

Welcome M2 Westfield Stratford City

Welcome to our public exhibition on Unibail-Rodamco-Westfield's (URW) development plans for new public spaces, potential areas for sport and student homes using space available on Car Park C.

Today, you will be able to:



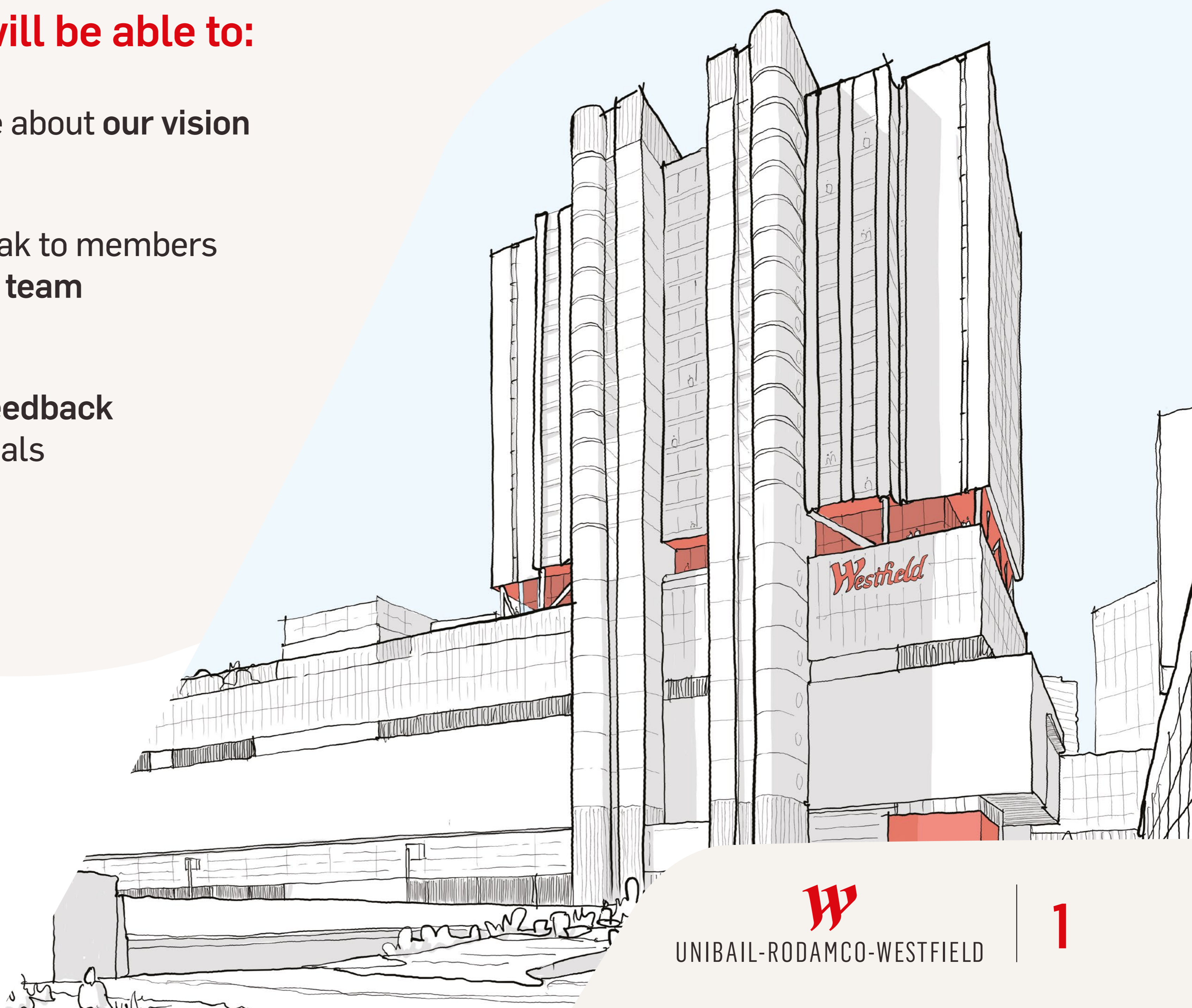
Find out more about our vision



Meet and speak to members of the project team



Share your feedback on the proposals



About the team



UNIBAIL-RODAMCO-WESTFIELD

About URW

Unibail-Rodamco-Westfield is the creator and operator of unique, sustainability-driven retail, office and lifestyle destinations that connect people through extraordinary, meaningful shared experiences and is responsible for bringing forward the proposals for M2 Westfield Stratford City.



ALLFORD HALL MONAGHAN MORRIS

About AHMM

Allford Hall Monaghan Morris (AHMM), the lead architects, is a best-in-class, Stirling prize winning practice which designs unique buildings for different people to use in very different ways.



East
architecture
landscape
urban design
east.uk.com

About East

East, the landscape architects, is an award-winning architecture, landscape and urban design practice, working on a wide range of projects, including housing, masterplans, community and workspace buildings and public spaces.



