandsworth Riverside Quarter (Frasers Property) has delivered 500 new homes, with further phases linking the river to the town itself. Driven by the strength of the west London market and a revitalised town centre the pace of change is likely to continue with a range of sites currently in the pre-planning stage that could deliver a further 600 homes. These will complement major regeneration schemes focussed at Wandsworth Town Centre including the former Ram Brewery site (Greenland) which will deliver 660 new homes and new retail and leisure facilities and the Filaments, a 340 home scheme by Mount Anvil that includes new workspaces on the former Wandsworth Business Village site.
The Great West Road corridor has undergone significant economic change in recent years, witnessing the decline in traditional higher value industrial and manufacturing activity and a renewed focus on corporate and office based activities. This economic transition has been underpinned by the presence of global occupiers such as GSK and BskyB alongside a growing number of media and other corporates attracted to Chiswick Park. This shift has created significant new capacity for regeneration within the area that has primarily been focussed around Brentford, as the area’s major town centre. The delivery of over 2,000 new homes across a number of sites around the town is in turn helping to revitalise the town centre, bringing forward new retail, culture and workspace opportunities.

The Berkley Group have delivered significant new high quality residential developments at both Kew Bridge and Kew Bridge West, totalling almost 700 units to the east of the area. The Great West Quarter, a Barratt scheme, has also delivered over 750 units to the north west of Brentford town centre. Brentford’s waterfront is also being rejuvenated. Brentford Lock West (ISIS Waterside Regeneration) has delivered over 500 homes whilst Ballymore’s Brentford Waterside development will deliver a further 875 new units.

The London Borough of Hounslow continues to support the growth and development of this area, launching a new vision for the ‘Golden Mile’ that will further enhance the mix of activities and quality of place along the Great West Road. Continued regeneration of Brentford itself will be underpinned by the relocation of the football club from its current Griffin Park ground to a new location north of the A4. Delivered by Wilmott Dixon the relocation will deliver of almost 1,000 new homes both on the site of the existing stadium and as part of the new development.
In 1908, White City hosted the Franco-British Exhibition before acting as emergency host to the Olympic Games of the same year. However, since then the area had become one of the most deprived areas in London.

Westfield London, the 150,000 sq m shopping centre by the developers of the same name opened in 2008 regenerating brownfield land which had previously been used as railway depots.

As part of this development, Shepherd’s Bush station was rebuilt to include new lines and bus interchanges, with an additional station being added at Wood Lane on the Hammersmith & City line. The retail-led regeneration in the area has served to make it more desirable, and increased the viability of further development which is now filtering through.

Part of the future development pipeline includes the expansion of Westfield’s presence in the area with 2017 due to see an additional 70,000 sq m of retail space complete, including a new 21,400 sq m John Lewis department store, and 1,522 new homes. Elsewhere, Berkeley Group developer St James are developing 1,465 new homes and a new park called White City Green on a 10 acre former M&S warehousing site.

At the former BBC television centre, Stanhope and Mitsui Fudosan are developing up to 950 new homes and 50,000 sq m of offices, part of which have already been re-occupied by BBC Worldwide, as well as a new 47 bedroom hotel, a private members’ club and additional retail and leisure space. The initial phase of Imperial College London’s White City campus was completed in 2012 when Wood Lane Studios opened. Once finished, the Imperial West Innovation District will provide 48,000 sq m of education, incubator and spinout space.

1,500 new homes in key schemes
Imperial West – 48,000 sq m of education, community and incubator space

Westfield London. Image courtesy of Weber Shandwick
London tomorrow

London is already bigger than at any point in its history and currently adds the equivalent of a tube train full of people to its population every week. Over the next eight years (to 2024) London will add a further 820,000 new residents, requiring the delivery of 325,000 new homes and enabling 315,000 new jobs.

That’s the equivalent of delivering 110 homes per day, every day, accommodating another 30 Canary Wharf Towers and adding a city the size of Leeds within the M25. To accommodate this, the geography of the city will also change. The traditional approach of densifying the core is not sustainable. Zones 2,3 and 4 now have a greater role to play in accommodating London’s success as the Mayor sets his focus in intensifying Outer London and London’s under-exploited transport hubs.

