



A Quod project sheet

Stratford City

Role

Members of the Quod team were lead consultants for securing the Stratford City Outline Planning Permission (SC OPP) process since 2002 and also acted as Regeneration and Affordable Housing Advisors.

Once complete Stratford City will result in the redevelopment of former rail and industrial land to deliver around 140,000m² of retail floorspace, 300,000m² of office floorspace, 6,000 new homes and supporting transport and social facilities as well as open space.

Subsequently, Quod has been retained as planning consultant by all principal land owners at Stratford City providing both strategic and day to day planning advice.

As well as having advised on Westfield Stratford City and Manhattan Loft Gardens (the tallest building within Stratford City), we currently have live instructions on the following: have secured Zonal Masterplans and reserved matters applications across Zones 2-7 of Stratford City for development sites, including:

East Village – we continue to provide strategic and detailed planning advice on the delivery of East Village. Formerly the Athletes' Village during the 2012 Olympic and Paralympic Games, the East Village is now a thriving build to rent community with over 3,000 homes. Quod has and continued to secure permission for a further c. 2,000 homes.

IQL South – the main commercial heart of Stratford Metropolitan Centre, Quod has delivered a range of land uses to help create a new commercial office district and residential development, comprising around 300,000m² of office floorspace, 683 homes and supporting retail, community use and public realm. More recent planning applications have required an innovative approach to navigate the SC OPP and to help deliver additional land uses, and in turn, increase density within the site.

Description

Planning advice for multiple landowners in relation to the delivery of a large mixed-use regeneration scheme

Client

London and Continental Railways (LCR), Lendlease, Qatari Diar and Delancey, Westfield Shoppingtowns Limited and Manhattan Loft Corporation Limited

Planning Authority

LLDC

Expertise

Planning	✓
CIL	
Environmental Planning	
Development Economics	
Socio-economic	
Infrastructure	
Strategic Land Promotion	
Regeneration	
CPO	

Project Type

Infrastructure	
Major Mixed Use	✓
Residential	✓
Retail & Commercial	✓



Quod continue to advise on planning strategies to optimise the remaining development plots, including amendments to the SC OPP and new planning applications.

Quod's Approach

Quod were appointed at an early stage in the preparation the original Outline Planning Application in 2002 and lead the consultant team in the preparation and approval of the original Outline Planning Application and subsequent amendments.

Our approach involved working closely with the Olympic Delivery Authority and later the London Legacy Development Corporation to agree the Site Wide Strategies and Zonal Masterplan principles to coordinate the detailed reserved matters applications.

More recently, Quod has worked with landowners to intensify existing land uses within the Outline Planning Permission and to introduce new land uses and floorspace. This has involved preparing and implementing planning strategies to increase floorspace through coordinated masterplans allowing for new separate planning applications to be dropped in within Stratford City to introduce new residential and office floorspace.

Quod has also been heavily involved in preparing masterplan approaches to inform land sales, such as at IQL North. Our approach in this instance demonstrated the reduced need for office floorspace in this area based on evidence of jobs delivery across Stratford City against the original assumptions in 2002 and gain support from the local planning authority for a residential-led development of the site. This approach also used our understanding of the policy and surrounding context to help secure key development principles for a range of taller buildings and significant new floorspace on the site.