The wider project team


DP9
Planning Consultant

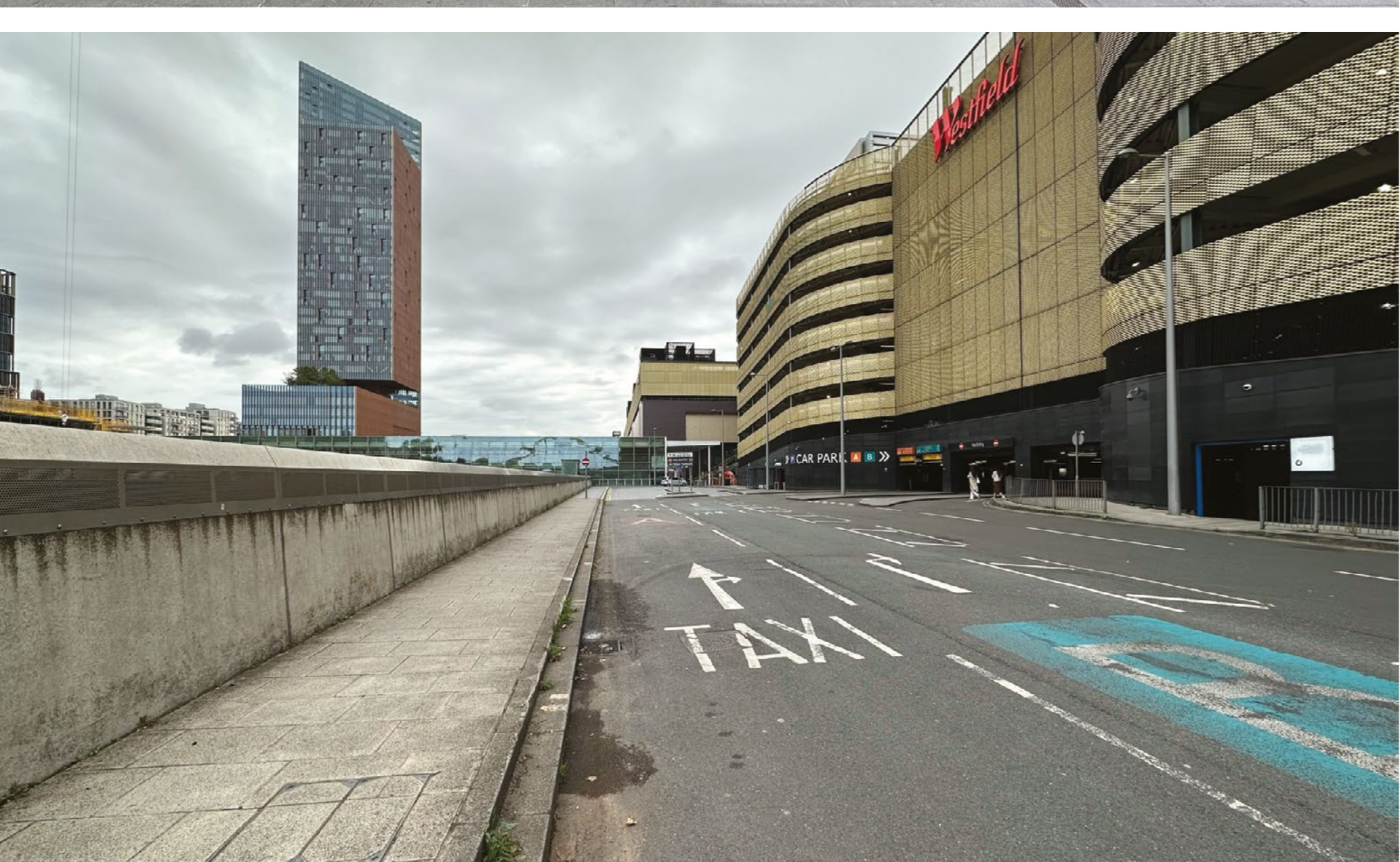
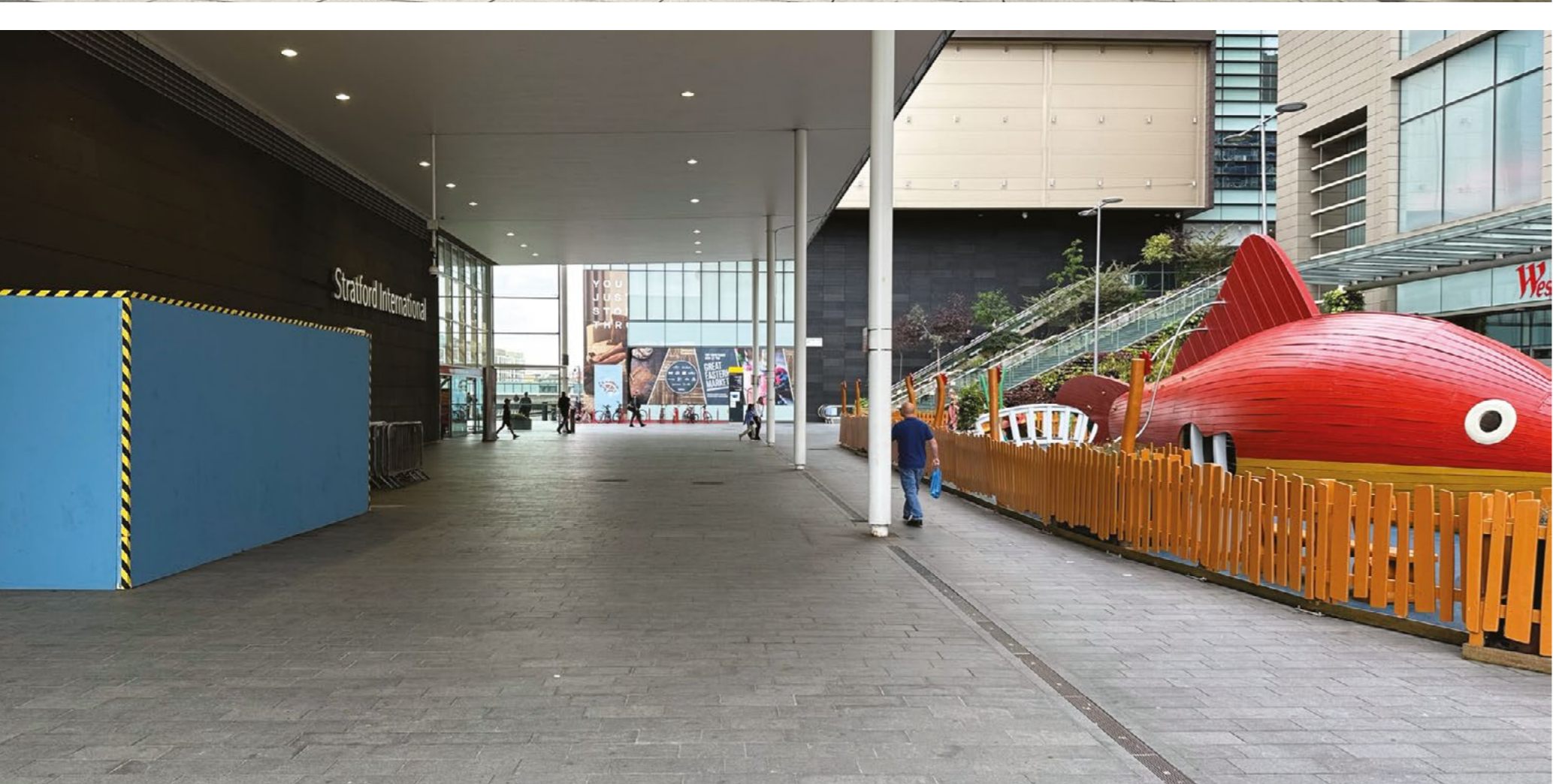