Whilst central London will continue to be the focus of international scale businesses and knowledge creation we will see a quickening pace in the renaissance of Outer London. Key centres will grow on the back of new and enhanced connections, providing new business location opportunities, unlocking new residential neighbourhoods and reinvigorating existing town centres.

The Mayor’s focus on delivering homes on publicly owned land will move forward the realisation of longstanding Opportunity Area aspirations, housing estate renewal and town centre rejuvenation.

Enabling higher density, higher quality mixed use and residential development across the capital, maximising the opportunity of underutilised sites.

However, to be truly successful London needs to deliver a new type of development that not only delivers much needed housing but also allows outer centres to grow their retail, leisure and employment offer, providing attractive locations where businesses want to locate.

This will mean embracing a wider range of workspace types geared to meeting London’s evolving sectoral base. These will extend beyond traditional office or industrial buildings to fully integrate co-working, incubation and hybrid spaces as part of mixed use approaches to development and placemaking.

It will also mean ensuring the full range of infrastructure is in place, allowing businesses to connect virtually and in person regardless of where they choose to locate.

**London tomorrow**

![London skyline](image)

- Tube train of people every week added to the population
- Need 325,000 new homes
- 110 homes needed every day
- 315,000 new jobs
We believe there are a number of locations with the fundamental assets in place to ensure London can continue to grow and meet the wide ranging needs of an expanding population and economy.

We consider that 10 of these locations can provide London with the opportunity to grow the capacity of Central London by expanding its fringes, revitalise social housing estates to allow them to better serve their existing residents and accommodate new housing, breathe new life into former industrial sites and create new opportunities for employment growth beyond the Central City. Between them these 10 places can deliver 30% of the homes and capacity for 30% of the jobs London needs to provide over the next 8 years, they will also provide the key locations to expand London’s retail offer.

Changing places – Looking forward
2017 – 2027

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19 Croydon
20 Earl's Court
21 Old Oak Common
Lying at the heart of one of London’s fastest changing opportunity areas and one of London’s busiest transport interchanges, Vauxhall benefits from unrivalled connections both to central London and South West London.

The Victoria Line connects Vauxhall to the heart of the West End in less than 10 minutes and Heathrow and Gatwick are both accessible in less than an hour. Despite these enviable characteristics, until recently, Vauxhall had failed to capitalise and remained a secondary location within central London. However, as London’s growth has accelerated the opportunity presented by Vauxhall as a new economic hub is being increasingly realised, driven by the diversity and character of the area as much as its connectivity. Early development has focussed on high quality mixed use and residential developments along the river front and Albert Embankment, revitalising former industrial sites and poor quality office buildings. This has delivered a new range of arts, culture and leisure facilities to complement Vauxhall’s vibrant night time economy.

These initial developments have prepared the ground for much more significant scales of development to come, which will deliver on Vauxhall’s potential as a business location. Consented schemes offer the potential for over 75,000 sq m of new office floorspace to be delivered on key sites such as Vauxhall Square (CLS Holdings), the Bondway (City Grave), Vauxhall Cross and Keybridge House (Mount Anvil). This cluster of towers will clearly mark out Vauxhall as a destination on the London skyline. These and other sites will also deliver over 1,500 new homes and further leisure, retail and hotel spaces.

Vauxhall offers even greater potential as investment in infrastructure and the public realm continue to unlock new capacity. Plans for the reconfiguration of the gyratory will create additional opportunities to develop a new district centre and deliver additional development at the heart of Vauxhall providing a new gateway for the wider opportunity area linked by a linear park to other centres of change at Nine Elms and Battersea Power Station.
Elephant & Castle

Elephant & Castle is often cited as the last underdeveloped part of zone 1. Redevelopment of the area has been mooted since the 1990s but has repeatedly struggled to secure suitable development partners.

Recently, however, there has been an increase in demand for residential space in the area, with the 24,000 sq m, 408 home Strata completing in 2010, and One The Elephant supplying 284 new homes, all of which were sold before completion.

