

## The Draft London Plan

New West End Company's key asks and how they have been incorporated into the minor amendments to the draft London Plan

**Key Ask One – That the Development Plan provides the level of flexibility of uses in the West End to enable appropriate growth to take place through the lifetime of the plan.**

**Key Ask Two – That the Development Plan promotes a high quality physical environment and encourages a dynamic range of experiences.**

SD4 part F

The vitality and viability of the international shopping and leisure destinations of the West End (including Oxford Street, Regent Street, Bond Street and the wider West End Retail and Leisure Special Policy Area) and Knightsbridge together with other CAZ retail clusters should be supported.

Within this context the vitality and viability of the international shopping centres and other CAZ retail clusters above should be enhanced, supporting their adaptation and diversification, along with improvements to the quality of the environment and public realm

**Key Ask Three – That the Development Plan provides sufficient new commercial space to accommodate agreed job growth targets with supporting infrastructure.**

Policy SD4 part B

The nationally and internationally significant office functions of the CAZ should be supported and enhanced by all stakeholders, including the intensification and *provision of sufficient space to meet demand* for a range of types and sizes of occupier and rental values.

**Key Asks Four – That the Development Plan defines the geographical extent of the West End International Retail Centre to enable greater policy flexibility .**

Policy SD4 part N

In Development Plans, *boroughs should: (1) define the detailed boundaries* of the CAZ, the Isle of Dogs (North), *town centres (including the International centres)*, CAZ retail clusters, Special Policy Areas and specialist clusters of strategic functions having regard to the CAZ Diagram shown in Figure 2.16.