POTTER RAPER
Project Manager


AECOM
Sustainability Consultant


LCA
Community Engagement

The Opportunity

Open since 2011, Westfield Stratford City encompasses a wide range of shops, from luxury boutiques to popular high street brands, a superb selection of local and international restaurants, and top tier entertainment amenities such as cinemas, bowling alleys, and casinos.



We see an exciting opportunity to build on our historical investment in Stratford by delivering a new mixed-use project on Stratford City's Car Park C.

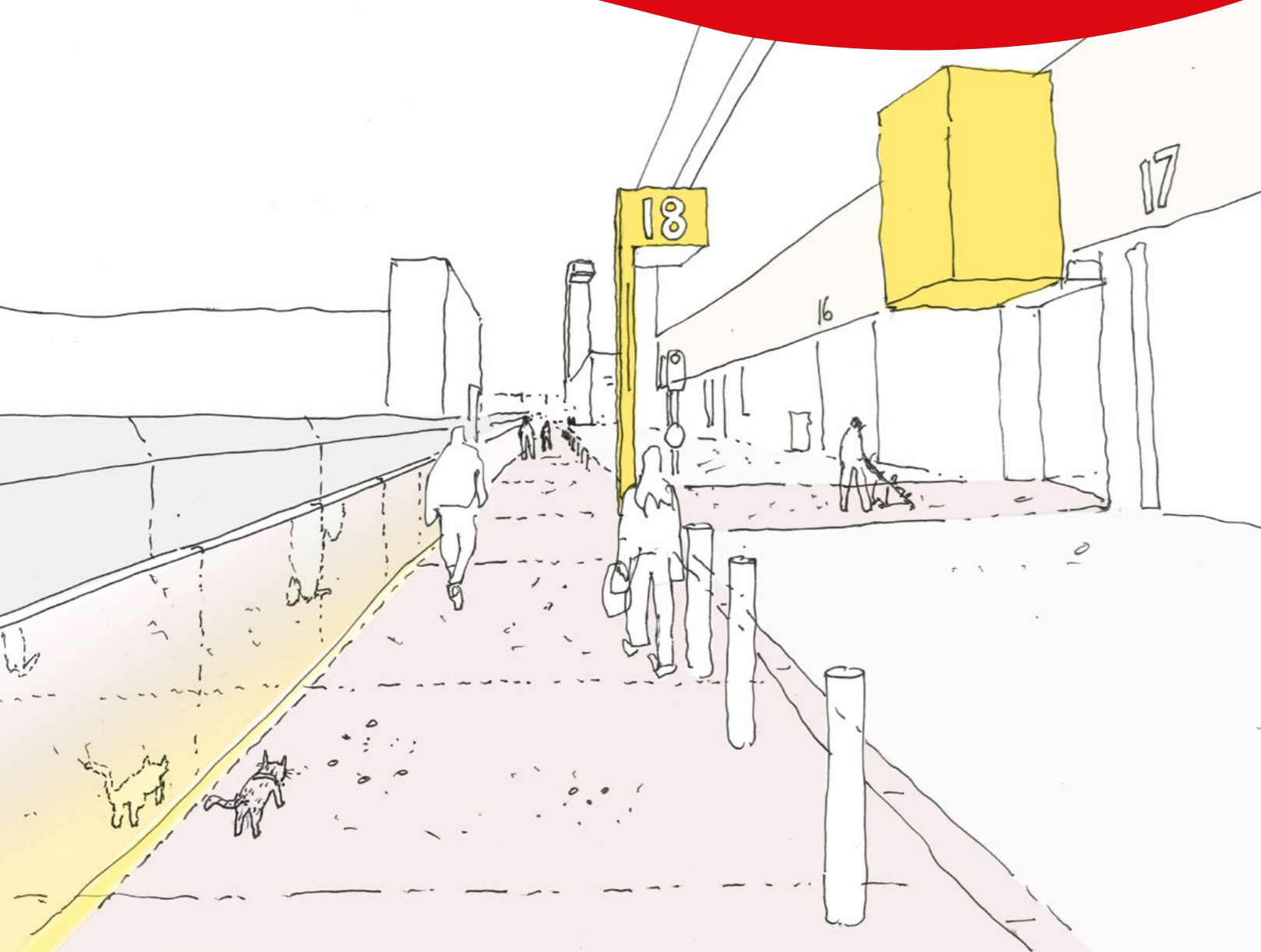
We hope that this will continue to evolve the neighbourhood, with improved experiences for the community and our visitors, making the area safer and greener, and creating more places to live, relax and enjoy.