Work is now underway centred round the Heygate and Aylesbury estates, as well as the Elephant & Castle shopping centre. At the Heygate, Lend Lease is replacing 1,200 existing homes with 2,500 new apartments, plus 50 retail units in its new ‘Elephant Park’. At the Aylesbury Estate, Notting Hill Housing are building 3,500 new homes. At Two Fifty One, Oakmayne Properties are building a 335 apartment tower. The Elephant and Castle shopping centre will be redeveloped by Delancey to include a new campus for the 4,500 students at the University of Arts’ London College of Communications, already based in the area. There will also be 28,000 sq m of retail and restaurant space, with construction due to start in mid-2017.

The area is seeing public transport improvement including the upgrade of the Northern Line tube station in the area which should be completed by early 2020s. The transformation of the northern roundabout has now begun, which, in conjunction with the new pedestrian crossings and cycle superhighways, should make the area substantially more accessible. In the longer term, the Bakerloo Line extension will open up the area to south London.
Linked by the Victoria line, these three locations provide major hubs for the delivery of new residential, retail, employment and leisure space within the Upper Lee Valley Opportunity Area.

Encompassing two Housing Zones they are backed by strong commitment and investment from the public sector, which is complemented and enhanced by proactive private sector partners. With strategic connections to Cambridge, Stansted Airport, Liverpool Street and King’s Cross, demand for property has increased significantly. Taken together these areas provide the capacity to deliver over 15,000 homes, 100,000 sq m of retail and town centre space and 70,000 sq m of workspace within identified and progressed sites. This development is fundamentally shifting the perception of the area, delivering high quality mixed use environments that accommodate innovative residential typologies and small business spaces.

New development is complemented by improvements to the public realm and transport infrastructure. The upgrading of the Victoria Line has provided a fast, regular and reliable connection to central London and, in particular, bringing the Knowledge Quarter, centred around the Euston Road, within a 15 minute commute. This is providing a boon for housing demand but also attracting new creative and tech based businesses to the area.

In the future Crossrail 2 will further enhance strategic connections, whilst gyratory works at Tottenham Hale have unlocked the potential for a new district centre around the station, which developer Argent Related will be masterplanning. Delivery of new ‘mini-Holland’ cycle routes and the opening up of the Walthamstow Wetlands will further enhance the quality of place and environment. With initial sites being delivered in Tottenham, the next phase of opportunities are being brought forward that will regenerate the wider areas that complement the immediate station environment.

Whilst Tottenham Hale has been the initial focus and will provide a new district centre, major projects at High Road West and the significant estate regeneration plans for Northumberland Park (catalysed by Tottenham Hotspur’s new stadium) have the potential to deliver up to 6,000 new homes alongside new commercial, retail and community facilities. More widely, enhancements to the retail offer in Walthamstow will build on the success of the Scene development whilst the regeneration of former industrial sites at Sutherland Road and north of Blackhorse Road Station will continue Blackhorse Lane’s evolution.

Tottenham – Blackhorse Lane – Walthamstow

7500 homes in key schemes
50,000 sq m of retail space
60,000 sq m workspace
Access to the Walthamstow Wetlands

7,500 homes in key schemes
50,000 sq m of retail space
Access to the Walthamstow Wetlands
Brent Cross – Cricklewood

Brent Cross was London’s first shopping mall, however despite its success as a retail location it has suffered from a lack of public transport infrastructure and failed to help support the growth and regeneration of the wider Cricklewood area.

Plans have long existed for the delivery of a major regeneration scheme that would see the area to the south of the shopping centre evolve into a modern town centre providing 400,000 sq m of commercial space, 35,000 sq m of additional retail space, 7,500 new homes and a range of community and leisure facilities. However, the need to provide major new infrastructure, and in particular a new Overground station, in order to unlock the site had acted as a barrier to delivery.

However, a new approach to both the development and the infrastructure funding has been established that finally overcomes these major barriers. The Chancellor confirmed in the 2015 budget that a combination of direct funding and the long term retention of business rates growth in the area will pay for the new station, meaning it can be delivered earlier and without affecting development viability.

The major redevelopment of the area is being approached in two parts. Argent Related have been appointed as the Council’s development partner to deliver the Brent Cross South sites whilst Hammerson and Standard Life are continuing to bring forward the regeneration of the shopping centre itself as well as a number of new and replacement homes.

Hammerson’s development will also overcome severance issues created by the A406 by delivering a new ‘living bridge’ and also creating a new linear park alongside the River Brent that will, for the first time, enable the development of a truly integrated town centre.
The Royal Docks is already home to the ExCel centre, the University of East London and the Siemens’ Future Cities catapult space which form the basis of a small business ‘knowledge economy’ hub.

More recently, Ballymore’s 38 acre, 3,385 home Royal Wharf has seen its first phases of completion, with 811 homes delivered on a former Shell oil plant as part of a JV with Singaporean developer Oxley. Future plans for the area remain even more substantial. In 2013, the Mayor of London signed an agreement with Chinese developer ABP which promised a £1 billion regeneration of the Royal Docks. This will act as a financial and business district catering primarily to Chinese occupiers looking for a European headquarters, in much the same way Canary Wharf was first aimed at American occupiers. The new development will provide 310,000 sq m of office space, 86,000 sq m of residential as well as 45,000 sq m of retail, leisure and other uses.

Growth for this market has very much been public sector driven with the GLA in possession of large swathes of formerly industrial land in the area and the London Borough of Newham actively pushing the area as a location for biomedical, pharmaceutical and telecoms industries, with substantial redevelopment opportunity.

Going forward, accessibility to the area will improve with the Crossrail station at Custom House whilst the cross-river cable car connects the Royal Docks to North Greenwich. Long term, City Airport has permission for expansion and one of the only licences in Europe for transportation of toxic waste which could enable the area to provide for green technology growth. Further ahead, a new Thames crossing at Silvertown would improve access with Greenwich and Deptford.
As London continues to grow increasing focus is being placed on East London, where there is a significant reservoir of underutilised former industrial sites with the capacity to accommodate significant levels of new development.

The Mayor’s City in the East Framework draws together these opportunities and identifies potential to deliver upwards of 200,000 new homes and 280,000 new jobs in the area between the Isle of Dogs and the Dartford Crossing.

London Riverside offers by far the single biggest opportunity within this area. The regeneration of Barking town centre and the initial phases of Barking Riverside have set the scene, however truly transformational change will be delivered that will bring 26,500 new homes and 16,000 new jobs to a range of ex-industrial sites along the Thames.

New infrastructure is being delivered that will facilitate key developments. 10,000 further homes at Barking Riverside will be unlocked by the extension of the Overground service to a new station at the heart of the development, in a fully funded intervention that is due to open by 2021. The Havering Housing Zone (Countryside and L&Q) will be focused around a new station at Beam Park on the C2C line and deliver over 3,000 new homes.

East Plus (a new development partnership between the GLA and SEGRO) is providing new impetus to the delivery of jobs on GLA land, with the focus on intensifying activity and delivering new capacity for urban logistics and light industrial spaces. It is expected that over 100,000 sq m of new industrial development will be delivered, accommodating 6,500 new jobs.

The ongoing regeneration of Barking town centre, the opportunity to develop fringe sites to the north of the A13 and the potential tunnelling of the A13 itself all create major future opportunities and will see this part of London become a fully integrated part of the wider city.

London Riverside

13,000 homes on key riverside sites
100,000 sq m of industrial/commercial floorspace
Thamesmead

Thamesmead is one of London’s few remaining great growth opportunities. It lies on the south bank of the Thames less than 15km from central London and has the potential to deliver upwards of 15,000 new homes through a mixture of town centre regeneration, estate renewal and development of vacant and former industrial land.

The regeneration of Thamesmead is being led by Peabody who control the majority of the land and have plans to invest over £1bn in the area to unlock its potential and deliver a range of new homes and commercial amenities. The designation of two Housing Zones has brought further funding alongside the support of the GLA, the Royal Borough of Greenwich and the London Borough of Bexley.

The first phases of Thamesmead’s regeneration are focused in South Thamesmead, Abbey Wood and Plumstead and are directly benefiting from rail investment in Crossrail to Woolwich and Abbey Wood stations. Crossrail will mean Abbey Wood Station will be 11 minutes from Canary Wharf, unlocking the opportunity for Peabody to deliver over 2,500 new homes in the short term.