We are proposing only the removal of certain under-utilised car parking spaces at Car Park C, with the car park remaining in operation.

We are also looking to enhance the public realm and make the spaces people use feel safer.

Read on to see how we are proposing to better these spaces.

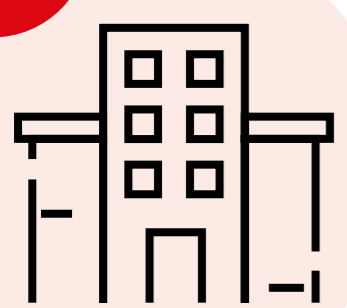
Our vision



We want to maximise the spaces we have available at Stratford City, meeting a critical need for student homes, making the public realm safer and more inspiring, and creating even more spaces where people want to meet, have fun and relax.

We will do this by:

01

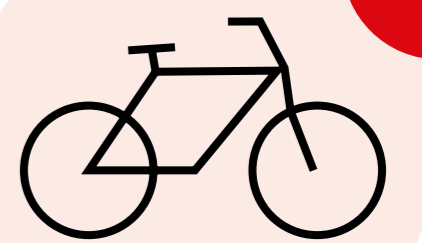


Growing our neighbourhood
more vibrancy with places for the expanding student population to live.

Providing safer and more inspiring public spaces

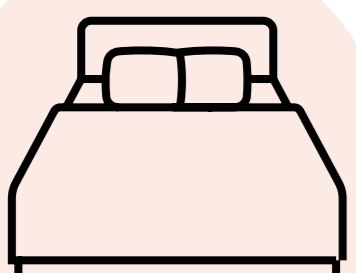
better experiences for residents and visitors with safer and more attractive pathways, cycle routes and connections.

02



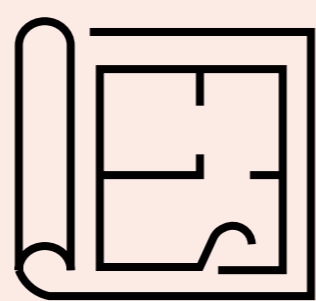
Meeting the need for local student housing
with circa 520 high-quality, purpose-built student rooms on free space available on Car Park C.

03



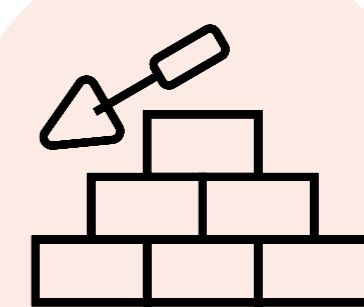
Delivering a scheme of high-quality design
positively contributing to the evolving built environment of Stratford.

04

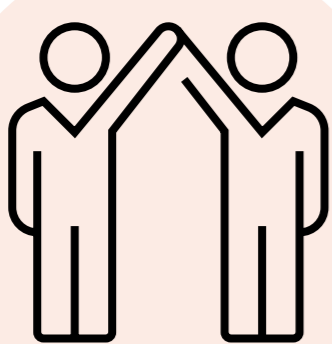


Maximising existing spaces
building on top of an existing car park, we will be using a more sustainable method of construction.

05



06



Creating new places for fun
using space on the roof to provide new opportunities for inclusive spaces for people to meet and enjoy.



Let us know what you think of our vision by filling out our short survey!

A safer and more attractive public realm

Improving Stratford City's public realm and connectivity is a central goal of our proposals

This means making the area safer and more attractive along Hitchcock Lane and Celebration Avenue. We will do this by:



Stitching the public spaces and roads around Westfield together with new paths and connections and better marked/delineated transport links.

Increasing safety for residents, shoppers and passersby with new landscaping to reinforce wayfinding, reducing blind spots via better natural surveillance, improved lighting and CCTV.



Working closely with nearby landowners.



Let us know how we can make the public realm more attractive and safer by filling in our survey!



Artist's sketch of proposed public realm enhancements along Hitchcock Lane and Celebration Ave

Creating new amenity on the rooftop

We have the opportunity to create new spaces for people to meet and have fun using the rooftop of the car park.

It is important that these spaces are inclusive, which is why we are engaging with experts to help us create accessible spaces that can be enjoyed by everyone.

These spaces will be free to enjoy by both residents and the general public, carefully managed and maintained by Westfield, and accessed through the main stairwell and lifts in the shopping centre.