Longer term aspirations focus on the area to the north of Thamesmead and Thamesmead Town Centre. Existing consents allow for 2,000 homes to be delivered in this area; however the provision of a new Thames Crossing to Gallions Reach which (including a DLR extension) would see this opportunity increase dramatically, unlocking an additional 8,000 new units and enabling the comprehensive regeneration of Thamesmead town centre into a modern retail, community and service hub. Physical regeneration and new connectivity will enhance the public realm and provide new employment and education opportunities as well as overcoming generations old barriers to jobs in Central and East London.
Clapham Junction has long been recognised as a key asset for London in terms of transport infrastructure and is the UK's (and Europe's) busiest station, providing a key interchange for those accessing London and locations across the country.

However, this role has not translated into the delivery of a high quality part of Inner London, with the station fragmenting the area and impacting both housing to the north and the town centre to the south.

Clapham Junction is now on the cusp of change, driven by the designation of the area as a Housing Zone by the Mayor which is underpinning approaches to estate renewal and wider housing delivery. Smaller developments have been delivered within the town centre, including the redevelopment of the former PCS office building and the regeneration of the Peabody Estate at St John’s Way.

Recently brought to the market by London Borough of Wandsworth, the opportunity to redevelop and regenerate the Winstanley Estate presents one of London’s most exciting development opportunities.

The renewal of the estate, which adjoins the station, will deliver over 2,000 replacement and additional homes alongside an enhanced retail, community and business offer. Importantly, it will overcome issues that have blighted the local community by better integrating the estate into the wider area, creating a better interface with the station and enhancing the quality of the open space provision.

Both TfL and Network Rail have identified opportunities to enhance the station itself, which will be necessary to manage increasing passenger demand but also critical in the long term to fully integrate a new station on Crossrail 2. This will create much enhanced permeability and could overcome the north-south severance issues. Comprehensive approaches may unlock new development opportunities in the immediate station area.
Croydon

As one of London’s largest urban centres, Croydon is fast becoming a growth and development hotspot, with over £5bn of investment planned over the next five years across 20 city centre development opportunities.

Activity and investment have been focussed around Croydon’s two mainline stations, which themselves have undergone significant redevelopment to provide an enhanced passenger experience.

At the heart of the area lies the major redevelopment and revitalisation of Croydon’s retail offer. The Croydon Partnership (Westfield and Hammerson) are bringing forward the £1bn proposals for the redevelopment of the Whitgift Centre which, combined with Centrale, will deliver 100,000 sq m of new retail and leisure space as well as over 600 new homes. It will also greatly enhance the quality of the public realm within the centre.

Croydon has a long history as a major commercial office location, however its prospects suffered significantly as central London office markets boomed. Much of the outdated stock is now being redeveloped providing a number of high quality, high rise residential developments that are supporting wider investment in the town centre.

Office demand is returning to Croydon, and major schemes are on site or permitted. Ruskin Square (Croydon Gateway Partnership) are currently onsite for its first office component whilst Morello (Menta) will begin on site in the next two years. This renaissance is underpinned by Croydon’s changing business base which has seen the area become one of London’s fastest growing tech hotspots, supported by the Croydon Tech City network.

Croydon’s historic and cultural heart is being revitalised. Regeneration plans have been submitted for a £750 million investment that will transform the existing Fairfield Halls and create a new purpose built facility for Croydon College. Enhancements to the public realm will create improved links to the station and unlock wider residential and commercial development opportunities.

Westfield Croydon, Westfield Image courtesy of Weber Shandwick

£5bn of planned investment
8,300 homes in key schemes
250,000 sq m of office space
Upgraded 200,000 sq m of retail space
The Earl’s Court Opportunity Area straddles two London boroughs: Kensington & Chelsea and Hammersmith & Fulham.

As part of the regeneration of the area, the Earl’s Court Exhibition Centre halls, the West Kensington and Gibbs Green Estates as well as London Underground’s Lillie Bridge maintenance depot are making way, with the Empress State Building being comprehensively refurbished and change of use being obtained from commercial to residential. This is all part of the CapCo redevelopment of the area which is based on Sir Terry Farrell’s masterplan of the 77 acre site and offers to provide 7,500 new homes, as well as the potential for 10,000 new jobs and a range of retail and health, education and cultural facilities plus a ‘linear park’. As part of this, Earl’s Court Village will provide 1,325 new homes and 23 new shops in the first phase of the scheme whilst at Lillie Square, detailed planning consent has been given to a JV between CapCo and the KFI for 808 homes between Seagrave Road, Stamford Bridge and the West Brompton railway lines. The Empress State Building will be converted from office space to 55,000 sq m of residential space across 440 new homes. In addition, there are still plans for the redevelopment of Stamford Bridge to the south of the CapCo development, which would expand the stadium’s capacity from 42,000 to 60,000.