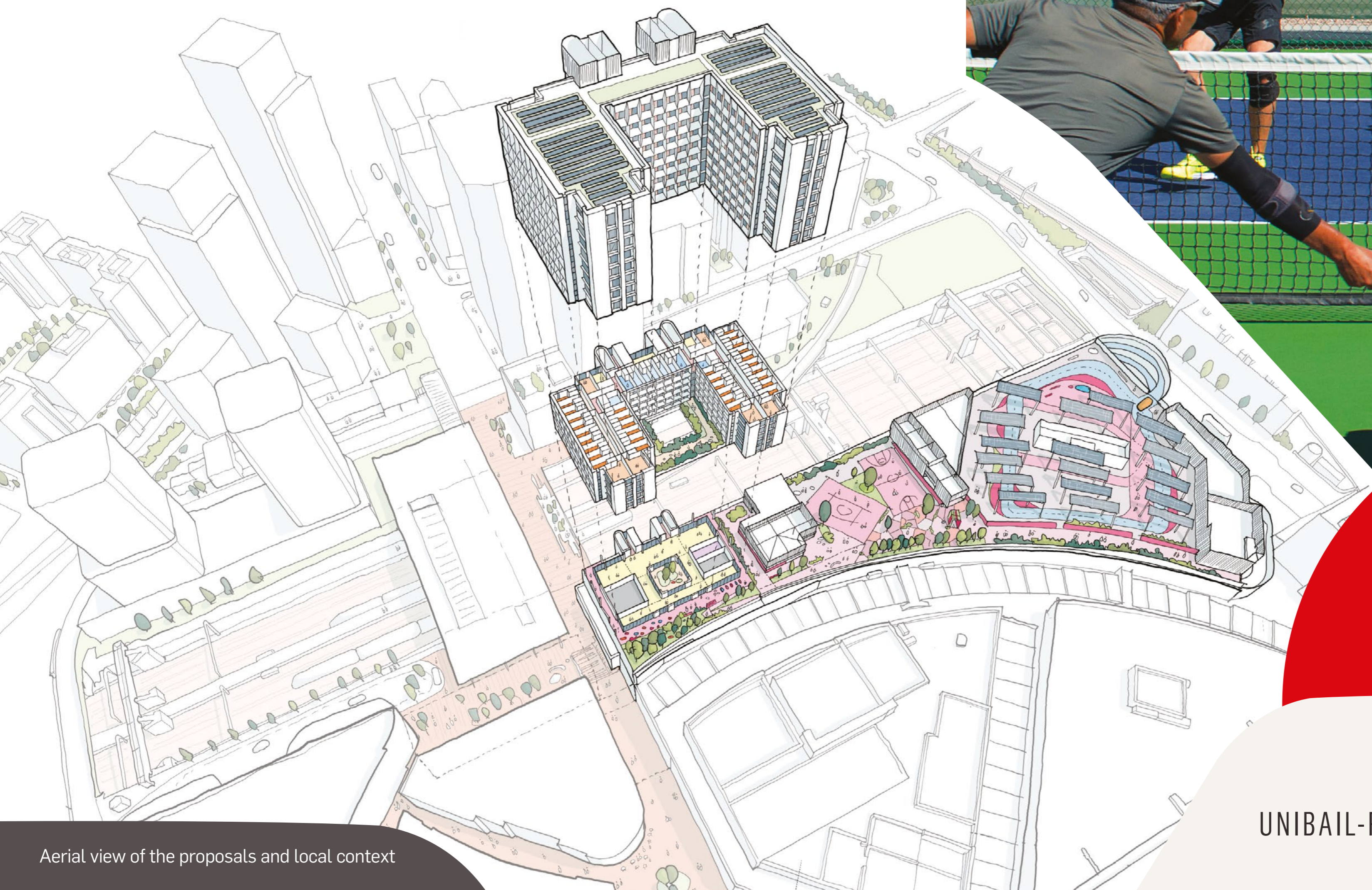
We are also exploring the potential for a rooftop sporting facility. In addition to new amenity space and a planted walkway, non-gender specific sports are being considered such as pickle tennis and basketball.



Picture captured by Nathan Sayers



Let us know what type of facilities you'd like to see at the rooftop.



Aerial view of the proposals and local context

New student homes

Why do we need student homes

Despite a number of student homes having been delivered in the local area in recent years, there is a pressing need for high quality and affordable student beds in this part of London.



University partners in the area have already expressed strong interest in the plans.



The lack of available beds could force local students to pay higher rental costs elsewhere, particularly in HMOs.



This also means students are taking up homes which can be freed up for local families.

Our offer

M2 Westfield Stratford City can meet these challenges.



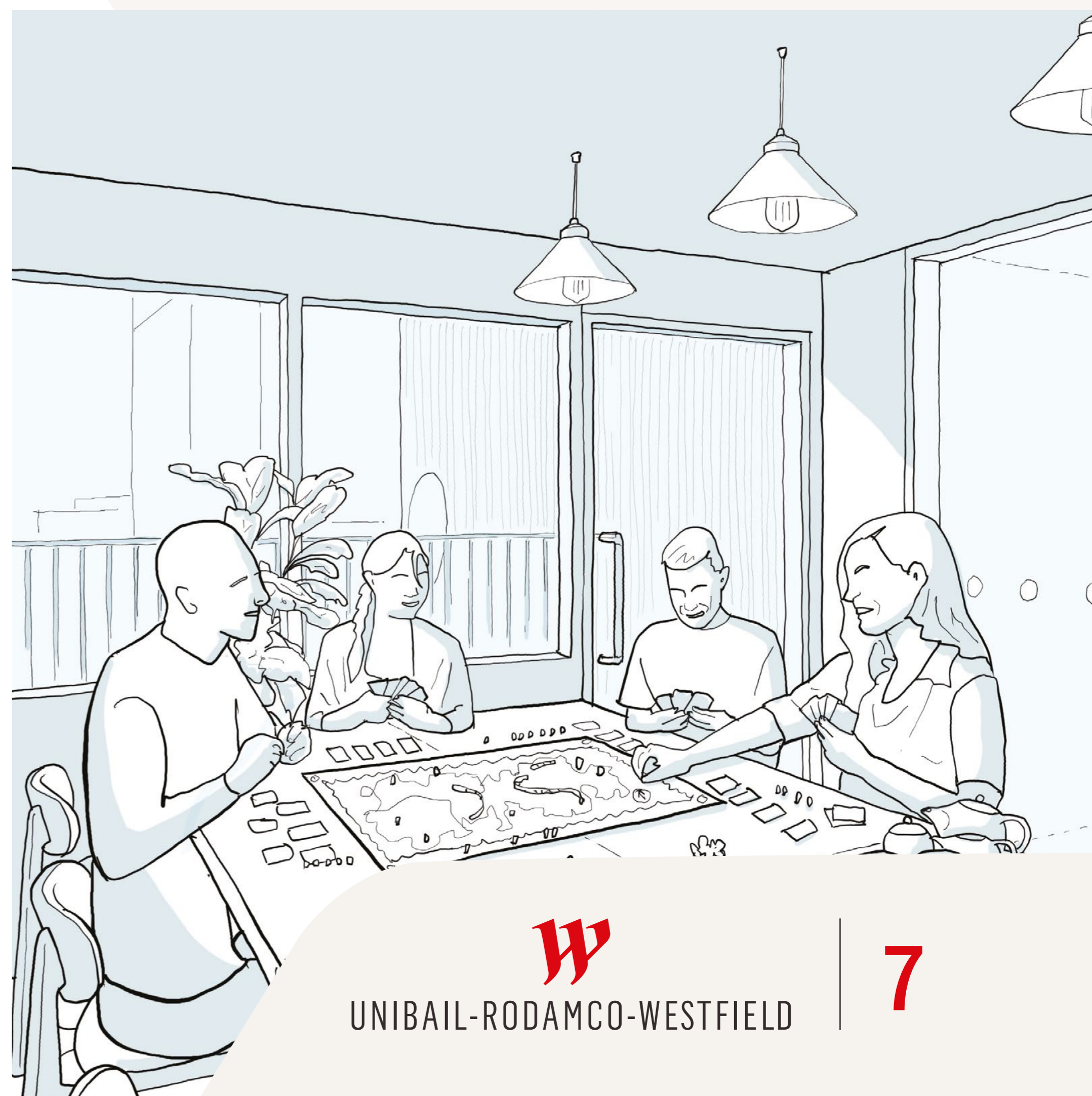
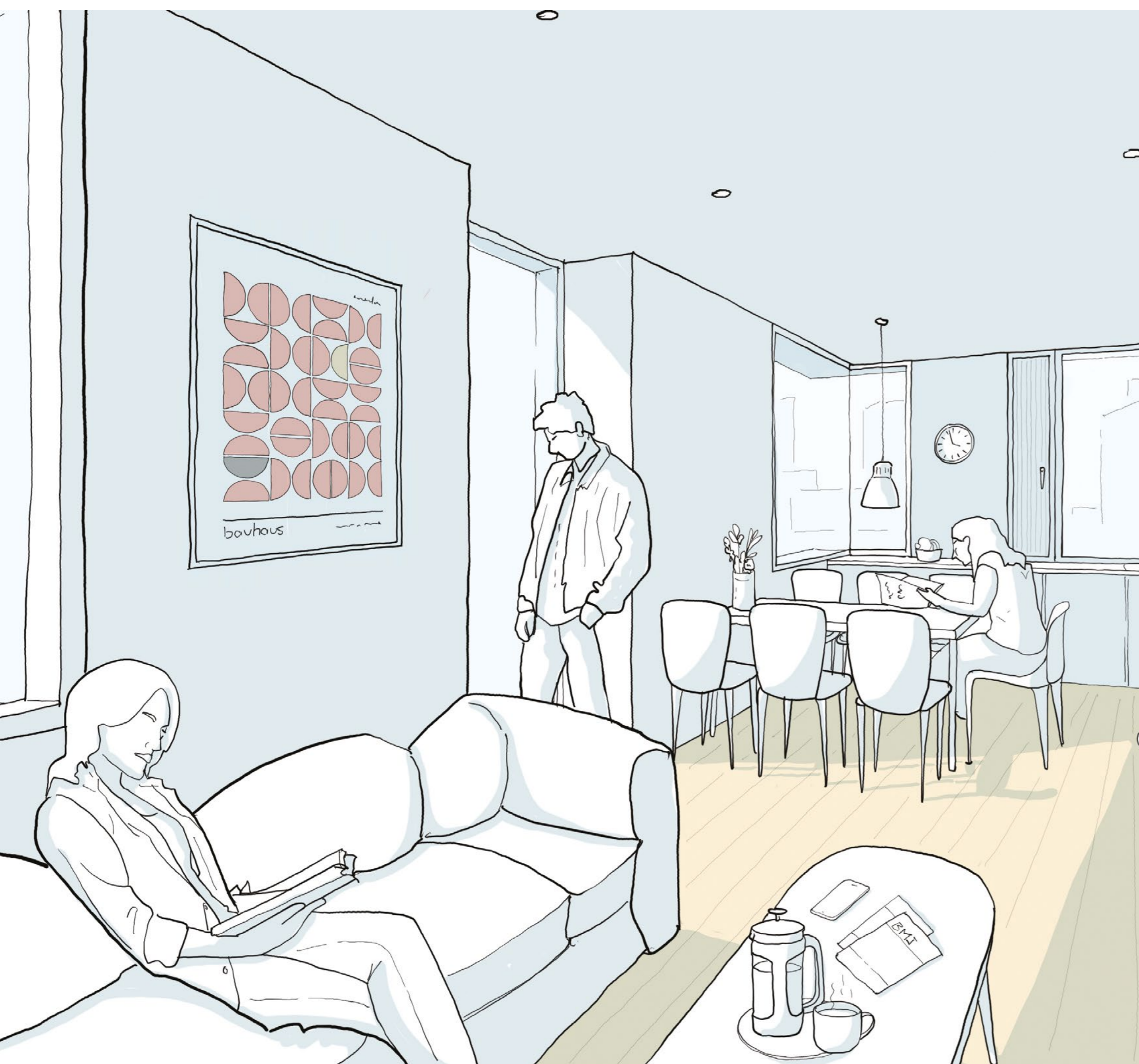
The proposals would see circa **520 student beds** (35% affordable) delivered. Students living in these rooms will enjoy **high-quality beds and a best-in-class amenity** provision.



A **substantial economic boost** will be brought to the area and local businesses through increased spending and job opportunities by attracting more students to the area.