The regeneration of 30 acres of brownfield land has been driven by central government’s desire to regenerate the area and CapCo’s ability to work with both local authorities on their scheme. The developer has also worked with TfL through the Earl’s Court Partnership Limited and has committed to public transport improvement in the area.
Old Oak Common and Park Royal have long been of critical importance to the functioning of London, providing the largest collection of urban industrial capacity in Europe. However, the scale of rail infrastructure has prevented it from becoming a fully integrated part of the city, creating a significant gap in West London’s urban fabric.

The delivery of High Speed 2 and Crossrail provides a once in a lifetime opportunity to overcome the major challenges at Old Oak to finally connect the communities of North Acton, Harlesden, Kensal and White City and create an exemplary new piece of city that delivers long term value for London. Utilising significant public sector land it will anchor the Mayor’s vision for the ‘City in the West’ providing a new city centre for West London, allowing London’s next generation to live, work and spend leisure time and creating a global destination for economic growth.

Plans for the heart of Old Oak itself will deliver at least 25,000 new homes and accommodate around 65,000 new jobs, underpinned by its city, national and international connections and accelerated by HS2 and the expansion of Heathrow. A network of transport options will be connected by a new high street linking Harlesden to Wormwood Scrubs, the Grand Union Canal will provide a vital link from east to west.

Whilst a number of opportunities cannot be realised in the short term due to the complex infrastructure arrangements, pioneering developments have already begun to change perceptions of the area. New, high density housing has clustered around North Acton station (including West London’s tallest building) bringing new residents and students to the area. Delivery of the Car Giant site and potential opportunities unlocked by a reconfigured Willesden Junction station will create the first opportunities to establish the Old Oak core.

Park Royal will also benefit from new opportunities. Sympathetic regeneration and intensification will underpin its future success and contribution to the London economy, retaining its role as London’s industrial heartland whilst providing new opportunities to accommodate a broader range of economic activities.
Achieving a step change in delivery across London will not be simple and will require innovative approaches to development from the whole property, development and planning industry.

We firmly believe that grasping this opportunity will require:

- An intelligence led approach to the identification and release of development capacity that focuses on maximising the impact of planned investments.

- A coordinated approach to development across public and private land owners. This should ensure that both challenges and opportunities are addressed beyond the site specific level where necessary to ensure opportunities are not blocked.

- The development of growth propositions that are orientated towards manageable and realistic scale opportunities, breaking large capacity sites into deliverable phases and parcels that combine to deliver a strategic vision.

- The delivery of enabling and supporting infrastructure in a timely fashion that is targeted at unlocking potential and considered as part of a comprehensive network over time.

- Joined up thinking between land, infrastructure and planning to support the case for the delivery of both housing and infrastructure, ensuring that the most appropriate sites are identified for development.

- Aligning strategic and local infrastructure to maximise the potential of major investments and ensure that existing communities are connected to new opportunities.

It is critical that none of this is seen as an ‘either/or’ debate. Outer London will not grow at the expense of the CAZ, the funding of one transport scheme should not be viewed as preventing another and the need for housing should not come at the cost of employment opportunities.

There is a strategic need to address issues as part of a coordinated and integrated network over the medium to long term, ensuring that one intervention is not burdened with delivering everything but, over time, is part of a series of interventions that have a defined purpose and goal.

It is clear that achieving this vision for London will require significant investment to unlock potential. Innovative approaches are already securing greater levels of contribution towards infrastructure delivery than ever before and local authorities, TfL and the GLA are all utilising their assets to unlock growth. However more can (and should) be done. The localisation of business rate revenues will help however the ability and freedom to use other borrowing models or revolving funds, as well as wider fiscal mechanism would provide a significant boost to delivery.

Moving forward
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