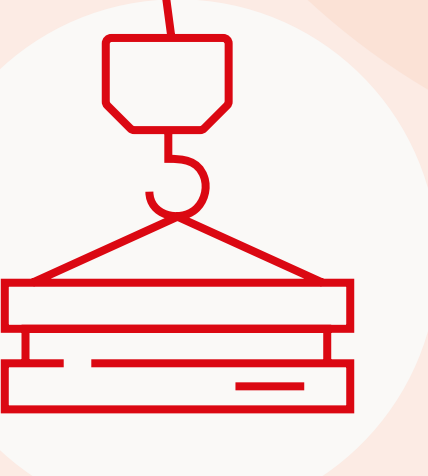
We are **proposing an 83/17 split of cluster rooms** (shared accommodation where people have private bedrooms but communal facilities – kitchens, bathrooms etc) and studio rooms (self-contained single apartments).



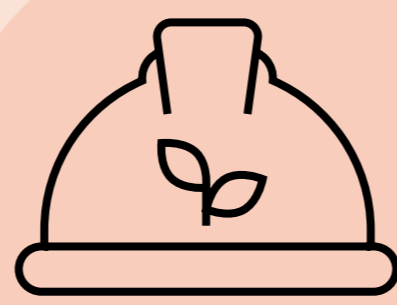
Sustainability

Sustainability lies at the core of our ambition and is embedded into our approach; the proposed M2 Westfield Stratford City development will be no different.

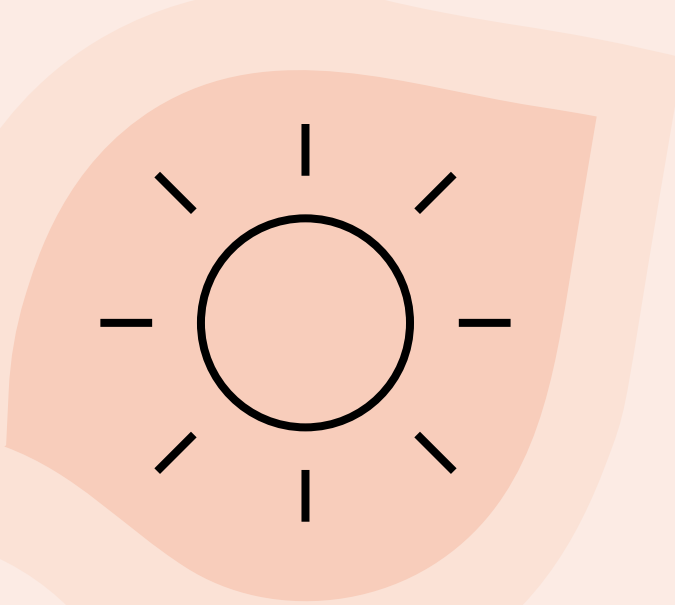
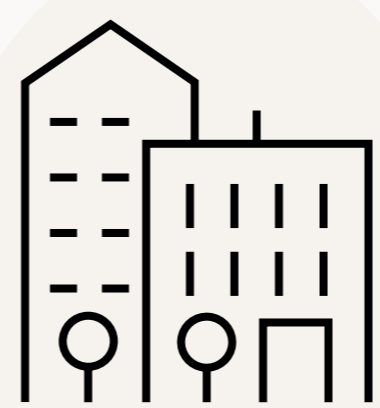
To ensure we're building a sustainable scheme, we are:



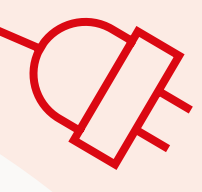
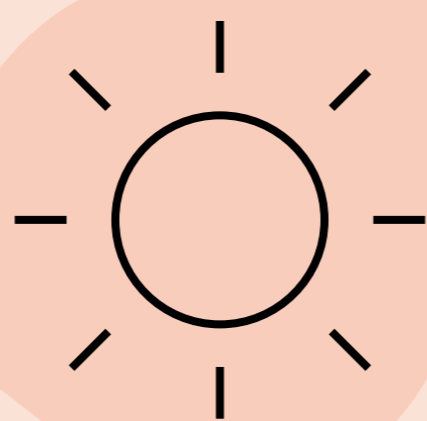
Building on the existing car park, avoiding the need to demolish the building and lose its embodied carbon.



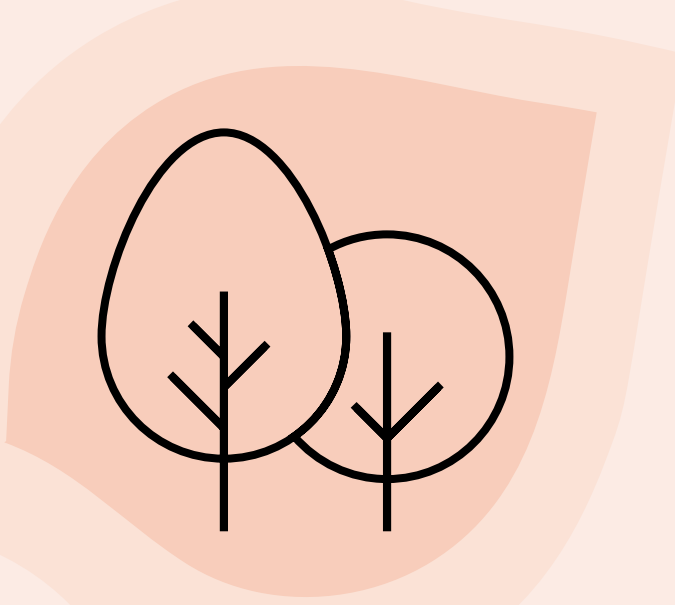
Allowing us to deliver student homes without impacting on the existing local housing stock.



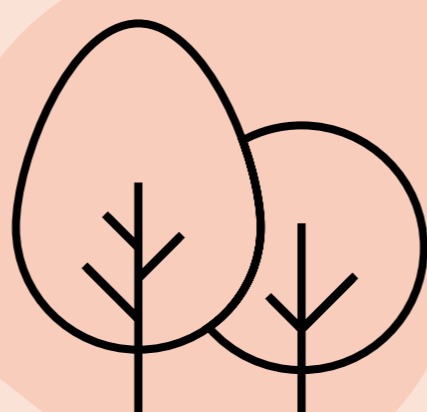
Creating an energy efficient building, using existing services including water and electricity.



Using highly sustainable methods of construction / operation, including maximising off-site construction to reduce build time and associated disturbance.



And targeting a BREEAM Outstanding accreditation.



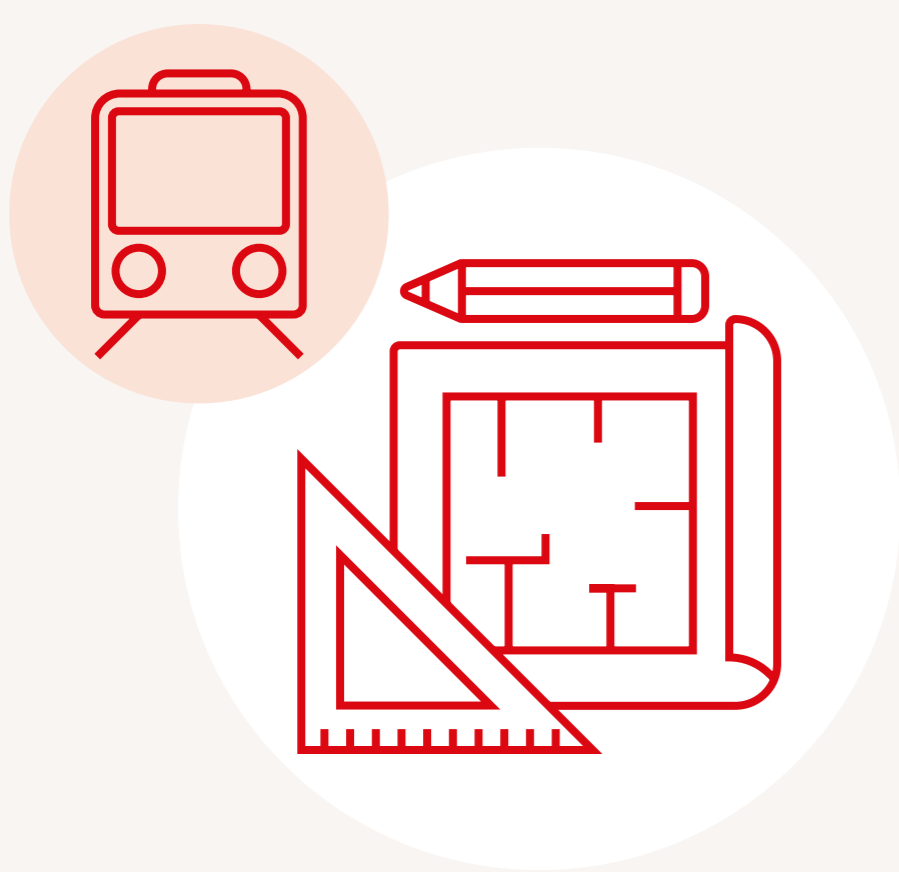
High-quality design

Delivering high-quality design which reflects the rich character of Stratford is an important part of the evolution of our designs.

The new building will be 14 storeys on top of the car park which fits in well with the wider landscape of Stratford.



We have carefully considered our architectural approach:



Our designs draw on the **history of Stratford**, with architectural elements borrowed from the site's past experience as a strategic transport hub.



The proposed main façade of the building will add a **striking presence and complement the existing colours** of the location.

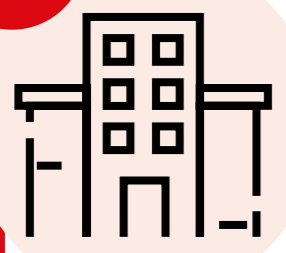
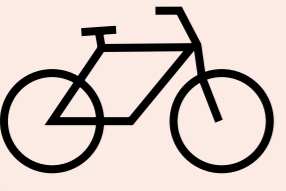

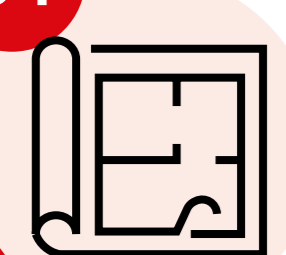
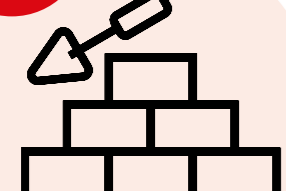



A raw concrete materiality will be used on the vertical elements and there will be **opportunities to highlight the entrance** and corners with further colour interventions.






Have your say

Thank you for attending this exhibition.

Our proposals at a glance

- 01**  **Growing our neighbourhood** more vibrancy with places for the expanding student population to live.
- 02**  **Providing safer and more inspiring public spaces** better experiences for residents and visitors with safer and more attractive pathways, cycle routes and connections.
- 03**  **Meeting the need for local student housing** with circa 520 high-quality, purpose-built student rooms on free space available on Car Park C.
- 04**  **Delivering a scheme of high-quality design** positively contributing to the evolving built environment of Stratford.
- 05**  **Maximising existing spaces** building on top of an existing car park, and using a more sustainable method of construction.
- 06**  **Creating new places for fun** using space on the roof to provide new opportunities for inclusive spaces for people to meet and enjoy.

We want to hear from you

-  Talk to us here
-  Fill out one of our surveys
-  westfieldstratfordcity-plans.co.uk
-  m2westfieldstratford@londoncommunications.co.uk
-  0800 307 7984



Scan the QR code to visit our website

Next steps

- February – March 2024**
Public consultation
- Spring 2024**
Planning application submitted to local planning authority
- Autumn 2024**
Application considered by LLDC
- Spring 2025**
(In the event of a successful application) construction work begins on site
- Autumn 2027**
Complete and in operation